

# City of Palm Springs Pedestrian and Safe Routes to School Plan Outreach and Engagement Plan Memorandum (O&E Plan)

Draft V.1

## INTRODUCTION

The City of Palm Springs Pedestrian and Safe Routes to School Plan (PSRTSP) includes an Outreach and Engagement Plan (O&E Plan). This O&E Plan explains the methods of outreach and engagement that will encourage community participation. It will ensure that there is meaningful community input that will be integrated into the final project recommendations.

The O&E Plan is made up of a variety of components, based on the City's Request for Proposal (RFP):

- Branding and Messaging (Task 3.1)
- Survey Questionnaire and Mapping Tool (Task 3.1)
- Project Web Page and Related Online Tools (Task 3.2)
- Five (5) Community Advisory Committee (CAC) Meetings (Task 3.3)
- Two (2) Focus Groups and Four (4) Individual Stakeholder Interviews (Added Project Team Meeting)
- Two (2) Community Workshops (Task 3.4)
- Three (3) General Public Events (Task 3.4)
- Four (4) Mobility Audits (Task 2.2)
- Two (2) City Council Meetings (Task 1.4)
- O&E Technical Memorandum (Task 3.5)
- Timeline

## COVID COMMUNICATIONS

In response to the COVID-19 guidelines, virtual meetings will be utilized in lieu of in-person meetings, while social distancing measures remain in effect, at the discretion of SCAG's Project Manager and City Project Manager.

In order to maintain the intent of the O&E Plan, COVID 19 strategies will be implemented to ensure that meaningful outreach and engagement targets are met. These strategies include:

- Enhanced Website
- Project Email
- Online Engagement Platform
- Messaging Material for Online Use
- Online Survey Questionnaire
- WebApp Mapping Tool
- Virtual Meetings for CAC, Community Workshops and Focus Groups
- Stakeholder Telephone Interviews
- Social Distancing Events

## OTHER OUTREACH RELATED TASKS

There are other project tasks that involve public outreach, but are not part of the project's Task 3 Outreach and Engagement. Since these outreach events and meetings provide valid public feedback, they are included in the O&E Plan.

- The Data Collection phase has Mobility Audits that include public input.
- City Council meetings are another opportunity for public comment.

## BRANDING AND MESSAGING (TASK 3.1)

The Planning Team will create a project brand and messaging to communicate with the community. Project branding will be used on all communication materials, both digital and print. Messaging will be consistent on all communication channels, and may be available in bilingual (English and Spanish) languages, as needed.

### Branding

The formal name of the Plan is "City of Palm Springs Pedestrian and Safe Routes to School Plan". The Plan may be referred to as the Palm Springs PSRTSP. A project logo is used for the public to easily identify the project. It will be used on the website as well as other project materials. (Logo Exhibit A)

### Messaging Materials

Messaging materials are a tool that creates awareness and information about the project. It includes a factsheet, flyers, and templates for social media (RFP page 11 and 12). These messaging materials are disseminated to the public through the website, emails and other digital platforms. The purpose of the messaging is to encourage public participation.

**Factsheet:** A project factsheet will include project information, timeline and contact information. It will be used as the primary messaging material to explain the overall project to the CAC, media, community and other requests. (Sample Fact Sheet Exhibit D)

**Flyers:** Flyers will be made for the community workshops, events and audits. It will include basic information about the project as well as the workshop or event time, date and location. Other information may include a survey questionnaire link or a comment link.

**Social Media:** Social media templates will be created to promote project activities such as the community workshops, events and audits. The templates will include photos and texts to be used on Facebook, Twitter and Instagram.

**Email:** Email templates will be created for stakeholders to disseminate to their constituents. The emails will include information about community workshops, events and audits.

**Press Release:** A press release will be drafted for the community workshops. The consultant team will guide City Staff to disseminate it through their local media.

**Other Materials:** Other material such as presentation slides, visual enhancements or online guides may be created, when necessary.

## SURVEY QUESTIONNAIRE AND MAPPING TOOL (TASK 3.1)

The consulting team uses surveying strategies to gather public input. There is a survey questionnaire as well as a mapping tool that allows for specific comments related to the plan. Both the survey questionnaire and mapping tool will be accessible online.

### Survey Questionnaire

Survey questionnaires are a way to gain insight from the public's viewpoint about pedestrian issue in the community. Questions are quantitative as well as qualitative, for example yes or no options or open ended comments. A sample survey questionnaire will be provided to City Staff for approval.

### WebApp Mapping Tool

The Planning Team will develop a project-specific GIS WebApp available to collect location-based feedback. The tool will allow the community to upload pictures and comments directly to a GIS-based website where their observations will be geocoded as a part of the community comment record. It will be accessible through a website link or QR code on messaging material. A sample demonstration of the mapping tool will be conducted with the City Staff before it is launched to the public.

### Surveying Dissemination

There will be a surveying campaign that will use different communication channels. The surveying campaign will involve three ways to distribute the questionnaire and mapping tool:

**Social Media:** Survey links for the questionnaire and mapping tool will be posted on FB, Twitter, or Instagram.

**Email:** An email template will be created for stakeholders to send the survey links of the questionnaire and mapping tool to their constituents.

**Virtual Meetings:** Survey links for the questionnaire and mapping tool will be set up in the chat section of virtual meetings.



## PROJECT WEBSITE AND ONLINE PLATFORM (TASK 3.2)

### Website

The project website will be the primary communication tool. It will be the central location for the community to get project information and input. The website will be set up to include project material, community input, surveys, contacts, timeline, and other related information. All information will be updated by the consultant for the duration of the project. The website status will also be updated at the project team meetings or on a monthly basis, as requested by the City or SCAG (*RFP page 12*).

The project website will be hosted on a unique project URL/domain that is linked and under the umbrella domain of the City's main website. External links will include access to Typeform for surveys, ESRI for access to the mapping tool, and other online platforms for access to project information.

Website address will be put on all messaging material, including flyers, press release, social media, etc. Other opportunities to provide the project website links may also be posted during virtual meetings and email blasts.

### Project Email

A dedicated project email will be set up as a direct contact. The email will be used for general public correspondence and announcements. It is suggested that the email be named [psconnects@gmail.com](mailto:psconnects@gmail.com)

Official project name will be decided on at a later date.

### Online Engagement Platform (Optional)

As part of the website, if COVID-19 is still a concern an online engagement platform can be used in place of in-person meetings. Traditionally, the platform is used in educational setting and it has been proven to be effective for presentations. It is a user-friendly way to display information, online demonstrations and related data.

The platform may be used as a tab on the website or for project presentations, including the CAC, Community Workshops and other similar meetings, as needed.

## COMMUNITY ADVISORY COMMITTEE AND SPECIAL STAKEHOLDERS (TASK 3.3)

Stakeholder involvement is an important part of the O&E Plan, as it is important to involve key stakeholders because they have a unique perspective that needs to be considered when developing the overall plan. This plan involves two (2) primary stakeholder groups; community advisory committee and ONE-PS Leadership.

### Community Advisory Committee

A Community Advisory Committee (CAC) will be established in coordination with the City Staff and consulting team. The stakeholders for the CAC will include neighborhoods, schools representatives, business entities, agencies, and other related representatives (Stakeholder List Exhibit C)

The CAC will serve as a review committee that provides direction for the plan. Expert knowledge from the stakeholders will be considered for the Draft Plan.

There will be up to five (5) meetings with the CAC. These meetings are to be held every other month. The subject matter for the meetings may include an introduction, data collection, alternatives, draft plan and final plan. As part of the

meetings, the consultant team will prepare agendas, presentation materials, meeting notes and next step action items **(RFP page 12)**.

In addition to the standard CAC meetings, the CAC will be invited to participate in the mobility audits, public workshops and events.

### Special Stakeholders ONE-PS Leadership

The City expressed an interest to add a special outreach and engagement for ONE-PS. Thus, the consulting team agreed to develop a few strategies that will ensure their input. It will involve small group meetings and individual interview sessions. These meetings and sessions will be conducted online or by telephone.

**Focus Groups:** Small group meetings, known as focus groups, will be conducted to gather in depth information from ONE-PS members. A facilitator will guide the conversation and look for patterns or themes from the group's input. There will be a total of two (2) focus groups.

**Individual Interviews:** Individual interviews with up to four (4) leaders from One-PS will be conducted. An interviewer will facilitate questions with individual ONE-PS leadership, for up to ½ hour each.

Note: ONE-PS Leadership is not a part of the City's Scope of Work or SCAG Agreement, but was suggested at a project team meeting.

### Community Workshops Input (Task 3.4)

Community workshops will be organized in a virtual town hall style. Instead of in person meetings, the virtual workshop allows the community to participate remotely, and in most cases it has drawn a larger audience. The virtual town hall will share information, facilitate a dialogue, gather input and build a consensus for the project. Workshop comments will be used to inform the final plan.

There will be a total of two (2) workshops held during the project **(RFP page 12)**. The consultant team will prepare materials for the workshop as well as a summary report that includes meeting notes, photos, public input and public project preferences (RFP page 13).

As mentioned in the messaging materials section, the workshops will be advertised through flyers, social media, email blasts, website and press release.

**Community Workshop #1:** Project introduction, preliminary concepts, community input and timeline. The workshop will be held on Zoom or other platform approved by the City. The timeframe for the first workshop will be held in the **Winter 2020**. (Workshop Chart Exhibit C)

**Community Workshop #2:** Draft recommendations, community input and announcement of City Council adoption. The workshop will be held on Zoom or other platform approved by the City. The timeframe for the second workshop will be held in the **TBD 2021**. (Workshop Chart Exhibit C)

### Community Events Input (Task 3.4)

Community events are a way to get out in the community and hear what people have to say about the project. It is an effective way to gather opinions and anecdotal information about the project issues. The consultant team will document feedback received from the events and include it in the final plan (**RFP page 12**).

The consulting team usually sets up a project booth at an existing event or location. If there is an opportunity for community events to open, input would be gathered from the general public. A total of three (3) community events could be held in person or a combination of live and virtual events, depending on the COVID 19 guidelines.

**Event Locations.** The event locations could be at the VillageFest, City Hall, ONE-PS Picnic or other venue approved by City Staff (Event Chart Exhibit C)

**Event Activities.** Event activities would include project recommendation displays and ranking.

**Event Promotion.** Events will be advertised through flyers, social media, email blasts and the website as discussed in the Messaging Materials section,

**Socially Distanced Protocol.** The booth will be set up with 6 feet distancing and other cleaning sanitation measures.

It is important to note that changes to COVID-19 policies may affect the ability to hold in-person community events. The project team will be flexible in order to ensure that the community is provided with opportunities to provide feedback while also adhering to such policies. As the project progresses, the project team will re-evaluate the need modify community events strategies as needed.

### Mobility Audits (Task 2.2)

There will be four (4) mobility audits conducted with members of the community and Community Advisory Committee. The purpose of the audits is to assess general public mobility issues in the field (**RFP page 10**). Mobility audits provide the project team with an opportunity to assess an area or corridor in depth by experiencing the conditions surrounding each location and engaging in a discussion with members of the community. Mobility audits allow the team to gather further insight regarding the concerns, character, and use of each location by tapping into the experiences and observations of community members that regularly use these facilities. The audits may be held virtually or with small group social distancing, depending on the COVID 19 guidelines.

**Audit Locations:** Mobility Audits may be conducted for these locations: Downtown, Transit Hub, Francis Steven Park, Civic Center or other location that is approved by City Staff (Audit Chart Exhibit C)

**Audit Format:** The format for the mobility audits include a physical assessment of the area and a comment period.

**Online Activity:** Mobility Audits may be held on Zoom, along with Google Earth as a tool to canvass the area. A facilitator will guide the live conversation and collect comments by chat boxes.

**Social Distanced Protocol:** Mobility Audits that are held in the field will be limited to small groups of six (6) participants with 6 feet social distancing.



### CITY COUNCIL MEETINGS (TASK 1.4)

City Council meetings are another opportunity for public comment. The consultant team will be available for up to two (2) City Council Meetings or may prepare a presentation and materials for City Staff. **(RFP page 9).**

### O&E TECHNICAL MEMORANDUM (TASK 3.5)

A technical memorandum for the Outreach and Engagement tasks will be written by the consultant. It will summarize the overall community involvement for the plan. There will also be exhibits that can be included for future grant applications. Some of the key components of the memorandum may include **(RFP page 13).**

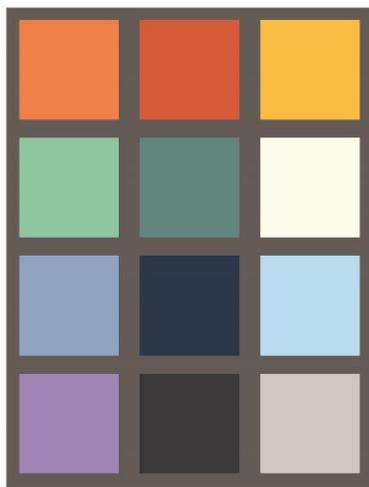
- Overall approach
- Survey results charts
- Meeting and event number, location and attendees summary sheet
- Community comment feedback list or sample quotes
- Disadvantage community involvement (English/Spanish samples)

## TIMELINE

**Will update once schedule is finalized.**

## Project Branding

Project Color Palette:



Main Project Font:

Metropolis

**Metropolis**

**METROPOLIS**

Secondary Project Font:

*Cocktail Shaker*

Exhibit A Project Branding (Continued)

Full Logo

Single Color



Colorway 1



Colorway 2



Alternate Logo (small scale)

Single Color



Colorway 1



Colorway 2



## Exhibit B Stakeholder List

Organization	Name	Email	Phone	Notes
Engineering Department	Patrick Tallarico	Patrick.Tallarico@palmspringsca.gov		City of Palm Springs Sustainability Manager
	Joel Montalvo	Joel.Montalvo@palmspringsca.gov		City of Palm Springs (Asst. Director of Engineering)
SunLine Transit	Manuel Alcalá	malcala@sunline.org	760) 343-3456 ext. 1608	Transit Infrastructure Technician
Tribal Council	Kate Anderson	kanderson@aguacaliente-nsn.gov	760-699-6925	Director of Public Relations
	Anthony Ramirez	aramirez@aguacaliente-nsn.gov	760-883-1330	Economic Development Project Manager
Sustainability Commission Subcommittee	Roy Clark	roy.clark-ABM@palmspringsca.gov		Chair
	Robert McCann			Vice Chair
Palm Springs PTA Council	Jessica Lundquist	lundquistfam@gmail.com		President
	Jennifer Arugay	jennburn@gmail.com		1st VP of Leadership
PSUSD	Dr. Sandra Lyon		760-883-2701	Superintendent of Schools
	Brenda J. Williams		760-883-2701	Executive Assistant
	Joan Boiko		760-883-2701	Coordinator of Communications and Community Outreach
PS Cares/Volunteer PS	David Carden, Jr.	info@volunteerpalmsprings.org		Founder / Chair
	Kate Rice	info@volunteerpalmsprings.org		Organization Secretary
Bicycle enthusiast group	Brett Clein	Brettdclein@gmail.com		
	Vic Yepello	Vyepello@gmail.com		
ONE-PS	Kathy Cohn	Chair@ONE-PS.org		Chair
	Don Barrett	ViceChair@ONE-PS.org		Vice-Chair
Palm Springs Front Runners - Running and Walking Group	Michael Ambrose	psfrw.president@gmail.com		President
	Eric Akin	psfrw.vicepresident@gmail.com		Vice President
Chamber of Commerce	Brady Sandahl	brady@bradysandahl.com		President / Brady Sandahl real Estate Group
	Michael Ellis	mellis@pschamber.org		Community Relations Director
Main Street Merchants	Joy Brown Merideth	joy@crystalfantasy.com		President / Crystal Fantasy
	J.C. Constant	jcbelgic@dc.rr.com		Secretary / Pomme Frite
Health Organization	Gael Whetstone		760-323-6140	Trauma Injury Prevention Coordinator - Desert Regional Medical Center
<b>Optional</b>				
General Plan Update Group	Jonathan Nettler	jnettler@placeworks.com	213-623-1443	PlaceWorks Project Manager
Other City Departments	TBD			

## Exhibit C Workshops, Events and Audits

Workshop	Purpose	Location	Date or Phase	Other
Workshop #1	Intro and Concepts	Zoom or City Hall	Winter 2020	
Workshop #2	Draft Plan	Zoom or City Hall	TBD 2021	

Event	Purpose	Location	Date or Phase	Other
Village Fest	Draft Plan Comments	Downtown	TBD 2021	
ONE-PS Picnic	Draft Plan Comments	Neighborhood	TBD 2021	
City Hall	Draft Plan Comments	Civic Center	TBD 2021	
Alternate Event	Draft Plan Comments	Other	TBD 2021	

Audit	Purpose	Location	Date or Phase	Other
Downtown	Data Collection	TBD	TBD 2021	
Transit Hub	Data Collection	TBD	TBD 2021	
Frances Stevens Park	Data Collection	TBD	TBD 2021	
Civic Center	Data Collection	TBD	TBD 2021	
Alternate Audit			TBD 2021	

## Exhibit D Sample Fact Sheet Format

# ACTIVE TRANSPORTATION PLAN PROJECT FACTSHEET

### PROJECT OVERVIEW

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### ACTIVITIES AND EVENTS THAT YOU CAN PARTICIPATE IN

#### 1 ADVISORY COMMITTEE

Agency representatives are invited to join other stakeholders in our quarterly meetings where we seek feedback on project progress, deliverables, and milestones.

#### 2 WALKING SAFETY ASSESSMENT

Independent event held at each school – come walk around the immediate school area to identify safety concerns and describe barriers for walking and biking to and from your school.

#### 3 SAFE ROUTES TO SCHOOL SEMINAR

An event held on-campus with a group of high school students, which is complete with interactive ways to provide feedback on school area safety concerns. Held in place of a Walking Safety Assessment when anticipated parent participation in the Walking Safety Assessment is low.

#### 4 ELECTRONIC SURVEY

Share your school area concerns from home or on the go – a separate parent survey and student survey will be available for you to share your input and feedback electronically.

#### 5 OPEN COMMUNITY-BASED MEETING

After draft school-improvement recommendations are prepared two separate meetings will be held to review recommendations; one meeting will be held in the northern and one in the southern area of the Peninsula.

### PROJECT TIMELINE



In partnership with:

Questions? Email us at: