



Communication Plan Overview

December, 2013

The purpose of the Route 3 Visioning Initiative Steering Committee is to serve as subject matter experts on the Initiative for their respective entities and community. Committee members act as liaisons to the Board of Supervisors, Economic Development Authority, and the Planning Commission. This committee, like those involved in the entire Initiative, has placed an important emphasis on public comment and input and understands the value that the public input process provides. The following tasks have been noted as part of the Communication Plan for the Steering Committee:

- ❖ Provide Committee updates routinely at each entity's regular public meetings.
- ❖ Maintain and keep up-to-date a page on the County's website dedicated to detailing the activities and progress of the Committee.
- ❖ Allow for public input to be submitted on items of interest through the use of online comment forms.
- ❖ Ensure that specialized public comment periods are provided regarding topics of interest and the Initiative generally, at public meetings such as the Board of Supervisors' regular twice monthly meetings.
- ❖ Provide quarterly updates on the progress of the Committee in the County's newsletter, which is published on the website and distributed to an electronic distribution list.
- ❖ Ensure press releases are crafted and distributed consistently.
- ❖ Seek opportunities to appear and make presentations to outside organizations to share information about the Initiative.
- ❖ Create stand-alone marketing pieces as is useful to spread information about important milestones/decisions.

Understanding the Need for a Communication Plan

As a result of a Joint Retreat of the Orange County Board of Supervisors, Economic Development Authority, and Planning Commission, the entities adopted a Vision Statement for its work with the Route 3 Strategic Visioning Initiative. The Vision Statement focuses on Jobs/Employment, Consumer Goods/Services, and Recreation/Culture/History. Included in the Vision for the future of the Route 3 Area are many features and characteristics. The ideal is to create:

A place to live, work, and play with a higher standard of design and development which is a self-contained, complete community that is appealing to current and prospective residents and is a place clearly differentiated from other places.

It will be a dynamic destination that results in an economic engine for the entire county. A “Go To” location for business, employment, entertainment, and education, it will include business and trade park(s) which utilize a cohesive, planned campus setting. There will be a focus on medical/health services as well as other desired targeted industries.

Other features will include a town center, convention/conference center, multi-use sports and recreational complex. It will also be well integrated with historic, cultural, recreation, and educational aspects which capitalize on the assets of the region and maximize what already exists.

In concert with partners and stakeholders we will seek intelligent development with high quality business, industry, commercial, and residential components. The development will embrace aesthetically pleasing design standards that reflects Orange County’s best image including traditional design that is visually stimulating and context sensitive. We will ensure that there is a consideration to the needs of the future including both foresight and flexibility.

We will create: a place that is important; a place that feels good and looks good; a place that reflects a local vibe which is attractive to our citizens. We will create a beautiful development which both preserves its natural assets and provides for “fun stuff.”

A Steering Committee of representatives from the Board of Supervisors, Economic Development Authority, and Planning Commission, was established to serve as subject matter experts on the Initiative and act as liaisons to their respective Boards. The Steering Committee members identified a well-defined Communication Plan as a vital piece to their continued work with the Initiative and the advancement of the Route 3 Area. The following activities are detailed to ensure an open line of communication with Orange County citizens related to the work on the Route 3 Visioning Initiative.

The Route 3 Visioning Initiative Steering Committee will:

❖ Provide Committee updates routinely at each entity's regular public meetings

Each Entity (Board of Supervisors, Economic Development Authority, and Planning Commission) have appointed two representatives to serve on the Route 3 Visioning Initiative Steering Committee. One of these representatives shall give routine updates at regular meetings of their respective Board so that the work of the Committee remains transparent and is conveyed in a number of public forums.

❖ Maintain and keep up-to-date a page on the County's website dedicated to detailing the activities and progress of the Committee

A page dedicated specifically to the work of the Steering Committee shall be created to detail the composition and progress of the Committee. Visitors to the County's website will be able to access the page from the main Route 3 Visioning Initiative Page or under the Boards and Commissions Page of the County website. This page will be maintained by staff but will provide an appropriate location for dissemination of information related directly to the Steering Committee.

❖ Allow for public input to be submitted on items of interest through the use of online comment forms

In addition to the page created for the Route 3 Steering Committee on the County's website, staff can create online comment forms for topics of interest, as deemed appropriate by the Committee. For example, if the Committee wishes to solicit input on recreational opportunities to explore for the Route 3 Area, an online comment form could be created in which the response can be sent directly to staff and the members of the Committee. Subsequently, when an online comment form is created, staff can promote use of the form through press releases and announcements at public meetings of the three entities.

❖ Ensure that specialized public comment periods are provided regarding topics of interest and the Initiative generally, at public meetings such as the Board of Supervisors' regular twice monthly meetings

Public Comment Periods specific to the Initiative should be scheduled for specific meetings of the Board of Supervisors at a time other than the regular public comment period afforded during each meeting of the Board. While general comments about the Initiative will be welcomed, the Board shall request input on specific topics of interest related to the Initiative as suggested by the Board of Supervisors, Economic Development Authority, and Planning Commission. For example, a schedule of public comment periods could be scheduled as followed:

- December 3, 2013 – Parks and Recreational Opportunities to Consider in the Route 3 Area
- January 28, 2014 – Specific Input Relating to the Charette to be conducted in February, 2014
- February 25, 2014 – Feedback regarding the Charette conducted in February, 2014

- ❖ **Provide quarterly updates on the progress of the Committee in the County's newsletter, which is published on the website and distributed to an electronic distribution list**

An article shall be crafted for each quarterly edition of the County's electronic newsletter, *The OC Update*. Staff shall ensure that the work of the Steering Committee is summarized quarterly and shall include particular projects in progress or public input being solicited at that time.

- ❖ **Ensure press releases are crafted and distributed consistently regarding the work of the Steering Committee and the Visioning Initiative generally**

Press releases shall continue to be crafted and distributed regarding the work of the Steering Committee and the Visioning Initiative generally. These press releases should include information regarding public input being solicited, scheduled public comment periods, projects in progress, work of the Steering Committee, and reports or findings in the quest for advancement of the Route 3 Area.

- ❖ **Seek opportunities to appear and make presentations to outside organizations to share information about the Initiative**

Opportunities should be sought to appear before organizations such as the Rotary, Homeowners Associations, and other civic organizations to share information about the Initiative and give presentations on the Committee's progress.

- ❖ **Create stand-alone marketing pieces as is useful to spread information about important milestones/decisions**

Marketing pieces, such as rack cards, should be created when deemed necessary to share key milestones and decisions about the Initiative. The marketing pieces should then be distributed to stakeholders, as done previously with the initial rack card created for the Initiative.

Summary

Understanding that communication is a process not an event, it is important that the Steering Committee and those interested in the work involved in the Initiative recognize that effective communication occurs when both parties are able to respond and participate. The efforts outlined in this plan should afford two-way communication between citizens and their elected/appointed officials as well as County staff.

