



COMMUNITY ENGAGEMENT

M-Group's comprehensive approach to **Community Engagement** plays a large role in shaping our high-quality planning portfolio.

Our approach to community engagement assumes all community members have something to contribute to any planning process while having varying degrees of access to technology and availability for public meetings. To ensure our efforts reach the widest cross-section of residents and stakeholders, M-Group employs a range of technical and non-technical tools that “meet the community where it is” and allow community members to participate in the process at a time and place convenient to them.

We create innovative outreach strategies tailored to fit the distinct needs of our clients' projects. Whether it is a comprehensive community engagement strategy for a policy project or a community input process to set the stage for future endeavors, M-Group has the tools and experience to assure meaningful community involvement.

OBJECTIVE STANDARDS WEBSITE | CITY OF MONTE SERENO



M-Group prepared a branding concept and interactive website for the City of Monte Sereno's objective design standards to keep the community engaged and informed. The project website included a series of tabs that allowed community members to navigate through the planning process, understand the purpose of the new design standards, download relevant documents, and learn about upcoming meetings and workshops. The website allows the City to reach a wider cross-section of the community.

GENERAL PLAN UPDATE | CITY OF PETALUMA



Our team of planners, working as the in-house Planning Division in the City of Petaluma, is in the process of facilitating a landmark General Plan Update process for the City. The complex and impactful nature of this work, and the highly engaged community in Petaluma, has led to a far-reaching and innovative approach to engagement of the community as well as teams of technical experts. Generally, the goals of this work are to ensure that every community member with the desire to do so can understand and engage meaningfully in the planning process, and that the results of the engagement inform thoughtful leadership in the

technical planning materials. M-Group staff convened and serve as liaisons to the General Plan Advisory Committee, manage a General Plan consulting team and their outreach work, and have facilitated visits from both the Urban Land Institute (ULI) and an AIA Sustainable Design Assessment Team. We also work with the community in meetings online and in person, develop Citywide digital communications, ensure real-time meeting interpretation is available in Spanish, partner with community groups facilitating outreach, and are constantly innovating to expand accessibility and community participation in this work.

GENERAL PLAN ELEMENTS UPDATE | CITY OF MENLO PARK

M-Group was selected by the City of Menlo Park to complete their 6th Cycle Housing Element, Environmental Justice Element, and Safety Element. The community outreach for this project was designed to gather feedback from the whole community, with a particular emphasis on engaging the under-represented residents of the Belle Haven neighborhood. The outreach effort employed a wide range of tools to ensure broad access and coverage, which included going door-to-door to talk with individuals, holding in-person pop-ups, assembling a project gallery in the public library for the public to attend at will, as well as digital communications and materials. Collaborating with departments across the City, school districts, and trusted community partners was particularly effective for this project.

