



General Plan Update



# City of Davis General Plan Update 2025 Community Engagement Plan

MAY 1, 2025

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# OVERVIEW

**The City of Davis has an exciting opportunity to work closely with the community on the General Plan to plan a safe, fair, healthy and sustainable future for everyone who calls Davis home.** The General Plan Update (GPU) offers the City an opportunity to develop a roadmap to make our community the best it can be for our residents, workers, students and visitors. Whether it is creating more housing for all income levels, enhancing parks and open space or improving the local business climate for small, medium and large businesses, our goal is to make Davis a place where everyone has what they need to thrive and succeed.

**To create a future for our community that welcomes and serves everyone, we want everyone to be involved in the GPU process.** This process is the City's and the Davis community's chance to have community-wide conversations about protecting what we love about Davis, collaborating on solutions to the challenges we face and setting the vision for our future, together. We need everyone engaged in sharing their perspectives and unique stories so that, together, we can plan a vibrant future for all.

## WHAT IS A GENERAL PLAN?

The General Plan guides how the City will grow, meet anticipated challenges and continue to provide services to the community. California law requires that each county and city in the state develop and adopt a General Plan. Everything, from parks to housing to roads, is a direct result of thoughtful planning efforts that stem from the General Plan. 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. The General Plan update has two main components: to create an updated plan to guide future development decisions in Davis for the next 20-25 years and to create the process to get there.

The General Plan isn't just about planning Davis's future—it's about coming together to face the challenges of today. When a place like Davis plans for its future, the vision and goals we set must line up with what you—the residents, workers, students and visitors who love Davis—care about. Whether that's addressing the housing crisis, traffic or climate change, we need everyone involved to tackle the challenges we face.

## Honoring Past Work

The City of Davis hired the Raimi + Associates team which includes AIM Consulting (public outreach), BAE Urban Economics (fiscal analysis), Environmental Science Associates (conservation), Altas Planning Solutions(safety), Fehr and Peers(transportation) and Illingworth & Rodkins, Inc. (noise and air quality) to deliver the City of Davis General Plan Update. The City of Davis departments which include Community Development, Communications and Economic Development and the consultant team are the planning team for the Davis 2025 General Plan Update. It is their job is to honor the past work done by the community, commissions and partners. The current General Plan will serve as the starting point and the planning team will build upon the strong foundation established through past planning and implementation efforts, including addressing all the City Council's 2024-2025 goals:

- Achieving Greater Fiscal Resilience
- Strengthening Climate Resilience
- Shoring up the Housing Continuum
- Improving Social Services for Vulnerable Populations
- Maintaining High-Quality Infrastructure and Services
- Stepping Up Economic Development Activities

## Planning Area

The Davis GPU will cover approximately 160 square miles, known as the "Planning Area." This area is composed of a north boundary by County Road 27 and the City of Woodland Planning area, an east boundary by the Yolo Bypass, south boundary by Tremont Road and Pedrick Road Interstate 80 interchange in Solano and west boundary by an extension of County Road 93.

Please refer to page 7 for Figure 1, the City of Davis General Plan Basemap.

Figure 1 Davis General Plan City Basemap



# COMMUNITY ENGAGEMENT PLAN

## PURPOSE

This Community Engagement Plan (CEP) sets out how the City and its planning team will engage a diverse range of community members in meaningful dialogue over the next two to three years. By implementing this plan, the team aims to understand the values, needs and visions of every community within the city and help all community members contribute meaningfully to maintaining and enhancing our quality of life.

The CEP is a dynamic document. The success of engagement activities will be continuously evaluated to determine the engagement's effectiveness and updated as deemed necessary to ensure robust engagement.

## City's Community Engagement Goals and Project Outcomes

A Community Engagement Plan is vital to the GPU, designed to reach out to all neighborhoods and communities and provide easy access or feedback opportunities. The City and its planning team have established specific community engagement goals and project outcomes to guide the General Plan and each engagement activity.

### Community Engagement Goals

The City's Community Engagement Goals for the planning process are as follows:

- Create an open and transparent process with easily understood informational materials that are language- and culture-appropriate
- Connect with communities who are marginalized and/or those who do not typically engage in planning processes
- Establish a shared community vision that serves as the basis for the General Plan Update
- Engage and empower community members in the planning process at key milestones and throughout the plan development
- Build capacity and relationships so that the community can guide and support the implementation of the General Plan for the next generation of Davis residents
- Achieve a plan that reflects the Davis community's values and priorities

## GPU Project Outcomes

Project outcomes will act as parameters for the project and its process. A complete list of the project outcomes is available in the Appendix.

## Stakeholder Identification and Partnership Opportunities

The CEP aims to involve a broad and diverse group of community members and partners. The City and planning team identified key interests and perspectives needed to provide input on all the GPU topics. These include:

- Arts and Culture
- Community Service
- Development
- Economic and Business Development
- Education
- Environment and Climate Change
- Housing
- Neighborhood Character
- Open Space
- Parks and Recreation
- Community Health and Environmental Justice
- Social Equity
- Transportation

A comprehensive list of community organizations and agencies based on the topics listed above was developed and will continue to be updated throughout the planning process. Along with the City's formal commissions, this list includes non-profits, businesses, community service groups, social service agencies, schools and advocacy groups. These stakeholders will serve as partners to the planning team by participating in stakeholder and community engagement activities and representing their constituents' interests, and by helping the planning team build awareness and encourage participation.

The planning team will use multiple communication channels including, but not limited to the City of Davis's email notifications, newsletters and social media as well as those from community-based organizations and general media to provide the community with project updates. An email list will be maintained throughout the process and the

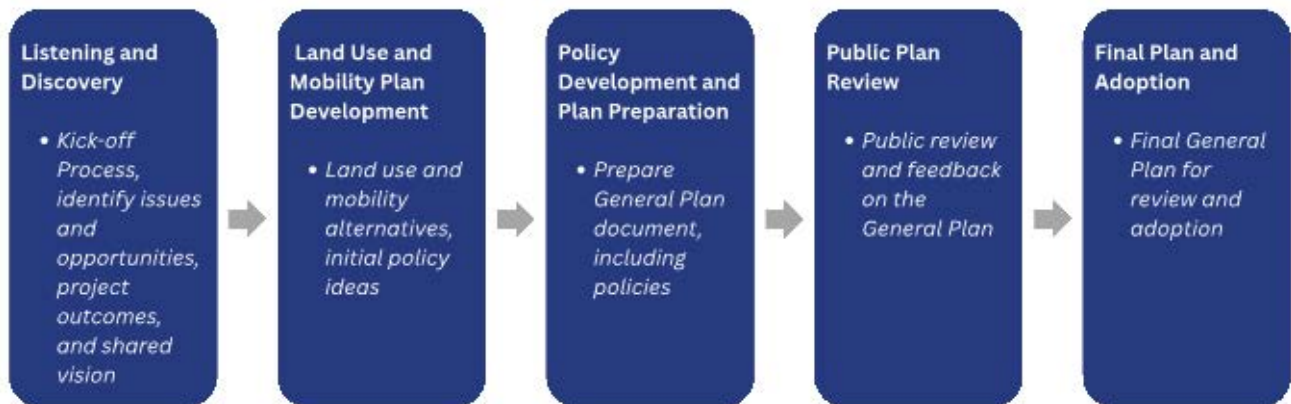
planning team will send email notifications to encourage participation at key milestones during the planning process. This list will be updated regularly throughout the planning process. While not every group will be involved during each phase, all groups will receive regular updates on the process through written materials and meetings.

# COMMUNITY ENGAGEMENT SCHEDULE

The planning process and Community Engagement Plan consists of five distinct phases:

- 1) Listening and Discovery
- 2) Land Use and Mobility Plan Development
- 3) Policy Development and Plan Preparation
- 4) Public Plan Review
- 5) Final Plan Review and Adoption

Each phase serves a different purpose and helps to organize both technical analysis and community engagement activities and input. Community engagement activities will be completed during every phase of the process.



# COMMUNITY ENGAGEMENT ACTIVITIES

The planning team is developing an interactive approach to community engagement, ensuring broad representation in the planning process.

The planning team intends to create a collaborative and welcoming experience, whether in-person or via virtual means. In addition to providing informational materials in multiple languages, the planning team will have bilingual staff and use interpretative technologies to facilitate understanding. The goal of the planning team is to reduce barriers to engagement to the best effort possible. To that end, the timing of meetings and engagement activities will be carefully considered and to the extent possible will be scheduled for times when participants are most likely to be available, such as after 6 p.m. on weeknights and on weekends. The project team will also host activities at existing community events and key community gathering places. These activities are described below.

**General Plan Interactive Website:** The project website will provide clear two-way communication and the common thread throughout the engagement process, connecting the community to project updates and deliverables, upcoming events and meeting summaries.

**Community Workshops and Open Houses:** In-person meetings will be held for each of the planning milestones to update the community and receive feedback.

**Pop-Up Outreach:** To meet with community members at times and locations convenient for everyone, “pop-up” workshops or “intercept” meetings will be held at popular locations and well-attended events in Davis, such as the Farmers Market, Celebrate Davis, Pride Festival, Discover Davis and more.

**Online Community Questionnaire:** Online community questionnaires will be launched with each workshop to obtain feedback on the General Plan. The questionnaires will be available through a link on the project website. The questionnaire is a convenience questionnaire, not a statistically valid survey.

**Meeting in a Box:** Discussions about Davis’ future should go beyond City meetings; they can occur anytime and anywhere among interested groups. This self-directed method is ideal for small neighborhoods or community groups to engage and provide input to the planning team. Materials will be provided during Phase I: Listen and Discovery to introduce the GPU process, gather input on key issues and opportunities and the community vision.

**Community Partnership Initiative:** Identifying and communicating with key partners will build a network of diverse community representatives. These representatives will help build trust, ensure representation and create a shared understanding of the plan elements and City constraints. The team will hold informal meetings at the start of each phase to understand community concerns, priorities, and lessons learned and enhance engagement efforts throughout the planning process.

**Neighborhood and Stakeholder Meetings:** Meetings with neighborhood and community organizations, businesses and advocacy groups will be held at preexisting meetings and in neighborhoods across the city. Participants will learn about the General Plan process and specific milestones and can share their input about the GPU and the engagement process.

**Topic-Specific Focus Group Meetings:** Meetings with key partners representing interests and perspectives needed to provide input on various GPU topics, such as community health and environmental justice, economic development and housing. While it is fully expected that community members may have different priorities, the meeting facilitators will work to build common, collaborative ground.

**Youth Engagement:** The planning team will partner with the Davis Joint Unified School District, UC Davis and/or non-profit organizations specializing in youth engagement/employment to identify youth engagement coordinators and train coordinators to assist in concept development, planning, logistics and notification for public participation strategies.

**General Plan Committee Meetings:** The General Plan Committee, consisting of representatives from the six City Council designated commissions, will provide direction and serve as a technical sounding board throughout the process.

**City Council and Commissions Meetings:** Meetings will be held with decision makers throughout the process at key phases to gather input and provide direction. The six designated commissions will serve two primary roles, first, assist with community engagement by identifying key stakeholders and serve as the City’s ambassadors for outreach and engagement, and second, review and provide feedback on draft chapters of the GPU, serving as a technical sounding board on a variety of topics listed below.

COMMISSION	ELEMENT TO REVIEW
Climate and Environmental Justice Commission	Environmental Justice
Open Space and Habitat Commission	Conservation
Recreation and Park Commission	Open Space
Transportation Commission	Circulation
Planning Commission	Land Use
Social Services Commission	Housing

### Sample Topics and Engagement Questions by Project Phase

Each project phase will seek different input and direction from the community and commissions. The graphic below illustrates sample topics and engagement questions that may be asked during each of the project phases.

	2025	2026	2027		
<b>Key Topics</b>	<p>✓ <b>Listening and Discovery</b></p> <p><i>Kick-off process, share stories, pressing issues, project outcomes, and vision</i></p>	<p>✓ <b>Land Use and Mobility Plan Development</b></p> <p><i>Land use and mobility plans, and initial policy idea generation.</i></p>	<p>✓ <b>Policy Development and Plan Preparation</b></p> <p><i>Policy direction for housing, sustainability, environmental justice, parks, and transportation, or other vital topics</i></p>	<p>✓ <b>Public Plan Review</b></p> <p><i>Public Draft General Plan for review and feedback.</i></p>	<p>✓ <b>Final Plan Review and Adoption</b></p> <p><i>Final General Plan for review and feedback</i></p>
<b>Sample Questions</b>	<p>What makes Davis unique and special? Please share your stories and experiences about Davis with us.</p> <p>What are some pressing issues in Davis that the General Plan needs to address?</p> <p>What do you think of the project outcomes? How do you think these outcomes can address the pressing issues identified?</p> <p>What would you like to know about during this GPU process?</p>	<p>Evaluate the three land use alternatives, which one matches your vision for the future of Davis?</p> <p>What suggestions do you have to modify the land use alternatives so they match your vision for the future of Davis?</p>	<p>Are these the correct policy ideas? What topics or ideas are missing or should be modified?</p> <p>Do the draft policies resonate with you? What changes would you like to see so they better align with the issues and opportunities in Davis?</p> <p>Is the Preferred Land Use Alternative generally consistent with your vision for Davis?</p>	<p>What questions do you have on the Public Draft General Plan?</p>	

# OUTREACH AND NOTIFICATION

## Community Awareness and Notification Strategies

To ensure maximum stakeholder and community participation throughout the planning process, the project team will implement a robust public notification plan for each participation activity and regularly update activities to help create an informed public who can then provide meaningful input.

Community members can use the website to understand the General Plan’s purpose and process, key issues the update will address, how the city uses the plan, how to get involved and who to contact.

The project team will employ the information and notification strategies listed to target key stakeholders, community groups and local media outlets to engage and involve them throughout the planning process. The planning team will leverage existing communication

links via the City of Davis' Communications department and other agencies and community-based organizations.

Traditional public information methods include flyers, posters, announcements and more contemporary electronic media.

Whenever appropriate, information will be available in other languages. Specific notification methods include the following:

- **Email:** Any community member who is interested in receiving email notifications about the General Plan Update can sign up and will be included in the stakeholder database. The planning team will send informational materials prior to the start of each phase and to notify members of community engagement activities.
- **Website:** A project website will be a repository for educational information and up-to-date news concerning General Plan and the location to access calendar of community engagement events/activities. Community members will also be able to sign up for email notifications on the website.
- **Media Relations:** Davis has significant local traditional media including, but not limited to, the Davis Enterprise, Vanguard, Davis Dirt, cable television and others. During each project milestone and during community engagement activities, the planning team will contact local media to ensure awareness materials are distributed via these channels.
- **Newsletter/Fact Sheet/Articles:** It is important to ensure all community members have a sufficient understanding of specific elements/topics of a General Plan. To that end, the planning team will develop informational materials, such as fact sheets, newsletters, article, static and video graphics to help explain these concepts.
- **Social media:** The City currently manages an Instagram, Facebook, Nextdoor and X (Twitter) account. The planning team will provide social media content about the GPU and the engagement opportunities to build awareness. In addition, the planning team will leverage other community-based organizations existing communication links and provide content for distribution via their existing channels.
- **On-the-street outreach:** The planning team will provide flyers and other notification materials to be posted on buses/stops, bulletin boards and other high visibility locations.

# HOW TO STAY INVOLVED

We invite all members of the Davis community to get involved as we explore our City's future together. The input of community members, businesses, residents and students is a central part of this effort.

- Project information will be regularly updated on <https://www.davisgeneralplan.com>. Check back frequently for details on community events and opportunities to provide feedback.
- Signup for updates to receive email notifications of upcoming meetings and events.
- Connect with the City's social media:
  - Instagram: <https://www.instagram.com/citydavisca/>
  - Facebook: <https://www.facebook.com/CityofDavis>
  - "X" (Formerly Twitter): <https://x.com/CityofDavis>

Questions? Email Melissa Stark at: [mstark@cityofdavis.org](mailto:mstark@cityofdavis.org)