

**Location: City of Martinez**

**Issue: General Plan**

**Methodology: Online Platform**

**Davenport Institute: 2010 Public Engagement Grant Recipient**

When it came time for the City of Martinez to update its General Plan for the first time in over three decades, City recognized that public input would be vital to the success of any long-term plan. For this reason City elected and staff sought to conduct an extensive campaign to encourage public outreach and participation. The results would guide City decisions about land use and development over the next 20 years.

As the Davenport Institute has long recognized, civic engagement is most successful when it is supported throughout the organization – not simply championed by one or two staff members. The willingness of staff throughout City government to engage with residents to develop solutions to the challenges facing their community led to their selection as a Grant Recipient. The city would be able to use an online platform to gather and prioritize resident feedback.

In the City of Martinez, civic engagement was not relegated to the realm of public information. As the grant application explained, the campaign would “gather input on a) defining and/or reaffirming goals and confirming policy issues, and b) reviewing alternative strategy approaches. Once these efforts are conducted summary reports will be compiled and presented to the task force along with staff recommendations. Ultimately these will make their way to decision makers, the Planning Commission, and the City Council.”

You can see the UserVoice forum the City set up [here](#).