



LAKE ELSINORE GENERAL PLAN UPDATE

PUBLIC OUTREACH PLAN

OCTOBER 2023

Introduction

This Public Outreach Plan outlines the engagement strategies and tactics guiding the Lake Elsinore General Plan Update and Zoning Code Amendment planning process. In addition to describing the anticipated engagement methods, this Plan identifies the engagement activities' goals, target audiences, and key stakeholders. This Plan describes the roles of project partners such as City staff, subconsultants, Native American Tribes, and other community-based organizations that extend the community engagement's reach into the Lake Elsinore community.

Outreach Goals

The community outreach efforts are designed to accomplish the following goals:

- **Educate and inform** community members about how the Lake Elsinore General Plan Update and Zoning Code Amendment program shapes the City's future.
- **Provide opportunities for inclusive participation** to ensure that all community voices are heard and are encouraged to offer substantive input.
- **Foster community and stakeholder buy-in** to support the General Plan Update and Code Amendment's adoption and implementation.

Outreach Methods and Key Audiences

The following tools and methods will be used for the Lake Elsinore General Plan Update and Zoning Code Amendment. Each tool will be tailored to the key audiences: including elected/public officials, residents and community members, businesses and visitors, community-based organizations, non-profit organizations, and schools/life-long learning institutions. Table 1 identifies the key audiences aligned with the planned engagement methods.

Table 1: Key Audiences and Engagement Methods

Audience	Method
<i>Elected/Public Officials</i>	
City Council	Study Sessions, Public Hearings
Boards, Committees, Commissions	Stakeholder Interviews, Public Hearings
Native American Tribal Groups	Listening Sessions, Public Hearings
<i>Local Residents</i>	
Homeowner Associations	Stakeholder Interviews, Pop-Up Events, Surveys, Communications and Social Media Campaign, General Plan Project Page on City Website
Local Residents (Owners and Tenants)	
<i>Business</i>	
Local Businesses and Employees	Stakeholder Interviews, Pop-Up Events, Surveys, Communications and Social Media Campaign, General Plan Project Page on the City's Website
Chamber of Commerce	
<i>Agency Partner/Collaborators</i>	
City Staff (Planning, Parks and Community Services, Public Works/Traffic, Others)	Stakeholder Interviews, General Plan Project Page on the City's Website, Public Hearings
CAL FIRE	
Historical Society	
Riverside County Library	
Riverside County Transportation	
Riverside County Fire	
Riverside County Sheriff	
Western Riverside Council of Governments (WRCOG)	
<i>Demographic Sub-Groups</i>	
Youth and Teens (ex. sports, Boys & Girls Club)	Stakeholder Interviews, Pop-Up Events, Surveys, Communications and Social Media Campaign, General Plan Project Page on the City's website
Seniors	
Art Groups (ex. Studio 395)	
Cultural Groups	
Civic Groups (ex. Rotary Club)	

Engagement Activity Descriptions

General Plan Update

Stakeholder Meetings

MIG will conduct up to 8 hours of small-group interviews with key community stakeholders in a digital format such as Zoom. City staff will be responsible for identifying key stakeholders, contacting the interviewees, and coordinating interview times. Stakeholders should include community-based organizations (faith-based, sports organizations, social service organizations, business, homeowners' associations, etc.) Following the conclusion of all interviews, a summary memorandum will be produced for distribution.

Multi-Media Campaign

The multi-media campaign intends to keep the community advised in the General Plan Update program. Written and digital engagement materials will be produced in English and Spanish. The campaign is anticipated to include materials prepared for posting onto the City's website, ongoing multi-media updates via social media/web-based platforms. MIG will also create a project tagline and color scheme to be used throughout the project.

City Council Focus Sessions

MIG will conduct up to six 2-hour focused sessions with the City Council members to identify and discuss issues, proposed plans, and other subjects. The study sessions may occur at the following points during the planning process: initiation/data gathering, existing conditions, alternative concepts (additional detail provided in Task 4), preferred plan/guiding principles, proposed plan, and environmental review. Focused sessions may be conducted as a Zoom meeting.

Native American Tribes Listening Sessions

MIG anticipates conducting up to four "listening sessions" with the local Native American Tribe representatives throughout the planning process. The sessions intent is to have a full understanding of the Native American Tribes' concerns and integrate the Tribes' perspectives into the Plan and planning process as feasible. The sessions may occur at the following points during the planning process: data gathering, alternative generation/concepts, preferred plan, and proposed plan or environmental review. The listening sessions are intended to supplement, not replace SB18 and AB52 processes. City staff will provide the list of tribes included under the California Native American Heritage Commission and Tribal Cultural Resources (AB 52) for MIG to contact for participation. MIG will create the listening session invitations, which the City will review and send to the tribes.

In-Community Events (Pop-Ups)

In response to City Council direction provided in the City Council Study Sessions, MIG will conduct up to three 3-hour "pop up" community events. MIG will set up booths or kiosks at existing, well-attended events, and/or festivals such as Farmers' Markets, Live at the Lake, Taco Fest, etc. to gain community input. City staff will provide MIG a list of possible events. The pop

ups will likely occur during key milestones of the project such as during the visioning process, concept alternatives, and preferred plan.

Online Questionnaires

MIG will conduct two online questionnaires (English and Spanish) for subjects to be determined. Each questionnaire effort is anticipated to include:

- Designing the questionnaire including one round of City staff review
- Posting to the City's website and weekly "peeks" as to questionnaire participation
- Preparing a concise written summary noting questionnaire results and key findings, one round of City staff review
- Creating flyers for City's printing/distribution encouraging questionnaire participation and access information (English and Spanish), one round of City staff review.

Joint Study Session

In addition to the City Council Focused Sessions, and the joint Alternatives City Council/Planning Commission study session, MIG proposes two additional joint study sessions, subjects to be determined. MIG will prepare meeting agendas, technical materials and PowerPoint presentation presentations, as appropriate, and facilitate the 2-hour study sessions.

Zoning Code Amendment

Public Outreach Summary

MIG will develop a Public Outreach Summary to describe and summarize the results of each zoning code oriented activity, synthesize findings across activities, and identify key themes. At the end of the engagement program, each summary will be aggregated to create the Public Outreach Summary. The Summary will include an executive summary that identifies the key themes derived from the multiple engagement activities. An appendix is anticipated to provide verbatim comments produced from the public events and digital platforms.



Table 2: Proposed Work Plan

Public Engagement Activity	Audience	Objective	Venue	Noticing	Activity Materials	MIG Role	City Staff Role	Timing
Stakeholder Interviews	<ul style="list-style-type: none">Agency partners/ collaboratorsLocal businesses and business representativesCommunity organizations	<ul style="list-style-type: none">Solicit candid feedback on vision, opportunities, strengths, and potential issuesGather perspective from opinion leaders, interested community groups, and those who will implement the General Plan	Zoom or similar online platform	USPS, Email, or Telephone	<ul style="list-style-type: none">Interview questionsAgenda	<ul style="list-style-type: none">Develop interview questionsConduct interviewPrepare summary memoPrepare draft interviews/confirmation letters for City useAssist City with scheduling	<ul style="list-style-type: none">Review interview questionsSend invitationsMonitor RSVPs and schedule interviewsProvide ongoing communication to participants	November 2023
Multi-Media Campaign	Everyone	Keep the community advised on the General Plan Update and Zoning Amendment Program	N/A	N/A	<ul style="list-style-type: none">FlyersQuestionnaires	Develop and translate outreach materials	Review and post materials	Initiating October 2023 with the branding logo/colors
City Council Focus Sessions	<ul style="list-style-type: none">City Council (and other local bodies, as appropriate)Everyone is welcome to attend	Provide recommendations or decision-making at major project milestones	City Hall	City website announcement	<ul style="list-style-type: none">Technical materials developed as part of previous tasksPowerPoint Presentation, as needed	<ul style="list-style-type: none">Prepare agendasDevelop technical materials as part of previous tasks to be discussed by the CouncilPrepare PowerPoint Presentation, as neededPrepare Study Session summary notes	<ul style="list-style-type: none">Secure Study Session siteProvide communications with CouncilReview materials to be presented to at Study SessionAs needed, prepare staff report or other noticing materialsAssist with meeting facilitation, as neededProvide ongoing communication with Council members	<ul style="list-style-type: none">November 2023December 2023
Native American Tribes Listening Session	Native American Tribes	Have a full understanding of the Native American Tribes' concerns and integrate the Tribes' perspectives into the Plan and planning process as feasible	TBD	USPS and Email	<ul style="list-style-type: none">Interview questionsAgenda	<ul style="list-style-type: none">Develop interview questionsConduct interviewDevelop summary memoPrepare draft interviews/confirmation letters for City useAssist City with scheduling	<ul style="list-style-type: none">Provide NAHC and AB 52 list of tribesReview interview questionsSend invitationsMonitor RSVPs and schedule interviewsProvide ongoing communication to participants	<ul style="list-style-type: none">November 2023

Public Engagement Activity	Audience	Objective	Venue	Noticing	Activity Materials	MIG Role	City Staff Role	Timing
In-Community Events (Pop-Ups)	Everyone	Engage and inform residents during key project milestones (visioning, concept alternatives, and preferred plan)	Local events	City website and social media announcement	<ul style="list-style-type: none"> Activity/feedback poster boards Flyers Survey 	<ul style="list-style-type: none"> Prepare outreach materials Attend pop ups 	<ul style="list-style-type: none"> Review outreach materials Secure venue Attend pop ups 	<ul style="list-style-type: none"> TBD
Online Questionnaires	Everyone	Solicit input from a broad range of audiences	N/A	City website and social media announcement	English and Spanish digital questionnaire	<ul style="list-style-type: none"> Prepare questionnaire Create flyers (English and Spanish) Provide weekly updates on questionnaire participation Prepare concise summary on questionnaire results and key findings 	<ul style="list-style-type: none"> Review questionnaire Review flyers Post questionnaire to website Review questionnaire summary 	<ul style="list-style-type: none"> TBD
Joint Study Session	<ul style="list-style-type: none"> City Council and Planning Commission (and other local bodies, as appropriate) Everyone is welcome to attend 	Provide recommendations or decision making at major project milestones	City Hall	City website announcement	<ul style="list-style-type: none"> Technical materials developed as part of previous tasks PowerPoint Presentation, as needed 	<ul style="list-style-type: none"> Prepare agendas Develop technical materials as part of previous tasks to be discussed by the Commission(s)/ Council Prepare PowerPoint Presentation, as needed Prepare Study Session summary notes 	<ul style="list-style-type: none"> Secure Study Session site Provide communications with Commission(s) and Council Review materials to be presented to at Study Session As needed, prepare staff report or other noticing materials Assist with meeting facilitation, as needed Provide ongoing communication with Commission/Council members 	<ul style="list-style-type: none"> TBD

Public Engagement Activity	Audience	Objective	Venue	Noticing	Activity Materials	MIG Role	City Staff Role	Timing
Public Hearings	<ul style="list-style-type: none"> City Council and Planning Commission (and other local bodies, as appropriate) Everyone is welcome to attend 	Adopt final plan	City Hall	City website announcement	Plan documents	<ul style="list-style-type: none"> Prepare PowerPoint Presentation, as needed 	<ul style="list-style-type: none"> Provide communications with Commission(s) and Council Review materials to be presented at Study Session As needed, prepare staff report or other noticing materials Assist with meeting facilitation, as needed Provide ongoing communication with Commission/Council members 	<ul style="list-style-type: none"> TBD
Zoning Code Public Outreach Summary	<ul style="list-style-type: none"> Everyone 	Provide ongoing information regarding zoning code outreach findings.	N/A	N/A	Summary	<ul style="list-style-type: none"> Prepare summaries 	<ul style="list-style-type: none"> Review summaries Post to City's website 	<ul style="list-style-type: none"> TBD

