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:
Involv 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, safe environment. Our community supports a wide range of housing types, quality educational facilities and diverse employment opportunities. Consistent transportation systems and unique cultural and historical sites contribute to the quality of life as the perfect place to live, work, and play.

Our lively services includes distinctive, exciting land uses and activities. Sustainable strategies and pathways contribute to these projects. Existing vibrant neighborhoods and preserved wild lands. Our vision for quality and managed growth ensures the adequate provision of services, preserves open space, and enhances the character of established rural communities and ensures sustainability for our children’s future. Refer to Section 11 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 policies 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 political and administrative processes in 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 livability in a range to live, work, and play. The General Plan represents both an evaluation and vision of the future that will guide planning processes established 2015 as the “vision year.” The goals and policies are aimed at guiding growth and development in that direction.

- Very Familiar (encounter them regularly)
- Somewhat Familiar (reviewed/read chapters or sections)
- I have heard the term, but never seen one
- I have never heard of them

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<tr>
<th>Level</th>
<th>Number</th>
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<td>Very Familiar (encounter them regularly)</td>
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<td>Somewhat Familiar (reviewed/read chapters or sections)</td>
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<td>I have heard the term, but never seen one</td>
<td>3</td>
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<td>I have never heard of them</td>
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How familiar are you with environmental justice?

- Very (I can provide a definition) - 2
- Somewhat (I have a general idea) - 2
- I have heard the term, but am not sure what it means - 1
- I have never heard this term before - 0
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
How do you define "outreach?"

- Meeting the community where they are at
- Connecting with a community on shared goals in a collaborative manner
- Connection to share & receive information
- Engaging others to gather input and ideas
- Listening and learning - not just "educating"
- Going beyond your usually scope to connect, educate, inform, provide service to others
- Going to where people are
- Trying to reach as many populations as you can
- 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
<table>
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<tr>
<th>Definition</th>
<th>Example</th>
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<tr>
<td>connecting with others</td>
<td>partnership building, meaningful involvement by both parties</td>
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<td>actively listen and responding to need</td>
<td>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</td>
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<tr>
<td>establishing a two-way street</td>
<td>Active listening</td>
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<td>Active involvement</td>
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<td>Active listening</td>
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0 questions
0 upvotes
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
Preliminary Mapping: CES4 and Statewide MHI
Preliminary Mapping: CES4 and Statewide MHI (Dot Map)
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
- Actually listening to people and USING their input
- Putting more money, resources, and power in the hands of the people.
- Ask the people
- Being transparent and acknowledging the power dynamics and historic underinvestment at the forefront.
- Relationships with those trusted leaders in the community in order to hear from the community
- 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.
0 questions
0 upvotes
Thank you for your time and energy!

For any questions or comments, please contact:
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