

# General Plan 2045: Engagement Plan Overview

City Council Update

*April 4, 2023*



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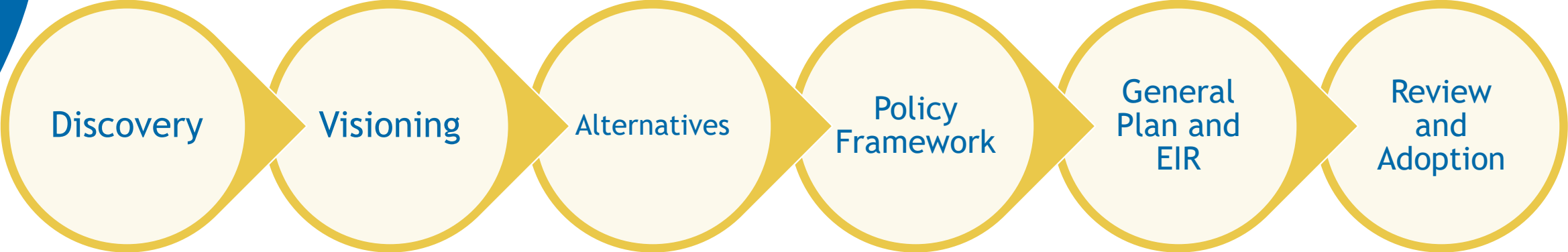
# What is a General Plan?

- Long-term policy document to **guide future actions**
- Establishes the **City's direction** for the next 20 years
- Enables the community to come together to develop a **shared vision for the future**
- Updated every 15-20 years
- Preserves and enhances **community strengths**
- Addresses key **topics of concern**

*“Vision about how a community will grow, reflecting community priorities and values while shaping the future.”*



# General Plan Update Process



January 2023



December 2024

# Community Engagement Plan

## Overview



# Engagement Goals

- Inspire the community to share ideas to guide Marina's future
- Offer a wide variety of ways to participate
- Target groups traditionally not involved in the process – youth, students, non-English speakers, etc.
- Empower the public to guide the overall direction of the General Plan
- Conduct culturally appropriate engagement activities and reach a diverse cross section of the community
- Track progress over time



# INFORM: Outreach Activities

- Purpose
  - Updates on the project
  - Invitations to specific events
- Activities
  - Logo/branding
  - Email database
  - Social media: Facebook, Instagram, NextDoor
  - Press releases
  - Ads in newspapers
  - Announcements at CC and PC
  - Flyers for engagement
  - Postcard mailed to all residents (April 2023)
- *Translation and interpretation of materials and at events*



# Project Fact Sheet



## Marina General Plan 2045 "Advancing our Future"

### What is a General Plan?

A General Plan is a State-required vision and policy document that serves as the "constitution" for each jurisdiction in California. It is a forward-looking document that anticipates city needs and challenges through the year 2045. It sets the stage for the future physical, environmental, social, and economic direction of the city. All decisions related to the physical and natural environment must be consistent with the adopted General Plan.

### What topics are covered?

State law requires that every General Plan address at least nine core topics, known as "elements." These topics are land use, transportation, infrastructure, parks and open space, housing, climate change, public safety, resource conservation, and environmental justice. The Marina General Plan will address these elements in addition to other topics important to the community, such as urban design and economic development.

### Why does it matter?

The City of Marina last updated its General Plan in 2000. Since this time, the City has grown and evolved – new housing has been built, CSUMB has expanded, and new challenges have emerged. This General Plan update is an opportunity for Marina residents to step back, take stock, and chart a course for the future that addresses the issues and challenges of today and tomorrow. These include:

- Creating a comprehensive vision for growth and development in the City
- Planning for natural hazards such as wildfires or erosion
- Conserving critical habitat areas, resources, and species
- Increasing opportunities for parks and open space areas
- Addressing transportation challenges such as traffic congestion, improving the bicycle network, and transit
- Planning the future of the agriculture industry in the City
- Preparing for the potential impacts of climate change
- Maintaining overall identity and quality of life in Marina



### What are the steps in the process?

The General Plan update process will take about two years to complete, starting in early 2023 and ending in late 2024 or 2025. The major steps are as follows:



## Community Engagement:

Let your voice be heard!

The City of Marina is committed to involving the community and ensuring that the content of the General Plan is guided by the residents of the city. As such, engaging a diverse cross section of the community throughout the project will be critical to success of the project. During the two-year effort, there will be many opportunities for community members to participate in the General Plan update process. The engagement activities will include:



### How do I find out more?

There are multiple ways to find out more about the General Plan and to get involved in the process:

- 🌐 Visit the Marina 2045 project website at [www.marina2045.org](http://www.marina2045.org)
- ✉ Sign up for the Marina 2045 email list on the website
- 📺 Follow the City on Next Door or the Marina 2045 Facebook and Instagram accounts
- 📞 For more information about this project, contact Alyson Hunter, AICP, Senior Planner with the City of Marina at: [ahunter@cityofmarina.org](mailto:ahunter@cityofmarina.org)



# Website (marina2045.org)

The screenshot shows the homepage of the Marina General Plan 2045 website. At the top left is the logo for the Marina General Plan, which includes the text "2045 MARINA General Plan Advancing Our Future". To the right of the logo are navigation links: "About", "Get Involved", "Library", "Contact", and a language dropdown menu set to "English". Below the navigation is a large blue banner with an aerial view of the city. The banner contains the text: "Welcome to The City of Marina 2045 General Plan Update — Advancing Our Future —". Below the banner is a section titled "Latest News" with a sub-header "Marina General Plan 2045 'Advancing our Future'". This section features a "Project Factsheet" card with a "View" button. The factsheet card includes the following text: "What is a General Plan? A General Plan is a State-required vision and policy document that serves as the 'roadmap' for each jurisdiction in California. It is a forward-looking document that anticipates city needs and challenges through the year 2045. It sets the stage for the future physical, environmental, social, and economic direction of the city. All decisions related to the physical and natural environment must be consistent with the adopted General Plan." and "What are the steps in the process? The General Plan update process will take about two years to complete, starting in early 2023 and ending in late 2024 or 2025. The major steps are as follows: 1. Engage in outreach to the public about the update process and vision. 2. Visioning to develop a comprehensive and long-term vision for the city. 3. Addressing key issues: New development and transportation system, and the quality of life in the city." There is also a "Why does it matter?" section.

The screenshot shows the "About the Project" page of the Marina General Plan 2045 website. It features a navigation bar with the same logo and links as the homepage. Below the navigation is a blue banner with an aerial view of the city. The banner contains the text: "Overview Project Timeline About the Project". Below the banner is a section titled "About the Project" with a sub-header "What is a General Plan?". This section includes the following text: "The City of Marina General Plan is an important policy document that is required to be updated in all chartered cities every 15 to 20 years per California State Law. The General Plan serves as the City's roadmap for land use and development decisions and is a key tool for influencing and improving the quality of life for residents and businesses over the next few decades." Below this is a "Why Does it Matter?" section with the following text: "The General Plan will address important community concerns such as how land is used, where buildings are constructed, roadways, new growth, housing needs, parks, and environmental protections. It sets the stage for future social, physical, and economic development within the City. Except for several amendments to individual elements, the last full update to the General Plan was in 2000, meaning the Plan is due for an update." Below this is a "Now is the time to look forward to the next several decades and chart a course for the City's future, including:" section with a list of bullet points: "Creating a comprehensive vision for growth and development in the City; Planning for natural hazards, including flooding and wildfires; Conserving critical habitat areas, resources, and species; Planning the future of the agriculture industry in the City; Increasing opportunities for parks and open space areas; Ensuring equitable distribution of amenities, goods, and services in the City; Addressing transportation challenges such as traffic congestion, the bicycle network and transit; Addressing sustainability issues and preparing for the potential impacts of climate change; and Maintaining the overall identity and quality of life in Marina." To the right of the text is a "WHAT IS A GENERAL PLAN?" infographic with five numbered steps: 1. Community visioning to determine the city's future direction and goals. 2. The role of a general plan: provide a vision and guide the city's future. 3. General Plan update process: public input, visioning, and decision-making. 4. The update process: public input, visioning, and decision-making. 5. The update process: public input, visioning, and decision-making.



# INVOLVE: Engagement Activities

- **Purpose:**
  - Generate ideas
  - Receive feedback on the Plan content
- 7 types of activities
  1. General Plan Advisory Committee
  2. Community Workshops
  3. Pop-Up Workshops
  4. Stakeholder Interviews
  5. Educational Videos
  6. Surveys and Feedback Forms
  7. Focus Groups

# General Plan Advisory Committee (GPAC)

- **Purpose:** Provide high-level guidance on General Plan topics
- Serve as “ambassadors” for the project
- 8+ meetings
- **Status:** *First meeting on Thursday April 6 from 6-8 pm*



# Community Workshops

- **Purpose:** Bring the community together to share ideas and direct the outcome of the Plan.
  - Workshop 1: Educational Workshop on “What is a General Plan?” (*virtual*)
  - Workshop 2: Issues and Opportunities and Vision/Guiding Principles
  - Workshop 3: Environmental Justice Workshop
  - Workshop 4: Develop Land Use and Mobility Alternatives
  - Workshop 5: Select Preferred Direction
  - Workshop 6: Policy Direction on Key Topics
  - Workshop 7: Draft General Plan Open House
- **Status:** Workshops 1 and 2 in late April and May



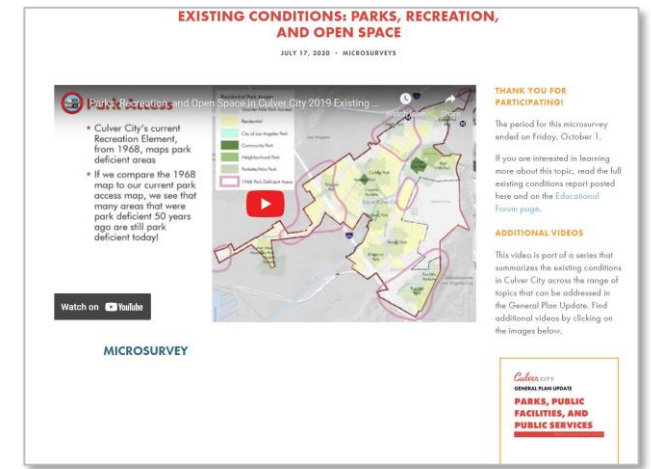
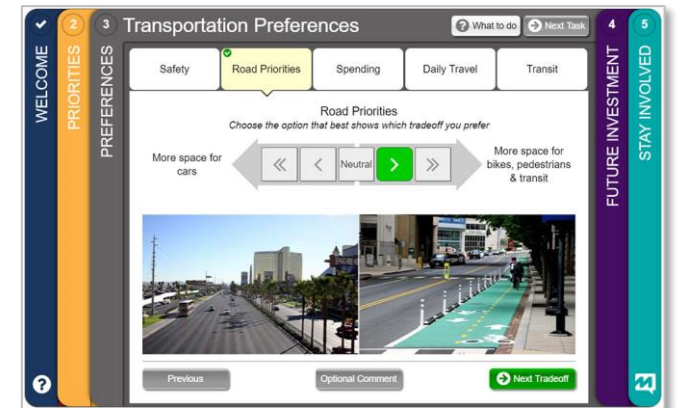
# Pop-Up Workshops

- **Purpose:** Reach members of the community who don't typically participate.
  - Inform/educate
  - Visioning
  - Land use alternatives
  - Policy development
- **Status:** ongoing during the process



# Additional Engagement Activities

- Stakeholder Interviews
  - 20+ one-on-one interviews
- Online Surveys
  - 4-6 Surveys to obtain detailed feedback on plan concepts
- Educational Videos
  - 4+ short videos on existing conditions
- Focus Groups
  - In-depth conversations on specific topics or with specific groups
  - Examples: Asian Communities of Marina; Environmental Justice groups; youth



# Tracking Progress

- Number of participants attending events
- Demographics:
  - Resident/business owner/other
  - Age (youth, seniors, families)
  - Ethnicity (especially Hispanic and Asian participation)
  - Language spoken at home
  - Renters/owners
  - Length of tenure in the City
  - Location of home or businesses (by Council District)

## Outreach Efforts To Date

- **Project website:** contains detailed project information
- **Newsletters:** shared and cross-marketed to more than **25,000** subscribers
- **Social Media:** City and GPU platforms reached more than **120,000** people and garnered over **200,000** impressions
- **Videos:** over **50** GPU videos on YouTube have over **3,000** total impressions
- **Advertising**
  - **Parks and Recreation Activity Guide:** mailed to **42,000 residents**
  - **Digital Screens** inside City Hall
  - **Auto Center Billboard Signs**
  - **Ventura Breeze Ads:** **11,000** copies circulated in over 600 locations
  - **Water bill mailer insert:** mailed to **47,000 residents** in both English/Spanish
  - **Flyers/ Posters:** **15,000** distributed to local businesses and community partners
  - **Coasters:** **10,000** distributed to local businesses and community partners
  - **Stickers:** **25,000** distributed to local businesses and community partners

# Initial Engagement Activities

- Email database (complete)
- Project website (complete)
- Stakeholder interviews (April)
- GPAC Initiation (April)
- “What is a GP” workshop (April)
- Issues, Opportunities and Vision workshop (May)
- Educational videos and surveys (May)

# Thank you!



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