

FREE WEBINAR

Tailored for Local Gov't Leaders

Hosted by



REFRAMING THE LOCAL PLANNING PROCESS

Tips and Tools to Help Local Planning Departments Weather the COVID Crisis

**THURSDAY, JUNE 18
1:30 PM**

Register online at

WWW.CA-ILG.ORG



Thank You for Joining!

Webinar Host & Moderator

Melissa Kuehne

Program Manager

Institute for Local Government



Webinar Overview

The COVID crisis has changed the way that local governments do business. From permit processing to General Plan and Climate Action Plan updates, local governments are finding innovative ways to deliver these essential services and engage their community. Today's webinar will share some of the pivots that local governments have made in their planning processes to continue to meet the needs of residents, businesses and developers, and what policies and practices they can put into place to be better prepared for future crisis events.

Today's Agenda

Welcome & Overview

About ILG

Presentations by:

- Brandon James and David Tilley, City of West Sacramento
- Trevor Keith, San Luis Obispo County
- Lynnete Guzman and Mark Teague, PlaceWorks

Q&A

Contact Information

How to Ask a Question During the Webinar

- All webinar participants will be on MUTE during the entire call.
- Please TYPE any questions into the question box at any time during the webinar.
- The moderator will read your questions during the question period at the end of the webinar.



Non-Profit, Non-Partisan & Here to Help

ILG is the non-profit training and education affiliate of...



**California Special
Districts Association**
Districts Stronger Together



We provide practical and easy-to-use resources so local agencies can effectively implement policies on the ground.

ILG's Programs & Services

Program Areas

Leadership & Governance

Civics Education & Workforce

Public Engagement

Sustainable Communities



Services

Education & Training

Technical Assistance

Capacity Building

Convening

Our mission is to help local government leaders navigate complexity, increase capacity & build trust in their communities

ILG's FREE Resources

COVID-19

- www.ca-ilg.org/COVID-19
 - Local Government Resources
 - State and National Resources
 - Tools and Training Opportunities
 - Local Government Response

Sustainability Best Practices During the COVID-19 Crisis

- www.ca-ilg.org/covid-sustainability-best-practices

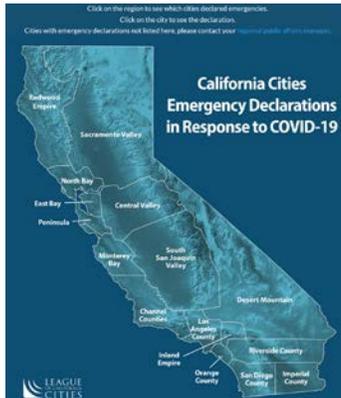
Housing and Public Engagement Toolkit

- www.ILGHousingToolkit.org

Public Engagement Resources

- www.ca-ilg.org/engagement
 - Basics of Public Engagement
 - ILG's TIERS Public Engagement Framework
 - Partnering with Community Based Organizations
 - Language Access

COVID-19 Resources



www.cacities.org/Regions/California-Cities

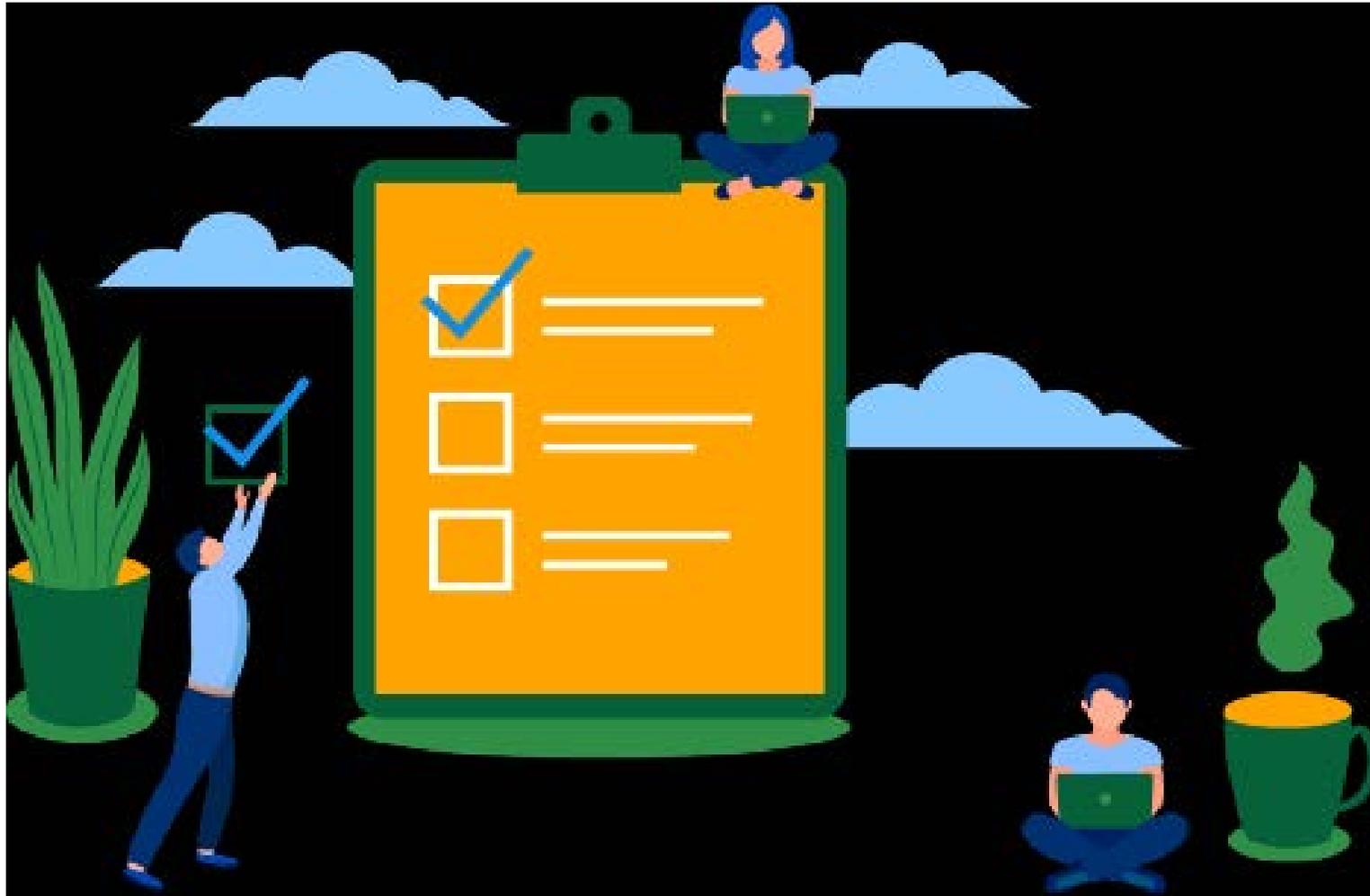


www.cstda.net/covid-19-resources



www.counties.org/carousel/resources-regarding-coronavirus-covid-19

Tell Us More About You – Audience Poll



Today's Presenters

Brandon James
Building Inspector
City of West Sacramento



David Tilley
Principal Planner
City of West Sacramento



Trevor Keith
Director Department of
Planning and Building
San Luis Obispo County



Lynnete Guzman
Project Planner
PlaceWorks



Mark Teague
Associate Principal
PlaceWorks



CITY OF WEST SACRAMENTO

BUILDING AND PLANNING IN THE COVID-19 PANDEMIC

BRANDON JONES, BUILDING INSPECTOR

DAVID TILLEY, PRINCIPAL PLANNER



BACKGROUND

- March 16- City Manager directs staff to begin working remotely starting March 17
- Direction is to keep things moving
- Construction is considered essential by the State

BUILDING ADAPTATIONS

- Permit submittal by appointment only
- Use of virtual inspection platform (Blitzz)
 - Not used previously
- Expanded use of electronic plan check (Bluebeam) and email submittal for minor projects
- Field inspections: PPE and physical distancing

VIRTUAL INSPECTIONS

- Pros-
 - Less travel and vehicle insurance liability
 - Personal safety
 - Visual documents for litigatory purposes
 - educational opportunities
 - volume of inspections

VIRTUAL INSPECTIONS

- Cons
 - Virtual connection reliability
 - Wi-Fi
 - Equipment
 - communication barriers
 - Language
 - Contact
 - Larger project needs
 - Human factor

PLANNING EFFORTS

- Multiple long-rang planning efforts started prior to COVID-19
 - Specific Plan update
 - Climate Action Plan update
 - Housing Element/General Plan Update (hard statutory deadline)
- Each requires substantial public engagement
- Counted on pop-up events, farmers' markets, Little League, Earth Day, etc.

CHALLENGES/OPPORTUNITIES

- Hard to reach persons may be harder to reach
- Digital divide
- People worried about health, jobs, social issues, etc.
- Virtual meeting fatigue
- Linkage between pandemics and climate change
- Pre-recorded info: people can watch on their time

PLANNING ADAPTATIONS

- CAP: moved outreach to a later phase
 - Piggyback on HE efforts
- Specific Plan Update: virtual workshop
 - Online Q&A
 - Postcards
- Housing Element/General Plan Update
 - Materials in multiple languages
 - Russian radio station
 - Utilize existing community and formal channels

Trevor Keith

*Director, Department of
Planning and Building*



Background

Prior to Shelter at Home:

- Limited Online Permitting Services
- In-Person Only Hearing Participation

Shelter at Home

- 100ish Staff Working Remotely
- Public Counters Closed
- Increase in Phone and Email Inquiries
- Pivot from In-Person Focus

The Department of Planning and Building Permit Center is closed to the public until further notice. Many services are available virtually. Please refer to our website for more information.

Planning & Building

Permit Center is Closed Until Further Notice [Learn More >](#)

Home > Departments > Planning & Building



Trevor Keith
Director

- Search Planning & Building Pages
- Permitting
- Building
- Cannabis
- Code Enforcement
- Boards and Commissions
- Planning (Current and Environmental)
- Energy
- Housing
- Long Range Planning
- Stormwater
- Water Conservation
- Information Systems
- Department News & Announcements
- Active Major Projects
- Forms & Documents
- Contact Us

Update on County Offices and Facilities

As of 6/1/2020:

At this point in time, most County offices are open for business; but a few are providing limited public services or services by

Permit Processing

We are now accepting building permit submittals and planning applications. Please go to our [Permitting](#) page for more information.

PROCESSING FEE NOTICE

Effective July 1st, 2020, a 2.39% convenience fee (\$1.00 minimum) will be added to all credit card transactions and a \$1.49 flat rate convenience fee will be added to all e-checks for processing.

COVID-19 Response Updates

NOTICE OF PUBLIC MEETINGS

For information on the status of the Department of Planning and Building's public meetings including [Temporary Meeting Procedures](#), please refer to the [Boards and Commissions](#) webpage.

Department Contacts

Building Inspections, Septic and Stormwater

Normal Building Inspections, Septic Inspections and Stormwater continue to be performed daily.

Building Inspection Contact: Michelle Freeman mfreeman@co.slo.ca.us 805-461-6199

Stormwater Contact: Anthony Schuetz aschuetz@co.slo.ca.us 805-781-5602

Septic System Contact: Michael Byrd mbyrd@co.slo.ca.us 805-781-1537

Building Permits

Contact:

Don Moore dcmoore@co.slo.ca.us 805-781-5629

Mike Stoker mstoker@co.slo.ca.us 805-781-1543

Land Use Permits

Contact:

Karen Nall knall@co.slo.ca.us 805 781-5606

Emergency Permits

Communication

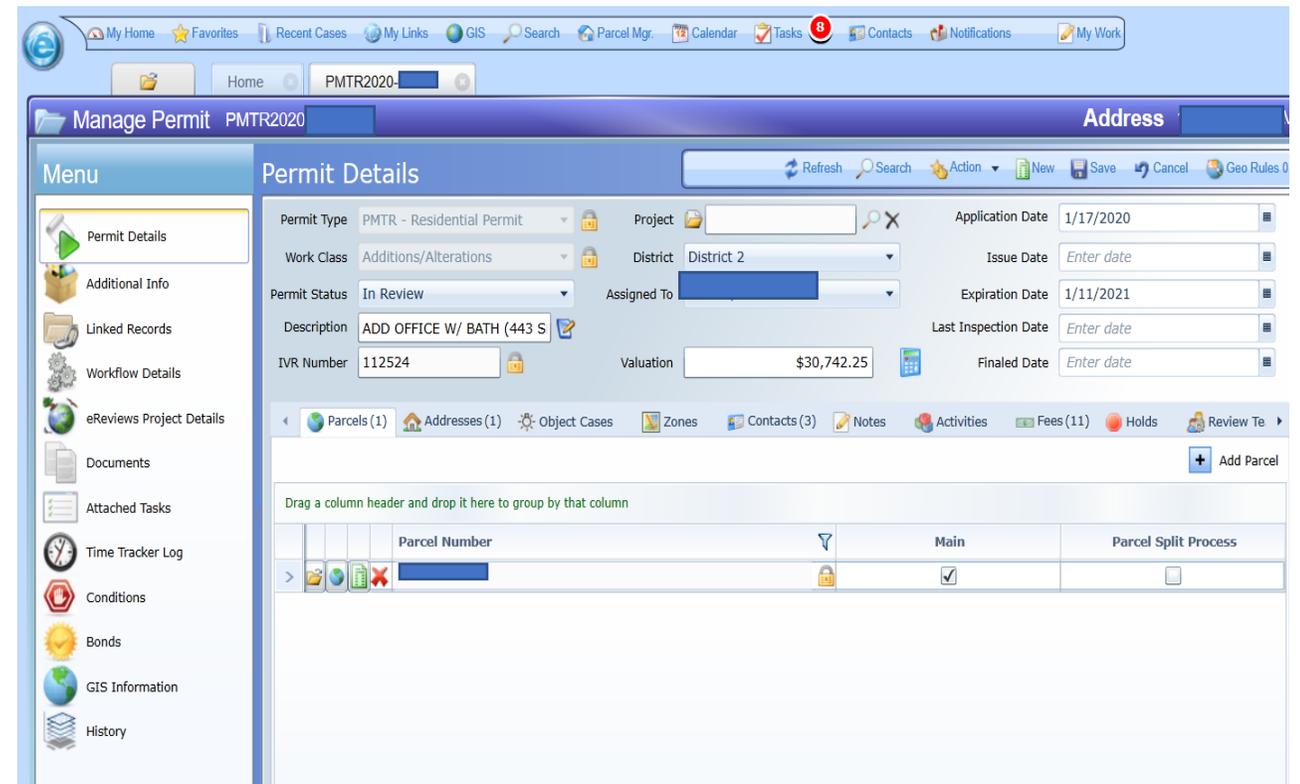
Clear Consistent
Communication

Regular Updates to Avoid
Information Overload

Daily Meetings with Managers
to Catch Issues Early

Permit Processing

- Permit Tracking System
- Online Permit Processing



Hearings

- Challenges – Broadband Access, Hesitancy with Technology
- Process – Zoom & Practice, Practice, and more Practice



Notice of Temporary Meeting Procedures

Important Notice Regarding COVID-19

TEMPORARY MEETING PROCEDURES

Based on the threat of COVID-19 as reflected in the Proclamations of Emergency issued by both the Governor of the State of California and the San Luis Obispo County Emergency Services Director as well as the Governor's Executive Order N-29-20 issued on March 17, 2020, relating to the convening of public meetings in response to the COVID-19 pandemic, until further notice all public meetings for the Department of Planning and Building for the County of San Luis Obispo will be closed to members of the public and non-essential County staff.

Below are instructions on how to view the meeting remotely and how to provide public comment. Additionally, hearing body members and officers may attend the meeting via teleconference and participate in the meeting to the same extent as if they were present.

Agendas Posted in Public Locations

Agendas will still be physically posted outside of the San Luis Obispo Superior Courthouse at the Monterey entrance at 1050 Monterey Street and outside of the New Government Center entrance at 1055 Monterey Street. A full copy of the agenda packet, which includes staff reports will now be available for public review at the Public Information Counter in the lobby of the New Government Center at 1055 Monterey Street.

Using the most rapid means of communication available at this time, members of the public are encouraged to participate in meetings in the following ways:

How to Observe the Meeting (no public comment)

- Cable Channel 21 (Planning Commission Only)
- www.slocounty.ca.gov

How to Join Meeting and Provide Spoken Public Comment (ZOOM Platform)

Join Meeting

Members of the public, including applicants/agents, wishing to observe and/or provide live public comment may also participate in the meeting via the ZOOM platform by using one of the following options:

Via Computer or Smart Device (e.g. smart phone, tablet, etc.)

- Click on the meeting link at the top of the agenda

Staff Working Remotely

- Survey Results
 - Lack of Distractions
 - Greater Efficiency

Planning & Building Reopening Survey

Thank you for taking the time to help us determine the needs of our department while we plan to move back into the office and open public counters.

Please fill out the survey below.

What's working well with our department's current operational status?:

What could be improved?:

What resources or support do you need to continue working remotely?:

What limitations, if any, do you have if we were to start working in the office in the next 3 months?:

What do you need to feel safe working in the office and working with the public again?:

Comments, Concerns, Suggestions:

Submit

Lessons Learned

Offer More Customer Self Service

Leverage Technology

Improved Communication for Better Engagement

Regular Communication to Staff

Moving Forward

User-Friendly
Website Content

Improved Process
for Managing
Customer
Requests/Inquiries

Utilize Permit
Tracking Software
to its Fullest
Capability

Continuing to Offer
Opportunities for
Equitable Public
Participation

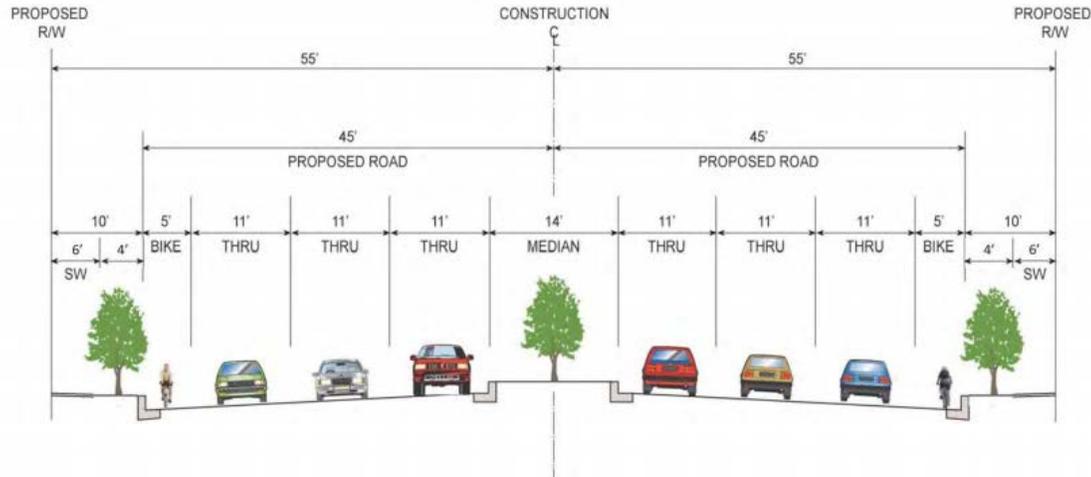
Planning Beyond Traditional Outreach

Lynnete Guzman, Project Planner

Mark Teague, AICP, Associate Principal

How can urban planners do meaningful community engagement?

Lanes Or People?



THE ORANGE COUNTY REGISTER

Matt Lemas
June 17, 2015 at 9:12 a.m.
Local News, News, Things To Do

‘Where am I going to go?’ Dozens of Santa Ana homes will be demolished to widen Warner Avenue



Among those who will be affected by the street widening are Lupe and Robert Fernandez, both 81, who bought their house in Santa Ana's Delhi neighborhood in 1956.

How do you invest in community partnerships, without spending a dime?



Building bridges is good, but building trust is essential



Learn how to be the teacher, and learn how to be the student



Be comfortable with uncertainty and controversy

What should an outreach plan include?



Flexibility, Adaptability and Creativity

- Consider a flexible timeline and budget



Prioritize Equitable Planning

- Include various levels of community engagement



Address Unintended Consequences

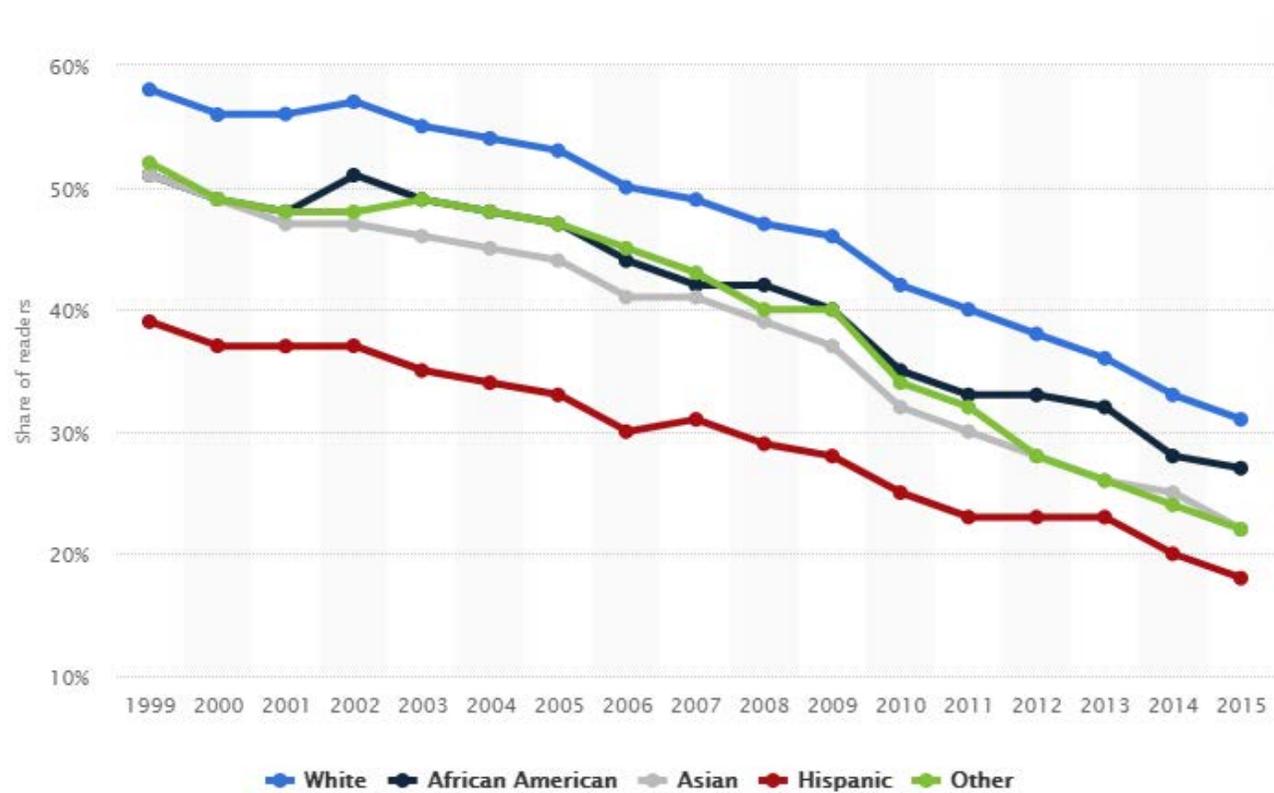
- Sometimes solving one issue may present another issue

Access is Not Equal



- **Not Everyone Has High Speed Internet**
- **Many Do Not Have a Computer**
- **Many Call-in And Cannot See the Agenda or Presentation**
- **Agency Websites Confusing on How To Participate**
- **Have Someone Assigned to Help**

U.S. Newspaper Readership By Ethnicity 1999 - 2015



2015

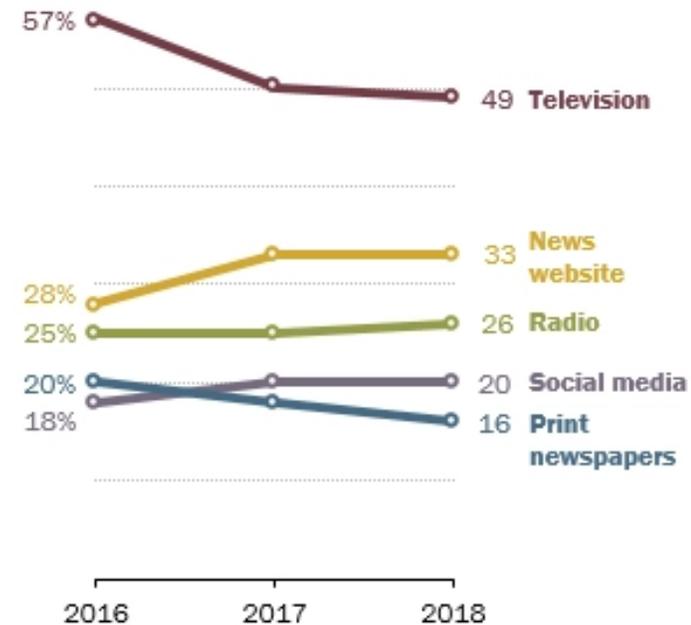
■ White	31%
■ African American	27%
■ Asian	22%
■ Hispanic	18%
■ Other	22%

Embrace Social Media

- Not a “Fad”
- Have a Presence
- Can be Both Powerful and Wrong
- Be a Source for Facts

More Americans get news often from social media than print newspapers

% of U.S. adults who get news often on each platform



Note: The difference between social media and print newspapers in 2017 was not statistically significant.

Source: Survey conducted July 30-Aug. 12, 2018.

PEW RESEARCH CENTER

Public Outreach

- **Start Earlier in The Process**
 - Ok to not have all the information
 - Be open to informal off-site meetings
- **Meet to Learn, Not to Decide**
- **Hold Several Smaller Meetings**
- **Ask Questions**
- **Listen**
- **Fairness, Not Speed Is the Intent**
- **Yes, This Can be Done Online**

Active Listening Skills

Build trust and establish rapport.

Ask specific questions.

Use brief verbal affirmations like:

Active listening techniques can help you truly understand what people are saying in conversations and meetings

Demonstrate concern.

I see.

the balance

The infographic features a central title 'Active Listening Skills' in a large, dark, stylized font. It is surrounded by four illustrations and text boxes. Top-left: Two people sitting at a table with coffee, one holding a cup. Top-right: A person sitting on a bench with their hand on another person's shoulder. Bottom-left: Two people walking, one gesturing with their hand. Bottom-right: Two people talking, with a speech bubble saying 'I see.' The background is a light orange color.

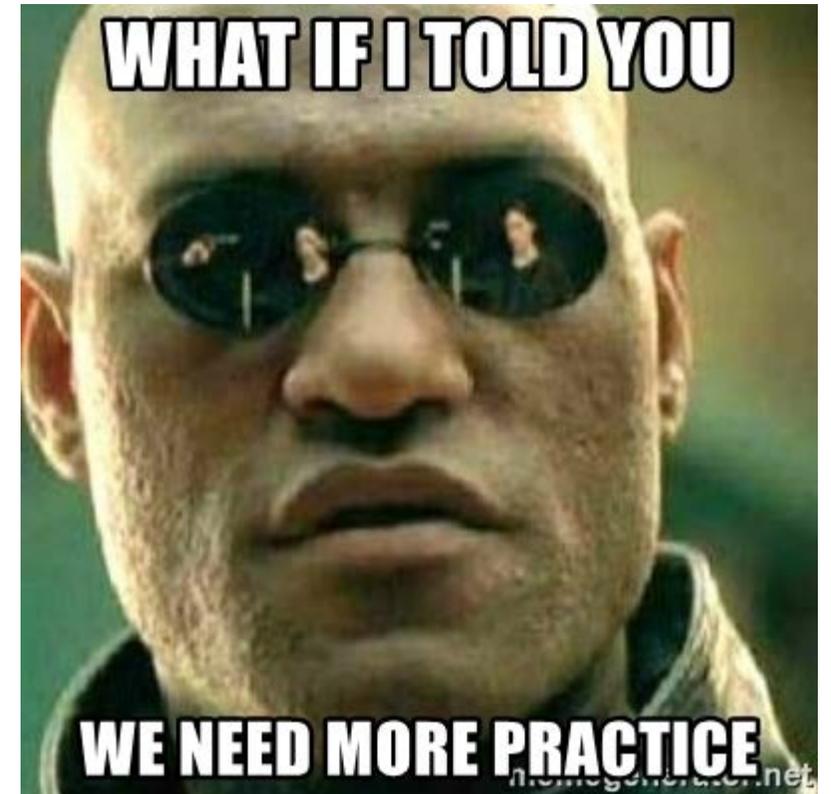
Online Meeting Observations

- **Not Business As Usual**
 - No Body Language
 - Harder to Participate
 - More Confusing
- **Presentations Are More Important**
 - Need to be More Thorough
- **Hard to Hear & See**
 - Not Everyone Comfortable with Microphone
 - Technology Matters
- **Technical “Glitches”**



Suggestions for Presenters

- **Practice the Presentation**
 - Speak Slower Than Normal
 - Practice and if Possible, Record Your Presentation
 - Post the Presentation On-Line (before or after the meeting)
- **Simplify the Slide Deck**
 - Larger Type
 - Larger Graphics
 - Less Text
 - More Pictures



Review Your Application Procedures

- Paper Forms
- Physical Payment of Fees
- Large Electronic File Transfer
- Additional Time for Review
- Do You Still Use A Fax?

DETENTION SLIP

Student _____ Grade _____

has been assigned detention:

Date(s) _____ Time _____ Room _____

Reason for Detention _____

Attended
 Did Not Attend

(Signature)

(Signature)

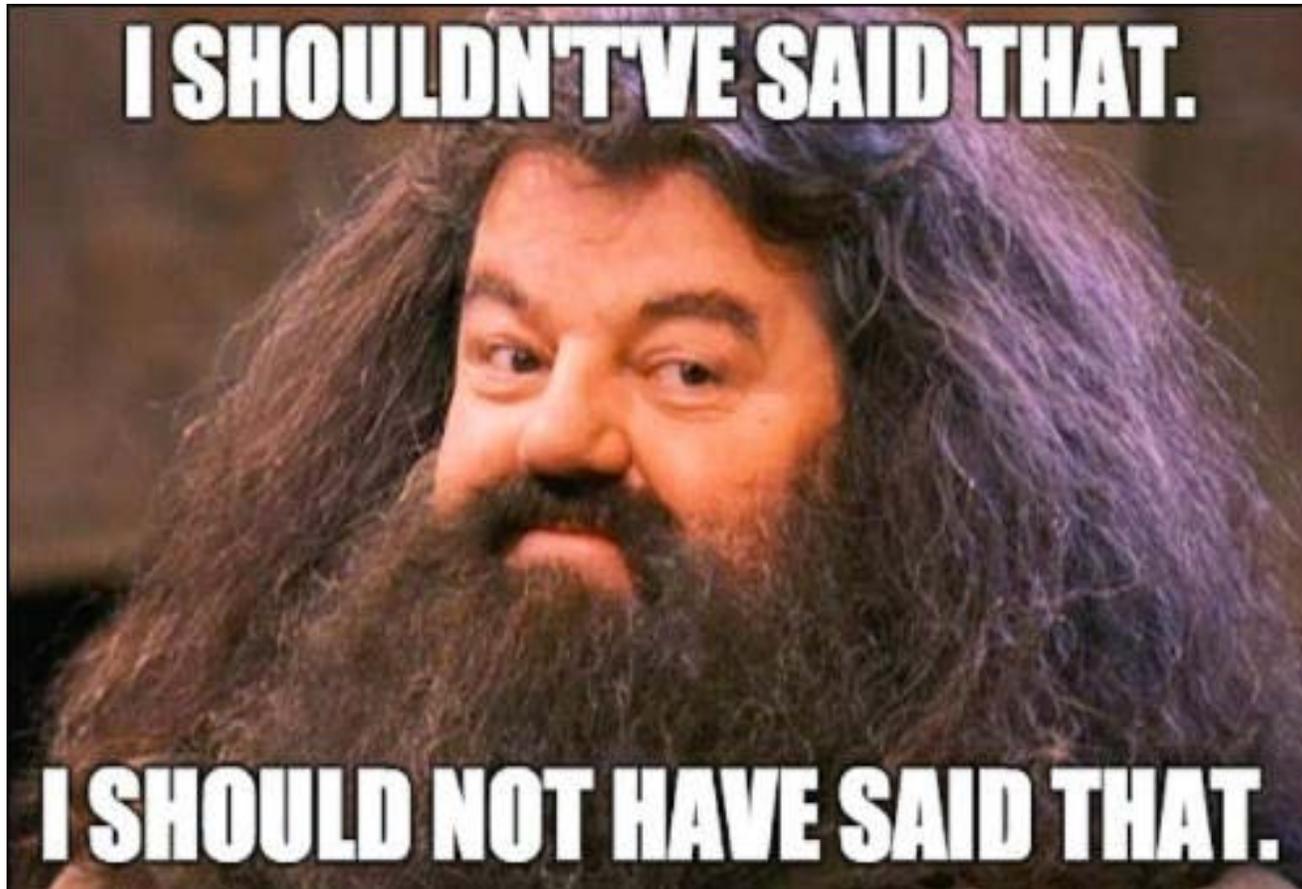
NationalSchoolForms.com

Fax Machine?



Carbon Form?

Suggestions for Decision Makers



- All Microphones are ON! Always, and Recording Too!
- All Video Cameras are ON! Always, and transmitting Too!
- Be Sure of Your Video Background
- If Its On the Internet, Its There Forever.
- Mute Your Phone, Radio, TV
- Stay on Mute Until You Need To Talk
- Read Comments Into the Record
- Be Patient with Commenters

"TELL ME & I'LL FORGET
SHOW ME, & I MAY NOT
REMEMBER. INVOLVE ME
& I'LL UNDERSTAND"

American
Indian
Proverb

Questions & Answers



Stay Connected & Stay Informed



@InstituteForLocalGovt

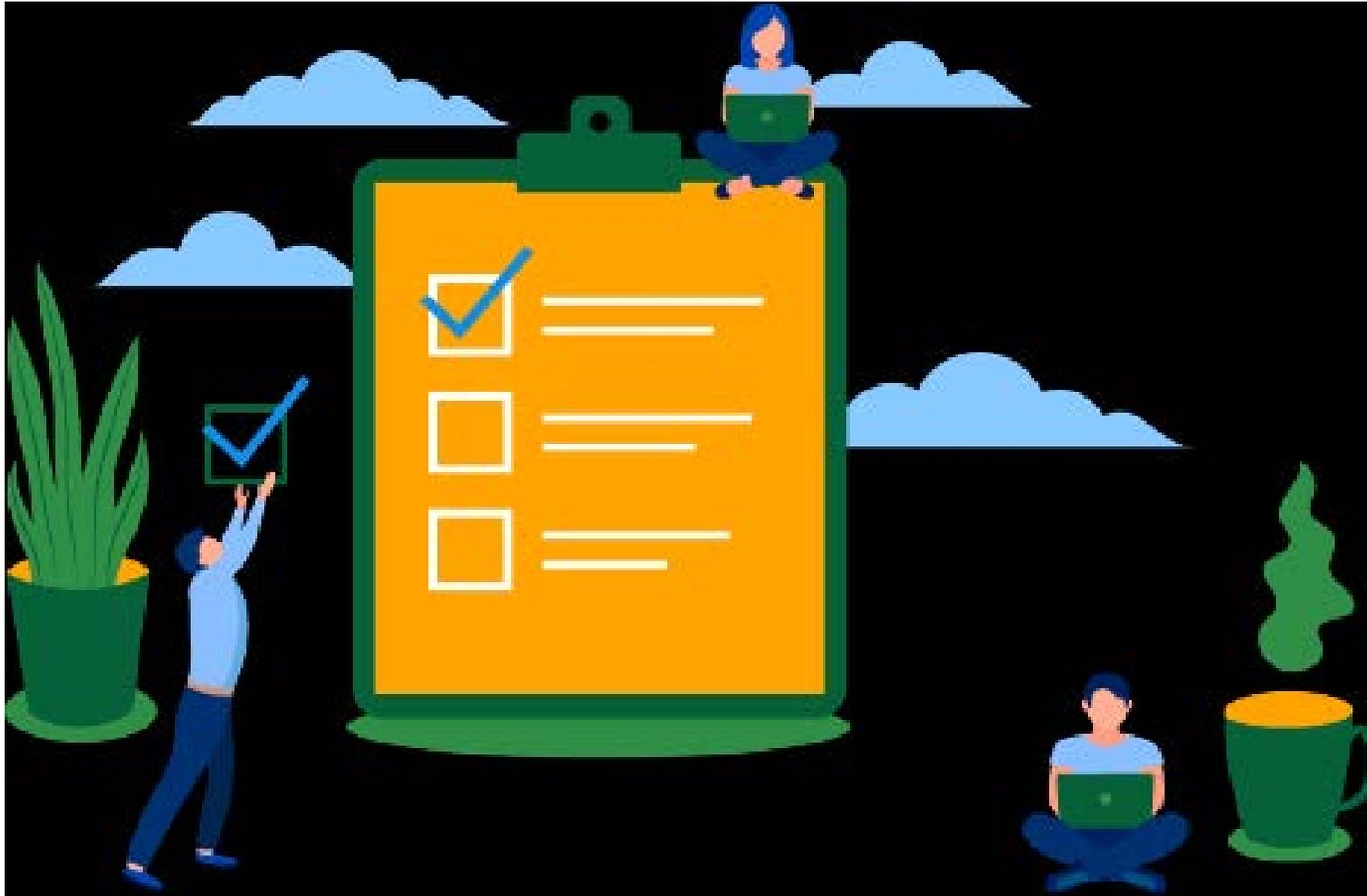


@instlocgov



Sign up for our e-Newsletter
www.ca-ilg.org/stayinformed

Tell Us What You Need Next – Audience Poll



Thank You!

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