

Salinas Zoning Code Update

Public Engagement Plan

INTRODUCTION

Community involvement will be a key component of the Zoning Code Update. The public engagement approach for this project must be appropriate for Salinas and designed to ensure the final products align with the vision of the community.

This document serves as a roadmap for engaging with key stakeholders and the public during the comprehensive Zoning Code Update process. The Outreach Approach section identifies the objectives of project engagement, and a description of each engagement method is provided as part of the Engagement Toolbox section.

Finally, this Public Engagement Plan can be adjusted together over the course of the Zoning Code update to ensure that the engagement and project goals and objectives are met.

OUTREACH APPROACH

OBJECTIVES

The engagement process should maximize input from a diverse set of community members, including, but not limited to, residents, workers, property owners, development and building professionals, architects and designers, businesses and business groups, institutions and agencies, and community-based organizations. Zoning Code Update engagement will be:

- Transparent – by creating public awareness of the project, regular updates and direction vetting through the Planning Commission and City Council and clearly articulating the basis and context of proposed changes; and
- Inclusive – by offering multiple avenues for participation throughout the project and increasing the accessibility of engagement activities; and
- Collaborative – by giving the community and the stakeholders most impacted by the Zoning Code meaningful opportunities to shape the new Zoning Code and ensuring their input is reflected in the final product.

Effective engagement is necessary for achieving Zoning Code Update objectives, including:

- Creating a clearer, more objective and more user-friendly Zoning Code
- Implementing the adopted Housing Element
- Achieving compliance with new State laws
- Aligning the Zoning Code with the Visión Salinas 2040 General Plan

ENGAGEMENT TOOLBOX

The engagement effort for the Zoning Code Update is anticipated to include the following activities. Materials for each type of event will include accessible graphic-rich formats to clearly convey the topics in the Zoning Code to the general public.

PLANNING COMMISSION AND CITY COUNCIL

The City of Salinas Planning Commission will be the primary advisory committee for the Zoning Code Update and forum for reaching consensus on recommendations to City Council. Staff will meet regularly with the Planning Commission for review and direction of draft content and education on new State laws and best practices. The Planning Commission must make formal recommendations to City Council on amendments before City Council consideration.

Staff will provide City Council with updates at least quarterly, with additional reporting and study sessions as amendments near adoption hearings. City Council will provide project and engagement direction, including recommending individuals for the Technical Advisory Committee, which is discussed below.

POP-UPS

City staff will conduct pop-ups throughout the Zoning Code Update to build project awareness and get feedback on specific items. Pop-ups could occur at local branch libraries, community centers, or the following event types:

- Special events: Ciclovía, holiday events, National Night Out, California Rodeo, etc.
- Farmers' Markets
- Faith-based events
- Parent Teacher Association (PTA) meetings
- Youth sports events

COMMUNITY MEETINGS

Large in-person and virtual community meetings will be held at key points in the planning process. The community meetings may be held as open houses and/or workshops to introduce the project and receive community feedback, including on the Public Review Draft Zoning Code and Map Amendments.

STAKEHOLDER MEETINGS

Stakeholder engagement will consist of small-group meetings or a mix of one-on-one interviews to discuss existing constraints and potential opportunities. The invited stakeholders will represent expertise in the community from those who frequently use the zoning code. The list of stakeholders is expected to include, but is not limited to, architects and designers, developers, business owners and organizations, construction and real estate professionals, community-based organizations, property owners, and relevant agencies.

TECHNICAL ADVISORY COMMITTEE

Frequent users of the Zoning Code who want to be more involved may be invited to a Technical Advisory Committee (TAC) with recurring meetings throughout the process. This will be a subset of the stakeholders described above with the time and dedication to drill down on the details of the Zoning Code Update with City staff over frequent working sessions. The exact frequency of TAC meetings may vary depending on project phase, but it is expected to meet at least quarterly, with monthly or even bi-monthly meetings depending on materials to review. This group will be an informal, non-Brown Act group that meets during business hours and provides recommendations for consideration by the Planning Commission.

GETTING THE WORD OUT

The City will employ a variety of methods to inform the community and project stakeholders about upcoming engagement opportunities and the overall project, including:

- City website
- Public notices
- Press releases
- Local TV and radio interviews
- Salinas NOW podcast
- Email blasts
- Letters and postcards
- Social media (City Facebook and Instagram)
- Business canvassing
- Presentations at community organizations
- Surveys