



# **PUBLIC ENGAGEMENT AND NOTICING MANUAL**

**NOVEMBER 2015**



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# INTRODUCTION

Communities work best when residents, organizations and institutions are engaged and working together for the good of all. San Luis Obispo is no exception. The people who live, work and play here take enormous pride in this city and care deeply about keeping it healthy and vibrant. Our city wants to accommodate different perspectives and encourage more residents to be informed and involved in shaping decisions.

The pages that follow describe simple steps to take for broadening public outreach. We outline programs that encourage active and diverse citizen participation. We call it a toolkit; tools to be used for building community participation and adding new voices to the mix.

Note that marketing of city services is generally managed department by department. Parks and Recreation enrolls residents in classes; Utilities Conservation educates on water conservation and SLO Fire Department follows up EMS calls with satisfaction surveys.

While there are elements of marketing in all communication outreach, we're talking about something different here: improving communication efforts so people get involved in decisions on topics that affect them. Assuring residents know what's going on and getting them involved in the process will help generate consensus decisions.

Use this guide to better understand the target audience, type of outreach and timing needed for various city issues and actions. Keep in mind this is a broad stroke approach that is intended to guide thinking, not define it. With 11 city departments and thousands of touch points every day, one size will definitely not fit all.

## THE CHALLENGE

It's not easy to determine the communication/outreach plan needed for individual projects, services and other items that make their way through the City decision-making process. Who needs to know? How do we tell them? That's where this toolkit comes in.

## AT THE STARTING LINE

Begin by asking seven questions about your item. The following questions also accompany the [project plan template](#).

- 1. What is the action/program/project you need to communicate?**
- 2. Who makes the final decision on the item, is this a staff decision?** Subject to advisory body review? Will City Council ultimately receive the item for action?

### 3. What type of community interaction is desired?

- You may need to **inform** residents about a decision already made; a city action that needs to be understood (i.e., change in bus routes; increase in parking meter fees)
- You may need to **consult** the community or special interest group members over proposed changes / new initiatives (i.e., options for new playground equipment; proposed ordinance regarding mandatory water conservation).
- You may need to **collaborate** with the community to develop ideas /plans /programs on large scale future items (land use and circulation element, city budget)

### 4. Who needs to/wants to be informed?

This question is critically important and calls for some consideration. The focus of engagement is to involve the community. In San Luis Obispo, that community has many faces: residents at large (along with individual neighborhoods); interest groups ranging from cycling enthusiasts to business; arts to education; seniors, children and so on. There is a large government sector in SLO that may need to be included. The point is that it is imperative to try to outreach to anyone who may be connected to the item, and specifically to find the key people affected by a decision (i.e., a change in the hours at the pool may not be a large scale issue, but is of keen interest to swimmers). Determining the outreach targets calls for thought, some digging and your own good judgment.

### 5. When does the outreach need to happen?

The City's review process can have many steps and take time to unfold. Some steps are defined by municipal code; others call for personal discretion. Give citizens adequate time to be informed, educated and involved. No one likes to be caught unprepared and on short notice. Start early and keep in touch.

### 6. What needs to be done?

This guide outlines a series of recommended plans to use as reference for best practices on communicating your item.

### 7. What does success look like?

Whether you'd like to see more people attend your community outreach event, to increase diversity of feedback, to introduce new ideas, or keep in touch with residents & stakeholders, setting a goal for your community engagement efforts will provide a benchmark for future efforts. Keep note of what worked, what didn't, and any valuable feedback from the public. Consider issuing a survey to assess public satisfaction with outreach efforts following community outreach events or neighborhood meetings.



The toolkit is organized into three sections. Follow the three steps below to develop your engagement plan.

## **1. Action Plan Matrix**

Use this section to identify the level of complexity and communication objective of your item. Once you've identified your communication objective, review the corresponding Outreach Tools.

## **2. Outreach Tools**

This section notes various elements that can be of use to you in communicating with the public (city website posting, e-notification, Open City Hall, community meetings, etc.) Each element is described in the glossary, and hyperlinked tools have corresponding templates, checklists and instruction on best practices for outreach events.

## **3. Audience**

Move to page 8 to determine your target audience(s). How significantly will this item affect people, and with that in mind, who should be notified and possibly involved? Consider if your item affects the entire city, or use the lists provided to review specific neighborhoods and/or certain special interest groups that may be affected. Determine whether media should be notified.

The toolkit only works when you add your judgment to the process. Nothing is simply black and white when it comes to outreach and engagement. It's all about communication. Communicate with your colleagues; communicate with stakeholders (they can often be the best help) and work from a plan that may need adjusting as time goes on.







# ACTION PLAN MATRIX



Follow the steps below to find your outreach tool plan.

## 1 Cross tab the level of complexity with communication objective

		COMMUNICATION OBJECTIVE		
		INFORM	CONSULT	COLLABORATE
		<ul style="list-style-type: none"> <li>One way communication – outreach to citizens.</li> <li>Provide public with balanced and objective project/issue information to increase awareness and/or understanding of problems, alternatives and solutions.</li> </ul> 	<ul style="list-style-type: none"> <li>Get ideas on finite number of options / limited time discussion.</li> <li>Take public feedback on project or other issue proposal.</li> </ul> 	<ul style="list-style-type: none"> <li>Interactive process that incorporates recommendations as much as possible.</li> <li>Partner with the public to develop alternatives and identify preferred solutions.</li> <li>May be open ended.</li> </ul> 
<b>DECISIONMAKING: LEVEL OF COMPLEXITY</b> 	<b>1 STAFF LEVEL</b> Normal procedures, existing program, services delivery	✓	✗	✗
	<b>2 DEPARTMENT HEADS, CITY MANAGER</b> New program, expansion of existing program	✓	○	✗
	<b>3 ADVISORY BODIES</b> (i.e., land use issues, development projects)	✓	✓	○
	<b>4 CITY COUNCIL</b> New laws, major plans, significant issues (i.e. drought strategy)	✓	✓	✓

✓ Yes   ○ Maybe   ✗ Not Required

# OUTREACH TOOLS



Refer to glossary for tools descriptions



## INFORM

EXPECTATION	ADDITIONAL
<input type="checkbox"/> Official notice (if legally required) <ul style="list-style-type: none"> <li>• Legal ad in newspaper</li> <li>• Postcards to neighboring owners/tenants</li> <li>• On-site signage</li> </ul> <input type="checkbox"/> E-notification (including affected neighbors) <input type="checkbox"/> Website posting <input type="checkbox"/> Applicable advisory bodies <input type="checkbox"/> Key contacts, liaisons	<input type="checkbox"/> Social media (if applicable and available) <input type="checkbox"/> Utilities billing insert – flyer <input type="checkbox"/> Community Calendar <input type="checkbox"/> Signage <input type="checkbox"/> Paid media (newspaper, radio, TV, social media, digital, outdoor/transit) <input type="checkbox"/> Informational materials (should also be available digitally on website, e.g. flyer, fact sheet, PowerPoint, postcard, door hanger, banner, poster) <input type="checkbox"/> City website posting <input type="checkbox"/> Awareness Walk <input type="checkbox"/> Press release/Media notification <input type="checkbox"/> <b>Neighborhood meetings</b>



## CONSULT

EXPECTATION	ADDITIONAL
<input type="checkbox"/> All of the “Inform” expectations listed above <input type="checkbox"/> Hearing (if legally required) <input type="checkbox"/> Social media (if applicable and available)	<input type="checkbox"/> Utilities billing insert – survey <input type="checkbox"/> Mailed survey <input type="checkbox"/> Telephone survey <input type="checkbox"/> Study session <input type="checkbox"/> Focus group <input type="checkbox"/> Special events with opportunities for interaction <input type="checkbox"/> Awareness walk <input type="checkbox"/> <b>Open City Hall (web based)</b> <input type="checkbox"/> <b>Neighborhood meetings</b>



## COLLABORATE

EXPECTATION	ADDITIONAL
<input type="checkbox"/> All of the “Inform” and “Consult” expectations listed above <input type="checkbox"/> <b>Open City Hall (web based)</b> <input type="checkbox"/> <b>Community Outreach Event (workshop, open house, neighborhood meeting, etc.)</b>	<input type="checkbox"/> Utilities billing insert – survey <input type="checkbox"/> Mailed survey <input type="checkbox"/> Telephone survey <input type="checkbox"/> Study session <input type="checkbox"/> Focus group <input type="checkbox"/> Special events with opportunities for interaction <input type="checkbox"/> Awareness walk <input type="checkbox"/> Committee formation

\*Bold indicates detailed descriptions available on page 11.





One of the most important aspects of community engagement is thinking through the “who.” Who will be interested in/affected by the topic under consideration? Who are the stakeholders?

Begin by understanding the range of interest groups and organizations that care about San Luis Obispo. There are literally hundreds in the city alone. The category list that follows is provided to get you thinking. It does not include every potential outreach contact, but it is a framework for thinking about it.

The City maintains many different interest databases and the 2015-launched City of SLO website offers an ideal way for citizens to add themselves to lists of people interested in being notified about different matters. Examples of lists include:

- Airport area
- Bicycle
- Council notes
- Economic development
- General plan updates
- Housing
- Measure G
- Neighborhood wellness
- Planning and building
- Skate park
- Stormwater
- Utility billing
- Water
- Youth services
- Water conservation
- Aquatics
- Climate action plan
- Downtown
- Emergency preparedness
- Historic preservation
- Hot topics
- Housing element
- Natural resources
- Parking
- Public projects
- Special events
- Sports
- Transit
- Waste water

And remember; the contacts themselves can be a great resource for determining who else should be asked.

## ORGANIZATIONS/INTEREST AREAS TO CONSIDER

The following are samples only and lists are not all-inclusive.

**ARTS/CULTURE ORGANIZATIONS.** ArtsObispo, Foundation for the Performing Arts Center, Little Theatre, SLO Symphony, dance groups, art museum

**BUSINESS / COMMERCE ORGANIZATIONS.** SLO Chamber of Commerce, SLO County Economic Vitality Corporation, SLO Downtown Association, Farmers Market Association, real estate associations, merchant groups, tourism interests, Developers Roundtable, local American Institute of Architects chapter

**CHILDREN.** Children's Museum, parent-child groups, PTA's

**EDUCATION.** San Luis Coastal Unified School District, Cal Poly, Cuesta College, private schools

**ENVIRONMENTAL.** EcoSLO, Sierra Club, The Land Conservancy

### ETHNIC ORGANIZATIONS, CHURCH GROUPS

**GOVERNMENT.** City advisory bodies, Mayor's Roundtable

### PROPERTY OWNERS

**MEDIA.** Key contacts list follows.

**RESIDENT/ NEIGHBORHOOD GROUPS.** Neighborhood wellness groups/other city-identified neighborhood areas, Old Town Neighborhood Association, Slack Street Neighborhood, Los Verdes Park, mobile home parks, Homeowners Associations (owners & renters), Residents for Quality Neighborhoods, Save our Downtown, Alta Vista, Neighborhoods North of Foothill.

**SPORTS/OUTDOOR ENTHUSIASTS.** Runners, hikers, cyclists, skateboarders, swimmers, recreational sports teams, tennis players, youth sports groups including American Youth Soccer Organization, Cal Ripken Baseball, SLO Girls Softball Association

**SENIORS.** Senior Center, Retired Active Mens Group

**SERVICE CLUBS.** Rotary, Rotaract, Kiwanis

**SOCIAL SERVICE PROVIDERS.** CAP SLO, health and human service organizations

**STUDENTS.** Student Community Liason Committee

**TRANSPORTATION.** SLO Bike Coalition, bus riders, Ride-On, Rideshare

**MISCELLANEOUS.** Library users, SLO History Center, Young Professionals Networking Group

## MEDIA KEY CONTACTS LIST

The following contacts list is general and may change over time, so be sure to keep your own records up to date.

### PRINT/ONLINE

#### **Tribune**

General inquiries, [newsroom@thetribunenews.com](mailto:newsroom@thetribunenews.com)

Calendar items, [calendar@thetribunenews.com](mailto:calendar@thetribunenews.com)

General phone, (805) 781-7800

#### **New Times**

Camillia Lanham, Editor, [clanham@newtimesslo.com](mailto:clanham@newtimesslo.com)

Calendar items, [calendar@newtimesslo.com](mailto:calendar@newtimesslo.com)

General phone, (805) 546-8208

#### **Mustang Daily**

News, [news@mustangnews.net](mailto:news@mustangnews.net)

General, [editor@mustangnews.net](mailto:editor@mustangnews.net)

Advertising, [advertising@mustangnews.net](mailto:advertising@mustangnews.net)

General phone, (805) 756-1796

#### **Journal Plus**

General inquiries, [slojournal@fix.net](mailto:slojournal@fix.net)

General phone, (805) 546-0609

#### **SLO Life Magazine**

General inquiries, [info@slolifemagazine.com](mailto:info@slolifemagazine.com)

General phone, (805) 543-8600

#### **SLO City News (Tolosa Press)**

General inquiries/publisher, Bret Colhouer, [bret@tolosapress.com](mailto:bret@tolosapress.com)

General phone, (805) 543-6397

### TELEVISION

#### **KSBY – NBC**

Assignment desk, [news@ksby.com](mailto:news@ksby.com)

Newsroom phone, 597-8400 x6

## **KCOY (CBS) /KKFX (FOX) / KEYT (ABC) – Newschannel 3**

Santa Barbara newsroom  
[keyt.assignmentdesk@keyt.com](mailto:keyt.assignmentdesk@keyt.com)  
(805) 882-3930

Santa Maria newsroom  
[news12@kcoy.com](mailto:news12@kcoy.com)  
(805) 928-4748

## **RADIO**

### **KVEC 920 AM**

Studio line, (805) 543-8830  
Business line, (805) 545-0101

### **KCBX 90.1 FM**

General phone, (805) 549-8855  
Newsroom, [news@kcbx.org](mailto:news@kcbx.org)  
Community Calendar, [calendareditor@kcbx.org](mailto:calendareditor@kcbx.org)

### **American General Media**

General phone, (805) 781-2750

### **KZOZ 93.3 FM (American General Media or AGM)**

General phone, (805) 543-3693

### **KKJG 98.1 FM (AGM)**

General phone, (805) 543-3693

### **KIQO 104.5 FM (AGM)**

General phone, (805) 783-1045

### **KKAL 92.5 FM (AGM)**

No phone number, use AGM general line (805) 781-2750

# COMMUNITY OUTREACH EVENTS: TOOLS FOR TWO-WAY COMMUNICATION



## BEST PRACTICES FOR COMMUNITY OUTREACH EVENTS

The following community outreach events are meant to expand involvement opportunities for community members by giving them a chance to speak directly to an issue or have direct involvement in the decision-making process. Workshops, open houses, road shows and open city hall should encourage participation, and every effort should be made to make the public feel welcome and heard.

- All community events should be preceded by outreach noted in the “Inform” section of your matrix. A well attended event is key.
- Incorporating outreach tools from the “Additional” column of your matrix will attract a larger audience which results in diverse representation and feedback.
- Advertising these community events well ahead of their date with ongoing reminders is essential.
- Plan for enough space to accommodate the audience. Page 27 includes a list of possible meeting space venues.
- Choose an effective facilitator to lead the gathering. Facilitators are there to shepherd the conversation rather than provide input or influence opinion. He/she should be neutral in the discussion.
- If a resident wants to provide input or feedback outside of the particular outreach event, make key project contact information available and/or offer a meeting with staff.

## WORKSHOP

**Workshops** allow the public to hear a presentation on a particular item from city staff and/or consultants, then work in smaller groups to develop ideas and alternatives that directly affect the planning process. Following small group discussion, the groups reconvene to share their ideas with the larger group, and workshop outcomes are then passed on to decision-makers. Workshops should include an even balance of staff presentation and group discussion.

### When do I have a workshop?

Workshops are an effective tool for collaboration and should take place early in the planning process so feedback can be incorporated down the line. In order to keep group discussion focused, workshops should not take place until a project has a determined set of options and/or ideas to explore.

### What should be included?

Discussion groups should represent various parts of a plan where the public actually has an opportunity to weigh in on options and/or develop alternatives and solutions. Groups should

be facilitated by city staff and/or consultants, and these facilitators should lead and promote public discussion. Always let the public know what happens next in the process, so that they understand what will happen with their feedback. Be sure to provide appropriate contact information so anyone who felt they were not heard has an opportunity to follow up.

**Essentials checklist:**

- ☐ Space large enough to comfortably accommodate the expected audience (consider seating capacity as well)
- ☐ Water. Other refreshments and snacks are optional
- ☐ Sign-in sheets for names, email address, phone numbers and physical addresses (where applicable) so staff can follow up with attendees
- ☐ Visual or informational aid(s) of some sort to be included in the presentation and/or stations (PowerPoint, video, photos, plans, maps, graphics, etc.)
- ☐ Large format paper and thick pens for notes that the public can see
- ☐ Facilitators for all small group discussions
- ☐ Comment cards
- ☐ Name tags for city staff
- ☐ Contact information
- ☐ “What’s Next” explanation

## NEIGHBORHOOD MEETING

**Neighborhood meetings** are similar to workshops in that they involve staff presentation and public discussion. Neighborhood meetings mean staff bring their presentations directly to their intended audience, which could include a special interest group or a specific neighborhood.

**When do I have a neighborhood meeting?**

Neighborhood meetings should occur early in the planning process so feedback can be incorporated down the line. Staff should schedule a neighborhood meetings during hours when most people in the affected group will be available, typically after-work hours.

**What should be included?**

Neighborhood meetings benefit from creativity and content/style directed at the audience. Neighborhood meetings should include equal parts staff presentation and public discussion. Always let the public know what happens next in the process, so that they understand what will happen with their feedback. Comment cards should also be provided for people who do not feel comfortable speaking up.

**Essentials checklist:**

- ☐ Space large enough to comfortably accommodate the expected audience (consider seating capacity as well)
- ☐ Water. Other refreshments and snacks are optional
- ☐ Sign-in sheets for names, email address, phone numbers and physical addresses (where applicable) so staff can follow up with attendees
- ☐ Visual or informational aid(s) of some sort to be included in the presentation (PowerPoint, video, photos, plans, maps, graphics, etc.)
- ☐ Large format paper and thick pens for notes that the public can see
- ☐ Facilitators for all small group discussions (see Best Practices page 11)
- ☐ Comment cards
- ☐ Name tags for city staff
- ☐ Contact information
- ☐ “What’s Next” explanation

## OPEN HOUSE

An **Open House** typically features various informational stations rather than a formal presentation. The public is encouraged to engage in open dialogue with the facilitator at each station, including asking questions and providing feedback. Notes are taken on large format paper so people can see their comments have been noted.

**When do I hold an Open House?**

An Open House should be held in the middle of the planning process once drafts and conceptual plans are available. Open Houses should take place during hours where most of the public/affected audience will be able to participate, typically after-work hours.

**What should be included?**

The public should have a clear understanding of the distinction between an open house and workshop ahead of the event. Stations should be clearly labeled, feature visual representations or aids, and should incorporate a place where comments can be written down and seen by everyone. Staff should also consider comment cards, as some people are more comfortable speaking up than others. Be sure to provide appropriate contact information so anyone who felt they were not heard has an opportunity to follow up.

**Essentials checklist:**

- ☐ Space large enough to comfortably accommodate the expected audience and stations (consider seating options for people who can't stand for extended periods of time)
- ☐ Water. Other refreshments and snacks are optional
- ☐ Sign-in sheets for names, email address, phone numbers and physical addresses (where applicable) so staff can follow up with attendees
- ☐ Visual or informational aid(s) of some sort to be included at each stations (PowerPoint, video, photos, plans, maps, graphics, information boards, etc.)
- ☐ Large format paper and thick pens for notes that the public can see
- ☐ Facilitators for all stations
- ☐ Comment cards
- ☐ Name tags for city staff
- ☐ Contact information
- ☐ "What's Next" explanation

## OPEN CITY HALL (WEB BASED)

Open City Hall is an online tool for community engagement. Open City Hall can be used as an online alternative to in-person community outreach events like Workshops, Road Shows and Open Houses. Use of this tool allows those who can't attend meetings to receive the same information and provide feedback. To see how it works, visit <http://www.slocity.org/opencityhall>.

**When do I use Open City Hall?**

Open City Hall is encouraged to be used any time that the City hosts an in-person consultation or collaboration based community outreach event. In addition, Open City Hall can be on its own when it may not be feasible to host a traditional community outreach event. Open City Hall has the ability to pose questions in different ways, collect ideas, conduct polls, develop priority lists, comment on maps and more.

**What should be included?**

The experience of using Open City Hall online should mirror that of an in-person outreach event and can use many of the same materials. Open City Hall topics can contain graphics, videos and slide presentations (including narration).

Please consult with the Administration Department to get started using Open City Hall.



# GLOSSARY



*\*Hyperlinked items have corresponding templates*

**ADVISORY BODIES.** Voluntary citizen groups appointed by the SLO City Council to provide input on key city issues and activities. (See list on Audience page).

**AWARENESS WALK.** Neighborhood guided tour by staff or consultants to provide in-person details and answer questions about specific issues and activities.

**CITY WEBSITE POSTING.** Share project news, meeting announcements, calendar items, progress reports, agenda packets and more.

**COMMITTEE FORMATION.** For purposes of collaboration, consider forming a committee or subcommittee for regular contact/check-ins regarding a certain topic/project. This committee should be made up of a representative group of stakeholders or advisory body members, with the understanding that they will be called upon often over the course of the project/issue for their input and expertise.

**COMMUNITY CALENDAR.** No-cost method of announcing event details through online, print, television and radio calendar postings. Most community calendar notices can be easily posted by the interested party using online resources.

**DIRECT MAIL.** [Postcard](#), letter, [flyer](#), [fact sheet](#) and other items sent using U.S. Mail. Larger mailings can qualify for reduced postage costs by using bulk mail rates (bulk mail permit required). Bulk mail requires zip code sorting and other special handling and permits. Note: Only items handled by the U.S. Postal Service can be placed in residential or commercial mail boxes. It is illegal to use mailboxes for door to door flyers, notices, etc. that have not been mailed. Flyers under doormats and door hangers are often used to share neighborhood information without violating postal regulations.

**E-NOTIFICATION.** Slocity.org enables users to self-subscribe to information lists based on their interests. While not required, some users also give their address, which gives you access to geographically targeted lists. Refer to interest lists/neighborhoods in the Audience section that may pertain to your particular project/issue and outreach to these groups via e-notification.

**FACT SHEET.** Brief one-page description of a proposed project or activity. Fact sheets typically utilize bulleted format, to convey information succinctly. Fact sheet should always include contacts for further information (i.e., phone number, web address, email).

**FLYER.** Graphically compelling print pieces circulated in specific areas to generate attendance at public meetings and activities. Typically 8.5 x 11" in size, but can use irregular sizes for cost efficiency and/or to gain additional attention. Can be used as billing inserts, or posted in willing businesses and other commercial locations.

**INTEREST GROUP.** Citizens with shared interests who are often united in expressing their concerns and opinions about various project proposals; also called special interest group, i.e., seniors, cycling enthusiasts, homeless services advocates, etc.



**KEY CONTACTS/LIAISONS/NEIGHBORHOOD CHAMPIONS.** Some neighborhoods/special interest groups have key contacts or liaisons who will be essential in disseminating information to the larger group. See Audience section for details.

**NEIGHBORHOOD/ESTABLISHED NETWORK EMAIL TREE.** Organized communication tool used by residents to communicate with each other about issues and activities of shared interest; typically applies to specific geographic areas, i.e., Old Town SLO, Los Verdes Park, etc. May be created using database management products like My Neighbors, in which specialized outreach groups are created by neighborhoods. The NextDoor app is a popular version of this community tool.

**NEIGHBORHOOD MEETINGS.** Staff takes information “on the road” for face-to-face communication with residents, interest groups and others. Neighborhood meetings can range from special interest group presentations (chamber of commerce committee meeting) and speeches to large bodies; to targeted outreach (playground equipment preferences asked of park users), to ice cream truck neighborhood events. Neighborhood meetings efforts mean staff “goes to them,” rather than citizens coming to City Hall and other venues. See [Best Practices](#) section for more information.

**NEIGHBORHOOD SURVEY.** Surveys can be conducted online via the city website, or conducted by hand via door-to-door contact. Surveys can also be mailed and emailed. See Best Practices section for more details.

**NOTIFY MEDIA.** Can include but does not require a formal news release. A formal release offers the “who, what, where, why, and how” of a particular issue or activity and is circulated via email by staff to local media for publication. See Audience section for a list of key local contacts.

**OPEN CITY HALL.** Effective online program for generating citizen interest, knowledge and participation in city decisions.

**OPEN HOUSE.** Informal public gathering to introduce a project, service proposal or other idea using information centers and materials; on site staff to answer questions, hear comments, etc. No formal staff presentation. See [Best Practices](#) section for more information.

**PAID ADVERTISING.** Print ads, television and radio commercials, online advertising, bus and bench advertising, billboards and other paid media that have associated costs for design, copywriting, media placement. Media outlets are contacted for information on costs, deadlines, production needs. Typical print ads include:

- Legal ad. Appears in a specific section of the newspaper. Typically contains text only.
- Display ad. Advertisement appears alongside regular editorial content. Can contain text, photos, logos, maps, graphics.



**POSTCARD.** Printed piece used to provide brief, to-the-point information for citizens and sent via U.S. Mail. Postcards can range from traditional travel postcard size to “sumo” oversized postcards, with all requiring the same per piece postage. Lack of envelope may help assure the piece is viewed by recipient.

**POSTER.** Graphic print communication promoting meetings, open houses, workshops and special events or services; generally 11x17” in size or larger. Post in willing local businesses and other commercial locations.

**PRINTED MATERIAL.** Print announcements ([flyer](#), [postcard](#), door hanger, banner, [poster](#)) creatively designed to generate attention about issues and activities in specific neighborhoods. Printed materials should highlight pertinent information and/or direct people to additional information about a particular topic.

**PUBLIC ACCESS CHANNEL.** Gavel-to-gavel webcast and televised public access to SLO government meetings. Carried on Charter Cable; also accessible live online via [slocity.org](#). Channel 20 also carries informational on-screen fliers, announcements, etc. posted when meetings are not being telecast.

**REQUIRED LEGAL NOTICE** Required by municipal code for most development projects. Timely posting in a newspaper of record about a project, rate increase, ordinance or other activity. These notices are required by law and are typically made through the City Clerk. Legal notices may also be physically posted on project sites, residential properties, etc. to alert neighbors and others of pending action, proposed changes, etc. on land use matters and to notice hearing dates for comment can be received. Council-approved [notification standards](#) for development projects detail who, where, and what needs legal noticing.

**SIGNAGE.** Consider temporary signage (banner, stake sign, etc.) at the site of a project to keep neighbors and passersby apprised of project status and key contacts/websites for additional information.

**SOCIAL MEDIA.** Apps, websites and other platforms that enable users to outreach to broad audiences and engage with those audiences in discussion on a daily basis. Users of social media have an expectation that communication is two-way and if your department chooses to engage in social media, you should expect and respond to discussion. Examples of platforms currently being used by city departments include Facebook and Twitter. Paid promotion of your department’s Facebook page or important posts should be considered in order to reach the appropriate audience type and size. A sponsored Facebook post, as it’s called, is a relatively inexpensive advertising method to utilize in order to expand viewer reach.

**SPECIAL EVENTS.** Certain events should be leveraged as outreach opportunities when the demographic is appropriate. i.e., Saturday morning farmers’ market to inform/consult local residents regarding general interest projects/issues; local sporting events such as Damon-Garcia soccer games to inform/consult local residents regarding parks and recreation project/issues; etc.

# GLOSSARY



**STAKEHOLDER MEETING.** Should be considered during the consult phase as a group meeting comprised of issue/project stakeholders.

**SURVEY.** Early outreach opportunity to collect opinions at the start of a project. Multiple-choice questions generate better response than open-ended questions.

**TRANSIT MESSAGING.** Outreach using posters on city buses and at bus stops; city reader boards; street light and overhead banners on downtown streets.

**UTILITY BILLING INSERT.** Printed material added to utility bills mailed to customers by the City. Billing inserts (also called billing mailers) require approval of the city manager and Utilities Department and often require generous lead time for handling by a mail house.

**WORKSHOP.** Community gathering, generally on a citywide matter, used for presenting information, and then facilitating public engagement using small group exercises and discussion questions. See [Best Practices](#) section for more information.



The following templates are simply guidelines to ensure city messaging is clear, consistent, branded, and encourages diverse public participation.

**Things to consider when designing and/or writing outreach materials:**

- Always refer to the [San Luis Obispo City Style Guide and Brand Standards manual](#) to ensure proper emblems, colors and typefaces are used.
- Avoid government jargon and keep descriptions short.
- Include all relevant contact information, including key contact names, phone numbers, email addresses and web addresses.
- If noticing a meeting or community event, be sure to include pertinent information such as date, place, time, topic, description of community event and format, alternate ways to participate (if applicable), and directions and/or a map if necessary.
- While unlikely, staff may experience language barriers when outreaching to specific groups. Be sure to include translation on all applicable materials.
- Consider using attention grabbing words and phrases that evoke emotion, e.g. you, free, sale, guaranteed, new, now, announcing, tell us, etc. Also, a picture is worth a thousand words, so try to use imagery where appropriate.

# TEMPLATES

## E-NOTIFICATION

Standard template exists in the website content management system. Website news posting should accompany e-notification.

### Preliminary 2015-16 Budget

Now available are the [2015-17 Preliminary Financial Plan](#) and [5 Year Capital Improvement Plan](#) ahead of budget hearings scheduled throughout June.

**Post Date:** 06/05/2015 9:14 AM


The City of San Luis Obispo has posted for review its [2015-17 Preliminary Financial Plan](#), five-year [Capital Improvement Plan](#) ahead of budget hearings. Budget hearings are scheduled as follows:

- June 9, 2015, 5:00 PM: Key Budget Issues, Departmental Overviews and General Fund Operating Programs
- June 11, 2015, 4:00 PM: Capital Improvement Plan
- June 16, 2015, 6:00 PM: Enterprise Fund Reviews and Water and Sewer Fund Rate Reviews
- June 23, 2015, 6:00 PM: Budget Adoption
- June 30, 2015, 6:00 PM: Budget Adoption continued if needed

The Preliminary Financial Plan identifies and funds vital services important to the community, enables the implementation of the three Major City Goals and four Other Important Objectives outlined by Council, reinvests in infrastructure and deferred maintenance, and provides City staff with the tools and equipment to deliver services in the most effective way. The Preliminary Financial Plan reflects the priorities of the Council, residents and the other members of the community. Importantly, the proposed plan represents a balanced approach to the provision of essential services with the resources available now and in the future. All of this affirms the City's on-going commitment to delivering a high level of municipal services to our community in a fiscally prudent manner.


Additional financial plan preparation documents and resources are available on [slocity.org](#) and on the City's [Budget page](#). For additional information please call 805-781-7124.

[Home](#) [Job Openings](#) [Council Agenda](#) [Staff Directory](#) [Municipal Code](#) [Translate](#)


 [LIVING](#) [VISITING](#) [GOVERNMENT](#) [DOING BUSINESS](#) [SERVICES](#) [HOW DO I?](#)


### WHAT'S NEW IN SLO


**Clean-Up Week is Coming!**




This week, June 29-July 3, residents can have up to twelve, 32 gallon bags of garbage picked up for no additional charge. [For more details - check here.](#)

 [Report an Issue](#)

 [e-Notifications](#)

 [Online Payments](#)



#### Traffic Alert: Foothill Boulevard Road

Project will affect vehicle and pedestrian traffic from 8:00 a.m. to 5:00 p.m. Monday-Friday, 7/10-7/20/2015. For details, click [here](#).

[HOT TOPICS](#)

NEWS POSTING →



## FACT SHEET

For editable word document template, [click here](#).



# Foothill Boulevard Road Repairs

Fact sheet date: 6/10/15

Public Works will be conducting road repairs on Foothill Boulevard beginning July 10. One-way traffic controls will be in place between 8:00 a.m. and 5:00 p.m. and the road will be closed to pedestrian and bicycle traffic. Please plan alternate route.

### Project details:

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For more information, visit the Public Works page on the city website, <http://www.slocity.org/government/department-directory/public-works>. You can also email [info@slocity.org](mailto:info@slocity.org) or call (805) 888-8888.

## FLYER

For editable word document template, [click here](#).



# ATTENTION FoothILL COMMUTERS

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## Foothill Boulevard Road Repairs

The Foothill Boulevard Road Repairs project will affect vehicle and pedestrian traffic from 8:00 a.m. to 5:00 p.m. Monday-Friday, 7/10-7/20/2015

Public Works will be conducting road repairs on Foothill Boulevard beginning July 10. One-way traffic controls will be in place between 8:00 a.m. and 5:00 p.m. and the road will be closed to pedestrian and bicycle traffic. Please plan alternate route.



For more information, visit the Public Works page on the city website, <http://www.slocity.org/government/department-directory/public-works>. You can also email [info@slocity.org](mailto:info@slocity.org) or call (805) 888-8888.

\*Poster content replicates flyer content, but is usually larger in size. Consider using 11x17 paper for posters, or larger if not printing in house.



## PAID AD

For editable word document template, [click here](#).



## ATTENTION FOOTHILL BLVD. COMMUTERS & RESIDENTS

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Foothill Boulevard Road Repairs begin July 10, 2015.  
Commuters should expect delays, as one-way traffic will be in effect.  
The road will be closed to pedestrians and commuters. Detour information  
can be found at <http://www.slocity.org/government/department-directory/public-works>.

Foothill Blvd. Road Repairs  
July 10-July 20, 2015  
Crews will work from 8:00 a.m. to 5:00 p.m.

For more information, visit the website listed above.  
Questions or concerns? Call (805) 888-8888 or email [info@slocity.org](mailto:info@slocity.org).

## POSTCARD

For editable word document template, [click here](#).

City of San Luis Obispo  
San Luis Obispo Public Works Department  
990 Palm Street  
San Luis Obispo, CA 93401



### **YOUR ROUTE COULD BE AFFECTED** **Foothill Blvd. Road Repairs July 10-20**

Public Works will be conducting road repairs on Foothill Boulevard beginning July 10. One-way traffic controls will be in place between 8:00 a.m. and 5:00 p.m. and the road will be closed to pedestrian and bicycle traffic. Please plan alternate route.

**Questions or concerns?** Call (805) 888-8888, email [info@slocity.org](mailto:info@slocity.org) or visit <http://www.slocity.org/government/departments/public-works>.



# FOOTHILL BLVD. ROAD REPAIRS

Expect delays July 10-20 between  
8:00 a.m. – 5:00 p.m. while crews  
work to repair your streets.

Visit [slocity.org](http://slocity.org) or call (805)888-8888 for more information.

## SURVEY

For editable word document template, [click here](#). There is also an online survey template available in the website management system.

# YOUR OPINION MATTERS: RENTAL HOUSING INSPECTION

A proactive rental inspection program provides a system to inspect rental units on a periodic basis to ensure that they are safe and habitable. The city included the exploration of a rental inspection program as part of the Neighborhood Wellness Major City Goal. The city council was presented a set of options for this program several months ago, and has directed staff to seek additional public feedback to determine if the program is necessary. City staff would like public feedback on elements of the plan to ensure the program meets the needs of tenants and landlords alike. Elements include:

- Inspections conducted every three years
- Applies to single-family residences and duplexes
- Includes interior and exterior inspections
- Provides incentives for well-maintained rentals
- Fees estimated at \$100 annually per rental unit

The city appreciates your input.

**1. Are you currently a tenant or landlord?**

- a. Yes
- b. No

**2. If you are a landlord, do you inspect your residence on a regular basis to ensure it is safe and habitable, and if so, how often?**

- a. Not inspected
- b. Only inspected when there is a complaint
- c. Inspected when new tenants move in or out
- d. Inspected annually
- e. Other/NA

**3. What are your thoughts about the rental inspection program?**

- a. Don't care
- b. It's necessary
- c. It's necessary but I don't agree with some elements (please list elements and concerns)
- d. It's unnecessary
- e. Other (please describe)

**4. Please list any additional comments, questions or concerns below.**

Questions or comments? Email [planner@slocity.org](mailto:planner@slocity.org) or call (805)888-8888.



Meetings should be held in an easily accessible location with available parking. Some possible meeting venues in San Luis Obispo include, but are not limited to:

## LUDWICK COMMUNITY CENTER

864 Santa Rosa Street

(805)781-7222

Capacity: 100+

## ELKS LODGE

222 Elks Lane

(805)543-0322

[office@bpoelso322.com](mailto:office@bpoelso322.com)

Capacity: 50-300

## EMBASSY SUITES

333 Madonna Road

(805)547-6407

[Embassysanluisobispo.sales@wcghotels.com](mailto:Embassysanluisobispo.sales@wcghotels.com)

Capacity: 2-500+

## MADONNA INN

100 Madonna Road

(805)543-3000

**Expo Center:** Capacity: 2,600+

**Balcony Room:** Capacity: 40

**Round Room:** Capacity: 60+

## SLO CITY/COUNTY LIBRARY

995 Palm Street

(805)781-7222

Reserve online: [https://apm.activecommunities.com/sloparksandrec/facility\\_search?](https://apm.activecommunities.com/sloparksandrec/facility_search?)

Capacity: 100+

## SLO SENIOR CITIZENS CENTER

1400 Osos Street

(805)781-7222

Reserve online: [https://apm.activecommunities.com/sloparksandrec/facility\\_search?](https://apm.activecommunities.com/sloparksandrec/facility_search?)

Capacity: 100+

