

REPORT ON PUBLIC INVOLVEMENT  
LAKE COUNTY 2030 BLUEPRINT PROCESS



A Blueprint for Our Future



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## **EXECUTIVE SUMMARY**

The Lake County 2030 Blueprint process is a major initiative sponsored by the Lake County/City Area Planning Council (Lake APC) in cooperation with local public agencies and Tribes and funded with a grant from Caltrans. Lake County 2030 springs from the recognition that coordinated visioning and planning at the regional level -- of land use, transportation, land use, water, energy, and other important public policy areas – is vital if the County is to grow in a healthy and sustainable manner.

A key element in this visioning and planning is a grass-roots public involvement process that involves residents from the beginning. During March 2009, as a kickoff to the Lake County 2030 process, 132 Lake County residents gathered in series of five identical evening and Saturday workshops to discuss in small groups what they value most about where they live, what they'd like to see improved, their visions for how the County should look in 2030, and their preferred approaches to a range of public policy issues. An additional 41 Lake County residents participated in an on-line survey that mimicked the workshop exercises and provided more input. After the workshops, Lake APC staff and consultants reviewed these results and synthesized a preliminary draft Lake County 2030 Blueprint Vision and Principles. These were reviewed, and endorsed with a few changes, by the public at two follow-up workshops held in April 2009.

The next steps will be for Lake APC to use the draft Vision and Principles to develop several alternative 2030 scenarios for land use, transportation, and open space, and then hold a second series of public workshops in the fall of 2009. Ultimately, the Lake APC Board of Directors will adopt a Preferred Blueprint Scenario that along with the Vision and Principles will be offered as guidance to local agencies and Tribes, who will implement them in the form of plans and policies.

This report covers the public workshop process and synthesized findings, as well as the public information and outreach effort undertaken for the project. Workshop attendees and on-line survey respondents largely agreed on the following:

### **LAKE COUNTY ASSETS**

1. Tremendous natural beauty and abundant environmental resources, including clean air, stunning lakes, pleasing weather, and a rural landscape comprised of a mix of natural and agricultural land;
2. The importance of agriculture to the region's economy, security, and character, and the need to preserve it and make it sustainable;
3. The peace, quiet, solitude, and even isolation associated with low population density; and
4. The friendly people, unique diversity, and sense of community throughout the region and within individual communities.

## LAKE COUNTY CHALLENGES

1. Poor road conditions and lack of safe bicycle and pedestrian access;
2. Lack of shopping opportunities and access to goods and services;
3. Lack of medical resources, including local availability of quality facilities and care, and transportation to healthcare;
4. Unhealthy economy and lack of quality job opportunities;
5. Lack of activities and entertainment for all, but especially for youth; and
6. Drug influence and increase in crime and blight.

During a card game exercise that featured eight important policy areas in Lake County, both workshop and on-line participants were asked to chose the most important policy areas to achieving their vision of the future (with the understanding that ALL are important and that these rankings are relative):

Highest: economic development, water, the environment  
Middle: agriculture, growth and development, transportation  
Lowest: public services, recreational and cultural resources.

The topic areas card exercise was followed by a card game where for each policy area participants chose their preferred policy approach, using “suited cards.” Most chose a fairly aggressive approach to highly ranked topic areas. Much of the value of these exercises was in the discussion and interaction that took place among the participants.

From the workshop results, the preliminary draft Lake County 2030 Blueprint Vision is:

- preserve what we value about Lake County, including
  - beautiful natural environment and open space
  - clean air
  - Clear Lake
  - cultural diversity and history
  - agricultural heritage and rural lifestyle
  - a sense of community
- improve the quality of life for all residents, focusing on
  - economic vitality, including job opportunities that help to retain youth in the County
  - vocational and higher education
  - physical infrastructure, including transportation, water, sewer, communications, and energy
  - healthy living and healthcare services
  - activities designed for all ages
  - public safety and removal of blight
  - housing for all incomes

- attain elements of a sustainable lifestyle, including
  - growing slowly in a controlled, efficient and balanced manner
  - focusing growth within existing communities
  - less driving and more walking and biking
  - a secure and sustainable water system
  - increasing security by reducing our dependence on outside resources, such as energy, food, and jobs

Finally, preliminary draft Blueprint Principles have been developed in the following topic areas:

ENVIRONMENT

AGRICULTURE

GROWTH AND DEVELOPMENT

ECONOMY

PUBLIC INFRASTRUCTURE

Transportation

Water and Sewer

Communications

Energy

PUBLIC SERVICES

Law enforcement

Healthcare and Social Services

Education

RECREATIONAL AND CULTURAL RESOURCES

## 1. INTRODUCTION

Accommodating a projected 56 percent increase in population<sup>1</sup> by the year 2030 presents many challenges that the residents of Lake County need to work together to address. Some of the questions that need to be answered are

- How should we grow?
- Where should we grow?
- How will we travel around the region?
- What services will we need?
- How will growth affect our environment?
- How will growth affect our quality of life?

The Lake County 2030 Blueprint Process, led by the Lake County/City Area Planning Council (Lake APC), is a regional collaboration involving all jurisdictions and Indian Tribes in the region, including the County and the Cities of Clearlake and Lakeport.

A key component of Lake County 2030 is the involvement of stakeholders and the public in a meaningful way to provide input on their values and vision for the Lake County region in 2030. To that end, Lake APC staff, with the assistance of Moore Iacofano Goltsman, Inc. (MIG), designed a series of highly interactive, hands-on public workshops for the community visioning phase of Lake County 2030. In the next phase of the process, another round of workshops will elicit public input on specific scenarios for growth that will be developed by Lake APC and its advisory group, the Blueprint Advisory Council (BPAC). Finally, Lake APC will adopt a Lake 2030 Blueprint Vision and Principles and a preferred scenario for growth that will be offered as guidance for future more specific planning efforts by Cities, the County, and other agencies.

The role of the BPAC during this phase was to connect with the various communities and stakeholders of Lake County, for the purpose of advising the Lake APC on the Lake 2030 Blueprint program. Lake APC staff and MIG provided the BPAC with information about the project and asked members for their input on materials and activities throughout this phase. The BPAC met three times – in November 2008, January and April 2009 -- providing advice on the logo, media and stakeholder outreach, the workshop design and card game exercise, the workshop results, and the follow-up workshop design. A number of BPAC members served as small group facilitators during the April workshops.

The following sections describe the five visioning workshops that were held in March of 2009, followed by two follow-up workshops held in April. They include outreach strategies, workshop format, results, evaluation and next steps. A series

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<sup>1</sup> The US Census Bureau estimates that in 2007, Lake County had a population of 64,664. According to the State of California's Department of Finance Demographic Research Unit, the County is projected grow to 101,000 by 2030, for a 56% increase.

of appendices are provided as a separate attachment. Included in Appendix F are the individual summaries of each of the workshops.

## 2. OUTREACH STRATEGIES

Outreach began with the design of a project logo, which is shown on the cover of this report. The final design was modified and approved by the BPAC and used in all project-related materials.

Outreach to educate about Blueprint and encourage attendance at the March workshops included two coordinated efforts – outreach to stakeholder groups and outreach to the general public. For each of these, MIG provided a plan, which was subsequently implemented, as follows.

### STAKEHOLDER OUTREACH PLAN

MIG was joined in this effort by a sub-consultant, the Lake Family Resource Center (LFRC), which focused its efforts on developing an accurate stakeholder database and making phone calls to encourage attendance at the workshops.

- Stakeholder Group Database – LFRC collected contact names and added organizations to the database from these categories: agriculture, business and labor, community-based organizations, disabled persons, educators, elected officials, environmentalists, ethnic and cultural groups, faith-based groups, federal agencies, healthcare, libraries, the media, property owners, public agencies, public safety, real estate and development, seniors, sports and recreation, and Indian tribes. The database contains approximately 315 names.
- Self-mailer (Appendix A) – MIG designed a full-color, 2-page double-sided self-mailer (folded, addressed, and stamped, needing no envelope), to be sent to those in the stakeholder database. The mailer provided background on the Blueprint program, announced the workshop dates, times, and locations, and encouraged attendance. The mailer was sent out to arrive in mailboxes two weeks ahead of the meetings. The mailer was translated and printed into Spanish, although this version was not mailed, but made available at outreach meetings.
- Personal Invitation Letters and Calls – Lake APC staff targeted elected officials, local agency staff, and Indian Tribal Chairpersons with invitation letters and calls. They also worked with the Chambers of Commerce to forward workshop information using Chamber e-mail lists.
- “Roadshows” -- Lake APC staff made a number of presentations to civic groups to educate and encourage attendance. To generate interest and

discussion, some of the presentations featured a preview of the card game that was played at the workshops.

<b>Group/Meeting</b>	<b>Location</b>	<b>Date</b>	<b>Number of People</b>
Sierra Club	Kelseyville	Jan 13	15
Clearlake Vision Task Force	Clearlake	Jan 25	8
HERC (tribe environmental coordinators)	Lakeport	Jan 22	8
Middletown Senior Center lunch	Middletown	Jan 28	40
Clearlake Senior Center	Clearlake	Jan 29	15
Lake County Land Trust – board meeting	Clearlake	Feb 3	6
Lake County Land Trust – retreat meeting	Lakeport	March 7	9 this group did the card game, played two topics
MATH – Middletown Area Town Hall	Middletown	Feb 12	20
County Board of Supervisors	Lakeport	Feb 24	All 5 supervisors; 15 public members
Lakeport City Council	Lakeport	Feb 17	All 5 Council members; 20 public
Clearlake City Council	Clearlake	Feb 26	60+ people – at the meeting for an EIR on the agenda, after me
Clearlake Chamber, monthly dinner meeting	Clearlake	March 3	50
Farm Bureau board meeting	Lakeport	Feb 11	15
InnisFree	Lakeport	Feb 25	10 – developing transitional housing for homeless
Health Leadership Network (HLN)	Clearlake	Feb 19	12
Kelseyville Senior Center	Kelseyville	March 17	24

Outreach to Schools – One of the BPAC members who represented a school district was instrumental in encouraging attendance at the workshops by high school students.

BPAC Outreach – In addition to all of the above, members of the BPAC helped to get the word out about the public workshops.

## MEDIA PLAN

The plan laid out the strategy for creating a general awareness and understanding of the Lake 2030 Blueprint program among the general public and encourage participation in the five March workshops. MIG worked with media outlets, including newspapers, radio and TV stations, to encourage their coverage of the Lake County Blueprint program. This included targeting Spanish-speakers through a paid Spanish language newspaper insert and radio announcements.



- Media Contact List
  - **Print/web**
    - Clearlake Observer-American  
*Media release printed on 3/4*
    - Lake County Record-Bee  
*Article printed on 2/28*
    - Middletown/Hidden Valley Times Star  
*Media release printed on or around 2/23*  
*Calendar version printed thereafter*
    - Press Democrat
    - Lake County News
    - Lake Community Newspaper
    - La Voz (Spanish language)  
*Bilingual insert included in the March 2 edition*
  - **Radio**
    - KNTI Radio
    - Lazer Spanish Radio Stations (Spanish language)  
*Spanish PSA started running 2/23*
    - Bicoastal Media (7 different radio stations)  
*English and Spanish PSAs started running 2/26*
    - KUKI Radio
    - KWNE-KMAX Radio (Spanish language)  
*Spanish PSA started running 2/23*
    - KQPM Radio
    - KLLK Radio
    - KDAC Radio
    - KPFZ Radio  
*Ran a PSA*
  - **TV**
    - Lake County Television
  
- Lake APC Newsletter -- The Lake APC newsletter, which is received by all Lake County households, featured a front-page article about the Blueprint program and the March workshops.
  
- Poster (Appendix A) -- MIG designed a colorful, eye-catching 11 x 17” poster, featuring the Blueprint logo and announcing the five March workshops, in both English and Spanish (see Appendix A). This poster was placed by both Lake APC and LFRC staff in the following locations, about two weeks ahead of the meetings.

Medical Facilities	St Helena Hospital, Clk Sutter Lakeside Hospital Ukiah Valley
Visitor Center	Lucerne
Chamber of Commerce	Lakeport
City Hall	Clearlake Lakeport

Post Offices	Lucerne Lakeport Clearlake Clearlake Oaks Upper Lake Finley Middletown
Grocery Stores, Restaurants, others	La Fiesta - Lkpt North Shore Sentry - Nice La Monarca - LL John's Market - Kville Safeway - Lkpt & Clk Ray's - Clk Bruno's Shop Smart-Lkpt Lakeport Grocery Outlet-Lp Foods Etc - Clk Red & White - CLO Lakeview Market - Luc Tower Mart - Luc Yazmins - Clk RiteAid - Clk Perkos - Lkpt RicoAroma Coffee Shop-Lp Angelina's - Lkpt HiWay Grocery – UL Hardesters – Middletown and Cobb St. Helena Brewing- Mtown
Courthouse	Lakeport Clearlake
Schools	Mendocino College Yuba College Every school in Lake County
State, Federal, County offices	DMV EDD Veteran's Service Office WIC Mental Health
Fire Stations	Lucerne Nice Lakeport Clearlake
Libraries	Lakeport Clearlake
Senior Centers	Lakeport Lucerne Kelseyville Middletown Clearlake
Businesses	WalMart, Mediacom, Watershed Books, Pet Country, WestAmerica Bank, Willow Tree Plaza, A-1 Check Cashing, LC Electric Supply, Disney Printing, Lake Design

	and Events, Umpqua Bank, Dollar Store, Sears, 10 Downtown Lakeport businesses on Main Street.
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- Media Release (Appendix A) -- MIG produced a general media release about the Blueprint program and the workshops, in both English and Spanish. These were written so that they could be used “as is” in newspapers and newsletters, and included the project logo and a photo of a typical interactive workshop. This media release was featured in the *Observer American*, as well as in the newsletters of both the Lakeport Regional and Clearlake Chambers of Commerce.
- Radio and TV PSAs -- MIG provided a “radio and TV friendly” announcement of the workshops that was used by radio stations, as well as a 2-slide PowerPoint slide announcement for local access TV.
- PowerPoint Presentation -- APC staff and MIG developed of a PowerPoint slide show about Blueprint and the workshops for APC staff to use at public and stakeholder groups during the month before the workshops.
- Media Kit -- The logo, poster (English and Spanish), media release (English and Spanish), interactive workshop photos and public service announcements were packaged into a media kit that was sent to local media and followed up by phone calls.
- Lake 2030 Blueprint Webpage – All media materials, as well as a fact sheet about this project, were placed on a project webpage that was linked to the Lake APC website. The webpage also featured an on-line survey that mimicked the questions and exercises used in the five community workshops.

### 3. COMMUNITY WORKSHOPS

The dates and locations of the five community workshops are shown below, along with the number of attendees:

<b>Date</b>	<b>Location</b>	<b># of Attendees</b>
Wednesday, March 4	Saw Shop Gallery Bistro, Kelseyville	24
Thursday, March 5	Lakeport Senior Center, Lakeport	32
Saturday, March 7	Highlands Senior Center, Clearlake	18
Wednesday, March 11	Alpine Senior Center, Lucerne	18
Saturday, March 14	Calpine Visitors Center,	40

	Middletown	
	<b>TOTAL</b>	<b>132</b>
<i>* These numbers don't include a mini-workshop held with nine members of the Lake County Land Trust.</i>		

Of the 132 attendees, 125 filled out an anonymous demographic form, with the following results:

<b>Gender</b>	<b>#</b>	<b>% of Total</b>
Male	48	38%
Female	77	62%
Total	125	100%

<b>Age</b>	<b>#</b>	<b>% of Total</b>
Under 18	5	4%
18 - 29	1	<1%
30-39	5	4%
40-49	22	18%
50-59	42	34%
60-69	35	28%
70-79	12	10%
80-89	2	2%
Total	124	99%

<b>Race / Ethnicity</b>	<b>#</b>	<b>% of Total</b>
White	105	89%
Hispanic	3	2%
Asian	2	1%
African American	2	2%
American Indian	5	4%
Pacific Islander	1	<1%
Other Race	1	<1%
Two or More Races	6	5%
Total	125	100%

<b>Employment</b>	<b>#</b>	<b>% of Total</b>
Full-time	63	51%
Part-time	22	17%
Retired	32	25%
Not employed outside the home	8	6%
Total	125	100%

<b>Occupation</b> (Self-reported)	<b>#</b>	<b>% of Total</b>
Professional	25	31%
Public Agency	11	14%
Agriculture	7	9%
Development & Construction	7	9%
Medical/Dental/Health	7	9%
Business/Law	6	7%
Non Profit	5	6%
Education	4	5%
Tribal Council	3	4%
Service Industry	2	2%
Media	2	2%
Homemaker	1	1%
Product Sales	1	1%
Total	81	65%

The attendees tended to be more female than male, middle-aged, white, and most hold full-time professional jobs.

Of those who took the on-line survey, the following demographic characteristics were obtained (not everyone filled out the demographic portion of the survey, however).

<b>Gender</b>	<b>Age Group</b>	<b>Ethnicity</b>	<b>Employment</b>
Female: 10	18-19: 1	White: 10	Full-time: 10
Male: 4	30-39: 2	Am. Indian: 1	Retired: 1
	40-49: 4		Don't work: 2
	50-59: 5		Other: 1
	60-69: 2		

These results conform to the demographics of the workshops.

## COMMUNITY WORKSHOP FORMAT

Weekday workshops were held from 6:30 to 8:30 p.m., and Saturday workshops were held from 10:00 a.m. to 12:00 noon. For all workshops, registration and light refreshments began thirty minutes prior to the programmed time.

The workshop objectives were to:

- Share information about the purpose and process of Lake County 2030;
- Facilitate and record participant comments regarding their vision and values for Lake County;

- Introduce a range of topics related to growth and values;
- Discuss and prioritize topic areas; and
- Give preferences for initial policy approaches on priority topic areas.

The workshops featured small group discussions and a “card game” policy exercise led by trained facilitators. Before the workshops took place, MIG held a training session for the small group facilitators. These facilitators came from Lake APC staff, MIG staff, and the BPAC. Those trained were given a Small Group Facilitator Guide, an envelope for collecting participant comment/evaluation forms and demographic forms, and a tally sheet for small group discussion and game results.

The workshops were held in meeting rooms in easily accessible public locations. A Lake County 2030 Blueprint sign and additional directional signs were placed to help people find each meeting room. Each room was set up with a registration table, a refreshment table, and a laptop computer, projector, and screen displaying the title slide of the introductory Lake County 2030 PowerPoint presentation. Next to the refreshment table was a display board with a map of Lake County, accompanied by red, green, and blue dot stickers. The legend on the map instructed participants to place a red dot on the map to indicate where they live, a blue dot to indicate where they work, and a green dot to mark the place they visit most. Multiple participant tables were set up, each with eight to ten chairs, a table number, and an easel with flip chart pads for recording the group’s discussions and game results. The easel pads were pre-printed for each of the tables to keep the process more efficient.

At registration, each attendee was asked to sign in and take an agenda packet (with agenda, demographic form, comment/evaluation form, and a Lake County 2030 mailer - see Appendix B for examples). They were also given a nametag with their first name printed. Participants were directed to the refreshment table and asked to complete the dotting exercise described above before finding a seat in the meeting room.

At 6:30 p.m., a Master Facilitator from MIG (two people alternated in this role) called the group to attention and invited everyone to take their places at a table. The program started with a welcome by the Master Facilitator, who then turned it over to an elected official or area leader from the local jurisdiction for an additional welcome that thanked everyone for coming and urged them to participate actively in this important meeting. In most cases, the Mayor or a County Supervisor performed this role.

The Master Facilitator then conducted a verbal survey of the attendees, asking questions about how many people are parents, grandparents, great-grandparents, students, baby-boomers, public sector employees, or private sector employees; so that people could get a feel for the diversity of perspectives in attendance. The

facilitator then went over the agenda packet and gave housekeeping information about the meeting and facility.

The Master Facilitator then turned the meeting over to Terri Persons of Lake APC, who gave a PowerPoint slide show explaining the Blueprint process. In the case of the Middletown workshop, which Ms. Persons could not attend, Master Facilitator Nancy Kays of MIG presented the slideshow. It covered the following points:

- What is Regional Planning?
- What is the Lake County 2030 Blueprint?
- Why is this important?
- What is the process for developing Lake County 2030, and who is involved?
- How will tonight's meeting help with this process?

The complete PowerPoint presentation is shown in Appendix C.

At around 7:00 p.m., the Master Facilitator introduced the format of the small group activities, which were the heart of the meetings. The Master Facilitator explained the role of the Small Group Facilitators (one per table, and if there were additional facilitators available, a separate person served as recorder). Participants were given ground rules for the discussions, including:

- GROUND RULES**
- We hold an open discussion where there are no right or wrong comments/answers
  - Only one person speaks at a time
  - We allow everyone a chance to be heard
  - We keep our comments brief and to the point so everyone has a chance to speak
  - We respectfully listen to different perspectives and opinions

For the rest of the meeting, the Master Facilitator's role was to help the small groups keep track of time so the meeting would end at the pre-determined time (8:30 p.m.), assist as needed with the individual small group discussions, summarize common findings across the groups, and wrap up the meeting.

At the small group discussions, participants were asked to first introduce themselves and fill out their demographic forms. The trained small group facilitator then spent 20 minutes facilitating a discussion and recording on flip charts participants' responses to the following three questions, which were designed to initiate group interaction and discussion and generate ideas from the participants about their values and priorities:

1. What do you like most about Lake County?
2. What do you like least about Lake County?
3. Imagine you have just traveled in a time machine and are now in the year 2030. You are in a hot air balloon, overlooking Lake County—the lake, the orchards, valleys and mountains. You have a bird's eye view of everything. What do you hope to see?

Brief answers to each of these questions were recorded on separate flip chart pages, and these were torn off and placed on a nearby wall. The synthesis of these flipchart pages is found in Section 4.

When the open-ended questions were completed, the Small Group Facilitators introduced the next exercise, a card game. The card game was designed as a forced-choice exercise that asks participants to make difficult choices between policy alternatives on a series of local issues. The game not only tallies the votes of participants for an overall picture of the attitudes of participants, but fosters discussion about the topics and policy tradeoffs, all of which were recorded.

The Small Group Facilitators passed out rubber-banded packets of eight Topic Cards to each participant. Each topic card was in a different color and contained several points of relevant information about the following topics:

1. Agriculture
2. Economic Development
3. Environment
4. Growth and Development
5. Public Services
6. Recreational and Cultural Resources
7. Transportation
8. Water

The topic cards were printed in English on one side and Spanish on the other. Participants were asked to silently review the topic cards and choose five cards that for them represent the most important topic areas related to future growth in Lake County. They were told that *all* of the topics are important, but asked to choose the five most critical to achieve their 2030 vision for Lake County, from the previous brainstorming exercise. When everyone in the small group was ready, the facilitator asked for a show of hands and took a tally on the flip chart of how many people chose each of the eight cards in their top five. The overall results of these tallies are shown in Section 5 and the cards are shown in Appendix D. The tally results for each table resulted in a ranking of the topics from one to eight, and selection of the five topics for the “suited” card game (in some cases there was a tie, and if that happened the group could include more than five or re-vote).

Small Group Facilitators then moved on to explain the suited card game, which was intended to gauge opinions about how to approach the five topic areas



selected by the group and to spur discussion. At this point, Small Group Facilitators also recruited a volunteer spokesperson to report general themes back to the large group at the end of the workshop. This spokesperson was also asked to record key points from the ensuing topic-based discussions during the suited card game. The Small Group Facilitators handed out rubber-banded sets of Suited Cards to each person at their table. As with the Topic Cards, the Suited Cards were printed in English on one side and in Spanish on the other side. Each packet contained 32 cards—four cards for each of the eight topic areas. The four cards were labeled with a spade, a heart, a diamond, or a club, each representing a different policy approach to the topic. Each card also included several bullet points indicating potential implications of using that approach. Generally speaking, the suited cards were designed as follows:

- **Spades:** The “status quo” approach, marked with an “intensity bar” that is  $\frac{1}{4}$  filled in;
- **Hearts:** Some incentive or regulatory action, marked with an intensity bar that is  $\frac{1}{2}$  filled in;
- **Diamonds:** A more intensive policy approach, marked with an intensity bar that is  $\frac{3}{4}$  filled in; and
- **Clubs:** The most aggressive policy approach (doing “everything possible” to affect change), marked with an intensity bar that is completely filled in.

The job of the small groups over the following 30 minutes was to play the Suited Card game with each topic as follows.

For each topic, the Small Group Facilitator allowed time for the group to review each of the four suited cards. Participants were then instructed to “play their cards.” Each person then chose which of the four suited cards most closely matched their preferred approach to the topic at hand. (If people objected to the choices or felt that the cards contained wrong information or that the tradeoffs were not correct, they were encouraged to write this down on their comment cards—that feedback is also included in the analysis that follows).

The flip charts for each table were pre-formatted with areas on two pages corresponding to each of the suits. For each suit, there were rows of removable double-stick tape. Each time the group played their cards, the cards were mounted next to the appropriate suit. Because the cards for each topic were color-coded, it was easy to see at a glance how the group voted on the topic, for example, how many people voted for the clubs, diamonds, hearts, or spades approach to agriculture. As the group worked through its five topics, the cards for each topic were added to the tape and people were able to see generally what levels of policy action were favored. For instance, a group could have voted mostly diamonds on the topics or only clubs and diamonds, or mostly hearts. An illustration of a typical card game vote is shown in Appendix E, the photo gallery.

After each vote, the group was asked to discuss its voting choices. Key points from the discussion were recorded on the “Tally Sheet” by the group’s spokesperson, the Small Group Facilitator, or another volunteer. At the end of the voting and discussion of each individual topic, the groups were asked to review their overall voting pattern. Participants were also reminded throughout the card game that they could share additional comments on their comment and evaluation forms.

The Master Facilitator then brought everyone’s attention back to the large group and asked the spokesperson from each table for a brief report on the results of their table’s vision and card game exercises.

At 8:30 p.m., the Master Facilitator and a Lake APC staff member thanked everyone for their valuable participation in this phase of Lake County 2030 outreach on values and vision. They also explained how the input from this phase of workshops would be incorporated into the greater Lake County 2030 process. At this point, comment and evaluation cards were collected and the workshop was adjourned.

## SPANISH LANGUAGE OUTREACH AND MATERIALS

This process involved a significant amount of outreach in Spanish – Spanish versions of the mailer, poster and media release, and paid bi-lingual workshop announcements in Spanish-language newspapers and on the radio. Also, at the workshops themselves, a bi-lingual interpreter was available and all agenda materials were available in Spanish, including the cards played in the policy card game.

While there was no request for an interpreter at the workshops, there were a few bi-lingual attendees. We believe that the outreach in Spanish was helpful in raising awareness among Spanish speakers about the need for long-range comprehensive visioning and planning in Lake County, and we will continue to look for better ways to involve Spanish speakers in the Lake County 2030 process.

## 4. VALUES AND VISIONS FINDINGS

The small group discussions on values and visions centered on three open-ended questions. For each question, the small group participants had 6 to 8 minutes to brainstorm their responses. Responses were recorded in brief form on flip charts. The questions were:

- What do you like most about Lake County?
- What do you like least about Lake County?
- Imagine you have just traveled in a time machine and are now in the year 2030. You are in a hot air balloon, overlooking Lake County—the lake, the

orchards, valleys and mountains. You have a bird's eye view of everything. What do you hope to see?

The flip chart pages from all small groups in all workshops have been recorded, compiled, sorted, and synthesized into commonly-held values and visions for the future.

An on-line survey (Appendix G) was created for people who could not attend the workshops. The survey was set up to mimic the workshop exercises, and the results largely matched the results of the workshops. A total of 41 people took the online survey, with 21 completing answers on the three questions.

Of all the aspects workshop participants liked about Lake County today, four themes emerged consistently as the region's greatest assets:

### **LAKE COUNTY ASSETS**

1. Tremendous natural beauty and abundant environmental resources, including clean air, stunning lakes, pleasing weather, and a rural landscape comprised of a mix of natural and agricultural land;
2. The importance of agriculture to the region's economy, security, and character, and the need to preserve it and make it sustainable;
3. The peace, quiet, solitude, and even isolation associated with low population density; and
4. The friendly people, unique diversity, and sense of community throughout the region and within individual communities.

In terms of services, facilities, and amenities, many participants appreciate the ones they have, but most pointed out a great need for more, as well as improvements to those that do exist. The challenges mentioned repeatedly in the workshops were:

### **LAKE COUNTY CHALLENGES**

1. Poor road conditions and lack of safe bicycle and pedestrian access;
2. Lack of shopping opportunities and access to goods and services;
3. Lack of medical resources, including local availability of quality facilities and care, and transportation to healthcare;
4. Unhealthy economy and lack of quality job opportunities;
5. Lack of activities and entertainment for all, but especially for youth; and
6. Drug influence and increase in crime and blight.

These themes and others are elaborated as follows into a collective vision for 2030:

#### Clean Air

The single most appreciated aspect of Lake County is its clean air, receiving mention at every table group throughout this phase of workshops. Related to this

theme, many participants noted the clear, starry night skies and breathtaking vistas that include the lake, mountains, forests, and agricultural land. The Lake County 2030 vision includes preservation of Lake County's air quality and expansive, unobstructed views.

### Lakes

Clear Lake itself, as well as the County's other lakes, also received much positive comment. The lakes are recognized not only as sources of water, recreation, and beauty, but also as key economic resources and centers of identity for County residents. Some participants expressed concern over lake pollution, sedimentation, and fish die-off. The physical vision for Lake County 2030 largely centers around the lake, both as an environmental resource, and as a source of community vitality. Participants envisioned lively lakeside communities and better public access to the lake, including a marina, ferry service, and lakefront parks.

### Agriculture

Many participants place high value on agriculture as an essential feature of the region's landscape, economy, and food security. As with Clear Lake, participants also recognize agriculture's contribution to their sense of community and regional identity. Many pointed out a desire to increase crop diversity and enhance local markets for agricultural products.

The vision for the future includes the preservation of agriculture with an increase in crop diversity and a transition to sustainable, pesticide-free farming practices. Most of those who commented on agriculture envisioned a thriving community of small, organic farms participating in local markets and farming co-operatives.

Some residents expressed a desire to support the wine industry, but with the caveat of appropriate scale. As one participant stated, Lake County needs to develop a "right-sized" wine industry. Many see an appropriately scaled wine industry as a means to draw tourists, enhance the local economy, and elevate the image of the region.

### Physical Environment

All of the above topics contribute to Lake County's overall physical environment, which many residents cited as the primary factor that drew them to (or kept them in) the region. Most table group discussions on "likes" began with the natural beauty and rural feel of the region. Specifically, participants mentioned the climate, sunshine, agriculture, mountains, open space, wilderness & wildlife, forests & trees, clean water, and of course the lakes and clean air. Not only do these abundant natural resources contribute to a sense of peace, health, and wellbeing, but they also provide opportunities for outdoor recreation such as hiking, fishing, boating, water skiing, and hunting. Quite a few participants appreciated being "close enough, but far enough away" from other attractions such as Napa, San Francisco, the coast, and snow skiing.

Though “dislikes” related to the physical environment were few, residents cited environmental challenges such as mercury mines, a Superfund<sup>2</sup> site, lack of ecological awareness, fire danger, flooding, and illegal dumping.

When envisioning for the future, participants expressed strong desire to maintain the environmental health and rural feel of the region, including preserved open space and wildlife habitat, protected wetlands and lake water quality, and enhanced infrastructure for non-motorized outdoor recreation. In addition, participants envisioned tree-lined streets, hillside vineyards, fire-safe communities, community gardens, and sustainable on-site water management practices such as rainwater catchment, greywater recycling, and xeriscape (or low water) gardening.

### Population and Community

Coupled with the physical environment, “a sense of community” rose to the top as one of Lake County’s primary assets. Almost every table group cited the people of Lake County among the top of their list of “likes,” specifically that they are nice, friendly, neighborly, polite, and that they smile. In terms of the way of life, popular descriptors were “country living,” “close-knit communities,” “family-oriented,” “slow paced,” and “small-town feel.” While some workshop participants emphasized the sense of community and involvement (including community groups and volunteer organizations), others focused on the peace, quiet, lack of congestion, and even isolation associated with a low population density. Though these values may seem contradictory, participants gave the impression that Lake County has achieved a delicate balance between solitude and a strong sense of community.

In contrast to the general theme of friendly people, some participants mentioned the presence of provincial attitudes and narrow-mindedness among some locals, a polarization of interests, and general “impededness” or slowness of progress within the community. Participants noted a poor perception of Lake County among outsiders, and sometimes the inverse problem of a bad attitude among locals toward visitors.

Some participants appreciated the diversity of the population, while others felt that diversity is lacking in Lake County. However, the region’s history, arts community, tribal nations, and spiritual diversity are all considered valuable contributors to the unique flavor of Lake County’s population.

The 2030 vision includes pride in the local community; continued community involvement; preservation of historical resources; and expanded involvement in the arts and tribal communities. Though the Lake County project is based on the assumption of a 56% increase in population, many participants feel that growth is undesirable, and can be prevented by focusing resources on the existing population and limiting further build-out.

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<sup>2</sup> The U.S. Environmental Protection Agency operates the Superfund program, for the purpose of cleaning up sites that are exceptionally polluted. The Superfund site referred to is the Sulphur Bank Mercury Mine just south of Clear Lake.

### Transportation, Mobility, and Connectivity

Related to low population density, many participants appreciate the general lack of traffic congestion in the County. Most feedback related to transportation focused on a great need for improvement in the condition of roads. Roads were almost unanimously designated as inadequate and even unsafe. Problems cited include lack of pavement, potholes, poor drainage, inadequate street lighting and lack of sidewalks and bike paths. Some mentioned poor traffic control as well. In South County, traffic congestion is a problem with many residents commuting south out of the County for work. While some felt that the lack of roads in and out of the County is good for limiting the number of people that enter, many felt that more access routes would be desirable.

Infrastructure for alternative modes of transportation received as much attention as road improvements. Many comments emphasized the need for bike lanes and sidewalks, as well as off-road trail networks for cyclists, pedestrians, and horses. People also desire more public transportation options. A couple of comments expressed a desire for more, better, or larger airports within the County. Some also expressed a desire to limit truck traffic, particularly on Highway 20.

While the vision for 2030 includes improved roads and better access in and out of the County, the big-picture desire is for fewer cars and more alternative modes of transportation, with particular attention to youth and seniors. Participants envisioned people safely walking, biking and riding horses throughout the County. There is a desire for regional bus service; shuttles to Sacramento and other airports. The idea of a Clear Lake ferry service and a cargo/commuter train connecting Lake County to Napa and nearby ports received mention at a few of the workshops.

### Water Rights and Infrastructure

Workshop participants generally felt that the infrastructure is inadequate and overstressed, recognizing a need for improved water, sewer and septic infrastructure. Though few specifics emerged, participants mentioned the need for a comprehensive water plan, and assertion of water rights.

### The Economy and Jobs

Economic development was a high priority among workshop participants. Residents cited high unemployment and a lack of job opportunities and fair-wage jobs, with little opportunity for youth to stay and work in the region. Many are concerned at the lack of industry, economic diversity, and support for small businesses. Some mentioned that many small businesses are closing. Poverty in the population is a big concern, with participants noting socioeconomic challenges such as deplorable living conditions, hunger, and child homelessness.

While almost all workshop participants expressed a desire for improved economic conditions and expanded opportunities, many admonished that an improved

economy could bring undesired population growth and the destruction of local history and culture. Residents would like to see more skilled, high-wage jobs, with fewer people commuting outside the County.

The vision for the future is for a thriving local economy, centered on a supportive, collaborative community of small, sustainable, entrepreneurial businesses. Participants envision a sustained source of employment guaranteed by a diverse economic base that balances light industry and agriculture. Development of renewable energy industries, local organic agriculture, and a “right-sized” tourist industry is part of this vision, though the scale should be limited. Improved telecommunications and universal Internet service are seen as important for developing the business community while preserving Lake County’s rural environment.

### Education

A couple of people mentioned inadequate educational funding and facilities, yet others seemed satisfied by many aspects of the local school system, noting good teachers, small neighborhood schools, and community colleges. Many expressed a desire for more higher education in the County, specifically a four-year university and increased opportunities for vocational and adult education. Most participants who mentioned the need for more educational opportunities believed that education is a key element in elevating the workforce and creating local job opportunities.

### Housing and Community Development

Many workshop participants noted the epidemic issue of low quality housing, degraded properties, and blighted areas in Lake County. Discussions related to community development often began with a note that conditions need to be improved for impoverished communities within the County. While workshop participants appreciate the relative affordability of housing in Lake County, more affordable housing and senior housing options are desired.

In terms of growing communities, many participants questioned the projected growth rate, expressing a desire to resist population growth. Under the assumption that *some* growth is inevitable, participants supported the idea of well-planned, balanced, managed growth. There was a strong desire to contain development within town boundaries, utilizing vacant lots and buildings and maintaining separation and open space between communities. Participants supported ideas of smart growth, and generally compact, mixed-use, walkable/bikeable communities. Some touched on the importance of community design, and establishing a cohesive building plan including town squares and building guidelines. The vision for the future includes discrete towns and communities, each with its distinct character, and enhanced vitality of existing communities. Non-motorized access to local amenities is important to residents, as is quality housing and cleanup of blight and degraded properties.

### Tourism

Some participants were enthusiastic about developing the tourist industry, seeing Lake County as a ripe opportunity for agritourism, ecotourism, and as a wellness destination. These participants see tourism as a way to improve the economy and infrastructure and elevate the image of the Lake County. Others met these ideas with a degree of caution, not wanting to turn Lake County into another Napa, Santa Rosa, or Lake Tahoe. There is a general fear that tourism will disrupt the sense of peace and solitude that Lake County residents currently enjoy.

The vision for the future is for a Lake County that is fun and safe for residents and visitors alike. A small, healthy tourist industry will enhance the community, but should not be allowed to take over. As part of the development of a modestly scaled tourist industry, residents would like to see more nice restaurants, boutique hotels, visitor centers, recreational facilities, wineries, and specialty shops and services.

### Shopping

Though a couple of participants felt they could get most everything they need locally, the vast majority expressed a desire for more local shopping opportunities, including affordable grocery stores, and a variety of small shops. A couple of participants expressed a desire for Trader Joe's and one requested a Costco, but the prevailing vision was to increase local availability of goods by supporting small, local, and boutique retailers in vibrant commercial centers without inviting big-box commercial influences. More and better restaurants are also desired.

### Entertainment and Cultural Amenities

Lake County residents appreciate the entertainment and cultural amenities that exist, but generally feel that opportunities are limited, particularly for youth and teens. Participants expressed appreciation for the libraries, public radio stations, casinos, airport, and 4-H program. Desired improvements include night life, performing arts, a skating rink, an aquatics center, shopping centers, community centers, visitor centers, veterans' services centers, banks/financial institutions, and more libraries and senior centers. Residents also desire more parks facilities and staff, including pet-friendly parks and dedicated dog parks. Residents would also like to see free Wi-Fi and access to technology. Much more variety of youth activities is desired, including athletics, the arts, and cultural activities. Programming for seniors is also desired.

### Healthcare

A consensus emerged that healthcare in the County is inadequate. Participants cited lack of hospital beds, second-rate facilities and care, and lack of transportation to medical appointments and facilities. The vision for the future is for a comprehensive healthcare system, including health education, preventative care, mental health resources, well-trained nurses and doctors, quality facilities, and



adequate access to facilities and care including non-emergency medical transportation.

### Crime, Safety, and Law Enforcement

Most residents feel that Lake County has a low crime rate, though there was concern expressed that some areas are unsafe. Many participants were unhappy with the apparent rise in substance abuse and the notable influence of the drug culture on Lake County's communities. A lack of law enforcement was noted in general, but specifically for helmet laws, dog leash laws, and property upkeep codes.

### Government

Of around a dozen comments related to government, most expressed dissatisfaction, citing unresponsive, inaccessible, or even corrupt government. A couple of specific comments touched on conflicts of interest between the planning commission and developers, general mismanagement of funds, neglect by the state government, and simply too much government. Residents would like to see responsive City governments, diverse representation and transparency of government, and satellite offices for County services.

### Green Industry, Clean Energy, and Sustainability

The theme of sustainability was woven throughout most discussion topics, including sustainable agricultural practices, development of sustainable industries, green jobs, smaller building footprints, and preservation of natural resources. However many participants noted sustainability or "green thinking" in its own right, calling for Lake County to become a model of self-sufficiency and sustainability for the entire country.

Many comments focused on opportunities for renewable energy applications (especially solar), and maintaining a self-sufficient local energy grid. Other individual measures received mention, including natural building techniques, water catchment and recycling, and xeriscape landscaping. While some participants were enthusiastic about the opportunity to model sustainability techniques and promote environmental preservation, others seemed to recognize the importance of sustainable practice for the element of self-sufficiency, reducing dependence on outside resources and increasing local security.

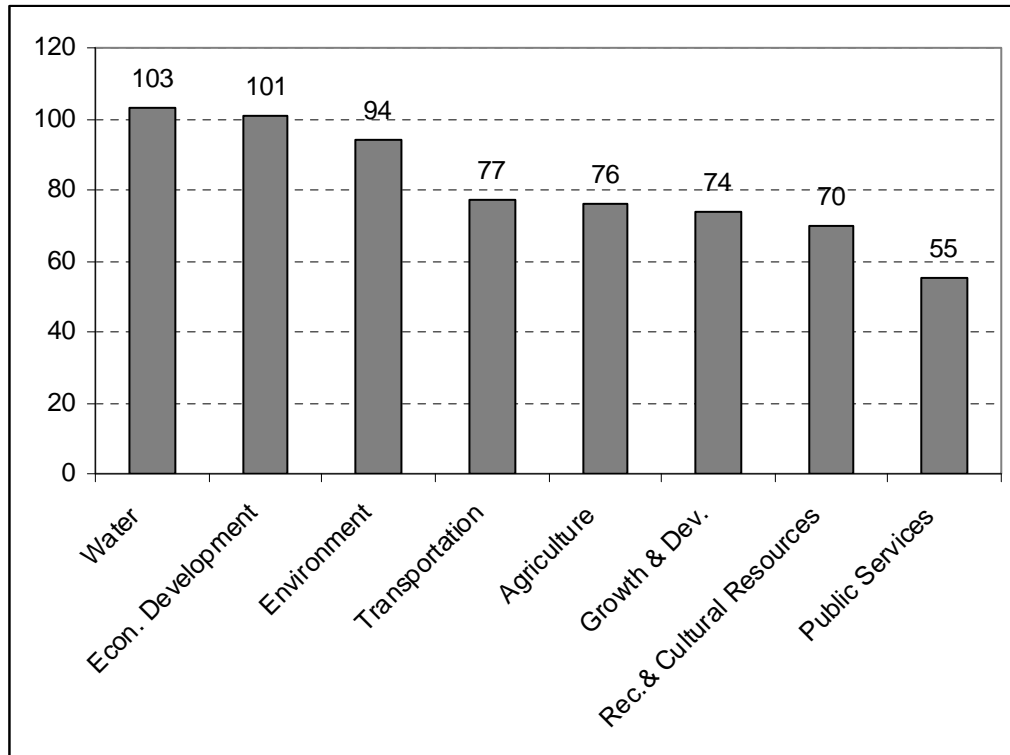
The on-line survey, which was at least partially filled out by 41 people, produced very similar results to the workshops. Please see Appendix G for written comments from the on-line survey.

## 5. POLICY APPROACH FINDINGS

### CARD GAME - TOPICS

During the small group discussions, small group facilitators led participants through the policy approach card game. The purpose of this game was to spark discussion and to elicit participants' thoughts and feelings about the most important policy issues to the future of Lake County and their preferred general approaches to these issues. The exercises were structured so that individual opinions could be quickly tallied, the results presented to the group, and then discussed in some detail. There was no attempt to form a consensus at the small group level. Each participant had a comment card that could be used to give additional feedback and offer ideas that weren't represented in these exercises. At the end of the workshop, spokespersons from each table gave a brief summary of the card game results and discussions that took place.

To begin the game, each participant was given a set of eight topic cards containing relevant facts and trends about Agriculture, Economic Development, Environment, Growth and Development, Public Services, Recreational and Cultural Resources, Transportation, and Water. The topic cards represent major policy areas identified by Lake APC, in coordination with the BPAC, for Lake 2030, although participants were asked if there were other topics that were important in addition to these. Examples of the topic cards are shown in Appendix D (in English and Spanish versions). Within each small group, each person was asked to select the five (out of eight) topics that they felt were the most important with respect to achieving their vision for 2030. After a few minutes, participants were asked to vote with a show of hands on their top five topics. The result of these votes, across all of the workshops, is as follows:



Although these are clearly complex and interrelated topics, the results give an idea of the participants' highest priority issues for policy action. In Lake County, the primary concerns appear to be around water, as a fundamental resource for life, and economic development, which is a topic of great concern in the County. The environment is also a high priority, followed by a near three-way tie between transportation, agriculture, and growth & development. Recreational and cultural resources received slightly fewer votes, and public services trailed with just over half the votes that water received.

In the on-line survey, the voting results were as follows:

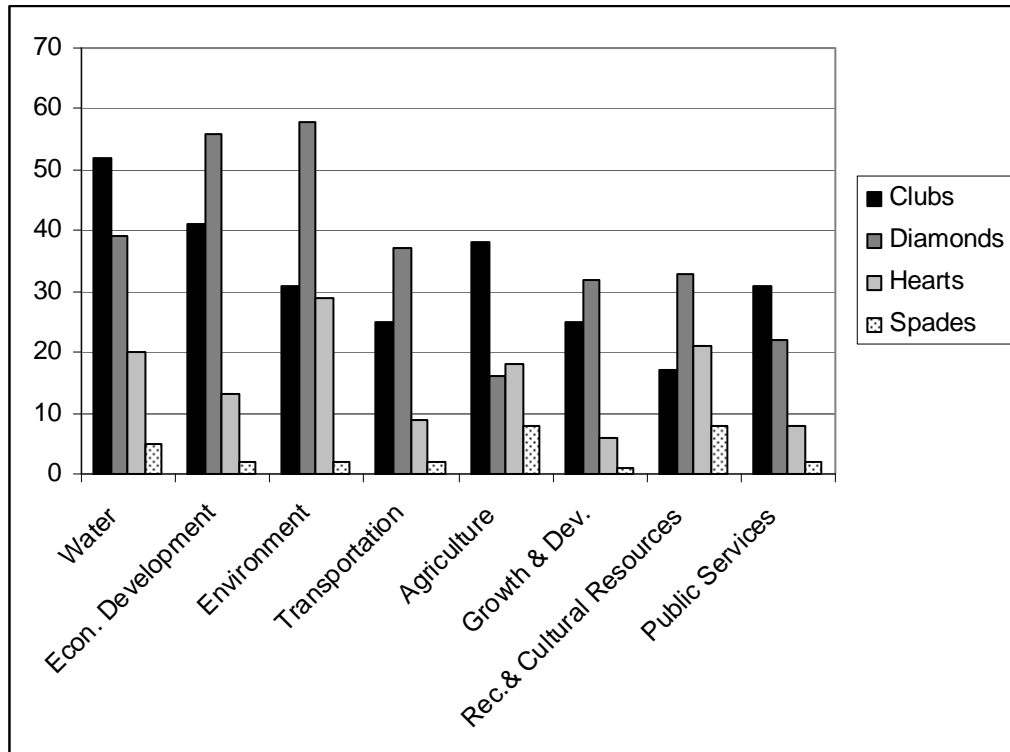
Economic Development	21
Growth & Development	17
Agriculture	16
Environment	16
Water	16
Public Services	15
Transportation	13
Recreational and Cultural Resources	10

## CARD GAME – SUITED CARDS

When the small groups had taken a tally of each person’s top five policy topics, the five highest vote-getters at each table became the topics for playing the card game at that table. The facilitator then passed out a set of “suited cards” on all eight topics. See Section 5 for an explanation of the process the groups used to play their suited cards. Appendix E shows photos of a typical card game display at a small group table.

For each topic, the group members voted with their suited cards on their individual preferred approach to the issue. Each of the suits represents a different level of intensity of approach to a particular topic. Generally speaking, spades represents a “status quo” approach, hearts represents an approach that employs mostly voluntary incentives, diamonds represent a more regulatory approach, and clubs is the approach of “do everything possible.”

The chart below shows the overall results of the suited card voting across all workshops. Voting for each topic was followed by a short discussion of that topic. Key comments from these topic-based discussions were recorded and are summarized below. (The original comments are listed in Appendix F, under the Individual Workshop Reports.) An overall observation is that very few people chose Spades, or “status quo” on any of the topics.



## Water

In keeping with its selection as the #1 topic, participants favored an aggressive regulatory approach to maintaining water quality, ensuring water supply, and providing flood protection. Participants noted that water is essential to life, so it's a "do or die" kind of issue. Participants supported educating the public about water conservation and contamination prevention. Some participants were dissatisfied with the options outlined on the cards for this topic. Though many favored the idea of consolidating water provision (as stated on the "club" card) some voted less aggressively because of the way the policy options were outlined, feeling that bold action is necessary, but not in the form of consolidation or even government intervention. There was general concern with flooding, and many noted that building in floodplains should be avoided. One group commented on the necessity for a water source inventory and reassessment of water rights to keep Lake County's water in Lake County. Quite a few commented that although water is an important topic, government intervention is not desired.

## Economic Development

The voting on this topic shows interest in aggressively pursuing economic development, with more people in favor of public-private partnerships to support new industries, education programs and job opportunities than in favor of allowing market forces to control Lake County's economy. The general preference for diamonds over clubs reflects the feeling among participants that government should support but not dictate economic development. Most comments regarded investing in local businesses to build the economy from the inside, and to stop the out-migration of jobs. Balance is important to ensure that the economy does not grow to the point of spurring additional population growth.

## Environment

Diamonds prevailed when it came to the environment, with a fairly equal distribution of more and less stringent policy preferences (clubs and hearts). Participants felt it was necessary to restrict development of natural lands, but not to prohibit development altogether. Although the natural environment is Lake County's greatest asset, and also essential for survival, groups felt that some minor loss of natural land may be necessary to achieve goals of economic development. Generally, participants supported progress and development "within environmental means." One group cautioned to be particularly mindful of the negative environmental effects associated with increased tourism. Some participants felt the card options were based on unfounded assumptions of population growth. Others wished to see natural lands separated from agricultural lands in the card options.

## Transportation

Diamonds again prevailed in the case of transportation, indicating support for developing bike and pedestrian facilities, as well as public transit. Many favored the idea of alternatives to car travel. Though aviation was listed on the card, many commented that resources should not be channeled to aviation. Some commented

that they did not vote for the most stringent policy approach (clubs) because of presumed expenses to government and taxpayers.

### Agriculture

For those groups that discussed agriculture, a highly managed approach (clubs) was favored. Participants see agriculture as core to the region's identity, and value it as an essential source of food, income, and security. They also see agriculture as critical to a sustainable economy. Many were in support of diversifying crops and expanding local markets, turning the County into a truly self-sustaining community. Participants also favored sustainable agricultural practices.

### Growth and Development

The card game results show that most favor a fairly aggressive approach to urban development, focusing most or all growth within existing community growth boundaries. The general theme of group discussions was that growth should be well planned in order to improve infrastructure and access without threatening the small town feel that residents cherish. Mixed use development is also favored as a way to increase walkability and community vitality within town centers. One group noted the need to clean up existing substandard housing as part of the effort to develop communities.

### Recreational and Cultural Resources

Diamonds received the most votes for this topic, followed by hearts—a less aggressive distribution than for other topics. Though participants feel that recreational and cultural resources are one of the community's greatest assets, and also in great need of more care and investment, there was a general sense that this topic should not be prioritized for funding over some others. One group also noted that, in the case of recreational and cultural resources, much can be done with little funding, and in fact, resources should not become over-commercialized. Though the voting was fairly moderate, participant comments included the need for more activities for youth, teens, adults, and seniors; more support and integration of tribal cultures; more arts facilities; and a desire to build on the value of the lake. Many noted that investing in recreational and cultural resources could be a means for improving the economy while also increasing community health, vitality, and appreciation of nature.

### Public Services

Though relatively few groups chose to discuss this topic, those who did favored the most aggressive approach. There was a general consensus that medical facilities are far from adequate, and that opportunities for higher education are needed to increase the skilled workforce and create job opportunities in the region. While some noted that they are not as concerned with emergency services, as listed on the card, participants did express a need for more law enforcement—a topic that was not listed on the card.

### Sample Overall Comments

- America’s independence depends on food independence. We need to reestablish our connections with our food sources.
- We need a balance of development for job opportunities and preservation of lands and investment in cultural/recreational resources.
- Allow more efficient growth that takes advantage of existing town centers and other activity areas; growth should respect natural features while allowing for diverse population that can find homes in well-designed communities.
- Not enough emphasis on education investment.
- Create jobs to keep the population from commuting out of county.
- People realized how everything is inter-connected.
- Everyone was equally opinionated.
- People really care about Lake County’s future.

In the on-line survey, the results are follows:

	<b>Spades</b>	<b>Hearts</b>	<b>Diamonds</b>	<b>Clubs</b>
Agriculture	1	4	6	3
Economy	0	2	2	7
Environment	1	4	3	2
Growth & Development	1	3	5	2
Public Services	1	3	2	2
Recreation & Cultural Resources	0	2	1	2
Transportation	0	0	4	5
Water	1	0	5	7
<b>TOTAL</b>	<b>5</b>	<b>18</b>	<b>28</b>	<b>30</b>

Comments from the on-line survey are shown in Appendix G.

## **6. FOLLOW-UP WORKSHOPS**

After the five community workshop results had been analyzed, MIG developed a Lake County 2030 Preliminary Draft Blueprint Vision and Principles based on these results. Lake APC held follow-up workshops on April 21 at the Clearlake Senior Center and April 22 at the Lakeport Senior Center, both at 6:00 – 7:30 p.m. These workshops were designed to share information with the public about the results of the March workshops, introduce the preliminary draft Blueprint Vision and Principles, and provide an opportunity for comments.

The follow-up workshops were advertised by e-mailing of all those with e-mail addresses in the stakeholder database or who gave us their e-mail addresses during the March workshops, or with a flyer if we only had a mailing address, and with press releases to the local media. At the Clearlake workshop, there were twelve attendees, and at the Lakeport workshop there were eleven attendees. Almost all had attended one of the March community workshops.

Attendees were given a packet including an agenda, a handout of the Preliminary Draft Lake County 2030 Vision and Principles, and a comment/evaluation form.

The agenda included a welcome and introductions, a presentation on the results of the March community workshops and future steps in the process by Terri Persons of the Lake APC staff, a presentation on the Vision and Principles by Nancy Kays of MIG, a large group discussion, and then an open house where participants had the opportunity to write post-it comments on posters of the Vision and Principles.

After the follow-up workshops, Lake APC and MIG staff reviewed the comments and made changes to the Vision and Principles, moving them forward from “Preliminary Draft” to “Draft.”

The following are comments derived from the comment forms:

**Please Share any comments you would like to make regarding the Preliminary Draft Lake County 2030 Vision:**

- How do you control tourism?
- I agree with the vision, I would add: Improve education for all ages, not just vocational & higher education – K-16 and higher. Preserve and cultivate community individuality – Clearlake eclectic, Lakeport – different Main Street USA
- I’m very pleased with the preliminary draft vision. I think it is a fair representation of the workshop I was at.
- You did listen to us!
- I think its important to emphasize that growth/development will occur... infill and redevelopment and mixed use projects cannot be the only scenario
- Surprised to see yet delighted that there was support for cultural diversity.
- Would have liked to have seen increase quality and quantity of child care under improvements
- It was not apparent that certain goals were of greater concern than others. Perhaps that is not possible in the format used (powerpoint presentation). In Lake Co, Clearlake & Lakeport development interests are proceeding in violation of existing Plans. Adding a “Vision 2030” to this will not undo the entitlements now being improperly granted nor will it revitalize local commercial districts or protect the environment. One suspects that important deals are made in the cabins of large bass boats out on the Lake or in corporate offices somewhere. It’s clear that they don’t reflect the views of concerned residents



and local businesses. Vision 2030 is very nice but doesn't address the root causes of Planning errors in Lake County.

- Please “pave my street” corner of Highland Ave. and Hale Ave. Thank you – City of Clearlake downtown. (sidewalks gutters and lighting).

**Please share any comments you would like to make regarding the Preliminary Draft Lake County 2030 Principles:**

- For the most part they share my values
- I think this process has been helpful – if nothing more than define the overall vision or principles we need to address – we might not all agree but the conversation and sharing is critical
- I still think a train should be considered. What is the use of bringing industry if you put a ceiling on how much business you can do? We need a mode of transport that can accommodate any number of people without bogging roadways, adding smog, etc.
- I'm very pleased with the preliminary draft vision. I think it is a fair representation of the workshop I was at.
- Where's the money? We need money!

## **7. DRAFT LAKE COUNTY 2030 BLUEPRINT VISION AND PRINCIPLES**

Some of the comments received at the April follow-up workshops were already covered and were a reaffirmation of the Vision and Principles, some of them caused a change to be made, and some of them were included in a section of this report, “Implementation Issues.”

The final draft Lake County 2030 Blueprint Vision and Principles is found on the following pages. This will become the starting point for Phase 3 of the Blueprint process.

**DRAFT  
LAKE COUNTY 2030  
BLUEPRINT VISION**

Our vision for Lake County 2030 is to:

- **preserve what we value about Lake County, including**
  - beautiful natural environment and open space
  - clean air
  - Clear Lake
  - cultural diversity and history
  - agricultural heritage and rural lifestyle
  - a sense of community
  
- **improve the quality of life for all residents, focusing on**
  - economic vitality, including job opportunities that help to retain youth in the County
  - vocational and higher education
  - physical infrastructure, including transportation, water, sewer, communications, and energy
  - healthy living and healthcare services
  - activities designed for all ages
  - public safety and removal of blight
  - housing for all incomes
  
- **attain elements of a sustainable lifestyle, including**
  - growing slowly in a controlled, efficient and balanced manner
  - focusing growth within existing communities
  - less driving and more walking and biking
  - a secure and sustainable water system
  - increasing security by reducing our dependence on outside resources, such as energy, food, and jobs

**DRAFT  
LAKE COUNTY 2030  
BLUEPRINT PRINCIPLES**

**1. ENVIRONMENT**

- avoid development of open space and critical environmental areas, including wildlife habitat and wetlands
  - maintain good air quality
  - maintain and protect watersheds and groundwater
  - protect Clear Lake from pollution and clean up contaminated sites that threaten the health of the lake
- 

**2. AGRICULTURE**

- protect prime agricultural land as an essential source of food, income, and security
  - diversify crops
  - develop organic practices
  - develop sustainable small organic farms and co-ops
  - develop markets for locally-grown agricultural products, including farmer's markets
- 

**3. GROWTH AND DEVELOPMENT**

- focus growth and development within existing communities, using policies of infill, and mixed use development
  - strengthen downtown and historic areas and develop town squares
  - create walkable and bikable neighborhoods
  - encourage high quality building and community design
  - promote the unique character of communities and maintain physical separation with open space and agriculture
  - maintain the rural feel of the County
  - provide quality housing for all ages and financial circumstances
  - clean up blight and degraded properties
  - provide network of parks and trails
- 

**4. ECONOMY**

- create public-private partnerships to support new industries, vocational education, and job opportunities within the County (focusing on jobs that pay at least a living wage)
- in addition to agriculture and tourism, encourage small manufacturing and light industry, high tech, healthcare, and “green” jobs
- encourage small businesses that serve local needs, such as grocery stores, other retail, and services

- manage the development of tourism, including agritourism, ecotourism, and health/wellness tourism
  - improve Lake County's image through marketing and outreach
- 

## **5. PUBLIC INFRASTRUCTURE**

### **Transportation**

- improve the maintenance and safety of existing roads
- pave roads, add sidewalks, pedestrian lighting, and bike lanes
- add facilities that provide access for disabled persons, such as sidewalk ramps for wheelchairs and scooters
- develop a bike route around the lake
- Expand fixed-route bus, dial-a-ride and shuttle services (and possibly a ferry) for daily needs, such as shopping and medical services
- improve public and private transit connectivity to other regions, for example to airports
- improve the safety of roads for drivers, cyclists, pedestrians, and equestrians
- improve the roads that provide access in and out of the County

### **Water and Sewer**

- repair and expand the water and sewer systems
- develop plans for managing and conserving water, managing sewers and septic systems, and flood control
- encourage water-conserving business, industry, home and gardening practices
- encourage on-site stormwater management practices
- develop innovative ways to capture and store water
- address water and sewer affordability

### **Communications**

- expand the electronic communications network
- support widespread access to broadband, high speed Internet, cable, and satellite

### **Energy**

- encourage energy conservation
  - develop renewable energy resources, such as solar, wind, and geothermal
  - invest in alternative fuel buses and fleet vehicles as well as related infrastructure
- 

## **6. PUBLIC SERVICES**

### **Law enforcement**

- increase the overall amount and quality of law enforcement
- increase the effectiveness of code enforcement

### **Healthcare and Social Services**

- develop more healthcare facilities, including mental health and substance abuse facilities
- improve the quality of healthcare
- improve access to healthcare
- increase social services for seniors, very low income, and special needs residents
- expand public and private transportation services to medical services within and outside the County

### **Education**

- pursue a 4-year college in Lake County, possibly as a satellite or extension campus of an existing college
  - develop adult education and career technical training (vocational training) programs, for example nursing and teacher training, to match job opportunities
  - strengthen partnerships between business and education
- 

## **7. RECREATIONAL AND CULTURAL RESOURCES**

- develop parks (skate parks, dog parks, sports parks, and general recreation parks) as well as pools, recreation centers, and libraries to serve residents of all ages
- develop recreational programs for all ages, especially youth and seniors
- support local arts
- support the integration of tribal history and culture into Lake County
- take advantage of the recreational opportunities of Clear Lake, for example water trails for kayaking and increased public access to the Lake
- develop trails and paths for hiking, walking, bicycling, and equestrian use

## 8. WORKSHOP EVALUATIONS

For all workshops (both the April workshops and the March follow-up workshops), participants were urged to fill out an evaluation form and turn it in before leaving. The following two tables show the results for each set of workshops:

### *March Workshops (5)*

	Excellent	Good	Fair	Poor	No Opinion
A. How well the workshop addressed issues that are important to me	30	46	10	2	1
B. Information presented and overall workshop content	31	45	8	1	1
C. My ability to participate & give input	47	35	5	0	1
D. Small group discussion about values and vision	41	35	9	1	1
E. Card game	29.5	32.5	16	4	2
<b>Total</b>	<b>178.5</b>	<b>193.5</b>	<b>48</b>	<b>8</b>	<b>6</b>
<b>% of Total</b>	<b>41%</b>	<b>45%</b>	<b>11%</b>	<b>2%</b>	<b>1%</b>

In total, 41% of workshop ratings were “excellent” and 86% of the ratings were “excellent” or “good.” Individual comments from the evaluation form can be found under each workshop summary.

### *April Follow-up Workshops (2)*

	Excellent	Good	Fair	Poor	No Opinion
A. How well the workshop addressed issues that are important to me	3	7	0	2	0
B. Information presented and overall workshop content	4	6	1	1	0
C. My ability to participate & give input	5	5	1	1	0
<b>Total</b>	<b>12</b>	<b>18</b>	<b>2</b>	<b>4</b>	<b>0</b>
<b>% of Total</b>	<b>33%</b>	<b>50%</b>	<b>5%</b>	<b>11%</b>	<b>0%</b>

In total, 33% of workshop ratings were “excellent” and 83% of the ratings were “excellent” or “good.” Comments can be found in the individual workshop summaries.

## **9. IMPLEMENTATION ISSUES**

This phase of the Lake 2030 Blueprint process has been concerned with developing a vision and principles to guide the future of the County. During the workshops and in comment forms, a number of comments were made and questions posed about how to implement the vision and principles. These are listed here, for the record, so that they can be carried forward as the vision is implemented.

### Environment

Low interest or no interest loans for homes to put in solar and windmills

### Economy

County Economic Development Department, i.e. marketing

Public-private partnerships

### Growth and Development

Notifications of the public

Consult community area boards before changes are made

### Public Infrastructure

Fees on new development for existing and new infrastructure

New developments will exacerbate the maintenance of existing roads

### Public Services

Alcohol and drug detox – establish a criminal special diversion court

Funding of medical care and transportation

### Recreational and Cultural Resources

Create an organized volunteer base to provide services, education, and assistance

Create another arts collective building for very low income artists

Off-season recreation can add to the economy

## **10. NEXT STEPS**

This report marks the end of Phase 2 of the Lake County 2030 Blueprint Process. Lake APC has received a grant from Caltrans for Phase 3 of the project, which will begin shortly. This phase will take the draft Lake County 2030 Blueprint Vision and Principles and use them to develop a series of illustrative scenario maps for how Lake County might look in 2030 under different development assumptions, using a scenario planning tool called UPlan. It is anticipated that there will be a second series of community workshops in Fall 2009 so that the residents of Lake County can comment on the final draft Vision and Principles as well as on the draft scenarios. The Lake APC Board and other elected bodies in Lake County will then

evaluate the results of the process and adopt a preferred scenario. At that point, Lake APC and its partners will develop a plan for implementing the Blueprint.



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