

**CAL POLY UNIVERSITY
CITY & REGIONAL PLANNING PROGRAM
COMPREHENSIVE PLANNING LABORATORY 2021-22
OCEANO ECONOMIC DEVELOPMENT COUNCIL (Client)
*Oceano Community Action Plan: A Grassroots Initiative for Growth
August 2021***

PROJECT / COURSE DESCRIPTION AND OBJECTIVES

During Fall Quarter 2021 and Winter Quarter 2022, the Community Planning Laboratory, in consultation with Oceano community members and other stakeholders, will develop strategic alternatives/actions for future growth. These alternatives will be incorporated into the Oceano Strategic Plan. Strategies will address both easy, quick actions (even temporary “fixes”), long-term actions, and will consider the comprehensive needs of the community.

A key effort in developing the Ocean Strategic Plan will be community engagement efforts that maximize a culturally diverse community participation process. The engagement process will include determining participants’ preferences regarding land use and other strategies and concepts from previous Oceano plans and gathering new ideas from participants. Outreach efforts will include interviews and focus group meetings and a survey that includes land-use preferences. Surveys and interviews will be conducted online and in person at community events/public sites (i.e., grocery stores, shops and restaurants, public spaces, where community members can be found).

Subjects covered in strategic/action plan will include land-use preferences, with a focus on such key areas as Pier Avenue, the beachfront and the downtown. Other concerns will include circulation, public/park spaces, health, equity, sustainability (economic, environmental, social, and cultural), bicycle and pedestrian safety, curbs, gutters, sidewalks, and flood control. Funding sources for strategies/actions will also be considered.

PROJECT ADVISORY COMMITTEE

The project will be conducted by graduate students, overseen by a broadly representative Project Advisory Committee (PAC) of community members and leaders plus two special advisors. PAC membership will reflect Oceano’s predominantly Latino population. The current plan is for the PAC to convene five times over seven months, and for the meetings to be professionally facilitated. The following is a tentative description of the meeting agendas:

- The kickoff meeting (mid-September) will be an orientation meeting without the students. Its chief aims will be for committee members to get to know each other, discuss and decide on how the committee process is going to work, review the general thrust of the project and its guiding values/principles, and review the stakeholder list.
- The second meeting (mid-October) will be with the students, who will discuss the project in more detail, identify issues, refine the stakeholder list, and present ideas for an engagement strategy.
- At the third meeting (mid-November), the students will review a background report on Oceano, review initial concerns and ideas for the Strategic Plan, and review the outreach plan and their progress to date on outreach.
- The fourth meeting (mid-January) will be largely one of review of and committee feedback on (a) the major issues identified by the students for the Strategic Plan, and (b) the outreach plan and progress to date on outreach.
- At the fifth and final meeting (mid-March) the students will review outreach results and finalize their ideas for a rudimentary draft of the Strategic Plan, which they will subsequently put into final form for submission to Oceano’s two advisory councils to the Board of Supervisors. They will also discuss ideas for spring-quarter Master’s projects.

Interim and final reports will be offered to the Oceano Advisory Council (OAC) and the Vitality Advisory Council of Oceano (VACO) in the form of summary presentations for ensuing discussion.

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