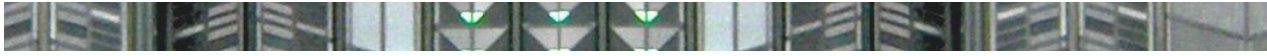# Culver *City*

## GENERAL PLAN UPDATE

# DRAFT COMMUNITY ENGAGEMENT PLAN

## OCTOBER 2019

# CulverCITY

# WHAT IS A GENERAL PLAN?

A general plan is a city's blueprint, or constitution, to guide change. It documents the city's long-range vision and establishes clear goals, policies, and actions to help the community navigate the next 20 years of its evolution. The City of Culver City must update its General Plan periodically to respond to changing needs and conditions, to integrate recent planning efforts, and to reflect new local, regional, and State laws. Cities in California are required to address land use, transportation, housing, conservation, open space, noise, environmental justice, and safety; general plans can also include optional topics to reflect a community's distinct character, features, or needs.

Culver City's existing General Plan contains nine topics or "elements," updated between 1968 and 2014. This will be the first time all elements are updated at the same time, aligning the entire Culver City General Plan with today's and tomorrow's conditions and needs. The City intends to:

- Create an innovative plan that is clear and useful to professionals and the public alike;
- Address emerging critical concerns around topics such as sustainability, equity and social justice, healthy communities for all ages, climate adaptation and resiliency, urban design and public spaces, Ballona Creek, cultural planning, and governance and technology; and
- Engage a diverse range of residents and stakeholders to produce an equitable and well-balanced roadmap for the future of Culver City.

## WHY SHOULD I GET INVOLVED?

The plan is relevant to all who live, work, play, and invest here. In addition to residents, businesses and employees, community groups and nonprofits, developers, institutions, regional agencies and partners, schools, and many others will be invited to participate. All have a valued place and voice in the update process.

# ENGAGEMENT PLAN OBJECTIVES

The engagement effort for the General Plan Update (GPU) will be systematic, far-reaching, and inclusive, centered on key objectives including:

- Expanding the number and diversity of people who participate in planning processes;
- Providing a variety of ways for the community to engage with the process;
- Testing new approaches, like tactical urbanism, for the City to engage with the public;
- Providing transparency and trust-building through the citywide planning process;
- Soliciting and integrating feedback on key land use, transportation, economic, health, and other policy issues; and
- Creating opportunities for the community to take ownership of the plan in preparation for implementation.

The project team will listen, inform, and collaborate with the community to develop a shared vision for the future. City staff will continually report back on how the information gathered will be used in the development and adoption of the General Plan.

# PLANNED ENGAGEMENT ACTIVITIES

- **Interactive Project Website** – The website will include information about the project, documents produced for the project, meeting summaries, and meeting announcements, among other materials. The website will also include an interactive component, such as comment features, surveys, and interactive workshops whereby participants can complete activities.

- **Stakeholder and Community Leader Meetings –** Meetings will be held with representatives of a range of community groups, business leaders, advocacy organizations, and community leaders early in the engagement process to help identify key assets and opportunities.

- **General Plan Advisory Committee (GPAC) Meetings** – The City formed a GPAC that is strictly advisory and non-voting and will meet about every other month during the planning process. The GPAC will provide high-level feedback on the project issues, including: the vision and guiding principles; land use and transportation alternatives; and health, economic development, and other key policy topics.

- **Technical Advisory Committee (TAC) Meetings** – Along with the GPAC, a TAC will be convened to explore innovative General Plan topics in detail. Topics for the TAC groups include: public space and urban design; transportation and mobility; sustainability, health, and parks; arts and culture; and economic development. Each TAC would be comprised of approximately five people who have expertise in the topic.

- **Community Workshops + Festivals** – Interactive community meetings will be held seven times during the GPU. Meetings will include a GPAC Open House, Vision Festival, policy alternatives workshops, and more. The format, structure, and activities of each will reflect the specific topic and stage in the GPU and may include mapping exercises, real-time balloting, or arts-based engagement to gather input from participants.

- **Pop-Up Workshops + Community Events** – To meet people where they are, rather than only asking them to come to a community workshop, the GPU will include "pop-up" events or "intercept" meetings at existing, well-attended events in Culver City at key junctures in the planning process.

- **Online Engagement + Surveys** – As a parallel process to the workshops, the City will use online surveys to obtain feedback on the General Plan. The surveys will be available through a link on the project website and the City's website and social media.

- **Engagement Toolkits + Project Ambassadorship** – At important points during the process, the project team will prepare an engagement toolkit. The toolkits will be used by "Project Ambassadors" – GPAC members, TAC members, and other interested citizens or constituents – to engage community members outside of traditional GPU meetings and pop-up events. The toolkits will include a project informational brochure, fact sheets and other background information, and surveys or discussion questions to inform the GPU.

- **Tactical Urbanism Demonstration Project** – A demonstration tactical urbanism project will be installed as part of a pop-up event or community workshop to showcase one or more of the concepts proposed. This could include modifications to roadway configurations, parklets, cultural/art interventions, smart city technologies, or innovative sustainability strategies.

# PROJECT WORKFLOW

The City will work closely with the consultant team to inform, consult, involve, and collaborate with the community and stakeholders throughout the three phases of the General Plan Update process to build ownership of the plan in preparation for its implementation.

## ENGAGEMENT PHASES + ACTIVITIES

Engagement activities will occur during three key phases—Visioning + Discovery, Alternatives + Policy, and Review + Adoption—and include:

| | PHASE 1 | PHASE 2 | PHASE 3 |
| --- | --- | --- | --- |
| | **VISIONING + DISCOVERY** | **ALTERNATIVES + POLICY** | **REVIEW + ADOPTION** |
| | **ENGAGEMENT ACTIVITIES** | | |
| **INFORM** *(providing information in a timely manner)* | • Interactive Project Website<br>• Email Distribution List<br>• Social Media | • Interactive Project Website<br>• Email Distribution List<br>• Social Media | • Interactive Project Website<br>• Email Distribution List<br>• Social Media |
| **CONSULT** *(soliciting feedback on analysis, issues, alternatives)* | • City Council Visioning<br>• Online Surveys<br>• Stakeholder Interviews | • Online Surveys<br>• Planning Commission, City Council + Commission Meetings | • Online Surveys<br>• Planning Commission, City Council + Commission Meetings |
| **INVOLVE** *(work directly with to ensure concerns and aspirations are understood and considered)* | • GPAC Meetings<br>• Community Workshops + Festivals | • Community Workshops + Festivals<br>• Tactical Urbanism Demonstration Project | • Community Workshops + Festivals |
| **COLLABORATE** *(partner with the public in development of alternatives and identification of preferred solution)* | • TAC Meetings<br>• Engagement Toolkits + Ambassadorship | • GPAC Meetings<br>• TAC Meetings<br>• Engagement Toolkits + Ambassadorship | • GPAC Meetings<br>• TAC Meetings<br>• Engagement Toolkits + Ambassadorship |
| | **KEY DELIVERABLES** | | |
| | • Vision + Guiding Principles<br>• Existing Conditions Reports<br>• List of Key Issues | • Land Use + Mobility Alternatives<br>• Preferred Land Use + Mobility Plan<br>• Policy Frameworks for each GP Element | • Public and Final Drafts<br>• Digital General Plan Documents |
| | **APPROXIMATE TIME FRAME** | | |
| | Summer 2019 to Fall 2019 | Winter 2020 to Summer 2021 | Summer 2021 to Summer 2022 |

# HOW TO GET AND STAY INVOLVED

The City is committed to fostering public ownership of the General Plan and its roadmap for Culver City's future and has created multiple ways to get involved in the GPU, including:

- **Get on the project email list** – Sign up through the project website or at a community event to receive the latest project and community event updates throughout the project.
- **Check out the project website** – Stay tuned to the project website where project deliverables, summaries and photos from past events, and updates on upcoming events and project deliverables will be posted. Interactive surveys and activities will also be administered through the project website.
- **Keep an eye out for GPU flyers** – Periodically the City will email and post flyers at key locations throughout the city to advertise upcoming community events and project updates.
- **Visit and engage with the City's social media channels** – Updates will be regularly be posted through the City's Facebook, Twitter, and Instagram social media platforms.
- **Attend public meetings and workshops** – Meet with your friends, neighbors, and colleagues and share your ideas at the many events planned throughout the next two years.
- **Complete online surveys** – Interactive online surveys will also be administered to provide convenient access to the planning process.
- **Talk to your neighbors, friends, and colleagues** – Spreading the word about the GPU efforts and engaging in conversations helps to bring forth new ideas, refine existing proposals, and bring more people into the GPU process.

## HOW YOUR FEEDBACK WILL BE USED

Input, ideas, and other information gathered through engagement activities will be recorded and compiled to ensure the GPAC, City staff, the public, and elected and appointed decision-makers have a full understanding of community and stakeholder opinions when drafting, reviewing, and adopting the General Plan and each of its elements.

## FOR MORE INFORMATION

If you have ideas, questions, comments, or would like additional information, please:

Visit the City's General Plan webpage at www.culvercity.org/generalplan

or

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