Organized Stakeholder Roundtable Meeting

2022 General Plan Amendment (2022 GPA)
April 20, 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 check-in
- Break (5 minutes)
- Prelim Mapping of EJ & Safety Communities (18 minutes)
- Draft Outreach & Engagement Methods for the 2022 GPA (18 minutes)
- Q & A check-in
Introductions

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

- respecting the speakers
- ask questions
- listen to learn
- open minded
Purpose & Goals

Purpose:
- Outreach and Engagement

Goals:
- Involve Organized Stakeholders
- Identify Best Practices
- Share Lessons Learned
- Obtain Feedback on Draft Efforts
I. Vision and Purpose

Our Community’s Vision for Escondido

Escondido is envisioned as the vibrant and dynamic cultural, economic, and residential hub of inland North San Diego County. Our shared vision calls for an outstanding quality of life with exemplary public spaces. We enjoy a peaceful and 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 natural environments have contributed to the city’s identity as the perfect place to live, work, and play.

Our key dimensions include distinctive, exciting land uses and activities. Accessible open spaces and pathways ensure community linkages. Thriving residential neighborhoods and commercial centers. Our vision for quality and managed growth ensures the adequate provision of services, preserves views, open space, and enhances the character of established single-family neighborhoods, and assures sustainability for our children’s future. Refer to Section II 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 the community’s boundaries. Escondido’s General Plan reflects the aspirations and values of its residents. The Plan is adopted by the elected representatives with publics ratified by its citizen. The policies within the Plan are intended to become the foundation for decisions by elected and appointed officials. By these means, the General Plan ensures that Escondido retains its unique character and the high 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 the planning process establishes 2035 as the “baseline year.” The goals and policies are stated in guiding growth and development in that direction.

Graph:

- Very Familiar (encounter them regularly): 3
- Somewhat Familiar (reviewed/read chapters or sections): 6
- I have heard the term, but never seen one: 0
- I have never heard of them: 1
How familiar are you with environmental justice?

- Very (I can provide a definition) - 5
- Somewhat (I have a general idea) - 3
- I have heard the term, but am not sure what it means - 2
- 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?"

- 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 weigh 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 providers resources and information were 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.
How do you define "outreach?"

to reach out to community and empower them to make decision in 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 can accessibly disseminate info.

Providing direct service/access to information, how can residents respond to topics & become involved
How do you define "engagement?"

- "Active Listening" to the community, and prompt, thorough response
- Engagement is a conversation rather than just delivery of information.
- Through reach via trusted messenger
- Outreach is successful and people respond to the issue.
- Getting everyone to share their perspectives, consider others’ perspectives, and get involved in general.
- Hearing from someone in your community to accessibly disseminate the information on why it matters.
- Understanding and not just listening
- In person meetings are ideal, but Zoom or other virtual meeting venues are also good. Active listening, encourage new speakers.
- to elicit a response be that action or word
How do you define "engagement?"

Two way conversation
Q&A Check-In

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?
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- 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.

- 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.
Preliminary Mapping of EJ and Safety Communities

CalEnviroScreen 4.0
Preliminary Mapping: CES4 and Statewide MHI
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?

- Engagement through students would be a great strategy for them to then request parent involvement/feedback.
- Collaborating with food distribution sites or local community organizations.
- Information sharing and engagement through businesses where people shop, get healthcare, etc.
- Go to places where the community feels safe.
- Combine outreach and engagement with events people go to. Sports, entertainment, grocery/department store announcements, etc.
- "Employ" voices in the community that are typically not represented.
- Personal engagement like going door to door in vulnerable areas of the community where residents may not frequently access websites, etc.
- Offer something to eat and drink at in person events to attract people to the table.
Q&A Check-In

0 questions
0 upvotes
Thank you for your time and energy!

For any questions or comments, please contact:
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