GPAC Outreach Plan
Submitted by Candace Nafissi, GPAC member

1. **District Meetings**
   Each month our City Councilmembers have a district meeting. This is an opportunity to reach residents and share with them the importance of the GPAC.

2. **Develop an informational 1 pager**
   We need to develop a 1 pager of the responsibilities of the GPAC and the opportunities for resident engagement. It needs to be succinct and include the importance of GPAC and the timeline of the process.

3. **Local Newspapers**
   Hermosa Beach has gone to great lengths and put their general planning meetings in the Easy Reader and the Beach Reporter to engage residents. There is also a calendar section that allows you to input meetings and they will be listed on the community calendar.
   - Beach Reporter
   - Easy Reader
   - Daily Breeze
   - The Avenues Magazine
   - Quarterly School District Newsletter

4. **Social Media**
   - Facebook page- update it with the agenda, discussion topics and encourage people to come participate (Pay for sponsored ads)
   - Post on Nextdoor

5. **Elected Officials Newsletters and email blasts**
   Most of the Councilmembers have extensive resident email lists that they can share GPAC meeting notices inside their newsletters and through meetings.

6. **Engage the Business Community**
   We need to engage the business community to ensure that we capture the voice of business. We want to ensure that the decisions we are making to zoning allow for thriving business and opportunities to hear their voices.
   - Redondo Beach Chamber of Commerce
   - North Redondo Business Association
   - Riviera Village Business Association
   - Beach Cities Health District
   - Pier Association

   Many of the corridors we discussing are vital to the business community thriving.

7. **Engage Resident Groups**
   There are several resident groups in the City of Redondo Beach and we should reach out to get their input.
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- South Bay Parkland
- South Bay Mommies
- Rescue our Waterfront
- Redondo Beach residents for a better Artesia Blvd.
- Keep the esplanade beautiful
- PTA Groups
- Save the Rivera
- Lanakila Outrigger Group
- Riviera Little League
- Sunset Little League
- Beach Cities Cycling
- Redondo Beach Historical Society
- Southbay Sierra Club
- Redondo Beach Women’s Club

8. GPAC Meeting Locations & Community Outreach Locations
They should move to different areas of the city to engage several residents. Notices should be mailed to surrounding residents when the meeting is near them. Some other locations to be considered for meetings are:

- Anderson Park Scout House
- Redondo Beach Historic Library
- Redondo Beach performing arts center
- Alta Vista Community Center
- Perry Park Senior Center
- Wilderness Park

9. Events
- St. Patrick's Day Run
- Riviera Summer Fest
- Riviera Halloween Event
- Riviera Holiday Stroll
- Lobsterfest @ seaside lagoon
- Springfest

10. Engage the School District
- Ask to do an ad in the Quarterly School District News magazine
- Share information with PTA
- Present to the PTA groups
- Ask principals to include in newsletters and weekly emails
- Present opportunities for engagement to school board members and during public meetings