



City of Malibu Community Lands Outreach and Engagement Report

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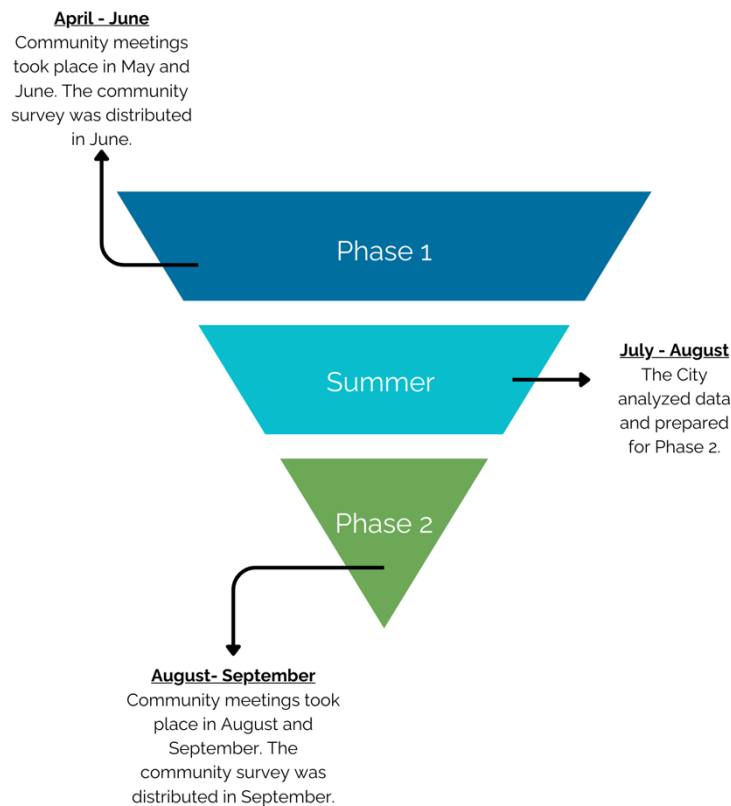
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Executive Summary

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 5 parcels of City-owned land spanning just over 9 acres. As part of the program, Tripepi Smith has developed a Community Outreach and Engagement Report summarizing engagement with the community and the feedback received.

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

The program was divided into 2 distinct phases:



Phase 1 - Late April to Mid-June: The City gathered broad feedback on the types of uses the community would like to see in Malibu.

Phase 2 - August to Late September: Based on the input received during Phase 1, the City gathered more narrow feedback on which category of uses the community envisioned for the future of each of the lands. The 10 categories were based on the most frequent suggestions received throughout Phase 1.

Tripepi Smith collaborated with the City Council, Arts and Culture Commission, Parks and Recreation Commission, Planning Commission and City staff to develop an [Outreach and Engagement Plan](#) to reach a diverse cross-section of the community. Based on feedback received, the City implemented a summer break during the outreach and engagement program (Mid-June through July) to account for summer travels and increased tourism. The City used this timeframe to analyze the feedback received in Phase 1 and prepare for Phase 2.

Spanning Channels of Outreach

As of the 2021 census¹, the City of Malibu has a population of 10,915 people with 4,401 households and an average household size of 2.4 people per household. Malibu is 72.9% White, 6.4% Multiracial, 6.4% White (Hispanic) and 14.4% Other.

The median age of Malibu residents is 49.6 years old. 26.3% of the City is in the 60-74 age range, 25.3% of the City is in the 40-59 age range, 20.6% of the City is in the 0-19 age range and 10.6% of the City is 75 years and older.

To encourage community participation across all demographics in Malibu, the City leveraged multiple outreach tactics, including print and digital materials, community meetings and pop-up events.

Key highlights of all communication efforts include:

- Malibu Community Lands dedicated website (MalibuCommunityLands.org) - Extensive resources were made available for the public to learn about the Malibu Community Lands program, access all outreach materials and FAQs, check the events schedule, obtain meeting materials and review input received.
- Website Form - The [Contact Us webpage](#) served as a website form for the community to share their input. The webpage was customized for both Phase 1 and Phase 2.
- Flyer - Phase 1 flyers were distributed via email to those who subscribed to NotifyMe, through the Chamber of Commerce Newsletter and were posted in public facilities, including the Malibu Library, City Hall (Lobby and Senior Center) and Community Center at Bluffs Park.
- Mailers - 2 mailers sent via Every Door Direct Mail (EDDM) announcing the launches of both Phase 1 and Phase 2 and how to participate.
- Social Media – 96 social media posts across Facebook, Instagram, Nextdoor and X throughout the entire program.
 - 42 of total posts for Phase 1
 - 54 of total posts for Phase 2
- Digital Advertisements - 13 digital advertisements across YouTube, Facebook and Instagram.
- Email blasts - 24 email blasts were sent through NotifyMe to provide key updates on the outreach process, including meeting and event announcements and key milestones of the outreach process.
- Community Meetings - The City hosted 6 community meetings throughout the City, with 2 being hybrid and available via Zoom. The meetings shared information about the outreach and engagement program, collected community feedback, encouraged collaboration among community members and answered questions from attendees.
- Pop-up Events - The City hosted 7 pop-up events at various events throughout Malibu. The City hosted booths dedicated to sharing information about the Malibu Community Lands projects, collecting community feedback and answering questions.
- FlashVote Surveys - The City leveraged FlashVote to distribute 2 scientifically valid surveys for both Phase 1 and Phase 2. The City encouraged residents to participate in the survey through a press release, 37 social media posts and 3 email blasts via NotifyMe.
- Radio Ad – 1 radio ad was released on KBU FM 99.1.
- TV Slides – The City released 1 TV slide that played in rotation on cable channels that broadcasted City meetings.
- News Items – The City published 12 project updates as News Flash items to the [City website](#) and 2 News Items to the Malibu Community Lands website. The City distributed 1 press release to the City's media contacts, which consists of approximately 1,200 local, regional and national journalists and news organizations.

¹ Per the 2021 Census Data USA: <https://data.census.gov/all?q=Malibu%20city,%20California>

Summary of Feedback Received: Phase 1

Phase 1 involved gathering general input on community needs and preferences for the community lands through the various distribution channels outlined above. Through the various distribution channels, 723 suggestions were received in Phase 1, which were used to guide categories for Phase 2.

Summary of Feedback Received: Phase 2

Based on the input received throughout Phase 1, the City identified the most frequent suggestions to develop 10 categories for Phase 2:

- Commercial use (parking, business development)
- Community center (senior center, youth center, library, visitor center)
- Community pool/splash pad
- Grass sports fields (soccer, football, baseball, softball)
- Housing (workforce and senior)
- Indoor theatre/arts center
- Open space (pathways and trails, community garden)
- Outdoor amphitheater
- Sports courts (basketball, pickleball, tennis, bocci)
- Other (dog park, skate park, bike trails, bike parks)

Phase 2 involved gathering specific input through the various distribution channels on community preferences for each of the 5 community lands. The top categories for each land are as follows:

	Chili Cook-Off	Triangle	Heathercliff	Trancas	La Paz
Webform & Email	<ol style="list-style-type: none"> 1. Open Space (33) 2. Grass Sports Fields (26) 3. Sports Courts (20) 	<ol style="list-style-type: none"> 1. Open Space (55) 2. Commercial Use (31) 3. Community Center (18) 	<ol style="list-style-type: none"> 1. Open Space (47) 2. Community Pool/Splash Pad (40) 3. Grass Sports Fields (30) 	<ol style="list-style-type: none"> 1. Open Space (46) 2. Grass Sports Fields (25) 3. Community Pool/Splash Pad (23) 	<ol style="list-style-type: none"> 1. Open Space 2. Other 3. Community Garden
Community Meetings & Pop-Up Events	<ol style="list-style-type: none"> 1. Grass Sports Fields (20) 2. Open Space (13) 3. Outdoor Amphitheater (11) 	<ol style="list-style-type: none"> 1. Commercial Uses (19) 2. Open Space (13) 3. Other (6) 	<ol style="list-style-type: none"> 1. Community Pool/Splash Pad (19) 2. Community Center (14) 3. Open Space (14) 	<ol style="list-style-type: none"> 1. Open Space (24) 2. Grass Sports Fields (9) 3. Housing (8) 	<ol style="list-style-type: none"> 1. Open Space (14) 2. Commercial Uses (9) 3. Other (8)
Community Survey	<ol style="list-style-type: none"> 1. Outdoor Amphitheater (55) 2. Grass Sports Fields (52) 3. Community Center (49) 	<ol style="list-style-type: none"> 1. Open Space (65) 2. Community Garden (62) 3. Parking (50) 	<ol style="list-style-type: none"> 1. Grass Sports Fields (54) 2. Open Space (54) 3. Community Pool/Splash Pad (48) 	<ol style="list-style-type: none"> 1. Open Space (84) 2. Grass Sports Fields (45) 3. Outdoor Amphitheater (34) 	<ol style="list-style-type: none"> 1. Community Garden (60) 2. Open Space (59) 3. Pathways and Trails (50)

Phase 1 Purpose and Goals

Phase 1 of the Malibu Community Lands Outreach and Engagement Program was an initial, broad-based outreach effort to share information about the project and gather preliminary feedback on the types of future land uses the community would like to see in Malibu. The goals of Phase 1 were to:

1. **Educate the community:** Inform the public about the 5 lands and the purpose of the outreach and engagement program.
2. **Identify community priorities:** Understand community needs and broad preferences for the lands.
3. **Achieve broad participation and engagement:** Gather open-ended feedback from a diverse cross-section of the Malibu community, ensuring that all demographic groups had the opportunity to participate.
4. **Build community interest:** Generate excitement and ongoing interest in the program to ensure continued participation throughout the process.

Outreach Tactics

Malibu Community Lands' Website

A dedicated website, MalibuCommunityLands.org, was created as the central hub for information about the program. In addition to general information about the program and its goals, the website provided the following:

- **Community Lands Information:** The website provided comprehensive information on the 5 City-owned lands, including their locations, sizes and any special zoning requirements.
- **Calendar of Events:** A calendar featuring information on upcoming pop-up events and community meetings.
- **Public Input Archive:** The website housed an archive of all written public comments received throughout the process, organized by date and event. Personal contact information was redacted to maintain anonymity throughout the process.
- **Resource Repository:** All resources and print materials distributed throughout Phase 1 were posted to the website, including the Outreach and Engagement Plan, flyer, educational video, press releases and mailers.
- **FAQs:** Frequently asked questions about the program, timeline, participation methods and more.
- **Contact Form:** The dedicated webform allowed users to share their feedback. It asked respondents to identify whether they are residents and whether they live in East or West Malibu.
- **Email Sign-up:** Visitors could sign up for NotifyMe email updates via the City's website.

From April 16 through June 30, 2,348 users visited the MalibuCommunityLands.org website for a total of 5,867 views. The top 10 most frequently viewed pages were:

- [Home Page](#): 2,920 views
- [Public Input Received](#): 570 views
- [Contact Us](#): 555 views
- [Community Land Locations](#): 443 views
- [Calendar](#): 352 views
- [Community Meeting #1](#): 329 views
- [Resources](#): 136 views
- [2024 Community Meeting Series](#): 120 views
- [Community Meeting #3](#): 108 views
- [FAQs](#): 81 views

Dedicated Email

A dedicated email address, MalibuCommunityLands@MalibuCity.org, was established as a key communication channel. The email served as the primary method for community members to submit

feedback or ask questions. All participants who sent correspondence to this email were added to the City’s NotifyMe email list.

Community Meetings

The City of Malibu held 3 community meetings during Phase 1 in different locations throughout Malibu to inform the public about the Malibu Community Lands project, collect input and encourage all community members, regardless of geographic location, to engage in meaningful dialogue about the potential uses or facilities they’d like to see in Malibu. The meetings consisted of a brief presentation with background information on the outreach project and each of the 5 lands, small breakout group discussions, a larger group discussion to share insights from the breakout groups and a Q&A session.

Across all 3 meetings, the City had approximately 190 participants.

- May 21, 2024 - City Hall Chambers - In-person and via Zoom
- May 29, 2024 - Duke’s - In-person
- June 13, 2024 - Malibu West Beach Club - In-person

Meeting attendees were given the opportunity to provide input through the breakout discussions and comment cards. 272 suggestions were received from these 3 meetings. Feedback and photos received from Phase 1 community meetings is available in Appendix B.

Pop-up Events

The City of Malibu held 3 pop-up events during Phase 1 in different locations throughout Malibu to share information with a diverse cross-section of the community. Those who visited the City’s booth were encouraged to leave their feedback via comment cards or the webform and sign up for direct email updates via NotifyMe.

50 suggestions were received from these 3 pop-up events:

- May 23, 2024 - Senior Luncheon at City Hall
- May 26, 2024 - Malibu Farmers Market
- June 8, 2024 - Malibu Bluffs Park during Little League Closing Day

Feedback received from Phase 1 pop-up events is available in Appendix B.

Collateral Materials

Outreach Tactic	Quantity	Distribution Channel(s)
Social Media	42	<ul style="list-style-type: none"> • Facebook • Instagram • X • Nextdoor
Email Blasts	8	<ul style="list-style-type: none"> • NotifyMe
Flyer	1	<ul style="list-style-type: none"> • Library • City Hall (Lobby and Senior Center) • Community Center at Bluffs Park • Chamber of Commerce Newsletter • NotifyMe

Mailer	1	<ul style="list-style-type: none"> • Every Door Direct Mail (EDDM)
News Items	11	<ul style="list-style-type: none"> • City Media List (1 press release only) • City Website • MalibuCommunityLands.org

Social Media

During Phase 1, the City distributed a total of 43 social media posts across Facebook, Instagram, X and Nextdoor to provide the community with status updates on the outreach process, announce community meetings and pop-up events, participation and more. Post performance details, including impressions and engagements per post, are outlined in Appendix G.

Educational Video

The City created an animated educational video to provide background information on the community lands project, explain the outreach process and share how the community can participate. The video was posted on the City’s YouTube channel, social media platforms and the Malibu Community Lands website.

Digital Advertisements

Digital advertisements on social media platforms use targeting algorithms to reach a wide, geo-targeted audience. These algorithms analyze user data, including geographical location, demographics, interests, browsing history and online behavior to deliver personalized ads, often called “microtargeting.” In Phase 1, the City ran 9 digital advertisements across Facebook, Instagram and YouTube, to increase website visitors and drive engagement. The ads geo-targeted the City of Malibu and encouraged users to visit the Malibu Community Lands website.

Platform	Asset	Ad Budget	Total Reach/Impressions
YouTube	Educational Video	\$1,000 for 2 weeks	1,605 impressions
Facebook/Instagram	Website Launch Post	\$50 for 5 days	2,976 reach
Facebook/Instagram	May 26 Pop Up Event Post	\$30 for 6 days	2,743 reach
Facebook/Instagram	Community Meetings Post	\$500 for 24 days	22,108 reach
Facebook/Instagram	June 8 Pop Up Event Post	\$21 for 3 days	758 reach

Media Advertisements

The City ran a ¼ page color advertisement announcing the project for every other week for 8 weeks in the Malibu Times from May 1 to June 26.

Flyer

The City developed a flyer with background information on the lands, outreach process and how to participate and frequently asked questions. The flyer was posted at various public facilities, including Malibu Library, City Hall and Community Center at Bluffs Park (Michael Landon Community Center). Flyers

were also made available at all community meetings and pop-up events and were distributed via email through NotifyMe and the Chamber of Commerce Newsletter.

News Items & Press Releases

The City distributed 11 News Flashes to the City's website. 1 News Flash was distributed as a press release announcing the kickoff of the program and providing information on how to participate in the process. The press release was distributed to the City's media list of approximately 1,200 local, regional and national journalists and news organizations and posted on the Malibu Community Lands website.

Mailer

The City distributed a mailer to all residents via Every Door Direct Mail (EDDM) with background information on the project and how community members can participate.

Email Blasts

The City distributed a series of email blasts to subscribers through NotifyMe. Throughout the project, email addresses were collected and added to the NotifyMe list as community members submitted feedback via the website, email, community meetings and pop-up events. Upon being added, subscribers received a notification confirming their subscription along with an option to unsubscribe if desired. Throughout Phase 1, the City distributed 8 emails related to project updates, community event reminders, participation opportunities and more. Email content is outlined in Appendix I.

Radio Ads

The City ran a radio advertisement on KBU FM 99.1 from May 21 through June 13, hourly from 9 a.m. to 9 p.m., except Sundays where it ran hourly until 4 p.m.

Cable TV Slides

The City ran 1 TV cable slide containing project information that was part of the rotation during City meetings that were broadcasted.

Community Survey via FlashVote

The City distributed a community survey via FlashVote to gather scientifically valid feedback on the preferred uses of the 5 community lands. The survey had 201 total participants, of which 142 identified themselves as Malibu residents. The survey was distributed to those who had signed up via email, text or phone call, based on their chosen preferences.

The survey asked respondents whether they were aware of the community lands, what the greatest community needs are, what the greatest outdoor recreation needs are and to what extent the lands should be developed. Respondents were also given the opportunity to provide open-ended comments or suggestions.

To encourage FlashVote participation, 31 total social media posts were distributed across Facebook, Instagram, X and Nextdoor. Post performance details, including impressions and engagements per post, are outlined in Appendix J. In addition, the City distributed 1 NotifyMe email blast, 2 News Flash items and issued a press release inviting the community to sign up to receive FlashVote surveys.

The City ran 2 digital advertisements to promote FlashVote across Facebook and Instagram:

Platform	Asset	Ad Budget	Total Reach/Impressions
Facebook/Instagram	FlashVote Sign-Up Post	\$500 for 14 days	10,540 reach
Facebook/Instagram	2nd FlashVote Sign-Up Post	\$100 for 20 days	6,367 reach

This multi-channel outreach strategy was designed to gather extensive input from different cross-sections of the Malibu community through the community meetings, pop-up events, community survey, webform and email. The input gathered through these mechanisms was then reconciled to develop the categories that were used in Phase 2.

Phase 1 Data Reconciliation

The City gathered the following feedback throughout Phase 1:

1. Email and Webform Feedback (259 suggestions):

1. Open spaces (15.6%)
2. Community pools/splash pads (14.3%)
3. Community centers (13.1%)
4. Grass sports fields (12.0%)
5. Sports courts (11.6%)

The most common suggestions through the email and webform were for additional open spaces, community pools and splash pads and community centers. Since the email and webform were open-ended means of input, there was no limitation on the number of suggestions an individual could make and all distinct suggestions from an individual were included in the aggregate data reconciliation.

2. Community Meetings and Pop-up Events (322 suggestions):

1. Grass sports fields (16.2%)
2. Community centers (15.8%)
3. Commercial uses (13.4%)
4. Community pools or splash pads (11.8%)
5. Open spaces (11.2%)

The most common suggestions from the community meetings and pop-up events were for grass sports fields, community centers and a wide array of commercial uses. Since the community meetings and pop-up events allowed open-ended input, there was no limitation on the number of suggestions an individual could make and all distinct suggestions from an individual were included in the aggregate data reconciliation.

The feedback received via email, webform, community meetings and pop-up events were reviewed and categorized by the project team to adequately quantify the data.

3. Community Survey (201 total participants, 142 local participants).

Of the 142 local participants, 134 respondents identified the greatest community needs as:

1. More outdoor recreation options (64.9%)
2. Community pool and water play area (59.7%)
3. Indoor theater/arts center (42.5%)
4. Indoor community center (38.1%)
5. Other (36.6%)

Of these 142 local participants, 132 respondents identified the greatest outdoor recreation needs as:

1. Outdoor amphitheater space (54.1%)
2. Multipurpose grass sports fields (47.4%)
3. Full-size multipurpose sports courts (45.2%)
4. Pathways/nature trails (38.5%)
5. Manicured grass park for casual uses (37.0%)

The community survey allowed respondents to select up to 4 choices for each of these 2 questions. The full FlashVote survey results with various toggles for all responses, locals only, owners/non-owners and type of residency are provided in Appendix C.

Based on this feedback, the City identified the most frequent suggestions to develop 10 categories for Phase 2:

- Commercial use (parking, business development)
- Community center (senior center, youth center, library, visitor center)
- Community pool/splash pad
- Grass sports fields (soccer, football, baseball, softball)
- Housing (workforce and senior)
- Indoor theatre/arts center
- Open space (pathways and trails, community garden)
- Outdoor amphitheater
- Sports courts (basketball, pickleball, tennis, bocci)
- Other (dog park, skate park, bike trails, bike parks)

Zoning Requirements

Throughout Phase 1, the City informed the public that 3 of the 5 community lands were purchased with specific requirements related to parking spaces, in accordance with the City's agreement with LA Metro:

- Triangle Lot: Approximately 100 spaces are required
- Heathercliff Lot: Approximately 200 spaces are required
- Chili Cook-Off Lot: Approximately 100 spaces are required

This information was shared during community meetings, pop-up events and posted to the Community Lands webpage.

Preliminary Feasibility Review of the Lands

Following Phase 1, the City performed a preliminary feasibility review of each of the lands based on planning, biology, environmental health, geology and public works considerations. This review aimed to identify any special requirements for each land.

Though the Chili Cook-Off, Heathercliff and Trancas may require additional steps such as seismic evaluation, biological assessment and zoning changes, all of the potential uses identified as the categories for Phase 2 are preliminarily feasible on these lands.

Chili Cook-Off (9.29 acres)

Preliminarily Feasible:

- Commercial use (parking, business development)
- Community center (senior center, youth center, library, visitor center)
- Community pool/splash pad

- Grass sports fields (soccer, football, baseball, softball)
- Housing (workforce and senior)
- Indoor theatre/arts center
- Open space (pathways and trails, community garden)
- Outdoor amphitheater
- Sports courts (basketball, pickleball, tennis, bocci)
- Other (dog park, skate park, bike trails, bike parks)

Heathercliff (19 acres)

Preliminarily Feasible:

- Commercial use (parking, business development)
- Community center (senior center, youth center, library, visitor center)
- Community pool/splash pad
- Grass sports fields (soccer, football, baseball, softball)
- Housing (workforce and senior)
- Indoor theatre/arts center
- Open space (pathways and trails, community garden)
- Outdoor amphitheater
- Sports courts (basketball, pickleball, tennis, bocci)
- Other (dog park, skate park, bike trails, bike parks)

Trancas (29.67 acres)

Preliminarily Feasible:

- Commercial use (parking, business development)
- Community center (senior center, youth center, library, visitor center)
- Community pool/splash pad
- Grass sports fields (soccer, football, baseball, softball)
- Housing (workforce and senior)
- Indoor theatre/arts center
- Open space (pathways and trails, community garden)
- Outdoor amphitheater
- Sports courts (basketball, pickleball, tennis, bocci)
- Other (dog park, skate park, bike trails, bike parks)

The analysis revealed that due to geologic challenges, potential groundwater issues and ESHA, certain categories may have additional constraints or considerations on the La Paz and Triangle lots.

La Paz (2.3 acres)

Preliminarily Feasible:

- Open space (pathways and trails, community garden)
- Grass sports fields (soccer, football, baseball, softball)
- Other, depending on use

Potential Constraints/Considerations:

- Commercial use (parking, business development)
- Community center (senior center, youth center, library, visitor center)
- Community pool/splash pad

- Housing (workforce and senior)
- Indoor theatre/arts center
- Outdoor amphitheater
- Sports courts (basketball, pickleball, tennis, bocci)

Triangle (1.1 acres)

Preliminarily Feasible:

- Parking
- Open space (pathways and trails, community garden)
- Grass sports fields (soccer, football, baseball, softball)
- Other, depending on use

Potential Constraints/Considerations:

- Commercial use (business development)
- Community center (senior center, youth center, library, visitor center)
- Community pool/splash pad
- Housing (workforce and senior)
- Indoor theatre/arts center
- Outdoor amphitheater
- Sports courts (basketball, pickleball, tennis, bocci)
- Any development that would require a vertical structure

The full assessment of each land is available in the Preliminary Feasibility Report in Appendix K.

Phase 2 Purpose and Goals

Phase 2 of the Malibu Community Lands Outreach and Engagement Program took a more targeted approach to gathering feedback on what community members envisioned for the future of each of the 5 lands. Building on input received during Phase 1, the City identified the most frequent suggestions and developed 10 categories of potential land uses:

- Commercial Use (parking, business development, etc.)
- Community center (senior center, youth center, visitor center, library)
- Community pool/splash pad
- Grass sports fields (soccer, football, baseball, softball)
- Housing (workforce and senior)
- Indoor theatre/arts center
- Open space (pathways and trails, community garden)
- Outdoor amphitheater
- Sports courts (basketball, pickleball, tennis, bocci)
- Other (dog park, skate park, bike trail, bike park)

The primary objectives of Phase 2 were to:

1. **Share Phase 1 feedback and educate the community on the environmental considerations for each land:** Discuss the feedback received during Phase 1 and provide information about the environmental considerations for each land. The City identified the preliminary feasibility of each category for each of the lands for the community to make informed decisions.
2. **Maintain community interest and broad participation:** Build on the interest generated throughout Phase 1 to gather more narrow feedback from a diverse cross-section of the Malibu community.

3. **Identify the most frequent suggestions for each community land:** Provide quantitative data that showcases the types of uses the Malibu community envisions for each of the 5 lands.

Outreach Tactics

Malibu Community Lands Website

In Phase 2, the Malibu Community Lands website continued to serve as a central hub for information and updates, evolving to reflect the project's progress and ongoing community engagement efforts. Several key enhancements were made to ensure transparency, accessibility and engagement with the community:

- **Homepage:** The homepage was refreshed with a summary from Phase 1 and the ten categories that were identified for Phase 2. This provided a clear understanding of the framework developed in Phase 1 that set the stage for narrower discussions in Phase 2.
- **Contact Page:** The City updated the Contact Us page to facilitate more targeted and relevant community input during Phase 2. To align with the focused goals of this phase, the form was enhanced with several new questions that asked for specific feedback for each land.
- **Expanded FAQs:** Based on questions that arose during Phase 1, the City added additional Frequently Asked Questions (FAQs) to the FAQ page. The City also added new FAQs in anticipation of community questions related to Phase 2 and the next steps. These new entries helped address common community concerns and provided clarifications on the project's goals, timeline and decision-making process.
- **Ongoing Calendar Updates:** The website's calendar was regularly updated with details about community meetings and pop-up events, allowing residents to stay informed about upcoming engagements.
- **Public Input Received:** The City continued its practice in sharing all feedback received via email and webforms on a weekly basis. The City also posted feedback received following a community meeting and pop-up event.
- **Additional Resources:** To further inform and educate the public, the City added several key documents to the website. These included the Preliminary Feasibility Report, which provided insights into the viability of proposed uses for land based on environmental considerations, the press release regarding the transition to Phase 2 and handouts provided at the community meetings.

From July 1 through September 27, 1,482 users visited the MalibuCommunityLands.org website for a total of 7,349 views. The top 10 most frequently viewed pages were:

- [Home Page](#): 1,646 views
- [Contact Us](#): 761 views
- [Community Land Locations](#): 470 views
- [Public Input Received](#): 411 views
- [Calendar](#): 232 views
- [FAQs](#): 126 views
- [2024 Community Meeting Series](#): 124 views
- [Resources](#): 82 views
- [Phase 2 Community Meeting #2](#): 66 views
- [Phase 2 Community Meeting #3](#): 63 views

Community Meetings

The City of Malibu held 3 community meetings during Phase 2 in different locations throughout Malibu to achieve the goals of Phase 2. Similar to Phase 1, the City hosted meetings at different locations to encourage all community members, regardless of geographic location, to participate. The meetings included a brief recap of Phase 1, background information about each land and small group discussions where participants worked together to identify their top category (up to 3) for each land. Each group

wrote their ideas on the post-it notes and placed them on corresponding land photos. The meetings concluded with a full group discussion to share feedback from each group and answer questions.

Across all 3 meetings, the City had approximately 63 participants.

- August 22, 2024 – City Council Chambers – In-person and via Zoom
- September 5, 2024 – Trancas Lot – In-Person
- September 17, 2024 – Chili Cook-Off Lot – In-person

Since the September 5 and 17 meetings were held on the lands without access to power or computers, the City provided supplemental handouts to provide an overview of the feedback received during Phase 1 and the goals of Phase 2, including a list of the 10 categories. Meeting attendees were given the opportunity to provide input through the breakout discussions via group handouts and individual comment cards. 57 suggestions were received from these 3 meetings. Feedback and photos received from Phase 2 community meetings are available in Appendix B.

Pop-up Events

The City of Malibu held 3 pop-up events during Phase 2 in different locations throughout Malibu to share information with a wide range of community members. Those who visited the City’s booth were encouraged to leave their feedback via comment cards or the webform and sign up for direct email updates via NotifyMe.

25 suggestions were received from these 3 pop-up events:

- August 15, 2024 – Get Your Stuff Day
- August 23, 2024 – Trancas Market
- August 30, 2024 – Chili Cook-Off

Feedback received from Phase 2 pop-up events is available in Appendix B.

Collateral Materials

Outreach Tactic	Quantity	Distribution Channel(s)
Social Media	54	<ul style="list-style-type: none"> • Facebook • Instagram • X • Nextdoor
Email Blasts	16	<ul style="list-style-type: none"> • NotifyMe
Mailer	1	<ul style="list-style-type: none"> • Every Door Direct Mail (EDDM)
News Items	1	<ul style="list-style-type: none"> • City Website – News Flash • MalibuCommunityLands.org

Social Media

During Phase 2, the City distributed a total of 56 social media posts across Facebook, Instagram, X and Nextdoor to provide the community with status updates on the outreach process, announce community meetings and pop-up events, share participation opportunities and more. Post performance details, including impressions and engagements per post, are outlined in Appendix G.

Digital Advertisements

The City ran 2 digital advertisements on Facebook and Instagram. The ads geo-targeted the City of Malibu and encouraged users to visit the Malibu Community Lands website. The following Facebook and Instagram metrics were sourced from Sprout Social:

Platform	Asset	Ad Budget	Total Reach/Impressions
Facebook/Instagram	Phase 2 Launch	\$500 for 30 days	38,850 reach
Facebook/Instagram	Community Meetings Post	\$500 for 25 days	8,052 reach

Media Advertisements

The City ran a ¼ page color advertisement for 4 weeks in the Malibu Times from August 18 to September 12 announcing the launch of Phase 2 with a QR code to the website for the public to submit their feedback.

News Items

The City published 1 news item announcing the launch of Phase 2, which was published to the City Website as a News Flash and posted to MalibuCommunityLands.org.

Mailer

The City distributed a mailer to all residents via Every Door Direct Mail (EDDM) with information about the launch of Phase 2 and how community members can participate, including the community meetings and pop-up events.

Email Blasts

The City continued to send email blasts to subscribers through NotifyMe during Phase 2. Throughout the project, email addresses were collected and added to the NotifyMe list as community members submitted feedback via the website, email, community meetings and pop-up events. Upon being added, subscribers received a notification confirming their subscription along with an option to unsubscribe if desired.

Throughout Phase 2, the City distributed 16 emails related to project updates, community event reminders, participation opportunities and more. Email content is outlined in Appendix I.

A total of 1,562 subscribers signed up to receive updates regarding the Malibu Community Lands project.

Cable TV Slides

The City ran 1 TV cable slide containing project information that was part of the rotation during City meetings that were broadcasted.

Community Survey via FlashVote

The City distributed a community survey via FlashVote to gather scientifically valid feedback on the potential uses the community preferred for each of the lands. The Phase 2 survey had 201 total participants, of which 143 identified themselves as Malibu residents. The survey was distributed to those who had signed up via email, text or phone call, based on their chosen preferences.

The survey asked respondents what they envision for the future of each of the lands. The survey options aligned with the 10 categories the City identified from Phase 1 feedback, as well as the findings from the Preliminary Feasibility Report. Respondents were given the opportunity to provide open-ended comments or suggestions.

To encourage Flashvote participation, 6 total social media posts were distributed across Facebook, Instagram and X. Post performance details, including impressions and engagements per post, are outlined in Appendix J. In addition, the City distributed 2 NotifyMe email blasts inviting the community to sign up to receive FlashVote surveys.

Phase 2 Data Reconciliation & Feedback Received

Overview of All Feedback

Across all 5 community lands, open space emerged as a consistently popular option in feedback collected through the community survey, email/webform, community meetings and pop-up events. There was also significant support for grass sports fields across all lands. Other options including community pool/splash pad, sports courts and outdoor amphitheater, received significant support at specific lands, as outlined below.

Email/Webform Feedback

The categories for each of the lands below are ranked in order based on the most frequent suggestions received at the community meetings and pop-up events:

Chili Cook-Off (179 suggestions):

1. **Open Space – 33 (18.4%)**
2. **Grass Sports Fields – 26 (14.5%)**
3. **Sports Courts – 20 (11.2%)**
4. Community Pool/Splash Pad – 18 (10.1%)
5. Housing – 17 (9.5%)
6. Indoor Theatre/Arts Center – 16 (8.9%)
7. Community Center – 15 (8.4%)
8. Other – 14 (7.8%)
9. Commercial Use – 11 (6.2%)
10. Outdoor Amphitheater – 9 (5.0%)

Triangle (158 suggestions):

1. **Open Space – 55 (34.8%)**
2. **Commercial Use – 31 (19.6%)**
3. **Community Center – 18 (11.4%)**
4. Other – 14 (8.9%)
5. Grass Sports Fields – 9 (5.7%)
6. Sports Courts – 9 (5.7%)
7. Indoor Theatre/Arts – 8 (5.1%)
8. Community Pool/Splash Pad – 7 (4.4%)
9. Outdoor Amphitheater – 4 (2.5%)

10. Housing – 3 (1.9%)

Heathercliff (206 suggestions):

1. **Open Space – 47 (22.8%)**
2. **Community Pool/Splash Pad – 40 (19.4%)**
3. **Grass Sports Fields – 30 (14.6%)**
4. Community Center – 24 (11.7%)
5. Sports Courts – 22 (10.7%)
6. Other – 15 (7.3%)
7. Housing – 10 (4.9%)
8. Commercial Use – 8 (3.9%)
9. Indoor Theatre/Arts Center – 5 (2.4%)
10. Outdoor Amphitheater – 5 (2.4%)

Trancas (199 suggestions):

1. **Open Space – 72 (36.2%)**
2. **Grass Sports Fields – 25 (12.6%)**
3. **Community Pool/Splash Pad – 23 (11.6%)**
4. Other – 17 (8.5%)
5. Outdoor Amphitheater – 14 (7.0%)
6. Housing – 13 (6.5%)
7. Sports Courts – 13 (6.5%)
8. Commercial Uses – 11 (5.5%)
9. Community Center – 8 (4.0%)
10. Indoor Theatre/Arts Center – 3 (1.5%)

La Paz (164 suggestions):

1. **Open Space – 46 (28.1%)**
2. **Other – 24 (14.6%)**
3. **Community Center – 16 (9.8%)**
4. **Housing – 16 (9.8%)**
5. Sports Courts – 14 (8.5%)
6. Community Pool/Splash Pad – 13 (7.9%)
7. Commercial Uses – 12 (7.3%)
8. Indoor Theatre/Arts Center – 10 (6.1%)
9. Grass Sports Fields – 7 (4.3%)
10. Outdoor Amphitheater – 6 (3.7%)

Below is a matrix of all feedback received via email and webform. The numbers and percentages are based on the total number of suggestions received per each land. The 3 most frequent suggestions for each land are bolded.

Category	Chili Cook-Off	Triangle	Heathercliff	Trancas	La Paz
Open Space	33 (18.4%)	55 (34.8%)	47 (22.8%)	72 (36.2%)	46 (28.1%)
Grass Sports Fields	26 (14.5%)	9 (5.7%)	30 (14.6%)	25 (12.6%)	7 (4.3%)
Sports Courts	20 (11.2%)	9 (5.7%)	22 (10.7%)	13 (6.5%)	14 (8.5%)
Community Pool/Splash Pad	18 (10.1%)	7 (4.4%)	40 (19.4%)	23 (11.6%)	13 (7.9%)
Housing	17 (9.5%)	3 (1.9%)	10 (4.9%)	13 (6.5%)	16 (9.8%)

Indoor Theatre/Arts Center	16 (8.9%)	8 (5.1%)	5 (2.4%)	3 (1.5%)	10 (6.1%)
Community Center	15 (8.4%)	18 (11.4%)	24 (11.7%)	8 (4.0%)	16 (9.8%)
Other	14 (7.8%)	14 (8.9%)	15 (7.3%)	17 (8.5%)	24 (14.6%)
Commercial Use	11 (6.2%)	31 (19.6%)	8 (3.9%)	11 (5.5%)	12 (7.3%)
Outdoor Amphitheater	9 (5.0%)	4 (2.5%)	5 (2.4%)	14 (7.0%)	6 (3.7%)
Total Suggestions	179	158	206	199	164

Community Meetings and Pop-Up Events

The categories for each of the lands below are ranked in order based on the most frequent suggestions received at the community meetings and pop-up events:

Chili Cook-Off (96 suggestions):

- 1. Grass Sports Fields – 20 (20.%)**
- 2. Open Space – 13 (13.54%)**
- 3. Outdoor Amphitheater – 11 (11.5%)**
- Community Center – 10 (10.4%)
- Community Pool/Splash Pad – 10 (10.4%)
- Housing – 8 (8.3%)
- Indoor Theatre/Arts Center – 8 (8.3%)
- Sports Courts – 7 (7.3%)
- Commercial Uses – 6 (6.3%)
- Other – 3 (3.1%)

Triangle (45 suggestions):

- 1. Commercial Uses – 19 (42.2%)**
- 2. Open Space – 13 (28.9%)**
- 3. Other – 6 (13.3%)**
- Community Center – 3 (6.7%)
- Indoor Theatre/Arts Center – 2 (4.4%)
- Grass Sports Fields – 1 (2.2%)
- Sports Courts – 1 (2.2%)
- Community Pool/Splash Pad – 0 (0.0%)
- Housing – 0 (0.0%)
- Outdoor Amphitheater – 0 (0.0%)

Heathercliff (95 suggestions):

- 1. Community Pool/Splash Pad – 19 (20.0%)**
- 2. Community Center – 14 (14.7%)**
- 3. Open Space – 14 (14.7%)**
- Grass Sports Fields – 13 (13.7%)
- Sports Courts – 8 (8.4%)
- Housing – 7 (7.4%)
- Indoor Theatre/Arts Center – 6 (6.3%)
- Outdoor Amphitheater – 6 (6.3%)
- Commercial Uses – 4 (4.2%)
- Other – 4 (4.2%)

Trancas (70 suggestions):

1. **Open Space – 24 (34.3%)**
2. **Grass Sports Fields – 9 (12.9%)**
3. **Housing – 8 (11.4%)**
4. Sports Courts – 8 (11.4%)
5. Community Center – 5 (7.1%)
6. Commercial Uses – 4 (5.7%)
7. Community Pool/Splash Pad – 4 (5.7%)
8. Outdoor Amphitheater – 4 (5.7%)
9. Other – 4 (5.7%)
10. Indoor Theatre/Arts Center – 0 (0.0%)

La Paz (47 suggestions):

1. **Open Space – 14 (29.8%)**
2. **Commercial Uses – 9 (19.2%)**
3. **Other – 9 (19.2%)**
4. Housing – 8 (17.0%)
5. Indoor Theatre/Arts Center – 3 (6.4%)
6. Community Center – 2 (4.3%)
7. Outdoor Amphitheater – 1 (2.1%)
8. Sports Courts – 1 (2.1%)
9. Community Pool/Splash Pad – 0 (0.0%)
10. Grass Sports – 0 (0.0%)

Below is a matrix of all feedback received from the community meetings and pop-up events. The numbers and percentages are based on the total number of suggestions received per each land. The 3 most frequent suggestions for each land are bolded.

Category	Chili Cook-Off	Triangle	Heathercliff	Trancas	La Paz
Open Space	13 (13.5%)	13 (28.9%)	14 (14.7%)	24 (34.3%)	14 (29.8%)
Grass Sports Fields	20 (20.8%)	1 (2.2%)	13 (13.7%)	9 (12.9%)	0 (0.0%)
Sports Courts	7 (7.3%)	1 (2.2%)	8 (8.4%)	8 (11.4%)	1 (2.1%)
Community Pool/Splash Pad	10 (10.4%)	0 (0.0%)	19 (20.0%)	4 (5.7%)	0 (0.0%)
Housing	8 (8.3%)	0 (0.0%)	7 (7.4%)	8 (11.4%)	8 (17.0%)
Indoor Theatre/Arts Center	8 (8.3%)	2 (4.4%)	6 (6.3%)	0 (0.0%)	3 (6.4%)
Community Center	10 (10.4%)	3 (6.7%)	14 (14.7%)	5 (7.1%)	2 (4.3%)
Other	3 (3.1%)	6 (13.3%)	4 (4.2%)	4 (5.7%)	9 (19.2%)
Commercial Uses	6 (6.3%)	19 (42.2%)	4 (4.2%)	4 (5.7%)	9 (19.2%)
Outdoor Amphitheater	11 (11.5%)	0 (0.0%)	6 (6.3%)	4 (5.7%)	1 (2.1%)
Total Suggestions	96	45	95	70	47

Community Survey

The scientifically valid community survey conducted by FlashVote had 201 participants, of which 143 identified themselves as local. The survey asked participants to select the type of uses they envision for the future of each of the lands based on both the 10 categories identified by the City and the environmental limitations based on the Preliminary Feasibility Report. For each of the questions, respondents were permitted to select up to 3 options. For the lands with technical limitations (Triangle and La Paz), more specific options were provided to gather more detailed feedback on community preferences.

Triangle Lot (143 local responses):

1. **Open space - 65 (45.5%)**
2. **Community garden - 62 (43.4%)**
3. **Parking - 50 (35.0%)**
4. Pathways and trails - 41 (28.7%)
5. Other - 34 (23.8%)
6. Soccer/football fields - 27 (18.9%)
7. Baseball/softball fields - 13 (9.1%)

La Paz (141 local responses):

1. **Community garden - 60 (42.6%)**
2. **Open space - 59 (41.8%)**
3. **Pathways and trails - 50 (35.5%)**
4. Other - 42 (29.8%)
5. Soccer/football fields - 41 (29.1%)
6. Baseball/softball fields - 34 (24.1%)

Chili Cook-Off (140 local responses):

1. **Outdoor amphitheater - 55 (39.3%)**
2. **Grass sports fields (soccer, football, baseball, softball) - 52 (37.1%)**
3. **Community Center (senior center, youth center, library, visitor center, indoor theatre/arts center) - 49 (35.0%)**
4. Sports courts (basketball, pickleball, tennis, bocce, etc.) - 44 (31.4%)
5. Open space (pathways and trails, community garden) - 39 (27.9%)
6. Community pool/splash pad - 35 (25.0%)
7. Other - 26 (18.6%)
8. Housing (workforce and senior) - 22 (15.7%)
9. Commercial use (parking, business development) - 7 (5.0%)

Heathercliff (137 local responses):

1. **Grass sports fields (soccer, football, baseball, softball) - 54 (39.4%)**
2. **Open space (pathways and trails, community garden) - 54 (39.4%)**
3. **Community pool/splash pad - 48 (35.0%)**
4. Sports courts (basketball, pickleball, tennis, bocce, etc.) - 46 (33.6%)
5. Community Center (senior center, youth center, library, visitor center, indoor theatre/arts center) - 40 (29.2%)
6. Outdoor amphitheater - 34 (24.8%)
7. Other - 19 (13.9%)
8. Housing (workforce and senior) - 18 (13.1%)
9. Commercial use (parking, business development) - 10 (7.3%)

Trancas (135 local responses):

1. **Open space (pathways and trails, community garden) - 84 (62.2%)**
2. **Grass sports fields (soccer, football, baseball, softball) - 45 (33.3%)**
3. **Outdoor amphitheater - 34 (25.2%)**

4. Sports courts (basketball, pickleball, tennis, bocce, etc.) - 29 (21.5%)
5. Community pool/splash pad - 28 (20.7%)
6. Housing (workforce and senior) - 27 (20.0%)
7. Community Center (senior center, youth center, library, visitor center, indoor theatre/arts center) - 22 (16.3%)
8. Other - 15 (11.1%)
9. Commercial use (parking, business development) - 7 (5.2%)

The full FlashVote survey results with various toggles for all responses, locals only, owners/non-owners and type of residency are provided in Appendix C.

Next Steps

The Malibu Community Lands Outreach and Engagement Program aimed to facilitate meaningful dialogue among community members and collect feedback from a diverse cross-section of the community. The program sought to identify community priorities and preferences for each land to help guide City Council in their decision-making process. The feedback collected intends to help align the future of these lands with the long-term needs of the entire Malibu community.

Malibu City Council, Parks and Recreation Commission and Arts and Culture Commission will review and discuss this report to determine the next steps in the process in October 2024.

Following their review and direction, the City may release another focused survey via FlashVote to narrow down the feedback even further to help determine the exact uses for each land based on acreage and preliminary feasibility requirements.

If City Council decides to move forward with any development, all projects would be subject to approval from the California Coastal Commission and the City's standard planning and development processes. The City would need to issue a Request for Proposals (RFP) for a landscape architect and conduct a development assessment for the proposed uses.

Any development plans will be prioritized based on community needs identified by City Council.