

DRAFT COMMUNITY OUTREACH AND ENGAGEMENT PLAN

For the 2022 General Plan Amendment:

- Community Protection Chapter (aka Safety Element)
- Environmental Justice Element



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PLAN ORGANIZATION

This Community Outreach and Engagement Plan is organized into the following chapters.

Chapter 1.0: Introduction to this Plan

This chapter explains what the 2022 General Plan Amendment (2022 GPA) is and why the City is conducting outreach and engagement for the 2022 GPA. This chapter also defines “outreach” and “engagement.”

Chapter 2.0: Goals

This chapter lists the goals of the community outreach and engagement to be undertaken as a part of this plan. This chapter outlines goals established by the City as the agency carrying out the outreach and engagement; the consulting community at-large and stakeholders who are working to aid in this effort; and specific community residents who may be directly impacted by the 2022 GPA.

Chapter 3.0: Community Snapshot and Equity Assessment

This chapter provides a brief snapshot of the City’s demographics and assesses equity based on those demographics. It includes a summary of past outreach efforts undertaken by the City, and identifies strategies for meaningful engagement.

Chapter 4.0: Actions and Strategies for Outreach and Engagement

This chapter outlines actions staff will take to conduct outreach and engage with the community to inform, consult, and empower stakeholders to shape the 2022 GPA. Project milestones are provided to show a general timeframe of when an action/strategy will occur.

Chapter 5.0: Outcome of Community Outreach and Engagement

This chapter catalogs all outreach and engagement conducted throughout the 2022 GPA process. This chapter will be updated quarterly to show upcoming and past events, until the 2022 GPA is complete.

Chapter 6.0: Frequently Asked Questions (FAQs)

This chapter provides a list of Frequently Asked Questions (FAQs) encountered during the outreach and engagement process.

Chapter 7.0: References and Resources

This chapter details reference documentation that was used to create this plan and provides resources for those who may be interested in learning more about meaningful outreach and engagement strategies.

Key Terms

General Plan: A general plan is the City's blueprint for meeting the community's long-term vision for the future. A general plan is made up of text describing goals and objectives, principles, standards, and plan proposals, as well as a set of maps and diagrams.

Element: The term "element" refers to the topics that California law requires to be covered in a general plan (GCS 65302).

Amended: Making a change to the general plan. Amendments to the general plan must comply with City of Escondido Zoning Code Article 61, Division 4 – Amendments and Zone Changes (see "General Plan Amendment").

Sphere of Influence:

A planning boundary outside of an agency's legal boundary (such as the city limit line) that designates the agency's probable future boundary and service area.

1. Introduction to this Plan

1.1. What is the 2022 General Plan Amendment (2022 GPA)?

Background

A **general plan** is a city's blueprint for meeting its community's long-term vision for the future. A general plan document is made up of text describing goals and objectives, principles, standards, and plan proposals, as well as a set of maps and diagrams. A general plan must talk about certain topics as mandated by State law. Each topic is referred to as an "**element**" within the general plan. In order to change text, maps, and/or diagrams within a city's general plan, the general plan must be **amended**. The City is currently working on amending the general plan through updates to the housing element, safety element, and creation of a new environmental justice element.

A city's *housing element* assesses current and projected housing needs for all economic segments of the community. In addition, the housing element embodies policies for providing adequate housing and includes action programs for that purpose. By statute, the housing element must be updated every eight years.

A city's *safety element* establishes policies and programs to protect the community from risks associated with seismic, geologic, flood, and wildfire hazards, as well as from other concerns such as drought.

A city's *environmental justice* element identifies disadvantaged communities within the City and its **sphere of influence**. The environmental justice element outlines policies, objectives, and goals to reduce the unique or compounded health risks in disadvantaged communities by means that include the reduction of pollution exposure (such as air quality, water quality, soils) and the promotion of public facilities, food access, safe and sanitary homes, physical activity, and civic engagement in the decision-making process.

The City is currently working to finalize the 6th cycle update to the housing element, which began in 2020. The tail end of the City's housing element update overlaps with the 2022 GPA. For more information on the 6th cycle housing element, visit:

<https://www.escondido.org/hcis>

Community Protection Chapter

The City of Escondido is conducting an update to the Safety Element, also known as the Community Protection chapter, of the City's General Plan. The update is required pursuant to Government Code Section ("GC §") 65302(g). In this update, new topic areas must be addressed, including, but not limited to, fire hazards, climate adaptation and resiliency, and evacuation routes. In addition to new topic areas required by the State, the City will update the Community Protection chapter to account for general clean up items such as nominal changes to City department names, and updated references.

The current Community Protection includes the following topics:

- Relationship to Other Elements in the General Plan
- Emergency Preparedness, Disaster Response, and Recovery
- Fire Protection
- Police Services
- Code Enforcement
- Community Safety
- Noise
- Community Protection Goals and Policies



Environmental Justice (EJ) Element

In addition to the Community Protection chapter update, the City is undertaking the creation of an environmental justice element. The EJ element will overhaul the existing Community Health and Services chapter which is an optional element (i.e., it is not a required element pursuant to GC§ 65302).

The City's Community Health and Services chapter of the General Plan will serve as a basis for the EJ element because the Community Health and Services chapter currently addresses certain topics required of an EJ element, such as food access and promotion of physical activity.

This updated chapter will include new environmental justice goals, policies, and objectives, and identify environmental justice communities within the City and include actions to reduce environmental injustices in these communities. Including all policies, goals, and objectives related to environmental justice within one chapter of the City's General Plan will ensure consistency and simplify implementation. Existing topics within the Community Health and Services chapter that are not explicitly required by GC§ 65302(h) will remain within this revised element.

The State refers to environmental justice communities as “disadvantaged communities” and defines them as:

“...an area identified by the California Environmental Protection Agency Pursuant to Section 39711 of the Health and Safety Code or an area that is a low-income area that is disproportionately affected by environmental pollution and other hazards that can lead to negative health effects, exposure, or environmental degradation” (GC§ 65302(h)(4)(A)).

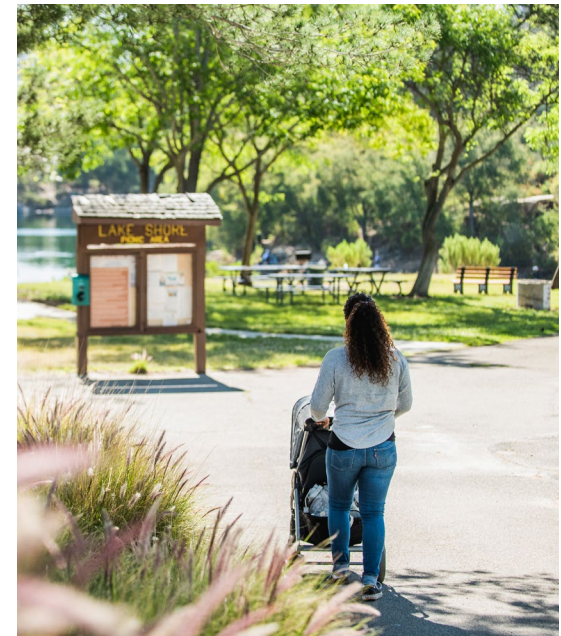
Identification of “disadvantaged communities” (aka environmental justice (“EJ”) communities) is a part of creating the new EJ element. The reason for the identification of EJ communities is to focus the EJ element’s policies, goals, and objectives on parts of the City that have experienced a high and disproportionate rate of pollution burden. Specifically, the City will collaborate with and work to empower impacted residents in the EJ communities to establish policy that works to remove and/or remedy the environmental injustices a specific EJ community may be facing.

Similar to how state legislation requires a safety element to be updated as a result of a housing element update, the City is responsible for adopting an EJ element upon

the adoption or next revision of two or more elements concurrently on or after January 1, 2018 (GC § 65302(h)(2)). In this case, updates to the City's Housing and Safety Elements are currently required and will occur concurrently—triggering the need to create the EJ element.

The update to the Community Protection Chapter and reconfiguring of the Community Health and Services Chapter into a new EJ element are the proposed changes that make up the “2022 General Plan Amendment.” For more information on this general process, visit the 2022 GPA webpage:

<https://www.escondido.org/2022-general-plan-amendment>



The State of California defines environmental justice* as:

“The fair treatment and meaningful involvement of people of all races, cultures, incomes, and national origins with respect to the development, adoption, implementation, and enforcement of environmental laws, regulations, and policies” (GC§ 65040.12(e)).

A **hazard** is a danger or risk.

The Community Protection Chapter (aka Safety Element) identifies natural and man-made hazards.

Examples of a natural hazard include fires, flooding, seismic and geologic activities (like earthquakes or liquefaction), and extreme heat. These types of natural hazards can be made worse by climate change.

Examples of a man-made hazard include hazardous materials such as pesticide use, as well as storage and transportation of hazardous materials through the City or at industrial uses.

Adaptation is the process of adjustment to actual or expected effects of an impact, in the case of a Safety Element, the effects of climate change.

Resiliency is the ability of a system to recover quickly from an impact. In the case of a Safety Element, how resilient a community and its systems are to anticipate, recover, or accommodate effects of climate change.

For example, increased occurrences and severity of wildfires is an impact of climate change. How a community adapts to and how resilient a community is to those effects can depend on local, state, and federal policy.

The State of California refers to environmental justice communities as “disadvantaged communities” and defines them as:

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1.2. Why is the City conducting outreach and engagement?

The purpose of the community outreach and engagement plan is to provide an understandable, transparent, and cohesive strategy for informing, consulting, and empowering the community of Escondido on the **2022 GPA**. The State requires a city to provide opportunities for community involvement when amending and updating a general plan (GCS 65351). Community involvement entails not only Escondido residents, but also businesses within the City, other public agencies (such as water districts, public utilities, etc.), and community groups and organizations.

It is important to highlight that community members are holders of local knowledge. It is the responsibility of the City to listen, elevate, and make space for community voices in the planning process. Such space can lead to better and more effective planning decisions. Effective community outreach and engagement represents all stakeholders—those who are directly impacted by environmental justice and safety issues, as well as the public at-large; those with adequate resources for engaging, such as time and energy, as well as those who historically are **marginalized** by traditional methods of outreach.

Community Protection

The Community Protection chapter of the General Plan addresses issues such as flood and fire hazards, geological and seismic activity, and hazardous materials. The State mandated update to the City's Community Protection chapter will include new information regarding wildfire hazards, climate resiliency and adaptation, and evacuation routes. Within the boundaries of the City and sphere of influence are **moderate, high, and very high fire hazard severity zones** (HFHSZ and VHFHSZ). Within these fire hazard severity zones are residential and nonresidential development where people live, work, and exist. Since the 2022 GPA will entail updates to the Community Protection chapter regarding fire hazards, climate resiliency and adaptation, and evacuation routes, community involvement is important to ensure these stakeholders are informed and have space to provide input to the City regarding any policy changes.

Key Terms

2022 General Plan Amendment (2022 GPA):

The concurrent work effort by the Planning Division to update the Community Protection Chapter and reconfiguring of the Community Health and Services Chapter into a new Environmental Justice Element.

Marginalized: Treated as insignificant.

Moderate, high, and very high fire hazard severity zones:

California law requires CAL FIRE to identify areas based on the severity of fire hazard that is expected to prevail there. These areas, or “zones,” are based on factors such as fuel, slope and fire weather. There are three zones, based on increasing fire hazard: medium, high and very high (CAL FIRE, 2022).

Environmental Justice

Environmental Justice (EJ) takes place within a complex framework of interrelated issues. **One of the most important pieces of environmental justice is the acknowledgment and effort to remedy the disproportionately high and negative impacts on the health and environmental wellbeing of low income communities and communities of color that occurred over the development of modern society.** To start this process, identification and outreach to these communities must occur with integrity and concerted effort by those who have historically upheld processes, programs, and policies that play a role in perpetuating such marginalization. Historically, those in power, such as governments and corporations, upheld such inequitable structures. Therefore, it is incredibly important for those tasked with creating environmental justice policies, objectives, and goals to acknowledge the marginalization of groups perpetuated by the current systems in place, assert a clear vision for rebuilding community strength and ownership, and work toward engagement that is meaningful and equitable for our environmental justice communities.



Transit Center. Source: City of Escondido, 2021



1.3. How does this document work?

This document is intended to act as a living document. Instead of a static plan, the City will update the plan quarterly to reflect outreach and engagement efforts that occurred during the quarterly time period (i.e., every 3 months). This provides a single location for community members to access information about the outreach and engagement process, including the plan's progress during implementation. It is important to note that methods and strategies for outreach and engagement will not change, unless it is to add additional methods of outreach and engagement. In other word, this plan will not change to lessen or decrease outreach and engagement for the 2022 GPA process. Instead, changes will entail capturing feedback from the stakeholders and community members, tracking efforts, and providing a summary on what efforts transpired, such as meeting dates, number of people in attendance, etc.

Throughout this plan are **(forthcoming)** text, which show where future text updates will occur.

This living document will help City staff and stakeholders understand what methods of outreach and engagement are most effective in our communities, and where improvements can be made for future efforts. Outreach, engagement, and the overall public participation process is always a work in progress that must be continuously improved upon in order to empower our community in the decision-making process.



1.4. Why one outreach and engagement plan for both documents?

Environmental justice as a concept is far reaching, and as a theme, can translate to all elements of a general plan. For example, the Community Protection chapter discusses fire hazards within the City, including wildfires. When fires occur, such as a wildfire, particulate matter from smoke and ash can impact certain communities more than others, such as outdoor workers, unsheltered individuals experiencing homelessness, and individuals with underlying health conditions. In this example, these disproportionate impacts from fire are an environmental justice issue. Another example of how the Community Protection chapter and environmental justice overlap

pertains to disaster response. Individuals and communities who speak languages other than those emergency messages are relayed in (i.e., English and Spanish) may struggle with timely response in the event of an emergency, such as wildfire evacuations.

Since any update of two general plan elements triggers the creation of an environmental justice element, it is appropriate for the concurrent outreach effort between the Community Protection chapter and EJ element. The City's 6th Cycle Housing Element Update is nearing completion, so this plan is only for the safety and EJ elements.

1.5. What do you mean by “outreach” and “engagement?”

Community engagement transcends outreach, and works to facilitate community agency and power in shaping policy within the City. It is often suggested, but not mandated, and ranges on a spectrum from marginalization of the community members/groups/individuals, to collaboration and deferment of decision to the community. To help visualize this spectrum, Figure 1 on the following page illustrates a spectrum of public participation developed by Rosa Gonzalez of Facilitating Power.

City Definition

For the purposes of the 2022 GPA, the City’s definitions of “outreach” and “engagement” are provided below.

- **Outreach** is the process of communicating, informing, consulting, and involving stakeholders of an action the City intends to carry out, such as the 2022 GPA.
- **Engagement** is the long-term effort to collaborate with and whenever possible, defer to the community.

Stakeholder and Community Definition

Stakeholders and community members will establish their own definitions of “outreach” and “engagement” as part of the public participation process. These definitions will provide insight to City staff on how best to engage and reach our community.

- **Outreach**
 - Stakeholder Definitions of “Outreach” – See Page 13
 - Community (*forthcoming*)
- **Engagement**
 - Stakeholder Definitions of “Engagement” – See Page 14
 - Community (*forthcoming*)



Transit Center. Source: City of Escondido, 2021

1.6. Outreach and Engagement Contact

The 2022 GPA project planner is Veronica Morones. Anyone seeking information on the 2022 GPA should contact:

Veronica Morones, Senior Planner
760-839-4548
Vmorones@escondido.org

Stakeholder Definitions of “Outreach”

How do you define “outreach?”

Reaching out to community members, key stakeholders, etc. to “bring them in” to whatever it is you’re doing or planning

Providing residents information on important topics

Giving everyone who might have a stake in something a chance to weight in on something

Reaching the whole community with pertinent information and being as inclusive as possible

Listening to different aspects and viewpoints of the community

Creating communication channels and being sensitive to access

Person to person conversations to learn from residents/members and provide resources and information when appropriate

Outreach is making the effort to contact people who would not be involved without that contact being made

Email, social media, (Facebook). Since Escondido has high Latino population, Spanish radio is recommended

To reach out to the community and empower them to make decisions relation to their wellbeing

Culturally sensitive education, using language that speaks to them

Providing opportunities to community members to effectively advocate for their own interests where decisions are being considered and made listening issue

Engagement is communication back and forth not just putting information out but listening with an open mind

Creating an interest and hearing from someone (from your community) who could accessibly disseminate info

Providing direct service/access to information, how can residents respond to topics & become involved

Meeting the community where they are at

Engaging others to gather input and ideas

Going to where people are

Connection to share & receive information

Going beyond your usual scope to connect, educate, inform, provide service to others

Making people aware of opportunities in culturally relevant constructs

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

Providing resources and meeting people’s needs before asking for something in return

Stakeholder Definitions of “Engagement”

How do you define “engagement?”

Connecting with others

Active involvement

Active listening

Actively listen and responding to need

Partnership building

Establishing a two-way street

Meaningful involvement by both parties

Engagement is a conversation rather than just delivery of information

“Active Listening” to the community, and prompt, thorough response

Outreach is successful and people respond to the issue

Understanding and not just listening

Thorough reach through trusted messenger

Getting everyone to share their perspectives, consider other’s perspectives, and get involved in general

To elicit a respond be that action or word

Two way conversation

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

In person meetings are ideal, but Zoom or other virtual meeting venues are also good. Active listening, encourage new speakers

Hearing from someone in your community to accessibly disseminate the information on why it matters

THE SPECTRUM OF COMMUNITY ENGAGEMENT TO OWNERSHIP

▶▶▶▶▶ INCREASED EFFICIENCY IN DECISION-MAKING AND SOLUTIONS IMPLEMENTATION ▶▶▶▶▶ EQUITY

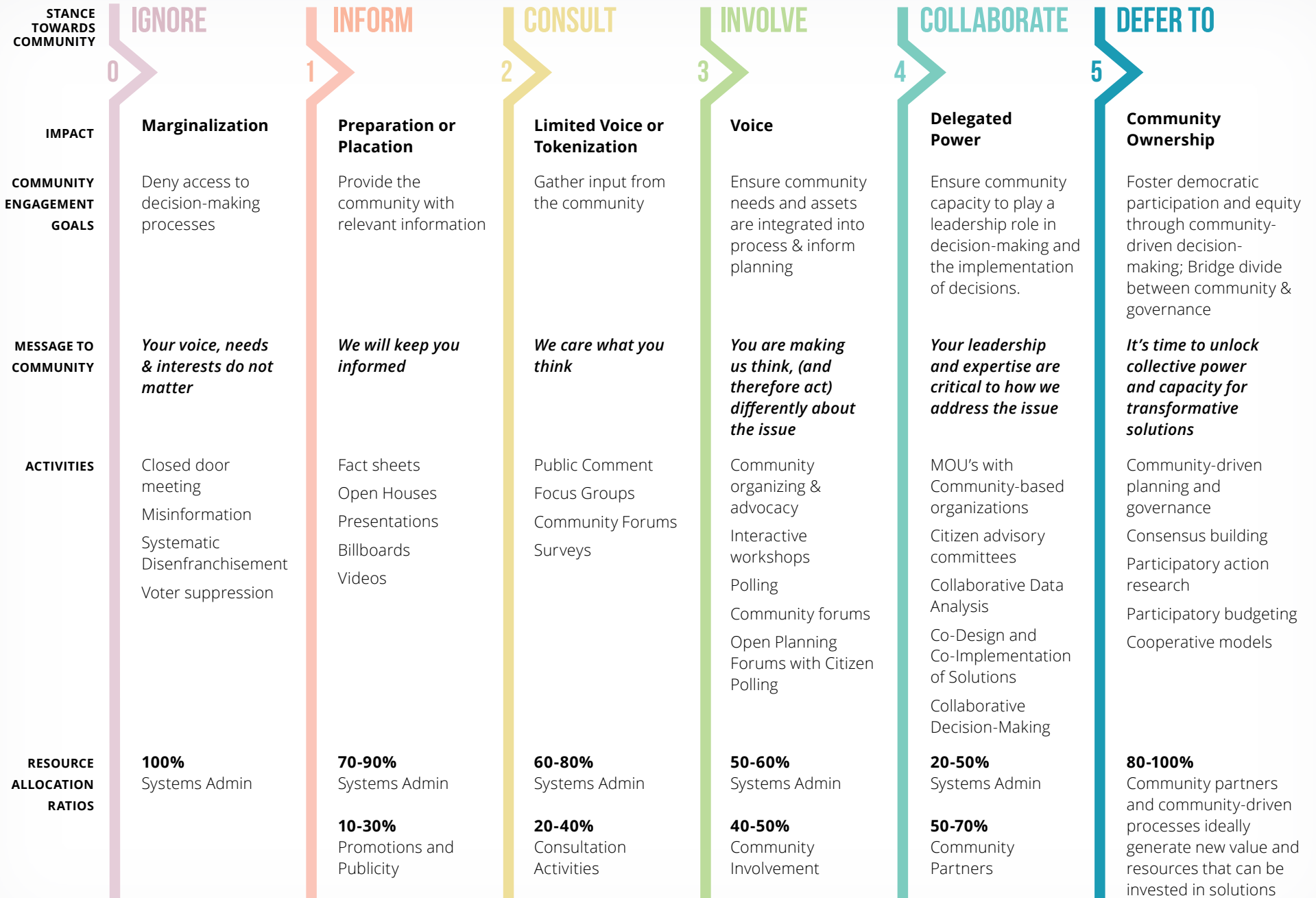


Figure 1 – THE SPECTRUM OF COMMUNITY ENGAGEMENT TO OWNERSHIP

2. Goals

2.1. What are the Goals of this Plan?

The goals of this plan are detailed below and separated into three categories. City staff drafted the first set of goals to provide a base framework for stakeholders to work from. External stakeholders, such as community organizations, other public agencies, and the general public, will establish the second set of goals. Communities most likely impacted by the update to the Community Protection chapter and new environmental justice element, such as EJ communities and those in hazard zones, will define the final set of goals.

City **GOALS:**

- A. Maintain this community outreach and engagement plan as a living document, to be updated throughout the outreach and engagement process.
- B. Involve and collaborate with the Escondido community and stakeholders to ensure meaningful outreach and engagement occur as a part of the 2022 GPA process.
- C. Provide resources and opportunities to the Escondido community to explore community ownership and community lead efforts in the 2022 GPA process, and in future policy making within the City.
- D. Empower the Escondido community, especially those who live and work in our EJ communities and in hazard zones, to provide local knowledge and expertise in the 2022 GPA process.

- E. Ensure communities historically marginalized in the public outreach and engagement process are provided space to contribute at their discretion.
- F. Eliminate barriers surrounding public engagement, including, but not limited to: language, time of day, and location/mobility. Prioritize the following:
 - Translation services for outreach and engagement activities and materials, at minimum in English and Spanish, with an effort to increase capacity for other languages, such as Tagalog, Mandarin, and Vietnamese.
 - Hold outreach and engagement activities during various times of day, days of the week, and locations throughout the City to ensure adequate opportunities for community members to attend.
 - Provide healthy refreshments at any in-person events.
 - Use both in-person and virtual meetings equally.
 - Conduct a majority of outreach outside of City Hall and within the community at-large.

Community at-large and Stakeholders

GOALS:

Stakeholder Goals – See Page 17

Community Goals: *(forthcoming)*

Safety and EJ communities

GOALS:

(forthcoming)

Stakeholder Goals

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

Open forum discussion with the community at large

Scheduling roundtables during community events, health fairs, school meetings, etc.

Providing options for those that are time or location-constrained

All materials in Spanish

Participation by youth

Is a youth paid internship program possible?

Open forum, encourage student participation, overlap with middle schools and high schools. Make sure invitations make everyone welcome, and encourage comment from individuals who don't usually participate....We want to hear from everyone possible

Regular rotation and appearance of City Council and staff listening sessions to occur at established locations throughout the city so people get used to attending and interacting with their friends, Council, and Staff reps

Lilian made a very good point when she mentioned the need to reach out to people in a way they can relate to or which makes them feel welcome

Partner with so-called trusted messengers who can be intermediaries between you and those you're trying to reach

Council and staff sessions regularly held throughout the city with translation provided so that people can get used to interfacing with council and staff reps

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

Youth involvement

Involving the immigrant community

Participation by youth

A clear and transparent plan/timeline available to the public

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

Getting the perspective of people from as many different backgrounds and groups as possible

Having incentives/food for participants

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

Participation that involves all the different population in the city

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

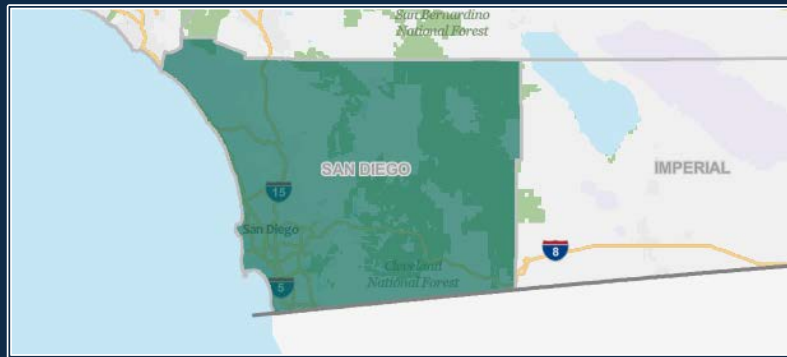
Using simple, clear language and avoiding jargon

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

3. Community Snapshot & Equity Assessment

3.1. San Diego County Demographics

San Diego County is located in the southwest corner of California, sharing an international border with Mexico to the south, and the Pacific Ocean to the west. The information shown below details the overall county demographic data as a baseline for comparison against the jurisdiction-specific data for the City of Escondido (next page). Data in this section is provided by the San Diego Association of Governments and the US Census Bureau.



San Diego County



Total Population
3,343,349



Median Age
35.4



Median Household Income
\$72,239



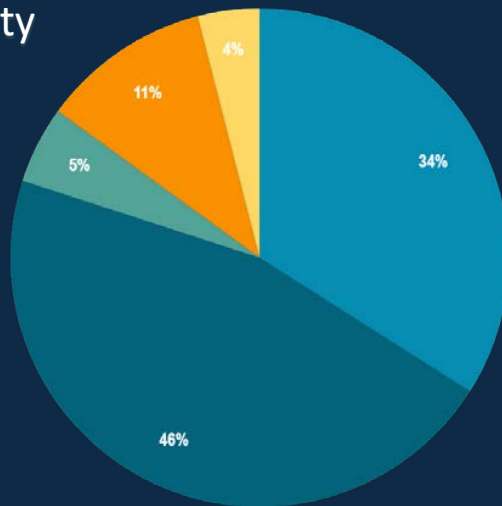
Language Other than English Spoken at Home
36.7%



Without Health Care Coverage
8.0%

Race & Ethnicity

- White
- Hispanic
- Native American & AAPI*
- Black
- All Others

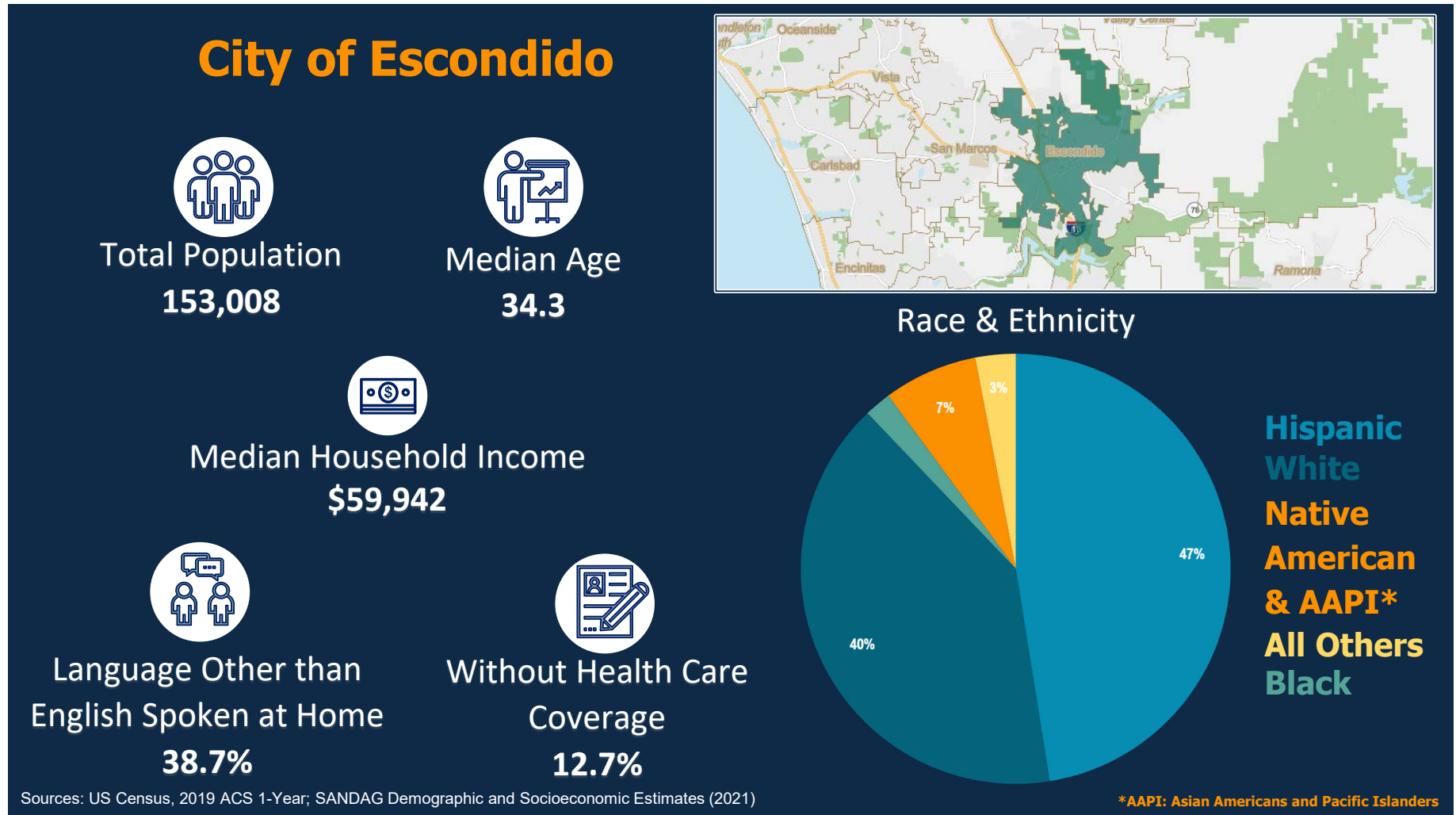


*AAPI: Asian Americans and Pacific Islanders

Sources: US Census, 2019 ACS 1-Year; SANDAG Demographic and Socioeconomic Estimates (2021)

3.2. Escondido Demographics

The City of Escondido is located in the north eastern portion of San Diego County, at the intersection of Interstate 15 (I-15) and State Route 78 (SR-78). The information shown below details Escondido's demographic data for comparison to the whole of San Diego County. Data in this section is provided by the San Diego Association of Governments and the US Census Bureau.



3.3. Existing assessment of outreach

Mandated notification and outreach, such as those outlined in federal, state, and local laws, as well as guidance on best practices for outreach provided by the public, private, and non-profit sectors, shapes the current climate of outreach and engagement in community and city planning.

Housing and Community Investment Study Public Participation Plan, June 2020

The Housing and Community Investment Study (HCIS) included a public participation plan (PPP), outlining goals and engagement strategies for outreach. The HCIS PPP acknowledged the need to identify community-supported solutions, and that a broad spectrum of stakeholders warrants varied methods of outreach. One of the goals of the HCIS PPP placed particular emphasis on outreach to typically under-served or underrepresented populations in the City, such as Spanish speakers, youth/students, seniors, and disadvantaged community members.

The outreach conducted as a part of the HCIS process included two phases comprised the following activities:

- HCIS specific webpage, with electronic comment form and draft/final documents posted for access <https://www.escondido.org/hcis>
- Virtual workshops held in July 2020 and October 2020
 - Direct mailers, electronic e-blasts, and electronic flyers for the workshops in English and Spanish, and specific to residents and businesses
 - Recording of the virtual meetings posted to the webpage
- Article in Coast News, dated July 28, 2020
- Planning Commission and City Council meetings/status updates
- Online Survey in English and Spanish

Outreach conducted under the HCIS PPP included two (2) workshops with a total of 23 attendees and seven (7) public comments, as well as a business survey to 109 business recipients within the proposed East Valley Specific Plan area, with a total of 43 responses.



City of Escondido Aerial. Source: City of Escondido, Spring 2021

Community Outreach Plan for the Climate Action Plan Update, June 2018

The 2018 Climate Action Plan (CAP) update included a community outreach plan that defined the goals and principles of engagement, detailed how the public would be involved in the process, and outlined an outreach program. The outreach program focused on key milestones within the CAP update to trigger outreach and information sharing through specific outreach tools. The outreach tools listed include best practices, such as going out into the community instead of relying on the community to come to city facilities and utilizing existing communication networks; as well as notification lists for disseminating information; press releases; and CEQA notices.

The outreach conducted as a part of the HCIS process spanned approximately five months, and included two phases with the following activities:

- CAP specific webpage
<https://www.escondido.org/climate-action-plan-documents.aspx>
- Public workshop held on July 30, 2018
- Six (6) E-Newsletters
- Eight (8) Mobile workshops
- 12 Planning Commission and four (4) City Council meetings/ status updates

Outreach conducted under the CAP outreach program touched over 21,000 electronic recipients via email blasts and newsletters to existing email lists maintained by the City, and 251 individuals in person via the mobile workshops, July 30, 2018 workshop, and public meetings. During these efforts, the City obtains a total of 43 informational surveys and 42 CAP specific worksheets.



Old Escondido Neighborhood Group. Source: City of Escondido, Spring 2021

3.4. Equity Assessment and Community Focus

Based on the data shown under Sections 3.1 and 3.2, Escondido is a highly diverse community. Escondido and greater San Diego County have similar median ages and number of residents that speak a language other than English at home, illustrating that Escondido mirrors some countywide attributes. However, the median household income and percent of those without health care coverage are both lower than the overall countywide area, conveying that Escondido has lower income households who may lack access to employment that includes healthcare benefits (i.e., lower paying jobs). Escondido's population is a majority Hispanic in comparison to any other race or ethnicity, unlike the countywide area. As persons of color comprise the majority of the City's population (60%), coupled with lower median household incomes, an inference can be made that environmental justice issues most likely exist within the community. A higher percentage of people without health care coverage suggests that EJ policies are crucial to ensuring fair treatment.

When framed all together--the demographic data, the definition of EJ, the safety topics in the Community Protection chapter, as well as the past outreach plans conducted by the City--the communities of focus for outreach



and engagement will include those historically underrepresented and underserved by institutions of power, such as:

- **lower income communities;**
- **linguistically isolated communities**
- **communities of color**

Similar to goals found within the HCIS PPP, outreach and engagement must include translated materials for all residents, and interpreters should be used. With a median population age of mid-thirties, a concerted

effort to engage with both youth (under 17) and the senior community (over 65) should occur. Individuals and communities of persons with disabilities and those who may be experiencing homelessness should also be included in this outreach and engagement plan, through local healthcare providers and advocacy groups on homelessness.

City staff will conduct a preliminary spatial analysis as part of the EJ element to determine where potential EJ communities are located within the City. Once this analysis is complete, additional outreach and engagement will occur within these areas to facilitate dialogue based on the results, with the intent to allow the community to finalize the EJ community locations. It is important to acknowledge there may be areas that data mapping does not accurately identify (or identify entirely) that community members may have intimate knowledge of.

Overall, outreach and engagement will occur at the citywide level, as well as pointed efforts to connect with historically marginalized communities in an effort to exceed the two most recent outreach efforts conducted by the City's Planning Division.

4. Actions and Strategies for Outreach and Engagement

In addition to the actions and strategies listed below, staff will attend meetings, and discuss with community members and stakeholders, as requested.

4.1. Standard Public Participation Requirements

State and local laws require, at a minimum, the following public noticing and participation opportunities for the 2022 General Plan Amendment (2022 GPA) process. The methods listed below will occur as a result of the 2022 GPA.

- **Public Meetings**

The City's Municipal Code, Chapter 33, Article 61, Division 4 requires City Council review of amendments proposed to City policy documents, such as the general plan. Article 61 requires two public hearings for a proposed general plan amendment—one before the City's Planning Commission for recommendation to the City Council, and the second for decision by the City Council, consistent with State law.

PROJECT MILESTONE: Quarterly status meetings; public hearings for action on a final document (late 2022)

- **Newspaper Noticing**

The City's Municipal Code, Chapter 33, Article 61, Division 6 requires public noticing of a proposed general plan amendment. For public hearing items such as this, notice must be published in at least one newspaper of general circulation within the community at least 10 days prior to the scheduled public meeting. Government Code Section 65091(a)(4) requires the newspaper notice be at least a one-eighth page in size.

PROJECT MILESTONE: Prior to all status meetings and major project deliverables; public hearing for action on a final document (late 2022)

- **CEQA Review**

California Public Resources Code, Division 13 details the California Environmental Quality Act (CEQA) statute and the California Code of Regulations, Title 14, Division 6, Chapter 3 detail the guidelines for implementation of the CEQA review process. Depending on the scope of CEQA review applicable, certain notice requirements must be enacted by the City. Upon CEQA review for the 2022 GPA, the appropriate notification process associated with the level of environmental review will occur.

PROJECT MILESTONE: Summer 2022



San Pascual Valley
Source: City of Escondido, Spring 2021

- **Native American Tribal Consultation**

Senate Bill (SB) 18 requires local governments to consult with tribes prior to making certain planning decisions and to provide notice to tribes at certain key points in the planning process. SB 18 is required for amendments to a general plan and specific plans. The 2022 GPA involves an amendment to the City's General Plan and so SB 18 consultation and noticing is required.

PROJECT MILESTONE: February 2022

Assembly Bill (AB) 52 applies to any project for which a CEQA Notice of Preparation, Notice of Mitigated Negative Declaration or Notice of Negative Declaration is filed. In the event that any of these notices is required pursuant to the required CEQA review, AB 52 noticing and consultation will occur.

PROJECT MILESTONE: With CEQA review (Summer 2022)

4.2. Notification of the 2022 General Plan Update process

These are methods that the City will use to notify residents and other stakeholders of the 2022 GPA process. City staff will use these methods to advertise upcoming public workshops and events throughout the entire process.

1. Webpage and social media (i.e., Instagram, Facebook, etc.)

(inform)

- a. [2022 GPA Webpage](#)
- b. [Facebook](#)
- c. [Instagram](#)
- d. [YouTube](#)
- e. [Nextdoor](#)

PROJECT MILESTONE: Ongoing

2. Electronic notification to:

- a. Interested Parties Email List *(inform)*
- b. Existing City and External Stakeholder Email Lists *(inform)*

PROJECT MILESTONE: Ongoing

3. Mailers *(inform)*

PROJECT MILESTONE: Upon assessment of adequate budget and completion of preliminary determination of EJ community locations

4. Quarterly Planning Commission Status Meetings *(consult)*

- a. Newspaper notices, email notification to the 2022 GPA interested parties list, and updates to the City's webpage will occur prior to scheduled meetings.

PROJECT MILESTONE: Quarterly

5. In-person outreach *(inform/consult)*

- a. Engage with a captured audience via partnerships, such as:
 - i. Outreach events at participating EUHSD schools.
 - ii. Tuesday Talks at the Park Avenue Community Center.

PROJECT MILESTONE: Ongoing

6. Event Engagement *(inform)*

- a. Attend reoccurring events, such as the Escondido Farmer's Market, to distribute information to those in attendance.

PROJECT MILESTONE: Ongoing



Kit Carson Park. Source: City of Escondido, 2021

4.3. Involvement and Collaboration on the 2022 General Plan Update Process

Survey

The City will prepare a survey for the 2022 GPA. The goal of the survey will be to gauge a baseline of the community's knowledge of the Community Protection chapter, environmental justice, the City's General Plan, and community outreach and engagement. The survey will be emailed out to the 2022 GPA interested parties list, existing listservs maintained by the City, and be posted on the City's webpage. Results from the survey will allow staff to conduct better collaborative events within the community and provide overall feedback on such topics to help guide future outreach efforts.

PROJECT MILESTONE: Ongoing

Stakeholder Roundtable Discussions

Roundtable discussions are intended to involve organized stakeholders in the outreach and engagement process. During these discussions, City staff will work with organized stakeholders to identify meaningful and successful methods for conducting outreach and engagement in communities most likely to be impacted by the updates to the Community Protection chapter and EJ element. During these roundtable discussions, City staff will provide preliminary mapping analysis of areas within the City that are likely to be identified as EJ communities based on guidance provided by the State, as well as maps of hazard zone areas within the City. Feedback from stakeholder roundtable discussions will be used to hone methods for outreach and engagement, establish additional resources for engagement, and obtain insight and feedback from community stakeholders.

Below is a sample list of entities that will be contacted to attend roundtable opportunities and is *not an exhaustive list*.

- Neighborhood Leadership Groups
- Education COMPACT
- Interfaith Community Services
- Vista Community Clinic (VCC)
- Escondido Creek Conservancy
- Escondido Public Schools Librarians
- Neighborhood Healthcare
- People to the Park
- Faith Leaders
- Native American Tribal Governments
- North County Climate Change Alliance
- North County Food Policy Council
- North County Transit District (NCTD)
- North County Sierra Club Group
- San Diego Housing Federation
- San Diego Air Pollution Control District
- San Diego Food System Alliance
- San Diego Climate Action Network
- National Association for the Advancement of Colored People (NAACP)

PROJECT MILESTONE: March – April 2022

At-large Community Workshops

Community workshops are intended to provide a space for community members to attend (in person or virtually) to learn about environmental justice and the City's Community Protection Chapter of the General Plan. These workshops will include, but not be limited to, educational and interactive components such as mapping areas of concern, polling issues and topics of concern from community members, and providing question and answer forums for discussion.

PROJECT MILESTONE: May – July 2022

4.4. Collaboration and Deferment to Safety and Environmental Justice Communities

In addition to potential methods and best practices that may come from the Stakeholder Roundtable Discussions, the following outreach and engagement efforts will occur, at minimum. Additional outreach and/or engagement opportunities may arise based on community feedback.

Open Houses within Specific Communities

Open houses within specific communities will present information about the existing conditions identified within the community as they pertain to EJ topics (i.e., pollution exposure, food access, etc.) and updates within the Community Protection chapter (i.e., evacuation routes, etc.). The goal of an open house is to provide potential alternative scenarios for the future, and to answer questions from participants. During an open house, community members may view data and draft maps in a casual environment. City staff will hold open houses during day, evening, and/or weekend hours to accommodate a range of work and family schedules. Open houses may be held at a church, school, community center, local business, or another location that is easy to reach via transit, foot, or bicycle, so that it is accessible for all community members.

PROJECT MILESTONE: After EJ Communities are identified (anticipated Summer 2022), as needed.

Specific Community Focus Groups

The specific community focus groups are meant to engage those living and working within the preliminarily identified EJ communities for their insight, input, and collaboration on the content of the document

and location of EJ communities within the City. Focus groups allow community members the space and opportunity to express their views in a candid way, and may include expanding on discussions held at a larger community workshop or meeting. Examples of types of community members who might be interviewed in a specific community focus group include local residents, decision makers, environmental advocates, land owners, developers, business owners, employees, or the education community that are tied geographically to key communities. In order to ensure the process is accessible, transparent, and accountable, focus group members and topics must be carefully considered and a summary of the discussion(s) will be published within this document during quarterly updates.

PROJECT MILESTONE: After EJ Communities are identified (anticipated Summer 2022).

Environmental Justice Community Advisory Group

A dedicated EJ community advisory group, comprised of individuals who live and/or work within identified EJ communities, creates a formal way to consult with community EJ experts during this process to enable better monitoring and implementation of a EJ element. It affirms the importance of EJ issues for the general plan process, as well as to the City. Once an EJ community advisory group is established, continued education on EJ issues would occur for all members. The group would provide a space for community members to convey potential new EJ issues arising within their communities. An EJ community advisory group would not be established until preliminary mapping of EJ communities occurs.

PROJECT MILESTONE: After EJ communities are identified, through implementation.

5. Outcome of Community Outreach and Engagement

This section of the draft plan will be updated quarterly as community outreach and engagement occurs.

November 2021 through January 2022

Below is a list of all meetings City staff attended, beginning November 2021 through January 2022. With exception of the Planning Commission meeting in December 2021, outside stakeholders organized and requested staff's attendance at all meetings listed for discussion on the 2022 General Plan Amendment.

| Date | Group and/or Event | Location | Topics Discussed |
|------------|--|----------------|---|
| 11/29/2021 | Sierra Club North County Group and NAACP | Virtual | 2022 General Plan Amendment process and overview and 6th Cycle Draft Housing Element |
| 12/8/2021 | Escondido Together Safe Leaders | Trinity Church | 2022 General Plan Amendment process and overview; environmental justice; green space/tree cover; affordable housing; outreach efforts |
| 12/13/2021 | Escondido Union High School Dist. | EUHSD Offices | 2022 General Plan Amendment process and overview; coordination for potential events within EUHSD schools |
| 12/14/2021 | Planning Commission (Kickoff Meeting) | City Hall | 2022 General Plan Amendment process and overview and 6th Cycle Draft Housing Element |
| 12/20/2021 | Vista Community Clinic | Virtual | How VCC can support outreach and engagement generally |
| 1/7/2022 | Juan Reynoso (City Resident) | Virtual | Environmental justice and compliance with Senate Bill 1000 |
| 1/18/2022 | Healthy Escondido Coalition Meeting (via Vista Community Clinic) | Virtual | Staff attended and did not present. |
| 1/25/2022 | Escondido Community Housing Coalition | Virtual | 6th Cycle Draft Housing Element Comments |
| 1/27/2022 | San Diego Housing Federation | Virtual | 6th Cycle Draft Housing Element Comments |

February 2022 through April 2022

| Date | Group and/or Event | Location | Topics Discussed |
|-------------|--|--------------------------|---|
| 2/15/2022 | Healthy Escondido Coalition | Virtual | 2022 General Plan Amendment process and overview |
| 2/22/2022 | Escondido Community Housing Coalition | Virtual | 2022 General Plan Amendment process and overview and draft outreach and engagement plan. Discuss comment letter provided on draft outreach and engagement plan |
| 2/22/2022 | Planning Commission (Draft Outreach and Engagement Plan) | City Hall | Overview of draft outreach and engagement plan – request for input and feedback |
| 3/9/2022 | Escondido Together Safe Leaders | Hidden Valley Zen Center | Updated on where we are at in the 2022 GPA process |
| 3/24/2022 | Escondido Young Democrats | Virtual | 2022 General Plan Amendment process and overview |
| 4/15/2022 | Organized Stakeholder Roundtable Meeting | Virtual | 2022 General Plan Amendment Outreach and Engagement, best practices, goals for the 2022 GPA |
| 4/20/2022 | Organized Stakeholder Roundtable Meeting | Virtual | 2022 General Plan Amendment Outreach and Engagement, best practices, goals for the 2022 GPA |
| Spring 2022 | Print ad in Escondido Recreation Guide (mailed to all City of Escondido residents) | Mail/Print (Page 45) | The 2022 Summer Recreation Guide can be found here: https://issuu.com/escondidorecreation/docs/summer_guide_2022_final |

May 2022 through July 2022

| Date | Group and/or Event | Location | Topics Discussed |
|-----------|--|--|---|
| 5/5/2022 | Sierra Club North County Group & Escondido Climate Advisory Group (ECAG) | Virtual | Discussion on the environmental justice element and implementation of the Climate Action Plan |
| 5/16/2022 | San Pasqual High School (3 classes) | In Person | 2022 General Plan Amendment process and environmental justice activity |
| 5/19/2022 | Tribal Consultations with the San Luis Rey Band of Mission Indians | Telephone | Described overall project and idea of reoccurring meetings; Initial SB18 consultation; discussed 2022 GPA process |
| 6/16/2022 | National Latino Research Center (NLRC) | Virtual | Overview of the 2022 General Plan Amendment Process |
| 6/18/2022 | Food Distribution | Neighborhood Health Care Clinic 425 E. Date | Distributed fliers to all households receiving boxes |
| 6/23/2022 | Food Distribution | Farr Elementary School | Distributed fliers to all households receiving boxes |
| 7/15/2022 | CAFÉ Meeting | Virtual | Overview of the 2022 General Plan Amendment Process |
| 7/16/2022 | Neighborhood Health Care Community Health Fair | Neighborhood Health Care Clinic 425 E. Date | 2022 GPA Outreach Activity for Community Input |
| 7/16/2022 | Succulent Swap | Escondido Library | 2022 GPA Outreach Activity for Community Input |
| 7/26/2022 | Planning Commission | City Hall | Information update on the 2022 General Plan Amendment and outreach process |
| 7/31/2022 | Escondido PRIDE | Kit Carson Park | 2022 GPA Outreach Activity for Community Input |




August 2022 through October 2022

(forthcoming)

November 2022 through December 2022

(forthcoming)



6. Frequently Asked Questions (FAQs)

(forthcoming)

7. References and Resources

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Additional definitions of environmental justice:

- California Environmental Protection Agency (CalEPA): <https://calepa.ca.gov/envjustice/>
- US EPA: <https://www.epa.gov/environmentaljustice/learn-about-environmental-justice>
- Detroiters Working for Environmental Justice: <https://detroitenvironmentaljustice.org/what-is-environmental-justice/>



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<https://www.escondido.org/2022-general-plan-amendment>