



NAPLES 2045 **COMPREHENSIVE PLAN** **UPDATE**

Public Involvement Plan

APRIL 2025

Prepared for:
City of Naples

PUBLIC INVOLVEMENT PLAN



NAPLES 2045

COMPREHENSIVE
PLAN UPDATE

PROJECT OBJECTIVE

The last major update to the City of Naples Comprehensive Plan was adopted in November 2018 by Ordinance 2018-12426. Since then, city leaders have recognized the need to conduct a more thorough review and modification of the Plan. In March 2020, City Council updated the City's Vision and incorporated it into the Comprehensive Plan as an optional element in August 2024. Also in August 2024, the City updated the other elements to comply with new state statutes.

The City has complied with its statutory requirements of adopting and maintaining a comprehensive plan; however, now is the time for the city to elect to enact a plan that drives important policy decisions over the next 20 year planning horizon. To lead the Naples 2045 planning effort, Naples has engaged the services of a consultant team including: Johnson Engineering, LLC; Clarion Associates, LLC; CMA Outreach, Inc.; and Erin L. Deady, P.A. Over the next 22 months, Naples will update its Comprehensive Plan with community input to reflect its updated vision and address concerns like resiliency, balancing redevelopment with preservation of its small-town charm, and managing growth pressures on resources and infrastructure.

INTENT

This Public Involvement Plan (PIP) outlines the approach and methods for sharing information with and gathering input from residents during the preparation of the Naples 2045 Comprehensive Plan Update. It provides a framework for public involvement and outlines the intended outreach methodologies, with a focus on transparency, predictability and accessibility for participants. The PIP summarizes the engagement activities, proposed notification and outreach strategy, and tentative project schedule for key engagement opportunities that will be available through the planning process.

Successful public involvement employs systematic identification, analysis, planning and implementation of actions designed to engage with residents, property owners, business owners, and public officials during the planning process. The objective is to keep the community informed about the process and provide opportunities to contribute input and ideas that will help shape the resulting plan. Most projects have a variety of individuals and groups with different, and sometimes competing, interests. The intent of the public outreach and engagement effort is to maintain lines of communication for all parties to be informed and transparently report on the input and ideas gathered from the public.

PLAN OVERVIEW

- City residents, property owners, and business owners will be the target audience for outreach, engagement, surveys, and meetings.
- Public officials will be kept apprised of the project status and engagement activities through regular updates.

This includes:

- City Council members
- City management staff
- City Attorney's office
- Planning Advisory Board members

WHO IS AFFECTED?

All City residents, property owners, business owners, and public officials have a stake in the outcomes of the Naples 2045 Comprehensive Plan Update.



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PROJECT WEBSITE



The primary means to share information and communicate about the Naples 2045 Comprehensive Plan Update will be through a dedicated project website. This provides one centralized location for the public to find the project schedule and status, reference documents, deliverables, and notices. The project website will serve as a portal to collect information from community members. A link to the project website will also be included on the City of Naples website.

The website is found here: <https://www.Naples2045.com/>

A link to this webpage will be included in all future communication materials distributed

EMAIL NOTIFICATION



An email address has been established for inquiries and feedback may be sent to:

info@Naples2045.com. This email will serve as a direct line of communication for residents who wish to engage with project coordinators or seek further information.

An option is offered for members of the public to join an email distribution list on the project website to receive alerts when new information or deliverables are posted to the website, as well as notification about upcoming events or opportunities to complete surveys. Opportunities to join the email distribution list will also arise during public meetings. The email list will be actively maintained throughout the duration of the project, ensuring all who have registered remain informed.

RESPONSE TO INQUIRES



The project team is committed to documenting input received and providing regular bi-weekly updates to City staff on input and inquiries. Responses to inquiries and information requests from community members will be shared with City staff and conducted through the following means:

- Telephone Conversations: Team members will be available for direct phone calls to provide immediate responses to questions and concerns.
- Emails: The project team will monitor email correspondence regularly to ensure timely replies to any inquiries received.
- Written Communication: Formal written responses will be provided when warranted to address a public inquiry.

OTHER OUTREACH



Other communication methods that may be employed in coordination with City Communications staff include:

- Flyers/Handouts at Government and/or Community Facilities, and Bulletin Boards
- City Events Calendar
- Social Media Postings (Facebook, Instagram, LinkedIn, etc.)
- Mailers (postcards, letters)
- Newspaper Ads
- Electronic Message Boards
- Media Press Releases
- Infomercial or Screen Crawler on Naples TV
- City's Newsletters and e-Newsletters
- Notice Signs at Neighborhood Entryways and Public Locations

NAPLES COMMUNITY



The Naples Community includes neighborhoods, business areas, institutions, and major employers including the following:

Residential Neighborhoods:

- Aqualane Shores
- Coquina Sands
- Lake Park
- Moorings
- Old Naples
- Oyster Bay
- Royal Harbor
- Park Shore
- Seagate
- Port Royal
- River Park East & West
- Crayton Cove
- Bear's Paw
- Sun Terrace
- Keewaydin
- Estuary at Grey Oaks
- Moorings Park

Business Areas:

- Naples Design District
- Fifth Avenue Business Improvement District
- 3rd Street South
- Bayfront
- Coastland Center
- Tin City
- Naples Airport
- Naples Comprehensive Health (NCH)
- US 41 Commercial Corridor
- Collier Park of Commerce (CPOC)
- Naples Beach Hotel

A variety of tools will be implemented for community involvement opportunities.

ONLINE COMMENT FORM



An online comment form will be available on the project website, allowing additional opportunities for the community to provide comments and ask questions about the Naples 2045 Comprehensive Plan Update project.

Before submitting comments, respondents will be required to include their name, email address, acknowledge if they reside or own a business in the City, and identify their neighborhood. This helps discern who lives or owns property or a business in the City limits from those who live or own property or a business outside the City. Respondents will also categorize their feedback identified by City priorities/themes to assist the project team organizing comments and streamlining responses.

SURVEYS



The project team will prepare surveys to gather public input which will be reviewed by City Communications staff before distribution. Surveys can be distributed electronically on the project website, through the project email distribution list, or through City-approved social media platforms. Surveys can also be distributed by mail or in-person. In-person surveys may be performed as intercepts at community events, farmer's markets, libraries, community centers, and government buildings; in-person surveys may also be distributed at Community Meetings or other publicly accessible venues.

Surveys will target specific topics/themes to elicit measurable responses that can be implemented through the preparation of Comprehensive Plan policies.

SURVEY SECURITY



Certain measures will be taken to deter participants from submitting multiple surveys. Surveys will be qualified by the participant's address and neighborhood to discern who lives or owns property or a business in the City limits from those who live or own property or a business outside the City. A respondent's IP address will be logged to discern if duplicate entries from the same computer have been entered; if found, then this will be identified, and entries can be discounted should they be deemed duplicative.

A unique identifier will be on each printed survey form so that duplicates can be discerned; if found, then multiple responses using the same form will be identified and entries can be discounted should they be deemed duplicative.

COMMUNITY MEETINGS



Up to eight community meetings will be held to solicit input and provide opportunities for the public to take an active role in the Naples 2045 Comprehensive Plan Update during Phase 2: Public Engagement & PAB/CC Input.

These meetings will be conducted in-person; options for virtual attendance will be considered depending on venue and event.

Community Meetings will be held in two phases of input gathering. In each phase, the meeting will be replicated in two or three locations throughout the City allowing participants to attend based on convenient proximity to the meeting venue.

Prior to hosting the Community Meetings, a project update/meeting preview will be delivered to the Presidents' Council, Planning Advisory Board (PAB), and City Council.

- The first round of Community Meetings are anticipated for early November 2025, preceded by Presidents' Council on Sept. 22, 2025; PAB Workshop on Oct. 8, 2025; Council Workshop on Oct. 13, 2025.

PURPOSE: Introduce the Comprehensive Plan themes (Population & Demographics; Land Use & Zoning; Resiliency; Transportation; Community Services; Infrastructure; Image & Identity), review of existing conditions, a vision affirmation exercise, and gathering of input. Attendees will be asked to give validation of the City's Vision, and input on how it can be achieved.

COMMUNITY MEETINGS



- The second round of Community Meetings are anticipated for February 2026, preceded by Presidents' Council on Jan. 26, 2026; PAB and Council Workshop in January/February 2026 (which may be a Joint Workshop).

PURPOSE: Share preliminary recommendations. Attendees will be asked to provide input before the Draft Plan is completed to advance through the public hearing process.

Sign-in sheets and meeting summaries, will be provided to document the Community Meetings.

It is also possible that "break out" groups will be identified and small group meetings with homeowner's associations, civic, or business organizations may be necessary to gather perspectives during the planning process.

PUBLIC WORKSHOPS & HEARINGS



The Draft Plan Amendments will be presented to the PAB and City Council at public meetings/workshops for comment. These meetings will be advertised and open to the public. In addition, public hearings with the PAB as the authorized Local Planning Agency (LPA) and City Council will follow the State Coordinated Review Process, with public notification in accordance with Section 163.3184(4), F.S.

The following public workshops and hearings will provide opportunity for public input leading up to and including an adoption hearing by City Council.

- Planning Advisory Board (LPA)
 - Workshop - April 2026
 - Public Hearing - June 2026
- City Council
 - Workshop - May 2026
 - Public Hearing (Transmittal) - Aug. 2026
 - Public Hearing (Adoption) - Nov./Dec. 2026)

TENTATIVE PUBLIC ENGAGEMENT SCHEDULE

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The following schedule illustrates the opportunities available for the public to get involved in the Naples 2045 Comprehensive Plan Update. A summary of the project milestones are outlined. Meetings are identified by a symbol corresponding to the key.

City of Naples
Naples2045
Comprehensive Plan Amendments

Anticipated Project & Public Engagement Schedule																							
	2025												2026										
Month	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	
Phase 1: Data Collection & Analysis Prepare Public Engagement Plan Summary Report of Initial Findings & Recommendations																							
Phase 2: Public Engagement & PAB/CC Input Implement Public Outreach Strategy Community Workshops, PAB Workshop(s) & PAB/CC Mtgs																							
Phase 3: Initial Draft with Recommendations Draft #1 - Comp Plan Amendments for Staff Review																							
Phase 4: Draft Presentation/Review Draft #2 - Comp Plan Amendments (Staff Review Comments) Planning Advisory Board/LPA Public Hearing																							
Phase 5: Final Presentation/Review Draft #3 - Comp Plan Amendments (PAB and Public Comments) City Council Public Hearing																							
Phase 6: Final Approval PAB Recommends Amendments at a Public Hearing City Council Recommends Amendments at a Public Hearing Transmittal Package - Final Plan for Transmittal to State																							
Phase 7: Adoption State Review - Proposed Phase State Review - Adoption Phase																							
Key: Meetings <div><div></div> - President's Council <div></div> - Community Meetings <div></div> - Public Workshops/Hearings</div>																							

Throughout the planning process, records of public input will be maintained to ensure transparency and accountability. Records will include outreach and engagement materials; a database of community input; and input received at Planning Advisory Board and City Council workshops. Telephone communications will be recorded in detailed logs that capture the date, time, participants, and key discussion points. Written communication with the public will be systematically archived. Email correspondence related to public interaction will be saved and organized chronologically. Input received in comment forms or surveys on the project website will be retained. Information gathered will be qualified by the participant's address and neighborhood to discern who lives or owns property or a business in the City limits from those who live or own property or a business outside the City. In addition, questions or comments received that are unrelated to the Naples 2045 Comprehensive Plan Update will be directed to the City of Naples' Communications & Public Relations Manager. For all workshops held with the community, Planning Advisory Board, and/or City Council, sign-in sheets and records of public engagement activities will be assembled, and a summary of discussion and input will be provided.

All records will be compiled into a Public Engagement Summary Report delivered to the City in March 2026. This Report will serve as a consolidated resource detailing all public engagement activities conducted for the Comprehensive Plan Update project. Furthermore, all documentation will be provided to the City in hard copy and digital format for future use and recordkeeping. This approach enhances transparency, fosters trust among the community, and demonstrates a commitment to comprehensive documentation practices.