

Santa Clara County Fairgrounds Development



Proposed
Community Outreach Plan
October 22, 2008

Initial Community Outreach



- Community Open House Meetings-
August 13 and 21, 2008
- Board of Supervisors Workshop-
August 26, 2008
- County/City Council Annual Joint Meeting
September 15, 2008
- Evening Board of Supervisors Workshop-
October 22, 2008

Goals for Additional Outreach



- ◆ Provide the Board of Supervisors meaningful information regarding community desires related to the development of the Fairgrounds-- particularly the “public uses” component of the Fairgrounds.
- ◆ Broaden the discussion to include as many stakeholders as possible.

Goals for Additional Outreach (continued)



- ◆ Discuss with the community the current community uses of this asset.
- ◆ Discuss with the community the economic trade-offs related to the development of this asset.
- ◆ Collect input the Board can use in adoption of a vision for the Fairgrounds.



Community Outreach Tools

- Project Database for use by staff-
Continuously updated
- Public Notices and PSA's in Mercury News, community newspapers and ethnic media
- Specific mailings to neighbors (11,000 resident and business addresses)



Community Outreach Tools

- Project Website- Regularly updated
- Project Materials in English, Spanish and Vietnamese
- Project Phone Contact line



Outreach Meetings

- ◆ Small Group Forums--Hosted by the County
- ◆ Small Group Forums--Hosted by Interested Groups (Existing neighborhood groups, Chambers of Commerce, HOA's, User Groups, School District, etc.)
- ◆ One on one meetings with stakeholders
- ◆ Community-wide meeting to summarize information regarding current public use gathered as a result of outreach process



Process and Schedule

- Additional Community Outreach-Oct 08-March 09
- Board Fairgrounds public use vision adopted-March 09
- Board considers Draft Land Use Plan for filing with the City-Spring 09
- Board considers Filing Dev.Application(s) with City-Mid-09



Process and Schedule

- City Process with the Community-Mid-09
- Board Discussion of Final Land Use Plan-Fall 09