



Midpeninsula Regional
Open Space District

R-12-63
Meeting 12-21
June 27, 2012

AGENDA ITEM 10A

AGENDA ITEM

Informational Report on the Vision Plan Project

GENERAL MANAGER'S RECOMMENDATION

Accept an informational report on the Vision Plan Project (Project), including an explanation of the consultant role of Project Coordinator.

SUMMARY

Midpeninsula Regional Open Space District (District), like many other agencies, is experiencing staffing and funding constraints that limit its ability to further its mission. With this in mind, and recognizing the ongoing need for open space preservation, importance of protecting habitat and watershed integrity, and growing demand for recreational access, the District desires to develop a Vision Plan that is consistent with the District's mission, utilizes scientific data and technical analysis, and reflects the priorities and values of the public. This Vision Plan will serve as a tool to (1) guide future acquisition and land management decisions to achieve the greatest benefit given limited resources, (2) leverage support for new funding sources, including a possible future funding measure, and (3) engage the public in the District's work to a greater extent.

DISCUSSION

On April 25, 2012, as part of a Board Study Session to review background material on the Strategic Plan and Vision Plan in preparation for a subsequent Board retreat, District staff presented the outline for the Vision Planning Process and the "State of Readiness" needed to pursue this effort. Since this meeting, staff has further refined the vision planning process and the roles of the consultant team that will be supporting the District on this important project.

To ensure the greatest success for the Vision Plan Project, while recognizing the limitations on staff capacity and the need to continue ongoing and competing, high priority, and time consuming projects, staff will seek Board approval to first hire ~~an~~ outside consultants to act as Project Coordinators (PCs). Originally, one PC was envisioned for the Project who would have a very broad range of expertise to handle both the technical and outreach elements of the Project. Given the results of the recent PC hiring process, two PCs are now recommended that draw on two difference disciplines, one to lead the technical team (Technical Coordinator), and the other to lead the outreach team (Outreach Coordinator). The Each PC would work directly with the

District Project Management Team (PMT), which will be led by Planning Manager Ana Ruiz and comprised of Public Affairs Manager Rudy Jurgensen, Natural Resources Manager Kirk Lenington, and Senior Planner Sandy Sommer, to assist with much of the day-to-day project management, scheduling, and coordination.

As soon as ~~each~~ PC is hired, the PMT would working closely with the PCs on their respective first set of tasks to: (1) refine the project scope of work, (2) define the team of technical experts needed to support the Project, and (3) discuss the needs and expectations of the Communications, Public Engagement, and Outreach Plan (CPEO) that will guide the outreach efforts. The PMT and PCs would then bring the refined scope of work, list of technical experts needed, and the CPEO the the full Board for review and acceptance. ~~The-Each~~ PC would then follow District procedures and public contracting requirements to hire a team of technical experts to assist with various Project components, including GIS data analysis and public outreach. Although the District would contract directly with the individual technical experts, ~~the-one~~ PC would act as lead for the technical expert team on behalf of the District while the other PC would act as lead for the public participation and outreach team. Under the direction of the PMT, ~~the-each~~ PC will handle all communication, coordination, delegation of work assignments, and tracking of deliverables of their respective technical-consultant teams.

The District would also consult with the Outreach PCoordinator to determine how best to convene and involve a diverse stakeholder and community group to provide feedback throughout the vision planning process. Originally, District staff was exploring the possibility of a Community Advisory Committee. However, after more discussion, District staff now believe that a less formal, but equally effective and engaging community group would be a better match for the District and the Project. Staff would work with the Outreach PCoordinator to develop clear guidelines, expectations for involvement, ground rules, defined set of tasks, and a timeline for this community engagement group. Staff and the Outreach PCoordinator would also develop a list of recommended community group participants for the Board to consider and approve.

Once the community group is formed, the Project is expected to proceed at a rapid pace, with an anticipated completion date of December 2013 (refer to Agenda Item 10B, Attachment 1 for details on estimated schedule). Throughout the planning process, the District would hold periodic meetings with the community group, pursue traditional and new public outreach and engagement tools to inform the larger public and solicit their feedback, and hold numerous Board meetings, workshops and public hearings at major milestones to obtain additional public feedback and Board direction on the Project (refer to Agenda Item 10B, Attachment 1 for details on the scope of work). Also, throughout the process, the PMT will be providing the Board with Project status updates at Board meetings.

FISCAL IMPACT

The Planning Department budget for FY2012-13 includes \$300,000 to cover the cost for the Vision Plan Project.

BOARD COMMITTEE REVIEW

There is no Committee business to report.

PUBLIC NOTICE

Notice was provided pursuant to the Brown Act. No additional notice is necessary.

CEQA COMPLIANCE

Acceptance of an informational report does not constitute approval of a project under the California Environmental Quality Act (CEQA), and is therefore not subject to CEQA review.

NEXT STEPS

Please refer to Item 10B for a discussion on next steps.

Responsible Department Manager:
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Same as above

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