

## ATTACHMENT "A"

## PARKING LOT NO. 3: DOWNTOWN SAN FERNANDO

### Draft Community Outreach Plan



Prepared by: Azure Development on January 26, 2021

## THE IMPORTANCE OF COMMUNITY OUTREACH

**Respectful and quality Community outreach** is the cornerstone of every Azure Development project. Azure takes a non-traditional approach to outreach opting for **direct contact** versus the customary townhall model. In our experience, only a small segment of the Community participates in the townhall meetings. We believe that it is important to engage those active members of the Community and also the families and residents that are less aware of City-related activities but care deeply about the growth of their City.

The following **Community Outreach Plan** has been customized specifically for **Parking No. 3: Downtown San Fernando** and the proposed mixed-use project. Our approach is based on years of experience successfully implementing development throughout the Southwest in Communities like the City of San Fernando.

This Plan, though, is a framework created during the current pandemic and is subject to change as conditions improve. We have adjusted our Plan for the limitations imposed on Los Angeles County and in order **to keep the public safe and healthy** while still engaging residents through all components of the project development.

Azure Development does not engage a third-party public relations firm to lead its Community engagement. We believe it is imperative that **we hear directly from residents** about what they want for their project. Azure employees lead Community outreach and are accountable for its successful implementation. We take the approach that the Community should decide what they would like to see on every site we develop. We base our projects on what is needed in the Community, is financially feasible and is achievable. We engage the Community from the start of a project, through construction, tenant selection, local hiring and post opening. We know we are guests of the City and hope to gain the trust and respect of residents, stakeholders and local businesses through our actions.



## ATTACHMENT "A"

## GOALS AND OBJECTIVES

In addition to introducing the proposed project and the development team to the Community, this Community Plan will specifically **gather input on the following questions and issues:**

1. Naming and logo for the Project,
2. Architecture and design for the Project,
3. Feedback on the proposed land-use components,
4. What is the ideal retail tenant make-up,
5. What are current shopping patterns in Downtown San Fernando,
6. Ideal design features to include in the housing units,
7. Ideal sale price and affordability pricing,
8. Feedback on selection of homeowners by City,
9. Feedback on community amenities,
10. Feedback on green space and public spaces,
11. Use of public parking lot,
12. Understanding of current transportation patterns and modes of transportation,
13. Local hiring approach, and
14. Small Business inclusion and opportunities.



Beginning on March 1, 2021, Azure implement this Community Outreach Plan that will inform the site plan creation and development of the mixed-use project.



## COMMUNITY PLAN COMPONENTS

This Community Plan is **divided into the following seven (7) components** intended to reach every sector of the City of San Fernando from **March to June 2021:**

1. STAKEHOLDER MEETINGS
2. PHONE OUTREACH
3. TOWN HALL MEETINGS ON ZOOM
4. DIGITAL ENGAGEMENT
5. PROJECT HOTLINE
6. SMALL AND LOCAL BUSINESS ENGAGEMENT
7. DOOR TO DOOR OUTREACH



## ATTACHMENT "A"

## COMMUNITY PLAN COMPONENTS: STAKEHOLDER MEETINGS

STAKEHOLDER MEETINGS are an important tool used to engage various members of the Community. A STAKEHOLDER can be a Neighborhood Watch Block Captain, a Women's Club, a local Native Tribe, or a member of a City Commission.

All meetings will be conducted virtually or in small social-distanced outdoor settings. All meetings will include the same materials to ensure that we obtain conclusive results from the various groups.

**STAKEHOLDER MEETINGS will be conducted from March through June 2021.**



## COMMUNITY PLAN COMPONENTS: PHONE OUTREACH

PHONE BANKING OR OUTREACH is currently the most effective tool to reach residents during the pandemic. The PHONE OUTREACH will follow the same format used during the stakeholder meetings and digital survey process to make sure data is statistically comparable.

Azure employees participate in the PHONE OUTREACH to hear directly from residents and to better understand the needs of the Community.

PHONE OUTREACH will be conducted from **March through April 2021** and will be conducted in English and Spanish.



## ATTACHMENT "A"

## COMMUNITY PLAN COMPONENTS: TOWN HALL MEETINGS

**TOWN HALL MEETINGS**, albeit currently through a virtual setting, are a traditional Community outreach strategy. Our Community Outreach Plan includes two (2) Zoom Town Hall Meetings for the Community.

The TOWN HALL MEETINGS are an opportunity for residents to meet the development and design team. All meetings will be conducted in **English and Spanish**, as needed, and coordinated with the City team. The TOWN HALL MEETINGS will be focused on engaging with local residents on design components of the project. In addition, we will be seeking feedback on the sale price of the homes and the types of tenants the Community wants to see in Downtown San Fernando.

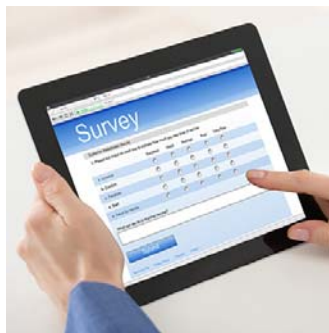
The TOWN HALL MEETINGS will be conducted in **April 2021** and will include one option on a **week-night and one option on a week-end**. In our current experience, we believe it may be challenging to attract attendance in this virtual setting. We have seen Communities experience fatigue with virtual meetings but we will offer this forum for those that wish to participate.



## COMMUNITY PLAN COMPONENTS: DIGITAL ENGAGEMENT

**DIGITAL ENGAGEMENT** is an integral tool to any successful Community Outreach Plan, especially during the current pandemic.

Azure uses digital engagement to keep residents updated and answer questions throughout the development of the project. The following tools will be employed through digital engagement:



1. **SOCIAL MEDIA:** Azure will create a SOCIAL MEDIA footprint for the project on Facebook and Instagram. An Azure employee will monitor engagement on social media and reply to any questions or concerns.
2. **WEBSITE:** Azure will make available project information on our existing website. Our website is updated on a regular basis as the development project evolves.
3. **DIGITAL SURVEY:** Although Azure takes a direct approach to obtain feedback from residents, we do not always get to all residents at home or through Stakeholders meetings. We have discovered that younger residents are receptive to completing a survey on-line. We often have found that when we asked residents to complete a survey and offer a gift card drawing, we collect hundreds of responses. The goal is to collect survey responses to supplement the data we gather from meetings and town halls. This digital outreach also helps capture a diverse segment of the Community that will not respond through other channels.





## ATTACHMENT "A"

## COMMUNITY PLAN COMPONENTS: PROJECT HOTLINE

The creation of a **PROJECT HOTLINE** is another method to provide ongoing information to the Community **all day, every day**.

Beginning **March 1, 2021**, Azure will create a PROJECT HOTLINE OR PHONE NUMBER that can be accessed for questions, concerns or to get updates on the project. The information will be provided in English and Spanish.

We believe it is important to provide **multiple sources of information** as some members of the Community may not have ready access to wifi technology and may prefer to call on the phone.



## COMMUNITY PLAN COMPONENTS: SMALL BUSINESS ENGAGEMENT

**SMALL AND LOCAL BUSINESS ENGAGEMENT** includes outreach to area businesses and their active participation in all parts of the development process. Specifically, the strategies include:

1. **DIRECT TENANT OUTREACH:** Meetings will be held with existing local businesses in Downtown San Fernando. The goal of the meetings is to obtain input about the project, understand what works in the area and how the project can help address any existing issues in the Downtown. These meetings will include the Downtown Mall Association.
2. **THE CITY OF SAN FERNANDO CHAMBER OF COMMERCE:** The business community is a source of knowledge about what factors impact successful development. We will join and engage with the local business community to involve them in all components of the project development.
3. **PROPERTY OWNER OUTREACH:** A property owner can sometimes be a separate entity than a local tenant and can have a dramatically different perspective. We will engage property owners directly through meetings, direct mail and digital surveys to understand their perspective on local development.
4. **LOCAL REALTOR COMMUNITY:** The proposed project includes a for-sale housing component. We will meet with local realtors and brokers to understand the market, the needs of the Community and obtain their suggestions for the development. We believe local realtors can be active allies in helping prepare local residents for homeownership.
5. **LOCAL MORTGAGE BROKER COMMUNITY AND BANKS:** Like realtors and brokers, we will meet with local banks and mortgage lenders to understand the market, the needs of the Community and obtain their suggestions for the development. We believe lenders can also be active allies in helping prepare local residents for homeownership.



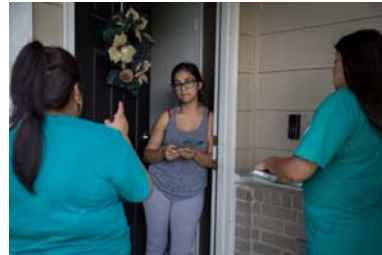
## ATTACHMENT "A"

## COMMUNITY PLAN COMPONENTS: DOOR TO DOOR OUTREACH

Azure has successfully implemented its Community Outreach Plans through direct contact in a **DOOR TO DOOR OUTREACH**. Our experience is that working families have limited availability to attend meetings but want to express their concerns and feedback for projects in development. By going DOOR TO DOOR we are able to meet those needs to achieve a successful development project.

Los Angeles County has issued a **new policy and protocol for keeping employees and residents safe** when conducting DOOR TO DOOR OUTREACH. We will be employing those tools that include:

- Staying six (6) feet away from the individual at the door
- Wearing a face covering at all times
- Remaining outside the home at all times
- No shaking of hands
- All employees must carry hand sanitizer and use it often



DOOR TO DOOR OUTREACH will begin **when conditions are deemed safe by LA County, currently projected for May to June 2021**. Azure employees participate in the outreach to hear directly from residents and to better understand the needs of the Community. All homes in the City of San Fernando will be contacted in person, twice, to obtain as much feedback as is possible.



## ABOUT THE DEVELOPER: AZURE COMMUNITY DEVELOPMENT

**ABOUT AZURE**

Azure Community Development is a 501(c)(3) non-profit organization focused on creating exceptional projects throughout the Southwest. Azure, founded in 2016, is positioned for continued growth with over \$200 million in current projects.

Azure is focused on creating **housing development using** financial assistance from state, local and federal housing programs that benefit the future owners and renters of our projects.

Azure was created to develop **transformational projects** in collaboration with and in harmony with the **Communities they serve**. Each development gives back to the Community with local hiring, architectural excellence, affordability or a carefully selected tenant mix.

Azure empowers its employees to create **innovative buildings** in a team-based environment. All projects feature an attention to detail, design and respect for area residents. Our core values of integrity, creativity and self-responsibility drives our mission and each task that we commit to.

The firm is a **certified Small Business, Minority Business and processing a Women Owned Business certification**. [www.azuredevelopmentco.com](http://www.azuredevelopmentco.com)

