

VNC OUTREACH COMMITTEE AGENDA: NOVEMBER 10, 2025

NEW BUSINESS Item 8

Outreach Collaboration with LUPC & Community Plan Update (CPU) Ad Hoc Committee

Ideas for Consideration:

GOAL

Increase stakeholder awareness, transparency, and input around new developments and the evolving Venice Community Plan draft.

1. Neighborhood-Level Meet & Greets / “Planning Pop-Ups”

Concept:

Host casual, small-scale events in different Venice neighborhoods (Oakwood, Penmar, Marina Peninsula, etc.) where stakeholders can review maps, visuals, and project updates from both LUPC and CPU.

Purpose:

Humanize city planning, answer questions face-to-face, and gather local feedback in a welcoming, non-bureaucratic setting.

Example:

Set up a Saturday morning booth at the **Farmers Market** or **Venice Library** with LUPC/CPU reps and simple “What’s Changing in Venice?” maps.

2. Digital Visibility: “What’s Being Planned in Venice?” Portal

Concept:

Create a **public-facing webpage** on our venicenc.org website that:

- Lists **active and upcoming projects** under LUPC review
- Links to **city planning documents** and **CPU drafts**
- Includes a **comment submission button** and **sign-up** for email updates

Purpose:

Give stakeholders one central, transparent place to follow land-use activity and planning updates.

3. Project Outreach Verification Form for LUPC Applicants

Concept:

Require developers or applicants to **submit proof of outreach** before their project can be heard by LUPC.

Examples:

- Notice flyers mailed or delivered to surrounding addresses
- Stakeholder meeting sign-in sheets
- Photos or screenshots of community postings

Purpose:

Build accountability and ensure affected neighbors have been informed.

Implementation:

LUPC can adopt it as a **Standing Rule** or a **submission requirement** in coordination with the VNC Board.

4. Visual Storytelling Campaign

Concept:

Develop short, visual explainer posts like “*Venice is Being Redrawn*”, “*What the Community Plan Means for You*”, “*How a Project Becomes a Reality*” for Instagram, Constant Contact, the VNC website, etc..

Purpose:

Translate planning jargon into plain language; show why it matters. Maybe it includes:

- Before/after zoning map slides
 - “Did you know?” series about building heights, affordable housing, coastal limits, parking, etc.
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5. “Planning 101” Stakeholder Workshop

Concept:

A free, open workshop co-hosted by Outreach + LUPC + CPU Ad Hoc.

Purpose:

Reveal the process: what the **Community Plan Update** is, how **Land Use hearings** work, and how residents can give effective public comment at the city level.

Possibly Offer Spanish and/or other translations – Recordings from Zoom Mtgs. on VNC UTube Channel

6. Neighborhood Ambassadors

Concept:

Recruit volunteer “ambassadors” (one per neighborhood pocket) who help spread updates locally via flyers, Nextdoor posts, door knockers, or short announcements at community organizations like schools, churches, the Chamber, etc.

Purpose:

Decentralize outreach, so engagement isn’t just top-down from the VNC.

7. Quarterly “What’s on the Horizon” Report

Concept:

A visually friendly quarterly email or printed one-pager summarizing:

- New or pending projects in each neighborhood
- CPU milestones and draft release updates
- How to get involved or comment

Purpose:

Make planning updates digestible and routine.

8. Door Hangers

Design simple, low-cost door hangers to notify residents about development projects, land use hearings, or Community Plan Update meetings in their immediate area.

Implementation options:

- Volunteers, project applicants, or ambassadors could distribute them.
- QR codes could link to venicenc.org for more details.

Purpose: To ensure that even residents who are not online receive timely and relevant information about projects that affect their neighborhood.