



## **Envision Wildomar 2040 General Plan Advisory Group #1**

June 16<sup>th</sup>, 2022  
6-8pm

### **OVERVIEW**

The first General Plan Advisory Group (GPAG) meeting for the City of Wildomar’s General Plan Update was held on June 16<sup>th</sup>, 2022, from 6 – 8pm at City Hall. The agenda for the meeting included advisory group and consultant team introductions, a presentation by the consultant providing an overview of the General Plan, GPAG roles and responsibilities, and the public outreach plan for the project. Following the presentation, GPAG members completed a Strength, Weaknesses, Opportunities, & Threats (SWOT) exercise, and provided initial thoughts on a Vision Statement for the General Plan. Key takeaways from the SWOT and visioning exercise are shown below. Complete responses and notes are included in an appendix to this summary.

### **Vision Statement**

Comments received for the open ended visioning exercise what categorized into themes. The top 5 themes are listed below along with the number of occurrences.

1. Recreational open space/activities (4)
2. Civic Engagement (4)
3. Job Creation (2)
4. Public Services (2)
5. Community (2)

### **SWOT Analysis**

#### **Strengths**

- Rural feel to the area and a sense of community
- Natural beauty and open spaces

#### **Weaknesses**

- Public transit
- Lack of support for senior population
- Not enough open space and activities
- Not enough amenities for community members
- Need higher paying jobs

#### **Opportunities**

- Creation of new development (specifically retail)
- Preservation of open space and historic downtown

## Threats

- New circulation issues such as speeding, traffic, and increase in vehicles due to poor public transportation
- Lack of water resources
- Missing support for the senior population