



1415 20<sup>th</sup> Street  
Sacramento, CA 95811  
(916) 446-0522  
FAX (916) 446-7520  
mintier@mintierharnish.com  
www.mintierharnish.com

## MEMORANDUM

**TO:** Gilroy General Plan GPAC

**FROM:** Jim Harnish, Principal, Mintier Harnish

**DATE:** December 18, 2013

**SUBJECT:** Updates on the General Plan Outreach Program

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At the November 11, 2013 GPAC meeting, the General Plan consultants presented an overview of the General Plan outreach program. GPAC members then discussed the program and provided comments and suggestions about the program. Below is a summary of the GPAC comments and a description of how the program will be modified in response to those comments.

1. **Outreach contacts and organizations.** GPAC members suggested a number of organizations that should be contacted about participation in the development of the General Plan. Some of these organizations are already included on our contact list, others are not. The General Plan contact list will be expanded to include all of the suggested organizations. In January, we will notify these groups of the opportunity receive a presentation about the General Plan process. The organizations suggested by the GPAC are as follows:

- a. Gilroy Patch.com
- b. CMAP/public television
- c. Gavilan College students
- d. Leadership Gilroy
- e. South County Collaborative
- f. Link Gilroy2040 website to community organization (e.g. Chamber of Commerce, GUSD) websites
- g. Hispanic Advocacy Group
- h. Hispanic Youth Group
- i. Santa Clara County Farm Bureau
- j. Santa Clara County Open Space Authority (also form open space focus group)
- k. Wineries of Santa Clara Valley
- l. South County Running Club Facebook page

- m. Sierra Club
- n. Rotary Club
- o. Interfaith Council
- p. Chamber of Commerce Government Relations Committee

**2. Community Events.** One aspect of the General Plan Outreach Program includes an information booth at selected community events. The events suggested by GPAC members are:

- a. Garlic Festival
- b. Downtown Car Show
- c. Holiday Faire

**3. Other Outreach Ideas.** GPAC members had some other ideas about expanding community outreach which we will include as a part of the program:

- a. Provide copies of event flyers to GPAC members
- b. Put community workshop videos on CMAP

**4. Take Outreach Discussion to the Latino Community.** GPAC members suggested that there be a more proactive effort to take the General Plan to the Latino community in order to increase participation in the process by the Spanish-speaking community. As a result, on December 4, 2013, the consultants and City staff met with four Latino community representatives to discuss ideas for expanding our outreach program to get greater participation by the Latino community. As a result of that discussion, the consultants and staff have initiated follow-up interviews with a variety of individuals involved with the Latino community. These interviews are being scheduled for January 8<sup>th</sup> and 9<sup>th</sup>. We will ask these community leaders about their ideas for Gilroy's future, as well as how to best involve the Latino community for the remainder of the General Plan project. The results of these interviews will be included in the Summary of Issues and Opportunities Report due out at the end of January.