



# 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



# How familiar are you with general plan documents?

## I. Vision and Purpose



**Our Community's Vision for Escondido**

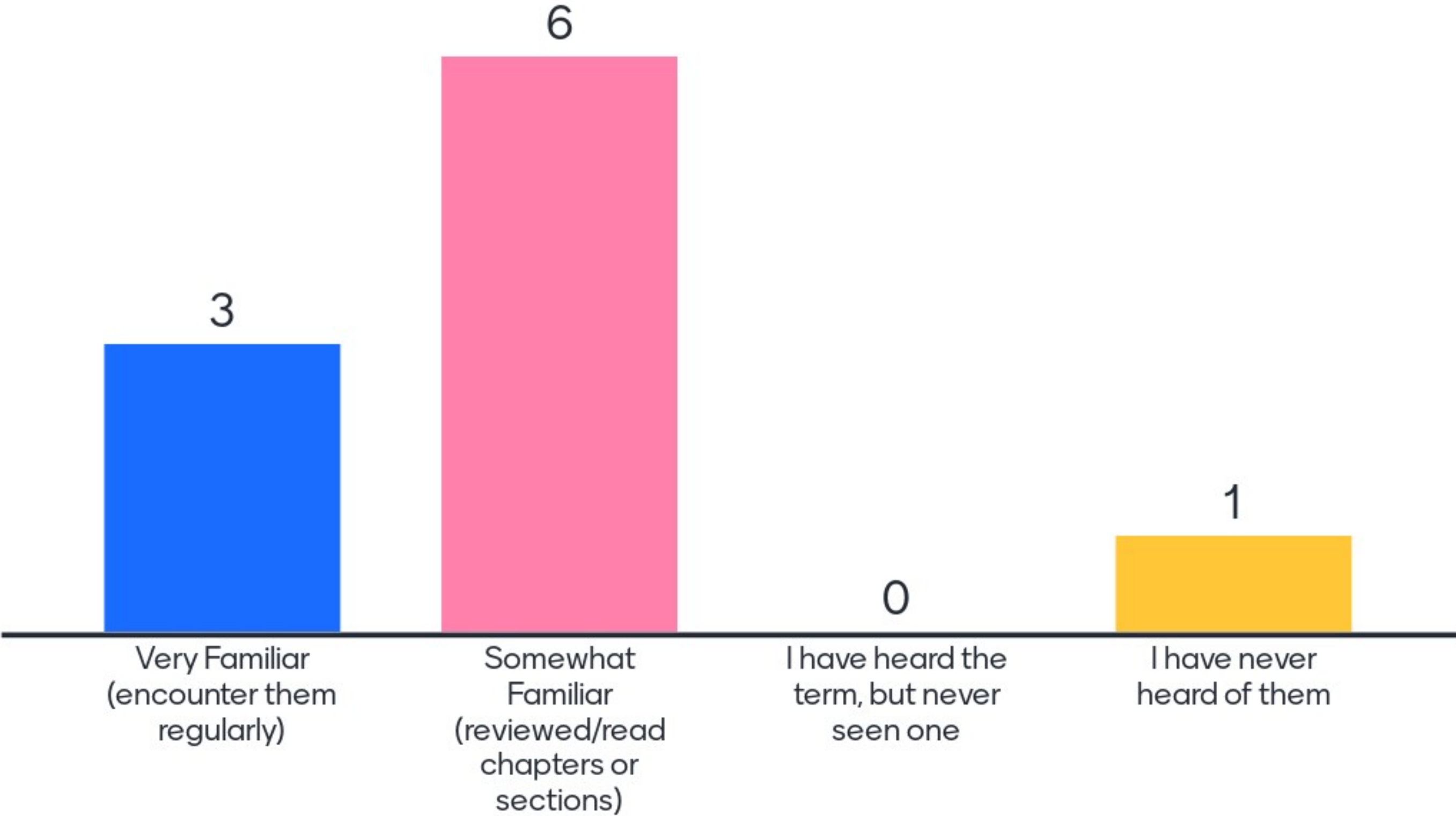
Escondido is envisioned as the vibrant and dynamic cultural, economic, and recreational hub of inland North San Diego County. Our shared vision calls for an outstanding quality of life with exemplary public services. We enjoy a peaceful and safe environment. Our community supports a wide-range of housing 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**

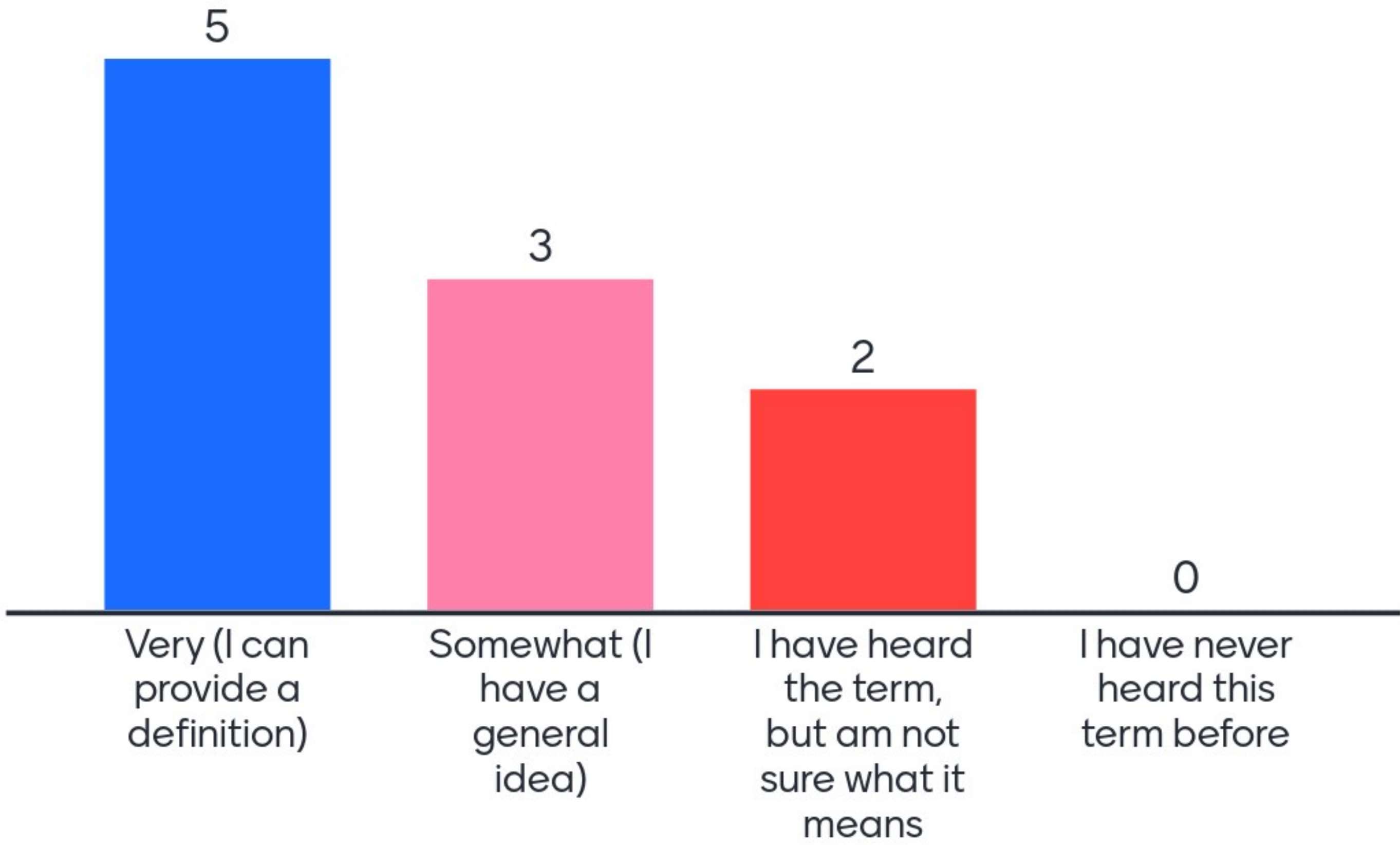
The General Plan is a statement of long-range public policy to guide the use of private and public lands within a community's boundaries. Escondido's General Plan reflects the aspirations and values of its residents. The Plan is adopted by the elected representatives with portions ratified by its citizens. 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

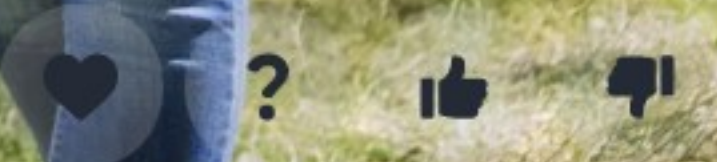
- Fire Hazards
- Climate Adaptation and Resiliency
- Evacuation Routes
- Seismicity
- Hazard Mitigation Plan incorporation
- Mapping/Clean Up Items





## 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





# 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

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

Person to person conversations to learn from residents/ m Members and provider resources and information were appropriate

providing residents information on important topics

Listening to different aspects and viewpoints of the community

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

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

Creating communication channels and being sensitivity to access

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

Outreach is successful and people respond to the issue.

Understanding and not just listening

Engagement is a conversation rather than just delivery of information.

Getting everyone to share their perspectives, consider others' perspectives, and get involved in general.

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

Through reach via trusted messenger

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

to elicit a response be that action or word



# How do you define "engagement?"

Two way conversation



# Q&A Check-In

0 questions

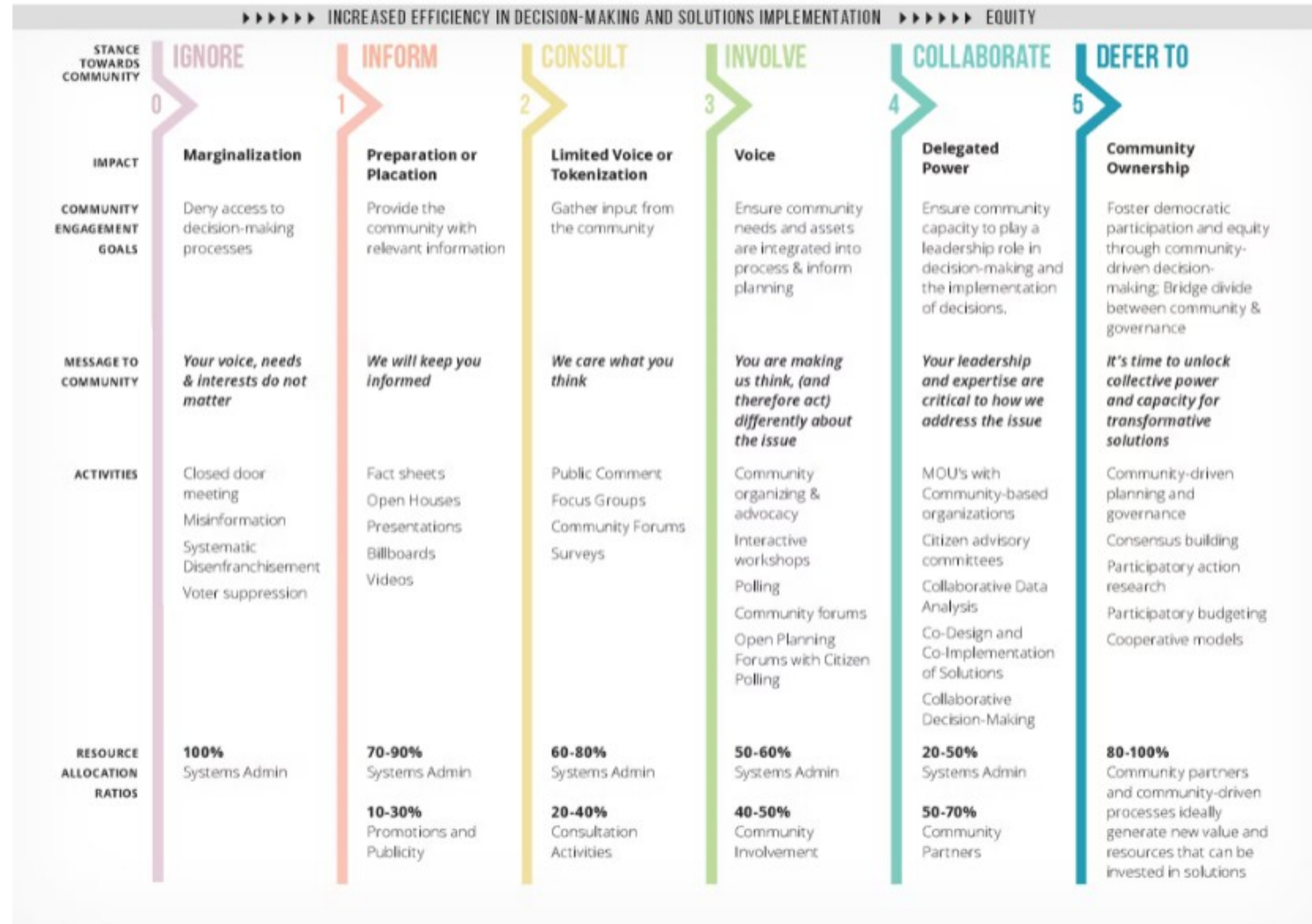
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# Break

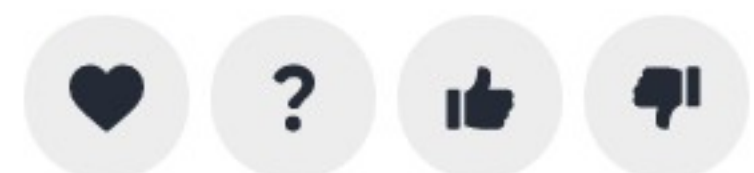


THE SPECTRUM OF COMMUNITY ENGAGEMENT TO OWNERSHIP



# 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?

Open forum discussion with the community at large

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

Participation by youth

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

All materials in spanish

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.

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

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



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

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 counsel and staff reps

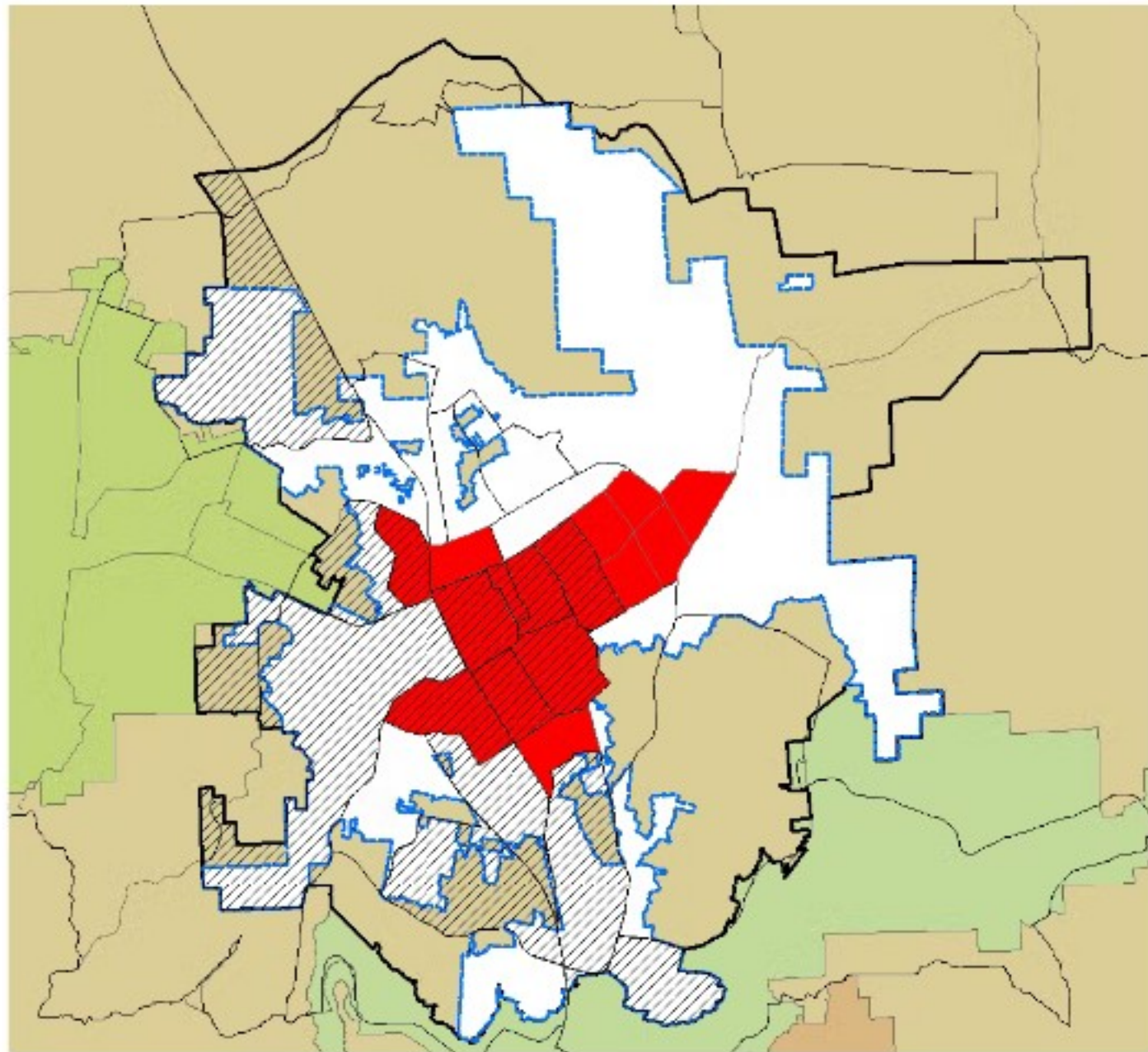


# Preliminary Mapping of EJ and Safety Communities

[CalEnviroScreen 4.0](#)

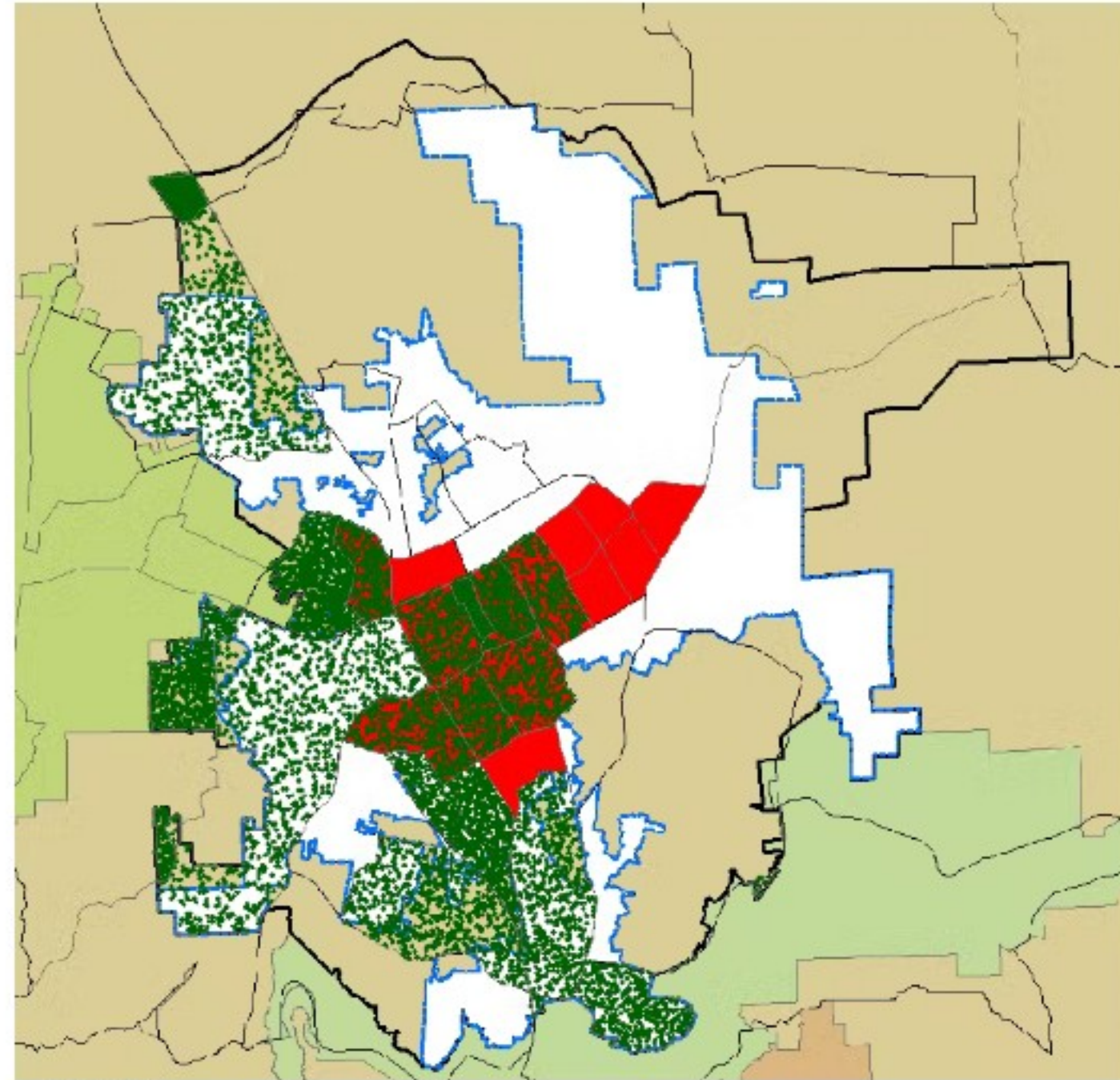






# Preliminary Mapping: CES4 and Statewide MHI





**Legend**

City Boundary  
Sphere of Influence

**CalEnviroScreen Pollution Burden Percentiles**

1 Dot = 1

- DieselPM\_P
- PesticideP
- TrafficP
- Lead\_P
- GWThreatP
- HazWasteP
- SoIWasteP
- CleanupP

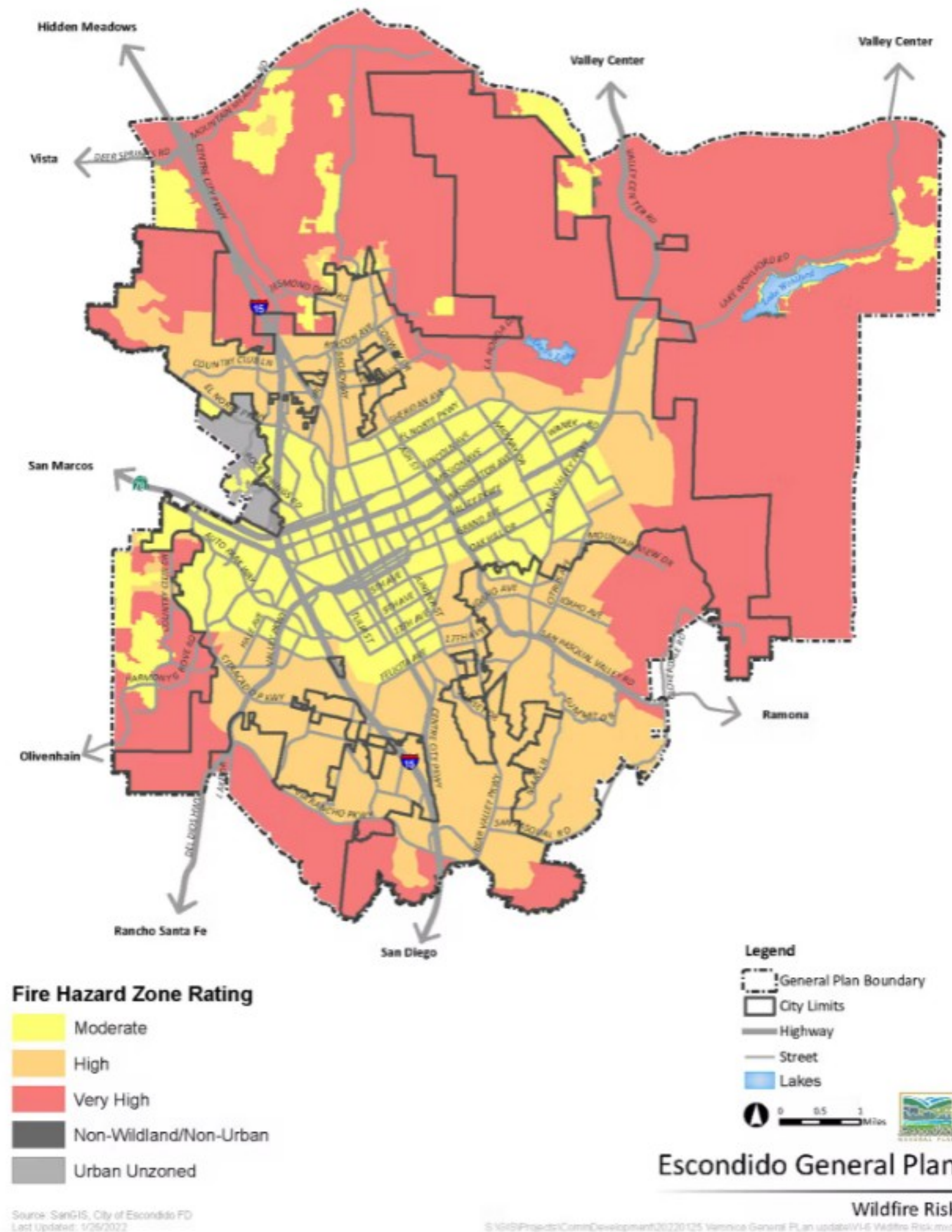
**Statewide Median Household Income**

\$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?

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.

Offer something to eat and drink at in person events to attract people to the table.

"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.



# 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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