



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Rosalynn Hughey

SUBJECT: SEE BELOW

DATE: April 16, 2019

Approved

Date

4/17/19

SUPPLEMENTAL

SUBJECT: AUDIT OF DEVELOPMENT NOTICING

REASON FOR THE SUPPLEMENTAL

On March 27, 2019, the Office of the City Auditor presented the audit of development noticing to the Planning Commission. The purpose of this memorandum is to provide a summary of the Planning Commission and public's comments. No action was required to be taken by the Planning Commission.

Three members of the public provided comments:

1. James Rincon of the Buena Vista Neighborhood Association and District 6 Leadership Group stated he was not contacted regarding this Audit. He also stressed the importance of early public outreach for development proposals.
2. Ed Rast stated that his neighborhood is experiencing outmigration, and many residents are not aware of Council Policy 6-30 or the City's "Notify Me" subscription service to be notified of development proposals. He suggested that the Planning Division have periodic meetings with community leaders again.
3. Richard Zappelli of the Willow Glen Neighborhood Association had concerns about the public outreach process for a recent Mobilite wireless telecommunications proposal in his neighborhood.

Commission members expressed general appreciation for the Audit and agreement with the recommendations. The Commission stated they would like the opportunity to review any Council Policy 6-30 changes that will be considered by the City Council as a result of the Audit.

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The Commission also suggested:

1. Creating a social media component to the public outreach process.
2. Making the neighborhood association list publicly available for developers to use for early public outreach.
3. Effective outreach does not necessarily mean multiple of meetings or longer meetings; effective outreach is a partnership in which the community helps shape the outcome.
4. Post-Planning entitlement on-site posting of development proposal information.
5. Provide meeting facilitating training for Planning staff or provide specialized communications staff for community engagement.
6. The City Council should consider making public outreach a priority and put resources towards it.

/s/

ROSALYNN HUGHEY

Director, Planning, Building and Code
Enforcement

For questions please contact Sylvia Do, Division Manager, (408) 535-7907.