

# Tower District Specific Plan Update

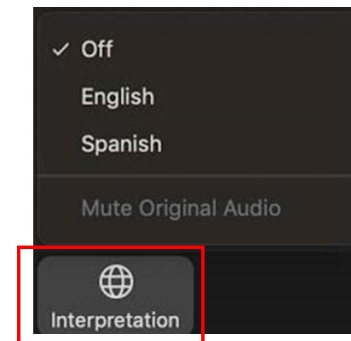
Implementation Committee Meeting  
Tuesday, February 21, 2023



# INTERPRETATION SERVICES

ALL participants should join a language channel in order to listen to and communicate with all participants.

1. Select the Interpretation Globe at the bottom of your screen
2. Choose your preferred language

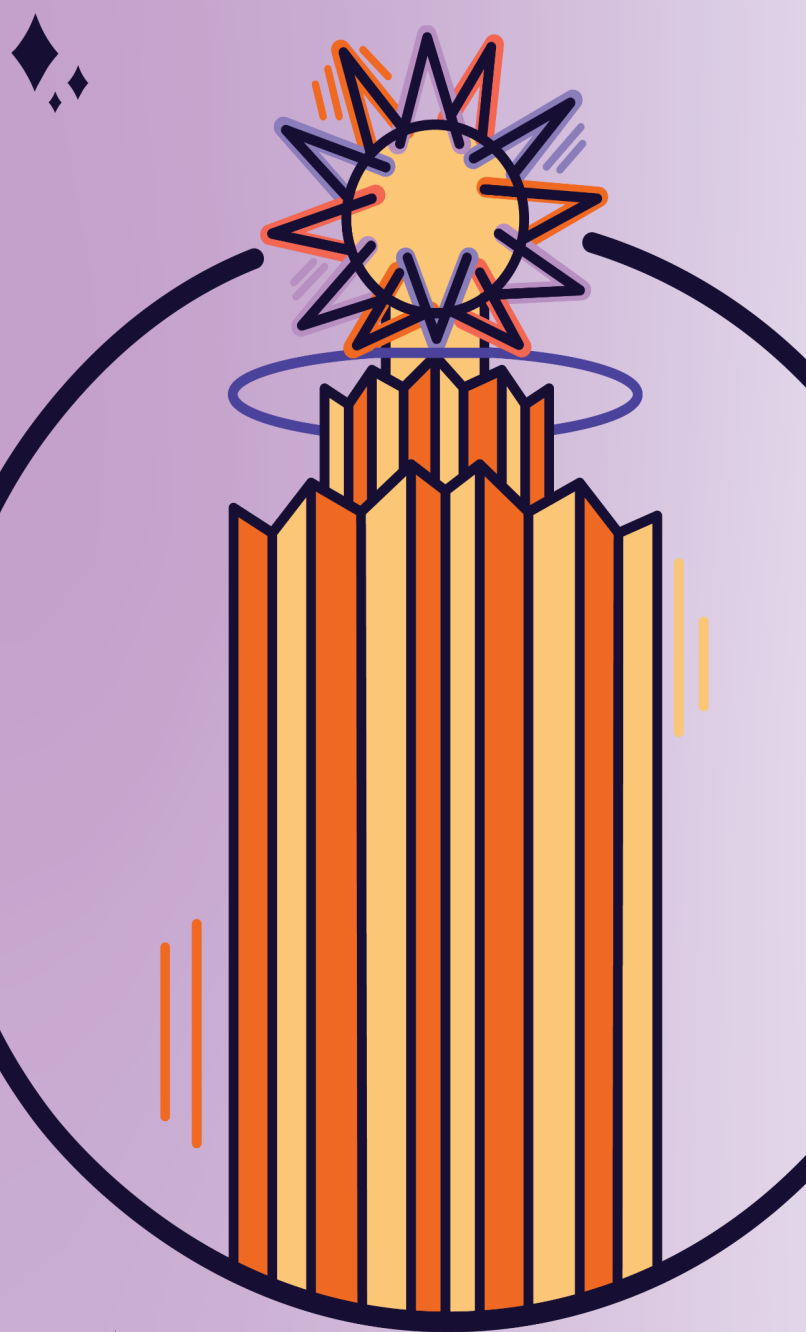


Tonight's meeting is being recorded and publicly broadcasted.

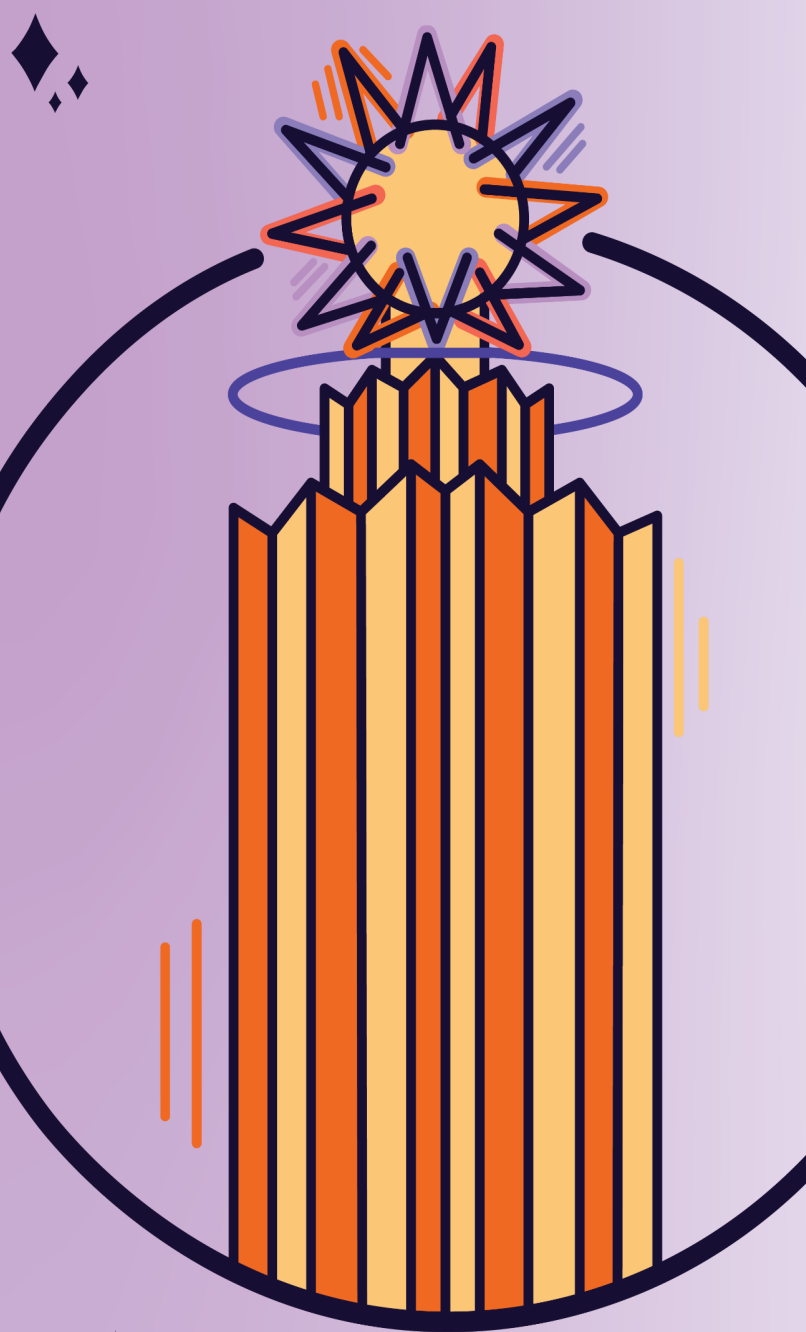
Participation in this meeting will be considered consent to be recorded.

# Agenda

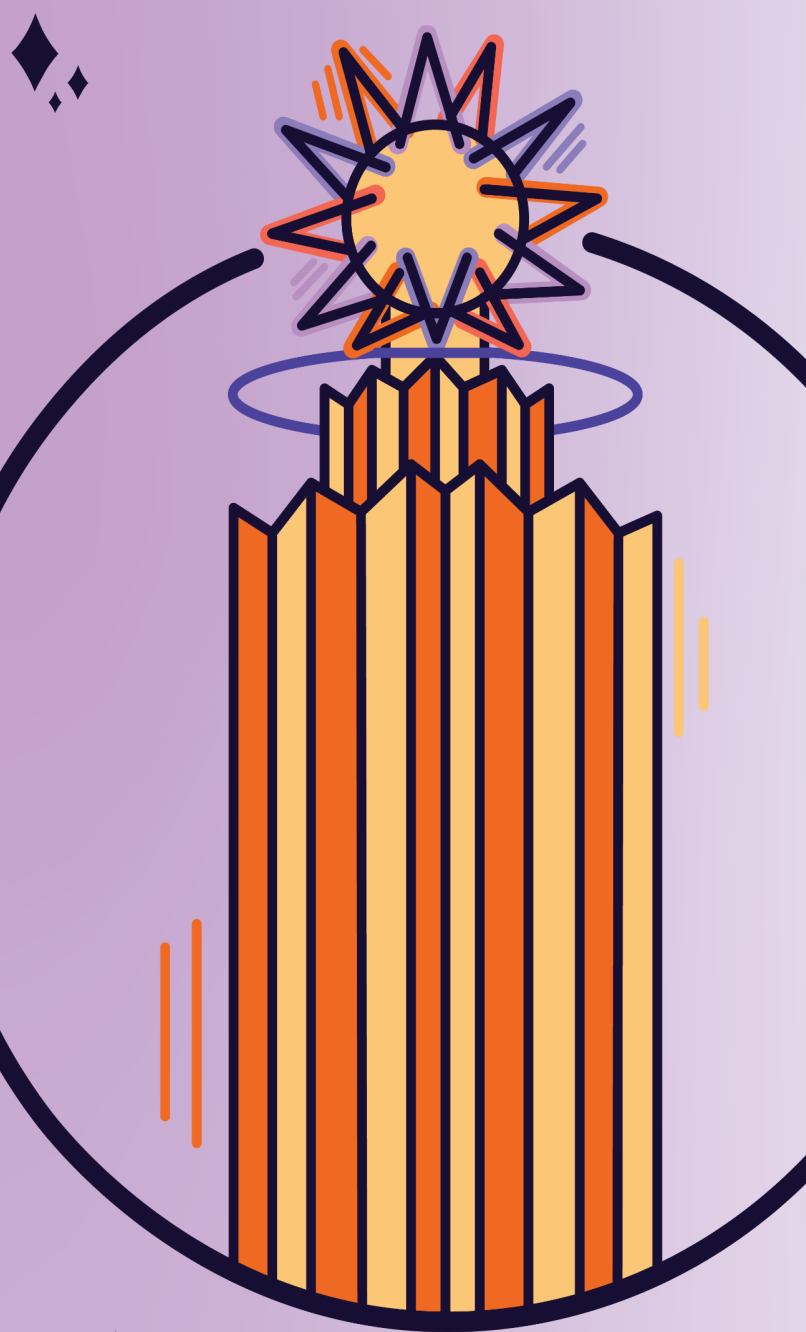
- I. Call to Order & Roll Call
- II. Approve Agenda
- III. Approve Meeting Minutes
- IV. Council District Updates
- V. Discussion on Committee Meeting Location
- VI. Discussion on Public Outreach & Engagement Approach
- VII. Unscheduled Oral Communications
- VIII. Closing and Next Steps



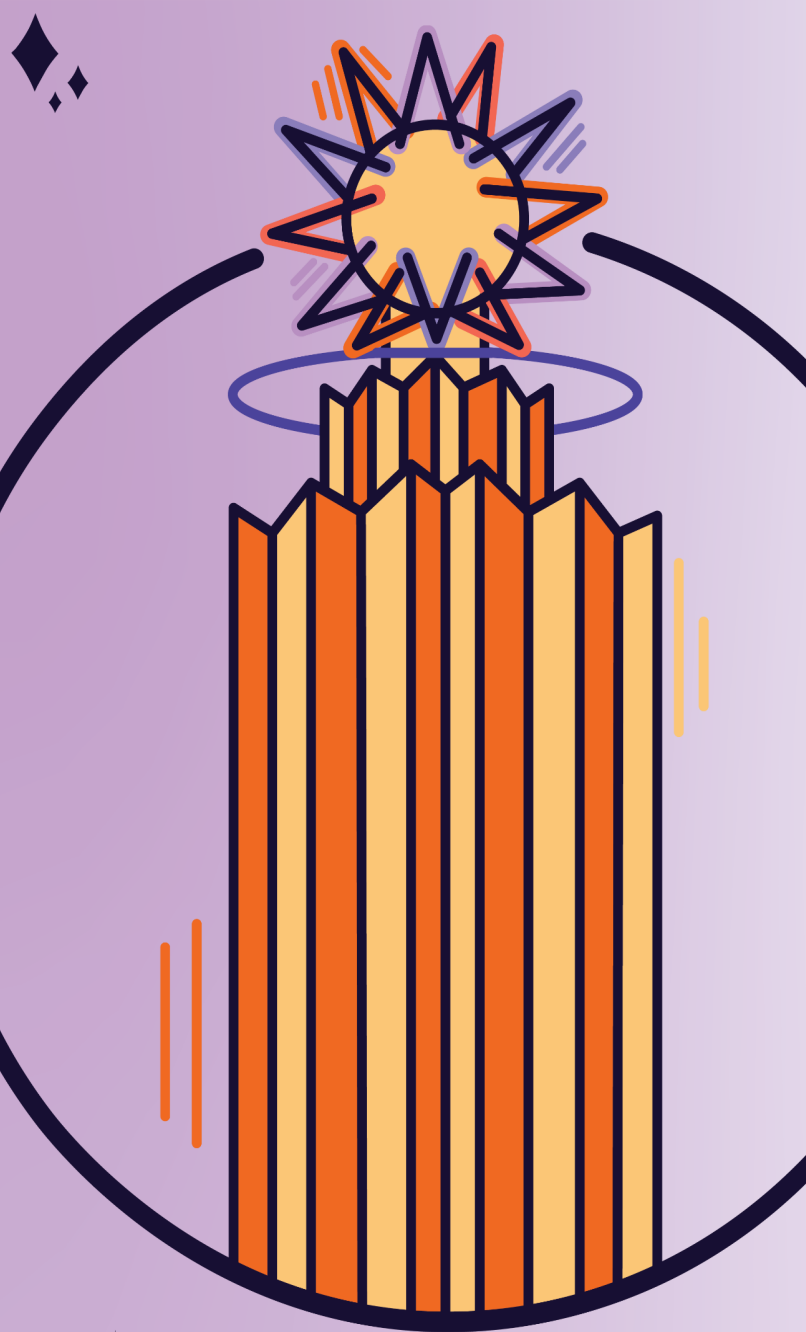
II. Approve Agenda



# III. Approve Meeting Minutes



# IV. Council District Updates



# V. Discussion on Committee Meeting Location



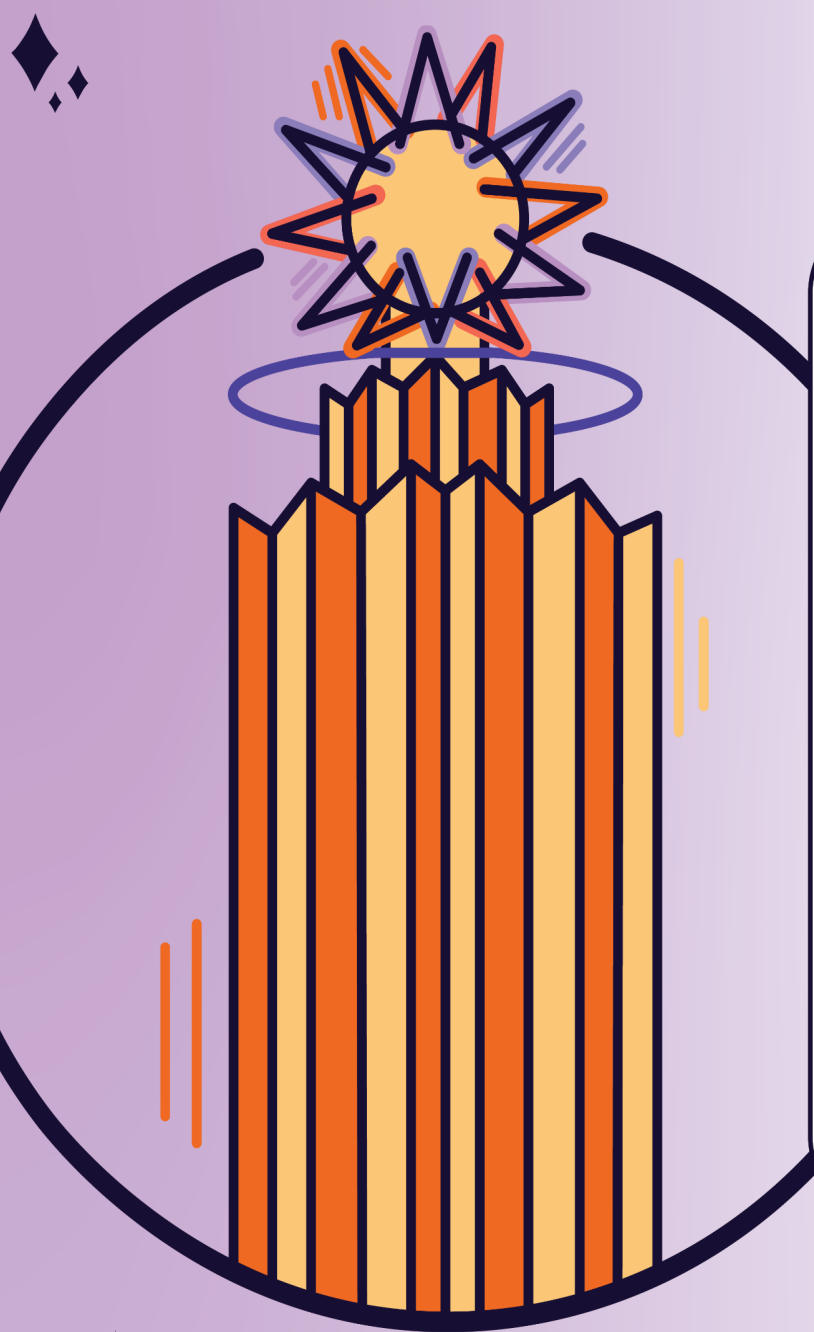


# POTENTIAL LOCATIONS

Venue	Capacity	Tables	Chairs	Projector	Screen	Audio	Price/ meeting	Notes
Ted C Wills Center	95	✓	✓	X	X	X	\$0	Used for first 4 meetings
Roger Rocka's	232	✓	✓	✓	✓	✓	\$200	Available every Tuesday evening, except when switching out shows
Backroom	74	✓	✓	✓	X	✓	\$160	One RR stall Potential ADA issues
Big Red Church	200	✓	✓	X	X	✓	\$100	Construction at Weldon/Van Ness
Tower Theater	751	X	✓	✓	✓	X	\$0	
Tower Theater Lounge	150	✓	X	X	X	X	\$0	

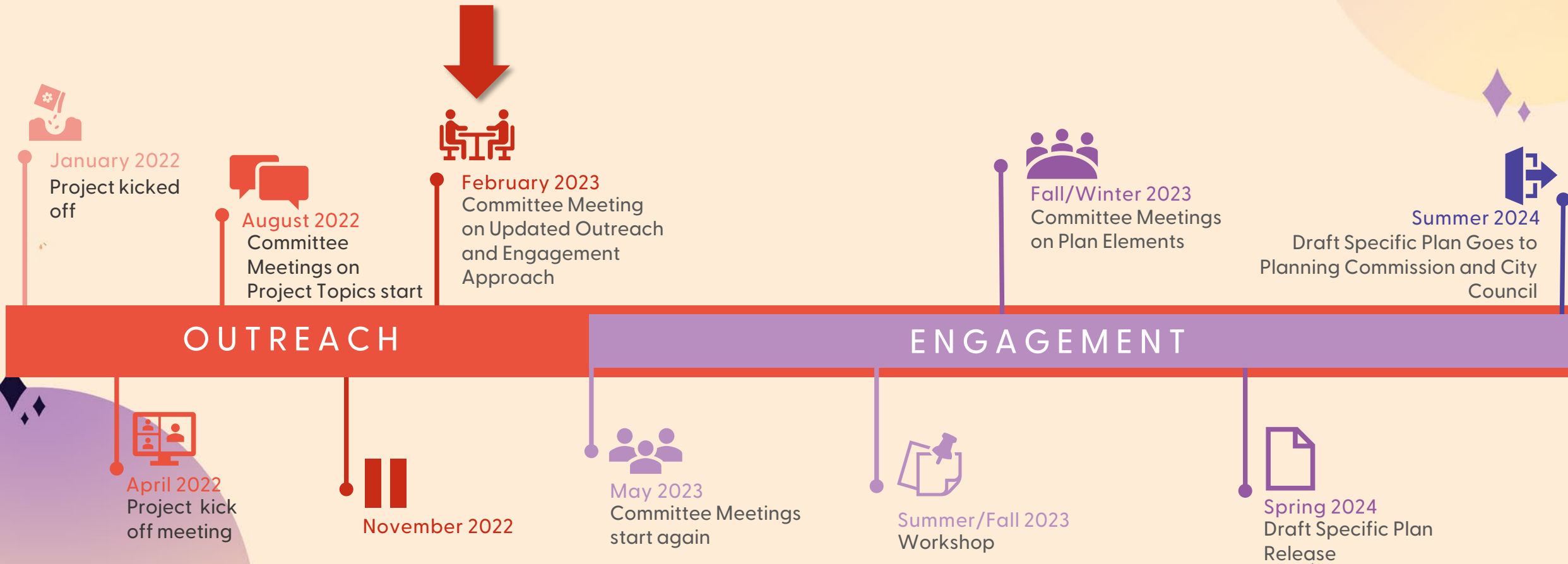
\* All venues have Wi-Fi and AC.





# VI. Tower District Specific Plan Update Outreach & Engagement Strategies

# BACKGROUND

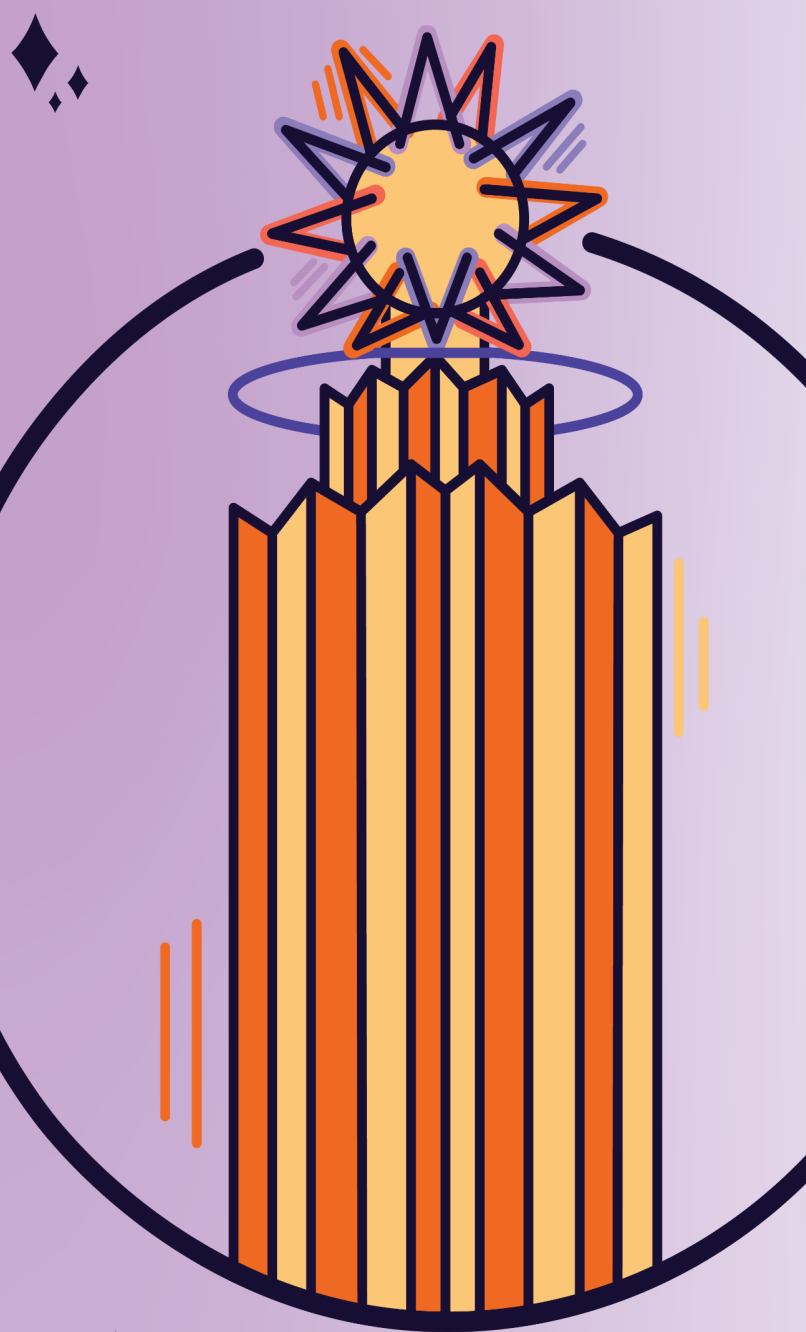


# INITIAL APPROACH

- Committee meetings would be the primary engagement forum
- This would be through a series of meetings on different topics
- After several meetings, it became apparent that there was not enough public participation in the process

# RECALIBRATION

- The project was moving too quickly with too little input,
- Too few participants, insufficient to represent the broad geography and diversity of the Tower District
  - Insufficient outreach was occurring
  - Insufficient public engagement was occurring



# Before we get into it

Outreach vs Engagement





# OUTREACH

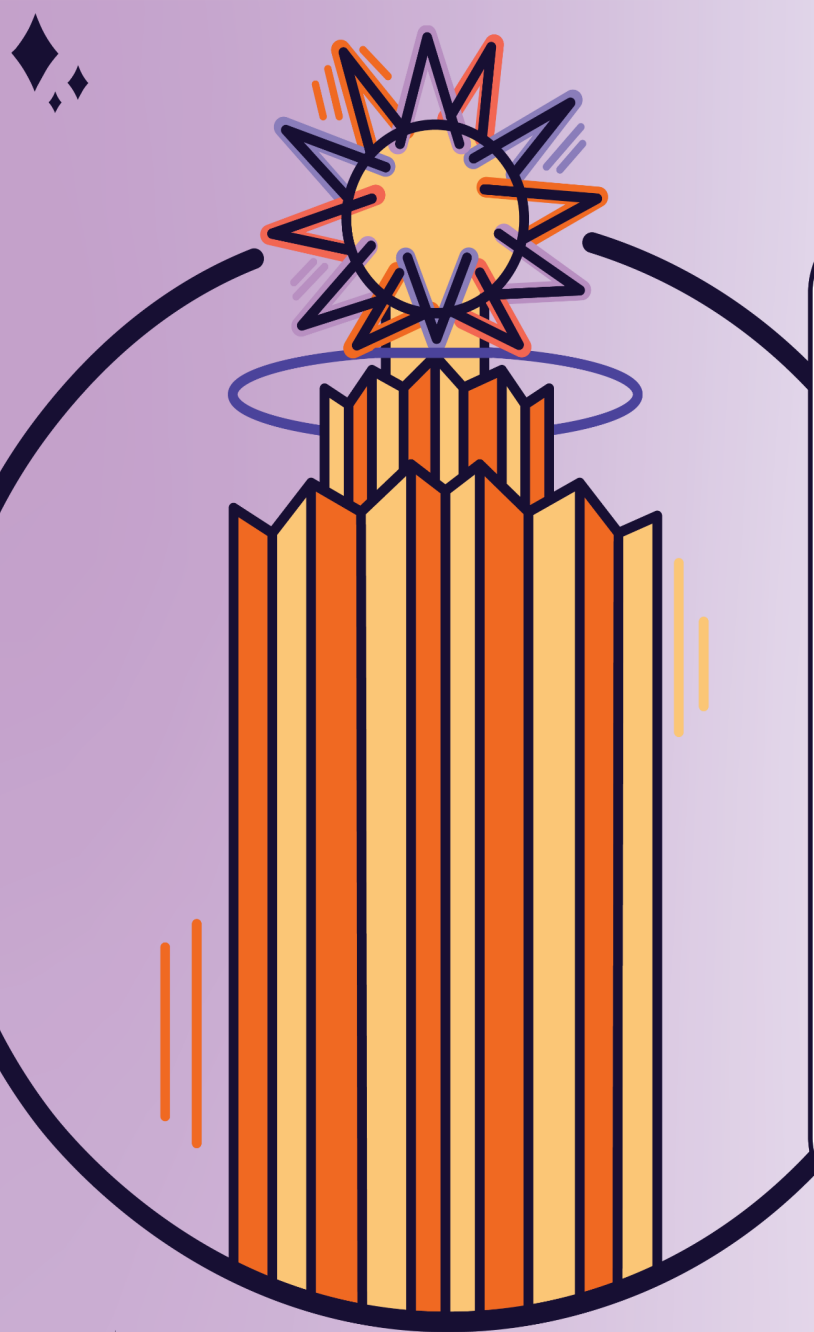
- Informing the community about the Specific Plan and associated Planning Process
- The process of keeping the community informed on :
  - on project events,
  - activities,
  - updates,
  - and any engagement opportunities.
- The bulk of this work is intended to take place before the engagement process start,
- Will continue as needed throughout the entirety of the project





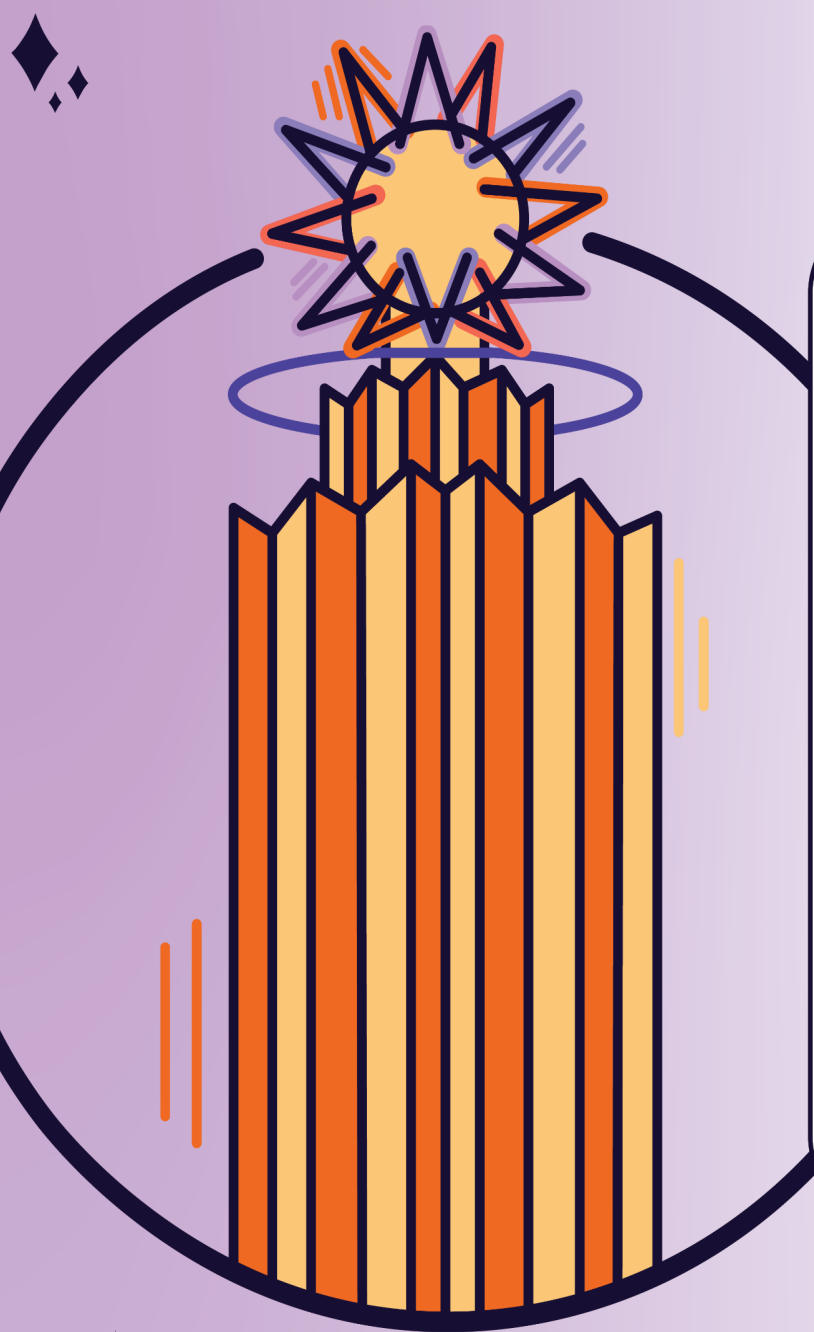
# ENGAGEMENT

- Organized opportunities that provide a space for interactions with community members that makes them feel welcome, and comfortable with providing input
- This includes:
  - individual conversations,
  - group meetings,
  - pop-up events,
  - workshops.
  - **or other**
- Intended to happen once sufficient outreach has taken place and there is a broad level of awareness of the Specific Plan Planning Process
- Will be key to creating the community's vision and the Specific Plan update



# Improved Collaborative Outreach and 2 Engagement Options

A two step process



# Outreach Approach

*Team Work  
makes the  
Dream Work*

# WORKING TOGETHER

- The updated Outreach Strategy will require City Staff, the consultants, the Committee, and the Community to work together to:
  - Spread the word,
  - Gather interest, and
  - Increase momentum on the Specific Plan.



# GETTING TO WORK

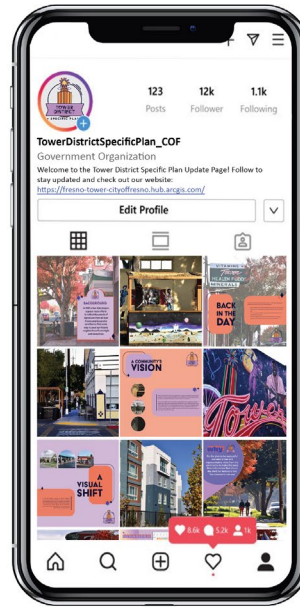
## Activities to get the word out:

- Canvasing
- Materials Distribution
- Mailers
- Pop-up at planned events
- Op-ed
- Social Media Presence
- Poster Contest
- Present at existing meetings
- Email Blast
- Radio PSA
- Pop-up at foot traffic locations
- Media Coverage

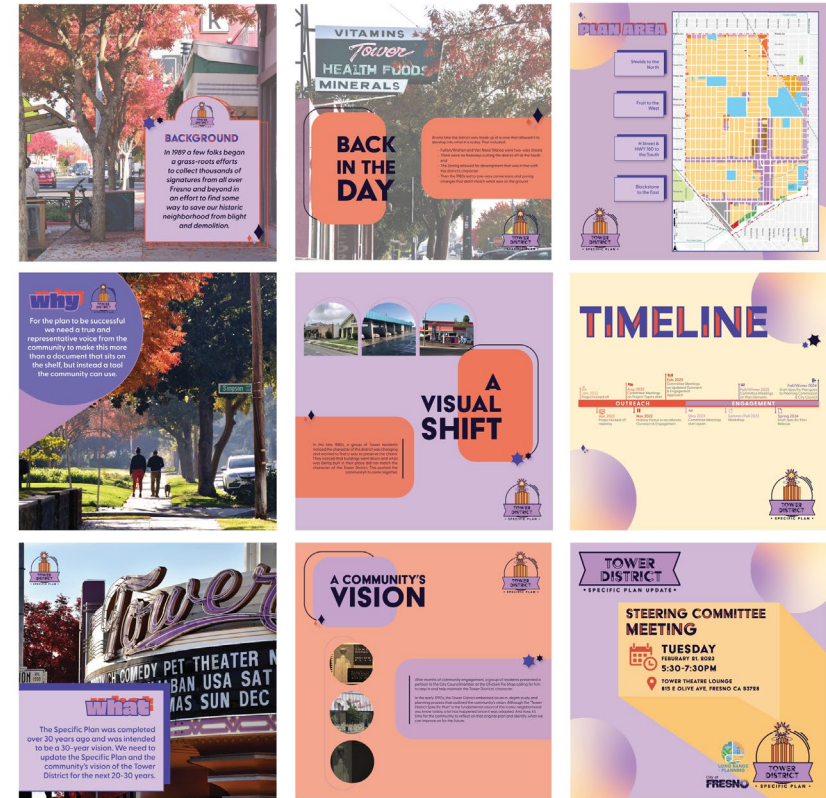


# TOOLS FOR THE WORK

- Activities to get the word out:
  - Slide Deck
  - Videos
  - Stickers
  - Poster
  - PSA
  - Website
  - Flyer
  - Brochure
  - Social Media Posts
  - Survey



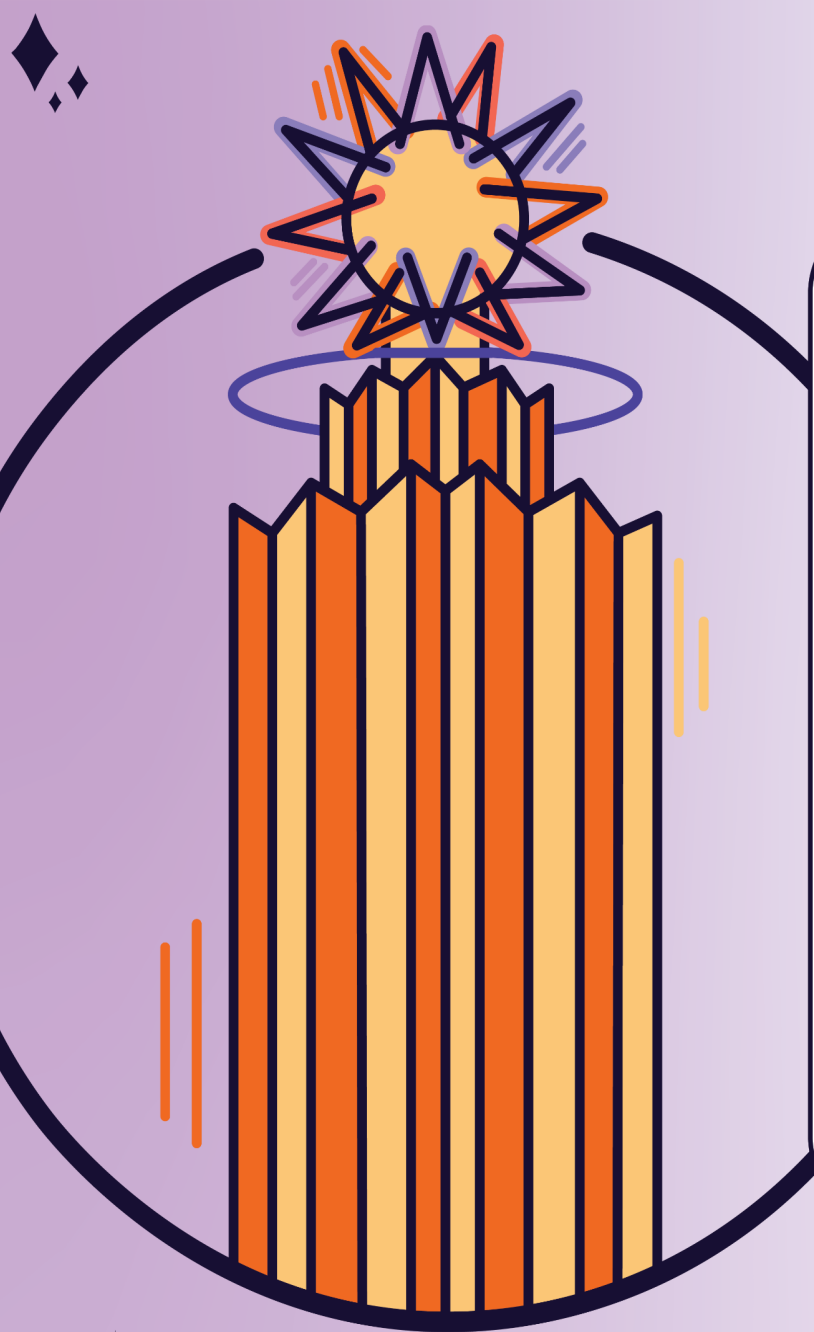
TOWER DISTRICT SPECIFIC PLAN INSTAGRAM PAGE



# SEEING IT ALL TOGETHER

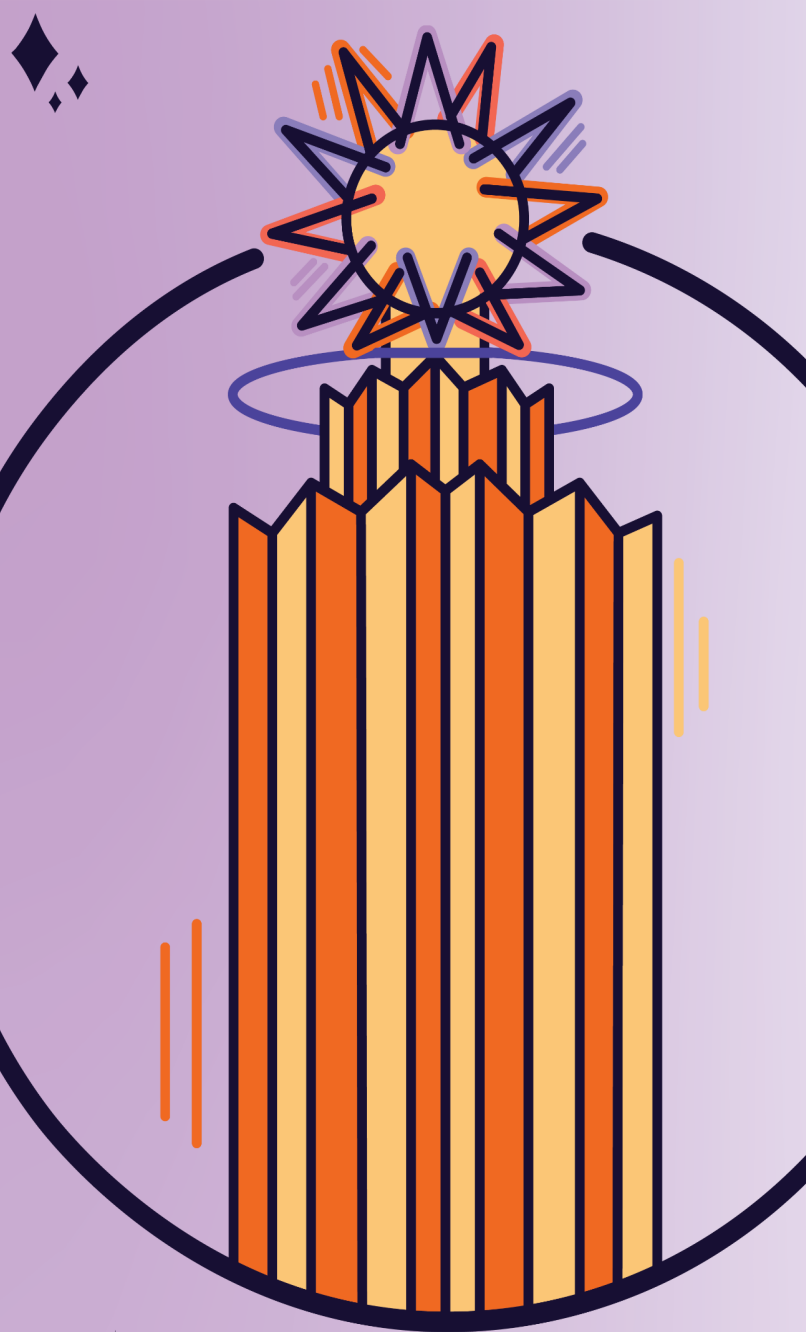
Activity	Materials					Roles
	Slide Deck	Videos	Stickers	Poster	PSA	
	<i>Completed</i>	<i>In Progress</i>	<i>In Progress</i>	<i>Not Started</i>	<i>In Progress</i>	
Canvasing			X	X		Committee, Community
Materials Distribution	X		X	X		Committee, Community, City Staff
Mailers						City Staff, Consultant
Pop-up at planned events	X	X	X	X		Committee, City Staff
Op-ed						Committee, Community
Social Media Presence	X	X		X	X	Committee, Community, City Staff
Poster Contest				X		Committee, Community, City Staff
Present at existing meetings	X	X	X	X		Committee, City Staff
Email Blast		X		X		Committee, Community, City Staff
Radio PSA					X	City Staff
Pop-up at foot traffic locations			X	X		Committee, City Staff
Media Coverage		X		X	X	Committee, City Staff

Activity	Materials					Roles
	Website	Flyer	Brochure	Social Media Posts	Survey	
	<i>Near Complete</i>	<i>Completed</i>	<i>Completed</i>	<i>Several Created</i>	<i>Not Started</i>	
Canvasing	X	X	X		X	Committee, Community
Materials Distribution	X	X	X		X	Committee, Community, City Staff
Mailers	X			X	X	City Staff, Consultant
Pop-up at planned events	X	X	X		X	Committee, City Staff
Op-ed	X				X	Committee, Community
Social Media Presence	X	X		X	X	Committee, Community, City Staff
Poster Contest	X	X		X		Committee, Community, City Staff
Present at existing meetings	X	X	X		X	Committee, City Staff
Email Blast	X	X	X	X	X	Committee, Community, City Staff
Radio PSA	X				X	City Staff
Pop-up at foot traffic locations	X	X	X		X	Committee, City Staff
Media Coverage	X		X	X		Committee, City Staff



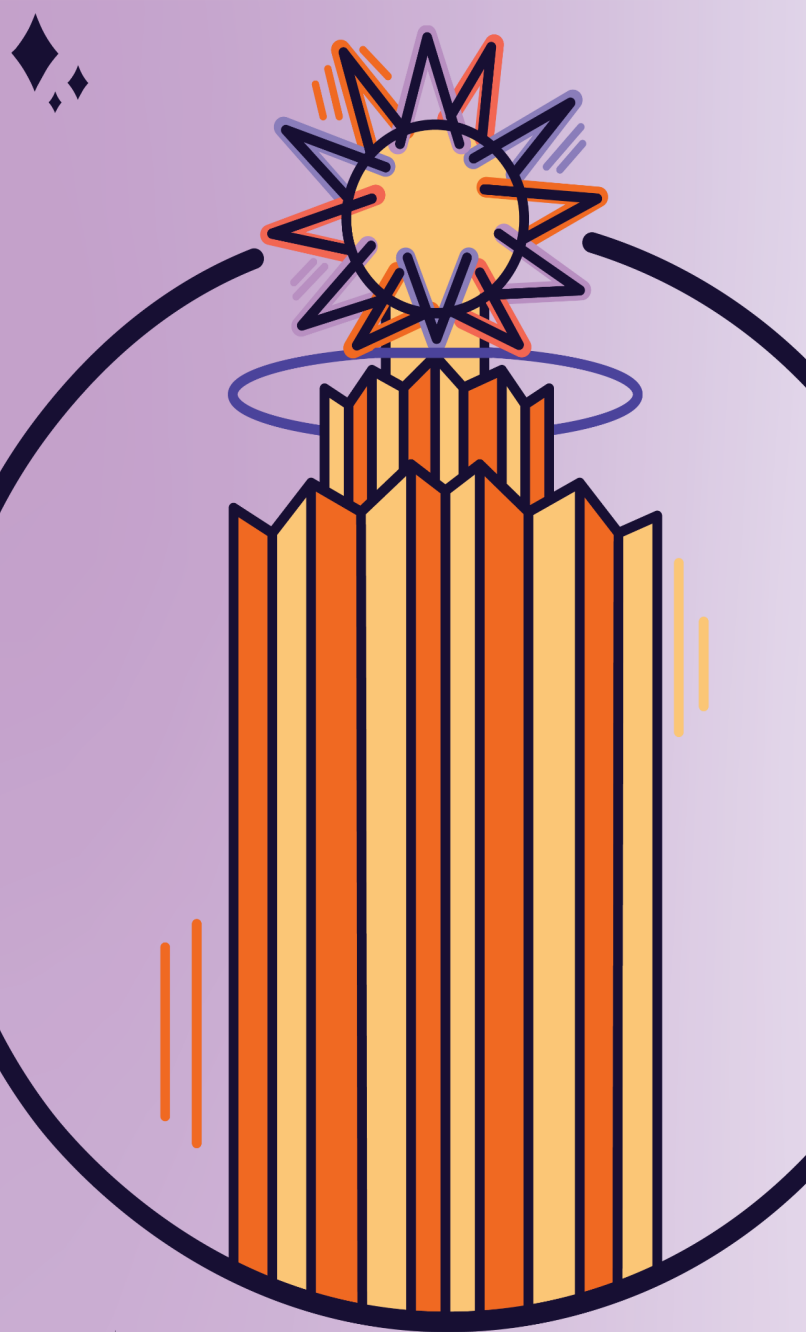
# Discussion on Engagement Activities and Materials





# Engagement Options

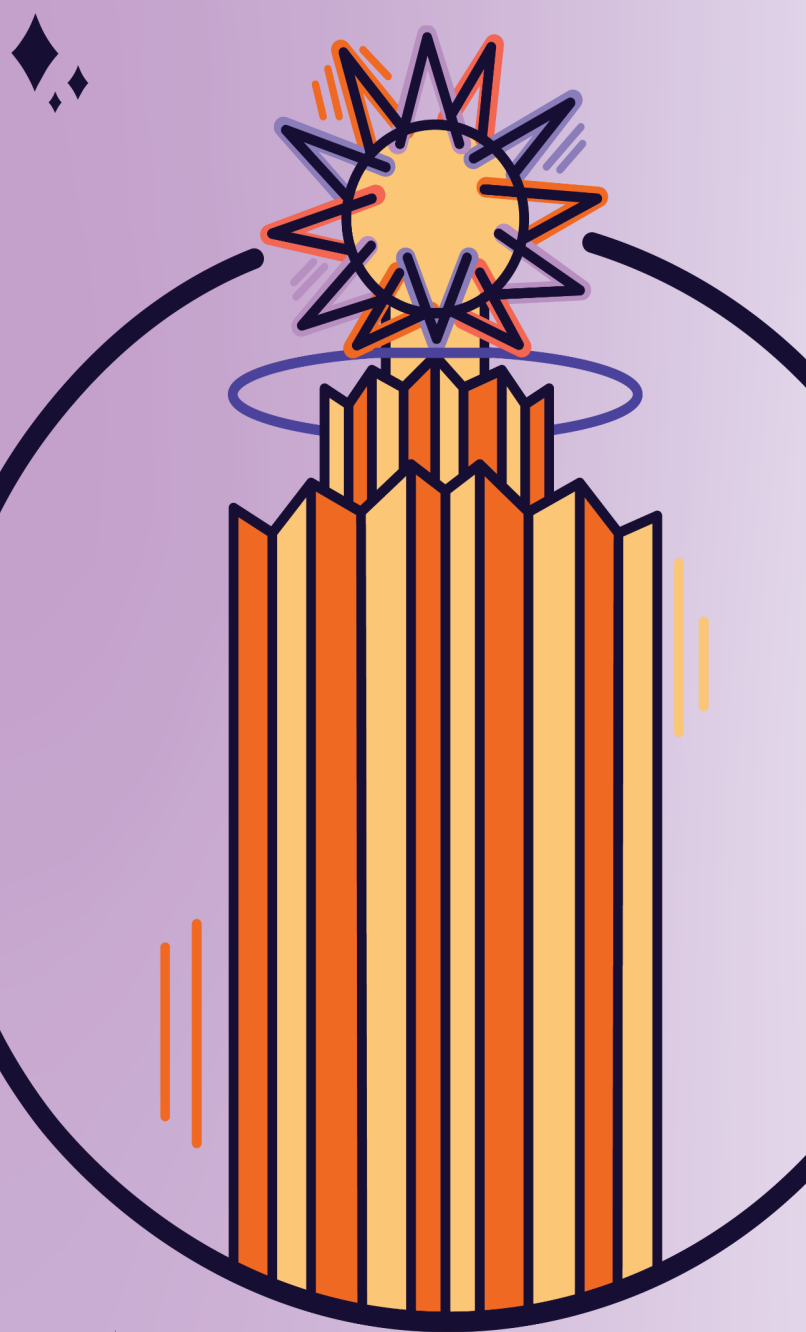
Where the hard work pays off



# Option 1: Edited Original Draft

- Intent of the original approach, with a few minor modifications
- Committee meetings would be the primary engagement forum
- Series of meetings would become activity-based interactive meetings.
- The details:
  - One Workshop
  - 3 interactive education and analysis Committee meetings
  - Other 5 Committee meetings would focus on outreach activities and resources
  - Up to 5 Committee meetings after interactive meetings and Workshop focused on Specific Plan Update Components





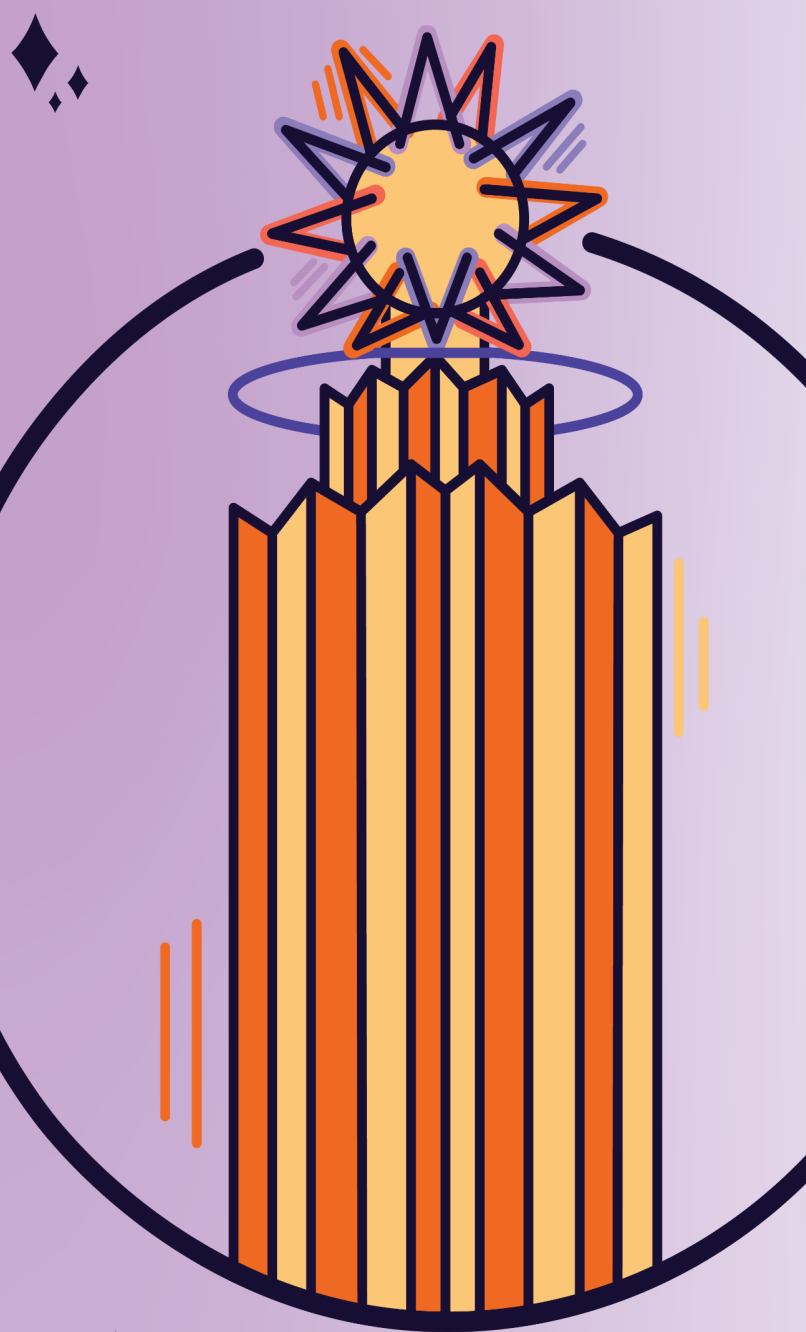
# Option 2: Modified Script

- Intent shifts primary engagement forum from Committee meetings to Workshops
- Committee meetings become a space for discussions related to outreach
- The details:
  - Two Workshops
  - 5 Committee meetings would focus on outreach activities and resources
  - Committee meetings following the workshops would include a recap the workshop and a discussion on any outreach needed to drive more people to the workshops
  - Up to 5 Committee meetings after interactive meetings and Workshop focused on Specific Plan Update Components



A third strategy was considered that was outside of the existing budget, at the request of the committee. Through the development of the strategies it was deemed infeasible due to no identifiable or guaranteed funding source.





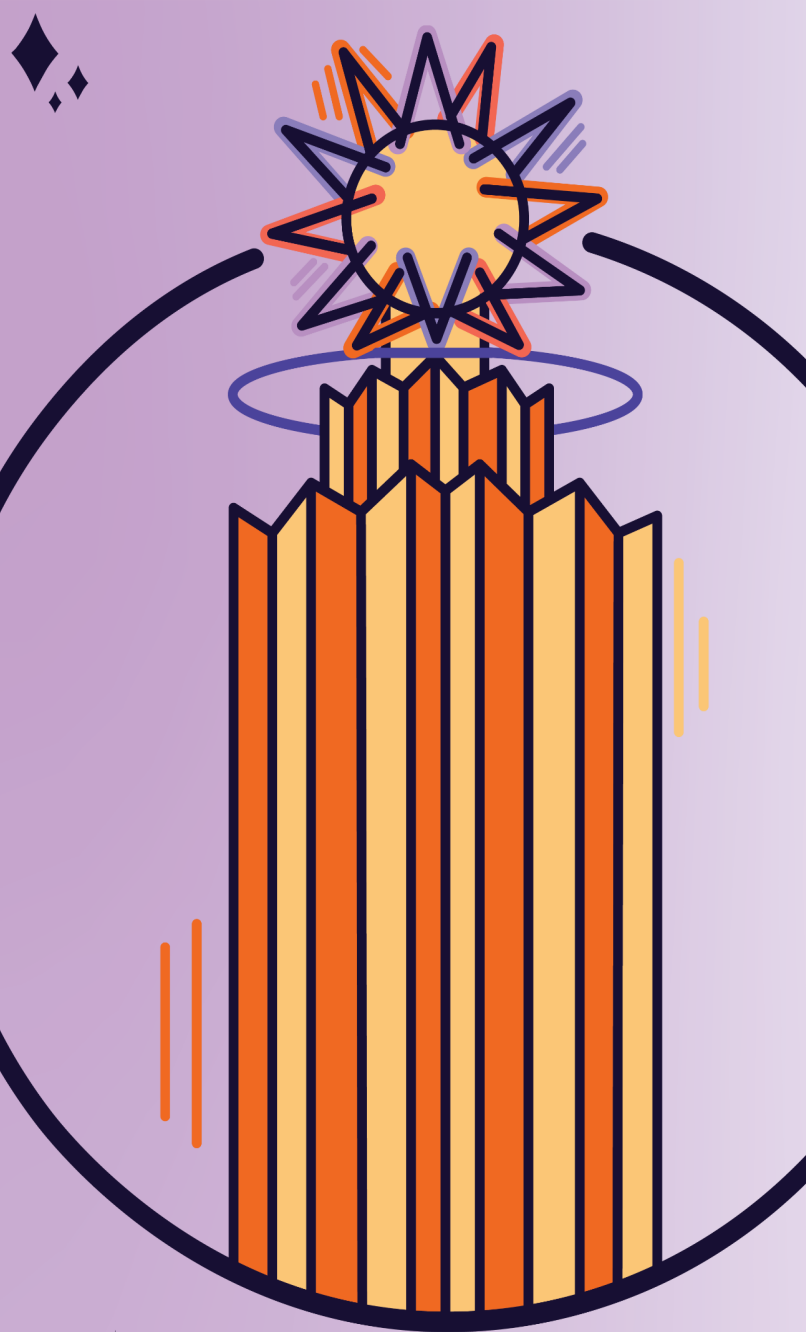
# Discuss and Select Option

# NEXT STEPS:

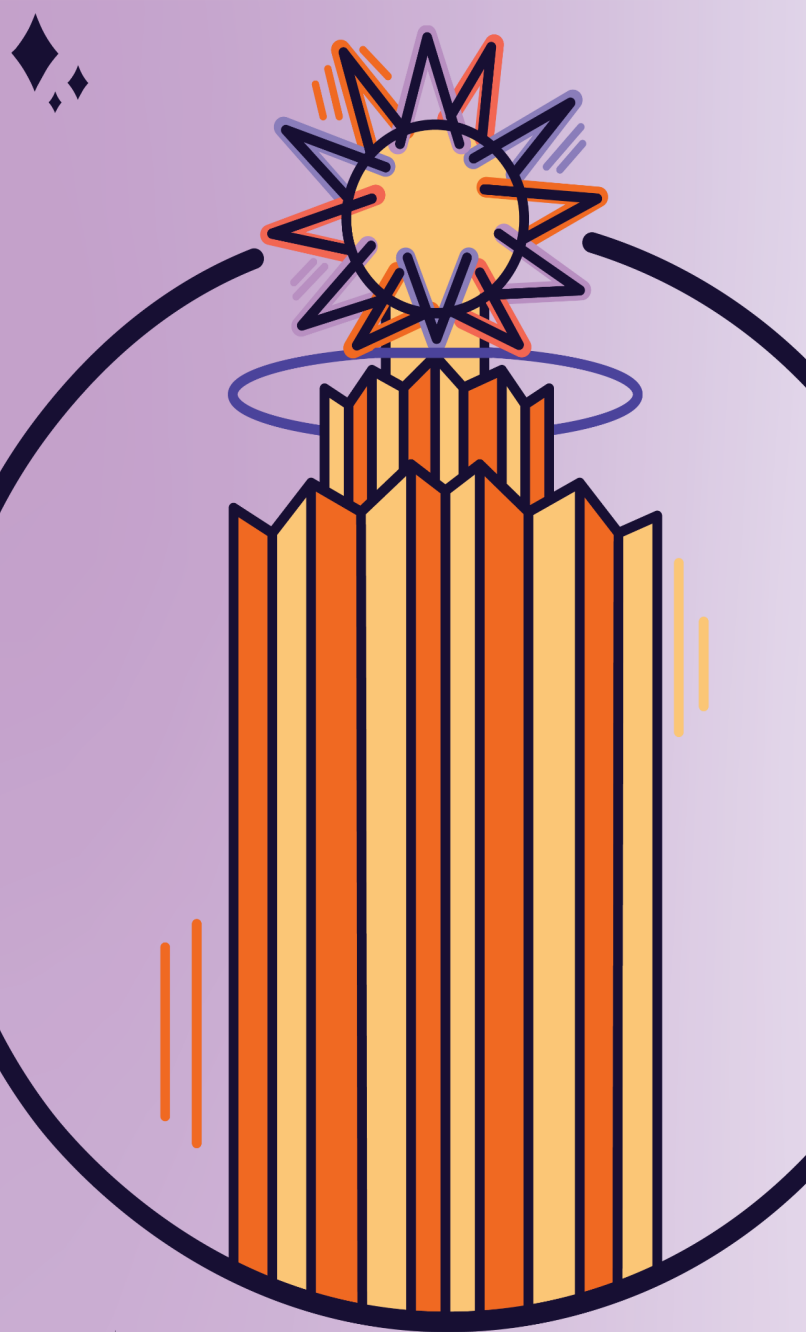
1. The Project team will finish making the remaining materials based on the Committee's feedback on the example materials provided as attachments to this memo
  2. The Project team will update the Committee Meeting Schedule
3. The Project team will draft a memo on the modified Committee meeting function, logistics/layout, and agenda based on the selected engagement option
4. The Project Team will finalize and review the Community Engagement Strategy with the Committee
  5. Everyone gets to work on Outreach!







# VII. Unscheduled Oral Communications



# VIII. Closing and Next Steps