



Public Engagement Plan

Garden Grove Targeted General Plan Update: Housing, Land Use, Safety, and Environmental Justice Elements

Revised: July 28, 2020

Introduction

This Public Engagement Plan (PEP) outlines the approach for engaging the Garden Grove community in the Targeted General Plan Update program, which includes updates to the 2021-2028 Housing Element, Safety Element, and Land Use Element, and preparation of a new Environmental Justice Element. This PEP describes the outreach and engagement strategies, tools, and methods that will be used to inform, educate, and engage community stakeholders throughout the Targeted General Plan update process. The PEP also identifies key audiences in Garden Grove to be identified by using U.S. Census data, CalEnvironScreen 3.0, and Healthy Places Index (<https://healthyplacesindex.org>), which identifies the City's neighborhoods by demographic and socioeconomic characteristics. This will help tailor engagement activities based on the detailed characteristics of key audiences.

The PEP is organized around the following topics:

- Overarching public engagement objectives and goals
- Engagement key audiences and methods
- Engagement activity descriptions

Outreach and engagement activities will be scheduled early in the process to ensure that input informs key decision points throughout the development of the General Plan. Because concerns over COVID-19 have resulted in cancellation of public meetings starting in March 2020, early engagements activities will be conducted on-line, with in-person events to be scheduled once public health officials indicate we can once again congregate safely.

The PEP corresponds to the Scope of Work's Task 2: Public Engagement.

Overarching Public Engagement Objectives and Goals

The City's overall goal is to inform and engage stakeholders as the City completes targeted updates to the Garden Grove General Plan. This program aims to ensure participation by a broad range of stakeholders and have them provide input that will inform key elements and decisions, such as identifying housing sites and determining specific needs of disadvantaged neighborhoods and residents.

- **Educate and inform** community members about the Housing Element and the State's requirement regarding the Regional Housing Needs Assessment allocation.
- **Provide varied and frequent opportunities** for participation by a wide cross section of community members—both residents and the business community—to accurately capture the diverse perspectives and interests that represent Garden Grove, and do so in the languages people feel most comfortable expressing their ideas.
- **Solicit input** from residents who have a deep understanding of their community and who can articulate aspirations for short- to long-term changes.
- **Target environmental justice engagement** within disadvantaged communities to better understand pollution burdens and socioeconomic characteristics and community needs.
- **Demonstrate transparency** through open, consistent interactions with the community throughout the process and communicating how public comments and input are incorporated into recommendation and decisions.

Key Audiences and Engagement Methods

The project team has identified key audiences and engagement methods to encourage participation from a broad cross-section of the Garden Grove community that represents the City's diverse cultural groups, income levels, ages, interests, etc. In particular, the program will seek out and consider the viewpoints of hard-to-reach groups such as communities of color, low- and moderate-income residents, seniors, youth, limited-English proficient individuals, people with disabilities, and individuals and groups not accustomed to civic engagement. These lists are not intended to be exhaustive and will be updated in consultation with City staff throughout the planning process. See Table 1 for Garden Grove's community profile. Table 2 identifies key audiences and example groups/locations

Key Audiences

Table 1: Community Profile

Category (2018)	Garden Grove	Orange County
Total Population	176,896	3,221,103
Median Age	37.9	37.5
Seniors % (60 years and over)	20.2%	20.7%
Children % (under 18 years)	23.7	24.5%
Race and Ethnicity (Non-White) %	79.3%	58.6%
Asian %	39.7%	19.5%
Hispanic/Latino %	36.6%	34.2%
White %	20.7%	41.4%
Income and Poverty		
Median Income	\$62,675	\$81,851
Below Poverty %	14.0%	10.5%
Household Language (Limited English-Speaking Status)		
Vietnamese %	30.4%	6.0%
Limited English-speaking household %	12.6%	2.0%
Not a limited English-speaking household %	17.7%	4.0%
Spanish %	28.5%	21.9%
Limited English-speaking household %	3.6%	3.3%
Not a limited English-speaking household %	24.9%	18.6%
Korean %	3.9%	2.8%
Limited English-speaking household %	1.7%	1.0%
Not a limited English-speaking household %	2.3%	1.8%
Internet Subscription Access in Household		
Internet Subscription	89.9%	92.2%
Internet Access without a Subscription	1.6%	1.5%
No Internet Access	9.5%	6.2%

Source: U.S. Census Bureau, American Community Survey, 2018 and SCAG Community Profile, 2019.

Table 2: General Plan Elements and Targeted Groups

Elements	Key Audiences	Example Groups/Locations	
Housing Element	<ul style="list-style-type: none"> ▪ Residents ▪ Special needs populations (e.g., persons with disabilities, homelessness, female-headed households) ▪ Businesses ▪ Housing providers ▪ Community-based organizations ▪ Service providers ▪ Housing advocacy groups 	<ul style="list-style-type: none"> ▪ Garden Grove Neighborhood Association ▪ Homeowner associations ▪ Housing developers and Affordable housing advocates: Caritas - Bahia Village and Emerald Isle; American Family Housing ▪ Thomas House Family Shelter ▪ Visitors to the H. Louis Lake Senior Center and Family Resource Centers (online) 	
Safety Element	<ul style="list-style-type: none"> ▪ Safety personnel ▪ Residents ▪ Safety groups ▪ Neighborhood groups 	<ul style="list-style-type: none"> ▪ Representatives Garden Grove Community Emergency Response Team (CERT) ▪ Police and OC Fire Authority staff related to emergency preparedness ▪ Community members that participated in Citizen Academy 	
Environmental Justice Element	<ul style="list-style-type: none"> ▪ Residents in Disadvantaged Communities (DACs) ▪ Residents with language barriers ▪ Residents in areas identified as below poverty 	<ul style="list-style-type: none"> ▪ Visitors to the H. Louis Lake Senior Center and Family Resource Centers ▪ Community organizations: H.O.P.E.; Activate Teen Center; VietRISE; Korean American Community Services ▪ Food Pantry recipients: Delivering with Dignity OC, Bracken’s Kitchen ▪ Local churches examples: Calvary Chapel Westgrove, 7th Day Adventist, Gospel First Korean Baptist Church, Saint Columban Catholic Church ▪ Apartment complexes in DACs examples: The Bungalows Apartments; Solara Apartments; Park Westminster; Garden View Apartments; Acacian Apartments 	

Engagement Tools and Methods

The following tools and methods will be used. Each tool will be tailored to the key audiences: elected/public officials, residents and community members, businesses and visitors, and community-based organizations and non-profits. Table 3 identifies the key audiences aligned with the planned engagement methods and expands on example groups. The following acronyms are used:

- City Webpage and Social Media (Web)
- Stakeholder Interviews (Int)
- 3 Community Workshops (CW)
 - 2 Housing/Safety/Environmental Justice Elements
 - 1 Land Use Element
- Community Surveys - aligned with Community Workshop
 - Online Survey (SO)
 - Paper Survey (SP)
- 4 Joint Planning Commission/City Council Meeting (CC/PC)
 - 3 Housing/Safety/Environmental Justice Elements
 - 1 Land Use Element
- 2 Public Hearings (PH)
- Translated Materials (TM)
- Disadvantaged Community (DAC)

Table 2: Key Audiences and Associated Engagement Method

Key Audiences	Engagement Method	Example Groups
<i>Elected/Public Officials</i>		
City and government agency staff	Int	City department directors, managers, and key staff
Elected officials	CC/PC; PH, Int	City Council
Commissions	CC/PC; PH, Int	Planning Commission
<i>Residents and Community Members</i>		
Seniors	Web; CW, SP	<ul style="list-style-type: none"> ▪ Visitors to the H. Louis Lake Senior Center (Virtual Recreation Center and virtual programming - announcements) ▪ Senior housing complexes ▪ Mobile home parks

Table 2: Key Audiences and Associated Engagement Method

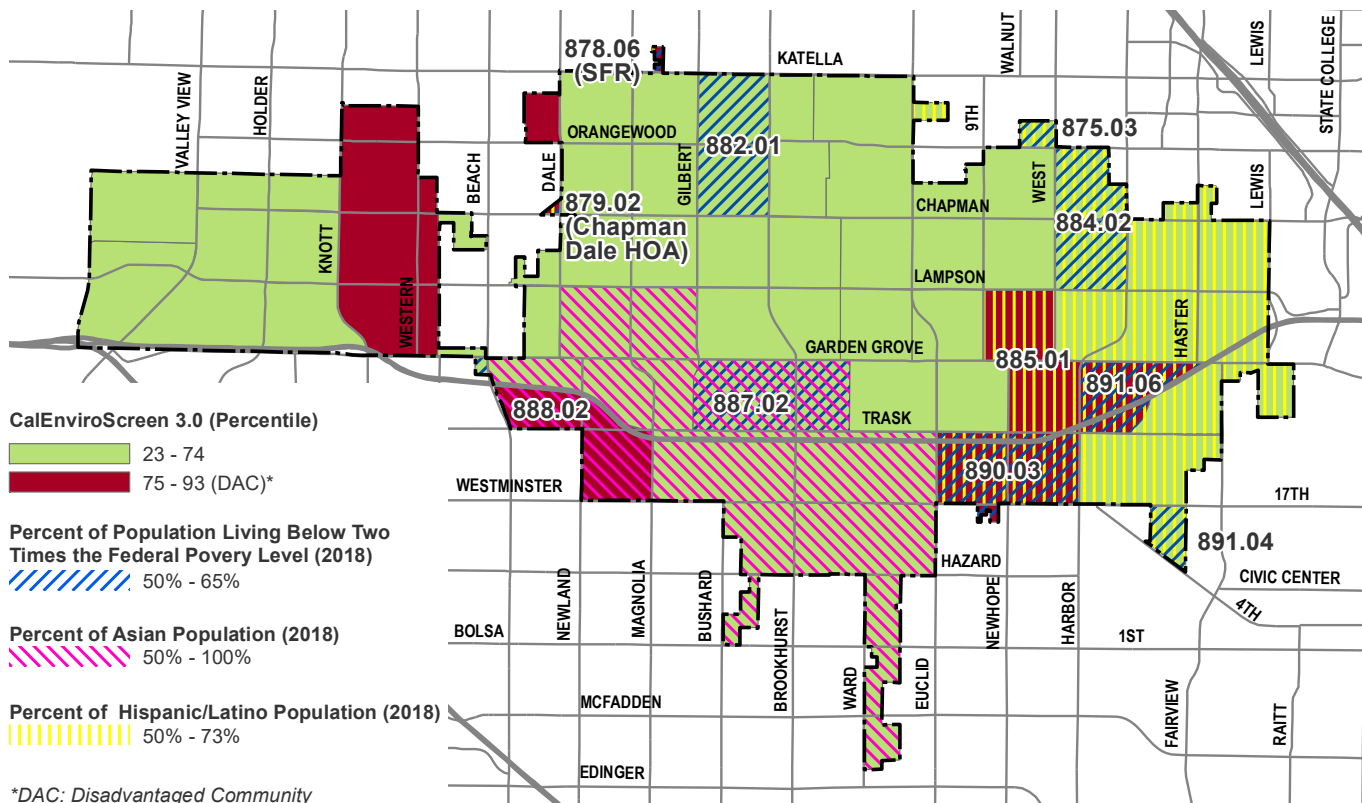
Key Audiences	Engagement Method	Example Groups
Youth and Teens	Web; CW, SO	<ul style="list-style-type: none"> ▪ Visitors to the Family Resource Centers (Virtual Recreation Center) ▪ Schools (leadership groups and PTAs) ▪ Youth Organizations: Activate Teen Center ▪ Library: Teen Advisory Board Meeting
Families	Web; CW, SO	Visitors to the Family Resource Centers
Neighborhood groups and homeowner associations	Web; CW, CS, SO	Homeowner associations and neighborhood watch groups
Residents of Disadvantaged Communities (DACs)	Web; CW, CS, SO, SP	<ul style="list-style-type: none"> ▪ Residents living in DACs (apartment complexes) ▪ Places of workshop in DACs
Limited-English proficient individuals Korean, Vietnamese, and Spanish	Web; CS, SO, SP, TM	Limited English-speaking household
Community-based Organizations and Non-profits		
Community service providers and non-profit groups	Web; Int	<ul style="list-style-type: none"> ▪ VietRISE ▪ Korean American Community Services ▪ Boys & Girls Club of Garden Grove ▪ American Family Housing ▪ Service Groups (e.g., Lions Club) ▪ Thomas House Temporary Shelter ▪ H.O.P.E. ▪ Activate Teen Center ▪ Community Action Partnership of Orange County ▪ Women’s Civic Club
Religious institutions	Web; Int, SO	<ul style="list-style-type: none"> ▪ Garden Grove Church of God (DAC) ▪ Bethany Evangelical Church (DAC) ▪ Garden Grove Korean Seventh-day Adventist Church (DAC) ▪ OC Grace Garden Grove Seventh-Day Adventist Church (DAC) ▪ Saint Columban Church ▪ Garden Grove Church of the Nazarene

Key Geographic Areas

Figure 1 below identifies the Disadvantaged Communities (DACs) by U.S. Census Tracts. The State of California Department of Justice recommends physically holding public workshops within DACs. Due to COVID-19 constraints, will recommend alternative engagement activities that target these neighborhoods, including reaching out to places of worship, apartment complexes, and community services groups.

The Several small Census Tracts that are partially located in Garden Grove consist of a small residential population, which include Chapman Dale condominiums (Census Tract 879.02) adjacent to the City of Stanton and the in the northern part of the City with a very small single-family residential neighborhood (Census Tract 878.06) adjacent to the City of Anaheim. Census Tracts that have a blue hatch are designated as having a percentage of the population that is living below two times the Federal poverty level. Areas that are hatched in pink are within a Census Tract with over 50% of the population is Asian. Areas that are hatched in yellow are within a Census Tract with over 50% of the population is Hispanic/Latino.

Figure 1: Key Geographic Areas



Sources: CalEnviroScreen 3.0 (<https://oehha.ca.gov/calenviroscreen/report/calenviroscreen-30>) and California Healthy Places Index (<https://healthyplacesindex.org/>), 2018.

Engagement Activity Descriptions

Bilingual Outreach and Engagement Collateral

MIG will work with the City to identify communications collateral to inform the community about the Targeted General Plan program and opportunities for engagement. MIG will coordinate with City staff to determine which materials will be translated into Spanish, Vietnamese, and Korean. MIG's scope of work assumes the City will provide translation services at meetings and for meeting materials as needed. For stakeholder interviews, MIG will arrange to have an interpreter to attend specific interviews, as needed.

City Webpage and Social Media

City staff will create a webpage on the City's website that will host resources related to the Targeted General Plan Update, focusing on housing and environmental justice.

The City will use its existing social media accounts to keep the community abreast of program activities and milestones. Using established City accounts will allow this program to access an existing audience. Throughout the 18-month planning process, the project team will leverage social media and other web-based platforms to provide updates and information. Existing social media platforms and followers include Facebook (16,864 followers), Twitter (4,125 followers), and Instagram (3,681 followers).

Stakeholder Interviews and Focus Groups

We will conduct stakeholder group interviews that combine issues of concern related to community safety/resiliency, housing, and environmental justice. The interviews will consist of group rather than one-on-one sessions because a group dynamic will allow for an engaging exchange of ideas among group members. MIG will prepare the interview invitations and sample list of questions. The City will be responsible for contacting the interviewees and confirming their participation. Due to COVID-19 constraints, we will conduct the group interviews digitally.

Community Workshops and Surveys

MIG has recommended four community workshops: two associated with the Housing Element and Environmental Justice Element and two associated with the Land Use Elements. To extend the reach of community participation, each community workshop will be paired with an online and paper survey. The materials surveys will mirror the topics and material in the survey. The workshops are meant to provide an information gather setting where participants from the community attend and provide community feedback. The following provide additional information for the workshops and online and paper surveys.

1. Community Workshops

The scope of work and budget allocate up to four interactive, community-wide workshops. However, to streamline workshops and limit engagement fatigue, workshops can be combined or conducted as a joint study session with the City Council and Planning Commission. The topics for workshops are as follows:

- 1) **Housing, Safety, and Environmental Justice #1.** The first workshop will be structured to introduce the City's reasons for updating the Safety Element and Housing Element and preparing an Environmental Justice Element, and to solicit community members' ideas regarding strategies to address issues of highest concern to them. Our approach recommends combining this workshop with a land use and housing sites workshop detailed below.
- 2) **Land Use and Housing Sites #1.** This interactive workshop will be structured for the community to help identify development opportunities, including new housing and mixed-use sites. To replicate this activity in survey form, we will prepare a survey to be released immediately following the workshop. Because of the limited timeframe and to avoid community "meeting burn-out," this workshop will be consolidated with the first workshop identified in Task 2.4, allowing for additional budget to be allocated toward translation services and graphics to support the second workshop (see below), which will be a critical community input point. The budget does allow this workshop to be conducted independently and not combined with the Housing, Safety, and Environmental Justice workshop.
- 3) **Housing, Safety, and Environmental Justice #2.** The second workshop and survey are planned to present the draft elements to the public and get reaction to proposed policies and initiatives for all three elements.
- 4) **Land Use and Housing Sites #3.** The third workshop and survey will present the draft land use alternatives and scenarios for the community to consider. The workshop will describe the tradeoffs of each land use alternative to facilitate the prioritization exercise. The workshop will be replicated in survey format.

2. Surveys

The online and paper surveys will mirror the topics and questions used in the workshops. Online surveys will be formatted on SurveyMonkey as the digital application to facilitate the surveys. The social media posts and the City's webpage will advertise and link to the online surveys. We recognize that nearly 10 percent of the population does not have access to the internet, so we will utilize paper surveys at a limited capacity, as a result of the substantial effort to input the surveys into the digital survey program. To limit paper surveys, we can work with City staff

target specific population groups and/or approaches to distribute and collect paper surveys. The paper survey will replicate the online survey.

Joint City Council and Planning Commission Study Sessions

MIG recommends facilitating four study sessions to be conducted as part of Neighborhood Improvement and Conservation Commission (NICC), Planning Commission (PC), and/or City Council (CC) meetings—with the public invited as active participants. These study sessions will largely focus on Housing Element content, including potential housing sites and new housing policies to consider. One study session will be held to review the draft Housing, Safety, and Environmental Justice Elements. Another study session with the City Council and Planning Commission shall be held to confirm the Draft Land Use Diagram with direction from decision-makers before proceeding to a subsequent EIR task. The study sessions have been identified in the detailed schedule and can be adjusted and/or combined as needed.

Public Hearings

MIG will participate and prepare presentation materials at one Planning Commission hearing and one City Council hearing. The Planning Commission's recommendations will be incorporated into a matrix or other document to clearly convey those recommendations to the City Council.