

GPU advance public outreach strategy

Goals

- Educate and inform the public about issues relevant to planning
- Introduce the GPU project and generate interest in participating in it
- Better understand how the community wants to participate and be engaged

Format

- Presenter and/or moderated panel discussion (potential speakers are listed by topic below)
- Visual presentations, light on text and heavy on imagery of precedents, examples, and best practices
- Auditorium arrangement; Q&A at end
- Provide optional materials to audience in advance, such as articles, online talks and videos, white papers, or books (resources section below includes potential options)

Frequency

- Monthly, with additional events added as desired

Venues

Venues should be well suited to the needs and goals of each event; e.g., large screens and appropriate lighting and locations must be easily accessible by transit:

- Studios, galleries, art openings
- Schools, PTA meetings, other school events like the re-opening of the Frost Auditorium
- Farmers market, festivals, CicLAvia, film festivals, already happening events
- Pop-up events to activate spaces; e.g., planning-themed party on the top floor of a parking garage
- Spaces operated by relevant non-profit or institutional partners, such as foundations, museums
- Spaces and events relevant to the topic; e.g., the Hayden Tract for the design conversation; Wende Museum related to culture and the arts conversation
- Community events; e.g., Screenland 5K (March 4) Nike Earth Day (April 22), Kind, Equinox, CrossFit, for healthy communities conversation

Getting the word out

Potential platforms for sharing information about the plan:

- Social media
- City's website or project-based site
- Press releases
- Videos
- Interviews
- Through specific organizational partners and other existing relationships
- Widely distributed flyers / announcements
- Word of mouth

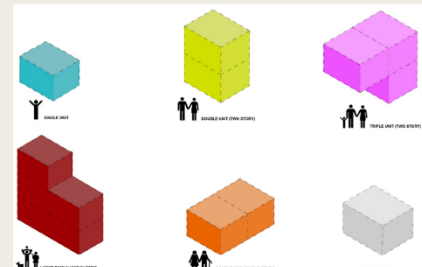
Topics

The below potential topics are sequenced to build a conversation starting from conceptual and leading to specifics, concluding with the GPU. Each conversation could start with a 3-5 minute "GP 101" presentation leading to the final conversation delving into the details.

Streets are public spaces: if you plan your cities for people + places, you get people + places



Housing typologies: diversity of housing typologies based on varying demographic needs



i. Decks with dynamic imagery and simple text

1. WE ARE THE CITY

- Goal: Introduce GPU project and discuss the importance of establishing community values early on in the process
- Discussion points
 - Cities result from individual and collective choices
 - Cities have potential to create great, but often inequitable, benefits
 - We have the power to create the city that we want
- Potential speakers
 - Representative of historical society, to describe city's the historic fabric and public realm and establish a context for continuity
 - Representative of LA Conservancy, to contextualize the city's housing typologies and street environment within regional patterns of building and meaning
 - Representative from GARE, to describe the discriminatory origins of land use regulations and their inequitable outcomes today
 - Representative from City of Santa Monica or other California jurisdiction to share how a focus on community values contributed to a successful recent planning effort

2. DESIGN SHAPES THE CITY

- Goal: Present on basics of urban design; public places; neighborhoods to show how design impacts the human experience of place and community
- Discussion points
 - Cities are organized around public investments in places and infrastructure
 - People-focused places are the most rewarding and enduring places
 - Urban design is a tool that helps us make the city better
- Potential speakers
 - Expert to present on changing trends in urbanism, mobility, design
 - Christopher Hawthorne, LA Times architecture critic and prominent voice on regional design issues
 - Public space expert such as Elizabeth Macdonald, Ph.D., who consulted on Octavia Boulevard and Patricia's Green freeway-to-street conversion in San Francisco.
 - Other urban designers / landscape designers

3. A CITY FOR EVERYONE

- Goal: Present on how housing; development; architecture play key roles in creating a city for everyone
- Discussion points
 - Origins of housing crisis (Prop 13, regulatory restriction, slow-growth movement)
 - Impacts of housing crisis (housing burden, missing middle, homelessness)
 - Density done right (provide examples of well-loved dense places around the world being mindful of using examples that are at a similar scale to what CC could be)
- Potential speakers
 - Mark Vallianatos of LAPLUS, which advocates for positive and sustainable solutions for the LA region
 - Community-minded mixed-use / dense housing architect
 - Community-minded housing developer
 - Representative of very low income or homeless individuals, such as the Los Angeles Community Action Network
 - Outsider with regional planning expertise, such as Egon Terplan of San Francisco's SPUR

4. HOW WE MOVE

- Goal: Provide a big picture primer on mobility and the use of public streets
- Discussion points
 - The way we use streets currently benefits individual drivers but costs us all, there is an opportunity to improve that
 - We are traffic; it is of our own making (parking, induced demand, SOVs)
 - Streets are public spaces; introduce the question: “Are Culver City’s streets giving the city and community what it needs and wants?”
- Potential speakers
 - Transportation strategist
 - Expert to present on LA region’s gridlock and mobility issues
 - Expert to present on rethinking the role of cars in a multimobility context
 - Lisa Bender – City Council, Minneapolis – biking and women in cities

5. GETTING THERE FROM HERE

- Goal: Discuss all things General Plan
- Discussion points
 - What a General Plan is; why we’re updating ours
 - This is your plan; help us do this right
 - Stories of places where planning has led to real change
- Potential speakers
 - Michael McCormick, Office of Planning and Research, Co-author of 2017 GP Guidelines Update
 - Peter James, City of Santa Monica – discuss LUCE and Downtown Specific Plan projects
 - Bianca Siegl, Long Range & Mobility Planning Manager, City of West Hollywood – discuss GPU and other long-range planning and mobility projects
 - Expert to present on general/long-range planning and urban design
 - Other non-California city representative

Resources

Videos and handouts can support events; e.g., short and fun videos talking about planning for farmers market tables, longer and potentially more informational materials for panel or community conversation events:

Play

- <https://planning-org-uploaded-media.s3.amazonaws.com/document/Kids-Community-Neighborhood-Scavenger-Hunt.pdf>

Watch

- https://www.youtube.com/watch?v=OkbDYp_ezQ8
- <https://vimeo.com/231669331>
- https://www.youtube.com/watch?time_continue=101&v=s_AmqNJDFEk
- <http://www.pbs.org/video/2365709534/>
- <http://www.pbs.org/video/2365709474/>
- <http://www.streetfilms.org/category/cars-parking/>
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- https://www.ted.com/talks/enrique_penalosa_why_buses_represent_democracy_in_action?utm_campaign=tedspread-a&utm_medium=referral&utm_source=tedcomshare

Read

- <http://plannersweb.com/wp-content/uploads/2000/07/135.pdf>
- http://opr.ca.gov/docs/General_Plan_Guidelines_FAQ.pdf
- <https://www.planning.org/kidsandcommunity/moreplanning/>
- <https://planning-org-uploaded-media.s3.amazonaws.com/document/What-Is-Planning.pdf>
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