

Pescadero, CA Bilingual Town Planning Workshop



Lois Fisher making a Town Planning presentation in Pescadero, CA

Location: Pescadero, California
Type: Town Planning Workshop
Design: 2018 - 2019
Status: First Phase is Complete
Size: 2,000 population
Contact: Rita Mancero
Puente de la Costa Sur
Director
(650) 879-1691
Contract Amount: \$45,000
Completed: May 2019

Description:

Fisher Town Design was hired to design and lead a bilingual town planning effort in Pescadero along with a Diversity, Equity, and Inclusion Consultant. Pescadero is an unincorporated town with a 'Mendocino' type feel. It has historic buildings on its Main Street and citizens that are passionate about its past and future. Previous planning workshops had not been successful in attracting the Spanish-speakers which make up about half of the population. Puente received a grant from the Silicon Valley Community Foundation (with the blessing of San Mateo County) to prepare and hold a workshop and focus groups to break through the barriers that Spanish speakers have to participating in public forums. The workshop was very successful with 217 people in attendance including 80 who only spoke Spanish. Future phases of this project are planned.



Participant Marking his Preference on a Bilingual Town Planning Question Board