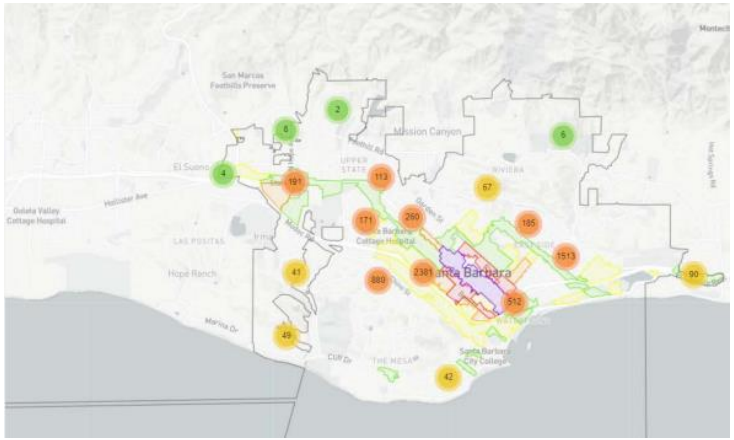
Outreach in a time of a Pandemic

Public Outreach Award

City of Santa Barbara Community Development Department Planning Division

APA CA CENTRAL COAST Section





With the onset of Covid-19 and suspension of in-person events throughout 2021, the City of Santa Barbara's Long Range Planning Division pivoted to an online engagement tool to educate and engage the community on a proposed change in the way building size is regulated in order to encourage more housing units in the City. The Online Workshop expanded opportunities for community engagement, allowing the public to share thoughts and collaborate with other community members and City decision-makers about the future of multi-unit (apartments and condominiums) housing opportunities in the community.

The results of the Online Workshop were shared with the Planning Commission and City Council to inform their deliberation of the proposed changes. Based on the success in engaging a large number of community members in a complex planning concept, the online engagement tool will continue to be used for education and outreach in future work efforts.

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