

# FRESNO COUNTY GENERAL PLAN REVIEW AND ZONING ORDINANCE UPDATE OUTREACH EFFORTS

March 24, 2022



Public Works  
and Planning

# OUTREACH MATERIALS

## MARKETING FIRM ASSISTANCE

- JP Marketing was contracted in November 2021 to develop outreach materials for the County's General Plan Review and Zoning Ordinance Update Process.
- Materials developed include:
  - Landing Page
  - Flyers
  - Social Media Graphics
  - Revamping County GPR website
  - Community Meeting Presentations
  - Informational videos (English and Spanish)



# INFORMATIONAL VIDEO

## Fresno County Public Works & Planning - General Plan Summary

<https://youtu.be/1fZgliFzxEM>





# LANDING PAGE



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[What is a General Plan?](#)

[Our Process](#)

[Released Documents](#)

[Timeline](#)

[Community Meetings](#)

[Comments](#)

✓ **GENERAL PLAN  
REVIEW**

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✓ **ZONING ORDINANCE  
UPDATE**



# FLYERS

✓ GENERAL PLAN REVIEW

✓ ZONING ORDINANCE UPDATE

Our GENERAL PLAN guides Fresno County's long-term vision for the future and its decisions and actions on future land use, infrastructure, public services, housing, economic development, resource conservation and other important matters.

Planning for things like...

SUBDIVISIONS  
PUBLIC WORKS PROJECTS  
LAND USE & ZONING DECISIONS

must all be consistent with the General Plan.

THOUGHTS? OPINIONS?  
LEAVE US A COMMENT

[gpr@fresnocountyca.gov](mailto:gpr@fresnocountyca.gov)

Visit [FresnoCountyGeneralPlan.com](http://FresnoCountyGeneralPlan.com) to submit feedback, review draft documents, and learn more about this process!



Public Works and Planning

## 2 types of flyers were created:

1. Informational flyer
2. Community meeting specific flyer



# VIDEO

## 4 VIDEOS WERE CREATED:

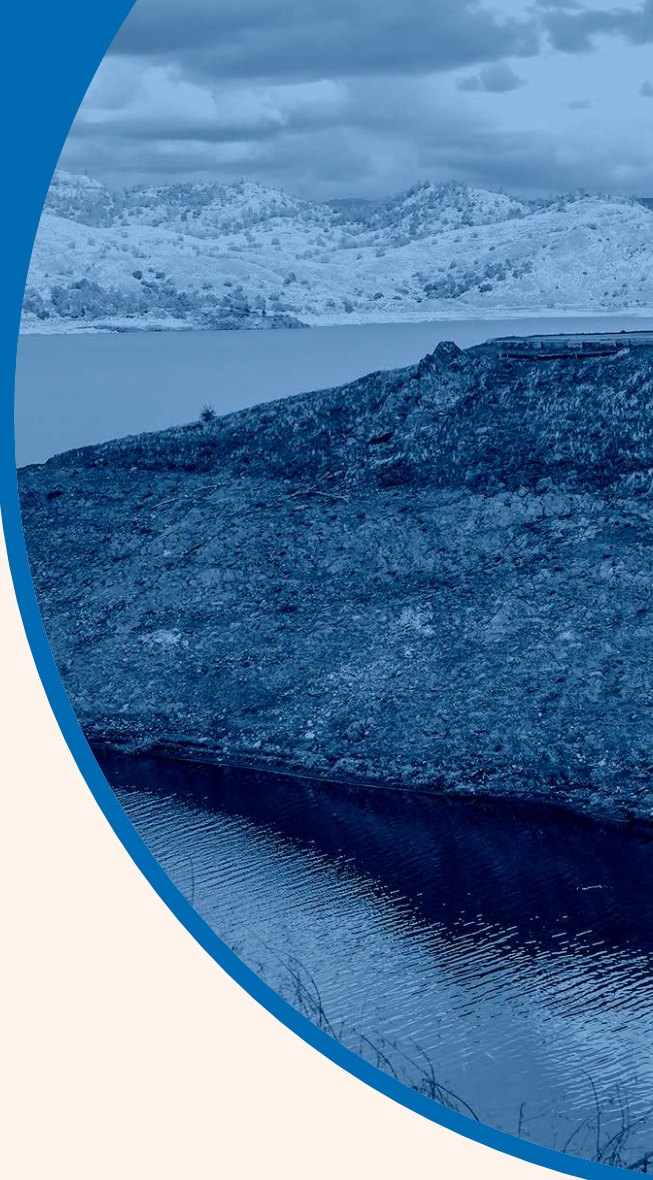
- Full video (about 3 minutes long) and a condensed video (about 1 minute long)
- Spanish versions of full and condensed videos

English Full Video:

<https://youtu.be/wJGruR3WOrY>

English Condensed Video:

<https://youtu.be/1fZgliFzxEM>





# PHASED OUTREACH PLAN

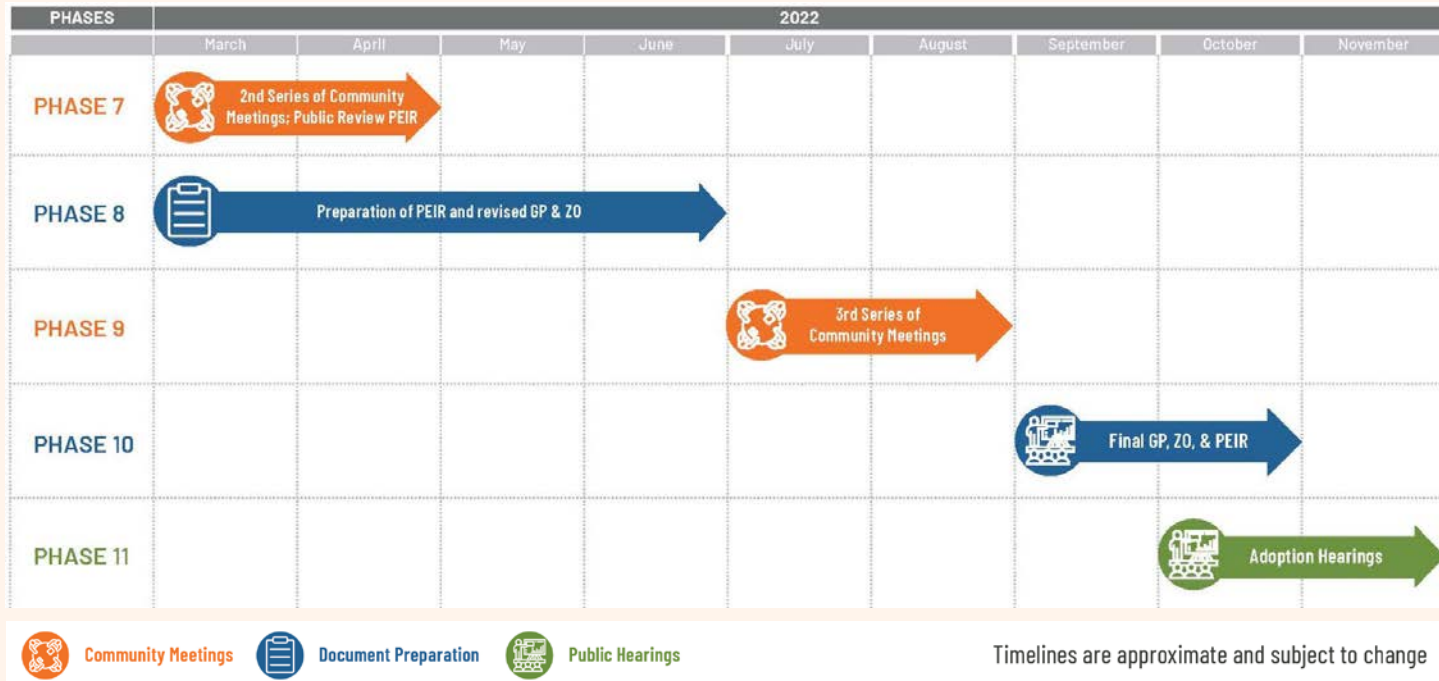
## 2 SERIES OF REMAINING OUTREACH:

- **1<sup>st</sup> Series occurred in 2018:**
  - 5 focused community meetings
- **Currently in 2<sup>nd</sup> Series Outreach Efforts:**
  - Prior to release of PEIR
  - 4 types of meetings/outreach efforts (existing multi subject, civic/public agency, youth, focused)
- **3<sup>rd</sup> Series Outreach Efforts:**
  - After release of PEIR
  - Focused community meetings throughout the County



# GENERAL PLAN REVIEW AND ZONING ORDINANCE UPDATE TIMELINE

## CURRENT TIMELINE WITH OUTREACH EFFORTS INCLUDED





# CENTRALIZED CONTACT INFORMATION

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Phone: (559) 600-3333

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# GENERAL PLAN REVIEW AND ZONING ORDINANCE UPDATE OUTREACH PRESENTATION

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Questions or  
Comments?

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