



**2040 GENERAL PLAN UPDATE  
PUBLIC INVOLVEMENT PLAN**

CITY STAFF LIAISON:

MAGGIE LE, ASSISTANT TO THE CITY MANAGER

BRIAN JAMES, PLANNING & BUILDING DIRECTOR

714-593-4425 | [planning.building@fountainvalley.org](mailto:planning.building@fountainvalley.org)

PREPARED BY: PLACEWORKS

SUBMITTED: JANUARY 11, 2018

**Table of Contents**

<b>Section</b>	<b>Page</b>
1. Introduction .....	3
Purpose of the PIP .....	3
Project Outreach Team .....	3
Table 1. Project Outreach Team .....	3
Project Outreach Stakeholders and Media Partners .....	4
Table 2. Preliminary Project Outreach Stakeholders.....	4
2. Outreach Approach .....	5
Outreach Goal.....	5
Outreach Objectives .....	5
Levels of Public Involvement .....	5
Table 3. Spectrum for Public Participation .....	5
Inclusive Outreach .....	6
3. Outreach Toolbox .....	6
Event Preparation and Logistics.....	6
General Plan Advisory Committee.....	6
Table 4. GPAC Membership.....	7
Mobile Outreach Events .....	7
Table 5. Mobile Outreach Events Led by PlaceWorks (subject to change) .....	8
Table 6. Mobile Outreach Events Led by City Staff / GPAC Ambassadors (subject to change) .....	8
Community-Wide Open Houses .....	8
Project Collateral .....	9
Electronic Engagement .....	9
Figure 1. Peachjar Schools in the Fountain Valley Area .....	10
Surveys.....	10
Property Owner, Developer, and Business Outreach .....	11
Environmental Impact Report Outreach.....	11
Project Inquiry Log.....	12
Briefings and Public Hearings .....	12
Translation .....	12
Figure 2. Example Translation Request for Outreach Materials.....	12
Outreach Toolbox by Milestone .....	13
Table 7. Planned Outreach Toolbox by Milestone (subject to change).....	13
Appendix A: Project Timeline and Outreach .....	14

# 1. INTRODUCTION

## Purpose of the PIP

This public involvement plan (PIP) Serves as a guide that outlines the approach taken for public engagement related to the General Plan Update (GPU). The information provided in this document was derived from Staff’s interpretation of the City Council’s expectations for the public engagement process and was shaped by prior efforts the City has conducted in the past. The PIP is important because it:

- Confirms the goal and objectives for the public outreach efforts;
- Establishes an action plan for engaging the community and stakeholders;
- Enables City staff to quickly augment or reconfigure the public outreach efforts based on ongoing outcomes or new challenges/opportunities; and
- 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.

The PIP may be adjusted by the City over the course of the GPU to ensure that the outreach goals and objectives are being met, with consideration given for the scope, schedule, and budget. Successful execution of the PIP will help the City establish and maintain the trust, support, and confidence of the public and other stakeholders.

## Project Outreach Team

Internal communication between the City and the consultant team should follow the protocols of the project guidance memo. Table 1, *Project Outreach Team*, identifies the key project team members who will help to execute the PIP.

**Table 1. Project Outreach Team**

Name	Company/ Department	Role/Title	Phone Number	E-mail Address
<b>City Contacts</b>				
Brian James (Primary Contact)	Planning & Building	Director, Project Manager	714.593.4426	brian.james@fountainvalley.org
Steven Ayers	Planning & Building	Planner, Assistant Project Manager	714.593.4431	steven.ayers@fountainvalley.org
Matt Jenkins	Planning & Building	Planner, Assistant Project Manager	714.593.4427	matt.jenkins@fountainvalley.org
Maggie Le	City Manager	Assistant to the City Manager/PIO	714.593.4412	maggie.le@fountainvalley.org
<b>Consultant Team Members</b>				
Brian Judd	PlaceWorks	Principal-in-Charge		
Colin Drukker	PlaceWorks	Project Manager		
Suzanne Schwab	PlaceWorks	Assistant Project Manager		
Wendy Nowak	PlaceWorks	Public Engagement		

## Project Outreach Stakeholders and Media Partners

Stakeholders are organizations and individuals with an interest in the project who are also able to disseminate information related to the GPU to various community groups. The PIP supports the participation of various agencies, organizations, elected officials, residents, businesses, and other partners, as identified in Table 2, *Project Outreach Stakeholders*. The project team will proactively expand the stakeholder list throughout the project.

**Table 2. Preliminary Project Outreach Stakeholders**

Category	Stakeholders
Federal, State, Local Agencies	<ul style="list-style-type: none"> <li>▪ Caltrans</li> <li>▪ Orange County Water District</li> <li>▪ Orange County Sanitation District</li> <li>▪ County of Orange – Mile Square Park and SOI</li> <li>▪ Southern California Association of Governments (SCAG)</li> <li>▪ California Department of Housing and Community Development (HCD)</li> <li>▪ CA Coastal Conservancy - Santa Ana River Trail</li> </ul>
Homeowner Associations	<ul style="list-style-type: none"> <li>▪ Green Valley</li> <li>▪ Greenbook</li> <li>▪ Tiburon North</li> <li>▪ Tiburon South</li> <li>▪ Fountain Valley Estates</li> <li>▪ Summerstone Villas</li> <li>▪ Paradise Manor</li> <li>▪ Additional HOAs and similar entities not otherwise shown</li> </ul>
Schools Districts	<ul style="list-style-type: none"> <li>▪ Fountain Valley School District – Uses Peach Jar</li> <li>▪ Garden Grove Unified School District (Los Amigos High School)</li> <li>▪ Huntington Beach Union School District (Fountain Valley High School)</li> </ul>
Property Owner/ Business	<ul style="list-style-type: none"> <li>▪ Chamber of Commerce</li> <li>▪ Hyundai</li> <li>▪ Hospitals/Medical Center (Orange Coast and FV Regional)</li> <li>▪ Kingston</li> <li>▪ Opportunity Site Owners</li> </ul>
Community Groups/ Organized Sports	<ul style="list-style-type: none"> <li>▪ Realtors</li> <li>▪ Sports organizations (pony/little league baseball, AYSO, tennis center, etc.)</li> <li>▪ Non-profits and faith-based groups</li> <li>▪ Veterans of Foreign Wars Pos 9557</li> <li>▪ Additional HOAs and similar entities not otherwise shown</li> </ul>
Media	<ul style="list-style-type: none"> <li>▪ OC Register</li> <li>▪ Daily Pilot</li> <li>▪ Fountain Valley Living Magazine</li> <li>▪ Nguoi Viet</li> <li>▪ Viet Bao</li> <li>▪ Little Saigon News</li> <li>▪ Viet Herald</li> <li>▪ CityWORKS – Public Cable Television Authority</li> <li>▪ Local radio or podcast</li> </ul>
Other	<ul style="list-style-type: none"> <li>▪ Coastline Community College</li> </ul>

**Note:**

Involvement of each stakeholder group/partner will vary depending on the phase of the project and type of outreach utilized (e.g., media outlets will receive press releases for distribution, property owners/ businesses will be engaged in interviews, etc.).

## 2. OUTREACH APPROACH

The following goal and set of objectives for public involvement will shape when and how the project team conducts outreach for the Fountain Valley GPU. This direction was established in conjunction with City staff during a number of kickoff meetings and follow up communication.

### Outreach Goal

**An adopted 2040 General Plan that is considered the clear result of broad and inclusive public input, with Fountain Valley decision makers, residents, property owners, businesses, and other local stakeholders achieving a sense of ownership.**

### Outreach Objectives

- Inclusive, meaningful, and transparent community engagement that incorporates multiple channels for participation and fosters and ongoing dialogue.
- Engage the community in a way that is most convenient and effective for them.
- 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.
- When feasible use GPU outreach to address other challenges facing the City, such as economic development and the City’s fiscal viability (the sunset of measure HH).
- Employ strategies to engage and obtain input from the full spectrum of local residents and stakeholders.
- Raise the awareness of the general plan and its relevance to the community.
- Help the City to achieve its Strategic Plan goal to enhance community outreach and engagement.

### 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 PIP and throughout the GPU process.

**Table 3. Spectrum for Public Participation**

	INCREASING LEVEL OF PUBLIC IMPACT ON THE DECISION				
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
<b>PUBLIC PARTICIPATION GOAL</b>	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.
<b>PROMISE TO THE PUBLIC</b>	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.
<b>EXAMPLE TOOLS</b> <i>(some tools can work across the spectrum)</i>	Fact sheets Websites Open houses Visualizations	Surveys Focus groups Interviews Public comment periods Public meetings	Public workshops (e.g., mobile, property owner) Deliberative polling	Advisory committees Participatory budgeting	Ballots Delegated decisions Citizen juries

Source: International Association for Public Participation, 2018.

## Inclusive Outreach

Note: an “inclusive” engagement process is defined to include outreach to and participation by the full range of Fountain Valley residents and stakeholders. In general, people lead busy lives and most do not prioritize civic projects, such as a general plan update, into their already packed schedule. As part of comprehensive planning projects, some groups are typically difficult to reach or participate at low rates. Other groups may not be adept or willing to use new outreach tools, such as web-based surveys. Lower income households tend to not have as much time to attend in-person events while rental households are generally more transient and may feel less invested in the future of the community.

Additionally, since the last GPU effort (which was conducted from 1990 to 1995), the city’s demographics have changed substantially. The city’s population is aging, with the percentage of residents aged 55 and older increasing from approximately 19 percent in 1990 to 32 percent in 2017. The demographic makeup of the city is also shifting, from 80 percent White and 17 percent Asian (4 percent Vietnamese) in 1990 to 56 percent White and 33 percent Asian (21 percent Vietnamese) in 2017.

Therefore, to achieve a more inclusive and representative public engagement process, some outreach tools and methods will be designed specifically to engage and obtain input from the following groups:

- Seniors/aging residents (55 or older in 2020)
- Generation Y (aka, Millennials, born 1980-1994, age 26-40 in 2020)
- Generation Z (born 1995-2010, age 10-25 in 2020)
- Vietnamese-Americans
- Veterans
- Renter households
- Lower income households

## 3. OUTREACH TOOLBOX

A successful outreach process relies on involving community members and stakeholders in varying degrees in all phases of the GPU process. Community involvement is a priority for the Fountain Valley GPU and requires a multi-faceted approach. Guided by the outreach goal and objectives, the following set of tools and mechanisms are recommended. The project timeline provided in Appendix A and Table 7, *Outreach Toolbox by Milestone*, at the end of this section provide additional detail and context regarding how public involvement programs will synchronize with planning tasks and the overall project schedule

### Event Preparation and Logistics

PlaceWorks and the City will work closely to plan each outreach event. PlaceWorks will prepare a logistics memo detailing the preparation of each event and the details for day of execution. 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. Mobile workshops may have additional considerations, and PlaceWorks will work with the City to identify the preparation and setup needed on a case-by-case basis.

### General Plan Advisory Committee

The General Plan Advisory Committee (GPAC) is an ad hoc committee established by the City of Fountain Valley to serve as one of the primary channels for engagement related to the GPU. The purpose of the GPAC is to provide input and recommendations to City staff, the consultant team, and ultimately the City Council on key components, such as the vision, opportunity sites, and the land use plan. Another function of the GPAC is to provide input that will inform long-term goals and policies that will help guide the City’s decision-making process over the next 20+ years.

The GPAC is scheduled to hold six regular meetings and one bus tour. The charge of the GPAC is further discussed in the General Plan Advisory Committee Guidance Document. As liaisons to the community the GPAC will also supplement outreach efforts as described below. Table 4 provides a list of the GPAC membership and the respective groups they represent throughout the City.

**GPAC Ambassadors**

The most successful GPACs also serve as project ambassadors to the community, creating greater community trust and ownership of the GP. Working with City staff and using the stakeholder list (Table 2) as a starting point, PlaceWorks will compile a list of groups for GPAC members to reach out to. GPAC ambassadors will help educate the public on the project, create awareness about upcoming events, and promote and obtain additional community input. A tool kit will be provided to each member containing speaking points, handouts, and other materials appropriate to each stage of the project. Additionally, GPAC members could assist with mobile outreach events as ambassadors.

**Table 4. GPAC Membership**

Name	Representation (position &/or other roles)
Cheryl Brothers (Chair)	FV City Council (Mayor Pro Tem)
Steve Nagel	FV City Council (Mayor)
Bill Cameron	Planning Commissioner (Vice-Chair)
Ramon Galvez-Arango	HCD Advisory Board (Chair / Principal and VP, Oculus Architects)
Vince Sosa	FV Community Foundation (Director / Realtor)
Margie Drilling	Measure HH Committee (and former Measure M Taxpayer Oversight Committee)
Jim Cunneen (Vice Chair)	FV Elementary School Board (Clerk / former Planning Commissioner)
Paula Coker	FV Chamber of Commerce Board (Chair / Development Assoc., Coastline Community College)
Emily Randle	FV Large Business Representative (COO, Orange Coast Memorial Medical Center)
Matt Cortez	OC Board of Realtors (Realtor)
Karl Lutke	At-large FV Resident Quadrant 1
Clarence F. Alvey Jr.	At-large FV Resident Quadrant 2
Robert Alcantara	At-large FV Resident Quadrant 3
Sheri Vander Dussen	At-large FV Resident Quadrant 4
Bonnie Castrey	Huntington Beach Union High School District

**Mobile Outreach Events**

Utilizing GPAC Ambassadors and City staff, mobile outreach events will help the project team to meet the community where they are already active and engaged. These events are optimal to reach many of the hard to reach groups who may not attend a traditional workshop or hearing. Mobile outreach is best suited for creating awareness for the project, an upcoming community-wide open house, available survey, or something similar. The Fountain Valley GPU will have up to 6 mobile outreach events that PlaceWorks will participate in a preliminary list is provided in Table 5. PlaceWorks will also create a mobile outreach package that the City can use for meetings when PlaceWorks is not present (see suggested events in Table 6). The outreach package will include a presentation and materials such as the project fact sheet and web cards, described in more detail below. Additional materials may be provided depending on the audience, needs of the event and phase of the project.

**Table 5. Mobile Outreach Events Led by PlaceWorks (subject to change)**

#	Event	Tentative Date	Purpose
1	GPAC/community bus tour	January 12, 2019	Explore opportunity sites
2	Mayor’s Breakfast (hosted by Chamber of Commerce)	April 18, 2019	Create awareness for the GPU and reach 40-60 well-connected (locally) attendees
3-5	High school (2) and community college	Fall 2019	Develop/facilitate a program for high schools and community college to gather youth input.
6	TBD	TBD	Reserved for future activities when identified by the City project team.

**Table 6. Mobile Outreach Events Led by City Staff / GPAC Ambassadors (subject to change)**

#	Event	Tentative Date	Purpose
1	Easter Egg Hunt	April 12, 2019	Create awareness for the GPU and promote Community Meeting #1
2	Senior Expo	June 18, 2019	Create awareness for the GPU and gather input on the vision
3	Summerfest	June 20-23, 2019	Create awareness for the GPU and vision
4	Concerts in the Park	July 11 – August 1, 2019 (Thursdays)	Create awareness for the GPU
5	Movies in the Park	Aug 6 (Tuesday) and Aug 16-30 (Fridays)	Create awareness for the GPU
6	Tree Lighting Ceremony	December 7, 2019	Promote Community Meeting #2

**Community-Wide Open Houses**

Community-wide open houses can be used to gather input and generate buy-in 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. Two community-wide open houses are planned to gather input during specific milestones in the GPU process:

1. Vision, values, and issues. The purpose of this workshop is to build awareness, educate the community on the City’s current context and conditions, facilitate community input on areas of potential change and issues, and encourage participants to articulate their vision and values for Fountain Valley through 2040. Specific issues related to the Housing Element will also be addressed to comply with state law.
2. Draft land use and policy direction. At this workshop the draft land use plan map will be released to the public for review and input. Review of site-specific issues (opportunity sites) will be accompanied by visualization for future change. The community will also have the opportunity to discuss new and significant changes in policy direction with the project team.

## Project Collateral

PlaceWorks will prepare a variety of collateral material suitable for distribution online (website and social media), in person (civic buildings, public events, project meetings, and community organizations), in print (local news, civic publications, bus stop shelters), and through television and radio. The following will be created during the appropriate phase of the project:

- General Plan 101/Fact sheet
- Project newsletters (up to 4)
- Press releases (up to 6)
- Project card
- Timeline
- Messages for social media, e-mail, and Peachjar (school district)
- Advertisements (print ready digital files for print publications and/or bus shelters)

Initial project collateral will include a general plan 101 fact sheet, project web card (a business card that promotes the GPU with project contact information) and project timeline (Appendix A).

## Print Publications

Working with the PIO, advertisements or press releases may be sent out to or placed in local publications to help to notice the community about upcoming events such as a community-wide workshop and/or a survey. PlaceWorks will draft a press release and/or create graphics (up to 6) and provide print ready digital files to the City for distribution to the following outlets:

- Fountain Valley Living (\$1,200 per page, but may have Mayor's space available for free); delivered to all addresses in the city)
- Daily Pilot
- OC Register
- Viet Bao and Nguoi Viet (to reach Vietnamese-American community)

## Bus Stop Ad Campaign

In addition to the project collateral and various mediums for outreach described in this section, a bus stop ad campaign could be used to create awareness of the GPU. Bus stop ads are also an optimal way to reach lower income households that are dependent on transit. The City indicated that there are several bus stops/shelters/benches throughout Fountain Valley that are available for City use and could be used to create awareness for the GPU. PlaceWorks will work with staff to determine if this type of campaign is possible and the timeframe best suited for the effort. PlaceWorks will create graphics and provide print ready digital files to the City.

## Radio and Cable TV

From time to time local radio or the City's cable TV channel programming (CityWORKS) may cover events or programs specific to the GPU. The Outreach Team lead by Maggie Le will coordinate coverage of the bus tour, interviews, and cable crawl slides. This additional communication channel has the potential to reach a large number of people including many of the underrepresented groups. PlaceWorks has budgeted approximately \$30,000 for project collateral which could be used for assistance with specialized engagement such as radio and TV coverage.

## Electronic Engagement

### Website

The City's general plan webpage will serve as the repository for digital copies of all collateral, GPU information and updates. The outreach team will work closely with Maggie Le and other team members to ensure all materials are provided and posted in a timely manner and are organized and easy to find.

## MY FV

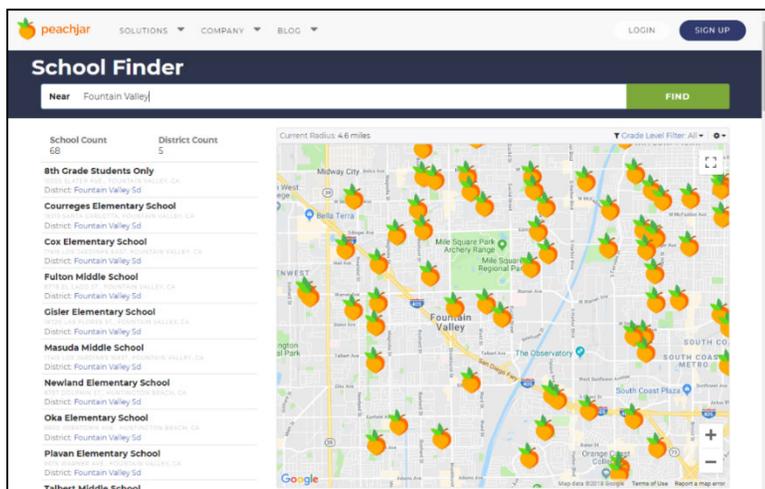
MY FV is the official mobile app for the City of Fountain Valley. The app provides a user-friendly link between the City and its residents, businesses, and visitors looking to access information, resident services, and the city’s social media posts. The app also provides “News Flash” and “FV Newsletter” links that could be used to distribute information on the GPU.

## Electronic Notices

Electronic notifications will be sent out to project subscribers through the Fountain Valley Notify Me subscription service. The GPU has already been listed as a topical area for subscribers to receive project updates via e-mail and/or text message. As appropriate, messaging and content crafted as collateral will also be distributed through Notify Me.

Notifications through the school district are often a good way to reach busy parents, renters and lower income households. Peachjar delivers digital flyers to parents regarding school-related activities. Many of the schools within the two districts that serve Fountain Valley use Peachjar. We recommend the City identify/find a contact at each school district that the outreach team can share flyers and information with for distribution. Ideally communications about the GPU distributed through Notify Me would also be shared via Peachjar.

Figure 1. Peachjar Schools in the Fountain Valley Area



## 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. Social Media is also an effective way to reach and engage Gen Y and Z, who collectively make up about 35% of Fountain Valley’s population (2017). PlaceWorks will work with Maggie Le to craft messages that could be used on the following City social media platforms: Facebook (@fountainvalleycalif, 966 followers), Twitter (@fv\_cityhall, 25 followers), Instagram (fvproud, 259 followers), and Nextdoor (link). When appropriate, Maggie will work with the City’s Communication Team (various staff members across the police, fire, and community service departments) to share relevant information across their social media accounts (e.g., Instagram pages for Fountain Valley Recreation & Community Services, Police Department, and Library). The use of social media for the GPU must comply with the [City’s social media policy](#).

## Surveys

The outreach team 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 GPAC as homework assignments. Four topical surveys have been identified to gather input during specific milestones in the project. These include:

- **Opportunity Sites Tour.** This survey will give the community a chance to take the GPAC bus tour, using a mobile app and their own means of transportation, on the same day or anytime during the month following the tour. The survey will ask for input on each of the opportunity sites to help to gain insights on existing conditions.

- **Likes and Ideas Survey.** During the existing conditions phase of the project this survey will provide a platform for the community to share photos of the things they like and want to improve throughout Fountain Valley. Respondents will be able to upload photos (using Survey 123) at exact locations where they have ideas for improvement or things they desire to preserve and maintain.
- **Vision and Values.** A vision and values survey (not statistically valid) will be conducted concurrent with the first community-wide open house during the values and vision phase.
- **Land Use Options.** A land use and opportunity sites survey is anticipated to coincide with the second community-wide open house to obtain input regarding land use options during the land use planning phase of the project.

The Outreach Team will work collaboratively 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, which PlaceWorks suggests be shared with the community on the project website.

### **Property Owner, Developer, and Business Outreach**

Understanding the position and expectations of each property owner, especially for the opportunity sites, is critical for the creation of meaningful development options and land use alternatives. This PIP includes a number of different avenues for gathering input and collaborating with property owners and businesses within the existing conditions and land use planning phases of the project.

#### **Developer Interviews or Roundtables (Market Study)**

To inform the market study and assist with the outreach effort, the team will complete up to 10 interviews with existing businesses and either up to 10 interviews with commercial developers and brokers or one developer roundtable workshop. If pursued, a developer roundtable would be a half-day meeting held with local builders, developers, and other real estate professionals with interest in Fountain Valley. The Outreach Team will facilitate the meeting with assistance from members of City staff. Roundtables are an ideal forum for vested interests to have an open dialogue with the GPU team, provide input, and express concerns regarding land use and other relevant issues. This format also provides an opportunity for the GPU team to vet some of the ideas for the opportunity sites.

#### **Property Owner Interviews (Land Use Planning)**

Property owner interviews will allow the outreach team to quickly assess positions and expectations on the opportunity sites. Additionally, these interviews are a good way to obtain a balanced understanding of opportunities and challenges. This PIP includes up to 20 one-on-one interviews with property owners (or others) either by phone or at City Hall. The Outreach Team will use Table 2, *Stakeholders*, as a starting point to identify key property owners for interviews and work with City staff to identify others. A list of questions will be drafted and shared with the City for review and comment prior to the interviews. A summary of input will be drafted and shared with the project team following completion of the interviews.

#### **Property Owner Workshops (Land Use Planning)**

A series of workshops will be conducted over a span of two days (at City Hall or PlaceWorks) with the property owners of opportunity sites to explore reuse and intensification options and present findings of the market study. A 60- to 90-minute time slot will be set aside to meet with the property owners of each opportunity site.

### **Environmental Impact Report Outreach**

A public scoping meeting will be held soon after the release of the notice of preparation for the Environmental Impact Report (EIR). The scoping meeting will present the major features of the GPU and the CEQA process and will solicit comments regarding the scope and content of the environmental issues to be addressed in the EIR. Compliant with CEQA, a 45-day public review period for the Draft EIR will be held during the General Plan and EIR preparation phase of the plan. Responses to comments received on the draft EIR will be prepared in accordance with CEQA guidelines.

### Project Inquiry Log

Over the course of the GPU, City staff will maintain a log of calls, e-mails, and public counter inquiries from the community regarding the General Plan. The City will endeavor to maintain as complete and as accurate list as possible. This log will provide the project team with a means of tracking questions and comments that arise throughout the process so that they can be addressed individually and community-wide as needed. Responses to questions or requests for information will be provided based on direction from the Planning & Building Director.

### Briefings and Public Hearings

Throughout the GPU, the Planning Commission and City Council will be briefed on the project’s status through study sessions or briefings. These may be joint or separate sessions (up to 2) and are anticipated to be held during the Land Use Planning phase of the project.

Ultimately, the Fountain Valley City Council is the decision-making body with the legal authority to adopt the final General Plan and certify the associated environmental impact report. The final adoption process will first involve public meetings with the Planning Commission (up to 4), who will make their recommendations to the City Council, with time given to the public to provide their input and comments. Following the Planning Commission meetings, the City Council will conduct public hearings (up to 2) to discuss the draft General Plan, take and consider further public input and comments, and ultimately adopt the 2040 General Plan.

### Translation

Document and in-person translation are not anticipated at this time. However, the need for translation services will be continuously evaluated throughout implementation of the PIP to determine if and when it is needed. One option is to add contact information to the bottom of project materials providing the community with a contact at the City for translation (see example in Figure 2). It is anticipated that Vietnamese would be the requested alternate language.

Figure 2. Example Translation Request for Outreach Materials

For more information, please contact Christopher Koontz at **(562) 570 - 6288** or **Christopher.Koontz@longbeach.gov**.

Kung kailangan mo ang dokumentong ito sa isang alternatibong format, maaring tumawag sa numerong **(562) 570-6922**.

Para solicitar este documento en Español, por favor llame al **(562)570-6922**.

ព័ត៌មាននេះអាចរកបានជាទម្រង់ឯកសារផ្សេងតាមសំណើ ដោយការហៅទូរសព្ទទៅលេខ 562.570.3807 ។

### Outreach Toolbox by Milestone

Table 7 provides an overview of outreach to support each milestone of the GPU process.

**Table 7. Planned Outreach Toolbox by Milestone (subject to change)**

Milestone/ Project Phase	Outreach	Target Groups	Purpose
<b>Existing Conditions and Market Study</b>	<ul style="list-style-type: none"> <li>▪ Bus tour (and survey) of opportunity sites</li> <li>▪ Likes and ideas survey</li> <li>▪ GPAC (mtg 1 – Issues)</li> <li>▪ Interviews or roundtable with businesses, property owners, commercial brokers, developers (market study)</li> <li>▪ Fact sheet, web card, bus shelter ad</li> <li>▪ Press release, cable channel interview</li> <li>▪ Electronic notifications (webpage updates, social media posts, Peach Jar notifications, My FV, e-blasts)</li> <li>▪ Newsletter #1</li> </ul>	<ul style="list-style-type: none"> <li>▪ Community-wide</li> <li>▪ Opportunity site property owners</li> <li>▪ Developers and other real estate professionals</li> <li>▪ GPAC</li> </ul>	Create awareness and inform existing conditions report, market study, and community profile
<b>Values and Vision</b>	<ul style="list-style-type: none"> <li>▪ GPAC (mtg 2 – Vision)</li> <li>▪ Community-wide open house #1</li> <li>▪ GPAC (mtg 3 – values and issues)</li> <li>▪ Vision and values survey (on-line and paper)</li> <li>▪ Property owner interviews (vision, issues, opp. sites)</li> <li>▪ Mobile events: Mayor’s Breakfast, Easter Egg Hunt, Senior Expo, Summerfest, Movies/Concerts in the Park</li> <li>▪ Press release/print ad for open house #1</li> <li>▪ Electronic notifications</li> <li>▪ Newsletter #2</li> </ul>	<ul style="list-style-type: none"> <li>▪ Community-wide</li> <li>▪ Opportunity site property owners</li> <li>▪ GPAC</li> </ul>	Define the community’s desires for the future, draft a values and vision statement
<b>Land Use Plan (draft)</b>	<ul style="list-style-type: none"> <li>▪ Mobile events: High school and community college program, tree lighting ceremony</li> <li>▪ Community-wide open house #2</li> <li>▪ Land use/opportunity sites survey (on-line and paper)</li> <li>▪ Property owner workshops</li> <li>▪ GPAC (mtg 4 – land use alternatives)</li> <li>▪ PC &amp; CC briefing #1 (joint session)</li> <li>▪ Press release/print ad for open house and survey</li> <li>▪ Electronic notifications</li> <li>▪ Newsletter #3</li> </ul>	<ul style="list-style-type: none"> <li>▪ Community-wide</li> <li>▪ Opportunity site property owners</li> <li>▪ GPAC</li> <li>▪</li> </ul>	Arrive at a draft land use plan to be studied by the EIR
<b>Goals and Policies</b>	<ul style="list-style-type: none"> <li>▪ Community-wide open house #2</li> <li>▪ Newsletter #4</li> <li>▪ GPAC (mtg 5 – special issues)</li> <li>▪ GPAC (mtg 6 – final thoughts)</li> <li>▪ PC &amp; CC briefing #2 (joint session)</li> <li>▪ Webpage updates, social media posts, My FV, e-blasts</li> </ul>	<ul style="list-style-type: none"> <li>▪ Community-wide</li> <li>▪ Opportunity site property owners</li> <li>▪ GPAC</li> </ul>	Goal and policy direction for General Plan Element preparation
<b>EIR</b>	<ul style="list-style-type: none"> <li>▪ Notice of preparation/30-day comment period</li> <li>▪ Scoping Meeting</li> <li>▪ 45-day public review period (Draft EIR)</li> <li>▪ Response to comments</li> </ul>	<ul style="list-style-type: none"> <li>▪ Community-wide</li> <li>▪ Agencies as required by CEQA</li> </ul>	CEQA compliance
<b>Adoption/ Certification</b>	<ul style="list-style-type: none"> <li>▪ Planning Commission and City Council hearings</li> <li>▪ Electronic notifications</li> </ul>	<ul style="list-style-type: none"> <li>▪ Community-wide</li> </ul>	Adoption and certification

## **APPENDIX A: PROJECT TIMELINE AND OUTREACH**

*See 11x17 schedule attached.*