

(Attachment 2)

**DRAFT
KERN REGIONAL BLUEPRINT PROJECT
TOWN HALL MEETINGS—PHASE 1
2-1-07**

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**DRAFT TOWNHALL MEETING DATES (2/1/07)
PHASE I.
MARCH – APRIL 2007**

Ridgecrest Outreach (Confirmed)

- Wednesday, March 14, 2007 at 6:00 PM (3 Hours) - Kerr McGee Center

Taft/Maricopa etc. Outreach (Confirmed)

- Wednesday, March 21, 2007 at 6:00 PM (3 Hours) - The Historic Fort

Tehachapi Outreach (Proposed)

- Thursday, March 22, 2007 at 6:00 PM (3 Hours) –

Delano/McFarland/Wasco Outreach (Proposed)

- Wednesday, March 28, 2007 at 6:00 PM (3 Hours) –

Arvin/Lamont Outreach (Confirmed)

- Thursday, March 29, 2007 at 6:00 PM (3 Hours) – Arvin Veterans Hall

Frazier Park/Pine Mountain Outreach (Proposed)

- Tuesday, April 10, 2007 at 6:00 PM (3 Hours) -

Kern River Valley/Lake Isabella etc. Outreach (Proposed)

- Wednesday, April 11, 2007 at 6:00 PM (3 Hours) -

Cal City/Mojave/Rosamond Outreach (Proposed)

- Thursday, April 12, 2007 at 6:00 PM (3 Hours) -

To Be Arranged:

Metro Bakersfield (4 locations per phase)

Shafter

Other Communities as requested

**DRAFT TOWNHALL MEETING DATES
PHASE II.
MAY – JUNE 2007**

**TARGETED PARTICIPANT LIST
(RECRUIT ATTENDANCE OF 6-8 PARTICIPANTS FROM 10 MAJOR CATEGORIES)**

1) ELECTED OFFICIALS

- Local/State and Federal Elected Officials
- Appointed Local Officials
 - o Planning Commissioners
 - o Local Agency Formation Commission Members
 - o Municipal Advisory Councils
 - o Special District Board Members, Other related commissioners

2) GOVERNMENT STAFF

- Local Agency Staff
 - o Administrators
 - o Economic/Redevelopment Planning/Community Development/Public Works
 - o Public Safety, Fire, Police, Sheriff
 - o Public Health
 - o Human & Social Service Program Directors/Staff
 - o Transit Operators
 - o Special District Staff
- State Agency Staff
 - o Caltrans
 - o Fish & Game
 - o Employment Development Department
 - o California Regional Water Quality Control Board Housing
- Federal Agency Staff
 - o Caltrans
 - o Military
 - o Bureau of Land Management
 - o Fish & Wildlife

3) REAL ESTATE/DEVELOPMENT INTERESTS

- Real Estate/Property Management
- Building Industry

4) COMMERCIAL INTERESTS

- Retail Business Owners
- Banks
- Downtown Business Associations
- Chambers of Commerce
- Other specific to your area

5) BUSINESS/INDUSTRY INTERESTS

- Energy
- Agriculture
- Processing/Manufacturing
- Military
- Research – Aerospace/Automotive
- Kern Economic Development Corporation

- Warehousing/Trucking/Rail industry
- Other specific to your area

6) EDUCATION INTERESTS

- Students
- Kern County Superintendent of Schools
- Representative from School Districts
- Parent Teacher Student Associations
- Community College District

7) ENVIRONMENT/QUALITY OF LIFE

- Hospitals/Medical
- Recreation and Park Districts
- Off-road Vehicle Association
- Hunting Clubs
- Air Quality Groups: Lung Association
- Air Pollution Control Districts
- Smart Growth Coalition
- Sierra Club
- Water Association
- Sports Associations/Clubs or Groups/Recreation
- Cultural Associations

8) SOCIAL EQUITY INTERESTS

- Developmentally Disabled Community
- Public Transit Users
- Boys & Girls Clubs
- Dolores Huerta Foundation
- Tribal Representative
- League of Women Voters
- Service Clubs: Rotary Club, Kiwanis Club, Soroptimist, Lions Club
- Religious Organizations (Ministers Associations/Churches)
- United Way
- American Legion
- Senior Citizens Organizations
 - o Area Agency on Aging
 - o Veterans Organizations
 - o Senior Centers
 - o Senior Nutrition Sites
 - o Area Aging Commission

9) MEDIA

- Newspapers
- Radio Stations
- Television
- Spanish –language media
- Other language media

10) OTHER INTERESTS SPECIFIC TO EACH LOCAL SUBAREA (Military, Oil, Tourism, etc.)

KERN REGIONAL BLUEPRINT PROJECT TOWN HALL MEETINGS—PHASE 1

AGENDA—*Staff Version* Draft—2/1/07

OBJECTIVES

- Educate the community about the purpose of and process for the Blueprint
- Facilitate and record participants' comments regarding their vision and values for the Kern region and their communities
- Introduce a range of topic areas related to values, regional planning and growth
- Identify the community's priority topic areas and values
- Identify initial goal directions for priority topic areas

I. OPEN HOUSE & REGISTRATION (6:00 - 6:15pm)

Participants will be asked to pre-register so that arrangements can be made for food or refreshments. Pre-registration is not required but it will help staff to be better prepared with handouts. Pre-registrants need to self select an area of interest to assist in balancing the table/small group discussions.

Participants will sign-in at the registration table located at the main entry to the meeting room. Each participant will self select an interest category and sign-up under that category. The categories will roughly correspond to the 10 major categories on the Targeted Participant List. Each participant will be assigned a table based on the category they signed up under, and will receive an agenda packet with an agenda, comment card (designed by MIG), and fact sheet. Table assignments will be made to ensure a balance representation from each of interest category is at each table. The late comers will be assigned to the last tables which are consider overflow tables and may not be as well balanced as the rest.

Staff at the registration table will hand-write participants' first names on stick-on name tags in large print (for the facilitators to read from afar!). The name tags will also be randomly-coded with a table number from 1-6+, which correspond to small group discussion tables for later in the meeting.

Participants can then visit the refreshments table and map displays situated around the room, which will include baseline growth projections and other relevant information. Kern COG staff will be near the maps to welcome participants and answer any questions. *(See Appendix at the end of this document for the proposed layout for the meeting room.)*

II. WELCOME & INTRODUCTIONS (6:15pm – 6:30pm)

The MIG facilitator will ask participants to be seated. The Spanish language translator will announce in English and Spanish that translation services are available and will direct participants to the table with the headsets.

The MIG facilitator will then welcome participants to the meeting, provide a very brief agenda overview, and emphasize the primary objective of the meeting: to involve participants from the very beginning of the process in developing the Kern Blueprint, which will provide a shared vision of how the region should grow through 2050. Participants will be encouraged to actively participate in the discussions and/or via the comment card, which can be submitted at the end of the meeting. The facilitator will also note the availability of refreshments and the location of restrooms.

The facilitator will then introduce the following two representatives, who will welcome participants, encourage their participation, and note the importance of the Blueprint related to local planning (1-3 minutes each):

- A Kern COG Board member
- A local elected official or city/county management staff person (e.g., planning director).

III. PRESENTATION: WHAT IS THE KERN BLUEPRINT? (6:30pm – 6:50pm)

The MIG facilitator will then introduce 1-2 Kern COG staff members, who will present background information about the Blueprint via a PowerPoint slideshow. The presentation (currently under development)—designed to be concise, use non-technical language, and employ imagery to communicate concepts and ideas—will answer the following questions:

- What is community planning?
- What is the Blueprint?
- Why is this important? What are the conditions driving this process? (i.e., Kern growth and impact projections; neighboring regions' impacts)
- What is the process for developing the Blueprint, and who is involved?
- How will tonight's meeting inform the process?

The MIG facilitator will then ask for any quick, clarifying questions on the material presented and the process, but will emphasize the need to move ahead to the main part of the agenda: generating participants' input on their vision and values for Kern's future.

The facilitator will briefly explain that the number on each participant's nametag corresponds to a small group table, which will be clearly situated and numbered around the room. Each table will be lead by a volunteer facilitator who will guide participants through an open discussion of their visions and values, as well as a structured card game that will begin to identify key topic areas for current and future planning.

IV. SMALL GROUP DISCUSSIONS: VISIONS AND VALUES (6:50pm – 7:50pm)

The small group discussions will be segmented into two parts:

1. An open discussion of community values and visions
2. A structured “card game” that introduces a range of topic areas and values, and identifies priorities and initial perspectives for how goals for the region’s future could be crafted.

Each small group will include the following people and materials:

- One trained facilitator (trained in a special session)
- One trained recorder (trained in a special session)
- Facilitator guide handout with instructions
- 8-12 participants
- Wallgraphic paper, easel with pad, markers, and tape
- Card game

A MIG or Kern COG staff person will be “floating” during the small group session to provide time checks to the facilitators and provide any extra materials (e.g., tape, cards, markers, paper, etc.).

Part 1: Open discussion of community values and vision (20-25 minutes)

The small group facilitator will explain the format and agenda of the small group session and ask for self-introductions. The facilitator will also review important ground rules for their discussion, including the following:

- Having an open discussion where there are no right/wrong comments/answers;
- Respecting everyone’s comments and opinions;

The facilitator will then guide participants through a discussion with a set of questions provided on the facilitator’s guide (currently under development). At the same time, the recorder will record participant’s comments in a concise manner on large wallgraphic paper mounted on the wall or on the easel.

Discussion questions will include the following:

- What do you like most about Kern?
- What do you like least?
- When you envision the Kern region in the year 2050, what are some of its most positive aspects?
- Likewise, in 2050 what are some of Kern’s most negative aspects?

Part 2: Card game (25-30 minutes)





The small group facilitators will then introduce the card game, which is designed to introduce a range of topic areas related to regional growth and planning, identify participants’ priority areas, and generate initial preferences for the development of goals for regional planning.

Step 1: Each participant is provided a stack of **color-coded cards** with each card containing one of the following 8 topic areas (each black bullet) and descriptions:

- Air Quality
- Urban Growth:
 - Population
 - Development
 - Loss of agricultural land
 - Loss of open spaces
 - Planning for infrastructure
- Water
 - Quality
 - Quantity
 - Flood control
 - Urban/agricultural
- Economy
 - Jobs, especially well-paying
 - Living wages
 - Economic development
 - Poverty
 - Unemployment
 - Workforce housing
 - Lack of diversification
 - Retail shopping opportunities
 - Resources – minerals, agriculture
- Agriculture
 - Loss of ag land, farms, ranches
 - Importance in economy
- Transportation
 - Congestion
 - Streets, roads, freeways – adequacy, safety, maintenance
 - Access
 - Alternative modes – bike, walk, transit
 - Goods and people
- Environment
 - Wetlands
 - Rivers
 - Habitat
 - Other sensitive resources
 - Parks and other recreational areas
 - Sludge/dairies
- Housing
 - Supply
 - Affordability
 - Variety, mix

Step 2: Each participant will look through their 8 topic cards and to **choose what they believe to be the top 5 topic areas** that will have the greatest impact on Kern's quality of life and regional growth in the next 40 years. The facilitator and recorder will collect the top 5 cards from each participant and tally the small group's overall top 5 topic areas.

Step 3: The facilitator and recorder then provide each participant with a **new set of cards that correspond to the group’s top 5 topic areas**. Each topic area has 4 “suited” cards that correspond to general preferences for goal directions as listed below.

	AIR QUALITY	URBAN GROWTH	WATER ACCESS	AGRICULTURE	ECONOMY	TRANSPORTATION	ENVIRONMENT	HOUSING
 Clubs	Take all measures possible to improve air quality... This is a top value.	Take all measures possible to manage urban growth... This is a top value.	Take all measures possible to improve water access ... This is a top value.	Take all measures possible to preserve agriculture... This is a top value.	Take all measures possible to improve the economy... This is a top value.	Take all measures possible to improve transportation... This is a top value.	Take all measures possible to protect the environment... This is a top value.	Take all measures possible to improve housing opportunities... This is a top value.
 Diamonds	Establish new regulations to improve air quality	Establish new regulations to manage urban growth	Establish new regulations to improve water access.	Establish new regulations to preserve agriculture	Establish new regulations to improve the economy	Establish new regulations to improve transportation.	Establish new regulations to protect the environment.	Establish new regulations to improve housing opportunities.
 Hearts	Provide new voluntary incentives to improve air quality	Provide new voluntary incentives to manage urban growth	Provide new voluntary incentives to improve water access	Provide new voluntary incentives to preserve agriculture	Provide new voluntary incentives to improve the economy	Provide new voluntary incentives to improve transportation.	Provide new voluntary incentives to protect the environment.	Provide new voluntary incentives to improve housing opportunities
 Spades	Maintain current policies and programs for air quality	Maintain current policies and programs for urban growth	Maintain current policies and programs for water access	Maintain current policies and programs for agriculture	Maintain current policies and programs for the economy	Maintain current policies and programs for transportation	Maintain current policies and programs for the environment	Maintain current policies and programs for housing

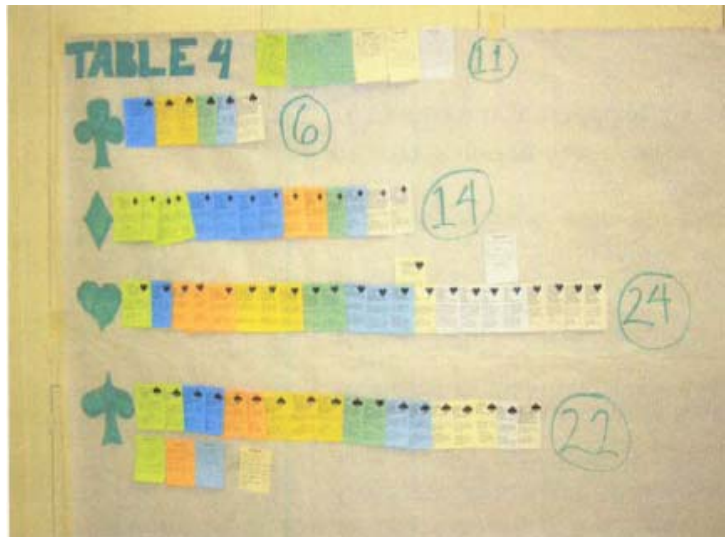
Also listed on each card will be short fact statements about the potential trade-offs associated with each goal direction (to be determined.) For example, the “Clubs” card for Air Quality could include the following potential trade-offs: “Restrict vehicle travel (people and goods) on bad air days; Prohibit off-road, agricultural and construction operations on bad air days; Require clean technology for dry cleaning, power plants, and other high-polluting industries; Prohibit home-based wood fires and agriculture burns.”

Step 4: The facilitator will then take the small group through each of the 5 topic areas at a pace that is comfortable for everyone. **Each participant will select one suit per topic area,** and will raise their hands with their selections, which the recorder will take and array by suit on the wallgraphic paper or easel.



Step 5: After all selected cards are placed on the wallgraphic, the facilitator will lead an open discussion with a set of the following questions listed in the facilitator's guide, all while the recorder writes participants' comments concisely on the wallgraphic or easel:

- What patterns do you see related to our group's selections?
- [For each of the 5 topic areas] What might our selections say about the importance of this topic area for this group? Is there a clear, shared direction; or are there a range of ideas and values?
- Are you surprised by any of these outcomes? Did they meet your expectations?
- When considering our group's #6 and #7 topic areas, what general comments do you have related to goal directions? (If time allows.)
- Do you have any additional comments?



Step 6: In the final minute before sending the small group back to the large group, the facilitator should ask if any 1-2 participants would volunteer to give an informal report back to the large group on behalf of the small group. The facilitator and recorder will carry forward and hold the small group's wallgraphic at the front of the room while the volunteer participants present the group's outcomes. If no participants volunteer to report back, the facilitator may do so.

The facilitator will also hand-out an evaluation form to each participant that asks about their overall satisfaction with the community meeting, as well as their demographic information such as gender, age, home town, how they heard about the meeting, etc. The MIG facilitator will encourage participants to complete this form before leaving the meeting.

V. LARGE GROUP DISCUSSION (7:50pm – 8:30pm)

Participants will reconvene as a large group to review the outcomes of each small group. The MIG facilitator will ask for each volunteer from the small groups to provide informal, 2-3 minute reports of their discussions. During these reports, the MIG graphic recorder will record these reports on one master wallgraphic at the front of the room, which will highlight the emerging shared visions, values, and potential goal directions. During and after the reports, the MIG facilitator will summarize the apparent themes as highlighted on the master wallgraphic, and will also ask for general comments from participants.

VI. CLOSE (8:30pm) — OR — LOCALIZED DISCUSSIONS (8:30pm – 9:00pm)

For those community meetings where officials from local municipalities wish to discuss local general plan processes, the meeting could transition to reviewing localized planning data, visions, values, and/or policies.

APPENDIX: MEETING ROOM LAYOUT

