



DIAMOND BAR
GENERAL PLAN UPDATE

City of Diamond Bar General Plan Update

Communications, Outreach and Advertising Efforts

November 2017

Communication

Direct Mailings – The second General Plan Update newsletter focusing on the Land Use Alternatives and community workshop was mailed to all Diamond Bar addresses. This was followed up with the mailing of a postcard promoting the availability of the online survey.

DBConnection – The City’s monthly newsletter has consistently promoted the General Plan Update, with articles published ranging from informational (overview and project progress) to task-specific (attend a meeting or fill out a survey).

News Releases – Details about GPU-related meetings and surveys are also shared in the form of news releases that are distributed to local media outlets and posted on the City website with links on the homepage.

Outreach

Informational Booth – Public Information staffed an information booth at a parent symposium at Diamond Bar High School (Saturday, September 23) and Barktoberfest event (Saturday, October 14) to share information about the General Plan Update and the importance of getting involved and staying informed.

Additionally, the Project Outreach Team staffed 6 pop-up booths to generate project awareness, to encourage event attendees to sign up and be included in the Project database and to promote the community workshop and the survey. To make sure as many stakeholders as possible were reached, the pop-ups were held in various locations throughout the City. Further details are provided in the following table.

Pop-up Booths		
	Event/Date	Location
1	Thursday, October 12, 4-7PM	Albertson’s: 1235 S Diamond Bar Blvd. Diamond Bar, CA 91765
3	Tuesday, October 17, 11:30-2PM	Diamond Bar High: 21400 Pathfinder Rd, Diamond Bar, CA 91765
4	Wednesday, October 25, Meeting: 4-7PM	Diamond Ranch High: 100 Diamond Ranch Dr. Diamond Bar, CA (Grad Fair/Sr. Parent)
5	Thursday, November 2 4:30-6:30PM	Smart and Final Extra!: 240 S Diamond Bar Blvd, Diamond Bar, CA 91765
6	Saturday, November 4, 11-1PM	Market World: 21080 Golden Springs Dr. Diamond Bar, CA 91789
7	Thursday, November 6, 2-5PM	Starbuck’s (next to H-Mart): 2837 S. Diamond Bar Blvd. Diamond Bar, CA 91765

Community Workshop – The Project Outreach Team hosted and facilitated a community workshop to present the three land use and circulation alternatives for the City’s General Plan Update, inform and educate about potential benefits and impacts of each alternative scenario, and encourage attendees to participate in the survey. Workshop participants had the opportunity to provide feedback through break-out sessions and one-on-one conversations with each other and the Project team.

Table Display – With the librarian's approval, City staff set up a table display inside the Diamond Bar Library with copies of the latest project newsletter and the paper version of the survey.

City Staff Email Signature – Beginning on October 20 and until November 12, all outgoing email correspondence sent out by City staff promoted the General Plan Update survey via a clickable graphic that linked directly to the online survey.

Advertising

Newspaper Ads – The General Plan Update community workshop and survey were advertised in a community newspaper (Weekly News), and a Diamond Bar High School student publication (The Bull's Eye).

Lobby Monitors and Electronic Sign – The community workshop and survey were both promoted via the City Hall downstairs and upstairs lobby monitors, as well as on the electronic sign board located on the fire station property on Grand Avenue.

Fence Banners – 6' x 3' banners promoting the workshop and survey were displayed at the Diamond Bar Center and major parks (Sycamore Canyon Park, Peterson Park, Pantera Park and Heritage Park) where they were visible by passersby.

Project Postcards – Two project postcards were developed. The first provided a general description of the project, methods for staying up to date on the project and a description of next steps. The second postcard was used to promote the community workshop and the survey. Postcard notices were distributed at all pop-up events and were made available at City counters. Notices also were distributed as part of the extended outreach effort.

Social Media – Posts promoting the community workshop and survey were pinned to the top of the City's official Facebook timeline so that they were consistently visible to page visitors, and the posts were given a paid boost to expand their reach.

Extended Outreach - Key stakeholders were identified and invited to participate in the extended outreach effort. Key stakeholders were identified based on shared interests, relevance of industry/agency, project interest and local community and business representation. Organizations that agreed to participate were emailed the social media tool kit described below. The key stakeholders invited to participate in the extended outreach effort included: educational institutions/principals, homeowner associations, and civic and professional groups, to name a few.

Social Media Tool Kit – A social media tool kit was developed to provide key stakeholders with copy-ready text for incorporation into social media sites. The kit included graphics and content to easily convey Project information. Key stakeholders were asked to choose the content that best resonated with their constituents and contacts list and copy and paste it to their social media platforms. The social media tool kit consisted of post for social media venues, a brief article and a widget that could easily be pinned to websites and social media platforms.

Survey

Metro Quest Survey – A MetroQuest survey was designed and utilized to obtain specific public input on the three project alternatives. The survey will consisted of questions specifically targeting preferences for proposed plan alternatives. The survey was distributed online via the City's website and social media sites as well as the Project webpage, and was made available at pop-up events.

Diamond Bar General Plan Update
City Communication, Outreach and Advertising Efforts

Also, with regard to the paper survey – copies were provided to the Diamond Bar senior group and also displayed for pickup at City Hall, Diamond Bar Center, and Diamond Bar Library.

-end-