



MAKE DOWNTOWN THRIVE

MAKING
DOWNTOWN
BAKERSFIELD



FINAL PUBLIC INVOLVEMENT PLAN

FEBRUARY 29, 2016

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1. INTRODUCTION

1.1 Overview

The City of Bakersfield (the City), in partnership with and grant funding from the California High-Speed Rail Authority (Authority), has undertaken Station Area Planning in the area of the planned High-Speed Rail (HSR) station in Downtown Bakersfield (Downtown).

This Public Involvement Plan (PIP) outlines outreach strategies to support the technical planning and environmental efforts that will help guide the design of the HSR station area as well as enable the City to promote economic development and sustainability, encourage station area development and enhance multimodal access connections between the station and the City. With the support of the public outreach process, the City seeks the development of a plan that will act as a vision document to guide the development of the area surrounding the proposed HSR station.

To achieve a comprehensive vision for the HSR station area, the City will work with the Authority and conduct a significant level of public involvement and outreach to all project stakeholders, including: state, regional and local agencies, local stakeholders, residents, business leaders, members of the development community, and others. The City will lead this effort with regional agencies and strategic partners to establish a foundation for future planning efforts in and around Downtown that supports other on-going development efforts to enhance sustainable living, and invigorate economic growth.

The project area will cover the HSR Station and is bounded in the general area of F Street and Golden State Avenue at the northern edge of Downtown; as well as the surrounding area of Downtown. The HSR Station location provides substantial opportunities for Downtown infill development, revitalization of existing large buildings, new job creation, and development of the types of transit-oriented housing that Senate Bill 375 requires to facilitate the reduction of greenhouse gas emissions through complimentary land use and transportation strategies. At the direction of the City of Bakersfield, the Skidmore, Owings & Merrill LLP public participation and education team (Project Team), including Arellano & Associates with Place It! And Rincon Consultants, Inc. will perform the outreach activities outlined in this PIP, which will serve as a blueprint guiding outreach for the duration of the project.

Categories	Attributes	
County	Kern County (County Seat)	
Population (2014)	Metro Bakersfield	523,900 (City)
	City of Bakersfield	367,315 (CA DOF)
	Kern County	868,610 (CA DOF)
Land Area (City)	150.27 sq./mi	
Population density (City)	2,444 persons/sq. mi.	
Housing Units (2014)	124,533 (CA DOF)	
Owner Occupied	53%	
Multi-Family Housing	24%	
Median Value of SFR	\$184,800 (2010)	
Race (2010, self-identified)	White	67% (including Hispanic/Latino)
	Black	8%
	Asian	7%
	Hispanic or Latino	47% (of any race)
Gender	Male	49.6%
	Female	50.4%
Median age	30.2 years	
Age breakdown	Under 19 years	34%
	20 to 34 years	23%
	35 to 54 years	25%
	55 to 65 years	9%
	Persons 65 years and +	9%
Foreign born	18%	
Language Spoken at Home	English	61%
	Spanish	32%
Education	High School Graduate +	80%
	Bachelor's Degree +	21%
Median household income	\$56,842	
Residents living in poverty	20.2%	
Distance (miles) from Major Destinations and Attractions	Los Angeles	110 mi.
	Sequoia National Park	128 mi.
	Santa Barbara	159 mi.
	Yosemite National Park	170 mi.
	San Diego	234 mi.
	San Francisco	274 mi.
	Las Vegas	285 mi.
	Sacramento	294 mi.

1.2 Community Profile

Located near the southern end of the San Joaquin Valley in Kern County, the City of Bakersfield is the Southern Gateway to the Central Valley and is widely recognized as one of the fastest growing economies and regions in the nation. Currently ranked as the 9th most populous city in California, the City population is projected to experience significant continued growth beyond its 43.6% population increase between 2000 and 2012. Bakersfield is also the 9th fastest growing city in the United States with a population over 100,000, and the fastest growing city in the

United States with a population over 250,000.

The City enjoys an invigorating economy centered on diverse industries, including, but not limited to, agriculture, healthcare, oil, government and distribution. The largest employers include Nestlé, Frito-Lay, State Farm, Aera Energy, Chevron and Occidental Oil & Gas. The City's location is attractive to residents and various industries due to its central and affordable location that's accessible to 90% of California's population within a four hour drive.

Table 1.0 Community Profile:

To best capture the local social fabric of the City, the Project Team developed the following community profile for the City of Bakersfield, which includes both demographic and economic characteristics. This table provides a summary of the current conditions in the City and helps establish context for the project development process.

2. OUTREACH APPROACH

2.1 Identification of Stakeholders

To ensure information is communicated to the appropriate stakeholders, a draft contact database will be developed and maintained using Microsoft Excel. The database will be comprised of businesses, elected officials, city staff, stakeholders, sensitive receptors and interested stakeholders. The Project Team will also coordinate with the City to include contacts from existing resources, including those outlined below. The database will be the primary resource used for public notification of meetings and to keep stakeholders apprised of the project progress. The database will be updated on a regular basis and/or as needed by the Project Team, such as after meetings or from various inquiries.

The Project Team database will be compiled and maintained using a variety of methods and sources including the following:

- Existing source files including: City's stakeholders list, chambers of commerce, parcel data, etc.
- Project website as a public portal to garner community contacts
- Recent area projects such as California High-Speed Rail Authority – Fresno to Bakersfield and Bakersfield to Palmdale Project Sections

The following categories will be represented in the Project Team database.

- Academic institutions
- Agencies
- Business
- Businesses and civic associations
- Community and environmental justice groups
- Federal, state, county and city officials
- Federal, state, county and city staff
- Emergency responders
- Industry groups
- Health organizations
- Interested parties
- Media
- Other interested stakeholders
- Project partners and consultant team
- Service groups
- Transportation agencies or groups
- Utilities
- Arts Organizations
- Schools Districts

Deliverables:

- Draft contact database, including City provided lists
- Finalize contact database and provide to Team
- Maintain and update contact database

2.2 Project Identity & Branding

Through a collaborative process, the Project Team will draft collateral materials, using relevant City design standards and protocols. The following sections outline the process and materials needed to support this effort.

2.2.1 Key Messages

As part of the development of a project identity, creating clear and understandable key messages is imperative to the success of the project. The following set of key messages are presented to address the project's opportunities, purpose and benefits. This set of messages will be updated and enhanced as the project proceeds. The following core messages will provide focus for the project's collateral materials, community presentations and TOD educational information.

Improve quality of life in Downtown Bakersfield

- Support infill development that increases intensity of uses, diversity of services, and quality destinations.
- Create complete streets to improve the pedestrian and bicycle experience providing friendly access to recreational facilities and open space in the City of Bakersfield.
- Improve connectivity to and from the station area by enhancing multimodal connectivity to close trip gaps with first and last mile connections.
- Reduce carbon emissions as per the City's Climate Action Plan by providing destinations and services that are accessible by walking, biking, transit and other forms of non-motorized transportation.

Create a sense of place in Downtown Bakersfield

- Create special pedestrian-scale public spaces that define the character of the neighborhood and establish a community gateway.
- Create a vision that supports green space and cultural gathering spaces that encourage outdoor activities.
- Develop public places that shape the character of Bakersfield, helping to attract investors, visitors, and customers.

Invigorate economic growth in Downtown Bakersfield

- Create a destination that evokes a unique sense of place, celebrates diversity, and attracts private investment.
- Strengthen Bakersfield as a major employment center and community gathering place.
- Provide Transit-Oriented Development (TOD) near the HSR station and at strategic locations connected to transit networks.
- Provide small-scale convenience shopping near the HSR station so riders can do incidental shopping between the transit station and their destination.

Minimize time spent commuting to and from Downtown Bakersfield

- Design a vision for transit-oriented development that maximizes connectivity, the user interface experience and thereby enhances the regional transportation network.
- Increase access to regional employment, activity and education centers throughout the State.
- Support mobility and improved access to all forms of public transit through first and last mile best practices, including shared use mobility, bikeshare, and other alternative transportation options.

Deliverables:

- Draft key messages
- Finalize key messages and apply to all information materials

2.3 Communication Tools

Collateral materials will serve to inform and engage stakeholders on the Project's purpose and development process. Materials to be created include: project fact sheet, frequently asked questions, urban design best practices, meeting notices, meeting support materials, and comment cards. All collateral material will be developed bilingually as needed, and written to reflect educational components in order to ensure the community has a general understanding of project goals, methodology, schedule and milestones.

2.3.1 Project Fact Sheet

The Project Team will develop a project fact sheet featuring key project details including an overview of the planning effort, drawings, a project area map, a schedule, opportunities for public involvement and City contact information. The project fact sheets will be designed to have a long "shelf-life" that does not require

frequent updates. The fact sheet will be used as a handout at all meetings and will be available in electronic format via the City and/or project website. Fact sheets will be disseminated on-line on the City's website and social media sites, handed out at public meetings/presentations, special events and made available at local businesses and agencies' counters.

2.3.2 Frequently Asked Questions

The Project Team will identify the most frequently asked questions and prepare easy to understand responses to address potential stakeholder interests and concerns. The FAQ piece will be developed and updated as needed and reprinted to ensure answers to the most frequently asked questions are made available to project stakeholders throughout the entire life of the project. The FAQ, along with the fact sheet, will be distributed online via the City's website and social media sites and handed out at stakeholder briefings and public meetings.

2.3.3 Urban Design Best Practices

The Project Team will develop education materials in support of current planning and urban design best practices in order to elevate the public discourse regarding improvements to Downtown. While much work is begin done in Downtown, it is important to understand what other cities and regions across the country and world are doing to support downtown revitalization efforts. Urban design best practices information sheets will be disseminated on-line on the City's website and social media sites, handed out at public meetings/presentations, special events and made available at local businesses and agencies' counters.

2.3.4 Meeting Notices and Meeting Support Materials

In support of all public outreach meetings, a set of notification and meeting materials will be developed. Meeting notices will provide the purpose of the meeting, date, time, locations and contact information. Meeting notices will be designed as postcards, take-aways and/or other formats to be used for both direct mail and electronic distribution. Sign-in sheets, agendas and public comment cards will be designed and printed as support material during meetings and will feature the project branding.

2.3.5 Comment Cards

Project comment cards will be used to encourage the public to provide input. Comment cards will be designed to include the project name, associated branding and project contact information. Additionally, the card will give stakeholders the option to include their personal contact information, request to be added to the

Table 2: Social Media

Media	Approach
Facebook	The Project Team will develop content for the City’s Facebook page to provide a venue for the community to receive updated and useful information, comment on postings and receive event (public meeting) notifications
Twitter	The City currently does not have a Twitter handle. However, if the City were to activate a Twitter handle, the Project Team will develop content for the City’s twitter feed with the aim of distributing project information, provide timely updates and opportunities for additional community participation
E-blasts	E-blasts are a very cost effective way to reach a wide audience. This effort will utilize the project database to distribute project updates, meeting announcements and collateral materials
Blogs	The Project Team will identify and track current blog postings as well as assess the need to create a project blog for followers to receive current and accurate project information and join the online discussions

project mailing list and provide their personal comments regarding the project. The cards will be made available at all public involvement events and meetings as well as on the City’s website. Participants will have the option of submitting the cards during the events and meetings or via traditional mail or e-mail.

2.3.6 Website

Web tools will provide highly interactive opportunities for stakeholders and interested community members to carry on community conversations beyond traditional meetings. The City’s website will serve as the main portal to provide information on the project including process, purpose and need, project timeline and allow for community feedback. The Project Team will coordinate with City staff to develop content and interactive features to be included on the City’s webpage.

To increase awareness and to effectively brand the project, it is recommended the project be highlighted for several weeks on the homepage of the website, and two weeks prior to all public meetings. Text will be provided to populate the webpage and will include the project fact sheet, FAQ, meeting announcements and a link

to make comments and to register to receive project updates.

This website will provide the Project Team with an understanding of community priorities, and will generate excitement and momentum in the community around the project.

Recommended website content includes:

- Project background
- Project timeline
- Public meetings information
- Collateral materials available for download
- Comment/feedback form
- Frequently asked questions (FAQs)
- Link to City’s Facebook pages (including the City of Bakersfield and Visit Bakersfield pages)
- Link to City’s Twitter handle (currently not available; will link if developed)
- Contact information

2.3.7 Social Media

The focus of the social media campaign will be to provide information and updates on the progress of the project and to establish an online presence that will increase awareness and public participation. Social media and digital engagement tools provide a critical “tool

in the toolbox” of community outreach strategies. These internet and digital tools will supplement the core outreach activities. In addition to the project website, the social media tools on Table 2 are recommended.

2.3.8 Other Media

The Project Team will monitor and follow websites posting project information to ensure the information is accurate. Table 3 includes, but is not limited to, relevant websites and local television networks.

2.3.9 Evaluation and Metrics

Throughout the course of the project, the Project Team will capture Google Analytics for all online/social media based tools. This data will provide valuable insight into how the community is engaging with the online tools and what adjustments need to be made to increase effectiveness.

Deliverables:

- Develop and finalize fact sheet, FAQ, and urban design best practices
- Draft and finalize meeting notices
- Develop draft and finalize meeting support materials as identified by the City

Table 3: Other Media

Source	Website Link
The Bakersfield Californian (Daily)	www.bakersfield.com
El Popular (Spanish)	www.elpopularnews.com
The Renegade Rip (Bakersfield College Student Paper)	www.therip.com
The Runner (Cal State University Bakersfield Student Paper)	www.therunneronline.com
Bakersfield Magazine (bi-monthly)	www.bakersfieldmagazine.net
California High Speed Rail Blog	www.cahsrblog.com/tag/bakersfield/
KGET: Channel 17, NBC affiliate	www.kget.com
KERO: Channel 23, ABC affiliate	www.turnto23.com
KBAK: Channel 29, CBS	www.bakersfieldnow.com
KBFX: Channel 58, Fox affiliate	www.bakersfieldnow.com
KJOL: Channel 34, Valley Public Television	www.kvpt.org
KZKC: Channel 42, Azteca America (Spanish)	www.turnto23.com/azteca42/index.html
KABE: Channel 39, (Spanish)	www.univision.com
KUVI: UPN 45	www.kuvi45.com
KVPT: Channel 18, Valley Public Television	www.kvpt.org

- Develop draft and finalize project comment cards
- Website
 - o Develop and submit draft text for the City’s webpage that describes the project’s background, purpose, key contacts and ways in which stakeholders may submit comments and feedback
 - o Update City’s webpage with project material to include the latest project information, meeting notices and findings throughout the duration of the process
 - o Post final and approved fact sheet, FAQs, urban design best practices and meeting notices on the City’s website
- Draft/post approved messages for social media networks, including at the following stages:
 - o Plan kickoff
 - o Meeting notifications

3. COMMUNICATION FORUMS

In close collaboration with the City, the Project Team will take the lead in conducting the formal outreach for the Project’s visioning process and environmental process. The Project Team is intimately familiar with the California Environmental Quality Act (CEQA) process and stands ready to assist the City in successful notification, completion and documentation of these meetings.

Public involvement opportunities will be offered throughout the extent of the HSR Downtown Bakersfield Station Area planning process, including ongoing stakeholder briefings and community oriented meetings will be conducted to coincide with key project milestones. Public meetings will be conducted over the course of the project, including: stakeholder committee meetings, public meetings, and stakeholder briefings/interviews. Additional details are provided in the following sections.

3.1 Stakeholder Committee Meetings

In close collaboration with the City, the Project Team will help establish a HSR Stakeholder Committee for the Downtown Bakersfield HSR Station Area Plan. The HSR Stakeholder Committee will serve as an informal, voluntary group of community members representing a broad range of local interests organized to deepen stakeholder input into the HSR station area planning process and solicit feedback that can shape solutions and opportunities related to the project. The HSR Stakeholder Committee will be comprised of community representatives from various constituencies in proximity to the Downtown Bakersfield HSR Station Area and local interest groups involved in transportation, environmental sustainability and social issues in the region.

Stakeholder Committee members will be encouraged to consider/present the interests of their local and wider community, participate in open communication among differing interests, and help move the planning process forward in the spirit of compromise and cooperation. Recommended activities may include:

- Receiving updates from the HSR Station project team;
- Distributing information about the project and public meetings to their constituencies; and,
- Providing feedback from their local communities; insight on a wide variety of

key considerations related to proposed alignment alternatives, best methods to reach and engage their constituency groups, and perceptions and feedback received from their broader constituencies.

Deliverables:

- Conduct monthly Stakeholder Committee meetings
- Arrange and coordinate the execution of Stakeholder Committee meetings
- Prepare Stakeholder Committee meeting materials and coordinate with City staff
- Prepare and facilitate all logistics, in coordination with the project team and City staff:
 - o Identify proper venues/scheduling of meetings
 - o Meeting format such as formal presentations, open house, etc.
 - o Speakers/presenters
 - o Content of presentation material
- Develop meeting summary notes

3.2 Community Visioning Workshops (March-April 2016)

A series of Visioning Workshops will take place throughout the community at places where people are already meeting such as senior centers, schools, social service centers and other select venues. By tapping into the public’s imagination through art-making we will deepen their ideas about their community. These workshops will help develop an overall Station Area Vision for the development of the HSR Station Area, including the goals of the area regarding: community and economic development objectives, urban design, sustainability, and HSR-related multi-modal connectivity. The Visioning Workshops will also help raise awareness of the project, and be the first opportunity to begin building excitement and momentum for implementation on a broader public stage.

These interactive workshops will serve as the first public “kickoff” events, and as such are seen as a media event to bring interest and awareness to the start of the project, but also as an engagement opportunity that brings interested stakeholders together to talk about community priorities for Downtown and HSR, and shared citywide goals and aspirations. In essence, the workshops will be the public’s “Creative Convergence” of ideas to help facilitate the discussion, values and appetite for the project. In addition, participants will be able to discuss their community priorities that will help inform how criteria is developed and weighted during the Alternatives Analysis Phase.

Deliverables:

- Conduct Community Visioning Workshops and prepare meeting materials and coordinate with the Project Team and City staff
- Prepare and facilitate all logistics, in coordination with the project team and City staff:
 - Identify proper venue/scheduling of workshops, including City staff meetings, HSR Stakeholder Committee meeting, Bakersfield College, California State University, Bakersfield, Bakersfield Young Professionals, Bike Bakersfield, Downtown Business Association, Golden Empire Transit, City Planning Commission, and others
 - Meeting format (to be determined based on venue i.e. classroom, park or other venue)
 - Facilitator roles
 - Record and document activities
- Develop and document workshop findings

3.3 Community Meeting – Alternative Scenarios (August 2016)

The Project Team will conduct and facilitate a community meeting to present the Community Vision for the HSR Station Area, inform and educate about the potential benefits for a HSR station in Downtown, as well as describe the process to develop and evaluate each of the Alternative Scenarios. The community will be able to see how their feedback helped develop the HSR Station Vision and learn about how the HSR Station Area Plan can support community aspirations for Downtown. Participants will also have an opportunity to learn more and provide feedback on the HSR Station Area Alternative Scenarios for the study area.

This Community Meeting will include creating an interactive site model of Downtown that will directly involve participants (as opposed to “audiences” or “passive” viewers) to engage with the visual, spatial and experiential landscape. The model is meant to be rudimentary and playful, thereby making it possible for people to engage it in a direct way, with their bodies and hands, changing their viewpoint and posture, focusing and standing back, touching, and literally shaping their vision of HSR and their ideal vision for Downtown.

The objective of this meeting is to inform and educate stakeholders, identify the key issues, concerns, and opportunities for various constituencies, and organizing key stakeholders who are advocating for implementation of the vision.

Deliverables:

- Conduct one (1) Public Meeting
- Facilitate Downtown Interactive Model exercise
- Prepare meeting materials and coordinate with the Project Team and City staff
- Prepare and facilitate all logistics, in coordination with the project team and City staff:
 - Identify proper venue/scheduling of meeting
 - Meeting format such as formal presentations, open house, other
 - Speakers/presenters
 - Content of presentation material
- Develop meeting summary notes

3.4 Public Scoping Meeting (September 2016)

Following the completion of the alternatives analysis phase, a scoping meeting will be held during the initial phase of the environmental process to present a project overview, explain the environmental review process and purpose of the public scoping phase, and provide an opportunity for the public to ask questions and submit comments. The objective of the scoping meeting is to inform the public about the start of the environmental process and to collect feedback to help refine the proposed project, purpose and need, alternatives under consideration and environmental issues to be studied.

The scoping meeting will be notified as required by CEQA. The format of the scoping meeting will involve display exhibits around the perimeter of the room for an open house style meeting, and a short presentation will be featured in order to provide an oral overview and encourage submittal of written comments.

Deliverables:

- Conduct one (1) Public Scoping Meeting
- Prepare a public notification plan
- Prepare meeting materials and coordinate with the Project Team and City staff
- Prepare and facilitate all logistics, in coordination with the project team and City staff:
 - Identify proper venue/scheduling of meeting
 - Meeting format such as formal presentations, open house, other
 - Speakers/presenters
 - Content of presentation material
- Develop meeting summary notes

3.5 Community Meeting - Preferred Alternative (November 2016)

The final public meeting will summarize the findings of the draft environmental document, present the Preferred Alternative/Scenario in terms of urban design, transportation, infrastructure and economic development.

This meeting will transition the public engagement approach from education and input to mobilization and advocacy for implementation. The Project Team will work to identify community champions for implementation, and assist community stakeholders through dedicated liaisons who will build upon traditional engagement roles to proactively build community capacity and advocacy for change during the subsequent Implementation phase.

Deliverables:

- Conduct one (1) Community Meeting
- Prepare meeting materials and coordinate with the Project Team and City staff
- Prepare and facilitate all logistics, in coordination with the project team and City staff:
 - o Identify proper venue/scheduling of meeting
 - o Meeting format such as formal presentations, open house, other
 - o Speakers/presenters
 - o Content of presentation material
- Develop meeting summary notes

3.6 Planning Commission Adequacy Hearing

Following the completion of the Preferred Alternative Scenario and Implementation phases, a hearing of the Draft EIR at a to be scheduled City of Bakersfield Planning Commission hearing will be held during the 45-day public review period in order to provide an additional opportunity for the public to ask questions and make verbal comments. The objective of the public hearing is to again inform the public about the environmental process to date, and to collect additional feedback to continue to refine the proposed project.

The public hearing will be notified as required by CEQA. The format of the hearing will involve display exhibits and a presentation to the Planning Commission, and a short presentation will provide an oral overview and encourage oral comments from the public in attendance.

Deliverables:

- Conduct one (1) Planning Commission Hearing
- Prepare a public notification plan
- Prepare meeting materials and coordinate with the Project Team and City staff
- Prepare and facilitate all logistics, in coordination with the project team and City staff:
 - Identify proper venue/scheduling of meeting
 - Meeting format such as formal presentations, open house, other
 - Speakers/presenters
 - Content of presentation material
- Develop meeting summary notes

3.7 City Council Presentation of Preferred Alternative

Following the public meetings, the Project Team will present the Preferred Alternative to the City Council to generate final comments on the planning process, urban design scheme and other issues before finalizing the plan and other documentation related to developing an implementation strategy.

Deliverables:

- Prepare meeting materials and coordinate with the Project Team and City staff
- Develop meeting summary notes

3.8 Public Meetings Schedule

The following table summarizes the anticipated meeting schedule (based on the initial project timeline) and purpose of each meeting.

Table 4: Schedule of Anticipated Public Meetings

Type of Meeting	Approx. Date	Purpose
Community Visioning Workshop Series	March-April 2016	<ul style="list-style-type: none"> • Introduce and raise awareness of the Project • Discuss participants' Community Visions for the HSR Station Area and Downtown • Bring together community • Identify community priorities • Identify the key issues, concerns and opportunities for various constituencies that will serve as criteria for the Screening Alternatives phase
Community Meeting – Alternative Scenarios	August 2016	<ul style="list-style-type: none"> • Report back on the inputs, findings and conclusions reached from the visioning workshops • Present Community Vision for the HSR Station Area • Highlight potential benefits for an HSR station in Downtown • Present HSR Station Area Alternative Scenarios for the study area and evaluation process • Provide comparisons for each of the proposed alternatives and process to reach preferred alternative • Review next steps, including the environmental process and opportunities for continued public involvement
Public Scoping Meeting	September 2016	<ul style="list-style-type: none"> • Overview of environmental process and technical studies that will be conducted for the Environmental Document • Description of proposed project, corresponding purpose and need, list of criteria, environmental limitations and potential alternative concepts • Generate public input on issues that should be addressed in the Environmental Document • Review next steps and anticipated project schedule
Community Meeting – Preferred Alternative	November 2016	<ul style="list-style-type: none"> • Final public meeting to review summary of findings in Draft Environmental Document • Present the Preferred Alternative/Scenario • Transition the public engagement approach from education and input to mobilization and advocacy for implementation • Review next steps and anticipated implementation schedule
Planning Commission EIR Adequacy Hearing	January 2017	<ul style="list-style-type: none"> • Overview of environmental process and technical studies that were conducted for the Environmental Document • Generate public comments on issues that were addressed in the Environmental Document • Review next steps and anticipated project schedule
City Council Presentation	February 2017	<ul style="list-style-type: none"> • Present Preferred Alternative and Implementation Strategy • Highlight public involvement process that helped shape the community vision and selection of the preferred alternative • Generate final comments on the planning process, urban design scheme and other issues • Review next steps and anticipated project schedule

3.9 Stakeholder Briefings and Interviews

The City of Bakersfield is comprised of a culturally rich and diverse population. Project stakeholders will be identified based on shared interests, geographic location, existing organized groups, interest in project and existing official structure. Stakeholder identification is a key step in developing effective project communication to certify all audiences are reached and remain engaged throughout the process. The Project Team will work closely with the City to identify individuals and groups that may hold an interest in this project, including elected officials and government agencies.

It is important that elected officials and government agencies are kept abreast of the latest project information. This will ensure they are knowledgeable of project developments and ongoing outreach activities, consequently preparing them to respond to questions and comments that may arise from their constituents. The Project Team will work with the project's elected official's offices and government agencies to schedule briefings prior to the start of public meetings. A preliminary list will be prepared to identify elected officials and government agencies that need to be kept up to date with the project development and milestones. As the project moves forward, the Project Team will continue to assess the developments and identify additional stakeholders to participate in these briefings.

The following is a sample list of individuals and groups that are considered project stakeholders:

- Elected officials (e.g. Mayor, Councilmembers, County Board of Supervisors, etc.)
- Government agencies (e.g. Kern Council of Governments, transit agencies, etc.)
- Neighborhood/Homeowner association leaders
- Businesses leaders/Business associations
- Private developers
- Impacted property owners
- Community groups
- Educational institutions
- Faith-based organizations
- Diverse/Multicultural associations
- Community resource centers

Stakeholders will be encouraged to provide input on the project and share information within their sphere of influence. Organized stakeholder groups will be responsible for representing the interest and views of their organization, conveying project information to their respective group, and serving as the liaison between the Project Team and their stakeholders. A maximum of nine (9) stakeholder briefings

will be held.

Deliverables:

- Up to nine (9) briefings or interviews
- Prepare meeting materials for Stakeholder briefings
- Coordinate venue and secure insurance for public meetings
- Prepare and submit meeting notification draft for review and approval by City of Bakersfield
- Identify and submit outreach meeting notification vehicles such as chamber e-blasts, city website, mailings etc., to City
- Develop and submit electronic drafts of power point presentations, exhibits, sign-in sheets, comment cards and directional signage for review and approval by the City

3.10 Meeting Logistics and Notification

The Project Team will provide public meeting support including: coordination of dates and times with the team, organization of facility details (including equipment and insurance, if applicable), meeting notification, set-up, meeting materials (exhibits, sign-in sheets, comment cards and directional signage) and attendance at meetings.

3.11 Outreach Summary Report

At the conclusion of this project, the Project Team will prepare a report documenting the complete public involvement and communication process. The report will summarize the series of outreach meetings and will document the events and communication tools used to support the project development process. The report will include key findings, issues raised and recommendations made by attendees.

Deliverables:

- Prepare and submit a draft Outreach Summary Report to City staff for review and edits
- Distribute final Outreach Summary Report to the City

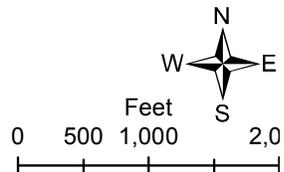
4. OUTREACH TIMELINE

	2016												2017	
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB
Communication Tool Development		■												
Stakeholder Committee Meetings (up to 4)		■			■				■		■			
Community Visioning Workshop (1 Meeting)			■											
Public Meeting #1 (1 Meeting)								■						
Scoping Meeting (1 Meeting)									■					
Public Meeting #2 (1 Meeting)											■			
Planning Commission Hearing													■	
City Council Presentation														■
Stakeholder Briefings / Interviews (up to 9)			■											



DATA: City of Bakersfield and
 Technical Memorandum to KernCog
 StationAreaAerial_REVISED

Legend	
	Conceptual High Speed Rail Station Locations
	High Speed Rail Station Planning Area
	Proposed Transit Sites
	Kern Regional Transit Stop
	City Limits
	Railroad



**MAKING
DOWNTOWN
BAKERSFIELD**

