

**MINUTES OF THE REGULAR STUDY SESSION
OF THE CITY OF SAN CLEMENTE
PLANNING COMMISSION
May 8, 2013 @ 6:00 p.m.
City Council Chambers
100 Avenida Presidio
San Clemente, CA 92672**

CALL TO ORDER

Chair Avera called the Regular Study Session of the Planning Commission of the City of San Clemente to order at 6:02 p.m. in City Council Chambers, located at 100 Avenida Presidio, San Clemente, CA 92672.

ROLL CALL

Commissioners Present: Nesa Anderson, Barton Crandell, Michael Kaupp, and Jim Ruehlin; Vice Chair Julia Darden and Chair Lew Avera

Commissioners Absent: Chair pro tem Donald Brown

Staff Present: Jim Pechous, City Planner
Eileen White, Recording Secretary

AGENDA

A. Citizen Outreach and Survey Methods (Pechous)

A presentation by Maryann Mooney of Granicus, a company specializing in citizen collaboration and outreach.

Jim Pechous, City Planner, introduced Maryann Mooney of Granicus, to share services they provide to cities designed to improve public outreach and community involvement. He indicated that the Governance section in the draft Centennial General Plan includes policies and implementation measures for improved public outreach and participation.

Maryann Mooney, Granicus, displayed a sample website entitled, "Speak up Austin," to illustrate how social media tools can be used to survey, solicit and provide outreach to the community. This method of reaching out to the community provides transparency, efficiency and increased ways to collaborate and get more feedback from a broader base. It would not replace any of the City's current practices and is very little extra work for staff. It has built in features to try and limit one voice per user, slowly

collects data from each household to encourage participation, and can be customized in a variety of ways.

Maryann Mooney also shared that to continuously improve the quality of life for citizens, it is realized that how to communicate with the community needs to have significant updates. The CivicIdeas tool from Granicus creates a productive two-way community engagement, where it can be initiated by the city or the citizen, and have uniformity across all departments. This goes beyond just the traditional public participation channels like in-person meetings, email and phone. It allows a way to solicit feedback from the entire community – Not just those who can attend in-person meetings. This tool gives the opportunity to empower the citizens with an easier way to voice their opinions and ideas through the web.

Maryann Mooney said that this is a great tool to inform the community about upcoming Projects by posting educational material (Videos, Documents, Maps, etc.) for citizens to access directly online; then allow them to give timely feedback on these projects through Forums, Discussions and Surveys. Citizens can also quickly submit and vote on ideas to help the city improve services or public policy.

Maryann Mooney gave an example of how successful this can be by telling us that Austin has engaged over 1,800 citizens online, generated 424 ideas, put 50 ideas into action and fully implemented 18 of them. Also, by fully integrating their online forum with traditional civic engagement channels, they have been able to attract over 10,000 citizens to participate in city planning efforts.

Benefits of this tool include increasing public involvement and the public's satisfaction that their voices are being heard. She indicated how an administrator is able to access the site and advised that information collected is securely stored. She also told us that we can run analytics and export results, and can also view the feedback from the Granicus iPad app, iLegislate. Overall, this platform serves as a critical link between active citizens and city government.

Report received and filed.

COMMISSION COMMENT: None

RECESS - Recess until 7:00 p.m.

Respectfully submitted,

Lew Avera, Chair

Attest:

Jim Pechous, City Planner