

TOWN COUNCIL STAFF REPORT

Subject: Monthly Update - The Parcel

Meeting Date: June 5, 2019

Written by: Grady Dutton, Public Works Director
Sandra Moberly, Community and Economic Development Director

RECOMMENDATION:

Staff recommends Town Council receive this update and provide comments as necessary.

BACKGROUND:

Staff expects to provide these regular updates in a consistent format. This update is in summary form and additional information can be provided as needed during the Council meeting. Previous Town Council staff reports and other information can be found on The Parcel webpage: www.townofmammothlakes.ca.gov/882/The-Parcel

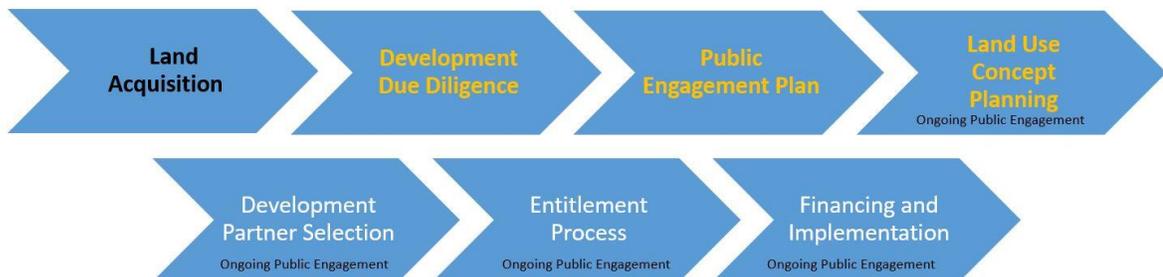
On May 1, 2019, Town Council received a progress update on The Parcel. Staff has committed to providing the Town Council and the public an update on progress on a monthly basis, scheduled for the first Council meeting of each month in the form of a formal Agenda Item.

On May 15, 2019, staff provided a short update during the Reports from Departments section of the Town Council agenda. Councilmembers had several questions about a variety of items regarding the public outreach for this project. Staff has provided information regarding public outreach as a part of this staff report below.

ANALYSIS/DISCUSSION:

Staff Responses to Town Council Comments

- Conceptual Land Use Planning Title - During the May 15th Town Council meeting staff was asked for a more user-friendly name for the “conceptual land use planning” process. This process will now be referred to as “Plan The Parcel” which is similar to the language we have used for master planning efforts in the past.
- Staff was asked to clarify how the conceptual land use planning process (Plan The Parcel) fits into the overall process for the project. The flowchart below shows the relationship between the conceptual land use planning process and the entire process.



- Public Outreach (General) – Amy Callanan is the lead staff member responsible for all forms of public outreach related to this project.
- There was a request for additional information regarding the charrette scheduled for Tuesday, August 20 - Friday, August 23. LWC and staff are developing a detailed schedule and information for the process, but initial details include:
 - Staff will brand this work effort as a multi-day design workshop rather than calling it a “charrette” to ensure the public understands the purpose of the work effort.
 - Staff has outlined the hours of the work effort and will provide additional details as they are available. Hours available for Public participation will be:
 - Tuesday, 8/20 - 6pm-8pm (Opening Presentation, recorded on Granicus)
 - Wednesday, 8/21 - 9:30am-12pm and 1pm-5:30pm
 - Thursday, 8/22 - 9:30am-5:30pm and 7pm-8pm
 - Friday, 8/23 - 9:30am-1pm and 6pm-8pm (Closing Presentation, recorded on Granicus)
 - Staff is working with our public outreach consultant, Pat Davis Design Group, on creative ways to engage the public in the workshop.
 - Upon completion of a detailed schedule and information staff will send out a press release and will create a Facebook event.

LWC Conceptual Land Use Planning Contract

Staff has continued working with LWC on the “Plan The Parcel” Conceptual Land Use Planning Process. Over the past month, completed tasks include:

- ✓ Draft internal and external Communication Strategy and Public Outreach Plan (POP) complete. These documents are dynamic and will continue to be refined as we move forward. The POP is available on the Town’s Parcel webpage. An updated Communications Strategy is included as an attachment to this report.
- ✓ Public interest interviews were conducted May 7 and 8 by the LWC team.
- ✓ SB2 grant application has been prepared and was reviewed by HCD technical assistance. Staff is revising the grant application to respond to comments and anticipates submittal the week of June 10.
- ✓ Preparations for June 26, 2019 Joint Town Council/PEDC Meeting.
 - Purpose of Joint Meeting:
 - Public Interest Interview Results
 - Online Survey Results
 - Potential Development Objectives/Guiding Principles for Consideration/Discussion
 - Draft Agenda
 - Introduction of the LWC Team and project background (CHAP, Master Plan, etc.)
 - Overview of The Parcel Predevelopment Planning Process
 - Q&A / Discussion / Public Comment
 - Consensus / Direction on Development Objectives/Guiding Principles
 - Next steps

Tasks in progress include:

- Preparation for Multi Day Design Workshop “Plan The Parcel”

- Continue robust public outreach (Website, Facebook, Instagram, etc.)
- Preparing postcard mailings to nearby property owners and residents
- Town Council/PEDC Workshops
- Engagement with Spanish-speaking community
 - Documents being translated to Spanish (public outreach, survey, results of interviews, etc.)
 - Scheduling specific sessions to engage Spanish-speaking community – August 11 and 17 and September (date to be finalized). Sessions will provide a Spanish-language overview of the work ahead and provide an opportunity for focused engagement of a critical sector of the community.

Project Schedule

Following is an updated outline schedule provided by LWC. A more detailed schedule will be provided to include additional public outreach and conceptual planning detail.

April/May 2019	<ul style="list-style-type: none"> • Project kickoff: April 4 • Prepare Public Outreach Plan: draft complete • Prepare detailed scheduled of meetings/events: June • Schedule public interest interviews: scheduling underway
May/June 2019	<ul style="list-style-type: none"> • Public interest interviews: Tentative May 7 and 8 • Prepare public interest interview summary
June/July 2019	<ul style="list-style-type: none"> • Council/PEDC Workshop #1: June 26 • Internal Team work session • Prepare rough preliminary land use plan concepts
July/August 2019	<ul style="list-style-type: none"> • Rough preliminary concepts available to public • Multi-day Design Workshop “Plan The Parcel” • Prepare preferred conceptual land use plan and narrative
September/October 2019	<ul style="list-style-type: none"> • Council/PEDC Workshop #2
October/November 2019	<ul style="list-style-type: none"> • Prepare final conceptual land use plan and narrative
November/December 2019	<ul style="list-style-type: none"> • Council/PEDC Workshop #3

STAFFING CONSIDERATIONS:

Adequate staffing has been provided for this project. That includes dedicated Public Works and Community and Economic Development staff as well as assistance from other Town Departments on an as needed basis.

FINANCIAL CONSIDERATIONS:

Staff is completing a comprehensive project budget for Town-related costs for all aspects of the project with the most detail being focused on the near term budget items as described above.

ATTACHMENT

Communications Strategy