



Organized Stakeholder Roundtable Meeting

2022 General Plan Amendment (2022 GPA)

April 15, 2022



Land Acknowledgement

Instruction for Joining





Agenda

- Introductions & Ground Rules (10 minutes)
- Purpose & Goals (13 minutes)
- Overview of the 2022 GPA (10 minutes)
- Q & A (8 minutes)
- **Break (5 minutes)**
- Prelim Mapping of EJ & Safety Communities (18 minutes)
- Draft Outreach & Engagement Methods for the 2022 GPA (18 minutes)
- Q & A (8 minutes)

Introductions

- Name, Organization, and Role
- How does your organization connect with the general public or your target audience?



Session Ground Rules

open mind

ask questions!

Respect our time

Respect others while they speak

share any/all ideas

assume positive intent

active listening

Respect the opinions shared

stay engaged



Session Ground Rules

acknowledge people's responses

be curious

Very



Purpose & Goals

Purpose:

Outreach and Engagement

Goals:

Involve Organized Stakeholders


Identify Best Practices

Share Lessons Learned

Obtain Feedback on Draft Efforts

How familiar are you with general plan documents?

I. Vision and Purpose



Our Community's Vision for Escondido

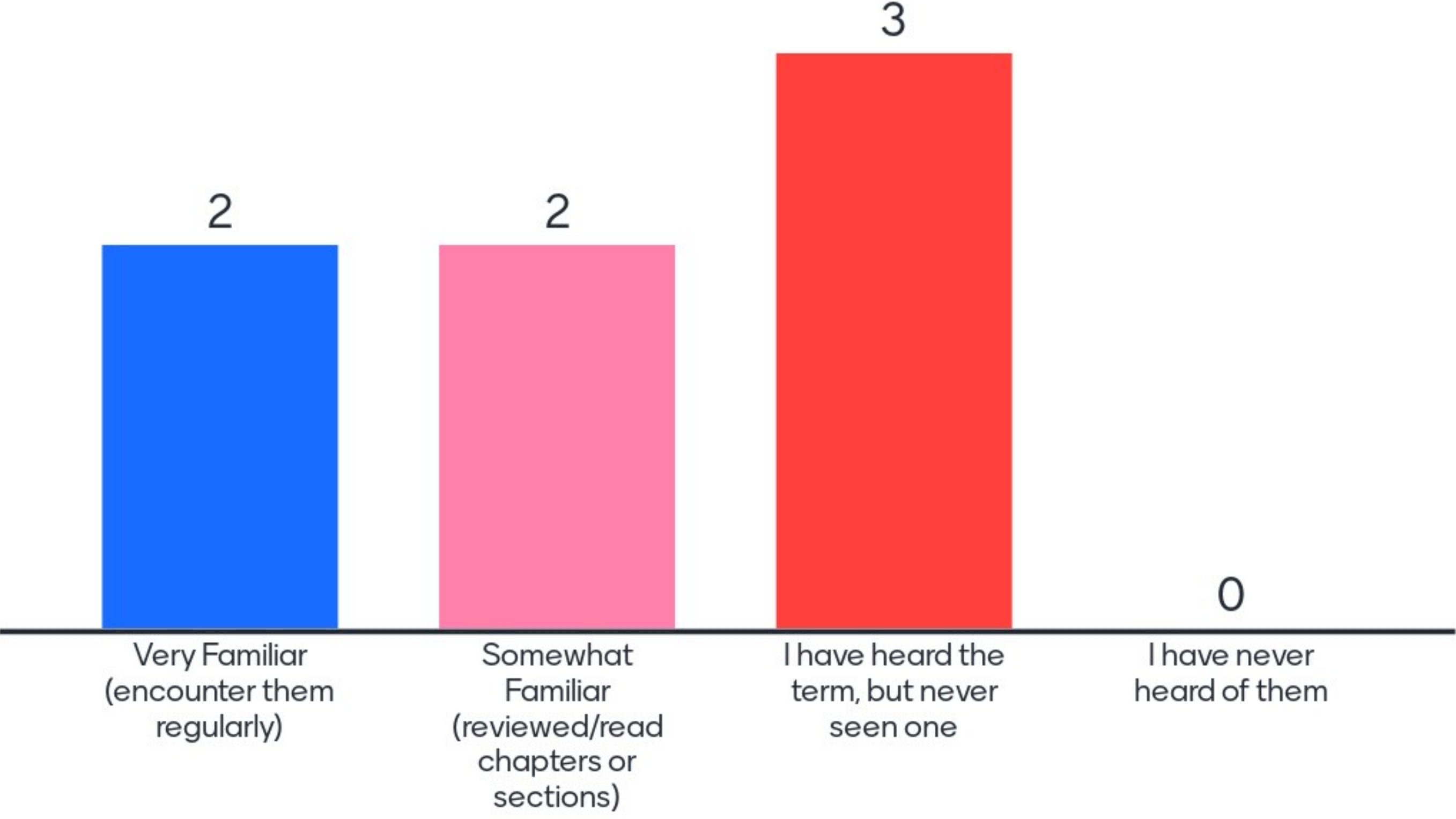
Escondido is envisioned as the vibrant and dynamic cultural, economic, and recreational hub of inland North San Diego County. Our shared vision calls for an outstanding quality of life with exemplary public services. We enjoy a peaceful and safe environment. Our community supports a wide-range of housing types, quality educational facilities and diverse employment opportunities. Convenient transportation options and unique cultural and recreational amenities enhance Escondido as the perfect place to live, work and play.

Our lively downtown includes distinctive, exciting land uses and activities. Memorable streetscapes and pathways conveniently link downtown, thriving residential neighborhoods and panoramic wild lands. Our vision for quality and managed growth ensures the adequate provision of services, preserves viewsheds, respects and enhances the character of established single family neighborhoods, and assures sustainability for our children's future. Refer to Section E for more details about our community vision.

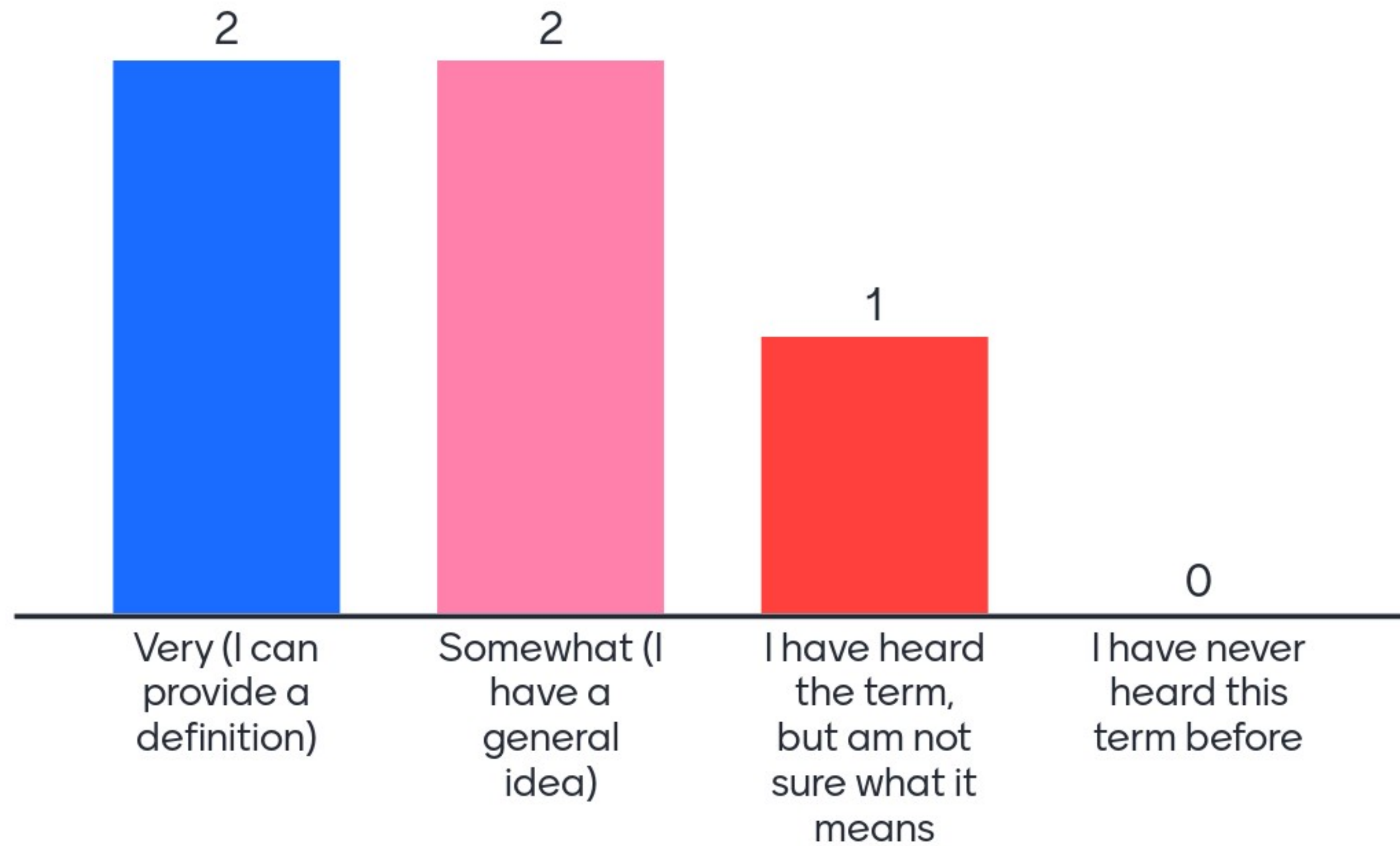
The General Plan's Purpose

The General Plan is a statement of long-range public policy to guide the use of private and public lands within a community's boundaries. Escondido's General Plan reflects the aspirations and values of its residents. The Plan is adopted by the elected representatives with portions ratified by its citizens. The policies within the Plan are intended to become the foundation for decisions by elected and appointed officials. By these means, the values reflected in the General Plan shape the community and the quality of life sought by its residents.

The Plan is both general and comprehensive in that it provides broad guidelines for development in the city while addressing a wide range of issues that will affect the city's desirability as a place to live, work and play. The General Plan represents both an evaluation and vision of the future that for planning purposes establishes 2035 as the "horizon year." The goals and policies are aimed at guiding growth and development in that direction.



How familiar are you with environmental justice?





General Timeline Overview
Resumen de Cronología General



Overview of the 2022 GPA

[What is a general plan?](#)

What is an element?

[The Community Protection chapter](#) (aka Safety Element)

[Environmental Justice element](#)



Community Protection Chapter

- Fire Hazards
- Climate Adaptation and Resiliency
- Evacuation Routes
- Seismicity
- Hazard Mitigation Plan incorporation
- Mapping/Clean Up Items

Environmental Justice (EJ) Element

- [Identify EJ Communities](#)
- Pollution Exposure/Burden
- Public Facilities
- Food Access
- Safe & Sanitary Homes
- Physical Activity
- Civic Engagement
- Prioritize Programs and Improvements



1



How do you define "outreach?"

meeting the community where they are at

engaging others to gather input and ideas

going to where people are

Connecting with a community on shared goals in a collaborative manner

listening and learning - not just "educating"

trying to reach as many populations as you can

connection to share & receive information

going beyond your usually scope to connect, educate, inform, provide service to others

Making people aware of opportunities in culturally relevant constructs

How do you define "outreach?"

providing resources and meeting people's needs before asking for something in return

How do you define "engagement?"

connecting with others

Active involvement

Active listening

actively listen and responding to need

partnership building

shared interaction with community members (conversations, likes, shares, emails, etc.), connecting folks to resources or other organizations, consistent communication, checking in on a personal level

establishing a two-way street

meaningful involvement by both parties

0 questions

0 upvotes

Break



Methods for Outreach & Engagement

- Notification Methods (Social Media, Public Meetings, Event Engagement)
- Involvement & Collaboration (Survey, Roundtable Discussions, Workshops)
- Collaboration & Deferment (Open Houses, Focus Groups, Public Advisory Group)

What are goals you would like to see in the 2022 GPA outreach and engagement effort?

Youth involvement

involving the immigrant community

providing options for those that are time or location-constrained

A clear and transparent plan/timeline available to the public

Providing childcare and food at the community meetings so folks have support and resources to engage.

Participation that involves all the different populations in the city

having incentives/food for participants

have clear expectation of what people's involvement could/should/would be

Identifying trusted community leaders (e.g., promotora model) to help build community and encourage engagement.

What are goals you would like to see in the 2022 GPA outreach and engagement effort?

Compensating people for their time

Prioritizing non-English languages (not just translation services)

Helping people understand what is in it for them. Both the now and later

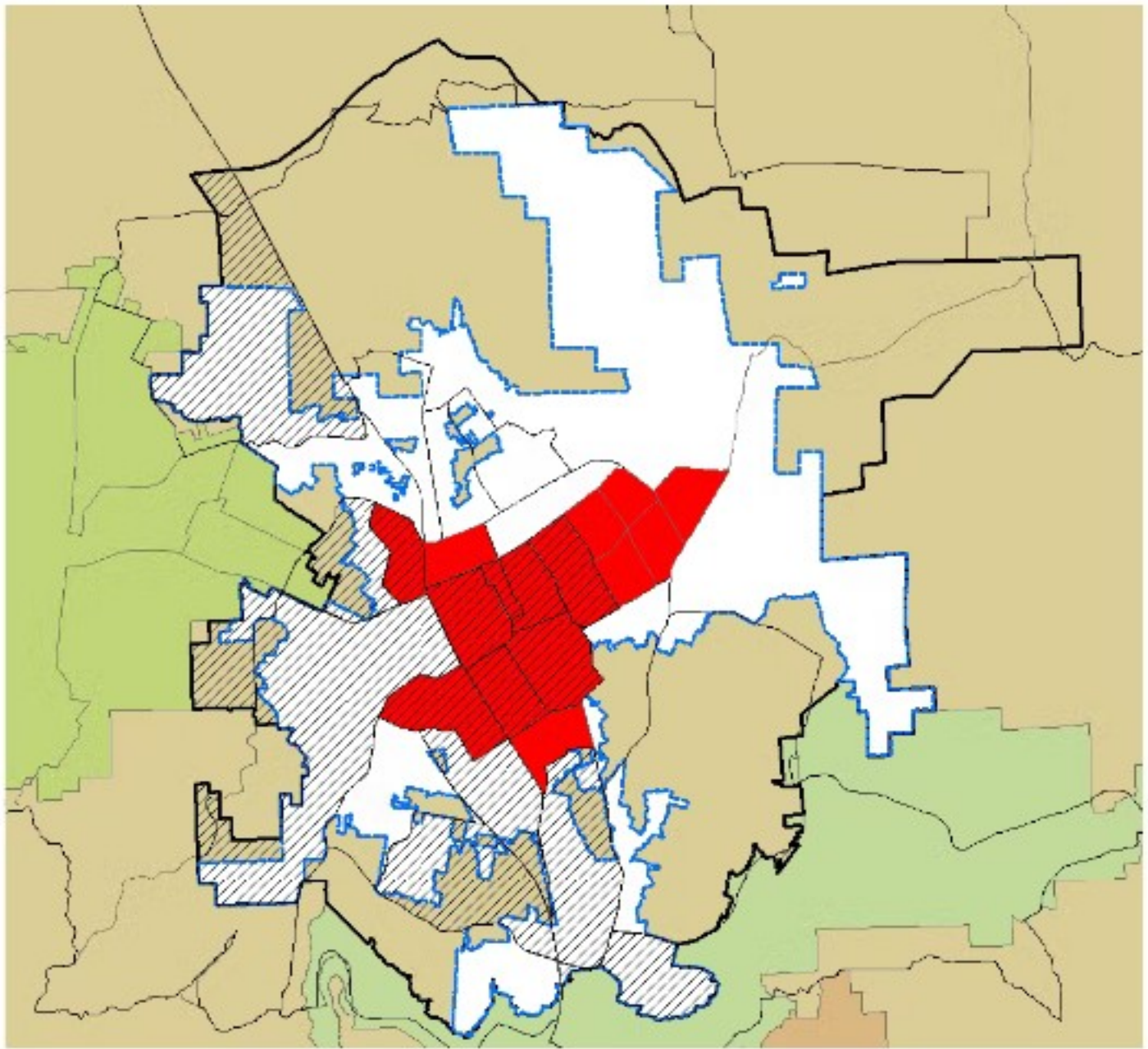
Using simple clear language and avoiding jargon

Focusing on in-person services, since technology accessibility is also an equity issue

Preliminary Mapping of EJ and Safety Communities

[CalEnviroScreen 4.0](#)

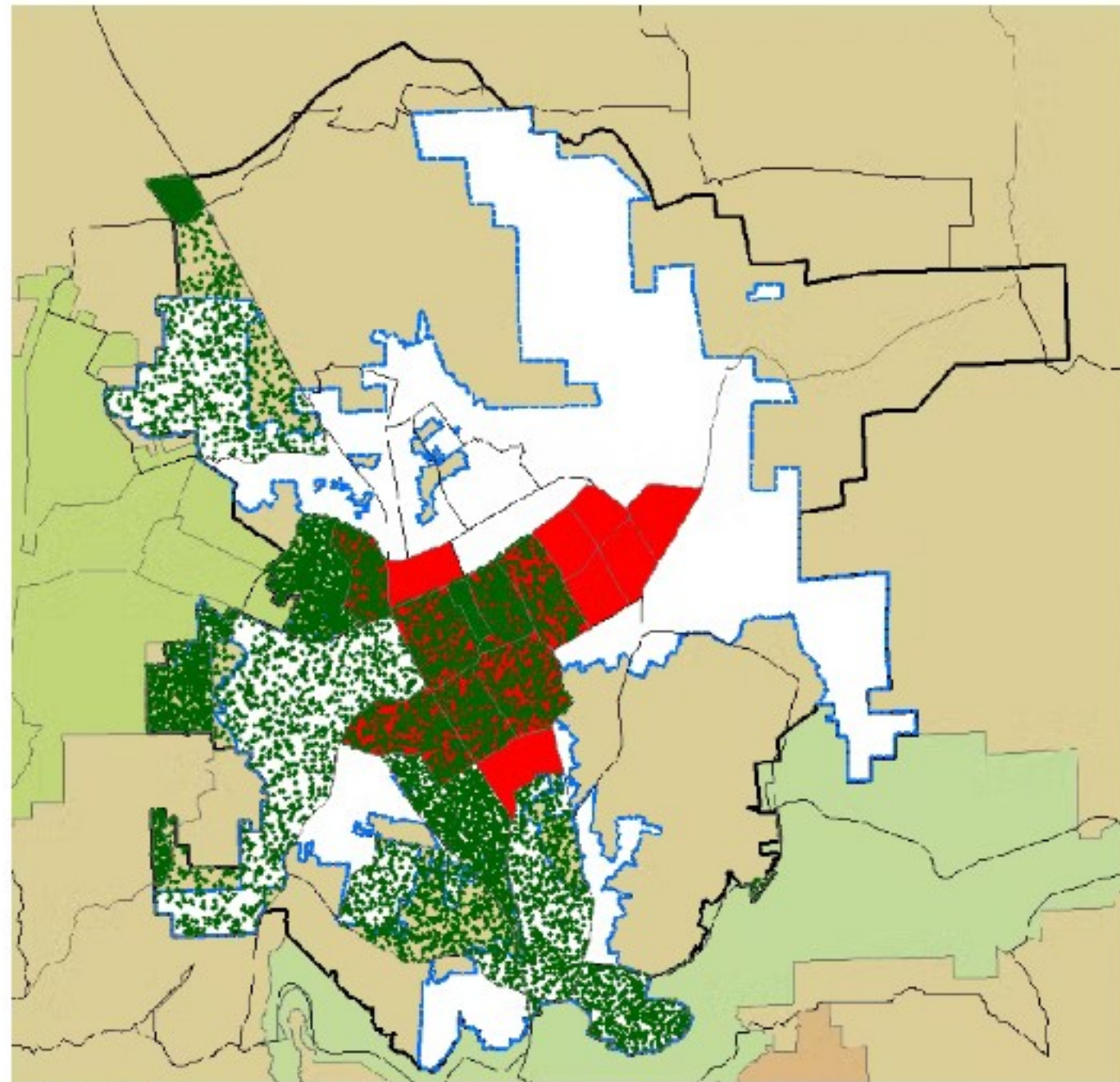




- Legend**
- City Boundary
 - Sphere of Influence
 - Tracts with $\geq 75\%$ Pollution Burden Scores
- Statewide Median Household Income**
- \$26,735.00 - \$78,672.00
 - \$78,672.01 - \$135,379.00

Preliminary Mapping: CES4 and Statewide MHI





Legend

- City Boundary
- Sphere of Influence

CalEnviroScreen Pollution Burden Percentiles

1 Dot = 1

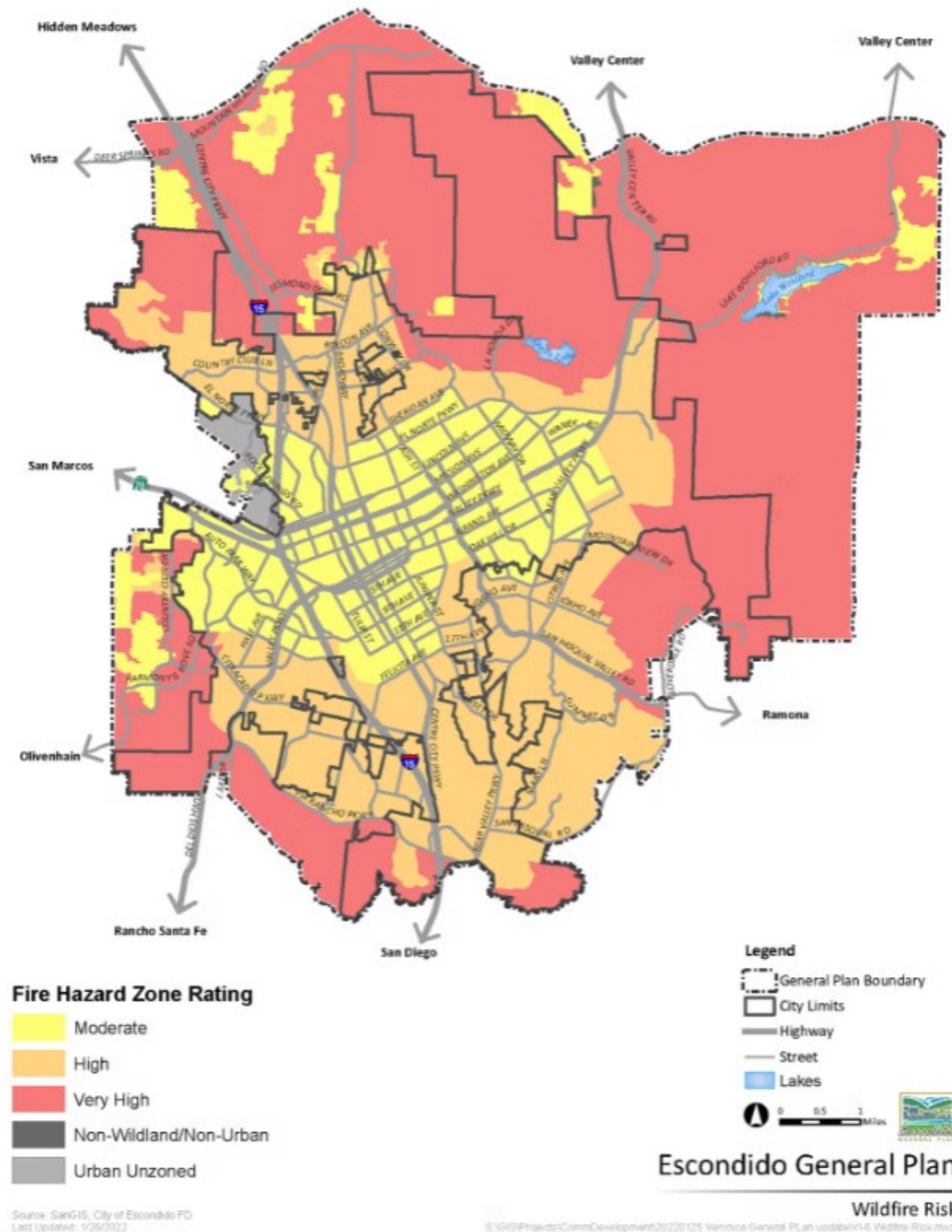
- DieselPM_P
- PesticideP
- TrafficP
- Lead_P
- GWThreatP
- HazWasteP
- SoIWasteP
- CleanupP

Statewide Median Household Income

- \$26,735.00 - \$78,672.00
- \$78,672.01 - \$135,379.00

Preliminary Mapping: CES4 and Statewide MHI (Dot Map)





Fire Hazard Zones

How do you recommend organizations approach equity concerns in outreach and engagement when coming from a position of power?

have official policies and structures to fulfill equity promises

ask the people

Relationships with those trusted leaders in the community in order to hear from the community

Actually listening to people and USING their input

Being transparent and acknowledging the power dynamics and historic underinvestment at the forefront.

Meeting people where they are and ensuring that the location/spaces are safe. For example, not having meetings at places that could be deemed unsafe like the police station. as occurred with some city council meetings last week

Putting more money, resources, and power in the hands of the people.

0 questions

0 upvotes

Thank you for your time and energy!

For any questions or comments, please contact:

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