City of Wildomar

General Plan Update
Public Engagement Plan

May 2022

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PLACEWORKS

Contents

1. Introduction

Purpose

This Plan serves as a guiding document for community outreach and engagement for the City of Wildomar's General Plan Update (GPU). This plan is based on PlaceWork's understanding of the City expectations for the public engagement process. This plan is important because it:

- Outlines the goals and objectives for public outreach efforts
- Establishes a flexible approach and action plan for engaging the community and stakeholders
- Aids City staff in managing the expectations of decision makers and the public regarding the amount of public engagement given the project budget, staff capacity, and other resources

This plan should be considered a living document and may be modified by the City over the course of the General Plan Update to ensure that the outreach goals and objectives are being met, with consideration given for the scope, schedule, and budget. Successful execution of this plan will enable the City to establish and maintain the trust, support, and confidence of the public and other stakeholders.

Project Outreach Team

Table 1, *Project Outreach Team*, identifies the key project team members who will help to execute the community engagement process for the General Plan.

Table 1. Project Outreach Team

Name	Role/Title	Phone	E-mail
City Contacts			
Matthew Bassi	Planning Director	951.677.7751 x213	mbassi@cityofwildomar.org
Kimberly Davidson	Economic Development Director	951.677.7751 x215	kdavidson@cityofwildomar.org
Abdu Lachgar	Associate Planner	951.677.7751 x203	alachgar@cityofwildomar.org
Daniel Torres	Community Services Director	951.677.7751 x8212	dtorres@cityofwildomar.org
Consultant Team Members			
Mark Teague	Managing Principal	916.45.7500 x2730	mteague@placeworks.com
Jonathan Nettler	Overall Project Manager	213.623.1443	jnettler@placeworks.com
Karen Gulley	Public Outreach Lead	213.623.1443	kgulley@placeworks.com
Chad So	Associate	213.623.1443	cso@placeworks.com

Project Outreach Stakeholders

Project outreach stakeholders are organizations and individuals with an interest in the General Plan and the capacity to disseminate information related to General Plan education and engagement opportunities. Table 2, *Project Outreach Stakeholders* identifies various agencies, organizations, residents, businesses, and other stakeholders potential participation in the general plan update. The project team will proactively expand the stakeholder list throughout the project.

Table 2. Project Outreach Stakeholders

Category	Stakeholder	
Boards, Commissions, Agencies, & Departments	• Cal-Fire/Riverside County Fire • Community Services Dept. • Economic Development Dept • Elsinore Valley Municipal Water District • Measure Z Oversight Committee • Measure AA Oversight Committee • Parks & Recreation Dept. • Planning Dept.	• Planning Commission • Police Dept. • Public Works Dept. • Wildomar Cemetery District • Wildomar Library • Waste Management & CR&R • SCE and/or SCG • WRCOG, RCTC, SCAG
Business & Community Groups/Professional Organizations	• Animal Friends of the Valley • Elks Lodge #2591 • Rotary Club of Wildomar • The Farm Property Owners Association • Veterans of Foreign Wars Post #1508 • Wildomar Historical Society • Wildomar/Murrieta Chamber of Commerce	
Medical	• Inland Valley Regional Medical Center • Kaiser Medical Center • Accelerated Urgent Care	
Media	• Lake Elsinore-Wildomar Patch • Riverside County News Source • The Press Enterprise • The Valley News	
Religious Institutions	• Cornerstone Community Church • Faith Bible Church • Mountain View Church • Oakstone Community Church	• St. Frances of Rome Church • Wildomar Church of the Nazarene • Wildomar 7th Day Adventist Church • Word of Life World Outreach Center
Schools (Public/Private)	• Anne Sullivan Preschool and Kindergarten • Cal-Lutheran High School • Cornerstone Christian School • David A. Brown Middle School • Donald Graham Elementary • Lake Elsinore High School	• Lake Elsinore Unified School District • Ronald Reagan Elementary • Sycamore Academy of Science and Cultural Arts • Wildomar Elementary School • William Collier Elementary

2. Outreach Approach

Outreach Goal

An adopted General Plan Update that is inclusive of Wildomar's decisions, residents, property owners, businesses, and other local stakeholders.

Outreach Objectives

- Broad reaching and transparent community engagement that incorporates multiple channels for participation and fosters an ongoing dialogue.

- Engage the community in a way that is convenient and effective.

- Capitalize on existing events and communication channels with which the City and community are already familiar and comfortable using.

- Maintain an effective process so that community participation does not delay the GPU process.

- Employ strategies to engage and obtain input from the full spectrum of local residents.

- Raise the awareness of the general plan and its relevance to the community.

Levels of Public Involvement

The International Association for Public Participation developed a spectrum describing the various levels of public involvement used across many types of civic efforts (see Table 3, *Spectrum for Public Participation*). This spectrum can be used as a reference guide by City staff when evaluating opportunities to engage the general public in programs identified in this Plan and throughout the GPU process.

Table 3. Spectrum for Public Participation

INCREASING LEVEL OF PUBLIC IMPACT ON THE DECISION →

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities, and/or solutions.	To obtain public feedback on analysis, alternatives, and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of a preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provided feedback on how public input influenced the decision.	We will work with you to ensure that your concerns are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
EXAMPLE TOOLS (some tools can work across the spectrum)	Fact sheets Websites Open houses Visualizations	Surveys Focus groups Interviews Public comment periods Public meetings	Public workshops (e.g., mobile, property owner) Deliberative polling	Steering committees Participatory budgeting	Ballots Delegated decisions Citizen juries

Source: International Association for Public Participation, 2018.

3. Toolbox

A successful outreach process relies on involving community members and stakeholders in varying degrees in all phases of the GPU process. Guided by the outreach goal and objectives, the following set of tools and mechanisms are recommended. Table 6, at the end of this section, provides additional detail and context regarding how these will be deployed in connection with key milestones in the planning process and the overall project schedule.

Event Preparation and Logistics

PlaceWorks and the City will work closely to plan each outreach event. The City will be responsible for securing meeting/workshop locations, facility setup/take down, and providing refreshments and supplementing staffing as needed. The City will also be responsible for noticing and coordinating with the appropriate media channels. PlaceWorks will participate in all five (5) General Plan Advisory Group meetings, eight (8) Community-Wide Workshops, and up to four (4) Community Pop-ups indicated in this plan. City staff may engage in targeted outreach events in addition to the workshops and presentations to ensure that the goals for the process indicated above are achieved.

Toolbox Tools

- General Plan Advisory Group
- Community Workshops
- Community Pop-ups
- Stakeholder Interviews
- Surveys
- Project Collateral
- Media Engagement
- Electronic Engagement

Key Milestones

- Visioning
- Land Use
- Element Goals & Policies
- Draft General Plan
- Environmental Impact Report

General Plan Advisory Group

The General Plan Advisory Group (GPAG) is an ad hoc advisory group established by the City of Wildomar to serve as one of the primary channels for engagement related to the GPU. The purpose of the GPAG is to provide input recommendations to city staff and the consultant team on key components such as the vision, opportunity areas, and land use plan plan that will ultimately be presented to the Planning Commission and City Council for consideration. Another crucial function of the GPAG is to assist in the review and recommendation of long-term goals and policies that will help guide the City's decision-making process going forward. The GPAG is also expected to help expand public awareness and participation in the GPU process and to convey community input. The GPAG is scheduled to hold five regular meetings (outlined in Table 4). Throughout the General Plan process, the GPAG is also expected to promote the project through distribution of project collateral (prepared by PlaceWorks), e-blasts, and sharing information through their respective social media outlets. PlaceWorks will work with City staff to determine GPAG invitees.

Table 4. General Plan Advisory Group Meetings

#	Phase/Key Milestone	Project Team Role	GPAG Role
1	Visioning	• GPAG Kick-off: Review role, rules, responsibilities • Overview of the General Plan effort • Present Existing Conditions report and findings	• Provide input on community vision and priorities; opportunity areas • Support ongoing outreach efforts
2	Land Use	• Present Draft Vision Statement • Present project updates and engagement efforts • Facilitate discussion on land use	• Review Vision Statement • Identify potential areas of change, opportunity areas, and appropriate land uses • Support ongoing outreach efforts
3	Land Use	• Present draft land use concept • Present project updates and engagement efforts • Facilitate discussion on draft land use concept	• Provide input on draft land use concept • Support ongoing outreach efforts
4	Economic Development	• Present project updates and engagement efforts • Facilitate discussion on economic development	• Provide input on economic development • Support ongoing outreach efforts
5	Element Goals and Policies	• Present economic development • Project status update • Facilitate discussion on element goals and policies	• Provide input on element goals and policies • Support ongoing outreach efforts

Community Workshops

Community-wide workshops can be used to share information and gather input from a broad range of community members, while also enabling the project team to more efficiently and personally connect with and engage a large number of individual residents and stakeholders. Workshops will typically consist of a presentation facilitated by the project team with the support of City staff, followed by an interactive exercise to solicit community input. Interactive exercises may include small group discussions, prioritization activities, voting, and open-ended comments. To reach a broad cross section of community stakeholders, four (4) workshops will be conducted virtually, and four (4) workshops will be conducted in-person. A maximum of eight (8) community-wide workshops are planned to gather input during key phases of the GPU Process:

Table 5. Community Workshops

#	Key Phase/Milestone	Topics/Activities
1	Visioning	• General Plan Introduction • Educate the community on the City's current context and conditions • Facilitate input on the Vision Statement and community priorities • Promote Survey #1
2	Visioning (Virtual)	• Same as workshop #1
3	Land Use	• Presentation: Draft Vision Statement • Interactive exercise: Community input for land use concept
4	Visioning (Virtual)	• Same as workshop #3
5	Element Goals and Policies	• Presentation: Draft Goals & Policies • Interactive exercise: Community input on Goals & Policies
6	Element Goals and Policies (Virtual)	• Same as workshop #5
7	Draft General Plan Presentation	• Present final draft plan and EIR including a recap of the update process, the vision, land use alternatives, key goals and policies, and future steps for implementation and engagement
8	Draft General Plan Presentation (Virtual)	• Same as workshop #7

Community Pop-ups

The purpose of Community Pop-Up outreach is to raise awareness of the project and provide opportunities to engage community members who don't typically attend traditional workshops. Pop-up locations will be in high foot-traffic locations and should take advantage of existing community events such as farmers markets, festivals, coffee with the mayor, and other lively venues at which the public attends. PlaceWorks will work with the City and the GPAG to identify potential pop-up locations. Four (4) pop-ups will be conducted during key phases of the project: Visioning, Land use, Goals and Policies, and release of the Draft general plan. A pop-up will typically be contained within a 10' x 10' booth and include takeaways such as flyers, fact sheets, educational materials on large format boards, and interactive components such as surveys, comment cards, or a game to solicit input. Pop-ups should provide opportunities for quick thirty-second interaction as well as opportunities to linger and engage with the project team. Up to two (2) PlaceWorks staff and up to two (2) City staff representatives will host the pop-ups.

Stakeholder Interviews

PlaceWorks will conduct up to ten (10) stakeholder interviews. To reach a broad spectrum of stakeholders, at least one stakeholder from each stakeholder category listed in Table 2: *Project Outreach Stakeholders* will be interviewed. Stakeholder interviews may be conducted as roundtables, with multiple stakeholders being interviewed in one meeting. PlaceWorks will work with the City to determine interview questions, stakeholder interviewee list, and appropriate timing within the GPU process.

Surveys

PlaceWorks will use "Survey Monkey" and/or "Survey 123" to create surveys to gather community input on various topics. Surveys may also be used with the GPAG and as a pop-up activity. The surveys would be designed to coincide with the Community Workshops. We have assumed up to three (3) surveys. The first will address the community's vision, and the remaining two will likely address questions related to land use and circulation (the content will be determined at a later date to be reflective of the input needed during the process).

PlaceWorks will work collaboratively with City Staff and the GPAG (as time allows) to develop questions and content for surveys. Surveys will include questions that collect demographic information to help determine which segments of the City are being reached and how the respondents heard about the survey. When feasible, electronic and paper surveys will be provided to reach a broader audience. A summary of each survey will be provided and shared with the GPAG and with the community on the project website.

A Flexible Approach

PlaceWorks will remain flexible and ready to adapt to evolving conditions and staffing will be determined prior to each event. If it is not possible to resume in-person community events, PlaceWorks will work with the City to identify alternative forms of engagement, such as an educational social media campaign, virtual workshops and virtual pop-ups.

Project Collateral

PlaceWorks will prepare a variety of collateral material suitable for distribution online (website and social media) and in person (civic buildings, public events, project meetings, and community organizations). In some cases, such as press releases or project newsletter content, the City may also choose to draft its own copy. Assignments will be determined as each milestone arises. PlaceWorks will prepare collateral materials with limited planning jargon and easy-to-understand language and graphics. The following will be created during the appropriate phase of the project:

- Project fact sheet (letter size and postcard format)
- Social media content (up to 6)
- Flyers to promote public workshops and pop-ups (up to 6)
- Large format graphics for pop-ups and in-person workshops
- Slide presentations

Media Engagement

It is the assumed City staff will be responsible for actively engaging local media to increase awareness of the General Plan Update and to promote engagement in the outreach process. Examples of media engagement activities include offering access to City staff for interviews and seeking promotion of upcoming project meetings and milestones. PlaceWorks will provide project collateral as needed.

Electronic Engagement

Project Website

The project website is a critical tool that will educate the public on the purpose and legislative authority of the General Plan. It will also provide notifications and news about opportunities to engage and will serve as a repository of work products including the GPAG Presentations and meeting minutes, active surveys, and public feedback/engagement outcomes. PlaceWorks will prepare a standalone project website and update the website as the project progresses by uploading work products; online engagement activities; and public input results and summaries. The City website will host a link to the project website.

Social Media

Social media is a cost-effective way to communicate project information to the community, increase public input, and reach those who are unable or unlikely to attend meeting or become involved in City issues. We have found that when a City actively contributes to social networks it is easier to disseminate information that is factually correct and to keep track of information that other participants are sharing. PlaceWorks will work with City Staff to craft messages for the City's existing website, Facebook and Nextdoor platforms, as well as other platforms deemed useful to the General Plan update.

Translation

It is assumed that the City will identify public facing materials, meetings, and outreach events that require Spanish translation. If necessary, PlaceWorks can utilize a translation firm, such as Lazar & Associates, to provide interpreting and translation services for the General Plan Update. Translation services can be provided for Spanish interpreting with the use of headsets at community meetings/workshops at additional cost.

Outreach Toolbox by Milestone

Table 6 provides an overview of outreach to support each project phase of the GPU process.

Table 6. Planned Outreach & Engagement Milestone

Project Phase/Key Milestone	Outreach
Visioning	• GPAG Meeting #1 • Community Workshop #1 In-person • Community Workshop #2 Virtual • Community Pop-up #1 • Community Pop-up #2 • Survey #1 • Electronic notifications: Webpage updates, social media posts, e-blasts
Land Use	• GPAG Meeting #2 • GPAG Meeting #3 • Community Workshop #3 In-person • Community Workshop #4 Virtual • Survey #2 • Electronic notifications: Webpage updates, social media posts, e-blasts
Element Goals and Policies	• GPAG Meeting #4 • GPAG Meeting #5 • Community Workshop #5 In-person • Community Workshop #6 Virtual • Community Pop-up #3 • Survey #3 • Electronic notifications: Webpage updates, social media posts, e-blasts
Draft General Plan	• Community Workshop #7 In-person • Community Workshop #8 Virtual • Community Pop-up #4 • Electronic notifications: Webpage updates, social media posts, e-blasts
EIR	• Notice of preparation/30-day comment period • Scoping Meeting • 45-day public review period (Draft EIR) • Response to comments • Electronic notifications (Webpage updates, social media posts, e-blasts)
Adoption / Certification	• Planning Commission and City Council hearings • Electronic notifications (Webpage updates, social media posts, e-blasts)

Project Outreach Schedule

Table 7. Project Outreach Schedule
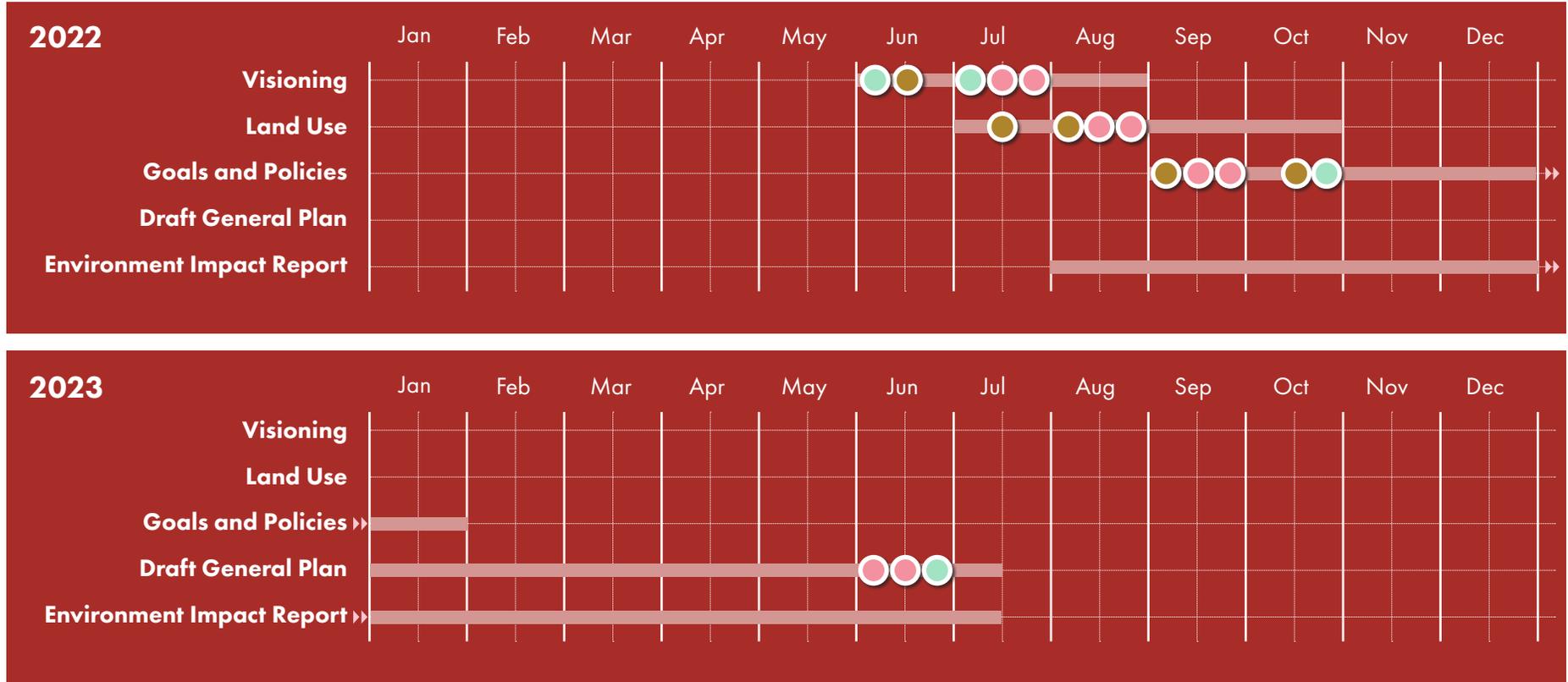
Legend:
- ● GPAG Meeting (5)
- ● Community Workshop (8)
- ● Community Pop-up (4)

GPAG 1: 6/16/22
GPAG 2-5: TBD

Workshop 1&2: 7/14
Workshops 3-8: TBD

Pop-up 1: 6/14/22 Coffee with the City
Pop-up 2: 7/9/22 Wildomar 14th Birthday Celebration
Pop-up 3: TBD
Pop-up 4: TBD