

City of McFarland

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# Community Outreach – Cycle 1



Kern Council  
of Governments



## I. Introduction

### Purpose of Cycle 1

Directions to 2050 is the public participation program in support of the Regional Transportation Plan update and SCS development process. The Directions to 2050 program builds on the Kern Regional Blueprint program to share the region's future. Kern Council of Governments (Kern COG) is working with local communities to identify and prioritize the next steps for the future. The Directions to 2050 program results will be incorporated into the region's plans to achieve the region's mutual vision.

The program's Cycle 1 community workshops provided an opportunity for community members to review the Blueprint Principles for Growth and understand the community's priorities for the future. Kern COG hosted 16 community workshops between April and June 2012 throughout the Kern region. Each workshop was promoted extensively with outreach to community organizations, local newspapers and radio stations, e-mail invitations, phone calls and visits to local business distribute fliers. Workshops took place during weekday evenings from 6:00 to 8:30 p.m. and translation services were available for Spanish-speaking participants.

During the meetings, participants learned about the Directions to 2050 project, prioritized the Blueprint Principles for Growth, participated in small group discussions, and prioritized strategies for implementing the principles in their community.

## I. McFarland Community Workshop Results

### General results

Extensive outreach efforts were conducted in McFarland regarding the Directions to 2050 Cycle 1 community workshop. Kern COG staff reached out to the City of McFarland, community-based organizations and community groups. Kern COG hosted a community workshop on Tuesday, April 24<sup>th</sup> at the McFarland Community Center at 107 W. Sherwood Avenue in McFarland. Unfortunately, community members did not attend the workshop. After the completion of Cycle 1 workshops, the Chamber of Commerce and the ecumenical community were invited to participate in the process. Both groups expressed interest in devoting existing meetings to learn about and provide input to the Directions to 2050 project. Kern COG staff schedule and the groups' meeting schedules could not be coordinated within the timeframe. Outreach with these groups will be conducted during Cycle 2.

## II. Conclusion

Directions to 2050 Cycle 2 Community Workshop results will inform the draft Kern Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS) and Regional Energy Action Plans. The RTP/SCS policies and implementation actions will address the key priorities identified by participants in McFarland.

