Bay Area Planning Directors Association

Effective Community Engagement in the City of American Canyon

November 1, 2013

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City of American Canyon

Brent Cooper, AICP · Community Development Director
City of American Canyon
Summary of American Canyon

- Southernmost town in Napa County
- Surrounded by natural beauty of the Napa River wetlands and the foothills of the Napa Valley
- Incorporated 1992
- 6 square miles
- 20,000 residents today
- Population doubled from 2000-2010
- 25,000 residents by 2035
- Highly diverse – no ethnic majority
- Bisected by Highway 29
Volunteerism and Mutual Cooperation is the heart of American Canyon

1950 McKnight Acre first subdivision

1952 Volunteer Girl Scouts, Boy Scouts, 4-H

1955 Volunteer Fire District

1956 Volunteer post office at Mid City Nursery

1956 Water District Committee
What makes American Canyon special/unique today?
Vision of American Canyon 10 years from now
What are the best methods of Outreach for Our Town?
In American Canyon...

• Outreach is not a goal but an ongoing style of governance
• Face to face meetings are critical to achieve consensus on important issues
• Our small town makes it possible to provide direct face to face communication with residents
• Open dialog will be met with respect for differing opinions
• There’s room for fun and humor
Direct Action: Sponsor Volunteer Activities

“We ♥ everyone” in American Canyon Peace March

Volunteer bocce court construction

Volunteer Post Office Painting Party
Photo: Napa Valley Register

Highway 29 Corridor Citizens Group
Photo: Napa Valley Register

Annual Volunteer recognition ball

Community Wide Yard sale
Photo: Napa Valley Register
Active Participation in Community Events

- Diwali Celebration
  Photo: Vallejo Times Herald

- Kiwanis Crab Feed
  Photo: Napa Valley Register

- State of the City presentation at the Chamber of Commerce business roundtable

- 4th of July Parade

- National Night Out

- Relay for Life
  Photo: Napa Valley Register

- Spring Holi Festival
Everyone is part of a Focus Group

Citywide Visioning Focus Group List

24 Venues:
• Mom’s Club
• Mobilehome Parks
• Park Events
• Sport Events
• Commissions
• Religious Organizations
• Nonprofit Organizations
• Summer Camp
• 4th of July

<table>
<thead>
<tr>
<th>Outreach Venue</th>
<th>Date</th>
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<tbody>
<tr>
<td>Healthy People Healthy Planet</td>
<td>5/11/2013</td>
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<tr>
<td>Mobilehome &amp; Apt Manager’s Association</td>
<td>6/27/2013</td>
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<td>Fourth of July</td>
<td>7/4/2013</td>
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<tr>
<td>Mom’s Club</td>
<td>7/10/2013</td>
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<tr>
<td>Swimming Lessons</td>
<td>7/16/2013</td>
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<tr>
<td>Summer Camp (Kids)</td>
<td>7/17/2013</td>
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<tr>
<td>Parks &amp; Community Services Commission</td>
<td>7/18/2013</td>
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<td>Movies at the Park</td>
<td>7/19/2013</td>
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<tr>
<td>Senior Center</td>
<td>7/19/2013</td>
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<tr>
<td>Summer Camp (Parents)</td>
<td>7/19/2013</td>
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<tr>
<td>Water Carnival</td>
<td>7/20/2013</td>
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<tr>
<td>Basketball</td>
<td>7/20/2013</td>
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<tr>
<td>American Canyon Youth Football (ACYF) Parents Meeting</td>
<td>7/24/2013</td>
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<tr>
<td>American Canyon Chamber of Commerce</td>
<td>7/24/2013</td>
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<tr>
<td>Lions Club</td>
<td>8/5/2013</td>
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<td>Family Resource Center</td>
<td>8/6/2013</td>
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<td>Kiwanis Board</td>
<td>8/7/2013</td>
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<td>Open Space Advisory Committee</td>
<td>8/14/2013</td>
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<td>Chamber Mixer</td>
<td>8/21/2013</td>
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<tr>
<td>The Planning Commission</td>
<td>8/22/2013</td>
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<tr>
<td>Las Casitas Mobilehome Park</td>
<td>9/5/2013</td>
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<tr>
<td>AYSO Opening Day</td>
<td>9/7/2013</td>
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<tr>
<td>Napa-Olympia Mobilehome Park</td>
<td>9/9/2013</td>
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<tr>
<td>American Canyon Community Church</td>
<td>9/15/2013</td>
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Total Number of Outreach Venues: 24
Our residents are tech savvy
Information Brochures... with a difference

What is Acceptable

The following signs can be displayed and/or repaired without a permit:

- A-Frame Signs that don't block the sidewalk and are not placed next to Hwy 29
- Holiday lights with no commercial message
- Signs inside stores that cannot be seen outside the store

What is Prohibited

- Sign Waiver
- Signs on street or utility poles
- Pole Signs
- T-Frame Signs

What's your vision?

The City is beginning a very exciting Community Vision process and we want your input!

What makes American Canyon unique? What do YOU want American Canyon to be in 5-10 yrs?

Turn this card over and see how you can participate

Gridlock got you down? Commute making you crazy? Traffic making you tired?
Early Consultation

Encourage applicant to meet with neighbors before application is submitted

Letters inviting neighbors to inquire about new project near them

Community Workshops and Appointed Steering Committees

Individual meetings between applicant, neighbors and staff
Takeaways

• Provide as much 1-1 time with residents and business community as possible
• Meet people where they are
• Stay informed of current social media tools and outreach opportunities
• We use a wide variety of methods/media to reach our residents
Contact Information:

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A copy of the presentation will be posted at: