



Bay Area FOCUS

Best Practices Conference Series

Successful Community Engagement

March 29, 2007, morning

MetroCenter Auditorium

101 8th Street, Oakland, CA

Cosponsors: East Bay Community Foundation, Institute for Local Government, MTC

Background: In recent years, local governments have sought new ways to assure public support for potentially divisive community planning issues. Menlo Park, San Francisco, and Morgan Hill have all used broad public outreach to develop responses to budget shortfalls. Marinwood, Oakland, and Richmond initiated intensive community engagement strategies to gain public buy-in for redevelopment plans prior to formal approval processes.

Community-based planning, collaborative governance, and civic engagement are a few of the terms used to describe a variety of public involvement/consensus building strategies.

Join us on March 29, 2007 to learn about and discuss best practices in community engagement. You'll hear local speakers – public officials, planners, and consultants - discussing their experiences with community based planning, budgeting, and neighborhood improvement processes. There will be ample time for dialog and networking so you can leave the meeting ready to take the next steps in your community.

Agenda:

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| 8:30 AM | Registration | Coffee and Pastries |
| 9:00 AM | Welcome | Henry Gardner, ABAG Executive Director |
| 9:10 AM | Overview of Collaborative Governance Issues | |
| | | Terry Amsler, Director of the League of Cities, Institute for Local Government (15 mins) |

Mr. Amsler will share his observations on the benefits and challenges of community engagement processes gained through his work with the Hewlett Foundation and currently with the research institute of the League of Cities and CSAC.

9:25 AM Community Based Planning Initiatives

Moderator: Supervisor Susan Adams, Marin County

Panelists:

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| Tom Lai | Marin County | Marinwood project |
| David Rizk | City of Hayward | South Hayward Plan |
| Lori Reese-Brown | City of Richmond | General Plan Update |
| Alison Brooks | East Bay Community Foundation | |

Each panelist will describe the community engagement component in their planning and development initiatives, how engagement improved their plan or development project, and other lessons learned. The moderator will open the floor for audience Q & A and summarize key points at the conclusion.

10:40 Break

10:45 AM Other Civic Engagement Processes

Moderator: Vice Mayor Jean Quan, City of Oakland

Panelists:

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| Juan Borelli | City of San Jose | Lessons Learned from Community Engagement |
| Ed Everett | Redwood City | PACT |
| Malka Kopell | Founder and Executive Director, Community Focus | |

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11:50 AM Wrap up Henry Gardner