



CITY OF CORONADO

CITY COUNCIL WINN ROOM SUBCOMMITTEE STAFF REPORT

March 20, 2024

5b.

WINN ROOM SUBCOMMITTEE COMMUNITY OUTREACH PLAN

RECOMMENDATION:

Review and revise as appropriate the draft Community Outreach Plan and direct staff to implement the plan to support inclusion and robust feedback in the Winn Room remodel project.

BACKGROUND:

The City Council met on December 12, 2023 and provided direction to staff to invite the public to future Winn Room Subcommittee meetings and engage in community outreach to ensure the public has the opportunity to participate and provide feedback to the Subcommittee on the scope of the project.

ANALYSIS:

To ensure effective outreach, staff has outlined specific public outreach methods, including those that have already been utilized on the project and additional potential outreach. Staff seeks feedback from the Subcommittee members on the methods to be employed.

Staff has already set up a Project Coronado website for the Winn Room to enable easy access to project information and email sign-ups. This includes:

Project Coronado Website and E-Notices

- Provide updates on project website and through e-updates (subscription sign up).
- Custom contact email WinnRoomProject@coronado.ca.us.

Targeted Emailing Lists

- The City has developed a targeted email list of community groups that regularly utilize the Winn Room. Staff sent email invitations to those groups notifying them of the Subcommittee's meeting and will include them on any future meeting notices.

Staff would also continue to use City manager updates (E-blast and video), and social media to get word out to the public on engagement opportunities.

In addition to the aforementioned outreach methods, staff could implement the following:

Online Surveying

- Provide online form available to public to submit direct feedback on Winn Room project.

Outreach Materials with QR Codes

- Create QR code for Project Coronado website. Place QR Codes on posters and flyers to direct public to website and provide feedback.

News Media

- Select placement of advertisements in local newspapers preceding Winn Room Subcommittee meetings.

Public Workshop

- Staff could organize a public workshop to share the various plan options with the public and garner in person feedback on the options. The meeting could take place within the Winn Room and could be offered on the weekend.

FISCAL IMPACT:

Sufficient funding exists within the Public Communications budget within the City Manager's Office to execute outreach as outlined within the report.

ALTERNATIVE:

The Subcommittee could choose to not conduct public outreach for the Winn Room project, or direct staff to conduct a combination of various methods as described.

CALIFORNIA ENVIRONMENTAL QUALITY ACT:

Not Applicable.

PUBLIC NOTICE:

No notice required.

ATTACHMENTS:

None.

Submitted By: City Manager's Office / Tony Winney