



Update on Community Engagement and Outreach

Infrastructure Repair Ad-Hoc Committee

February 4, 2015

Presentation by:


The logo for The Lew Edwards Group is a blue square with a white border. Inside the square, the words 'THE', 'LEW', 'EDWARDS', and 'GROUP' are stacked vertically in a white, serif font. The words 'THE' and 'GROUP' are in a smaller font size than 'LEW' and 'EDWARDS'. There are thin white horizontal lines separating 'THE' from 'LEW', and 'EDWARDS' from 'GROUP'.

Goals of the City's Outreach Efforts

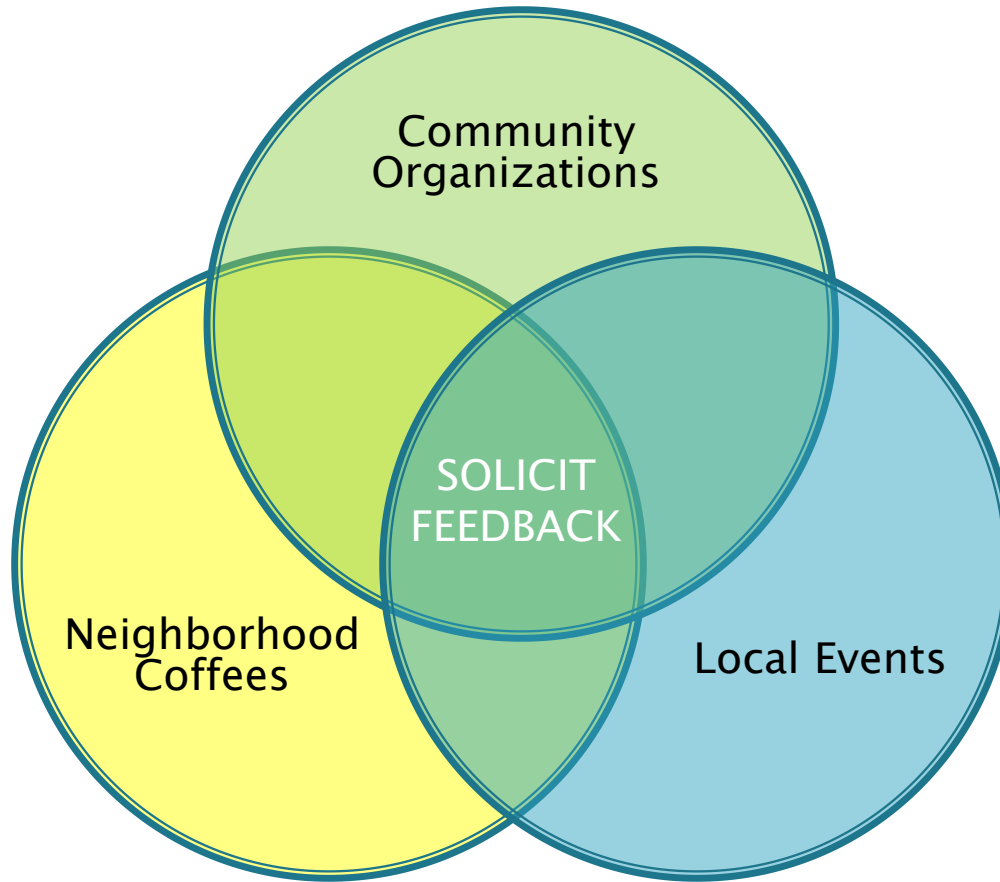
- ▶ Increase awareness about Belmont's infrastructure and local services needs
- ▶ Provide a forum for valuable community feedback and input
- ▶ Get feedback from as many constituencies as possible regarding citizen priorities for local services

The goal of all communications is to proactively reach out to residents and engage in a dialogue to obtain input, in addition to presenting information.

Community Engagement Plan

- ▶ Informational Speakers Bureau
 - Reach out to as many local organizations and community groups as possible to solicit feedback
 - ▶ Presence at Community Events
 - Distribute flyers/Solicit input via Community Survey
 - ▶ Neighborhood Coffee Program
 - Neighbors host informational gatherings throughout the City in different neighborhoods
 - ▶ Interactive Community Feedback Survey
 - Solicit community input at events and via the online survey on City's website
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Person-to-Person Community Engagement



Communicating with Belmont Residents



Communication Platforms

- ▶ City Website
 - Host Community Feedback Survey/Post information
- ▶ City Social Media Outlets
 - Post information to departmental Facebook and Twitter pages
- ▶ Informational Mailings
 - Send informational mailings to residents, soliciting feedback
- ▶ Existing City Communications
 - Include information in City Manager's Weekly Update, Summer Activity Guide, etc.
- ▶ Local media outlets
 - Engage local newspapers to provide factual information
- ▶ External Communications
 - Outreach to HOAs, PTAs, etc. to distribute information

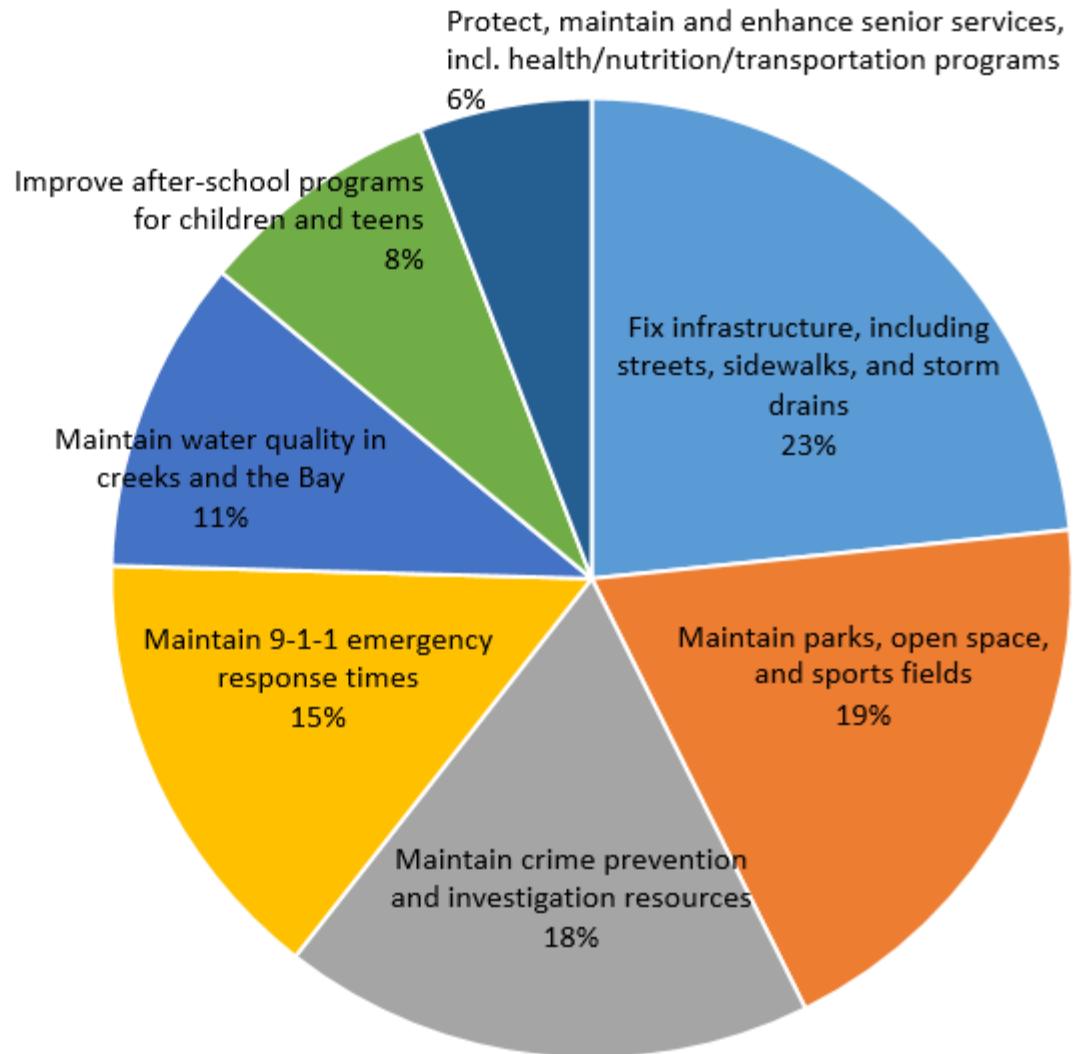
Community Feedback to Date

- ▶ Terrific response to launch of Community Feedback Survey!
 - 180+ Responses in just two weeks
 - Survey posted on City's website homepage and sent out via Facebook, City Manager's Newsletter
- ▶ Business Community feedback also solicited via Chamber of Commerce email to members
- ▶ Two Speakers Bureau Presentations completed, with more scheduled
- ▶ Communications Collaterals Being Distributed
 - Community Feedback Survey, FAQs, Flyer

Community Response

Belmont Priorities

- Fix infrastructure, including streets, sidewalks, and storm drains
- Maintain parks, open space, and sports fields
- Maintain crime prevention and investigation resources
- Maintain 9-1-1 emergency response times
- Maintain water quality in creeks and the Bay
- Improve after-school programs for children and teens
- Protect, maintain and enhance senior services, incl. health/nutrition/transportation programs



Key Activities Timeline

Month	Key Activities
December – January 2014	<ul style="list-style-type: none">• Schedule Community Presentations• Develop Speakers' Bureau Collateral Suite<ul style="list-style-type: none">○ Community Presentation○ Community Feedback Survey○ FAQs/Handouts• Launch City Website Information• Launch Community Outreach Efforts
February – June 2015	<ul style="list-style-type: none">• ENGAGE THE COMMUNITY! Get more input!• Make Informational Presentations to Community Groups• Launch “Neighborhood Coffees”• Place Information in Routine City Communications Vehicles• Issue Citywide Informational Mailings/Updates to Community Leaders• Respond to Community Questions

Questions & Discussion

