



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Councilmember Sergio Jimenez

SUBJECT: See Below

DATE: April 22, 2019

Approved

Date: April 22, 2019

**AUDIT OF DEVELOPMENT NOTICING: ENSURING OUTREACH POLICIES MEET
COMMUNITY EXPECTATIONS.**

RECOMMENDATIONS

1. Accept the Report and the Administration's Response.
2. Accept the suggestions from the Planning Commission as documented in the Supplemental Memorandum, and direct staff to review and incorporate them as part of a comprehensive update to Council Policy 6-30.
3. Continue to work with each Council District office to proactively identify development proposals that may generate community interest.

ANALYSIS

I would like to thank the City Auditor's Office for the hard work they have put into the preparation of this report, and for the support provided by PBCE, PRNS, Public Works, the City Attorney's Office, and the Office of Immigrant Affairs.

Providing adequate noticing and opportunities for public engagement and input is crucial to ensuring that our community has accurate and timely information about development proposals that could transform neighborhoods and impact quality of life. I concur with the recommendations provided by the Auditor's Office, and, although we all recognize that staff capacity is limited, we should encourage the Administration to find opportunities to prioritize the implementation of these recommendations. Ultimately, I believe we should support a comprehensive update to Council Policy 6-30.

Additionally, I am grateful for the insight from both the Neighborhoods Commission and the Planning Commission. The Planning Commission's recommendations are reasonable and merit

further analysis by staff. In particular, I believe it is important to have a clear and consistent social media policy.

Language access is an essential component of a robust community engagement strategy. In most cases, a sentence at the end of a project description in English directing the reader to contact someone for a translation is woefully inadequate. I appreciate the Auditor's recommendations intended to enhance language access and encourage the Administration to incorporate these and other ideas into a comprehensive review of Council Policy 6-30.

Finally, the Council District offices can serve as a valuable resource to staff. We know our communities well and can provide insight into which projects may deserve more attention. We should encourage staff to continue to work with each of our offices to identify development proposals that are likely to generate more interest, and I know we all appreciate the opportunity to collaborate on community engagement initiatives.