

EXECUTIVE SUMMARY:
GUIDING PRINCIPLES
COMMUNITY OUTREACH REPORT



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WORKSHOP SERIES SUMMARY

GUIDING PRINCIPLES

In March, 2014, the Vallejo Planning Initiatives Project conducted a series of four workshops around the city. These workshops were held to solicit the community's ideas to develop the Guiding Principles for the three-year Planning Initiatives Project. The four workshops were held at different times and different locations to reach as wide an audience as possible.

Each workshop involved a welcome from City staff, a presentation on the project, the schedule and the process, and facilitated small group discussions in which participants developed guiding principles. At the end of each workshop, groups reported back to the larger group to share their ideas.

Workshops were held at the following locations:

- Glen Cove Elementary (Wednesday, March 5, 6:30-8:30pm)
- Elks Lodge (Wednesday, March 12, 6:30-8:30pm)
- Loma Vista Elementary (Saturday, March 15, 10:00am-12:00pm)
- Florence Douglas Senior Center (Wednesday, March 19, 6:30-8:30pm)

Outreach

To ensure that all residents had access to the workshops, the City both held the workshops in a number of different accessible locations throughout the City, and conducted an extensive outreach campaign:

- Newspaper ads
- Banner on the Ferry Building
- Project website
- City website
- Email announcements to the City's 8,000+ person mailing list
- City Manager's bi-weekly update
- Targeted follow-up phone calls to community leaders and organizations including faith-based groups, service agencies and civic associations.

WORKSHOP SUMMARY

GLEN COVE ELEMENTARY SCHOOL

WEDNESDAY MARCH 5TH

6:30-8:30PM

The Vallejo Planning Initiatives Project kicked off its initial outreach effort with the first in a series of four workshops around the city to solicit the community's ideas to develop the Guiding Principles for the three-year Planning Initiatives Project. The first workshop was held on Wednesday, March 5th at 6:30 pm at Glen Cove Elementary School, with 34 members of the public attending. This summary provides a recap of the process and the public input received.

Ice-Breaker Activity

The workshop began with an individual activity in which participants were met at the door and given two sheets of paper, one that said "I love Vallejo's..." and one that said "I wish Vallejo had..." They were encouraged to fill these out with their ideas, post them on a designated wall, and read other community members' responses.

Many ideas were repeated by multiple participants. Features of Vallejo that participants frequently stated they loved included Vallejo's waterfront, people (who are involved, diverse and artistic), location (convenient and close to the rest of the Bay Area), and historic resources (including downtown, the Heritage District and Mare Island). Common themes among the features that participants said they wished Vallejo had included better access to healthy, fresh and specialty foods; nice restaurants; stronger sense of safety (including less crime, loitering and panhandling, and more services for the homeless); stronger incentives for business; more recreational paths for bicycles and pedestrians; improved schools; and a better public image.

A sample of community input provided as part of this exercise is shown below. All of the participants' responses to this activity are shown in the appendix.

"I love Vallejo's..."

- Centralized location in the Bay Area w/access to the water, green space, urban downtown feel, and entertainment.
- Community of people who are passionate about bringing a positive presence to show our children & grandchildren how wonderful Vallejo is for the young & elderly.
- Waterfront & Downtown. Major positive changes in the past year.

"I Wish Vallejo Had..."

- More bike-friendly routes, hiking trails, and healthy food options.
- A full-time public relations staff.

- A nightlife – more bars, pubs & restaurants serving beer, wine & liquor until 2 am.
- A development plan that included a comprehensive mix of market-[rate] and affordable housing and permanent supportive housing and safety net services for homeless residents on Mare Island.

Introductions

Following this activity, Planning Manager Andrea Ouse introduced participants to key members of the project team and to attending General Plan Working Group members, and City Council Member Rozzana Verder-Aliga welcomed the attendees to the workshop.

Presentation and Questions

David Early of PlaceWorks, consultant to the City of Vallejo, made a presentation to participants introducing the five components of the Vallejo Planning Initiatives Project; walking the group through the schedule for the project; and answering questions from the audience.

Following the Q&A, David explained that the focus of the current phase of the project is on creating a set of Guiding Principles that will serve as a compass for the rest of the components. He then outlined the purpose and process for the breakout activity, where participants were asked to help craft Guiding Principles.

The text of the presentation is available at <http://propelvallejo.com/overview/guiding-principles>.

Small Group Discussion

As participants signed in to the workshop, they were given a breakout table number. After the presentation, they moved to their assigned tables for the breakout activity. There were tables of up to eight participants. Each table had a facilitator.

Each table had a series of cards to prompt the participants to think about key topic areas. Cards had the following topics: Public Health and Safety; Jobs and Economy; Mobility and Transportation; Natural Resources and Development; and Open Topic. Each table also had slips of blank paper with topic areas across the top.

The facilitators worked with the groups and solicited ideas for each of the topic areas to generate draft Guiding Principles. Tables could generate as few or as many ideas as they like under each topic. Extra cards were provided in case individuals wished to write their own Guiding Principles, separate from the collaborative effort. Facilitators encouraged collective effort, but allowed individual submissions if participants preferred.

Facilitators asked participants to think about the topic area and describe the kind of community they want. (Ex: Mobility - a walkable community). The groups shared ideas and distilled them into one or two statements for each topic area, with the facilitator recording on the slips of paper. Facilitators acted as scribes and helped their group distill ideas discussed into Guiding Principles. Facilitators encouraged the groups to create at least one statement under each topic area.

When there were approximately 10 minutes left in the activity, the emcee signaled the groups to select a presenter and report their statements to present to the full group.

Full Group Report

Each group representative read the statements, and in some cases elaborated on them, to the entire group of workshop participants. Student volunteers from Project Team member Sonoma State University posted the statements on the wall after they were read. The following statements from the groups illustrate the themes the groups discussed. All of the statements created by the groups are included in the appendix.

- Vallejo “recognize[s] the economic advantage of our history and heritage.”
- Vallejo has “a vibrant economy that is welcoming to businesses.”
- Vallejo “participate[s] in regional efforts to expand routes for alternate modes of transportation, to connect to nature areas, open spaces & nearby attractions.”
- Vallejo “prioritize[s] and incentivize[s] green technology.”
- Vallejo “celebrate[s] our cultural diversity and respects human dignity.”
- Vallejo “offer[s] a multitude of positive development opportunities for youth and limits their access to harmful products like alcohol, tobacco and unhealthy foods.”

WORKSHOP SUMMARY

ELKS LODGE

WEDNESDAY MARCH 12TH

6:30-8:30PM

The second of four workshops of the Vallejo Planning Initiatives Project was held on Wednesday, March 12th at 6:30 pm at the Elks Lodge, with 27 members of the public attending. The four workshops were held to solicit the community's ideas to develop the Guiding Principles for the three-year Planning Initiatives Project. This summary provides a recap of the process and the public input received.

Ice-Breaker Activity

The workshop began with an individual activity in which participants were met at the door and given two sheets of paper, one that said "I love Vallejo's..." and one that said "I wish Vallejo had..." They were encouraged to fill these out with their ideas, post them on a designated wall, and read other community members' responses.

Many ideas were repeated by multiple participants during this workshop and the entire workshop series. Features of Vallejo that participants frequently stated they loved at workshop #2 included Vallejo's waterfront, people (who are involved, diverse and artistic and community-minded), location (convenient and close to the rest of the Bay Area), historic resources (including the history itself, the Heritage District and Mare Island), and the farmers' market. Common themes among the features that participants said they wished Vallejo had included better access to healthy, fresh and specialty foods, nice restaurants; stronger sense of safety (including less crime, and more services for the homeless); stronger incentives for business; more recreational paths for bicycles and pedestrians; improved schools and youth services; more entertainment, and a better public image.

A sample of community input provided as part of this exercise is shown below. All of the participants' responses to this activity are shown in the appendix.

"I love Vallejo's..."

- Community spirit.
- People, arts, weather, waterfront, location, history, old buildings.
- History and historic structures: cities would kill for what we have! Honorable Navy history, diversity, and historic handsome buildings.
- Farmers' market.
- Interesting mix of cultures and lifestyles.
- Participatory budgeting process.

“I Wish Vallejo Had...”

- Neighborhood grocery stores with quality food (organic).
- More activities/outlets for teen-aged youth.
- A cohesive marketing plan to promote itself with a truer image.
- A business-friendly environment.
- Safety! Less crime! Police officers with fast response.

Introductions

Following this activity, Planning Manager Andrea Ouse introduced participants to key members of the project team and to attending General Plan Working Group members, and City Council Member Katy Meissner welcomed the attendees to the workshop.

Presentation and Questions

David Early of PlaceWorks, consultant to the City of Vallejo, made a presentation to participants introducing the five components of the Vallejo Planning Initiatives Project; walking the group through the schedule for the project; and answering questions from the audience.

Following the Q&A, David explained that the focus of the current phase of the project is on creating a set of Guiding Principles that will serve as a compass for the rest of the components. He then outlined the purpose and process for the breakout activity, where participants were asked to help craft guiding principles.

The text of the presentation is available at <http://propelvallejo.com/overview/guiding-principles>.

Small Group Discussion

As participants signed in to the workshop, they were given a breakout table number. After the presentation, they moved to their assigned tables for the breakout activity. There were tables of up to eight participants. Each table had a facilitator.

Each table had a series of cards to prompt the participants to think about key topic areas. Cards had the following topics: Public Health and Safety; Jobs and Economy; Mobility and Transportation; Natural Resources and Development; and Open Topic. Each table also had slips of blank paper with topic areas across the top.

The facilitators worked with the groups and solicited ideas for each of the topic areas to generate draft Guiding Principles. Tables could generate as few or as many ideas as they like under each topic. Extra cards were provided in case individuals wished to write their own Guiding Principles, separate from the collaborative effort. Facilitators encouraged collective effort, but allowed individual submissions if participants preferred.

Facilitators asked participants to think about the topic area and describe the kind of community they want. (Ex: Mobility - a walkable community). The groups shared ideas and distilled them into one or two statements for each topic area, with the facilitator recording on the slips of paper. Facilitators

acted as scribes and helped their group distill ideas discussed into Guiding Principles. Facilitators encouraged the groups to create at least one statement under each topic area.

When there were approximately 10 minutes left in the activity, the emcee signaled the groups to select a presenter and report their statements to present to the full group.

Full Group Report

Each group representative read the statements, and in some cases elaborated on them, to the entire group of workshop participants. The following statements from the groups illustrate the ideas that were discussed. All of the statements are available in the appendix.

- “Vallejo is a college town and a community of well-regarded colleges. It also has trade schools and internships for people of all ages.”
- Vallejo “values and incentivizes local economic sustainability: buying, creating and working here.”
- “Vallejo is a business-friendly city that facilitates development and job creation (holds your hand).”
- The “city is ecologically healthy and beautiful, with jobs that support this.”
- “Vallejo is a community with a vibrant downtown, including restaurants and entertainment.”
- “Vallejo has safe, frequent and comprehensive transit service, including direct routes to adjacent communities and ferry service to Sacramento, Napa, and San Francisco. It also has a comprehensive bicycle network for in-city commuting and recreation (e.g. trails, etc.).”
- Vallejo “creates holistic development design that is beautiful, ecological and avoids negative impacts on all city areas (not helping one part at the expense of another).”
- “Vallejo protects its natural landscapes and resources, including hills, ridgetops, wetlands, and waterways”
- “Vallejo participates in and contributes to equitable regional efforts to address housing and public safety.”
- “Our neighborhoods are connected, inclusive, unified and convivial, with sense of belonging and pride, safety and ownership.”
- “Vallejo supports its activist citizens.”
- “Vallejo is a place that takes care of its homeless residents and provides a safe and supportive environment for everyone.”

WORKSHOP SUMMARY

LOMA VISTA ELEMENTARY

SATURDAY MARCH 15TH

10:00AM-12:00PM

The third of four workshops of the Vallejo Planning Initiatives Project was held on Saturday, March 15th at 10:00 am at Loma Vista Elementary, with over 16 members of the public attending. The four workshops were held to solicit the community's ideas to develop the Guiding Principles for the three-year Planning Initiatives Project. This summary provides a recap of the process and a summary of the public input received.

Ice-Breaker Activity

The workshop began with an individual activity in which participants were met at the door and given two sheets of paper, one that said "I love Vallejo's..." and one that said "I wish Vallejo had..." They were encouraged to fill these out with their ideas, post them on a designated wall, and read other community members' responses.

Many ideas were repeated by multiple participants during this workshop and the entire workshop series. Features of Vallejo that participants frequently stated they loved at workshop #3 included Vallejo's waterfront, community (who are diverse, resilient, passionate and have heart and soul), location (convenient and close to the rest of the Bay Area), historic resources (including downtown, the Heritage District and Mare Island), farmers' market and parks. Common themes among the features that participants said they wished Vallejo had included better access to healthy, fresh and specialty foods; nice restaurants; less thrift, alcohol and dollar stores; stronger sense of safety (including less crime, and more services for the homeless); stronger incentives for business; more recreational paths for bicycles and pedestrians; improved schools and job training; and more recreational features.

A sample of community input provided as part of this exercise is shown below. All of the participants' responses to this activity are shown in the appendix.

"I love Vallejo's..."

- Waterfront
- Artists
- Diversity
- Weather
- Ferries
- Empress Theatre
- Non-profits
- Seafood City
- Community spirit
- Resilience
- Farmers' Market
- Historic buildings
- Location
- People
- Soul

“I Wish Vallejo Had...”

- A unifying mission and vision, and infrastructure that unites the different areas.
 - A vibrant Downtown with unique shops and outdoor places to sit and enjoy friends and a cup of coffee.
 - A cohesive interconnecting community that focuses on encouraging upward mobility in education, incomes and jobs.
- | | | |
|--------------------------|--------------------------------|------------------------|
| • Trader Joe’s | • Star gazing area | • Innovation |
| • Roller skating rink | • Day center for those in need | • Security/safety |
| • Ice skating rink | • Soup kitchens | • High-end restaurants |
| • Kayak/canoe concession | • Mermaids | • Better schools |

Introductions

Following this activity, Planning Manager Andrea Ouse introduced participants to key members of the project team and to attending General Plan Working Group members, and welcomed the attendees to the workshop.

Presentation and Questions

Charlie Knox of PlaceWorks, consultant to the City of Vallejo, made a presentation to participants introducing the five components of the Vallejo Planning Initiatives Project; walking the group through the schedule for the project; and answering questions from the audience.

Following the Q&A, Charlie explained that the focus of the current phase of the project is on creating a set of Guiding Principles that will serve as a compass for the rest of the components. He then outlined the purpose and process for the breakout activity, where participants were asked to help craft guiding principles.

The text of the presentation is available at <http://propelvallejo.com/overview/guiding-principles>.

Small Group Discussion

As participants signed in to the workshop, they were given a breakout table number. After the presentation, they moved to their assigned tables for the breakout activity. There were tables of up to eight participants. Each table had a facilitator.

Each table had a series of cards to prompt the participants to think about key topic areas. Cards had the following topics: Public Health and Safety; Jobs and Economy; Mobility and Transportation; Natural Resources and Development; and Open Topic. Each table also had slips of blank paper with topic areas across the top.

The facilitators worked with the groups and solicited ideas for each of the topic areas to generate draft Guiding Principles. Tables could generate as few or as many ideas as they like under each topic. Extra cards were provided in case individuals wish to write their own Guiding Principles, separate

from the collaborative effort. Facilitators encouraged collective effort, but allowed individual submissions if participants preferred.

Facilitators asked participants to think about the topic area and describe the kind of community they want. (Ex: Mobility - a walkable community). The groups shared ideas and distilled them into one or two statements for each topic area, with the facilitator recording on the slips of paper. Facilitators acted as scribes and helped their group distill ideas discussed into Guiding Principles. Facilitators encouraged the groups to create at least one statement under each topic area.

When there were approximately 10 minutes left in the activity, the emcee signaled the groups to select a presenter and choose two of their statements to present to the full group.

Full Group Report

Each group representative read the statements, and in some cases elaborated on them, to the entire group of workshop participants. The following statements from the groups illustrate the themes the groups discussed. All of the statements created by the groups are included in the appendix.

- “Vallejo is open for business”
- Vallejo “expand[s] and leverage[s] excellent existing transportation grid to include better senior transportation and linkages for recreational areas like the Napa Valley.”
- We “preserve, protect and honor Vallejo’s history and natural environment while developing for the future.”
- Vallejo “promote[s] green technology and development.”
- Vallejo “ensure[s] balanced, safe, diverse, livable and walkable neighborhoods.”
- Vallejo has “a humanized police force that collaborates with and represents the community.”

WORKSHOP SUMMARY

FLORENCE DOUGLAS SENIOR CENTER

WEDNESDAY MARCH 19TH

6:30-8:30PM

The last of four workshops in the first workshop series of the Vallejo Planning Initiatives Project was held on Wednesday, March 19th at 6:30 pm at the Florence Douglas Senior Center, with 37 members of the public attending. The four workshops were held to solicit the community's ideas to develop the Guiding Principles for the three-year Planning Initiatives Project. This summary provides a recap of the process and the public input received.

Ice-Breaker Activity

The workshop began with an individual activity in which participants were met at the door and given two sheets of paper, one that said "I love Vallejo's..." and one that said "I wish Vallejo had..." They were encouraged to fill these out with their ideas, post them on a designated wall, and read other community members' responses.

Many ideas were repeated by multiple participants during this workshop and the entire workshop series. Features of Vallejo that participants frequently stated they loved at workshop #4 included Vallejo's waterfront, people (who are accepting, diverse, friendly and artistic), location (convenient, great climate, and close to the rest of the Bay Area), historic resources (including downtown, the Heritage District, museum and Mare Island), the farmers' market, and open space. Common themes among the features that participants said they wished Vallejo had included better access to healthy, fresh and specialty foods, nice restaurants, and other places to shop; stronger sense of safety (including less crime, and more services for the homeless); stronger incentives for business; more recreational paths for bicycles and pedestrians; improved schools and job training; and great, living wage jobs.

A sample of community input provided as part of this exercise is shown below. All of the participants' responses to this activity are shown in the appendix.

"I love Vallejo's..."

- Community neighborhoods and neighborhood watch programs
- Waterfront
- Ocean breeze in summer
- Potential
- History
- Compassion
- Artists
- Foliage
- Housing prices
- Diversity
- Acceptance
- Climate
- Location
- Vallejoans!
- Can-do attitude
- Symphony
- Farmers' Market
- Ferry

- Architecture
- Museums
- Golf courses

“I Wish Vallejo Had...”

- Better schools – emphasis on breaking barriers to a better child development.
- More grocery stores.
- Moratorium on more fast food restaurants.
- Would use the optic cable as an enticement to draw tech companies to Vallejo.
- A cohesive idea of attracting business.
- A more people-friendly waterfront with shops and restaurants: a place people want to go and spend some time.
- Recognition; respect; focus on positive qualities.
- Balance of East and West sides: parks, grocery stores on West side, subsidized housing on East side.
- Better relationship between community members and city officials.
- A nicer Sonoma Blvd.
- Infrastructure for street trees; beautiful, pedestrian friendly streets.

Introductions

Following this activity, Planning Manager Andrea Ouse introduced participants to key members of the project team and to attending General Plan Working Group members, and City Council Member Robert McConnell welcomed the attendees to the workshop.

Presentation and Questions

Charlie Knox of PlaceWorks, consultant to the City of Vallejo, made a presentation to participants introducing the five components of the Vallejo Planning Initiatives Project; walking the group through the schedule for the project; and answering questions from the audience.

Following the Q&A, David explained that the focus of the current phase of the project is on creating a set of Guiding Principles that will serve as a compass for the rest of the components. He then outlined the purpose and process for the breakout activity, where participants were asked to help craft guiding principles.

The text of the presentation is available at <http://propelvallejo.com/overview/guiding-principles>.

Small Group Discussion

As participants signed in to the workshop, they were given a breakout table number. After the presentation, they moved to their assigned tables for the breakout activity. There were tables of up to eight participants. Each table had a facilitator.

Each table had a series of cards to prompt the participants to think about key topic areas. Cards had the following topics: Public Health and Safety; Jobs and Economy; Mobility and Transportation; Natural Resources and Development; and Open Topic. Each table also had slips of blank paper with topic areas across the top.

The facilitators worked with the groups and solicited ideas for each of the topic areas to generate draft Guiding Principles. Tables could generate as few or as many ideas as they like under each topic. Extra cards were provided in case individuals wish to write their own Guiding Principles, separate from the collaborative effort. Facilitators encouraged collective effort, but allowed individual submissions if participants preferred.

Facilitators asked participants to think about the topic area and describe the kind of community they want. (Ex: Mobility - a walkable community). The groups shared ideas and distilled them into one or two statements for each topic area, with the facilitator recording on the slips of paper. Facilitators acted as scribes and helped their group distill ideas discussed into Guiding Principles. Facilitators encouraged the groups to create at least one statement under each topic area.

When there were approximately 10 minutes left in the activity, the emcee signaled the groups to select a presenter and report their statements to present to the full group.

Full Group Reports

Each group representative read the statements, and in some cases elaborated on them, to the entire group of workshop participants. The following statements from the groups illustrate the themes the groups discussed. All of the statements created by the groups are included in the appendix.

- “Vallejo has equitable access throughout the city to services, jobs, infrastructure and opportunities (not reliant on discretionary funds.”
- “Vallejo seeks out and welcomes businesses for investment in the community, the people, education to benefit our tax base.”
- “Vallejo is a place with value-added commercial development, providing good paying jobs, where money stays in the community (no gaming enterprises).”
- “Vallejo has an integrated bicycle network, incorporating corridors designated for cars and bikes, and separated from arterial roadways.”
- “Vallejo incorporates into its developments, public and private, sustainable practices such as recycling everywhere, alternative energy and no plastic bags.”
- Vallejo “repurpose[s] and reuse[s] historic buildings to attract visitors and businesses.”
- “Vallejo accommodates sea level rise and other changes in the environment from climate change; is a forward-thinking community.”
- “Vallejo’s Mare Island is a showcase of high tech development, including manufacturing, environmental and IT.”

- “People have a good, trusting relationship with City officials, with more integration, outreach, communication and bringing more people to the table, and feel empowered to make change.”
- “We respect our youth and the importance of education, a central cog to everything else.”
- “Vallejo takes a global, holistic approach to a healthy community that services neighborhoods equally, including parks, complete streets, healthy food and landscaping.”

ONLINE FORUM SUMMARY

To engage people who may not have been able to attend one of the community workshops in person, the City hosted an online forum via Open City Hall, a software platform the City uses regularly to survey Vallejoans on a range of topics and initiatives. The online forum offered participants the opportunity to complete an exercise that mimicked the breakout activity at the workshops and allowed them to interact with ideas generated at the workshops. Participants were required to register with their name and home address in order to identify statements from people in and near Vallejo, although they were not required to disclose their name in the public forum. In all, 65 individuals participated in the online forum, which ran from March 7, 2014 through April 15, 2014.

Outreach to Promote the Online Forum

The online forum was promoted through a variety of channels. The start of the forum was announced in a press release and in an email blast to over 8,000 subscribers to the City's email list. Details of the forum were posted on both the project website and the City's website, as well as through social media networks, including Facebook and Next Door. Follow up email blasts were sent to encourage public participation and to remind Vallejoans of the deadline. Additionally, all newspaper ads, SolTrans ads, and promotions postcards, posters, and banners featured the URL for the project website and an invitation to participate online. Those who attended the workshops were also encouraged to take flyers and postcards home and invite their friends and family to participate.

Online Activity

The online forum launched on Friday March 7, using statements generated from input provided by Vallejoans who attended the first community workshop at Glencove Elementary School on March 5. The online forum was subsequently updated on March 23 to reflect input generated by Vallejoans who attended community workshops 2 and 3.

Participants who logged into the online forum were informed that Vallejoans were in the process of drafting Guiding Principles to describe the kind of community they want Vallejo to be and were asked how they would prioritize those same statements. Participants were then presented with a list of statements generated from public input at the community workshops. The software allowed individual participants to drag statements up or down to rank them in order of priority and also to add their own statement to the list and suggest a priority.

Results

The Open City Hall software platform automatically compiles the results of the forum and ranks the statements according to how highly they were prioritized by participants. The list below shows the composite ranking of statements, based on all 65 lists created by online forum participants:

1. **Safe Community:** Vallejo is a safe community for all residents in every neighborhood, where residents collaborate with responsive law enforcement to promote personal safety.

2. **Innovative Businesses and Entrepreneurship:** Vallejo welcomes innovative businesses and fosters entrepreneurship, capitalizing on new technologies, community assets, and local knowledge.
3. **Good Jobs, Education and Training:** Vallejo is a community where people find good jobs and where young people get the education and training they need to succeed.
4. **Local Businesses Succeed:** Vallejo helps local businesses to succeed.
5. **A Place Where People Want To Be:** Vallejo is a place where people of all ages want to be, day and night -- to live, work, relax, shop, and have fun – including a vibrant downtown and an attractive waterfront.
6. **Emphasis on Community-Building:** Vallejo prioritizes community-building with extracurricular activities and recreational opportunities for youth, and a strong culture of volunteerism, positive role models, and leadership programs.
7. **Waterfront as a Centerpiece of the Community:** Vallejo's waterfront is a centerpiece of the community, with natural open space, trails, and a promenade, and a place for recreating, socializing, shopping, eating and drinking.
8. **Caring Community:** Vallejo is a caring place where all residents and communities are treated with compassion, equity and dignity at all stages of life.
9. **Easy Access to Healthy Food:** All Vallejo neighborhoods have easy access to healthy food, including locally grown food from school and community gardens.
10. **Action to Address Our Challenges:** Vallejo is a community that identifies its challenges and takes action to address them. Vallejoans learn lessons from other communities and from the past, putting best practices in place.
11. **Economic Development Aligned with Natural Environment:** Vallejo is a community that values economic development, aligning well-designed projects with protection and enhancement of environmental resources.
12. **Beautiful City: History, Trees and Landscaping:** Vallejo is a beautiful city that values and showcases its historic character, abundant trees, local ecology, and well-cared-for landscaping.
13. **Recreation and Vacation Destination:** Vallejo is a recreation and vacation destination for people from the Bay Area and beyond.
14. **Convenient, Affordable, Eco-Efficient Transportation:** Vallejo is a community with convenient, affordable, and eco-efficient mobility options for residents and visitors.
15. **Educational Institutions As Prominent Players:** Vallejo's excellent educational institutions play a prominent role in its economic vitality and community life.
16. **Impressive Gateways:** Vallejo has gateways that make positive, welcoming impressions.
17. **Interconnected, Mobile Community:** Vallejo is an interconnected, cohesive community from east to west and north to south, where it's easy, safe and fun to get where you want to go on foot, by bicycle, or by transit.
18. **History, Maritime Heritage, Cultural, and Arts Resources:** Vallejo prizes its history, maritime heritage and cultural resources, including its vibrant arts community.

19. **Safe Community:** Vallejo is a safe community for all residents in every neighborhood, where residents collaborate with responsive law enforcement to promote personal safety.
20. **Pride in Our Identity and Diversity:** Vallejo is a community that takes pride in its identity, and its diverse people and communities, and holds activities to strengthen community bonds.
21. **Regional Transportation Hub:** Vallejo is a regional transportation hub, providing excellent connections to the surrounding region for people and goods, whether by rail, road, ferry, transit, bicycle, or on foot.
22. **River and Bay City:** Vallejo is a river and bay city where waterways provide transportation and recreational opportunities and are recognized for their important role in the broader ecosystem.
23. **Promotes Environmental Education:** Vallejo is a community that promotes environmental education, watershed awareness, and environmentally-oriented industry – where environmental stewardship is an asset that attracts people and businesses.
24. **Healthy Lifestyles:** Vallejo is a community that promotes the health of its residents and recognizes the value of a proactive, preventative approach to health.

Forum participants also suggested other principles to add to the list or provided additional comment. The full text of their input is included in the public input section of this report. As a result of the initial suggestions, new guiding principles were added to the list:

- **Abundant School and Community Gardens:** Vallejo has abundant school and community gardens that provide locally grown food, fostering healthy lifestyles throughout the community.
- **Cultural Diversity:** Vallejo celebrates its cultural diversity and plans activities to strengthen community bonds.
- **Equitable Community:** Vallejo is a community where everyone has access to services, jobs, housing, and resources and where everyone shares in the vitality and prosperity of the community.
- **Livable Neighborhoods:** Vallejo has clean, quiet, congenial neighborhoods where children feel safe playing in their front yards and where everyone takes pride in their homes.
- **Creative Community:** Vallejo has prominent public art, supports local artists, and capitalizes on its many assets to attract the film and television industry.
- **Civic Engagement:** Vallejo is a community with strong partnerships between government, residents, and local businesses, and where decisions are made with the active involvement of the community.

Other comments and ideas suggested via the online forum included:

- The number one priority should be public safety at a reasonable cost to the City. None of the rest matters if you can't travel safely throughout the City and not worry constantly about your home being burglarized.

- All of the ideas listed will happen when Vallejo gets a marketing plan that actually entices business to want to be here.
- Supporting and nurturing the arts renaissance that's happening in our historic downtown is the most immediate way to achieve most of the priorities on Vallejo's list.
- I would like to see Vallejo's historic past be part of the future.
- This is an amazing location, the weather is fantastic and the people are passionate. With strong leaders, we can create the kind of community in which we want to live, work and play.

OUTREACH TOOLKIT SUMMARY

An outreach toolkit was developed to supplement the Community Workshops and Online Forum with targeted outreach to segments of the community that may not have been able to participate via other methods. The toolkit contained a simple-to-use a survey tool for use in small groups. Users completed an activity that mimicked the breakout activity from the workshops and the online forum and had the opportunity to interact with ideas generated by others in the community.

The toolkit was primarily intended for neighborhood associations, youth groups, seniors groups, and other community organizations. Toolkit availability was announced at the community workshops and on the project website, and it was featured in an issue of the City Manager's Bi-Weekly Newsletter. Additionally, the project team contacted the groups listed above by phone and by email to let them know about the toolkit and make it available for use.

In all, five different groups used the toolkit, including Vallejo High School students, the Fighting Back Partnership, residents in South Vallejo (in a City staff-led Toolkit event at the Carquinez Highlands Clubhouse), Vallejo Heights and North Vallejo. This report describes how the toolkit was used by community groups and summarizes public input generated by those groups. Completed toolkits and other comments produced are compiled in an appendix to this report.

Toolkit Contents and Use

Each Toolkit contained an instruction sheet and:

- An 11x17 sheet with Draft Guiding Principles written by Vallejoans at the first workshops
- 8.5x11 individual sheets with the same Draft Guiding Principles
- Colored stickers

The instructions given to participants were to:

- Work in groups of up to eight.
- Read aloud the introduction to the project and the Guiding Principles.
- Distribute an individual sheet and five colored stickers to each group member
- Have each group member read their sheet individually and select the five Draft Guiding Principles that were most important to them, marking them with a tick mark. Group members were also to consider whether there were any important ideas that they did not see reflected on the list, and make note of those.
- Have each person stick one sticker beside each of the five Draft Guiding Principles most important to them (on the 11x17).
- Briefly discuss as a group whether there any Draft Principles that most group members agree are top priorities.
- If there were any ideas important to your group that were not reflected in the Draft Guiding Principles, create a new Draft Guiding Principle and write it down.

Additionally, one of the community leaders took statement cards from the community workshops to the Toolkit workshop, so participants at that meeting also wrote down statements in the five topic areas.

Results

Toolkit groups and participants each voted on the most important principles by putting stickers on the sheet with the Draft Guiding Principles. The number of stickers for each principle statement for each group is listed in the table below. The table shows the composite ranking of statements by average number of votes, as well as the votes each statement received from the participants in each group.

Priorities	Principles	Carquinez	Vallejo Heights	Copper Way	Fighting Back	Vallejo HS	Average
1	Safe Community	16	3	5	10	7	8.2
2	Good Jobs, Education and Training	8	2	5	9	6	6
3	A Place Where People Want To Be	11	4	2	4	4	5
4	Waterfront as a Centerpiece of the Community	7	1	3	5	2	3.6
5	Local Businesses Succeed	6	0	3	6	2	3.4
6	Innovative Businesses and Entrepreneurship	3	2	5	4	2	3.2
7	Interconnected, Mobile Community	6	0	0	6	3	3
8	Action to Address Our Challenges	2	3	4	2	3	2.8
9	Caring Community	6	2	0	3	2	2.6
10	Easy Access to Healthy Food	1	1	0	7	3	2.4
11	History, Maritime Heritage, Cultural, and Arts Resources	9	0	1	0	1	2.2
11	Educational Institutions As Prominent Players	3	0	2	1	5	2.2
12	Promotes Environmental Education	5	1	1	2	1	2
12	Economic Development Aligned with Natural Environment	3	0	2	3	2	2
12	Pride in Our Identity and Diversity	3	1	2	2	2	2
13	Impressive Gateways	5	1	0	3	0	1.8
13	Emphasis on Community-Building	2	1	2	1	3	1.8
14	Convenient, Affordable, Eco-Efficient Transportation	5	1	0	1	1	1.6
14	Cultural Diversity (missing from OCH)	3	0	1		0	1
15	School & Community Gardens (missing from OCH)	2	0	1		1	1
16	Beautiful City: History, Trees and Landscaping	2	0	1		1	1
17	Recreation and Vacation Destination	1	1	0		1	.75

New Guiding Principles Ideas

Toolkit users also suggested other principles to add to the list or provided additional comment. The full text of their input is included in the public input section of this report. New ideas suggested by toolkit users included:

- Water fountains
- Parks and grocery stores on the West Side
- Integrate health and wellness issues: walking trails, kayaks
- Transparency in terms of all City meetings and communication
- Neighborhood Council with monthly or quarterly meetings
- Affordable childcare for those who need it
- More Vallejo transit for the disabled
- More shopping and restaurants in South Vallejo
- Homeless day center, shelter and legal encampments
- Maintenance of city streets and potholes
- Affordable housing