

## Memorandum

DATE	March 11, 2021		
TO	Ross Valley Sanitary District Board of Directors	FROM	Bryant Sparkman, Century   Urban Lynette Dias, Urban Planning Partners Ross Guehring, Town Hall Public Affairs

### **RE: Potential Larkspur Landing Property Disposition -- Communications & Engagement Strategy**

This memorandum outlines an example and illustrative public communications and engagement strategy for the potential disposition of the Ross Valley Sanitary District's ("RVSD") 2000 Larkspur Landing property ("the Property") prepared by the Century | Urban project team including Urban Planning Partners Inc. ("UPP") and Town Hall Public Affairs ("THPA").

### **OUTCOMES**

This communications and engagement strategy will be successful if RVSD achieves the following outcomes:

- Rate payers, community, interested agencies, and City decision makers (collectively stakeholders) are kept informed about:
  - EPA release of land use restrictions
  - Potential decision to declare the site as surplus property
  - Adherence and conformity to the Surplus Land Act ("SLA")
  - Property Disposition:
    - RFQ/RFP
    - Agreement to lease and/or sell to third party project sponsor
    - Timing of updated land use entitlements (if any)
- Rate payers provide input related to preference for either (i) on-going RVSD revenue to stabilize rates versus (ii) a one-time revenue source.

- Stakeholders have opportunities to provide input related to the existing entitlement and/or potential future uses at the site, including preservation of area previously dedicated as open space and a development plan that will not include RVSD headquarter facilities.
- Broad stakeholder support for future development.
- RVSD direction and decisions are informed and responsive to input received.

## **COMMUNICATIONS AND ENGAGEMENT STRATEGY**

The following describes an illustrative RVSD communications and engagement strategy for the Property. Team responsibilities and timing are discussed in further detail in Table 1, Recommended Schedule.

### **1. COMMUNICATIONS MATERIALS**

The project team will prepare communications materials in advance of the EPA's decision to certify the project site for unrestricted land uses (anticipated in March or April 2021). Materials will include a media press release, an article in the Marin Independent Journal ("Marin IJ"), updated FAQ's and a project fact sheet based on information presented at prior RVSD Board meetings and the EPA decision. UPP will also relaunch the Larkspur Landing project webpage on the RVSD website.

In coordination with these efforts, UPP will identify best practices to distribute communications materials and develop a community stakeholder contact list. Stakeholders will be collected through the GM Bulletin distribution list and other media such as NextDoor and city communications. The final deliverables, listed below, will be released to stakeholders as part of a GM Bulletin announcing the EPA decision.

#### *Deliverables*

- Contact List and Distribution Strategy
- Press Release and article prepared collaboratively with the Marin IJ
- Larkspur Landing project website (publicized in the GM Bulletin)
- Updated FAQ's (publicized in the GM Bulletin)
- Updated project fact sheet (publicized in the GM Bulletin)

### **2. COMMUNITY SURVEY**

The project team will prepare and distribute an electronic survey to be included in the media outreach and the GM Bulletin. The survey will collect community feedback related to the existing entitlements, potential land uses and revenue creation and diversification strategies at the Property. UPP will review and interpret the survey findings to inform stakeholders and Board members during Community Forum #1 and potential RVSD Board study sessions in the future.

*Deliverables*

- Finalized digital survey and survey link (publicized in the local media and the GM Bulletin)

### **3. COMMUNITY FORUM(S) THROUGH DISPOSITION PROCESS**

The project team proposes a series of community forums and/or Board study sessions to inform community stakeholders of the project's status and to provide opportunity for input for the potential classification of the property as surplus land and disposition of the Property in addition to obtaining further input and direction from the Board.

*Community Forum/Board Study Session #1*

- **Timing:** Following receipt of community survey results; and prior to any RVSD Board decision to deem the property as surplus land.
- **Noticing:** Publicized in local media and the GM Bulletin
- **Format:** Zoom webinar or virtual meeting
- **Content:** Presentation on EPA release, disposition process, anticipated project timeline, and summary of community survey findings. Opportunity for focused questions or Q&A with forum attendees
- **Outcome:** Stakeholders are notified of the EPA release, understand the disposition process, and have further opportunity to provide input on potential uses and transaction strategies

*Community Forum/Board Study Session #2*

- **Timing:** Following Board approval to classify the property as surplus land and commencement of commencement of a disposition process (and adherence the SLA)
- **Noticing:** Email to interested parties from project webpage contact form; publicized in local media and future GM Bulletin
- **Format:** Zoom webinar or meeting
- **Content:** Review of potential disposition process
- **Outcome:** Stakeholders are notified on the outcomes of the disposition process and have opportunity to provide input

### **RECOMMENDED SCHEDULE**

See Table 1, attached, for a matrix of recommended timing and responsibilities recommended by the project team. Highlighted rows indicate coinciding tasks and key deadlines as follows:

- Yellow: GM Bulletin for EPA Release Notice
- Blue: Community Forum/Board Study Session

**TABLE 1, PRELIMINARY DRAFT RECOMMENDED SCHEDULE**

				2021					
 GM Bulletin: EPA Release Notice  Community Forum/Board Study Session	Task		Description	Q2		Q3		Q4	
	Length	Responsible							
<b>1. Communication Materials</b>									
	2 wk	TH	Press Release						
	1 wk	RVSD							
	1 wk	TH							
	2 wk	UPP	FAQs (Update #1) - based on informational board presentations and EPA clearance						
	1 wk	RVSD							
	1 wk	UPP							
	2 wk	TH	Project Fact Sheet - based on informational board presentations and EPA clearance						
	1 wk	RVSD							
	1 wk	TH							
	2 wk	UPP	Project Page Update - relaunch with new information and EPA clearance announcement - provide option to sign up for email updates - establish distribution strategy and listserv/stakeholder contact list						
	1 wk	RVSD							
	1 wk	UPP							
	2 wk	UPP	FAQs (Update #2) Following survey analysis and informational community meeting						
	1 wk	RVSD							
	1 wk	UPP							
<b>2. Community Survey</b>									
	1 wk	UPP	Community Survey - Provide notification that EPA clearance has been provided, District is moving forward with SLA - Request feedback on future uses/transactional options for site						
	1 wk	RVSD							
	1 wk	UPP							
	2 wk	UPP	Public Response Period - will send out reminder one week in and one day before closing						
	2 wk	UPP	Analyze Responses						
<b>3. Community Forums</b>									
	1 wk	UPP	Schedule Community Forum/Board Study Session #1						
	1 wk	UPP/TH	Noticing						
	1 wk	RVSD							
	4 wk	UPP	Develop Materials Presentation on EPA release, SLA process, anticipated project timeline, and summary of community survey findings. Opportunity for focused questions or Q&A with forum attendees						
	2 wk	RVSD							
	1 wk	UPP							
	0 wk	UPP	Community Forum/Board Study Session #1						
	1 wk	UPP	Schedule Community Forum/Board Study Session #2						
	1 wk	UPP/TH	Noticing						
	1 wk	RVSD							
	4 wk	UPP	Develop Materials Review of responses to NOA from affordable housing developers						
	2 wk	RVSD							
	1 wk	UPP							
	0 wk	UPP	Community Forum/Board Study Session #2						