



## **1. Problem Statement**

Manzanita's current City Hall has been vacated due to environmental conditions that result in an unsafe place to provide customer service and administration of the City. City staff is currently housed in a small space that is unsafe in the COVID-19 world and too small to allow for good customer service. The City Council has proposed construction of a new City Hall to house City administrative and public safety functions. The selected site for the new City Hall is the City Plaza, formerly known as Underhill Plaza. City Council will make final decisions about the City Hall project after a formal public listening period, known as MANZANITA LISTENS.

## **2. Options**

The City Plaza currently includes a structure that was the Pine Grove School. The school building was vacated more than 60 years ago. Since then, the old school has been used sporadically with little maintenance for minor retail, storage and office uses in a portion of the building. One option considered was to renovate the old school into a new City Hall. Another option was to construct a new City Hall. There was also an option for temporary facilities that would provide space for City administrative functions. The City Council has approved a resolution to proceed with design and construction of a new City hall facility. The City Council will seek input from Manzanita residents regarding building size, functions, and other aspects to be included in a new City Hall.

## **3. Public Outreach Effort**

The City is committed to community outreach and engagement that promotes transparency and accountability and ensure community input on decisions related to the Civic Center/City Hall project. The City will conduct a comprehensive public outreach effort, MANZANITA LISTENS, focused on gathering input from full-time City residents and other property owners. MANZANITA LISTENS will include multiple elements designed to gain broad participation, as described below. Beginning in mid-November 2020, the focused, formal MANZANITA LISTENS effort will continue through January 2021, and will result in a full report to City Council at their regular February City Council meeting.

## **4. MANZANITA LISTENS Outreach Elements**

- a. **Survey.** The City will work with volunteers and public research professionals to develop a detailed survey to gather input from City residents and others. This survey will be the centerpiece of the MANZANITA LISTENS outreach effort. The goal is to get the highest possible participation of full-time residents and other property owners in the survey. Key aspects of the survey currently under development include:
- Question development. Questions will gather input regarding topics such as:
    - The need for new City Hall
    - Conceptual building design
    - Benefits of being outside tsunami inundation zone
    - Services to be provided at new City Hall
    - Funding options
    - Building life cycle
    - Inclusion of community facilities in addition to administration and public safety
    - Sustainability features
    - Disposition of existing buildings
    - Need for ongoing community input and communication
  - Survey technology. The best technology for conducting the survey is under review.
  - Communication strategy to maximize participation
- b. **Focus Groups.** We will be adding small group interviews whose participants are recruited from the Manzanita area for the purposes of diving deeper into research questions related to the new public services building. The five person panel will be guided by a facilitator who will use our research plan and results from the recent survey to focus on key elements of public services building plan. The one-hour session will help us learn and understand how participants might support different architectural concepts, funding options and other planning considerations.
- c. **Public Meetings – Zoom.** The City will conduct multiple Zoom meetings dedicated to gathering input from City residents about the project. Details being developed regarding the public meetings include:
- Number of meetings (minimum 3 meetings expected)
  - Strategy for small group discussion to maximize input
  - Identify facilitators
  - Communication strategy to maximize participation
- d. **Website/City Facebook Page.** Create a dedicated page on the City website to post project information, survey results, meeting information, etc.

- e. **City Council.** City Council will continue to hold 3pm Civic Center/City Hall workshops/listening sessions. Public comment will be expanded to 5 minutes with additional comments submitted in writing and added to the public record. Additional Zoom public meetings as appropriate
  - Recordings of meetings and submitted written comments will be posted on website
  - City staff will determine if it is possible to broadcast Zoom meetings and listening sessions on AM radio
  
- f. The City will provide speakers for any small “Covid-aware” outside/Zoom event to answer questions directly from the community.

**5. Schedule (update 12/7/2020)**

November 20	Initiate Survey
November 20 – December 18	Survey Open
December 9	Preliminary Survey Report to Council at Workshop
December 11 - 24	Survey Analysis
December 24 – January 3	HOLIDAYS
January 4 – 8	Initial Survey Report
January 13	Survey Report to Council Workshop
January 25 – 29	Conduct Focus Groups
February 1 – 12	Focus Group Results Analysis
February 15 – 19	Develop Final Report
February 24	Present Report to Council Workshop
February 22 – March 5	Prepare materials for Community Zoom Meetings
March 8 – March 19	Community Zoom Meetings
March 22 – 27	Develop Summary Final Report
April 6	Discuss in Workshop and Council Action Regarding Next Steps in Council Meeting

- 6. **Budget.** The City has funds available to support this effort, and will retain professional services as necessary in an amount not to exceed \$10,000.