



## **OVO Communications and Outreach Plan June 9, 2023**

The purpose of the outreach project is to increase community understanding of the City's newly approved Oversized Vehicle Ordinance (OVO) including overnight parking restrictions, safe parking options and services, enrollment protocols, appeal processes for parking tickets received, blackwater holding tanks, etc.

### **Key Audiences and outreach strategies**

- People who currently live in oversized vehicles
  - Tier 3 and Homelessness Response Team (HRT) outreach and engagement: The City and Free Guide outreach staff will increase their outreach efforts in advance of the OVO implementation to help ensure those who are dwelling in their RV are informed of the new ordinance and of the safe parking programs.
  - The City's Homelessness Response website: Dedicated webpage will provide information on the OVO and on the safe parking programs.
  - The City's social media channels: Social posts on Instagram, Facebook, and Twitter will provide updated information on OVO program throughout the implementation process.
  - Flyer distribution by parking enforcement: Flyer will provide information regarding the City's Oversized Vehicle Ordinance, the City's dismissal of the first ticket, the administrative review process, and safe parking programs.
  - Flyer distribution by outreach workers: Partner with outreach workers in other organizations (Downtown Outreach Workers, Downtown Streets Team, Homeless Garden Project, Association of Faith Communities, Santa Cruz Public Libraries, Free Guide, etc.) to distribute flyers to potential safe parking users.
  
- City of Santa Cruz residents, community organization and businesses
  - The City's Public Works website: All parking permit information is currently housed on the Public Works website. OVO specific information (including permit requirements, timeline, etc.) will have a dedicated page. Information regarding the Safe Parking programs are listed on the City's website under Homelessness Resources.
  - The City's social media channels: Social posts on Instagram, Facebook, and Twitter will provide updated information on OVO program throughout the implementation process.
  - Email Newsletter: OVO information will be distributed through relevant City email newsletters (City Manager, Homelessness Response, Economic Development)
  - Spanish language versions of relevant outreach materials: The City will translate necessary informational materials into Spanish.
  - Press release: The City will create and distribute a press release prior to OVO implementation to alert the media and larger community about the program.

