

# General Plan Update

## Additional Public Outreach

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Planning Commission  
November 15, 2018

CITY OF IRVINE



# BACKGROUND

- Staff presented a Status Update at:
  - June 7 Planning Commission
  - August 28 City Council
- City Council directed staff to explore the feasibility of additional public outreach



# PRIMARY OUTREACH OBJECTIVES

- Statistically valid results
- Representative respondent demographics



# DRAFT SCOPE OF SERVICES

## Description of Services

### 1. Consulting Services

- Survey strategies and best practices
- Timeline of outreach effort

### 2. Survey and Analytical Report Services

- Menu of survey options
- Developing outreach questions
- Statistically significant data
- Accurate Irvine demographics

### 3. Findings and Recommendations

- Prioritize and rank priorities and themes
- Actionable results



# REQUEST OF PLANNING COMMISSION

- Input on the consultant Scope of Services:
  - ✓ Survey questions
  - ✓ Target demographics
  - ✓ Survey methods
  - ✓ Other?
- Planning Commission Chair serve on the RFP selection team

# POTENTIAL OUTREACH COMPONENTS

## Survey Questions

- Provide context to spur thoughtful responses
- Follow-up questions for each topic
- Site specific examples to elicit opinions
- Decision-based prioritizations
- Actionable results



# POTENTIAL OUTREACH COMPONENTS

## Target Demographics

Identify priorities among targeted survey participants, including, but not limited to:

- Age
- Renters and owners
- Residency by village

# POTENTIAL OUTREACH COMPONENTS

## Survey methods

- Focus groups to achieve desired demographics
- Telephone polling to increase participation levels

# NEXT STEPS

- Distribute RFP (Nov. – Dec. 2018)
- Review proposals (Dec. 2018 - Jan. 2019)
- Select consultant (Jan. – Feb. 2019)
- Develop outreach approach and questions (Feb. – March 2019)
- Planning Commission input on the draft outreach (March 2019)
- Initiate outreach (April – May 2019)
- Present outreach results to City Commissions and City Council in conjunction with a status report on progress of the overall Comprehensive General Plan Update (Mid-2019)



# GENERAL PLAN UPDATE

Questions and/or Comments

[www.irvine2035.org](http://www.irvine2035.org)



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