



County of Fresno

DEPARTMENT OF PUBLIC WORKS AND PLANNING
STEVEN E. WHITE, DIRECTOR

Planning Commission Agenda Item No. 6

March 24, 2022

SUBJECT: County's General Plan Review/Zoning Ordinance Update public outreach efforts

APPLICANT: County of Fresno

STAFF CONTACT: Amina Flores-Becker, Manager
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INFORMATION/DISCUSSION ITEM:

Receive staff's presentation regarding the County's General Plan Review/Zoning Ordinance Update public outreach efforts and provide feedback to staff as deemed necessary.

Summary of Key Actions:

- Since July 2021 release of the Public Review Draft General Plan Policy Document, Background Report and Zoning Ordinance Department of Public Works & Planning (Department) staff have expanded their public outreach efforts.
- The Department contracted a marketing firm to create and update outreach materials.
- The remaining outreach efforts have been split into two phases (Phase II and Phase III).
- Currently in Phase II with a series of outreach events planned in January through April.
- Phase II events are focused to targeted community groups and specific demographics including small, disadvantaged communities and youth.
- Phase III will occur after the release of the PEIR, during the comment period, and will large focused community meetings throughout the County.

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