City of Encinitas

June 11, 2015

Marlee J. Ehrenfeld
President and Creative Director
MJE Marketing Services
3111 Camino del Rio North #100
San Diego, CA 92108

SUBJECT: Housing Element Update – Work Project # WC14B, Contract Amendment No. 1

Dear Ms. Ehrenfeld,

Upon signature and return, this correspondence will serve as an amendment to the original contract, executed on September 2, 2014, between the City of Encinitas and MJE Marketing Services, regarding professional services to comprehensively update the City of Encinitas General Plan.

This amendment provides for additional scope of services, as itemized in the Phase 2 Outreach Plan, dated June 9, 2015 and attached as Attachment A, to include:

1. Creation and update of informational materials; and
2. Continue public participation coordination;

This amendment will increase the contract budget of $67,920.00 in an amount not to exceed $30,000.00 for a total authorized contract budget of $97,920.00. The amended scope of services and project planning budget, dated is included as Attachment B.

Please indicate your acceptance of this amendment by signing where indicated below, and returning the original to my attention. This amendment does not change the terms and conditions of the original agreement. Transfers of budgeted fees from one task or sub-task to another require mutual, written consent. If you have any questions, please feel free to contact me at (760) 943-2101.

Sincerely,

MDS

Mike Strong
Associate Planner

MJE Marketing Services

By _____
Marlee J. Ehrenfeld
President and Creative Director

City of Encinitas

By _____
Larry Watt
Interim City Manager

6/9/15

CITY OF ENCINITAS
Housing Plan Update
Phase 2 Outreach Plan

Overview

In October 2014, the City of Encinitas embarked on a process to update the City's Housing Element, a state-mandated plan that outlines how the City will meet current and future housing needs for all residents. Because this issue was of significant interest to the public, the City began the process with a far-reaching public outreach and engagement effort.

A graphic identify and name was developed for the project to enhance public recognition of the program. Called "At Home in Encinitas," the month of October 2014 was dedicated to providing public information and education about the need for an update to the housing plan, and publicizing the upcoming opportunity to provide input on the housing plan and potential future housing sites. Through direct mail, door hangers, advertisements, e-newsletters, social media, earned media, and community outreach, nearly every Encinitas resident was given the opportunity to learn more about the effort. During November and early December 2014, more than a thousand residents visited the City's online portal for collecting public input, and hundreds of them submitted comments.

The input received was compiled and presented in a report to the City Council. Three alternative housing scenarios were developed and presented to the Council in February 2015 for review and comment. At these sessions, Council made some modifications to the housing scenarios and directed staff to move these three modified housing scenarios forward for environmental review.

In April 2015, the City kicked off the environmental review process by issuing a Notice of Preparation of an Environmental Impact Report for At Home in Encinitas. A Scoping Meeting was also conducted during this time.

The plan will eventually move forward for City Council approval before a final decision is made by the public when they vote on the plan in November 2016. In order for the City Council and the public to make informed decisions about the plan, it will be important to continue to engage the public in this important effort. This plan provides a guide to engaging in continued public outreach and seeking input from the public at key milestones in the process. . Although this plan details what to expect in the process so that members of the community are actively engaged and involved, outreach efforts may adapt over time. City staff will periodically assess the outreach strategies and methods to identify potential refinement and consider ways to strengthen the overall outreach effort

Key Milestones

The following are key milestones in the process moving forward, and public outreach and engagement efforts will be planned to seek input to inform these milestones:

Fall 2015	Draft design guidelines and proposed zoning code changes
Late 2015	Draft EIR released for public review and comment
Spring/Summer 2016	Public hearings before Planning Commission and City Council
Spring/Summer 2016	Develop ballot measure
November 2016	Public vote on Housing Plan Update

Outreach Objectives, Strategies, and Methods

The objectives of continued public outreach for the Housing Plan Update are to:

- Build on the success of the previous outreach effort and continue to engage the public in the decision-making process to develop community-supported solutions.
- Maximize public participation opportunities with a broad range of stakeholders.
- Provide a solid foundation of public information about the project so that voters have the information needed to decide on the plan in November 2016.

These objectives will be accomplished by implementing the following outreach strategies to ensure continued public understanding of the need for the housing plan update and public input on key decision points in the process:

- Provide up-to-date information about the Housing Plan Update in a number of formats to encourage public understanding of the plan, such as why housing is important and what an updated Housing Plan achieves.
- Offer opportunities for the public to be involved and provide input on draft documents and plan elements and participate in the decision-making process.
- Use a variety of communication methods to reach diverse audiences, as well as the people most affected by the plan.

The following methods will be employed to implement these strategies:

1. ***Create/Update Informational Materials***

Clear and engaging informational materials will help enhance the public's understanding of the Housing Plan Update, including why it is needed, what is being proposed, and the benefits that the City would realize with its adoption. While some of the materials recommended below were created for the initial public outreach effort, there is a need to update these materials with current information about the plan and the process.

The following informational materials about At Home in Encinitas will be created to support outreach efforts and convey important information to the public.

- **Project Website**: An enhanced project website will be created to serve as the online portal for all project information and as a means to collect public input. The website will include:
    - Project overview information
    - Maps, materials, and documents available for review and download
    - The ability to submit comments and questions electronically
    - An e-newsletter sign-up function
    - Connections to the City's social media channels

- **Project Brochure**: The project brochure will be updated to feature the three maps under environmental review to showcase the features and differences of each. The brochure will also include information about the importance of the Housing Plan Update.

- **Updated PowerPoint Presentation**: The project PowerPoint presentation will be updated to include information about the housing strategies included in the environmental review. This presentation will be used by City of Encinitas staff in presentations to interested organizations.

- **Infographics**: Infographics will be created to showcase information about the Housing Plan Update in an understandable and visually engaging manner. These infographics will be used in project materials, presentations, and social media.

- **Project Video**: Should budget allow, a project video will be created to educate the public about the need for the Housing Plan Update.

2. Public Information

City staff engaged in efforts during the first phase of public outreach to educate the public about the Housing Plan Update and provide information about how the public could share their input. These efforts were successful and encouraged unprecedented participation from the public in the initial development of housing plan alternatives. Because the process is continuing to move forward and there will be continued opportunities for public participation, it is important to continue to inform the public about the process and the plan alternatives under consideration.

The City will engage in a number of activities to educate the public about the plan and provide information about opportunities for public input throughout the process.

- **Presentations to Community Organizations**: Community organizations will be approached to schedule informational presentations by City staff. These presentations will provide information about the project, its importance to the city, and encourage the public to participate in the decision-making process.

- **Participate in Public Events**: To reach a broad segment of the public, City staff will participate in public events to share project information and promote public involvement opportunities. These events include the Encinitas Fall Festival, Dia de los Muertos, the Moonlight Beach Festival, and others as identified. "Pop-up" outreach opportunities – providing an information booth at key public locations (e.g., shopping centers) – may also be considered.

- **E-newsletter:** The At Home in Encinitas e-newsletter series will be continued through the City Council adoption of the plan. This e-newsletter will provide up-to-date information about the plan, links to the website for relevant information or activities, and notices of Community Dialogue Sessions and opportunities to provide input.

- **Information Distribution through Other Organizations :** During October and November 2014, the City was able to utilize the resources of a number of community organizations and institutions to help with the distribution of information to residents and employees. The City will continue to build on these relationships and seek to broadly distribute information with the

assistance of community organizations, school districts, senior housing facilities, the Ecke Family YMCA, and others.

- **Social Media**: City staff will regularly post information on the City's social media channels. These posts may feature infographics, share news articles, link to the website for activities of relevant information, and provide notices of Community Dialogue Sessions and comment opportunities.

- **Promotion of Public Participation Opportunities**: City staff will consider other methods to provide information about the planning process and opportunities for public input. These may include advertisements in community newspapers, online ads on newspaper websites, direct mail, and posters in community gathering places.

- **Presentation of Final Plan to be Placed on Ballot:** City staff will plan and implement a final round of Community Dialog Sessions to present the final plan that will be placed on the November 2016 ballot.

3. Public Participation

The topic of housing in Encinitas generates a great deal of public interest, and the public has an expectation about participating in the development of community-supported solutions. There will be a number of opportunities throughout the remainder of the process where the public will want to share their comments and have their questions answered – the development of design guidelines and zoning code changes, providing comments on the draft EIR, and learning about the final plan. To facilitate public participation at these milestones and ensure the public has the opportunity to share their input, the following efforts will be undertaken.

- **Community Dialogue Sessions on Design Guidelines/Zoning Code Changes:** Design guidelines and changes to the zoning code are an important component of the Housing Plan Update because they will ultimately determine the density, design, and character of new housing in the community. The City will plan and implement Community Dialogue Sessions to provide information to the community about proposed guidelines and zoning changes, and seek input of key elements and policy questions. The format of these meetings will be determined based on the information the City needs to convey, but could include interactive activities, presentations, information stations with images and content, or discussion groups to help facilitate input. Because of the unique character of each community, one workshop will be held in each of Encinitas' five community, with information and input requested about that specific location.

  The results of these Community Dialogue Sessions will be compiled into a report for the Planning Commission and Council to review.

- **Draft EIR Open House:** To facilitate public comment on the Draft EIR, the City will host an Open House to provide information about the Housing Plan Update and findings in the Draft EIR. Participants will have the opportunity to provide comments in writing or verbally (to a court reporter) at this meeting. All comments received on the Draft EIR at this Open House will be considered official comments and will be responded to in the Final EIR. The Open House will be scheduled at least two weeks after the public review and comment period begins.

- **Website Activities**: Because not all residents are able to attend a workshop or open house, online activities will be created to allow the public to share their input or comment on the Draft EIR online. A survey tool using images may be used to collect input on design guidelines and proposed zoning code changes, and information gathered online will be included in the report to Planning Commission and Council that summarizes public input received. In addition, the ability to submit comments on the Draft EIR online will be provided. Comments received via the website will be considered official comments and will be responded to in the Final EIR.

4. Media Relations

City staff will continue efforts to engage local reporters to facilitate timely and accurate coverage of the Housing Plan Update and key milestones.

- **Reporter Briefings:** City staff will conduct one-on-one briefings for reporters in advance of key milestones to ensure that their questions are answered and they have the information needed to write an accurate story. Briefings may be scheduled in advance of Community Dialogue Sessions, prior to the release of the Draft EIR, and leading up to public hearings.

- **News Releases/Media Advisories:** The City will submit news releases and media advisories to announce key milestones, achievements, Community Dialogue Sessions, and other notable events.

Outreach Timeline

Outreach and public participation efforts will be coordinated with key milestones in the process. The timeline below reflects the current project timeline. Should those dates change, the implementation of outreach efforts will be adjusted accordingly.

	2015							2016						
TASK	J	J	A	S	O	N	D	J	F	M	A	M	J	J
Create/update informational materials														
Presentations to Community Organizations														
Participate in Public Events														
E-newsletter														
Work with other organizations to help promote project and outreach opportunities														
Social media														
Community Dialogue Sessions re: Design Guidelines/Zoning Code Changes														
Draft EIR Open House														
Online public input activities														
Reporter briefings														
News releases/media advisories														

City of Encinitas

Housing Element Outreach - Phase 2

	Ehrenfeld		Byrne		Aiello-Hauser		Nielsen		Ishaeik		Biele		LaFee		Admin		Total HR	Total Labor Cost
	$190		$180		$140		$200		$150		$85		$85		$55			
Task																		
1.0 Strategic Planning: Develop recommendations for communication leading up to public vote	0	$ -	10	$ 1,800.00	2	$ 280.00	2	$ 400.00	0	$ -	0	$ -	0	$ -	0	$ -	14	$ 2,480.00
2.0 Update/Create collateral materials (fact sheet, brochure, FAQ, presentation, website content/design)	0	$ -	24	$ 4,320	40	$ 5,600.00	0	$ -	8	$ 1,200.00	0	$ -	24	$ 2,040.00	0	$ -	96	$ 13,160.00
3.0 Public Engagement	0	$ -	12	$ 2,160	24	$ 3,360.00	0	$ -	0	$ -	24	$ 2,040.00	0	$ -	25	$ 1,375.00	85	$ 8,935.00
3.1 Coordinate public presentations	0	$ -	0	$ -	0	$ -	0	$ -	0	$ -	0	$ -	0	$ -	15	$ 825.00	15	$ 825.00
3.2 Social Media/Media Relations/Press Support	0	$ -	4	$ 720	4	$ 560.00	0	$ -	0	$ -	12	$ 1,020.00	0	$ -	0	$ -	20	$ 2,300.00
3.3 E-newsletter	0	$ -	4	$ 720	4	$ 560.00	0	$ -	0	$ -	12	$ 1,020.00	0	$ -	0	$ -	20	$ 2,300.00
3.4 Online comment opportunities	0	$ -	4	$ 720	16	$ 2,240.00	0	$ -	0	$ -	0	$ -	0	$ -	10	$ 550.00	30	$ 3,510.00
4.0 Final report	0	$ -	8	$ 1,440	8	$ 1,120.00	0	$ -	4	$ 600.00		$ -	10	$ 850.00	0	$ -	30	$ 4,010.00
Labor Total	0	$ -	54	$ 9,720.00	74	$ 10,360.00	2	$ 400.00	12	$ 1,800.00	24	$ 2,040.00	34	$ 2,890.00	25	$ 1,375.00	225	$ 28,585.00
Direct Costs																		$ 5,500.00
TOTAL FEE PROPOSAL																		$ 34,085.00

OPTIONAL TASK (Budget is estimate and subject to change based on video scope, length, and content

Video Development	12	$ 2,280	4	$ 720	4	$ 560	0	$ -	20	$ 3,000	20	$ 1,700	40	$ 3,400	0	$ -	100	$ 11,660
Direct Costs																		$ 1,500
TOTAL OPTIONAL TASK COST																		$ 13,160

*Direct costs include standard office and travel expenses, and website programming. Printing, production, and advertising costs are not included and would be borne by the City.