

Mayor's Ad Hoc Parking Structure/Civic Center Outreach Subcommittee

March 31, 2015, 6:30 pm

Capitola City Hall Community Room

- Welcome

- Public Comment

- Discussion regarding ABA Scope

- Review Westman-Woodside Proposal

- Recommendation to City Council

- Next Steps (Mayor Norton)

Suggested Outreach: simplified/low cost approach—Westman and Woodside

We suggest a four step approach that will make use of available resources to provide reliable public information regarding the City's Village property and will focus on gauging the level of community support for the current proposal to achieve the General Plan goals for the property.

1. Dedicate the majority of the upcoming City Newsletter to this topic. Stories in the newsletter regarding the background on the site, the General Plan goals for the site, and the current proposal. Maybe sidebars about financing/costs associated with each element of the proposal/condition of City Hall/Parking
2. Develop dedicated page on City website with info and background material regarding the proposal.
3. Hold one public workshop: Provide overview of project and give community time to pose questions – understanding some questions may be answerable. Those questions will be clearly identified in the process and researched if the project moves forward. Hire facilitator at a cost of less than \$5,000
4. Develop survey that probes into community interest into the goals, their particular value or urgency, and opinions regarding proposals to achieve the goals. Utilize Gene Bregman at \$1,000 to prove input into the survey to help ensure questions are properly posed.

Questions for Committee

1. Do we want to notice the workshop in the newsletter?
2. Should survey be online only or mail only? Cost of mail survey is probably \$3-5k
3. Should external interest groups (such as the Chamber, CVRA) be asked for their opinion and/or to assist in surveying their membership?
4. Would committee volunteer to review draft of newsletter and/or survey?