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:

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

- 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
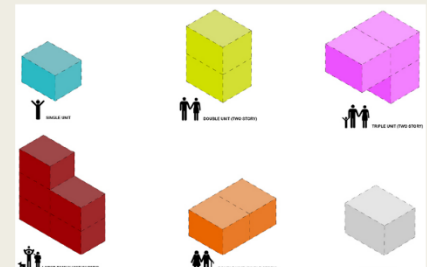- Widely distributed flyers / announcements
- Word of mouth

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.

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/
- https://www.ted.com/talks/peter_calthorpe_7_principles_for_building_better_cities?utm_campaign=tedspread--a&utm_medium=referral&utm_source=tedcomshare
- https://www.ted.com/talks/jeff_speck_4_ways_to_make_a_city_more_walkable/up-next
- 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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