

OUTREACH

Outreach Partners

[The launch event on the City's facebook](#) was solely hosted by the City, which would only reach facebookers who follow the City. Co-hosts are needed. So facebook will automatically notify and remind all co-hosts' followers about the event. Some of co-hosts could be:

- Every City facebook, such as the library's, council members'.
- Close partners of the City, such as the Chambers.
- Groups invited, such as SPON.
- Local institutions, such as museums, schools, hosting venues of the events.

Ask each of them to include the events in their newsletters and calendars. (Newport Beach Chamber of Commerce didn't do it. I assume they were not asked, than not understanding the importance of general plan update.) And keep them involved by updating them how the events went, and future events.

Invitations

The only text of the launch event invitation I've seen is on the City's facebook . It speaks from the City's perspective, naturally. But people are only motivated when they hear their perspectives. For instance, community members like mom-n-pops want to know how they can get help to survive the competition, though they may be happy about the extra population. By the same token, the BIDs should be involved.

It's very hard for government matters, particularly as generic as general plan, to compete with all the fun things people prefer. So the invitation has to be crafted to compete with those, ideally brainstormed with other community experts. Media knows how to make the wording exciting to the public. The Chambers and other groups know the language of their members'.

Sign-Up

At the launch event, people were asked to sign up on paper. Let's go electronic. If it's not possible to let people type directly into something linked to the database, use Excel. It would save consultant/staff time from data entry, save costs, and improve data accuracy.

Community Input at Events











It should also go electronic. [Poll Everywhere](#) is a commonly used interactive software. People can give input even by texting. Inputs are instantly shown on the screen, which will trigger others' engagement. We won't run out of time for public comments, won't hear only from the not-shy few. Inputs are automatically stored, can be conveniently transferred to database, reports, etc. I use the free version. Paid plans vary from \$120/year to \$84/month.


HOUSING

Positive connotation is better when addressing something that has to be done. I just read [Climate of Hope: How Cities, Businesses, and Citizens Can Save the Planet](#) by Mike Bloomberg and Carl Pope. Bloomberg talked

about how Mayor Bloomberg went from a finance guy to "a crusader against climate change." I think it's a very practical and uplifting read for GPU. He wrote every other chapter, so only 100+ pages. Here's a glimpse:

"In 2005, the demographers in our city planning department projected that New York City would have one millions more inhabitants in 2030 than it had had in 2000. . . How could we deal with another million people? . . . This was a problem of success - the kind of problem every mayor wants to have. Cities are never static; they are either growing or dying. . . But success creates a whole new set of challenges. It was easy to envision the worst possible scenarios: Paralyzing traffic jams. Overcrowded buses and trains. Long lines for park facilities. The electrical grid overloaded. Sewage and water systems strained. . . All of those issues were intertwined and interdependent. A land use plan was clearly insufficient. . . How would we do it? At first we weren't sure. So we held dozens of public forums and town hall meetings, launched an interactive website, and held discussions with more than 150 advocacy groups to gather ideas and insights. We also brought on scientific advisers by forming a partnership with Columbia University's Earth Institute. After gathering and analyzing a wide range of ideas, we laundered [PlaNYC](#) (called "plan-y-c") at the city's Americans Museum of Natural History on Earth Day 2007."

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