

NEWPORT BEACH LISTEN & LEARN

COMMUNITY ENGAGEMENT & OUTREACH PROGRAM

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DRAFT

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1. Introduction

Project Overview

To guide and inform a future General Plan Update, the City of Newport Beach has launched a distinct community engagement and outreach program, known as the Listen & Learn process. Listen & Learn will engage community members in exploring the current General Plan and identifying perceived needs, issues, and opportunities with the Plan; document resident and stakeholder reactions to the existing goals and goal structure.

The General Plan Update Steering Committee (Steering Committee) will direct the Listen & Learn process. The process will include digital engagement, the Launch Event, a workshop series in each of the seven council districts, pop-up events, stakeholder interviews, Go-to Meetings, and a Citywide Summit. Input received at each point in the process will be shared with the Steering Committee and made available for review on the project website.

Listen & Learn Community Engagement Objectives

For this project, success relies on involvement of community members and other stakeholders throughout the Listen & Learn process, including issue identification, goal setting, and alternatives assessment. Specific objectives for public engagement are to:

- Conduct an open and transparent process;
- Engage the full spectrum of Newport Beach community members, residents, businesses, and other stakeholders;
- Share information on the General Plan, including the individual elements, state requirements, state mandates (including Regional Housing Need Allocation [RHNA]), and other related information with Newport Beach community members and stakeholders;
- Gather meaningful community input on the General Plan to lay the foundation for a future General Plan Update;
- Transparently share project information, meeting conclusions, and incremental decisions with community members; and
- Strengthen and expand relationships and trust between the City and community members, and among community members themselves.

Concurrent Related Outreach Activities

Outreach for related planning projects in Newport Beach will occur during the Listen & Learn process. The most significant parallel processes are noted in **Table 1**.

Taking note of these related public outreach activities is important. While the related public outreach activities create additional avenues for disseminating information about the Listen & Learn engagement opportunities, the activities also create potential for community members to experience “planning fatigue,” and reduce involvement in Listen & Learn due to time and resource limitations. These concurrent activities could also result in confusion over the topics, requirements, recommendations, and timelines across the different projects. These conditions could pose challenges in providing important information about the Listen & Learn process to community members, as well as result in community input being less productive because of misperceptions.

Table 1: Concurrent Outreach Activities

Project and Lead Agency	Status of Public Engagement	Expected Outreach Activities through June 2020
Title 17 - Harbor Code Update, Harbor Commission	Final review by ad hoc committee	City Council - October 9, 2019
Boards, Commissions and Committees	Ongoing meetings	See City website for upcoming meetings and public engagement opportunities

Role of the Steering Committee

The General Plan Update Steering Committee (Steering Committee) was established in January 2019, and includes representatives from the Newport Beach community. For the Listen & Learn process, the role of the Steering Committee is to:

- Ensure sufficient public outreach and stakeholder input regarding the update to the General Plan;
- Provide guidance to City staff and the project team through the Listen & Learn process; and
- Make other recommendations to the City Council regarding the update of the General Plan, as necessary.

The Steering Committee meets on the first and third Wednesday of the month, unless otherwise noted.

Listen & Learn Contact Information

For questions and inquiries related to the Newport Beach Listen & Learn please contact:

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Associate Planner
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The Listen & Learn website has the latest announcements and updates, meeting summaries, and interactive surveys and comments. It will be updated when the General Plan Steering Committee approves a slogan and url. Importantly, community members can sign up for email announcements on the Listen & Learn website.

Plan Contents

This section will detail the purpose of the Community Engagement & Outreach Program.

Specific topics are:

- This **Introduction**, including a project overview, public engagement objectives (Listen & Learn process), concurrent related outreach activities, the role of the Steering Committee, and project contact information;
- **Communication Opportunities & Challenges**, including preliminary identification of communication challenges and engagement strategies to address identified challenges;

- **Stakeholder Analysis**, including types of stakeholders and primary outreach methods;
- **Getting the Word Out**, including specific media and material to engage a broad sector of the community; and
- **Community Engagement Opportunities, Process & Timeline**, describing community engagement activities, showing the steps of the community outreach process and relationship among outreach activities, and noting purpose and timing for the specific activities (e.g., workshop series, digital engagement).

2. Communication Opportunities & Challenges

The Listen & Learn process seeks to inform, engage, and unite Newport Beach community members around a love for their city and the opportunity to shape its future through involvement in a future General Plan Update. The following communication challenges and opportunities have been identified to build a framework for broad engagement in the Listen & Learn process.

Size of the City

Newport Beach spans seven council districts over 53 square miles. The distance between residents presents challenges for hosting workshops in central locations in the City. Distance also presents challenges for residents to hear each other's experiences.

- **Engagement Strategy:** The City will host workshops in each council district advertised through homeowners associations, resident groups, and online communities. The Listen & Learn process will begin and end with a Launch and Citywide Summit, respectively, where residents from different parts of the City can share their experiences, values, and views of Newport Beach. Digital engagement tools will be used to engage people who cannot attend workshops and meetings in person. A statistically significant survey would ensure that insights from a broad spectrum of the community would be heard in the process (**not currently scoped*).

Distinct Neighborhoods

Not only does Newport Beach encompass a lot of land (and water), the City has distinct neighborhoods with a variety of geographies, such as beaches, islands, and bluffs. This diversity of neighborhood geographies and experiences could present challenges in moving towards consensus on the issues and needs in the current General Plan.

- **Engagement strategy:** The Community Engagement & Outreach program (this document) is designed to layer in opportunities for community members to not only share their experiences with the City, but also to hear and learn from their neighbors. The Listen & Learn Launch and Citywide Summit are envisioned to draw together people from all parts of the City. The process will invite people to share what they love about Newport Beach through stories, photos, and activities. Each piece of input received in the process will be shared on the interactive online platform for community members to review and see what their neighbors are sharing.

Community Activation

The Newport Beach community is highly engaged, with a large number of residents and stakeholders who actively communicate with the City on issues important to them. And, like every city, there are also community members who have yet to be activated and engaged in issues in their City. These “unactivated” residents are likely highly engaged with their families, clubs, children’s sports teams, jobs, and neighborhoods; the challenge is to invite them into the Listen & Learn process in ways that matter to them.

- **Engagement strategy:** Outreach opportunities will be designed to meet people where they are, engage with neighborhood groups, and provide opportunities for online engagement that mirror in-person engagement. Pop-up events, Go-to Meetings, and digital tools will be designed to create a two-way conversation in which members of the community feel a sense of ownership and belonging to their City.

3. Stakeholder Analysis

Newport Beach is rich in community organizations and associations, reflective of its unique history, culture, landscape, and beaches. Many local organizations have interest in the topics and issues pertaining to a future General Plan Update and have valuable input to contribute. Furthermore, they can disseminate announcements about community engagement opportunities to their members.

A database of stakeholder organizations, based on research and input from community members, has been assembled by City staff for the Listen & Learn process as shown in **Table 2**. Updates will be made periodically to add newly identified organizations and to continue to expand outreach efforts.

Table 2: Stakeholder Groups

Types of Stakeholders	Primary Outreach Methods
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<p>Neighborhood Residents</p> <ul style="list-style-type: none"> • HOAs • Homeowners • Renters 	<ul style="list-style-type: none"> • Workshops • Online Platforms • Go-to Outreach • Pop-Up Events
<p>Religious Institutions</p>	<ul style="list-style-type: none"> • Go-to Meetings • Stakeholder Interviews • Online Platforms
<p>Schools & Youth Organizations</p> <ul style="list-style-type: none"> • Private Schools • School District • Youth camps and clubs 	<ul style="list-style-type: none"> • Workshops • Go-to Outreach • Online Platforms
<p>Interest Groups</p> <ul style="list-style-type: none"> • Environmental • Advocacy • Affordable Housing 	<ul style="list-style-type: none"> • Stakeholder Meetings • Go-to Meetings
<p>Businesses</p> <ul style="list-style-type: none"> • Small businesses • Major employers • Chambers of Commerce • Main Streets 	<ul style="list-style-type: none"> • Stakeholder Meetings • Go-to Meetings • Pop-Up Events

4. Getting the Word Out

The goal of Listen & Learn is to involve as many people and perspectives as possible in the outreach process. Because members of the Newport Beach community learn about community events in different ways, multiple communication channels will be used during the outreach process. This section identifies activities geared towards disseminating opportunities for engagement and project updates to community members, businesses, stakeholders, and other organizations, as illustrated in **Table 3**.

Table 3: Getting the Word Out

Communication Tool(s)	Purpose	Timing	Description
Contact Database	To maintain and organize email and mailing addresses for people interested in receiving project updates and announcements	Ongoing	The initial database will be compiled using contacts from the stakeholder database, City email lists, and community organization contacts. New contact information will be collected and added to the database throughout the Listen & Learn.
Listen & Learn Website	To create easy online access to Listen & Learn information, digital engagement tools, comment inventories, community engagement opportunities, and meeting input summaries.	Ongoing	Using an EngagementHQ website linked to the City's homepage, the Listen & Learn website will host project information: online surveys, polls, and other input activities; in-person engagement opportunities; and a database of comments and ideas gathered online and in person. The website will also have a function where

Communication Tool(s)	Purpose	Timing	Description
			people can provide contact information to receive email announcements.
Social Media	To widely disseminate information on Listen & Learn and to increase the number of participants.	Ongoing	Listen & Learn updates and announcements about engagement opportunities will be posted on local social media sites, including sites managed by the City (e.g., Facebook, Instagram, Nextdoor). Additionally, all posts will be forwarded to community organizations for posting on their websites, inclusion in newsletters, and emailing to members.
Email Blasts	To widely distribute announcements about community outreach events, Steering Committee meetings, website document postings, and updates.	Ongoing	The City will periodically send email updates and announcements to community members and other stakeholders entered into the contact database.
Flyers, Posters, and Postcards	To distribute information and announcements about outreach events.	Ongoing	Printed collateral will match the Listen & Learn graphic identity



5. Community Engagement Opportunities, Process & Timeline

This section will describe engagement opportunities for the Listen & Learn, provide an overview of the process chart, and illustrate each step in the process through tables.

Engagement Opportunities

Each step in the Listen & Learn process is designed to engage community members across a spectrum of opportunities and activities. Specific activities for community engagement and outreach are described below. Opportunities are categorized as Steering Committee meetings, digital engagement, workshops series, pop-up outreach, stakeholder meetings, and Go-to Meetings.

Steering Committee Meetings

The General Plan Update Steering Committee (Steering Committee) plays a vital role in the outreach program. Community members are invited to attend Steering Committee meetings, read the materials, and provide comments. The project team will provide the Steering Committee a report on the outreach program's status and integrate the Steering Committee's guidance on outreach objectives in the Listen & Learn process.

Meetings are scheduled for the first and third Wednesday of the month, unless otherwise noted.

Digital Engagement

Digital engagement and activation will occur through an online platform (EngagementHQ) developed specifically for the Listen & Learn process. The interactive platform will be updated throughout the project with new polls, forums, and mapping activities. The platform will also host a project schedule, documents, and outreach summaries. Online engagement is not meant to replace in-person involvement, but rather to mirror in-person engagement.

Workshop Series

Community workshops are designed as two distinct series in each council district to immerse the project team and stakeholders in the Listen & Learn. The workshops will identify common values and gather feedback on goals and policies and the current General Plan Vision Statement. The

series will involve two “Immersion Weeks” in each council district, which expands the number of workshops in each district yet offers cost-savings and efficiencies while gathering needed and meaningful input.

Facilitating a series of two Immersion Weeks in each council district gives residents the chance to have a meaningful dialogue on what is working and what is not working in the General Plan, as well as affirming and discussing the Vision. Hosting Immersion Weeks will help demonstrate to each council district that outreach is occurring equitably across the City and reduce potential resident confusion that could result from a large number of meetings.

Workshop Series I – The first series will be designed to facilitate a dialogue about the purpose, intent, and structure of the General Plan and to review community values in assessing the Vision statement.

Workshop Series II – The second series will include a review of key issues in the community and whether the current goals and policies in the General Plan reflect community needs and values. There will also be an opportunity to solicit input on the Vision related to the new General Plan requirements most relevant to Newport Beach.

Pop-Up Outreach

Pop-up events will take place in the community and bring issues that usually stay at City Hall or in workshops out to the street. Pop-up workshops, sometimes known as tactical urbanism, are a fun and engaging way to share information about projects using short-term and scalable activities out in the places where people gather. Four pop-up events are planned to engage community members in the Listen & Learn process, with two pop-up events taking place alongside each workshop series. Their primary role in Listen & Learn is to inform people about the project and engagement opportunities, collect sign-ups for the interactive online platform, and solicit input on the spot using a quick yet meaningful activity. Pop-up events will be designed for City staff to be able to replicate at additional events.

Stakeholder Meetings

One-on-one outreach will be grounded in meetings with stakeholders who can provide targeted input into the process. The project team will conduct interviews and conversations with stakeholders to gather a broad range of perspectives to then be integrated into the outreach process. While a total number of stakeholder dialogues has not been identified, we anticipate up to 20 stakeholder dialogues at the front end of the process after the project launches. These dialogues will quickly get the word out about the project, convey the engagement and outreach process, and solicit advice on the best ways to engage the community.

Go-to Meetings

The project team will attend up to ten regularly scheduled meetings of local groups, organizations, and/or houses of worship to build community enthusiasm and interest in the Listen & Learn process. Community organizations and interest groups could include local churches and parishes, youth and senior groups, and philanthropic groups. A short slide deck and/or set of display boards and handouts will be prepared for use at these meetings and made available for City staff use at additional meetings to expand the number of organizations reached through Go-to Meetings.

*Statistically Significant Survey

A statistically significant survey is not currently scoped, but would function to gather insights from a broad sector of the community that might not otherwise be reached. The survey would be conducted by an independent survey firm who specializes in surveys for planning processes. It would cover the seven council districts equally, and show input from each distinct neighborhood in the City.

Process Chart

The Listen & Learn process will proceed through four major steps, with engagement opportunities throughout the process.

- **Step 1: Launch** – Initial research by the project team, preparation of the Community Engagement & Outreach Program, Launch Event
- **Step 2: Engagement Phase I** – Workshop Series I in each council district, pop-up events, stakeholder interviews, and Go-to Meetings on the purpose and intent of the General Plan, community values, and General Plan Vision Statement
- **Step 3: Engagement Phase II** – Workshop Series II in each council district, pop-up events, stakeholder interviews, and Go-to Meetings to review General Plan goals and policies
- **Step 4: Wrap-up** – Citywide Summit, synthesis of engagement, and General Plan Guide

The community engagement activities described in the previous section will take place throughout the planning process, whereby community input will inform and shape each step of the Listen & Learn process. The process chart, shown below, outlines how the community engagement activities will synchronize in each step. Some activities will occur periodically. Others will be conducted at regular intervals throughout the process. **Figure 1** shows how the outreach activities will work together, with the following identified:

- Anticipated timeline
- Specific community engagement activities to occur during the step
- Deliverables that the project team will provide to the Steering Committee

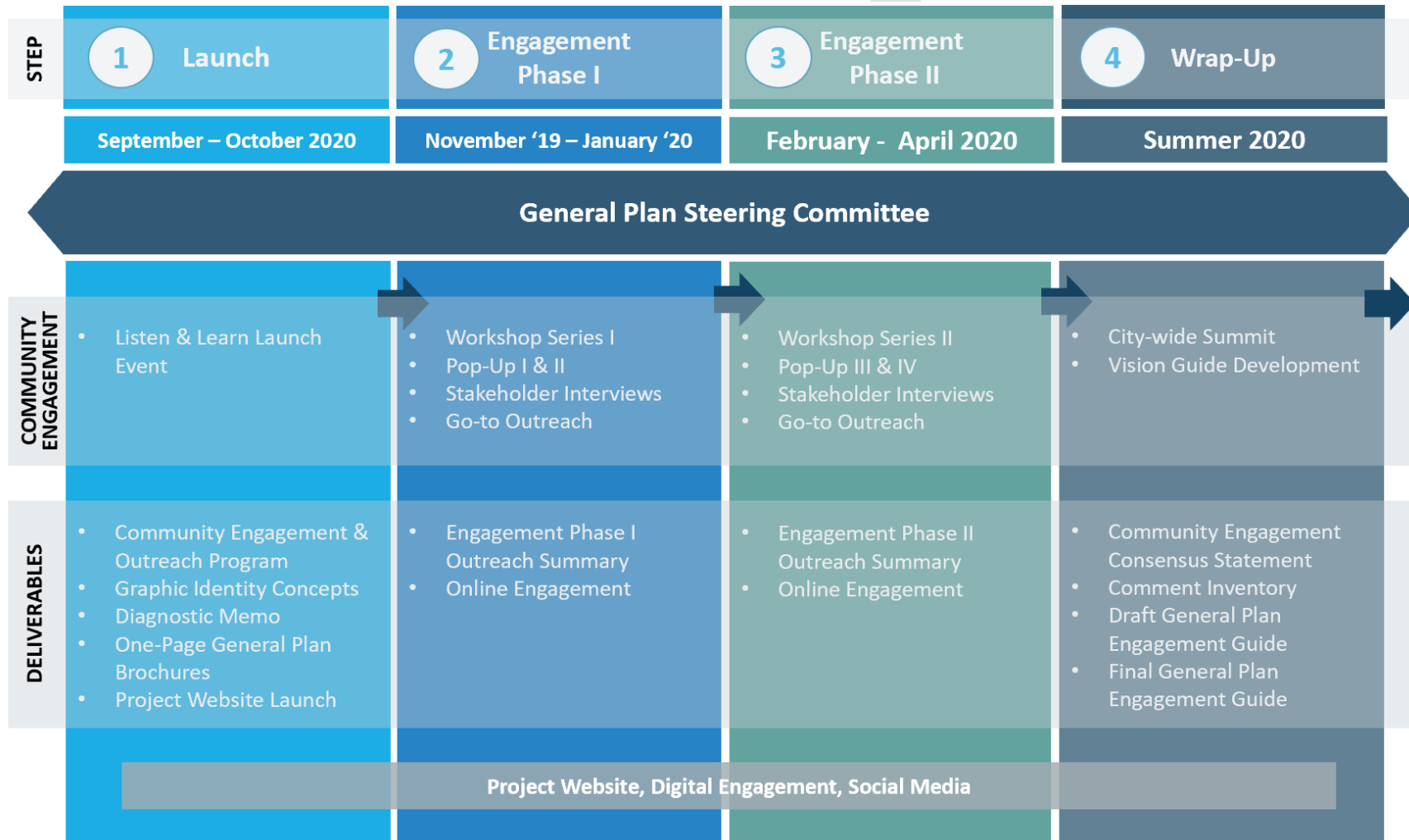


Figure 1: Listen & Learn Process Chart

Process Timeline

A more detailed overview of the steps in the Listen & Learn Process is shown in **Tables 4-8**, including the type of activity, purpose, timing, location, and informational materials needed. For each step, a more detailed logistics plan will be developed before outreach begins. These tables will be updated closer to the time of engagement activities and will be based on future logistics plans.

Table 4: General Plan Steering Committee Process & Timeline

 GENERAL PLAN UPDATE STEERING COMMITTEE	
	Steering Committee Meetings
Purpose	Consultant team to report back on the status of the outreach program and incorporate guidance on outreach objectives.
Timing	First and third Wednesday of the month, unless otherwise specified. Scheduled dates: <ul style="list-style-type: none"> • September 12, 2019 • September 25, 2019
Location	City Council Chambers, Newport Beach Civic Center
Informational Materials	Staff Reports, meeting materials

Table 5: Step 1 - Launch Phase

1 LAUNCH PHASE	
Listen & Learn Outreach Event	
Purpose	Introduce Newport Beach community members to the Listen & Learn process, energize identity and connection to place and people, motivate commitment to participate, and promote robust sign-ups for the online platform for future announcements about Listen & Learn events. The launch will also serve as the first opportunity to introduce the existing General Plan Vision, framed by dialogue questions about what might be different since its conception in 2006, and what might be the same.
Timing	October 26, 11:00 AM – 3:00 PM
Location	Newport Beach Civic Center Green
Digital Engagement	Online Platform, Email, Social Media, Press Releases

Table 6: Step 2 - Engagement Phase I

<div style="background-color: #0072bc; color: white; padding: 10px;"> 2 ENGAGEMENT PHASE I </div>				
	Stakeholder Meetings	Pop-Up Events	Workshop Series I	Go-to Meetings
Purpose	Conduct one-on-one conversations with stakeholders who can provide targeted input into the process.	Inform community members about the project and involvement opportunities in Engagement Phase I, collect sign-ups for the project website, and solicit input on the spot using a quick yet meaningful activity.	The first series will facilitate a dialogue about the purpose, intent, and structure of the General Plan and to review community values in assessing the Vision Statement.	Attend ten regularly scheduled meetings of local groups, organizations, and/or houses of worship to build community enthusiasm and interest in the Listen & Learn process and to gather meaningful input from attendees.
Timing	Ongoing	Pop-up 1 – December 20, 2019 Pop-up 2 – January 2020	November 2019	Periodically
Location	Phone or in-person	Pop-up 1 – Marina Park Family Fun Night Pop-up 2 - TBD	One workshop in each council district	At organization’s meeting location
Digital Engagement	None	Social media blurbs Website announcement	Website announcement Email blast	None

2 ENGAGEMENT PHASE I				
			Social media blurbs	
Informational Materials	General Plan One-Page Brochures	General Plan One-Page Brochures	Presentation deck One-Page brochures Workshop activities	Presentation deck One-Page Brochures

Table 7: Step 3 - Engagement Phase II

3 ENGAGEMENT PHASE II				
	Stakeholder Meetings	Pop-Up Events	Workshop Series II	Go-to Meetings
Purpose	Conduct one-on-one conversations with key individuals and stakeholders who can provide targeted input into the process.	Inform community members about the project and involvement opportunities in Engagement Phase II, collect sign-ups for the project website, and solicit input on the spot using a	The second series of workshops will be a review of key issues in the community and whether the current goals and policies in the General Plan reflect community needs and values. There will also be an opportunity to solicit input	Attend ten regularly scheduled meetings of local groups, organizations, and/or houses of worship to build community enthusiasm and interest in the Listen & Learn process and to gather meaningful input from attendees.

3

ENGAGEMENT PHASE II

		quick yet meaningful activity.	on the Vision related to the new General Plan requirements most relevant to Newport Beach.	
Timing	Ongoing	Pop-Up 3 - TBD Pop-Up 4 - TBD	February 2020	Ongoing
Location	Phone or in-person	Pop-Up 3 - TBD Pop-Up 4 - TBD	One workshop in each council district	At meeting venue
Digital Engagement	N/A	Website Email Social media Online Platform	Website Email Social media Online Platform	N/A
Informational Materials	General Plan One-Page Brochures	General Plan One-Page Brochures	Presentation deck One-Pager brochures Workshop activities	Presentation deck One-Pager brochures

Table 8: Step 4 - Wrap-Up

4 WRAP-UP	
Citywide Summit	
Purpose	During the Citywide Summit, the project team and Steering Committee will report back what they have heard throughout the process, including insight on the existing goals and policies. The team will then present alternative articulations of the General Plan Vision (developed through previous community engagement) for participants to review and move towards consensus. The Summit will be a large community forum with breakout sessions for diving deeply into feedback developed by the community.
Timing	Summer 2020
Location	TBD
Digital Engagement	Online platform, Social media
Informational Materials	TBD