

# MEMO

To: Luis Lopez, Development Services Director, City of Coachella  
From: Lisa Wise Consulting, Inc. (LWC)  
Date: February 3, 2021  
Subject: Public Engagement Options

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## Introduction

Per Government Code 65583(c)(7): "The local government shall make a diligent effort to achieve public participation of all economic segments of the community in the development of the housing element, and the program shall describe this effort." As such, the goal of the public outreach is to engage a broad variety of community members, including renters and lower-income residents. The following memo provides an overview of the potential public engagement options the City of Coachella (City) could choose to pursue during the development of the 6<sup>th</sup> cycle Housing Element update.

## Meeting Type and Format

Given the current COVID-19 crisis, the City's public engagement will occur virtually via teleconference using GoToMeeting or another platform preferred by City staff.

Meeting Type options include:

- **Focus group meeting:** LWC will conduct focus group meetings with various stakeholder groups that represent different community perspectives. The purpose of these smaller (typically <10 persons) meetings is to understand housing challenges and opportunities from the perspective of these stakeholder groups and those they represent, and to solicit more detailed feedback and recommendations about various housing policies, and incorporate feedback into the Draft Housing Element. Meetings are approximately 1-hour long. LWC will prepare meeting questions, a brief presentation, and email invite language. Assumes City will schedule meetings.
- **Community-wide public workshop:** LWC will lead a public workshop(s) with the general public. The topic and timing of these meetings will vary depending on the City's preferred outreach approach. Meetings will typically consist of a presentation by LWC staff and opportunity for questions and comments. City will be responsible for noticing and translation services.
- **Public hearings:** LWC will participate in an agreed upon number of public hearings with the Planning Commission and/or with City Council. Meetings could be conducted as study sessions or adoption hearings. For each meeting LWC will prepare a presentation, answer questions, and prepare a summary of the feedback received. City will be responsible for noticing and preparing staff reports.

These meetings will be spaced throughout key points in the process, as determined by the agreed upon outreach approach.

## Outreach Approaches

LWC proposes the following outreach approaches, given budget and timeline considerations:

|                                    | Focus Group Meetings | Workshops | Study Sessions | Public Hearings |
|------------------------------------|----------------------|-----------|----------------|-----------------|
| <b>Current Scope</b>               |                      | 2         | 1              | 2               |
| <b>Alternative 1 (Recommended)</b> | 3                    | 1         | 1              | 2               |
| <b>Alternative 2</b>               | 2                    | 2         |                | 2               |

### Current Scope

- Community workshops (2)
  - One workshop during development of the Draft Housing Element
  - One workshop to present Public Review Draft Housing Element
- Study session (1)
  - One joint study session with PC/CC to present Public Draft Housing Element
- Public hearings (2)
  - One PC adoption hearing
  - One CC adoption hearing

### Alternative #1 (recommended)

- Focus groups (3)
  - Three focus group meetings during the development of the Draft Housing Element
- Community workshop (1)
  - One workshop to present the Public Review Draft Housing Element
- Study session (1)
  - One joint study session with PC/CC to present Public Draft Housing Element
- Public hearings (2)
  - One PC adoption hearing
  - One CC adoption hearing

### Alternative #2

- Focus groups (2)
  - Two focus group meetings during the development of the Draft Housing Element
- Community workshop (2)
  - One workshop during development of the Draft Housing Element
  - One workshop to present Public Review Draft Housing Element
- Public hearings (2)
  - One PC adoption hearing
  - One CC adoption hearing

## Additional Outreach Options

Based on input received from City Council on 1/27/21 regarding additional outreach activities the following is a menu of additional outreach services LWC can provide, as add on services:

- **Steering/Advisory Committee**

- Engagement Plan

LWC will work with the City to develop the engagement strategy for the involvement of the steering/advisory committee, including the number of and timing of meetings, purpose of each meeting, the role of the steering/advisory committee.

**One time fee of \$7,800**

- Meeting Facilitation

LWC can participate in steering committee/advisory committee meetings. Fee includes: support City in developing agenda, preparation of PowerPoint presentation, meeting summary notes. Meetings will be held virtually, via GoToMeeting or other City preferred platform.

**Per meeting fee of \$4,610**

- **Public Workshops**

LWC will prepare for and participate in additional public workshops. The number of and timing of additional workshops should be agreed upon at the onset of the project, to ensure adequate time to prepare for and determine purpose and topic of each workshop. Topics can include: introduce the Housing Element Update project, present and receive input on components of the Housing Element, and present the Public Draft Housing Element.

Meetings will be held virtually, via GoToMeeting or other City preferred platform. City will be responsible for providing live translation during meetings, and translating materials into other languages, as appropriate.

**Per meeting fee of \$6,920**

- **Additional Focus Group Meetings**

LWC will prepare for and facilitate additional 1-hour virtual focus group meetings, with no more than 10 participants in each meeting. This assumes Alternative #1 or #2 (above) are selected, and general materials for the meetings (such as presentation, invites, etc.) have already been prepared.

**Per meeting fee of \$1,650**

- **Print and Digital Media**

LWC will prepare a variety of print and digital media to advertise the Housing Element Update project. Items may include:

- Content for 3 Newspaper Advertisements (does not include fee for publishing) **Fee \$5,000**
- Content and Layout for 4 mailers and/or utility bill insert advertisements (does not include fee for printing or distributing) **Fee \$8,000**
- Content and Design of Flyers for public workshops **Fee \$1,500 each**
- Content for social media (combination of Twitter and Facebook) posts. (Assumes City post content on City run accounts) **Fee \$15,000**

- **Website**

LWC will develop a project website. LWC will post materials (i.e. agendas, meeting summaries, draft deliverables) on the website as they are available. Will include link to City run social media accounts and City webpage. Website will include comment box. **Fee \$7,000**

- **Online Survey**

LWC will prepare an online survey and summarize the results in a memo. LWC will work with the City on method of distribution, including posting on the project website, links sent via social media and email blasts. **Fee \$10,000**