

City of Santa Barbara LCP Update

Public Outreach Components

Innovative and Engaging Outreach Plan:

- Webpage URL: <https://www.santabarbaraca.gov/lcp>

Release of the November 2017 Public Review Draft Coastal LUP

The November 2017 Public Review Draft Coastal LUP was released for a 60-day public review period on November 11, 2017, concurrent with a public Open House. The document was made available on the LCP Update webpage and hard copies were available for review at the Santa Barbara Central Public Library and City Planning Division office. The document release and open house were advertised as a media release and in two display ads in The Santa Barbara Independent, via several email notifications, and on multiple posters displayed throughout the Coastal Zone.

Public Open House

A public Open House was held on Saturday November 11, 2017, from 11:00 a.m. to 3:00 p.m., at the Chase Palm Park Center. The Open House included stations staffed by City staff on topics such as background and history of the Coastal Act and the City's LCP, Draft Coastal LUP sections, creeks and environmentally sensitive habitat areas, shoreline hazards and SLR, jurisdictional mapping and parcel information, coastal development permitting, and other city efforts, such as the New Zoning Ordinance. The Open House was attended by approximately 50 people, including public officials, property owners, land use planners, and members of Commercial Fisherman of Santa Barbara.

November 11, 2017 Open House Preparation and Release of Public Review Draft Coastal LUP

- *Developed "Key Messages" for use on printed and other materials to stakeholders and interested parties*
- *Prepared "City News in Brief" for Open House, published on 10/23/17*
- *Sent email notice of Open House and Draft Coastal LUP release to adjacent jurisdictions staff on 10/25/17*
- *Presented Key Messages and public outreach plan to the LCP Update Joint Subcommittee and managers on 10/25/17*
- *Presented Key Messages and a review of the Draft Coastal LUP to two City Council members*
- *Presented a review of the Draft Coastal LUP and public outreach plan to Planning Division staff*
- *Coordinated, produced, and launched the Draft Coastal LUP webpage on 10/26/17*
- *Prepared a LCP Master List of email addresses for interested parties email releases*
- *Sent email notifications about Open House and release of Draft Coastal LUP to the LCP email notification list and LDT Bulletin on 10/27/17. Reminder message to LCP list sent 11/8/17*
- *Prepared a mail list for property owners affected by new shoreline hazard, creek, and/or other policies in the Draft Coastal LUP*
- *Sent postcards to affected property owners on 11/06/17*
- *Prepared postcard/handout to publicize release of Draft Coastal LUP and Open House*
- *Prepared and posted Open House flyers in various Coastal Zone locations in early November*
- *Prepared and submitted two display ads published in the Santa Barbara Independent on 10/26/17 and 11/9/17*

- Prepared media release, submitted to multiple media outlets on 10/27/17
- Prepared eight station boards for the Open House
- Translated and posted relevant materials into Spanish and ensured Spanish translator was available at Open House
- Prepared and posted flyers in various Coastal Zone locations regarding the Public Review Draft Coastal LUP in December/January
- Sent mailed notices regarding release of the Draft Coastal LUP to state and federal agencies list provided by Ventura CCC staff on 01/10/18

Community Presentations

City staff made informational presentations on the November 2017 Public Review Draft Coastal LUP to the Parks & Recreation Commission, Harbor Commission, and Creeks Advisory Committee in November 2017, shortly after the public Open House was held. The presentations focused on items of interest to each Commission/Committee.

The informational presentations were followed by seven stakeholder meetings on the November 2017 Public Review Draft Coastal LUP to local environmental groups, permit planners, architects, and Santa Barbara City College staff. The individual stakeholder meetings were very well received.

Stakeholders and Commissions Reviews

- Prepared staff reports and presented the Draft Coastal LUP to Parks & Recreation Commission, Harbor Commission, and Creeks Advisory Committee
- Sent email notification about Commission and Committee meetings to the LCP email notification list
- Sent email invite to stakeholders for a staff presentation on the Draft Coastal LUP on 11/6/17
- Scheduled and presented the Draft Coastal LUP at seven stakeholders meetings

Stakeholder Meetings Schedule

▪ Date	▪ Time	▪ Location	▪ Group/Persons
▪ November 10, 2017	▪ 9:30 – 11:00 a.m.	▪ 2 nd Floor Conference Room	▪ Brian Trautwein – EDC ▪ Dan McCarter and Rick Frickman – Urban Creeks Council
▪ November 28, 2017	▪ 9:00 – 10:30 a.m.	▪ DGPMR	▪ American Institute of Architects (AIA)
▪ December 4, 2017	▪ 12:30 – 1:30 p.m.	▪ Hill-Carrillo Adobe, 11 E. Carrillo Street	▪ Citizen's Planning Association
▪ December 8, 2017	▪ 11:00 a.m. – 12:00 p.m.	▪ DGPMR	▪ Permit Planners/SEPPs
▪ January 4, 2018	▪ 10:00 – 11:00 a.m.	▪ 2 nd Floor Conference Room	▪ Audubon Conservation Committee

▪ <i>Date</i>	▪ <i>Time</i>	▪ <i>Location</i>	▪ <i>Group/Persons</i>
▪ <i>January 8, 2018</i>	▪ <i>3:00 – 4:00 p.m.</i>	▪ <i>2nd Floor Conference Room</i>	▪ <i>Santa Barbara City College: Lyndsay Maas, Luz Reyes-Martin, David Stone, Robert Morales</i>
▪ <i>January 11, 2018</i>	▪ <i>11:00 a.m. – 12:00 p.m.</i>	▪ <i>DGPMR</i>	▪ <i>Mesa Architects</i>