



# UNDERSTANDING ATTITUDES & POSSIBILITIES

Point C Scope & Results Summary

# POINT C SCOPE SUMMARY



## Initial Phase of Work

- Research & develop relationships with stakeholders & potential participants in public engagement



## Conversations

- Involve an expanded group to build foundation for an informed & inclusive dialogue



## Understanding

- Understanding perspectives & needs of current & potential users essential for framing discussion

# WHAT WE DID

## What

- Conversations & Surveys

## When

- March – July 2011

## How

- In-Person Conversations
- Phone Conversations
- Online Survey

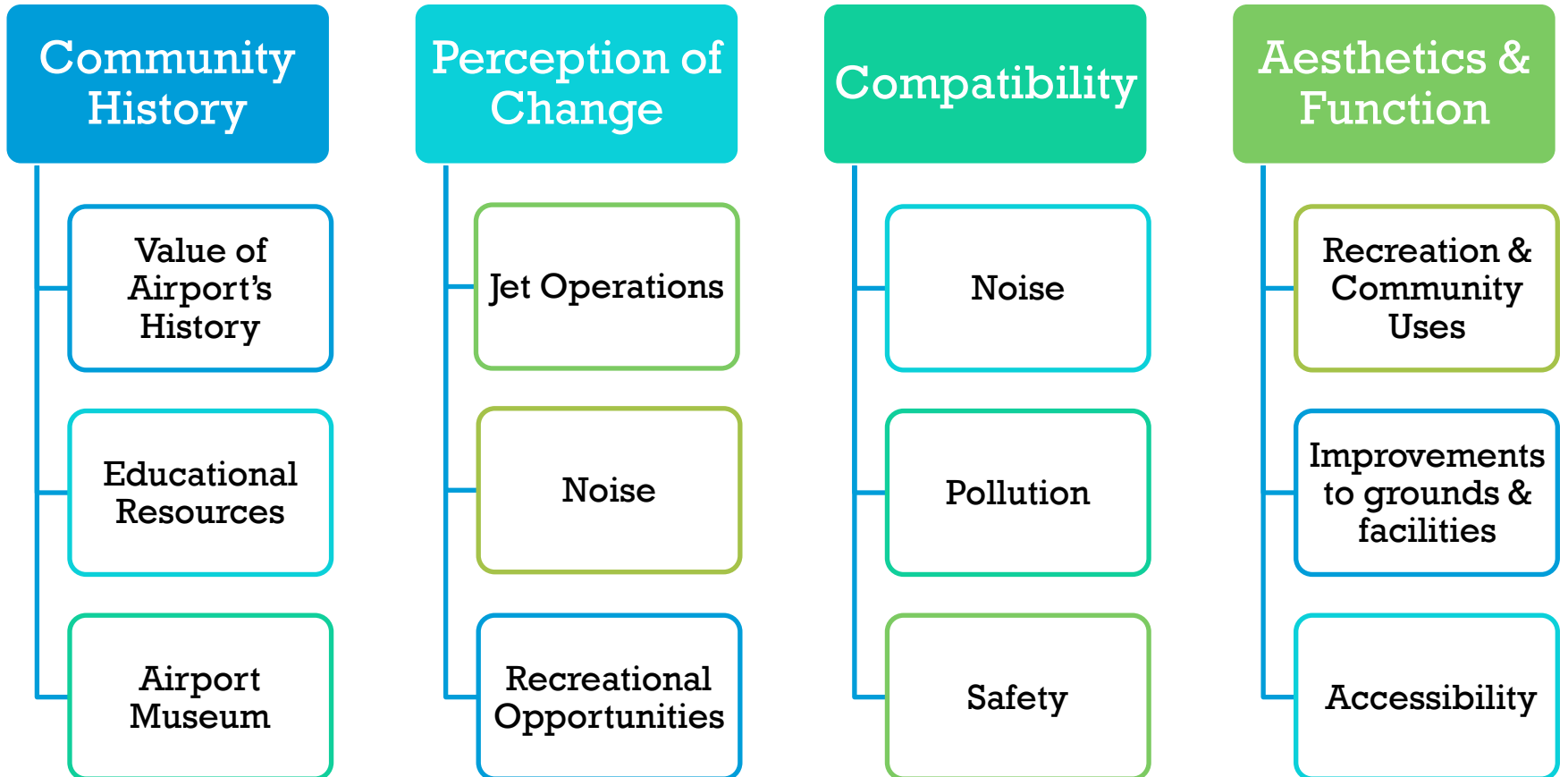
## Who

- Stakeholders identified by City & Consultants
- Self-identified stakeholders invited by City

## Why

- Understand perspectives & establish possibilities

# WHAT WE HEARD



# BIG TAKEAWAYS



FAA: The 3<sup>rd</sup> party not in the room



Little understanding of constraints



Willingness to identify alternative futures



SMO: Not consistent with other aspects of life, policy & community in Santa Monica



Critical need to build & maintain trust

# WHAT WE LEARNED

## SMO Can + Should Be a Place of Civic Pride

