

Jean Watt

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September 10, 2019

TO: General Plan Update Steering Committee Members:

Nancy Gardner, Chair
James Carlson
Catherine O'Hara
Ed Selich
Debbie Stevens
Larry Tucker
Paul Watkins
Mayor Diane Dixon, Ex Officio Member

CC: Staff Members:

Seimone Jurjis, Community Development Director
Jim Campbell, Deputy Community Development Director
Ben Zdeba, Associate Planner

SUBJECT: Community Engagement and Outreach Program - General Plan Update

Dear General Plan Update Steering Committee:

Responding to the increasing interest and concern about maintaining “community character and charm” as well as about “mansionization”, a group of us have begun to seriously focus on the need for community interaction. Thus, the Good Neighbor Policy Advocates, which is growing to represent the interests of various groups and areas of town.

The Good Neighbor group thanks you for the opportunity to comment on the Community Engagement and Outreach Program for the General Plan Update program. We compliment the Committee Members, staff and consultants on a comprehensive program designed to “ensure sufficient public outreach and stakeholder input into the General Plan Update process.”

We strongly support the strategy articulated in the program that “outreach opportunities ... be designed to meet people where they are ... and provide opportunities for online engagement that mirror in-person engagement.” We believe that it is important to create opportunities that broaden representation in the General Plan Update process beyond those residents who typically show up at community meetings.

The Good Neighbor Policy Advocates - Working toward “Golden Rules” for Newport Beach

*We are residents dedicated to inclusion and civil discourse in meeting the challenges of today
and the future while preserving the charm and character of Newport Beach*

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New technology tools can broaden the reach of community participation through online surveys and live webcasting of community meetings that allow participation “on-demand.” We believe that these tools will make it possible for the City to better engage the silent majority who have not previously been engaged in the community, and allow the City to uncover true priorities.

Towards that end, The Good Neighbor group would like to work with the City and its consultant team on these efforts to ensure that the City is able to reach a broader demographic, listen to their concerns, learn what’s most important, and understand which potential improvement strategies/solutions are preferred.

Included with this correspondence is a description of an award-winning online survey tool (MetroQuest) that we would like the City to consider. We believe this would go a long way towards achieving these goals. The tool is fun and easy to use, informative and interactive, provides an opportunity to rank priorities, weave in education about tradeoffs into the process, and provide geographic specific comments on interactive maps. A dashboard can be monitored along the way to gather a sense of who is responding, providing an opportunity to fill in the gaps as needed.

Regardless of which technology tools the City selects to use in this process, we offer our support in using technology tools to their full potential, and broadening participation throughout the community.

Best Regards,

The Good Neighbor Policy Advocates
Steering Committee Members

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Attachment

GOLDEN RULES FOR GREAT NEIGHBORHOODS

- Respecting the special character of each village
- Maintaining the scale of the neighborhoods
- Maximizing the quality of the streetscape
- Encouraging pedestrian activity with sidewalks and paths
- Protecting public views to the Bay, Hills, and Ocean
- Understanding that bigger is not better
- Planting more trees and maintaining the landscape
- Parking our cars, not our stuff, in the garage
- Not exceeding the neighborhoods capacity for traffic
- Keeping the noise and disturbance under control
- Not blocking our neighbors right to sunlight and air
- Making sure than any variances granted are really necessary

Courtesy Ron Yeo, 2018

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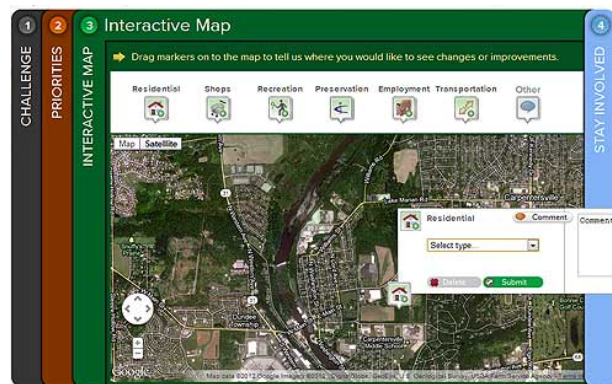


MetroQuest Feedback Examples

MetroQuest excels at collecting input from stakeholders. Below are examples of different types of feedback mechanisms available with MetroQuest.



Rank issues or priorities. [Try it.](#)



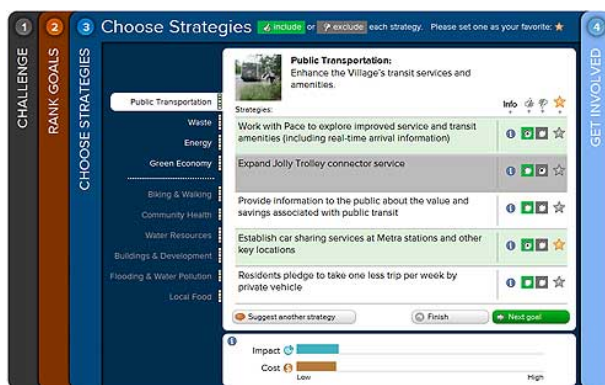
Map Feedback. [Try it.](#)



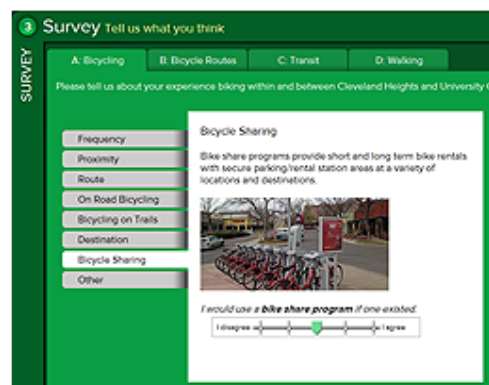
Review alternative scenarios and Explore Tradeoffs. [Try it.](#)



Rate Performance. [Try it.](#)



Choose strategies. [Try it.](#)



Simple Poll. [Try it.](#)

To see examples of MetroQuest, visit the project map on our corporate website:

<http://www.metroquest.com/?p=ProjectMap&>

See MetroQuest in 1-minute and case study videos: <http://www.metroquest.com/videos> .

From: [Zdeba, Benjamin](#)
To: [Lee, Amanda](#)
Cc: [Rodriguez, Clarivel](#)
Subject: FW: General Plan Update Steering Committee; Newport Beach Listen & Learn Community Engagement & Outreach Program; Comments
Date: Monday, September 09, 2019 3:51:19 PM
Attachments: [image001.png](#)

Hi Amanda,

Please see below additional materials received related to the September 12 GPUUC meeting.

Thanks,

Ben Z.

BENJAMIN M. ZDEBA, AICP
Community Development Department
Associate Planner
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From: Paul Watkins <paul@lawfriend.com>
Sent: Monday, September 09, 2019 1:31 PM
To: ngardner636@gmail.com
Cc: Jurjis, Seimone <sjurjis@newportbeachca.gov>; Campbell, Jim <JCampbell@newportbeachca.gov>; Zdeba, Benjamin <bzdeba@newportbeachca.gov>
Subject: General Plan Update Steering Committee; Newport Beach Listen & Learn Community Engagement & Outreach Program; Comments

Hi Nancy:

I have reviewed the “working document” draft dated September 5, 2019 of the Kearns & West (“K&W”) “Community Engagement & Outreach Program” (the “Program”). May I please offer a couple of comments about the Program?

- (1) K&W is an expert in this field. Clearly I am not. My uneducated comments below are meant to offer simplified (over-simplified?) observations and ultimately to expedite the process from a common sense standpoint in reaching our goal of developing a cost effective deliverable of an informative Vision Guide for use by the General Plan Advisory Committee (“GPAC”).
- (2) In my view, the Program (as currently drafted) is ambitious, complex, and will produce a ton of data (which I guess is good on the plus side). But on the minus side, I am concerned that there will be so much data from so many disparate sources that common themes for our ten (10) Land Use Elements and otherwise may be “lost in translation” and, as a result, the Vision Guide may not be as useful as it could be to GPAC. Here’s why: the Program (at least)

includes (i) a 4-hour Launch Event, (ii) two “immersion weeks” in **each** of our seven (7) Council Districts, (iii) at least twenty (20) “stakeholder interviews/dialogues”, (iii) at least ten (10) “Go-to Meetings”, (iv) at least four (4) “pop-up” events, (v) a meeting with the Harbor Commission, (vi) meetings with every Board, Commission, and Committee in the City, and (vii) a “Citywide Summit”. (I agree with K&W’s comments at page 5 of the Program: “While the related public outreach activities create additional avenues for disseminating information about the Listen & Learn engagement opportunities, the activities also create the potential for community members to experience ‘planning fatigue’, and reduced 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.”) (I do not believe that the Program includes Element-specific meetings in the Council Chambers where the public (Citywide) can offer specific comments on each of our Elements, e.g., one (or more, if necessary) meeting would focus only on Housing, one on Land Use, one on Circulation, one on Harbor and Bay, etc. In my view, each Element-specific meeting in the Chambers should be preceded by a Staff/K&W-prepared “White Paper” of “major findings/emerging issues” for that particular Element **since** the 2006 General Plan AS WELL AS Staff/K&W-prepared **questions for future policy determination** for each Element to be discussed at the Element-specific meeting.) Although well-intended, I think that there is just too much stuff on K&W’s “to do list”. Candidly and in addition to K&W’s thoughtful comments above, the burden on Staff and the Steering Committee to attend many or most of the “to do list” (in addition to regularly scheduled Steering Committee meetings) may be overwhelming. Maybe some of the “to do list” items make sense, but it seems to me that a better approach may be to simply have a well-advertised meeting (including to all residents [owners and renters], community members, community organizations, small/large businesses, stakeholders, associations, worship venues, private/public schools/school districts, youth camps/clubs, environmental, advocacy, chambers of commerce, affordable housing, employers, philanthropic groups, etc.) within the particular District for such folks. At that meeting, such folks can express their general concerns about General Plan matters affecting their District. Then, when Element-specific items are the subject of meetings in the Council Chambers (e.g., Circulation), such folks will have another opportunity to voice concerns about the given Element which is the subject of that meeting.

- (3) I noticed at page 7 and page 14 of the Program that the “statistically significant survey” is “not currently scoped”. In my view, it may be important to move preparation of the survey to the front burner. Many folks in our town are just too dang busy to attend meetings but many of them will find the time to respond to a well-drafted, comprehensive survey which will add significant value to the Vision Guide. May I please suggest that we move forward with a robust survey (first reviewed by Staff/Steering Committee) at the earliest possible time?

My intention in offering these comments is not to be a buzzkill with respect to K&W’s good Program. The goal is simply to efficiently gather the most helpful and reliable information possible for the Vision Guide with the least fuss, muss, and expense. I do not know if the Program might be “downsized” a bit without compromising the data obtained. In all events, I will be fully supportive of

whatever the Steering Committee decides on the Program.

Thanks for giving me a chance to offer my thoughts.

Best regards,
Paul

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