

2016



San Leandro Bay Fair TOD Specific Plan: COMMUNITY INVOLVEMENT STRATEGY



Overview

The purpose of this Community Involvement Strategy is to present a “roadmap” or synopsis of the activities that the City of San Leandro and Consultant Team (Team) will undertake to develop the Bay Fair TOD Specific Plan (Plan) in San Leandro.

Engagement efforts are intended to gather input from a broad, diverse range of stakeholders while focusing on those most affected by and interested in the project.

This Community Involvement Strategy identifies the specific goals, stakeholders, outreach activities, timeline, and communication techniques that will be employed to do this. In addition to input received from the community and key stakeholders, the City of San Leandro is completing this project in partnership with Bay Area Rapid Transit (BART), Alameda County, and Madison Marquette, which owns Bayfair Center.

Goals

The Bay Fair TOD Specific Plan seeks to accomplish the following goals through preparation and implementation of the Community Involvement Strategy:

- An open and transparent process
- Engagement and empowerment of and relationship-building with diverse community stakeholders
- Meaningful education of the public
- Close coordination with project partners and other relevant public or private agencies
- Civil and respectful dialogue among all participants
- Consistent communication
- Alignment of the Plan with community needs

Audience and Stakeholders

A primary goal of the outreach and engagement program is to involve as diverse a group of stakeholders as possible, particularly at key decision points and project milestones. Engagement will be targeted toward the following types of groups and individuals (more detail about specific individuals and organizations is found in Appendix A below):

- Residents and neighborhood groups, particularly in adjacent neighborhoods to the Plan area
- Community-based organizations
- Social service providers
- Youth organizations
- Religious/faith-based institutions and organizations
- Business owners and organizations
- Property-owners

- Environmental organizations
- Housing advocates/stakeholders
- Transportation advocates/stakeholders
- Schools and the school districts
- City elected and appointed officials
- State, local, regional and other public agencies
- Public and private grant or financing organizations

The City's project partners – BART, Alameda County, and Madison Marquette – will also play an important technical review and advisory role throughout the process.

Tools for Community Engagement

Identified below are a variety of communication and outreach methods to more effectively engage the community and stakeholders in and around the project area.

- **Email/Mail.** The City will maintain a database of interested residents, businesses, and other project stakeholders, curating the list throughout the process as new participants emerge. The list will include, but not be limited to, those on the "Distribution List" in Appendix A, as well as other interested residents, businesses, or participants. Participants will be notified via email of upcoming outreach events, opportunities for comment, key project milestones, and hearings. The project email list will be one of the primary modes of public communication for the project. For interested persons or organizations who do not have email, the City will maintain a mailing distribution list.
- **Web Page.** The project web page hosted by the City will provide announcements, updates, and other project communication in coordination with other outreach activities.
- **Social Media/Other Online Engagement Method.** The Project Team shall utilize electronic media, social media (e.g., SL NEXT.com blog, Twitter, Facebook). An online civic engagement platform, My Sidewalk, will also be used to gather information and data from the community. This platform connects the Project Team with community members, allowing the Team to ask questions, analyze data, share information, and receive feedback.
- **Print Media.** The Project Team shall utilize print media to publicize key events or project milestones including preparation of press releases.
- **Print Materials.** A wide variety of print materials may be used throughout the planning process to advertise events, provide user-friendly content, and enhance participant understanding of the issues and process. The types of print materials may include: flyers, postcards, fact sheets (e.g., FAQ), graphic images or posters, maps, and surveys.
- **Multi-lingual communication.** Print materials for community engagement events shall be provided in Chinese and Spanish, in addition to English, when requested, necessary and/or feasible. Upon request, the City will also provide oral translators, including sign language, for public or community meetings. Noticing of public meetings (such as the community workshops and any public hearings) will include language instructing the public how to request a translator prior to the event.

Anticipated Outreach Activities

Anticipated Outreach Activities		Timeline *
Community Advisory Committee	<p>The 21-member Citizen’s Advisory Committee (CAC) will be convened early in the Bay Fair TOD planning process. It will include representation from a broad and diverse range of backgrounds and perspectives, including but not limited to the following categories, primarily in the City of San Leandro, but also in nearby unincorporated Alameda County: local residents (e.g., homeowner associations), businesses, property owners, technical experts (e.g., realtors, developers, architects, etc). There will be a broadly outreached, inclusive, and open application process for the CAC from November 5 through December 3 2015. The CAC members will then be determined by an Ad Hoc Selection Committee of Mayor Pauline Russo Cutter and Councilmember Ursula Reed, supported by City staff, in consultation with City staff. The CAC is intended to provide initial feedback on project ideas, vet concepts from a variety of perspectives, and ensure that project concepts are more fully developed when presented to the Planning Commission and City Council. CAC meetings are anticipated at the following key junctures:</p> <ol style="list-style-type: none"> 1. A review of project conditions, assets, and challenges 2. Review of potential plan scenarios 3. Review of a preferred project alternative, plan framework, and/or draft plan 4. Review of public draft or adoption draft 	<p>Meeting 1: March 16, 2016</p> <p>Meeting 2: Spring 2016</p> <p>Meeting 3: Winter 2016</p> <p>Meeting 4: Winter/Spring 2017</p>
Technical Advisory Committee	<p>The Technical Advisory Committee (TAC) will include staff from City of San Leandro, BART, Madison Marquette, Alameda County, AC Transit the Alameda County Transportation Commission, and other relevant public agencies or technical partners. The TAC is anticipated to provide technical and feasibility review at similar junctures as the CAC.</p>	Parallel to CAC meetings
Planning Commission	<p>There will be Planning Commission meetings or study sessions to review project materials at important milestones. The role of the Planning Commission will be to provide in-depth review, review community and technical input, and provide direction for key decision points. All Planning Commission meetings will be open to the public and provide opportunities for public comment.</p>	<p>Meeting 1: August 20, 2015</p> <p>Meeting 2: Spring/Summer 2016</p> <p>Meeting 3: Winter/Spring 2017</p>
City Council	<p>The City Council will receive project briefings and provide oversight and input for the plan, and will ultimately be the body that adopts the Plan. In general, the City Council will review materials after they have been reviewed by the Planning Commission, and follow a similar schedule. This will provide them with a broad array of feedback from the Planning Commission, community, stakeholders, staff, and consultant team when making decisions and providing input on the plan. All City Council meetings will be open to the public and provide opportunities for public comment.</p>	<p>Meeting 1: May 18, 2015:</p> <p>Meeting 2: Spring/Summer 2016</p> <p>Meeting 3: Winter/Spring 2017</p>
Community Workshops	<p>There will be two community workshops for the project. The first will provide an opportunity for the community to review and comment on the current conditions in the project area, express their visions and desires for the Bay Fair area, and provide feedback on specific strategies for the area. The second community workshop will be to review the draft TOD Specific Plan and provide input on specific plan concepts, policies, design strategies, and proposed physical improvements. For one or both of the workshops, the Project Team envisions an “open house” style workshop with work stations and/or small groups to enable individual conversations and detailed feedback. The venue for workshops will be in or near the project area – such as in the Bayfair Mall, the Bay Fair BART station, or another community venue – encouraging accessibility to the nearby community and a connection to the area being discussed.</p>	<p>Meeting 1: Summer/Fall 2016</p> <p>Meeting 2: Winter/Spring 2017</p>
Stakeholder Meetings and Focus Groups	<p>Direct outreach to stakeholders will be a central component of the plan process, enabling the project team to engage local residents, business owners, advocacy groups, property owners, public officials, or others with a unique stakeholder interest in the area. Given the relatively small project area, it will be critical to understand the specific perspectives and goals of those in the area. Stakeholder outreach may involve individual or group conversations, meetings of small groups and other community events. There will also be a focus group of non-profit and for-profit property developers to assess feasibility of plan concepts and alternatives that are generated during the process.</p>	Ongoing; focused during alternatives analysis and plan development

Web Page/Online Engagement	The City will host and maintain a project web page as an extension of its website. This website will include links to project documents, announcements of upcoming events or key dates, and other project information. It may also be used to solicit comments and input on the Bay Fair planning process and draft documents.	Ongoing
Direct Communication and Input	City Planning staff and the project consultant, Raimi + Associates, will be available throughout the process to receive individual input, ideas, and feedback from community members.	Ongoing

***The timeline may be subject to change during the planning process period.**

Engaging Low-Income and Minority Community Members

A focus of the Plan, and resultant planning process, among the City and its project partners is to more effectively outreach to low income communities and communities of color, particularly those who will be directly impacted by the Plan. The MTC PDA Planning Grant Program also highly encourages grantees to ensure public participation from these two community groups. Techniques to enhance participation from these groups include mapping low income Census tracts and race/ethnicity of impacted neighborhoods, providing written and oral translations (as described above under “Tools for Community Engagement”), providing more user-friendly graphical images in public meetings, and identifying appropriate media outlets to advertise in. The project team will also make an effort to work with existing social networks and events to reach community members that may otherwise be difficult to engage.

Project Branding and Identity

It is important to establish a distinctive identity for the Plan and the related planning process. Materials for the Bay Fair TOD Specific Plan will maintain a consistent color palette and styles shown below, as well as styles developed in the Priority Development Area (PDA) Profile Report. A project logo (see below) will also be placed on all deliverables to increase the Plan’s familiarity. The logo represents the connection and easy access from the Bay Fair BART station to nearby services, establishing the Plan Area as a destination to the surrounding Bay Area. The Team will make a concerted effort to present outreach and plan material in a consistent look and feel to increase community recognition with the project.

Project Logo



Styles and Color Palette

BAY FAIR SPECIFIC PLAN

branding sheet

COLOR SCHEME



R: 18	R: 4	R: 0	R: 203	R: 193
G: 70	G: 185	G: 169	G: 219	G: 192
B: 118	B: 226	B: 142	B: 57	B: 192

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Contact

For additional information, please contact:

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Appendix A – Distribution List

- **San Leandro City Council**
- **Alameda County Supervisor, District 3** (currently Wilma Chan – District 3 encompasses San Leandro and Plan Area)
- **Alameda County Supervisor, District 4** (currently Nate Miley – District 4 encompasses County land east of Plan Area)
- **BART Board Director, District 3** (currently Rebecca Saltzman)
- **BART Board Director, District 4** (currently Robert Raburn)
- **AC Transit Board Members**
- **San Leandro Boards/Commissions**
 - Planning Commission
 - Bicycle and Pedestrian Advisory Committee
 - Board of Zoning Adjustments
 - Human Services Commission
 - Library and Historical Commission
 - Recreation and Parks Commission
 - Rent Review Board
 - Senior Commission
 - Youth Advisory Commission
- **Social Service and Community-Based Organizations**
 - Dig Deep Farms
 - REACH Ashland Youth Center
 - Davis Street Family Resource Center
 - DCARA (Deaf Counseling Advocacy and Referral Agency)
 - Eden Japanese Community Center
 - Building Futures with Women and Children
 - Stepping Stones
 - Community Resources for Independent Living (CRIL)- disabilities rights group
 - Alameda County Homeowners Associations (adjacent neighborhoods)
 - Hillcrest Knolls HOA
 - San Lorenzo Village Homes Association
 - Cherryland Community Association
 - Hesperian Gardens
 - San Leandro Homeowners Associations
 - Halcyon Foothill HOA
 - Floresta Neighborhood Association
 - South San Leandro Neighborhood Association
 - Inter-Faith Homeless Network
 - ECHO Housing
 - San Leandro Senior Moments
 - East Bay Bicycle Coalition
 - Urban Habitat
 - TransForm
 - Bay Area Healthy 880 Communities – San Leandro
 - East Bay Innovations
 - Congregations Organized for Renewal (COR)
- **Business Community**
 - San Leandro Chamber of Commerce and Chamber Board of Directors

- San Leandro Business Councils
 - Asian Business Council
 - African American Business Council
 - Hispanic Business Alliance
- San Leandro Downtown Business Association
- Eden Area Chamber of Commerce
- Bayfair Center commercial tenants (such as Macy's, Target, Kohl's, Century Theaters)

- Business Association South San Leandro (BASSL)
- Bay Area Business Roundtable
- East Bay Economic Development Alliance
- Rental Housing Association of Southern Alameda County
- East Bay Rental Housing Association
- Bay East Association of Realtors
- Industrial Founders' Circle
- Kaiser Permanente San Leandro
- OSIssoft Inc.
- San Leandro Hospital
- Fairmont Hospital
- Historic BAL Theatre

- **Places of Worship**
 - Lighthouse Worship Center
 - Grace Baptist Church
 - International Bible Baptist Church
 - Kingdom Hall of Jehovah's Witnesses (Mono Ave.)
 - Iglesia Cristiano Cristo Todopoderoso
 - Church of Jesus Christ of Latter Day Saints (Bancroft Ave.)
 - Bethel Presbyterian

- **Schools**
 - Nearby high schools and middle schools
 - Edendale Middle School
 - San Lorenzo High School
 - San Leandro High School
 - Redwood Christian Middle School/High School
 - Arroyo High School
 - Washington Manor Middle School
 - Calvary Lutheran School
 - Nearby elementary schools
 - Hillside Elementary School
 - Colonial Acres Elementary School
 - Hesperian Elementary School
 - Grant Elementary School
 - Calvary Lutheran School
 - Lorenzo Manor Elementary School
 - James Monroe Elementary School
 - Corvallis Elementary School
 - Other nearby schools
 - VIP Nursing School
 - Carrington Nursing School (in Bayfair Center)
 - ABC Bartending School
 - San Leandro Unified School District & School Board

- San Lorenzo Unified School District & School Board
- **Labor**
 - Alameda County Electrical JATC
 - Building Trades Council
 - Teamsters
 - AFL-CIO
 - Carpenters Union
 - United Steel Workers Union
- **Nonprofit Housing Developers (with residential properties in San Leandro and Alameda County)**
 - Satellite Affordable Housing Associates
 - BRIDGE Housing Corporation
 - Eden Housing
 - Christian Church Homes
 - Allied Housing/Abode Services
 - Mercy Housing California
 - Mid-Peninsula Housing
 - American Baptist Homes of the West (ABHOW)
- **Private Developers and Large Property Owners**
 - Madison Marquette
 - Dollinger Properties (Fairmont Square)
 - Kimco Realty (Fashion Faire Place)
 - King family
 - Westlake Development Partners
 - John Benjamin Company
 - Langon Homes
 - EF Communities, Inc.
 - Emerald Properties
 - Eden Realty
- **Public Agencies**
 - Everyone Home
 - Alameda County Housing and Community Development
 - Alameda County Sheriff's Department
 - BART Police
 - San Leandro Police Department
- **Miscellaneous**
 - Tenant and Landlords who have had cases heard by the City Rent Review Board