



RINCON STRATEGIES

CASE STUDY

Public Affairs Consulting
Shea Homes



SHEA HOMES PLANNED A NEW PROJECT IN CAMARILLO

- Shea Homes proposed an age-restricted community in partnership with St. John's Seminary in Camarillo.
- The community brought concerns forward about the development that delayed approval.
- **Shea Homes hired Rincon to educate and engage key stakeholders and the public** about the project and build support with decision makers.

FOCUSED ON YOUR OBJECTIVES: OUR STRATEGIC APPROACH

LISTEN- Utilized listening tools and existing relationships to understand the landscape

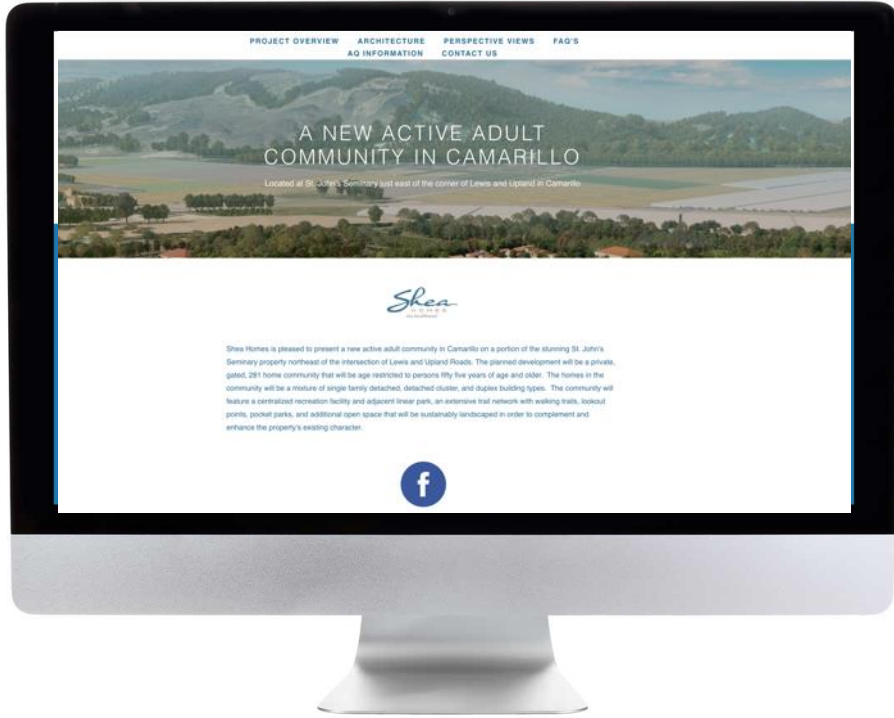
ANALYZE- Assed potential opportunities and obstacles for the Shea Homes development

STRATEGIZE- Crafted a strategy to educate the public on the benefits of the project

ENGAGE- Executed the strategy by engaging with stakeholders and community members

RECALIBRATE- Tracked measurable results against goals and adjusted quickly to optimize outcomes





ACTION: DEVELOP A PROJECT WEBSITE

- Our Design Team created the project-specific website to best deliver information about the development and its benefit. **The site allowed interested community members to sign up on the interest list and further engage with the project.**

ACTION: ENGAGE COMMUNITY LEADERS

- Rincon developed and implemented a social media campaign to drive traffic to the Water Security website.
- This campaign included video, graphics and photos geared to sharing the message with customers online.
- Video content was often shared by community members directly and without paying to boost content, **we saw consistent reach of 6500-8000 views per post** (geared specifically toward a community of just under 20,000 people and 90,000 customers in CMWD).
- The District has also seen a decrease in negative comments on social media since the campaign was launched.



StJohnsSeniorLiving.com

A New Active Adult Community in Camarillo Located at St. John's Seminary

Shea Homes is pleased to present a new active adult community in Camarillo on a portion of the stunning St. John's Seminary property northeast of the intersection of Lewis and Upland Roads. The planned development will be a private, gated, 281 home community that will be age restricted to persons fifty five years of age and older. The homes in the community will be a mixture of single family detached, detached cluster, and duplex building types. The community will feature a centralized recreation facility and adjacent linear park, an extensive trail network with walking trails, lookout points, pocket parks, and additional open space that will be sustainably landscaped in order to complement and enhance the property's existing character.



ST. JOHN'S SEMINARY ACTIVE ADULT COMMUNITY REGIONAL CONTEXT





ACTION: BUILD SUPPORT THROUGH COMMUNITY MEETINGS

- Rincon recommended and assisted with **several public meetings** that highlighted the project benefits and told the story beyond for the need for more housing and a beneficial use for the seminary property.
- Community leaders discussed the benefits with project representatives and supporters were recruited.

ACTION: ACTIVATE SUPPORT AT KEY PUBLIC HEARINGS

- Rincon recommended, and activated identified supporters to contact councilmembers, speak at planning commission and city council and write letters in support of the project. **Our engagement program produced a record number of positive public comments on a project.**

The hearing room was filled for both Planning Commission and City Council meetings and key community leaders shared their support with decision makers.



WANT TO LEARN MORE?
LET'S TALK |

CHRIS COLLIER

FOUNDER/PRESIDENT

805-413-4077 x 101

chris@rinconstrategies.com

www.rinconstrategies.com



At the Intersection of Business & Politics



@RinconStrategies



@Rincon_Strategies



@Rincon-Strategies



@RinconStrategy