



CIVIC CENTER ADVISORY COMMITTEE – COMMITTEE REPORT

TO: CHAIR AND COMMITTEE

FROM: JOE HORWEDEL, PUBLIC WORKS

DATE: FEBRUARY 8, 2016

SUBJECT: PUBLIC OUTREACH COMMITTEE UPDATE

The Public Outreach Committee met on January 5, January 19 and February 4 to develop and prepare for the community meeting being held on February 22.

Tag Lines

The committee began by developing tag lines to be used in a marketing campaign that will expectantly bring a higher level of attendance and participation at the community meetings. The tag lines include:

Your Vision – Your Future
Design Unveiling
Where Community Happens
The Heart of Atherton

The Committee is aiming to hold a “design unveiling” at the community meeting that, with any luck, will peak the interest of those that are “just tuning in” and to those who have been involved since the projects inception. The content of the message is that “we” as a community have provided our ideas in support of the development of a new civic center. The Council and CCAC took that input, incorporated those ideas and carefully considered all issues, and worked with the architects at WRNS Studio to come up with final concepts. Now, our community can come together to see the results of our combined efforts.

Outreach

To date, the following outreach has been accomplished:

- Several emails blasts through the City Clerk’s weekly email to residents (Approx. 1,210 emails with about a 50% “opened email” rate)
- Nextdoor post (Approx. 1,409 members reached)
- Civic Center Project Facebook Page – www.facebook.com/athertonciviccenter

Outreach Committee Report

Page 2 of 2

- Banners Detailing the 2/22 Meeting– Marsh Road | Watkins Ave. | Alameda and Atherton Ave.
- Town-wide mailer – USPS to distribute on February 8
- Staff to provide each CCAC member a package of flyers (hard copy and electronic) to promote personal/individual outreach

Staff will continue to send out newsflashes, nextdoor and facebook posts and tweets. Committee members will work with the Almanac to develop a story closer to the meeting date.

February 22 Meeting Details

Monday, February 22

530pm-700pm

Jennings Pavilions

Holbrook-Palmer Park

At the entrance of the Pavilion there will be a welcome booth that include sign-up sheets where residents can provide contact information to stay informed of the project. It is also anticipated that *Atherton Now* will have a booth at the entrance. A food and refreshment table will be the central gathering section in the Pavilion. It is anticipated that residents will enter the Pavilion, stop at the welcome booth and then head directly to the middle of the building for refreshments and a “meet and greet.”

Three similar “break-out” stations will be set up around the food and refreshments table. Each station will include elevations, floor plans, site plans, etc. Committee members, staff and the architects will be present at each station to describe the concepts and answer questions.

The meeting will commence with the Mayor, who will stand at the podium and begin the welcome, introductions and provide a brief background. It is anticipated that Steve Dostart and Joe Horwedel will then describe the three break out stations before residents actually break out and visit the individual stations.

Below is a draft of the agenda.

530pm- 545pm	Meet and Greet and Refreshments
545pm- 600pm	Welcome, Introductions and Background – Mayor Lewis
600pm- 615pm	Description of each Station – Joe H. and Steve Dostart
615pm- 635pm	Break Out Session – Visit each Station
635pm- 700pm	Open Forum – Q&A’s – CCAC Members (?)

Other ideas to consider

- Should staff hand out comment cards?
- Should there be a continuously rolling PowerPoint presentation that includes the various graphics that are being displayed at the stations?
- Others?