

INITIAL DRAFT OUTREACH PLANNING AND INFORMATION FOR REVIEW

Below are initial drafts of a number of the elements of the proposed outreach program: press releases, web content, sign-up forms, enews and flash vote content, etc. The goal is to obtain comments and input before finalizing and implementing the program.

Strategic Program Outline

Step 1. COORDINATION, REVIEW INTERVIEWS AND PLANNING. Includes reviews of background documents	COMPLETE.
Step 2. BOARD WORKSHOP #1 Evaluate the District and Identify Strategic Issue Areas. Initial review of District, future challenges, vision and priorities.	COMPLETE.
Step 2A. BOARD WORKSHOP #2. Complete the Board Policy Direction. Review and Edit as Desired the Board-Level Policy Direction in the Goals, Objectives. Evaluate and Consider Mission, Vision and Values.	Early May
Step 3. PUBLIC OUTREACH	
3.1: Develop Outreach Plan	COMPLETE:
3.2: Develop Stakeholder Contact List. This will be developed by asking stakeholders, staff and the Board. Staff will provide Agenda distribution list. RCC obtain voter roll for email addresses (+/- 40,000 property roll addresses).	COMPLETE:
3.5: Enewsletter. Include place to sign up on website. Announce availability of info. On web, Flash Voting, etc.	May
3.6: Webpage with update information on Existing Website. Update existing page on Strategic planning and include place to sign up for more information.	May
3.7: Press Releases. Announce availability of enews, web info and Flash Voting.	May
3.8: County Wide Flash Voting. A couple of times during the process. It would be announced via District web, enews, press releases (possible digital press ads)	May + June/July
3.9: Public workshops Near Oyster Point and Pillar Point. Provide an opportunity early in the process to provide input, and then potentially again before the process is finalized. Likely to include presentations, as well as group discussions and exercises, along with opportunities to ask open questions and provide input. QUESTION: where?	May / June
3.10: Signs at harbors to announce Flash Vote and Workshops: QUESTION: how many?	May and June
3.11: Facebook page campaign. Reach out county wide, to bring people to the District's webpage and participate in FlashVote, sign up for enews or come to a community forum.	Portion of May -Sept.
Step 3A. New Scope: Review results of public outreach and input with Board. Gather, summarize and present results. Incorporate Board feedback into plan.	June or July
Step 5. PREPARE DRAFT REPORT and Review with Staff	
The consultant will gather the information from the workshop(s) and develop a draft strategic plan incorporating all its elements: mission, vision, goals, objectives. This will be provided to staff for review, comment and edits. The policy-level portion of a strategic plan includes the mission, vision, goals and objectives. How it is implemented is a staff responsibility and can be managed outside of the strategic planning process.	July / August
3.10: Public Involvement Period. This would involve incorporating a formal public involvement period of the draft strategic plan before the Board deliberates and comments on	August / September

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the document. The plan would be available online and emailed to interested parties for review and comment.	
Step 4 STAFF IMPLEMENTATION PLANNING and REALITY CHECK.	NA
Work with Staff to develop a summary implementation plan during the Strategic Planning process to reality-check the goals and objectives.	July / September
Step 6. Develop MONITORING AND OVERSIGHT PLAN, Prepare Plan for PRESENTATION TO THE BOARD, make any Final Edits and FINALIZE	October
Final Board Review	October

Sample Press Release

For Immediate Release

April X, 2018

IMAGE AVAILABLE ON SECOND PAGE

DO YOU HAVE ONE MINUTE TO MAKE YOUR COMMUNITY BETTER Public Invited to Provide Input on Future of Harbors in Your County

San Mateo County Harbor District, which owns and manages Pillar Point Harbor in Half Moon Bay and manages Oyster Point Harbor in South San Francisco, is seeking input from citizens of San Mateo County as it develops a long-term plan for the future of its harbors.”

The harbors provide many community amenities: opportunities for walking along the coast, harbor berths and boating services, fishing, eating at restaurants, ferry rides, kayak rentals, and more.

Do You Have One Minute to Help Make Your Harbors Better? “We are asking if people can take one minute to help make their harbors better,” said Steve McGrath, General Manager of the Harbor District. “We are inviting residents across the County to Join our new Flash Vote community. It’s free, fast and fun. And it takes less than 1 minute to sign up. -- Civic participation has never been easier.” The results from the community are shared within days. No personal information is required, only an email and your opinions about the Harbors.

It Is Easy to Sign Up.... Just visit the District’s website at www.smharbor.com. A link to sign up is on the home page.

Public Workshops. The District will also hold several public workshops for those interested in learning more about the District’s long-range plans and in providing input in person. To receive notices about the public workshops and other updates about the Harbor District, customers can sign up for email updates at www.smharbor.com.

McGrath added. “We really want to hear from the public to help us set long-term direction for the harbors to best serve our community.”

For more information:

Steve McGrath, General Manager
(650)583-4400
smcgrath@smharbor.com
504 Avenue Alhambra, 2nd Floor,
El Granada CA, 94018-- end --

Sample Press Release

For Immediate Release

April X, 2018

IMAGE AVAILABLE ON SECOND PAGE

COMMUNITY WORKSHOP ON MONTH, XX District Seeks Citizen Input on Long-Term Plan for Pillar Point and Oyster Point Harbors.

“We are inviting all residents of San Mateo County to public workshops to learn more and provide input on San Mateo Harbor District’s long-range plan,” said General Manager Steve McGrath.

District representatives will provide information about the draft plan, be available to answer questions, and solicit citizen views and discussion on a wide variety of important community issues, such as: How should we prioritize harbor improvements: boating docks, walkways, restaurants, or...? What improvements would you like to see in our services: dock improvements, new walkways, additional food and restaurant opportunities...? In what ways can the harbors enhance the economy, environment, and recreation in our county, and more?

Two identical public workshops will be held, one near Pillar Point Harbor in Half Moon Bay and another near Oyster Point Harbor in South San Francisco.

X PUBLIC WORKSHOP Month, day from 6:00 PM to 8:00 PM, at location (Number, Street, City, CA, Zip).

Y PUBLIC WORKSHOP Month, day from 6:00 PM to 8:00 PM, at location (Number, Street, City, CA, Zip).

“This long-term plan will guide our actions for many years,” McGrath added. “We really want to hear from the public to help us set long-term direction that best serves our community.”

Input from the workshop will be brought back to the Board of Commissioners as they work to complete the strategic plan. Please join us.

For more information:

Steve McGrath, General Manager
(650)583-4400
smcgrath@smharbor.com
504 Avenue Alhambra, 2nd Floor,
El Granada Ca, 94018

Sample of A Sign or An Ad For The Harbor (New 3.10)

This is merely an example, a custom sign will be made. One version for Flash Vote and One for Community Meeting



Flash Vote Information and Materials

MORE ON FLASH VOTE.

Flash vote is a low-cost online survey system. We would advertise through the District website, through a press release, Facebook ads, and enewsletter which would reach stakeholders as well as by emailing emails on the property tax rolls. The property roll has about 37,000 email addresses. The premise is “Do you have one minute to help make Harbors in Your County Better” or similar. It would provide surveys of up to five questions that can be completed in a minute or less. It would likely include an open-ended question. We would run about 3 to 4 surveys. For example:

- An initial survey saying essentially here is what we are planning do you agree or disagree and include an opportunity for open-ended responses.
- A second survey saying we heard you and here is our updated plan. Do you agree or disagree or have any other comments or ideas?
- A final survey saying here is our final plan – any additional comments that we can consider before we finalize it.

FLASH VOTE BATCH EMAIL INVITES

Send roughly 1,000 invitations in batches to test best messages. Send reminders and follow-up
Allows an opt-in to District enewsletter list.

FLASH VOTE INITIAL QUESTIONS BEFORE NEXT BOARD WORKSHOP (STILL IN DRAFT)

1. In the last 12 months, have you heard anything about Pillar Point Harbor in Half Moon Bay or Oyster Point Harbor in South San Francisco:
 - a. What have you heard, if anything about Pillar Point Harbor?
 - b. What have you heard, if anything about Oyster Point Harbor?
2. In the last 12 months have you visited Pillar Point Harbor in Half Moon Bay or Oyster Point Harbor in South San Francisco?
3. If you visited, what did you do? Select all that are correct. **NOTE: THESE LISTS WILL BE UPDATED TO REPRESENT ACTUAL ACTIVITIES.**

Pillar Point

- a. Fish from the pier
- b. Fish from a boat
- c. Buy fish
- d. Eat at a restaurant
- e. Go for a walk
- f. Rent a kayak
- g. Whale Watch
- h. Visit surf shop
- i. Picnic at the beach
- j. Use marine services: fuel, ice, docks, etc

Oyster Point

- k. Fish from the pier
- l. Take the ferry
- m. Go for a walk
- n. Rent a kayak
- o. Picnic at the beach
- p. Use marine services: fuel, ice, docks, etc.

4. Are there any changes you would suggest at the harbors in the coming years?
 - a. At Pillar Point _____

b. At Oyster Point _____

5. Do you have any other questions or comments about harbors in San Mateo County?

FLASH VOTE INITIAL QUESTIONS AFTER NEXT BOARD WORKSHOP

These questions will ask about key initiatives suggested by the Board and provide an opportunity for an open ended comment.

FLASHVOTE LINK FOR WEB

www.flashvote.com/SanMateo.County.Harbors

WEB WIDGET



The image shows a web widget for FlashVote. It consists of a red header with the text "Do you have one minute to help make your local harbors better?". Below the header is the FlashVote logo, which features a blue checkmark icon and the text "FlashVote" in blue and red. Underneath the logo is a blue banner with the text "Flash Vote allows you to 'vote' on a topic in seconds from any devices". At the bottom of the widget is a red button with the text "SIGN UP NOW" in white.

SAMPLE OF FLASHVOTE ENEWS TEXT (this is not the actual design)

Do you have one minute to help make Harbors in San Mateo County Better?

San Mateo County Harbor District, which owns and manages Pillar Point Harbor in Half Moon Bay and manages Oyster Point Harbor in South San Francisco, is seeking opinions from citizens of San Mateo County as it develops a long-term plan for the future of its harbors.”

The harbors provide many community amenities: opportunities for walking along the coast, harbor berths and boating services, fishing, eating at restaurants, ferry rides, kayak rentals, and more.

You’re invited!

San Mateo County Harbor District invites you to join its new FlashVote community.

It’s free, only takes a minute and fun

Accept Invitation

Please don’t miss the next FlashVote

We look forward to partnering with you to help us make our harbors even better places to work in, enjoy and protect the environment.



WHY JOIN FLASH VOTE

*Civic Participation
has never been easier.*

This is an opportunity to give us your input on important local issues in seconds, from any device, any time.

The, results from the community are shared within days.

No personal information is required, only an email and your opinions about the Harbors and other critical community issues.



San Mateo County Harbor District is developing a long-term strategic plan that will guide our actions for years to come.

We are Seeking Public Input

Please Join Us at a Community Workshop

Month, Date 6 PM to 8 PM

Location

Number, Street, City, CA Zip

Staff will take input from the workshop and present it to the Board of Directors as they work to complete the Strategic Plan.

YOUR INPUT IS IMPORTANT

How should we prioritize harbor improvements: boating docks, walkways, restaurants, or...?

What improvements would you like to see in our services: dock improvements, new walkways, additional food and restaurant opportunities...?

In what ways can the harbors enhance the economy, environment, and recreation in our county?

And more...

Web Page Edits

Replace existing information on Strategic Planning web page with the following.

Strategic Planning

FLASH VOTE WIDGET GOES ON SIDEBAR OF STRATEGIC PLANNING PAGE AND HOME PAGE



Do you have one minute to help make your local harbors better?

 FlashVote

Flash Vote allows you to “vote” on a topic in seconds from any devices

SIGN UP NOW

ABOUT LONG-TERM, STRATEGIC PLANNING


The Harbor District’s Long-Term, Strategic Plan is designed to help the District Effectively move from Its Current Position to an Improved Future. The Long-Range Plan identifies the agency's mission, vision, and values, The Plan is also a practical working tool that provides clear direction to the staff about the Board's goals and objectives, and includes a work plan developed by the staff to meet those goals and objectives. As such, it will be referred to regularly as a guide to District actions during the coming five years.

SOMETHING LIKE THE BOX BELOW BUT MORE INTERESTING



SIGN UP FOR EMAIL ALERTS
Get Updated Information About the Harbor District and Its Strategic Plan
[Click Here:](#)

AFTER CLICKIN ON THE SIGN UP ABOVE, THE BELOW OPENS OR SOMETHING SIMILAR



Yes! Sign me up for the eNews

We will maintain your privacy and never sell or share your email address

Submit

BACKGROUND DOCUMENTS

This section is taken from the existing website. Corresponding links can be found there under Strategic Plan.

At the Board Meeting of September 20, 2017, Rauch Communications was selected as the consultant to develop Harbor District's Strategic Plan.

Strategic Planning Staff Report - September 20, 2017 Regular Meeting Minutes - September 20, 2017

Rauch Communication Presentation to Committee Sept. 7, 2017 Rauch Communication Consultants Strategic Plan Development Proposal Strategic Plan Development RFP - 2017

Strategic Planning Workshop Report - BHI Management Consulting - Feb. 2017

Strategic Planning Committee Meeting July 27, 2016 Strategic Planning Committee Report June 22, 2016

Lisa Wise Consulting - App A - Infrastructure Facilities Assessment Draft

Pillar Point Harbor Master Plan --1991

MORE INFORMATION ABOUT THE HARBOR DISTRICT

WHAT THE DISTRICT DOES

The Harbor District operates both as an enterprise agency and as a provider of public services.

BUSINESS SERVICES THAT PROVIDE REVENUE:	FREE PUBLIC SERVICES
Berth Rental	Search and Rescue
Live Aboard Fees	Environmental Clean-Up
Boat Launch fees	Trail Access and Maintenances
Property Rentals for restaurants, recreational and harbor services, etc.	Beach Access
Permit Fees	Public Fishing Piers
	Park and Landscape Maintenance
	Trash Removal
	Public Parking
	Public Outreach and Education
	Public Restrooms

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Established in 1933. The San Mateo County Harbor District was established, in 1933, by a Resolution of the Board of Supervisors who established the entire area of the County of San Mateo as the District's boundaries.

Pillar Point Harbor Completed in 1961. The District was originally formed to build a harbor at Redwood City, but the Great Depression intervened. Coastsiders then pushed to get a breakwater built at Pillar Point as a refuge for the fishing fleet. The Army Corps of Engineers began work on this breakwater after World War II and completed it in 1961. The Johnson Pier, docks and 369 berths, and the inner breakwater were built during the 1970's and 1980's. Pillar Point remains a major commercial and sport fishing harbor, with 369 berths, on California's central coast, and is host to many public events including the annual Mavericks surfing competition, and the Christmas boat decorating contest.

Our Mission: To assure the public is provided with clean, safe, well-managed, financially sound and environmentally pleasant marinas.

The District took over operation of Oyster Point Marina/Park from the City of South San Francisco in 1977. It then completed construction of docks and 589 berths, a new breakwater, and onshore facilities during the 1980's. The District diversified this recreational marina bringing in ferryboat service (134 of 589 berths were removed to accommodate ferry service, resulting in 455 berths) to the East Bay, dining cruises, marine educational programs, and cooperation with the City on area redevelopment.

Board of Commissioners. The District is governed by a five-member Board of Harbor Commissioners, who are elected County-wide for staggered four-year terms.

Draft Public Meeting Questions

THESE ARE VERY ROUGH

Introduce myself and Agenda

(4 min. =6:04)

Purpose of Meeting

(16 min. = 6:20)

WHAT IS A STRATEGIC PLAN
PARTS OF THE STRATEIC PLAN
EXAMPLES OF STRATEGIC TOPICS
QUICK PHOTO TOUR

COMMUNICATION AND CUSTOMER SERVICE

(11 min. = 6:42)

Very briefly, what do you know about the District

Do you feel you know enough about the District?

What it does

Plans and direction

Money

Staff

Other

What would you like to know more (or less) about?

Where do you get your information about the District?

How would you prefer to get your information: public meeting, public talks, web, newsletters, social media, or....?

SERVICES:

(11 min. = 6:31)

What are your impressions of the following District services?

BUSINESS SERVICES THAT PROVIDE REVENUE:

FREE PUBLIC SERVICES

- Berth Rental
- Live Aboard Fees
- Boat Launch fees
- Property Rentals for restaurants, recreational and harbor services, etc.
- Permit Fees

- Search and Rescue
- Environmental Clean-Up
- Trail Access and Maintenances
- Beach Access
- Public Fishing Piers
- Park and Landscape Maintenance
- Trash Removal
- Public Parking
- Public Outreach and Education
- Public Restrooms

FINANCE

(11 min. = 6:53)

Questions to come

CHALLENGES FACING US IN THE FUTURE

(11 min. = 7:04)

Let's think about our community as far into the future as we can. What are the most important challenges facing the community and the District that the District should prepare for? (changing demographics, climate change, or....)

- 1.
- 2.
- 3.

LOCAL GOVERNANCE AND COOPERATION WITH OTHER AGENICES(11 min. = 7:15)

The District “owns” Pillar Point Harbor but is a contract manager of Oyster Point. Some believe that that the District should not invest its tax dollars in Oyster Point improvements since it doesn’t “own” the property. Others believe, that the tax investment is appropriate if the District provides a public benefit and is paid back through a long-term contract for dock fees, etc.:

Should the District invest in harbor improvements at Oyster Point in South San Francisco even if it doesn’t own the land, but provides a public benefit (recreation, fishing, etc.) and is paid back through fees guaranteed in a long-term (say 30-year) contract?

Should the District seek to manage other harbors in the County under contract if their owners would like to have contract services?

Should the District stick to only serving Pillar Point Harbor in Half Moon Bay where it owns the property.

CHANGES OR ADDITIONS TO SERVICES. (11 min. = 7:26)

What could be changed or improved at Pillar Point Harbor. What is working well and should be kept.

What could be changed or improved at Oyster Point. What is working well and should be kept.

LOOKING TO THE FUTURE (16 min. = 7:42)

If you were granted power over the District, what are the few, most important, things would you change or keep the same to make sure we had great harbor services in the future?

- 1.
- 2.
- 3.

OPEN COMMENTS AND QUESTIONS (18 min. = 8:00)

Do you have any other suggestions, questions or comments about the District?

Thank You