

# Redding Riverfront Specific Plan and EIR

## Community Involvement Strategy

August 7, 2023

### I. INTRODUCTION

The City of Redding is beginning an inclusive and comprehensive process to prepare a specific plan for the Redding Riverfront area. The new Riverfront Specific Plan will become the primary planning, design, and regulatory document for the area. While the final content of the plan is not known at this time, it is envisioned to include a combination of land use policies, development standards and requirements, cultural enhancement and preservation projects, and environmental protection policies and requirements.

The City is committed to designing and implementing an inclusive and dynamic community engagement process to ensure the Riverfront Specific Plan project is based on robust and genuine feedback from the entire community, including civic and city leaders, the indigenous community, property and business owners, current tenants and lease holders, topical interest organizations (e.g., mobility advocates, environmental groups), tourism and economic development groups, and residents. As such, the development of the specific plan will require inclusive engagement at several key project touch points and across many different platforms.

The Project Team (which includes City staff and consultants) developed the following **Community Involvement Strategy (CIS)**, which outlines key outreach approaches and methods, target audiences, communication tools, and the proposed timeline for implementation. This document is a high-level summary of community involvement activities that will inform and guide the development of the specific plan. These activities will ensure that all members of the Redding community are actively engaged throughout the project, and that community ideas, perspectives, and needs directly inform all phases of this important project.

A key component of the CIS is to form a **Community Coalition**, composed of a diverse cross section of Redding Riverfront stakeholders, that will help form a future Vision and set of Guiding Principles for the area. The Coalition will meet at key points in the project to provide feedback and direction on key concepts and ideas.

## II. APPROACH

The CIS offers numerous opportunities for the public, stakeholders, key civic and business leaders, property and business owners, City staff, and elected officials to be involved in the Riverfront Specific Plan process. The CIS highlights ways that specific outreach activities will seek out and consider the viewpoints of a wide cross-section of Redding communities, with a targeted focus on reaching populations that are traditionally under-represented in planning processes (e.g., indigenous communities, communities of color, low-income communities, immigrants, youth and seniors). Our approach includes the following goals:

- **Leverage Local Networks and Existing Community Engagement Efforts.** Build on the variety and depth of existing community involvement initiatives in Redding to effectively and efficiently engage the public in the Riverfront Specific Plan process. Tap into existing community-based networks of local leaders and groups to connect with a wider range of community members.
- **Identify Barriers to Participation.** Cultivate an understanding of existing or potential barriers to the full participation of all community members, particularly indigenous communities, communities of color, and low-income populations, in the Riverfront Specific Plan process.
- **Create Opportunities for Inclusive and Equitable Participation.** Provide multiple and varied opportunities for a broad range of community members, businesses and interest groups to share meaningful input.
- **Collaborate and Inform Riverfront Specific Plan Decision-Making.** Collect useful and relevant public input that reflects local expertise and values and informs decision-making related to the Riverfront Specific Plan.
- **Build Long-Term Capacity for Civic Engagement around Growth, Development and Community Design.** Build social capital and support those engaged through the process to stay involved and share not only concerns and issues, but also solutions and strategies necessary to implement the Riverfront Specific Plan.

## III. GUIDING ENGAGEMENT PRINCIPLES

The overarching goal of the community engagement process is to provide many opportunities for meaningful participation and consensus-building among residents, tribes/indigenous community members, community groups and organizations, partner agencies, City departments, property and business owners, and other stakeholders to define a shared vision for Redding's future. The Community Involvement Strategy is based on the following guiding principles:

- **Authentic and Equitable.** One of the principles of this outreach effort is to start and/or continue authentic dialogue, rooted in planning research and data, to establish a framework for future development and investments. Community education regarding the cultural history of the area, existing conditions, amenities and opportunities for new

uses/activities in the Riverfront will help ground these conversations. **We will work** with community-based organizations and tribes to develop culturally relevant outreach approaches, most appropriate to meaningfully connect with Redding’s diverse community.

- **Inclusive and Flexible.** Using a mix of creative and traditional approaches, the Project Team will proactively reach out and engage a full range of community and stakeholder groups across Redding.
- **High-Touch and High-Tech.** We know that many people respond well to personal, face-to-face communication. Outreach methods such as focus groups, interviews and pop-up events will allow the Project Team to interact with community members in a “high touch” fashion. Many of these same materials will be adapted to the digital environment to supplement a “high tech” aspect to the engagement – through social media, online questionnaires and websites.
- **Clear, Focused and Understandable.** Activities will have a clear purpose and use for the input and will be described in language that is easy to understand.
- **Integrated Framework for Growth, Development and Community Design.** Our approach will focus on synthesizing the best of what is working in terms of growth policies, and creating new, community-centered strategies for addressing Redding’s opportunities and priorities.
- **Respect.** All participants, including Project Team, City staff, residents, and civic and elected leaders, demonstrate respect in words and actions and approach decisions with open-mindedness so that everyone feels comfortable expressing their opinion regardless of differences. **We will work** with tribes, the local indigenous community, community-based organizations, and other to meaningfully connect with Redding’s diverse residents.

## IV. KEY AUDIENCES

The Riverfront Specific Plan is an opportunity for Redding to further build a network of increasingly diverse and engaged community members to collectively contribute to the City’s quality of life. The key audiences below will be targeted through the appropriate engagement methods. This is a “living list” and the Project Team will continue to add stakeholders/audiences to the list to ensure strong representation from across the City.

- Redding residents and community members
- City Council and elected officials
- City of Redding Departments
- County of Shasta Departments (as appropriate)
- State of California Agencies (as appropriate)
- Federal Agencies (as appropriate)
- Tribes
- Indigenous Community Organizations (that may not be formal tribes)
- Transportation Service Providers

- Community organizations
- Neighborhood associations
- Others as appropriate

## V. PHASES OF ENGAGEMENT ACTIVITIES

The matrix below outlines each of the tasks in the Community Involvement Strategy and details if the engagement activity will be provided in-person, virtually or some combination of both.

Topic/Task		Time Frame	In Person Engagement	Virtual Engagement	Hybrid Engagement	Other (coordination /materials)
<b>Ongoing Community Involvement Activities</b>						
1.	Community Coalition Meetings	Summer/Fall 2023			✓	
2.	Technical Advisory Group (TAG) Meetings (8)	Ongoing			✓	
3.	Indigenous Community Listening Sessions	Ongoing	✓		✓	
4.	Community Events and Outside Agency Meetings (10)	Ongoing			✓	
5.	Project Website	Ongoing		✓		
6.	Communications and Media Roll-Outs	Ongoing		✓		
7.	Online Surveys	Ongoing		✓		
8.	Community Design Charrettes (5 days)	Ongoing			✓	
9.	Media Campaign	Ongoing		✓		
<b>TASK 1: PROJECT KICK-OFF, MANAGEMENT, AND SCOPE REFINEMENT</b>						
1.	Project Kick-off and Tour	June 9, 2023			✓	
2.	Project Team Meetings and Coordination	Ongoing		✓		
3.	Work Program and Schedule Refinement	June 2023				✓
<b>TASK 2: COMMUNITY OUTREACH</b>						
1.	Community Involvement Strategy (CIS)	July 2023				✓
2.	Stakeholder Interviews	August – September 2023			✓	
3.	Indigenous Community Listening Sessions	Summer - Fall 2023 (Ongoing)	✓			
4.	Technical Advisory Group Meetings	Ongoing / Each project phase	✓			
5.	Project Website	August 2023 launch		✓		

Topic/Task		Time Frame	In Person Engagement	Virtual Engagement	Hybrid Engagement	Other (coordination /materials)
		(Ongoing Updates)				
6.	Online Survey	Ongoing / Each project phase		✓		
7.	Community Design Charrettes	Spring 2024			✓	
8.	Draft Plan Workshops	Spring 2024			✓	
9.	Media Campaign	Ongoing		✓		
<b>TASK 3: EXISTING CONTEXT AND OPPORTUNITIES</b>						
1.	Base Mapping	Summer 2023				✓
2.	Economic and Market Study	Fall 2023				✓
3.	Environmental Justice Element Consistency	Fall 2023				✓
4.	Visioning Workshops	Winter 2023			✓	
5.	Existing Conditions, Constraints, and Opportunities Framework	Winter 2023				✓
<b>TASK 4: PLAN DEVELOPMENT</b>						
1.	Community Design Charrettes (Southern Riverfront Area)	Spring 2024			✓	
2.	Stakeholder Discussions (Southern Riverfront Area)	Spring 2024				
3.	Community Design Charrettes (Northern Riverfront Area)	Spring 2024			✓	
4.	Stakeholder Discussions (Northern Riverfront Area)	Spring 2024				
1.	City Council Meeting to Confirm Preferred Alternative	Summer 2024			✓	
<b>TASK 5: PREPARE THE SPECIFIC PLAN</b>						
1.	Public Review Draft Plan	Fall 2024			✓	
2.	Planning Commission and City Council Meetings	Spring 2025			✓	
3.	Final Draft Plan	Spring 2025			✓	
4.	City Council Public Hearings	Summer 2025			✓	
<b>TASK 6: ENVIRONMENTAL IMPACT REPORT</b>						
1.	EIR Initiation	Spring 2024				✓
2.	Facilitate Notice of Preparation (NOP) Scoping Meeting and NOP	Spring 2024				✓
3.	Admin Draft EIR	Fall 2024				✓
4.	Public Review Draft EIR	Spring 2025			✓	
5.	Final EIR	Spring 2025				✓

## VI. METRICS OF SUCCESS

The Project Team will regularly evaluate the Community Involvement Strategy based on the objectives outlined below, complemented by a set of targets and metrics to be developed:

1. **Accessibility.** The community involvement process will be accessible, understandable, and welcoming to all who wish to participate.
  - *Participants will complete surveys and evaluation forms (both in-person and online) indicating their opinions on the overall accessibility of the process.*
2. **Reach.** The community involvement process will involve and inform as many members of the public as possible.
  - *The Project Team will use a wide variety of engagement activities, tools, and communication methods to reach community members, including workshops, focus groups, surveys, mailers, and social media, among other approaches.*
3. **Diversity.** Participants will reflect the diversity of age groups, ethnicities, incomes, geographies, and special needs of the Redding population.
  - *The Project Team will track and measure the diversity of participants to ensure participants reflect the demographic and geographic composition of the Redding population.*
4. **Impact.** Participation will influence and inform the decision-making process for the Riverfront Specific Plan.
  - *Participants will complete surveys and other evaluative tools indicating their opinions on how their input informed the engagement process and key project documents. The Project Team will highlight how community input influenced process and policy decisions in the engagement summary documents.*