

Location: Richmond

Issue: **Richmond's** General Plan Update

Methodology: Townsquare – Online tools for community engagement

Link to more: <http://www.migtownsquare.com/Content/10047/preview.html>

Every city in California constructs a General Plan to steer its future development. In every General Plan, there are seven topics that must be covered, ranging from land use to public safety. Richmond's 2008 General Plan will also include economic development; education; public facilities and infrastructure; and arts, culture, and historic resources.

The City of Richmond is using many techniques to engage the public in creating this document. The City is holding ongoing community meetings, small group discussions, and meetings with the City's youth. The City is also utilizing a "Plan Van" to bring the discussion to the streets. There have also been discussions with the neighborhood and civic associations. The City is also promoting outreach and education about the General Plan to others in the community.

Townsquare, which is an online engagement and planning tool, complements traditional community outreach methods. The software includes a document manager, an email notification administration, a news and events coordinator, a survey creator, and a content manager. All of these tools are designed to make the process more accessible to more people and easier to view and edit for the organizers.