



Peters Canyon Bikeway Project

Agency:

OC Parks

Role:

Community Outreach

Approach:

- Supported the project team in outreach efforts and meeting facilitation
- Conducted a pre-meeting with the project team to discuss and develop messaging strategies, day-of-meeting logistics, and outreach efforts
- Coordinated with project staff to determine an appropriate venue for the formal outreach meeting and the necessary collateral needed
- Prepared meeting report for the project team, which included delivery of all comment cards and sign-in sheets
- Report provided analysis of feedback garnered from comment cards to determine percentage of individuals in support and against the project
- Identified any “hot button issues” that came up
- Facilitated public meeting with highly contentious audience
- Created collateral describing the alternatives
- Developed talking points for Orange County Supervisor Todd Spitzer



Situation:

- In 1992, Coordinated with project staff to determine an appropriate venue for the formal outreach meeting and the necessary collateral needed
- The rolling hills and valley topography of the park offers visitors 8 miles of trails through a variety of native habitat areas
- OC Parks prepared a General Development Plan (GDP) for the park
- GDP examines the physical, natural and cultural conditions of the park and surrounding areas

Challenge:

- Provides a master plan that addresses current and future park programming needs, including long-term management plans for ecological and hydrological sustainability
- Community members and stakeholders expressed concerns for the future of the park

