

(ATTACHMENT A)

**METHODS TO ENCOURAGE MEDIA COVERAGE  
OF LOCAL PLANNING ISSUES**

The following list of items has been adopted by the Planning Commission (Resolution No. PC 2000-06) as methods to increase media coverage of local planning related issues. According to the Planning Commission Rules of Procedure, those items identified as "ongoing" will be applied to projects on a regular basis. Other methods may be required by the Planning Commission on an individual basis depending on the particular project.

Ongoing

- Continue to send notices of public hearings to those within 300 feet of the location involved and establish a notice area for mailing in instances where there is no particular project location.
- Expand the City's website.
- Include planning issues and/or place a Planning Commission insert in the City's quarterly newsletter.
- Have staff communicate regularly with the press.
- Fax a draft agenda to the press 1 ½ weeks prior to meeting.

Alternatives

- Write a display ad with something eye-catching.
- Place a notice under "community news" in the newspaper instead of just the legal section.
- Provide a newspaper column on upcoming items.
- Post the agenda in community rooms of mobile home parks and similar places where there are large groups of people.
- Use billboard signs regarding public notice are used in Santa Rosa.
- Write letters to the editor.