



# City of Malibu Community Lands Outreach and Engagement Plan

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## Executive Summary

In February 2024, the City of Malibu engaged Tripepi Smith to provide a robust community outreach and engagement program to identify community priorities for the five parcels of City-owned land spanning just over 61.37 acres. Tripepi Smith has developed a comprehensive Community Outreach and Engagement Plan to establish detailed guidelines for the program.

The program's primary goal is to facilitate meaningful dialogue among community members and collect insightful feedback that will help ensure the future use of these lands aligns with the long-term needs and aspirations of the entire Malibu community.

Tripepi Smith collaborated with the City Council, Arts and Culture Commission, Parks and Recreation Commission, Planning Commission and City staff to develop a plan to best reach a diverse cross-section of the community. The commissions were identified as stakeholders by City Council. Based on the feedback received, this Community Outreach and Engagement Plan outlines the City's internal and external communication plans and identifies the primary outreach and engagement tactics we will execute throughout the program.

The City and Tripepi Smith acknowledge that this process may evolve based on actual community participation; we remain flexible to pivot communication strategies as needed. We invite the community to share their feedback throughout this process by emailing [MalibuCommunityLands@MalibuCity.org](mailto:MalibuCommunityLands@MalibuCity.org) or submitting a Contact Form through the dedicated website: [MalibuCommunityLands.org](https://www.malibu.org/CommunityLands).

## Outreach and Engagement Plan Approach

### Developing the Community Outreach and Engagement Plan

To develop the Community Outreach and Engagement Plan, Tripepi Smith conducted virtual and in-person interviews with the following:

- City Council
  - Mayor Steve Uhring
  - Mayor Pro Tem Doug Stewart
  - Councilmember Marianne Riggins
  - Councilmember Bruce Silverstein
  - Councilmember Paul Grisanti
- City staff
  - City Manager Steve McClary
  - Assistant City Manager Joseph Toney
  - Deputy City Manager Alexis Brown
  - Media Information Officer Matt Myerhoff
  - Planning Director Richard Mollica
  - Community Service Director Kristen Riesgo
- Planning Commission at its March 18 regular meeting
- Parks and Recreation Commission at its March 19 regular meeting
- Arts and Culture Commission at its March 26 regular meeting

Their comments and suggestions were incorporated into the plan, establishing the framework for how the City and Tripepi Smith will execute the outreach and engagement program.

### Executing the Outreach and Engagement Program

To effectively execute the outreach and engagement program, the City and Tripepi Smith have set clear guidelines for internal communication and coordination.

Throughout the program, the City and Tripepi Smith will leverage a range of software tools for effective internal communication. In particular, Google Workspace will serve as the hub for coordinating ongoing biweekly meetings, content creation and overall program and timeline tracking.

Tripepi Smith and City staff will meet regularly to discuss project milestones, review feedback received and plan for upcoming deliverables.

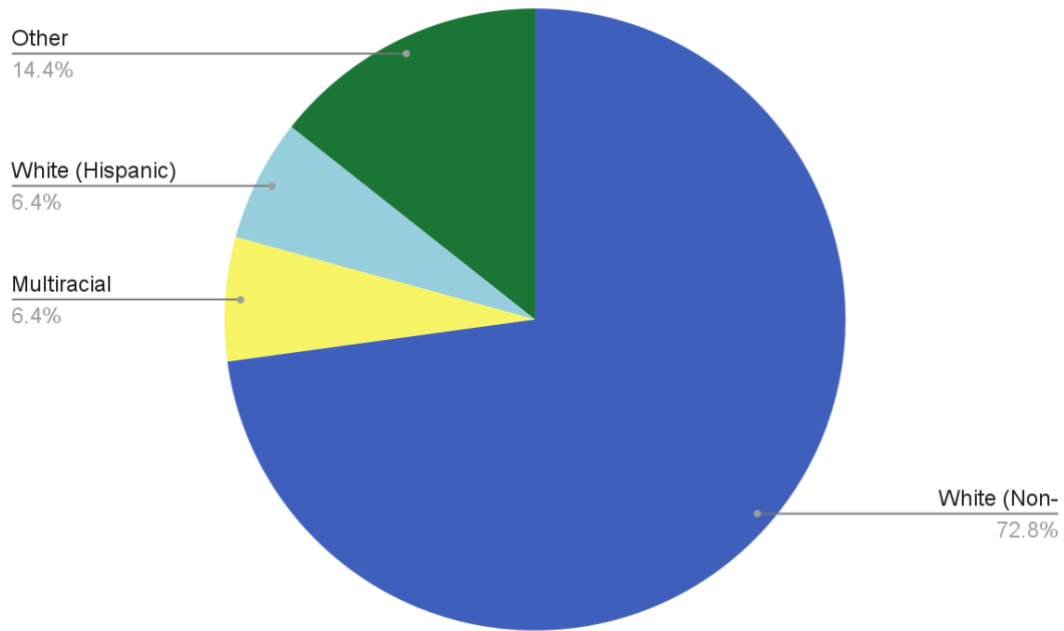
The City established a designated email, [MalibuCommunityLands@MalibuCity.org](mailto:MalibuCommunityLands@MalibuCity.org), to centralize public comments and communication for this campaign. All project team members will have access to emails received, but Tripepi Smith will be responsible for collecting and responding to questions and general correspondence. The City will serve as advisors for specific questions related to the community lands.

## External Audiences

### About the City

The City of Malibu is a scenic beach town located in Northwest Los Angeles County. Incorporated on March 28, 1991, the City is 19.81 square miles with 21 miles of coastline along the Pacific Ocean.

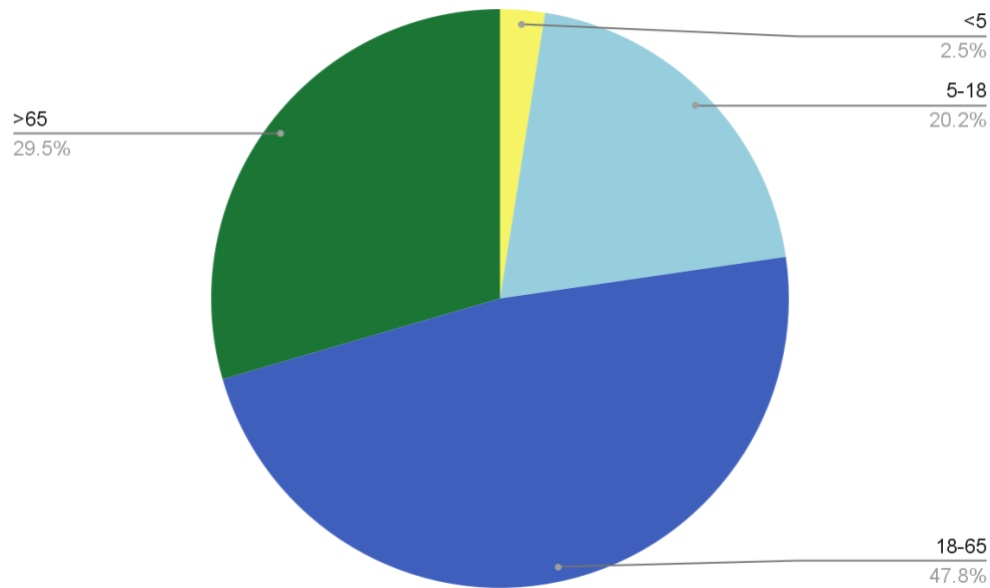
Malibu has a population of 10,915 people with 4,401 households and an average household size of 2.4 people per household. This number does not include the unincorporated areas, whose population accesses and uses City services. Below is a breakdown of the City’s population according to the 2021 Census: <sup>1</sup>



No Malibu households reported speaking a non-English language as their primary language at home. This does not account for multilingual households.

<sup>1</sup> Per the 2021 Census Data USA: <https://datausa.io/profile/geo/malibu-ca/>

The median age of Malibu residents is 49.6. The age breakdown of Malibu residents is as follows:



## Target Audiences

The City recognizes that decisions regarding the community lands can impact those who live, work and play in Malibu. To that end, the City intends to target a wide audience to garner the most participation possible among all community members. The following is a list of target audiences that have been identified. The City intends to build on this initial list throughout the program as more organizations and individuals express interest:

- Residents
  - Seniors (65+)
  - Adults (18-64)
  - Children (<18)
  - English-as-second-language speakers (ESL)
- Local Business Owners and Employees
- Santa Monica-Malibu Unified School District
- Private Schools
  - Point Dume School
  - Our Lady of Malibu School
  - Sycamore School
- Community and Civic Organizations, including but not limited to:
  - Malibu Township Council
  - Malibu Monarch Project
  - Poison Free Malibu
  - Malibu Homeowners Associations
  - California Wildlife Center
  - Boys and Girls Club of Malibu
  - A Call 2Peace Foundation
  - Malibu Senior Center
  - The Emily Shane Foundation
  - Malibu GIVES
  - Malibu Library
  - The Shark Fund

The City will also plan to target the following media organizations:

- The Malibu Times
- The Local Malibu
- KBUU FM

## Messaging Framework

This outreach and engagement program aims to gather as much local public input as possible to accurately reflect the diverse perspectives regarding Malibu's community lands. As a result, messaging will focus primarily on feedback related to these potential facilities, not the actual development or design of these lands.

Based on interviews and direct input from Councilmembers, Arts and Culture Commission, Parks and Recreation Commission, Planning Commission and City staff, the outreach effort needs to prioritize the community and provide obtainable insights into how the City can continue to build on its vision for Malibu's future. To emphasize this, the City will use "Malibu Community Lands" as the primary name of this program. In addition, nearly all communications will feature a QR code that directs people to the dedicated website, as well as the website written out.

The input received from these stakeholders also shaped the timeline and outreach tactics outlined in the Outreach and Engagement Timeline section. The City will execute the public outreach initiative in two distinct phases:

1. Phase 1 messaging will be more open-ended, seeking general input from the entire Malibu community regarding the types of facilities they prefer.
2. In Phase 2, the focus will shift to refining feedback for more targeted input to aid in the future decision-making process. The messaging scope will become narrower based on the feedback received throughout Phase 1.

The City can adapt messaging as needed to better suit the program's needs.

## Branding Assets

The City will leverage both existing and new branding materials to promote the outreach campaign and garner community participation.

In addition to the existing branding assets, such as the City's logo and branding colors, the City has developed a new sub-logo that is specific to the outreach efforts for this program. We will use the sub-logo on all communications related to the community lands to highlight the importance of community input throughout this process and encourage the public to get involved.





## External Communication Tools

The City of Malibu will primarily leverage the City’s website, a new dedicated website ([MalibuCommunityLands.org](http://MalibuCommunityLands.org)), the City’s social media pages, media contacts and email lists to effectively communicate with its residents. The City will use these resources to gather feedback from a wide range of community members regarding the types of public facilities the community prefers. The table below outlines the City’s primary communication tools:

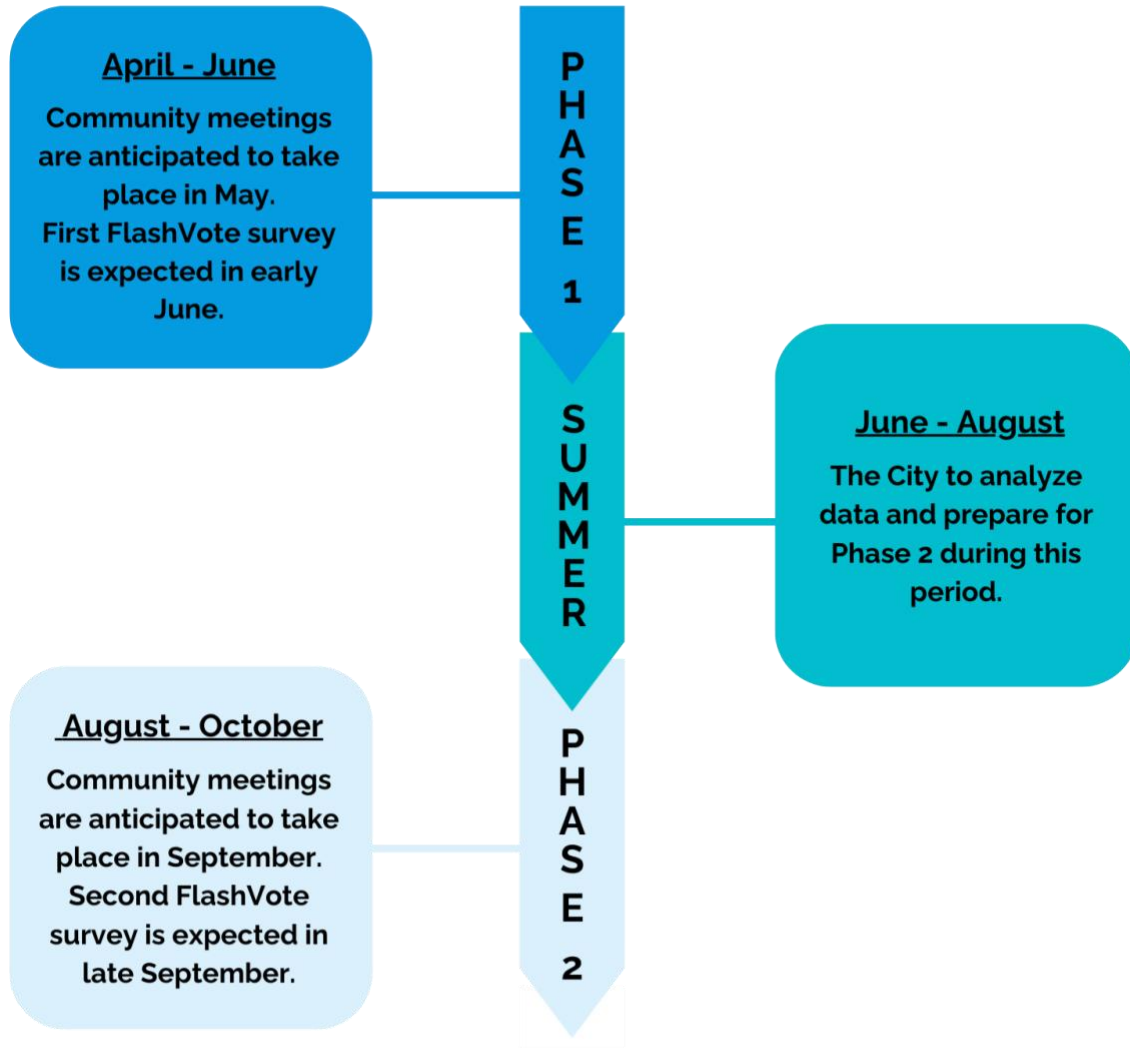
Type	Notes/Details
<b>Website</b>	
City website (CivicPlus)	<a href="http://malibucity.org/">malibucity.org/</a>
Dedicated Outreach website (WordPress)	<a href="http://MalibuCommunityLands.org">MalibuCommunityLands.org</a>
<b>Social Media</b>	
Facebook	<a href="http://facebook.com/CityofMalibu/">facebook.com/CityofMalibu/</a>
Instagram	<a href="http://instagram.com/cityofmalibu/">instagram.com/cityofmalibu/</a>
X/Twitter	<a href="http://twitter.com/citymalibu">twitter.com/citymalibu</a>
YouTube	<a href="http://youtube.com/@cityofmalibu">youtube.com/@cityofmalibu</a>
<b>Press Releases</b>	
Media Contacts and Stakeholders	<ul style="list-style-type: none"> <li>• The Malibu Times</li> <li>• The Local Malibu</li> <li>• KBUU FM</li> <li>• Media Distribution List</li> </ul>
CivicPlus News Flash	E-news on City information
<b>Email</b>	
City Manager’s Update	Bi-weekly email newsletter
Relevant email lists	<ul style="list-style-type: none"> <li>• Voter email list</li> <li>• NotifyMe email list</li> <li>• Everbridge email list</li> <li>• Community Lands email list</li> </ul>

## Outreach and Engagement Timeline

### Outreach Timeline

This community outreach program will span approximately six to seven months, beginning in April and concluding in late October or November. This engagement will happen over two distinct phases with a

short break in the summer to accommodate vacations and travel plans. The short break will also ensure we are prioritizing community members instead of short-term travelers who may visit Malibu over the summer.



### Outreach Tactics

Throughout this engagement, the City will employ a wide range of outreach tactics to ensure widespread awareness and participation among the Malibu community.

These tactics include ongoing social media management, digital advertisements and videos, Every Door Direct Mail (EDDM) mailers, flyers, print advertisements, press releases, email blasts, in-person and virtual community meetings and community pop-up events. See below for more details about each tactic.

### **Animated Video**

The City will produce a captivating animated explainer video to provide the community with an overview of the program and goals. This video will be accessible for use across various platforms including social media, websites, email blasts and other media channels.

### **Dedicated Website**

The dedicated outreach website, [MalibuCommunityLands.org](http://MalibuCommunityLands.org), will serve as the central platform for all information regarding the outreach efforts and community feedback surrounding the community lands.

Following the City's standard practices, the City will leverage the City's website for press releases and email updates. All content will direct community members to the dedicated website for more relevant information and details.

As mentioned above, the City created a dedicated website for this campaign. The website will include background information on the program, guidance for community participation, a calendar highlighting meetings and pop-up events, a map pinpointing the community land locations, public input received throughout the process, frequently asked questions, an archive containing all deliverables such as meeting recordings and press releases and avenues to contact the City with questions and/or feedback.

### **Digital Advertisements**

Throughout the engagement, the City will publish up to four digital ads to reach more community members and stimulate ongoing interest. The animated video will serve as a YouTube ad, leveraging geo-targeting to reach specific locations within Malibu. The City anticipates running three ads on Meta (Facebook and Instagram). These social media ads may cover program progress, promote community meetings or pop-up events, encourage community participation and more.

### **Community Meetings**

For both Phase 1 and Phase 2, the City will host a combination of in-person and virtual meetings in different locations in an effort to meet the community where they typically spend their time in Malibu. In-person meetings will feature facilitated community discussions and thorough documentation of feedback. We will conduct virtual meetings via Zoom. We will record virtual meetings and post them to the website, enabling individuals to offer their input regardless of geographic constraints.

In both Phase 1 and Phase 2, the City is planning to host two in-person meetings at various locations and one virtual meeting. The community meeting discussions in each phase will differ depending on feedback received.

### **Community Surveys**

The City anticipates conducting two to three surveys at different intervals of the program through a provider called FlashVote. FlashVote surveys allow residents to participate through email, text and phone call, allowing a wider array of community input. Through these efforts, the City will gather opinions (via scientifically valid survey data) from a diverse cross-section of the community.

### **Email Management**

The City will use its existing email lists, outlined in the External Communication Tools section, to target key community contacts and increase engagement with the community. Throughout the process, the City will also compile and maintain a dedicated email list of community members who opt-in to receive direct updates. The City plans to send up to four email blasts via CivicPlus NotifyMe.

The dedicated email address, [MalibuCommunityLands@MalibuCity.org](mailto:MalibuCommunityLands@MalibuCity.org), will provide an open, ongoing channel for the community to submit their comments and feedback. This will be another option, beyond FlashVote, where community members can ask questions. On an ongoing basis, the City will monitor emails received, respond to community inquiries and comments and maintain the dedicated email list.

### **Flyers**

The City will produce an evergreen flyer outlining the campaign's objectives and encouraging participation and sign-ups for the FlashVote surveys. The City will distribute the flyer digitally and print for display in local stores, public facilities frequented by the Malibu community, Malibu schools and more.

### **Mailers**

The City anticipates producing two EDDM mailers highlighting key information for Phase 1 and Phase 2. Each household in Malibu will receive this mailer.

### **Press Releases**

Effective media relations can assist the City's outreach and expand its audience. The City plans to draft and distribute up to four press releases. The City will distribute the releases periodically throughout the engagement and will focus on milestones such as the project launch, community meetings, survey timelines, feedback received and other relevant information.

### **Print Advertisements**

The City will produce up to two advertisements to run in The Malibu Times newspaper. These advertisements will push Malibu residents towards the dedicated website, where they can learn more and participate in the outreach efforts. The City may choose to include additional information related to community meetings as necessary.

### **Pop-Up Events**

Throughout the program, there is potential for up to four pop-up events across various locations within the City. Two in each phase. City staff will identify the pop-up locations based on stakeholder and community feedback. We will customize each pop-up event based on the campaign's current timeline and outreach effort. For example, one pop-up event may share general information about the process and collect email addresses while another pop-up event may ask community members to submit a direct comment related to a future facility they prefer.

### **Social Media Management**

The City will use its social media pages to promote outreach efforts and reach a wide audience quickly and effectively. The City will share weekly posts on the main City social media pages and will coordinate with staff to repost content on other department-specific pages, such as the Malibu Community Services' and Malibu Environmental Programs' Facebook, Instagram and X/Twitter pages, to maximize and expand each post's reach. The City will also monitor general comments and discussions as they pertain to the community lands and post responses to comments as necessary.

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If you have any questions or concerns about this Outreach and Engagement Plan, please contact [MalibuCommunityLands@MalibuCity.org](mailto:MalibuCommunityLands@MalibuCity.org) or use the Contact Form on [MalibuCommunityLands.org](http://MalibuCommunityLands.org).