

**MEETING DATE:** May 5, 2009

**AGENDA ITEM:** Approval and Adoption of *Plan-it Culver City*, the Proposed Parks and Recreation Master Plan, prepared by MIG, Inc.; and Consideration of a Recommendation that the City Council Approve and Adopt *Plan-it Culver City*.

**ATTACHMENTS**

|                                                                          | <u>Pages</u> |
|--------------------------------------------------------------------------|--------------|
| A. Summary of Public Notification done for Plan-it Culver City Meetings. | 1            |

**SUMMARY OF PUBLIC NOTIFICATION FOR *PLAN-IT CULVER CITY* MEETINGS      ATTACHMENT A**

|                                                                   | <b>MASTER PLAN<br/>WORKSHOP #1</b> | <b>MASTER PLAN<br/>WORKSHOP #2</b>              | <b>MASTER PLAN<br/>WORKSHOP #3</b> | <b>VETS<br/>CONCEPTUAL<br/>PLAN #1</b>                                                 | <b>VETS<br/>CONCEPTUAL<br/>PLAN #2</b> | <b>VETS<br/>CONCEPTUAL<br/>PLAN #3</b>    |
|-------------------------------------------------------------------|------------------------------------|-------------------------------------------------|------------------------------------|----------------------------------------------------------------------------------------|----------------------------------------|-------------------------------------------|
| <b>MEETING DATE</b>                                               | <b>10/25/2007</b>                  | <b>12/6/2007</b>                                | <b>1/26/2008</b>                   | <b>10/25/2008</b>                                                                      | <b>11/15/2008</b>                      | <b>3/11/2009</b>                          |
| <b>Standard GovDelivery<br/>Email Notification</b>                | All 3 Workshops<br>noticed         | Workshops #1 &<br>#2 noticed                    | YES                                | YES - These 2 meetings were<br>noticed together                                        |                                        | YES                                       |
| <b>Channel 35 Cable Crawler</b>                                   | All 3 Workshops<br>noticed         | Workshops #1 &<br>#2 noticed                    | YES                                | YES                                                                                    |                                        | NO                                        |
| <b>Article/Ad on City's<br/>Website</b>                           | All 3 Workshops<br>noticed         | Workshops #1 &<br>#2 noticed                    | YES                                | YES                                                                                    |                                        | YES                                       |
| <b>Newspaper Press Releases</b>                                   | All 3 Workshops<br>noticed         | Workshops #1 &<br>#2 noticed                    | YES                                | YES                                                                                    |                                        | NO                                        |
| <b>Email Blasts to PRCS<br/>Distribution Lists</b>                | All 3 Workshops<br>noticed         | Workshops #1 &<br>#2 noticed                    | YES - also Fire<br>Dept. contacts  | YES                                                                                    |                                        | YES                                       |
| <b>Postcard Mailing - Specific<br/>Audience / 500 foot radius</b> | NO                                 | NO                                              | NO                                 | 500 ft. @ Vets Park; 16 Community<br>Garden Plot Renters; Neighborhood<br>Associations |                                        | NO                                        |
| <b>Telephone Calls</b>                                            | NO                                 | NO                                              | NO                                 | Armory; AMVETS; Boy Scouts                                                             |                                        | YES                                       |
| <b>Flyer Distribution at PRCS<br/>Parks &amp; Facilities</b>      | All 3 Workshops<br>noticed         | Workshops #1 &<br>#2 noticed                    | YES                                | YES                                                                                    |                                        | YES                                       |
| <b>Posted Notices at PRCS<br/>Parks &amp; Facilities</b>          | All 3 Workshops<br>noticed         | Workshops #1 &<br>#2 noticed                    | YES                                | Vets Park proper and the "spur,"<br>Senior Center & seven Culver City<br>Parks.        |                                        | Park Signs used<br>instead (see<br>below) |
| <b>Stand Alone Park Signs -<br/>All Parks</b>                     | Not yet available                  | Not yet available                               | Not yet available                  | Not yet available                                                                      |                                        | YES                                       |
| <b>Article/Ad - CC Living</b>                                     | NO                                 | YES - These 2 meetings were<br>noticed together |                                    | NO                                                                                     |                                        | NO                                        |
| <b>Paid Display Ads in Local<br/>Paper(s)</b>                     | CC News - 1<br>week                | CC News & Blue<br>Pacific - 1 week              | CC News - 1<br>week                | CC News - 2 weeks                                                                      |                                        | CC News - 1<br>week                       |
| <b>Banners in 3 Locations</b>                                     | NO                                 | NO                                              | YES                                | NO                                                                                     |                                        | NO                                        |