

Attachment C

This page intentionally left blank.



Community Engagement Plan

COUNTY OF MONTEREY GENERAL PLAN UPDATE

Final Draft November 29, 2022

Table of Contents

1	INTRODUCTION.....	4
2	PURPOSE.....	4
3	GOAL & OBJECTIVES.....	5
3.1	Raise Awareness.....	5
3.2	Maximize Community Engagement and Participation.....	5
3.3	Equitable Community Involvement.....	6
3.3.1	Identify Fair Housing Issues and Solutions.....	6
3.4	Public Input for Decision-Making.....	6
3.5	Utilize Successful Engagement Methods and Build on Recent Engagement Efforts.....	6
3.6	Clearly Identify Input Received in Element Documents.....	7
4	ENGAGEMENT OPPORTUNITIES.....	7
4.1	Parallel Processes.....	7
5	REQUIREMENTS AND BEST PRACTICES.....	7
5.1	California State Deadline – Housing Element Update.....	7
5.2	Environmental Justice Element Deadline.....	8
5.3	Safety Element Deadline.....	9
5.4	Best Practices.....	9
5.5	County Outreach Coordinator.....	10
5.6	Covid-19 Considerations.....	10
5.7	Planning For Accessible & Inclusive Engagement.....	10
5.7.1	Inclusive Outreach.....	11
5.8	Language Access.....	11
6	NOTICING AND OUTREACH EFFORTS – ALL ELEMENTS.....	11
6.1	Stakeholders and Interested Parties.....	12
6.2	Webpages.....	13
6.3	Social Media.....	14
6.4	Other Noticing Methods for Outreach.....	14
6.5	Planning Commission and Board of Supervisors Study Sessions.....	14
6.6	Civic Academies, Events and Pop-Ups.....	15
6.7	Public Workshops.....	15
6.8	Community Surveys.....	16
7	ELEMENT SPECIFIC ENGAGEMENT PLANS.....	17

7.1	Housing Element Update	17
7.1.1	County’s Website/Comments to County Staff.....	17
7.1.2	Civic Academies, Events and Pop-Ups	17
7.1.3	Community Meetings.....	18
7.1.4	Stakeholder Meetings	20
7.1.5	Planning Commission/Board of Supervisors Public Hearings	20
7.1.6	Open House.....	20
7.2	Environmental Justice Element and Safety Element Engagement Plan	21
7.2.1	County’s Website/Comments to County Staff.....	21
7.2.2	Civic Academies, Events and Pop-Ups	21
7.2.3	Community Meetings.....	22
7.2.4	Environmental Justice Community Advisory Committee Meetings	24
7.2.5	Safety Committee Meetings	25
7.2.6	Planning Commission / Board of Supervisors Meetings	26
7.2.7	Open House.....	26
7.2.8	Stakeholder Meetings	27
8	ENGAGEMENT ACTIVITIES OVERVIEW – ALL ELEMENTS	27
9	SCHEDULE	28
9.1	Summary of Engagement for Housing Element – Tentative Dates	28
9.2	Summary of Engagement for Environmental Justice Element – Tentative Dates	28
9.3	Summary of Engagement for Safety Element – Tentative Dates.....	29

I INTRODUCTION

The Community Engagement Plan (Engagement Plan) summarizes the strategies and process the County of Monterey (County) and Harris & Associates (Harris), the County's General Plan Update (GPU) consultant, will follow to engage the public and other stakeholders in the preparation of the Housing and Safety Elements updates as well as the preparation of the new Environmental Justice Element.

The Engagement Plan guides and prioritizes County efforts, first summarizing goals and guiding principles for public engagement, followed by summaries of specific outreach methods employed during the planning process for each Element. Importantly, this Engagement Plan will address how engagement strategies will be adapted to achieve the goals of the Engagement Plan considering COVID-19, while ensuring the process is safe and accessible to residents.

2 PURPOSE

The purpose of the Engagement Plan is to ensure residents, property owners, businesses, community-based organizations, and public agencies (collectively referred to as "stakeholders") are actively involved in updating the County's General Plan.

State law requires the local planning agency to provide opportunities for the involvement of the community. Such involvement should include public agencies, public utility companies, community groups, and others through hearings or other appropriate methods (Gov. Code § 65351). With regard to the Housing Element update, the California Government Code Section 65583(c)(7) requires: "The local government shall make a diligent effort to achieve public participation of all economic segments of the community in the development of the housing element, and the program shall describe this effort." Government Code section 65351 requires that during the preparation or amendment of a general plan, the planning agency must provide opportunities for community input through public hearings and any other means the planning agency deems appropriate. Specifically, Government Code section 65351 requires that the planning agency shall "provide opportunities for the involvement of citizens, California Native American tribes, public agencies, public utility companies, and civic, education, and other community groups."

Engaging the community in the planning process and incorporating feedback is essential to ensuring that the General Plan reflects the priorities of the community it serves and that the strategies for achieving those goals are feasible, equitable, and can be implemented efficiently with support from the community. The outreach effort may evolve and change from that published in the Engagement Plan at the County's discretion to meet the program needs and coordinate with other related planning efforts. Components of a successful engagement plan are as follows:

- Widespread and Productive Participation Through In Person and Virtual Engagement Opportunities
- Authentic Community Representation
- Two-Way Communication and Feedback Loops
- Open and Transparent Process
- Accessible Participation

- Positive Reception

3 GOAL & OBJECTIVES

The main goal of community engagement throughout the project process is the preparation of a General Plan Update that addresses the needs of the community, which is informed by comprehensive and diverse community engagement and input resulting from multiple engagement opportunities throughout the update process.

3.1 Raise Awareness

Stakeholders must be aware of the GPU process in order to participate. Information on the General Plan, including the Housing, Safety and Environmental Justice Elements, will be provided through boots on the ground outreach (pop ups, community touch points, etc.) and multiple media outlets to help inform stakeholders about these documents and why they are important to the community.

3.2 Maximize Community Engagement and Participation

The Engagement Plan will provide a public process that maximizes participation from all stakeholders and facilitates compliance with state laws and requirements for community involvement. More specifically, State law requires the local planning agency to provide opportunities for the involvement of the community. Such involvement should include public agencies, public utility companies, community groups, and others through hearings or other appropriate methods (Gov. Code § 65351). Government Code Section 65357 requires that copies of the documents adopting or amending a general plan, including the diagrams and text, shall be made available to the public. The California State Department of Housing and Community Development (HCD) requires that the County make a diligent effort to include all economic segments of the community in the development and update of the Housing Element. Similarly, the Governor's Office of Planning and Research Environmental Justice Element Guidelines recommend that once disadvantaged communities are identified, local agencies work with these communities to understand existing conditions with respect to environmental justice topic areas to better understand the drivers of inequality in the preparation of the Environmental Justice Element.

Every effort will be made to engage stakeholders of all economic segments, such as:

- Establish a landing page on the County's website that provides a user-friendly, interactive platform at <https://www.co.monterey.ca.us/GeneralPlanUpdates>.
- Utilize community surveys to solicit input and participation (links on website).
- As needed, make paper copies of information available for distribution to community groups lacking online access.
- Consider the composition of the target audience and use communication tools that are language-appropriate, culturally sensitive, and readable.
- Direct invitations to community groups and residents to participate in the process via notifications through email, text, and social media targeted ads (make these available in different languages reflecting the demographics of the County unincorporated area).

- Announce stakeholder participation opportunities at Board of Supervisors and Planning Commission meetings.
- Display information on the Housing, Safety and Environmental Justice Elements (including all opportunities to learn more and participate in the process) on the County’s social media sites (including Nextdoor, Eventbrite, Facebook, Instagram, and Twitter). Provide these notifications in different languages reflecting the demographics of the County unincorporated area.
- Request that community groups and school districts share public engagement opportunities, such as surveys, workshops, etc.
- Provide links to online copies of all Elements to stakeholders on the County’s website.
- Provide information at community events and high-traffic public locations to enhance interaction with the public to create opportunities to engage people in their own communities.

3.3 Equitable Community Involvement

State law requires that a jurisdiction make a diligent effort to include all economic groups when drafting, adopting, and implementing its housing element (Gov. Code § 65583(c)(8)). Harris will work with County staff to identify the property owners/property managers of any income-restricted units or housing serving special needs populations in the County and engage community groups, non-profits and other entities providing services or serving extremely low, very low-, low- and moderate-income households and special needs populations. The process will seek to maximize engagement and input from seasonal workers and indigenous populations. The community engagement process that is sensitive to cultural considerations such as different interaction norms, priorities, levels of comfort with professional terminology, and expectations for project completion. The process will consider cultural diversity, including both overt differences, such as age, literacy level, socioeconomic status, and language, and more nuanced differences such as local history and cultural norms.

3.3.1 Identify Fair Housing Issues and Solutions

Government Code Section 8899.50 (a)(1) requires an assessment of fair housing practices, an analysis of the relationship between available sites and areas of high or low resources, and concrete actions in the form of programs to affirmatively further fair housing. Fair housing requirements and topics will be presented and discussed at workshops, surveys and in informational materials.

3.4 Public Input for Decision-Making

Stakeholders’ knowledge and perspectives help to verify or expand on available information and better determine the appropriateness or effectiveness of proposed strategies and in updating and prioritizing goals and strategies.

3.5 Utilize Successful Engagement Methods and Build on Recent Engagement Efforts

The County recently completed a comprehensive community engagement effort related to both the update to the Inclusionary Housing Ordinance (IHO) and the Community Climate Action and Adaptation Plan (CCAAP). Engagement methods that worked well for these processes will be continued and relevant input collected during recent meetings will be utilized.

3.6 Clearly Identify Input Received in Element Documents

The Housing, Safety and Environmental Justice Elements will clearly identify and include input received during meetings, obtained from surveys, and other methods such as emails received by County staff to clearly demonstrate how community input was taken into consideration, establishing a feedback loop, and creating positive patterns of communication with the community.

4 ENGAGEMENT OPPORTUNITIES

For the General Plan Update, the primary opportunities for community input to meaningfully inform the project team's work are:

- Identifying values, challenges, and opportunities related to key community issues for housing, safety, and environmental justice.
- Providing input and feedback on the goals and policies developed for each of the elements.
- Identifying where community input is needed and how it will impact outcomes is important in choosing which form of engagement can most effectively engage a broad base of the community.

4.1 Parallel Processes

It is important that members of the public perceive the County as one entity and not as separated into different projects or processes. Therefore, community engagement for the General Plan Update will consider any overlap in activities and potential streamlining of public outreach efforts by coordinating with County staff. The project team will build on the engagement strategies used for other recent planning projects germane to the General Plan Update. Current projects that include public outreach include:

- Community Climate Action and Adaptation Plan (CCAAP). The County is currently developing its CCAAP for 2030 to reduce greenhouse gas emissions in line with the targets set by the State of California.
- Inclusionary Housing Ordinance (IHO). The County is currently conducting a comprehensive update of its inclusionary housing policy.

5 REQUIREMENTS AND BEST PRACTICES

5.1 California State Deadline – Housing Element Update

California law requires all jurisdictions in the Association of Monterey Bay Area Governments (AMBAG) to have an adopted 6th Cycle Housing Element Update that is in substantial compliance with state law no later than December 31, 2023. It is important to note that the Housing Element is the only General Plan element that is required to be certified by the state and is time sensitive. Recent changes to state law have compressed the time that jurisdictions have to prepare the Housing Element for HCD review (review periods were extended by law as of January 1, 2022, but jurisdictions were not provided with an extension

for the Housing Element deadline). These changes also result in the initial community engagement activities being compressed as well.

The community engagement and public input process for the Elements continues until the adoption of the elements. For the Housing Element, workshops, meetings, and surveys must be conducted prior to drafting the document so that housing needs, fair housing issues and public input can be incorporated into the first draft for HCD review. Therefore, these activities will take place in the first quarter of 2023 to allow the County to achieve the state mandated deadline.

The repercussions of not meeting the December 31, 2023, deadline may include:

- Loss of local control for the approval of housing projects.
- Loss of affordable housing and infrastructure funding.
- Inability to issue building permits.
- Lawsuits from the state Attorney General, HCD or other groups.
- Substantial fines and penalties.

5.2 Environmental Justice Element Deadline

In an effort to address the inequitable distribution of pollution and associated health effects in low-income communities and communities of color, the California Legislature passed, and Governor Brown signed SB 1000 in 2016. SB 1000 and Gov. Code, Section 65302(h)(2) require local governments to identify environmental justice communities (referred to as “disadvantaged communities”) in their jurisdictions and incorporate environmental justice policies into their General Plans upon adoption of two or more Elements concurrently on or after January 1, 2018.

Disadvantaged communities are often subject to disproportionate environmental burdens; therefore, SB 1000 requires that cities and counties develop objectives and policies in their General Plans to address the following:

- Improve air and water quality and promote access to public facilities, healthy food, safe and sanitary homes, and physical/recreational activity to reduce the unique or compounded health risks in disadvantaged communities
- Promote civic engagement in the public decision-making process
- Prioritize improvements and programs that address the needs of disadvantaged communities

Gov. Code, Section 65302(h), requires the following:

- Identification of objectives and policies to reduce the unique or compounded health risks in disadvantaged communities by means that include the reduction of pollution exposure, and the promotion of public facilities, food access, safe and sanitary homes, and physical activity
- Identification of objectives and policies to promote civic engagement in the public decision-making process
- Identification of objectives and policies that prioritize improvements and programs that address the needs of disadvantaged communities

5.3 Safety Element Deadline

Pursuant to Senate Bill (SB) 1035, all local jurisdictions in California must update their Safety Element upon each revision of the Housing Element or Local Hazard Mitigation Plan, but not less than once every 8 years. SB 1035 (Gov. Code, Section 65302) and SB 379 (Gov. Code, Section 65302[g][4]) require all cities to address climate change adaptation and resilience in their General Plan Safety Element. SB 379 is triggered by the next update of a jurisdiction's LHMP (updated every 5 years) or before January 1, 2022, whichever is first. SB 1035 built off SB 379, requiring that the Safety Element be updated every 8 years upon the next Housing Element update.

5.4 Best Practices

The California Governor's Office of Planning and Research and HCD have issued guidelines for Housing Element and General Plan Updates. To ensure comprehensive outreach to the community, the Plan identifies best practices in accordance with these guidance documents and includes several engagement tools and strategies. The County will work to execute best practices for equitable community engagement for the Housing, Safety and Environmental Justice Element Updates. The County is committed to ensuring all community members have fair and meaningful access to County programs, activities, and services. It complies with Title VI of the Civil Rights Act of 1964 and California's Dymally-Alatorre Bilingual Services Act. The County also adopted a Diversity Policy (2013) and Language Access and Effective Communication Policy (2018) to further its commitment.

Community engagement will include, but will not be limited to, the following to facilitate meaningful and intentional participation for stakeholders:

- Presenting all information and data in a format that is easily understood.
- Taking the time to ensure the public understands critical information.
- Providing information in easily accessible formats, such as the County's social media pages (the County will also request that community groups' and school districts' share information on their social media), the County's dedicated web page for the General Plan update (on the County's website), and via paper copies if/where appropriate. All information relevant to the process will be made available, either at regular meetings or by posting to the website.
- Providing opportunities for attendance at meetings and workshops virtually (and planning evening meetings) to maximize participation.
- Providing translation/interpreter services, as needed.
- Partnering with community-based organizations, especially those that serve low-income households, special needs populations, and residents directly impacted by housing issues, to cultivate the trust that is required for authentic community participation during planning processes (County to provide listings of community-based organizations and residents and Harris will assist with partnerships).
- Bringing directly affected stakeholders into the process as soon as possible and seeking input on the Housing Element early in the development, implementation, and oversight stages.
- Demonstrating willingness to consider and incorporate stakeholder input, focused listening to all viewpoints, encouraging questions, and respecting community values and concerns.

- Maintaining integrity by demonstrating willingness to follow up with responses to requests, comments and questions provided during meetings, through the website and email correspondence from the public.
- Incorporating input received in the Elements. A summary of comments from public outreach efforts will be prepared and how the comments are considered and incorporated (including comments that were not incorporated), particularly with changes to the Housing Element. Additionally, a summary of issues that contributed to lack of participation in the Housing Element process by all economic segments, particularly people with protected characteristics, will be prepared if that proves to be the case.

5.5 County Outreach Coordinator

To ensure the outreach process is implemented in adherence to the goals and best practices described above, Edgar Sanchez will serve as an Outreach Coordinator. Mr. Sanchez will coordinate with the County Communications Team with respect to public engagement. Specifically, the Outreach Coordinator will be responsible for coordinating posting web page content and updates, all social media posts and notifications, uploading the survey content to the County's preferred survey instrument (including links to surveys on the dedicated Housing, Safety and Environmental Justice webpages), receiving all public communications and comments (and forwarding to Harris and Associates), website maintenance, scheduling workshops and stakeholder meetings (including logistics such as virtual platforms, meeting rooms, etc.) and other activities as appropriate.

5.6 Covid-19 Considerations

The project team recognizes recent community engagement challenges related to COVID-19 public health guidance. Given the uncertainties involved in future surges and guidance limiting indoor and in-person meetings, activities planned to take place in-person during the planning process, such as workshops and community events, may be paused, postponed, or transitioned to solely virtual events. Weaving different virtual activities into the General Plan Update process will require flexibility as well as thoughtfulness to ensure the engagement of a broad segment of community members and stakeholders.

In person events will be in place and offer the opportunity to have hybrid engagement to accommodate more participants while virtual engagement workshops, webinars, and communication and calls with partners will be used where appropriate and in alignment with public health guidance to meet the engagement objectives. Virtual engagement can include online surveys, videos or recorded presentations, decision-support tools, or strategic use of other digital tools.

5.7 Planning For Accessible & Inclusive Engagement

A key objective of the General Plan Update process is to engage a wide spectrum of community members and stakeholders. It will be critical to provide materials that are easy to access, linguistically competent, and culturally appropriate. Multiple informational tools will be used throughout the process, including digital tools, social media, County emails and e-newsletters, County publication materials, as well as fliers and informational handouts, and in-person multilingual outreach and events.

5.7.1 Inclusive Outreach

Workshops and engagement activities will consider how to engage different community members effectively and thoughtfully in the County. Inclusive outreach must also incorporate notification methods through multiple channels, consistent communication with the community on accessibility and accommodation for technology and language needs and provide multiple meeting times and location options for all activities to accommodate varied schedules.

Monterey County's population of over 400,000 residents is very diverse with approximately 58.3% Hispanics/Latinos, 30% Whites, close to 7% Asians, and 3.5% African Americans/Blacks. Its population of non-English speakers is over 25%—almost four times the national average. Most of the non-English speakers speak Spanish, however, there are several other languages spoken throughout the County, such as Tagalog, Korean, and several indigenous languages.

Interestingly Monterey County employs a greater percentage of people in language-related jobs than any other metropolitan area in the country and is called “the language capital of the world.” The County's demographic makeup presents a unique opportunity and challenge in conducting meaningful engagement.

5.8 Language Access

Language access is an important aspect of accessible and inclusive outreach efforts. Interpretation can be provided for both in-person and virtual meetings and translation can be provided for written material. For each engagement activity, translation and interpretation will be provided, as needed, by the County to make engagement more accessible and inclusive. Community members will be able to submit language requests for engagement activities.

The project team has identified Spanish as the only threshold language for legal purposes. Monterey County is home to more than 25% of people who cannot communicate in English, with close to 100,000 people who only speak Spanish according to the 2010 United States Census. The County is also home to speakers of many other languages, such as Tagalog, Korean, and indigenous languages, including Mexteco, Triqui, and Chatino, among others. The project team will work with County staff in identifying language access needs for each engagement activity. County staff will coordinate translation and interpretation services.

To increase access and community inclusivity, bilingual (English-Spanish) County staff will conduct Spanish-language outreach activities (e.g., civic academies, pop-ups at events, library displays) in partnership with community-based organizations to deepen opportunities for engagement with community members.

6 NOTICING AND OUTREACH EFFORTS – ALL ELEMENTS

Recognizing residents' limited time and attention and to avoid community engagement fatigue, the County will work to identify opportunities to streamline the various planning processes, while also leveraging existing partnerships and community networks created in prior engagement processes.

Outreach efforts will be synchronized across the Housing, Safety and Environmental Justice Elements when there are synergies between these separate efforts.

To ensure cohesive marketing and project branding across all noticing and outreach efforts, the project team will develop materials that follow all County and project branding guidelines (see Appendix for Project Style Guide), coordinating with the County to review materials designed for outreach and notification of the General Plan Update process.

The notification resources to be used for outreach and education purposes are outlined below. Additional notification tools and methods may be identified as needed by County and/or Harris staff.

6.1 Stakeholders and Interested Parties

County staff has identified an initial list of stakeholders and interested parties related to the General Plan Updates, which will continue to grow and be updated throughout the GPU process. Staff will develop an email public distribution list to notify interested parties of announcements, workshops, documents, and hearings. County will work with community organizations to push out communications and information to their memberships or clients. County will further develop a targeted outreach strategy working with key community-based organizations (CBOs) that network and engage directly with disadvantaged and underrepresented communities. This initial list will serve as the basis for preliminary stakeholder group participants, Environmental Justice Community Advisory Committee, and the Safety Committee.

Interested parties and stakeholders (more will be added as they are identified) include but are not limited to:

- Community Based Organizations: Barrios Unidos; Building Healthy Communities; Center for Community Advocacy; Centro Binacional para el Desarrollo Indigena Oaxaquena; Communities Organized for Relational Power and Action; Fort Ord Environmental Justice Network; Facilitating Power; Green Latinos; Monterey County Black & Brown Solidarity Coalition; Mujeres en Accion; Partners for Peace.
- Market-rate and affordable housing Developers and builders: CHISPA, Mid-Peninsula Housing, Building Industry Association – Bay Area;
- County of Monterey Cities: Salinas; Gonzales; Soledad; Greenfield; King City; Carmel, Monterey, Seaside, Marina, Del Rey Oaks
- Unincorporated Communities: Pajaro; Las Lomas; Boronda; Chualar; San Lucas; San Ardo; Lockwood; Bradley; Castroville.
- Service and Education Organizations: All In Monterey; Alliance on Aging; Central Coast Center for Independent Living; Central Coast Rural Communities Foundation; Monterey Bay Economic Partnership; National Young Farmers Coalition; Rancho Cielo; School Districts; United Way of Monterey County;
- Land Use, Environmental and Conservation Organizations: Carmel Valley Association; Keep Big Sur Wild; Keep Fort Ord Wild; land trusts; Land Watch; Sierra Club;
- Agencies: Utility service providers; special districts; fire agencies and councils; law enforcement; emergency response agencies
- Hospitality and Agricultural industry associations

6.2 Webpages

The County, with support from the Harris team, will update the General Plan Elements Update webpage on the County website – <https://www.co.monterey.ca.us/GeneralPlanUpdates> - to serve as a *landing page* for the GPU. The updated GPU webpage will have an overview of the update process, including:

- Housing Element announcements, and announcements for the Safety and Environmental Justice Elements.
- Brief descriptions of the Housing Element and Safety Element Updates as well as Environmental Justice Element.
- Link to Housing Element project webpage.
- Link to Safety Element and Environmental Justice Element project webpages.
- Link to a “What is a Housing Element” document (including translations).
- Project schedule.
- Notices of upcoming meetings/workshops.
- Contact information for information, questions and requests to be added to the public distribution list.
- Link to surveys.

Each Element webpage will also contain more Element-specific information. For instance, the Housing Element Update page would include basic information about what a housing element is and why it is regularly updated, define terms like Regional Housing Needs Assessment (RHNA), provide the current status, and perhaps include any relevant maps. Harris will provide webpage content translations in Spanish, upon request. The Environmental Justice Element portion of the Safety Element and Environmental Justice Element page would include basic information about what an environmental justice element is, the state’s requirements to include environmental justice policies in the general plan, and definitions of environmental justice and disadvantaged communities. The Safety Element Update portion of the Safety Element and Environmental Justice Element page would similarly include basic information about what a safety element is, what hazards are of concern to the County, and opportunities for grant funding opportunities for hazard mitigation and safety projects.

The County’s homepage will have an announcement that the Housing and Safety Elements are being updated, and the Environmental Justice Element is being prepared, with a link to the landing page. The homepage could also have announcements of opportunities to be involved in advance of each of the workshops, again with a link to the landing page and/or relevant Element webpage with the workshop announcement and Zoom webinar link.

The County’s homepage will also feature a dedicated general plan update project email made available at (GeneralPlanUpdates@co.monterey.ca.us) for residents to use in providing any comments or questions related to the GPU. County staff will monitor this dedicated project email on a daily basis and will provide timely responses to all emails received. It should be noted that this email will be referenced for use across the various resources discussed in this document with respect to use for notification and outreach efforts.

Initial landing page and Elements webpage content will be submitted to the County in December 2022. The Outreach Coordinator is responsible for working with the County’s Communications Team to create/update the County’s website with the content provided by the Harris team. This ensures the County has an opportunity to review and approve the content prior to uploading it to their website.

6.3 Social Media

The Harris team will create content to promote the project's public meetings and engagement opportunities on the County's social media accounts, and the Outreach Coordinator will be responsible for working with the County Communications Team to post to their various accounts. The designated facilitator for each public workshop will be responsible for submitting social media post content to the Outreach Coordinator two weeks prior to the workshop. Eventbrite may also be utilized for raising awareness of outreach activities and helping track projected volume of public attendees through RSVP.

At its discretion, the County may use social media, which could include targeted ads, in order to expand the number of residents that the County reaches with social media posts. Social media platforms such as Facebook and Instagram allow ads to be targeted to geographic locations and specific age ranges. The County may also use Nextdoor to help reach residents and ensure timely and targeted distribution of information pertaining to outreach activities.

The County will also seek and utilize partnerships with community partners such as elected officials, neighborhood leaders, non-profit organizations, religious organizations, school districts, and small businesses to share the County's content on their social media platforms.

6.4 Other Noticing Methods for Outreach

The County will periodically send out email blasts (E-blasts) that provide updates and announcements to community members and other stakeholders who have requested to be added to the project public distribution lists. In addition to E-blasts, the County may also utilize Newsletters to share links to information and notify residents of upcoming GPU public engagement opportunities.

The County will also identify any other County-led publications to publicize and distribute information on engagement opportunities, such as digital and print publications, other department services announcements, fliers, and informational handouts. The County may also employ the use of non-County led publications, such as press releases, handouts through cable and utility providers, and local publications in an effort to help further advertise outreach activities and solicit community participation.

In addition to using online resources, the County may provide information and engagement opportunities in person, in accordance with COVID-19 protocols. Materials will be available at County Administration building on West Alisal in Salinas, the County Housing and Community Development Department on Schilling Place in Salinas, Monterey County Free Libraries branches, and other County facilities, including the various community centers across the County.

6.5 Planning Commission and Board of Supervisors Study Sessions

Planning Commission and Board of Supervisor study sessions are planned to be held on December 7, 2022, and January 10, 2023, respectively. Harris will prepare a presentation for both sessions that provide an overview of the General Plan Updates (including the Housing, Safety and Environmental Justice Elements), the process for updating/preparing the Elements and the planned community outreach efforts. Harris will prepare a draft and final presentation on the General Plan Update process as well as answer questions from the Planning Commission and Board of Supervisors as well as the public. This will also be an

opportunity for community stakeholders to provide public input and comments on the GPU process. County staff will attend the study sessions in person, if available, and Harris will attend virtually.

6.6 Civic Academies, Events and Pop-Ups

To reach community members that do not typically participate in traditional civic engagement activities, County staff will conduct English and Spanish outreach within communities throughout the County, with a focus on disadvantaged and underrepresented communities. The goal of these in-community events and pop-ups is to build relationships with communities, provide informational flyers and other resources on the GPU process, inform and invite to upcoming engagement events, and distribute the surveys and solicit feedback.

Integration of community-based organizations (CBOs) into the GPU process builds off of the existing ways in which these organizations engage with and assist a large number of diverse community members. County staff have identified and are meeting with various CBOs to discuss effective community engagement strategies working within their organization of members or clients. County staff will also be building a partner relationship with the CBOs for ongoing and future collaboration.

In collaboration with community-based organizations, County staff will conduct up to 3 civic engagement academies to provide an overview of Housing Element purpose and update process. County staff with support of Harris will provide a condensed version of the housing element presentation that is packaged strategically to the target group. Staff will also conduct up to 3 civic engagement academies related to the Safety and Environmental Justice Elements. Following the academies, staff will provide materials, support and participate when invited with smaller group meetings and gatherings that develop out of the civic engagement academies.

Staff will also identify community events (e.g., farmer's markets, community events) where they can have a pop-up booth as well as install informational displays and activities and Monterey County Free Libraries branches to push out information and engage directly with the community. Staff will provide activities with questions distilled from survey, and community members will be encouraged to vote or write in responses to these activities. Staff will provide paper sign-up sheets and encourage people to sign up for the public distribution list to get more information about the GPU process. Staff will also make the community surveys available in hard copy to be completed on-site as well as provide a QR code that links to the on-line survey. To incentivize participation and survey completion, staff will offer free promotional items at these events to people that participate in the activities or complete a survey.

6.7 Public Workshops

The tentative dates for all public workshops (e.g., community meetings, open houses, hearings) for the Housing, Safety and Environmental Justice Elements are referenced in their respective sections that follow and listed on pages 20-21.

County will convene in-person and virtual workshops (hosted over Zoom using the County's Zoom account) and will use live polling to engage participants and collect their input. If requested, interpretation services will be provided at workshops and will be hosted over the County's Zoom account using the Interpretation feature. Power point presentations can also include subtitles for clarity.

Harris will prepare an announcement template that will be used to advertise all public workshops on the County's website and social media accounts. These announcements will be sent to the County's email

interests lists related to each Element. For instance, email interest lists for housing include affordable housing, homelessness, and community-based groups and non-profits serving residents. Harris recommends that the County also send announcements to all community groups and school districts with the request that the notices be posted on their social media accounts and announcements made at upcoming regular meetings.

The Planning Commission and Board of Supervisors will be asked to share ways to be involved by announcing upcoming workshops during their regular meetings. All workshops will feature a PowerPoint presentation and will allow participants to provide comments and ask questions during the meeting. Presentations, meeting minutes, and recordings will be posted on the respective Element webpage within a week of each workshop.

The County will maintain a contact database of community members and stakeholders that participate in these workshops as well as other activities, sharing the contact database and updates with relevant departments and coordinating updates to the database with new contact information as it is collected throughout the General Plan Update process.

More detailed information on how the workshops will be conducted under the Element-Specific Engagement Plans below.

6.8 Community Surveys

Harris will prepare one (1) survey for the Housing Element Update and one (1) survey for the Safety Element Update and Environmental Justice Element. Both surveys will be available online through links on the established web pages for the Housing, Safety and Environmental Justice Elements. County staff will develop a QR Code that links to the online survey and will also provide printed surveys at civic academies, events and pop-ups described in section 6.5.

The Housing Element survey will include direct questions to help inform the updates including the Affirmatively Furthering Fair Housing analysis. These questions will include but are not limited to housing availability and affordability, cost burden, discrimination, transportation access, education and employment opportunities, overcrowding, housing conditions, displacement risks, and fair housing issues.

The Safety/Environmental Justice Elements survey will include several questions related to the Safety Element Update, such as questions about natural hazards of concern to community members, climate change awareness, disaster preparedness, the community's barriers to living active and healthy lifestyles, and unsafe or unhealthy housing conditions.

Harris will draft and submit the survey questions to the County staff for review and feedback before integrating the questions into a survey platform. The proposed survey platform utilized will be SurveyMonkey. County staff will establish the platform, populate the survey questions, and will transcribe hard-copy survey responses into the platform. At the conclusion of the survey period, county staff will download the results and email all data to Harris staff.

7 ELEMENT SPECIFIC ENGAGEMENT PLANS

7.1 Housing Element Update

7.1.1 County's Website/Comments to County Staff

As described in this Engagement Plan, the County will maintain a GPU landing webpage and a project-specific webpage dedicated to the Housing Element Update information to be made accessible at <https://www.co.monterey.ca.us/GeneralPlanUpdates>. The webpage will also contain a link to the dedicated email address – GeneralPlanUpdates@co.monterey.ca.us - to request information, be added to the public distribution list, and submit questions and input from any interested parties. This will remain in place through the final adoption and certification of the Housing Element Update and therefore, public input will continue throughout the process. County staff will forward all comments and communications to Harris for inclusion in the administrative record for the Housing Element Update.

7.1.2 Civic Academies, Events and Pop-Ups

7.1.2.1 Housing Element Civic Academies

In collaboration with Communities Organized for Relational Power and Action (COPA), Mujeres en Accion, and other community-based organizations, County will organize and lead up to 3 Housing Element Civic Academies to take place in January 2023, in English or Spanish as appropriate. Harris will strategically package a short version of the housing element presentation for the CBOs.

The academies will begin with a modified version of the community meeting presentations prepared by Harris, including a link to the Housing Element survey. The presentation will provide an explanation of the Housing Element, why it is being updated, how community feedback can shape the policy, and how to participate in the process. The academy will then break out into facilitated small groups where participants can share their lived experiences and provide input regarding housing needs, issues and housing sites being considered.

The Civic Academies will be scheduled in consultation with the CBOs.

7.1.2.2 Community Events

Staff will identify and participate in at least 8 community events with a Housing Element pop-up table at locations throughout the County, with an emphasis on underserved or disadvantaged communities. Staff will provide activities with questions distilled from survey, and community members will be encouraged to vote or write in responses to these activities. Staff will provide paper sign-up sheets and encourage people to sign up for the public distribution list to get more information about the GPU process. Staff will also make the community surveys available in hard copy to be completed on-site as well as provide a QR code that links to the on-line survey. To incentivize participation and survey completion, staff will offer free promotional items at these events to people that participate in the activities or complete a survey.

Following the academies, staff will provide materials, support and participate when invited with smaller group meetings and gatherings that develop out of the civic engagement academies. Staff will provide similar information and materials as with community event pop-up tables; however, the focus will be to engage in discussion with participants to listen to their lived experiences and feedback.

7.1.2.3 Library Displays

In collaboration with Monterey County Free Libraries (MCFL), County staff will set up unmanned interactive displays with activities intended to spark conversation about the housing needs and issues. Central to these displays will be providing printed materials, webpage and email addresses to get information regarding the Housing Element Update. Staff will also make the QR Code for the survey available to scan and will explore if the library computers onsite can bookmark the survey for easy online access.

One activity concept would be an adaptation of the “before I die project” where an open-ended question is posted in the community with lines and chalk for the community to write in their responses (See image below). For example, a large poster board would be posted in MCFL branches throughout the County, in both Spanish and English, with a question prompting community members to write in their responses or vote for choices. Included in this poster will be a QR code to full survey.



7.1.3 Community Meetings

Harris will organize and lead two community meetings to support the Housing Element update. Harris staff will attend and lead the community meetings virtually. Each community meeting is expected to be 1.5 hours in duration. The process of conducting the community meeting is detailed below.

Housing Element Community Meeting #1: Introduction and Information

The first community meeting will begin with an explanation of the Housing Element and why it is being updated, followed by an overview of the process. The material covered will include some of the data points about housing needs in the County, live polling on housing needs and issues, areas where sites are being considered and next steps in the Housing Element Update process.

The notice for the first community meeting will include a link to a survey for all stakeholders. The survey will remain open until one week prior to Workshop #2. Harris and County staff will request that all attendees complete the survey (link provided in the notice).

Community meeting #1 is tentatively scheduled to take place during the third week of January 2023 (tentatively January 19, 2023).

Housing Element Community Meeting #2: Survey Results, Opportunity Sites & Policies

The second community meeting will include a presentation of the survey results, a refined list of potential sites for the draft site inventory, an overview of initial policies and programs to achieve the County's housing goals, and an opportunity for public input and comments. Live polling topics will include survey results, potential sites/areas, housing types, priority housing programs and other topics as identified.

Community meeting #2 is tentatively scheduled to take place third week of February 2023 (tentatively February 16, 2023).

Harris Action Items

- Prepare the following for County staff review two (2) weeks prior to community meetings:
 - Notices for each community meeting (County staff will provide the Zoom link)
 - Draft email for County staff to send to community organizations containing the following:
 - Request that the notices be posted on their social media accounts.
 - Statement to be read at community organization and school district meetings.
 - Feedback on best ways to engage stakeholders.
 - Final versions of all documents will be completed 5 days prior to the notice for the first community meeting.
 - Prepare draft survey questions (link to survey to be provided in the notice for the first community meeting).
 - Work with County staff to finalize the community survey and ensure that it is publicly available one week prior to the first Housing Element community meeting.
 - Survey results will be shared at the second community meeting.
 - Prepare meeting minutes and transmit them to the County within five business days following each community meeting.

Outreach Coordinator/County Staff Actions

- Post each community meeting notice on Nextdoor, the County's social media accounts, the County's website, and the Housing Element Update webpage five days prior to each meeting.
- Share information on the Housing Element Update and notices via text and email.
- Email community meeting notices and links to the survey to all residents, community organizations, non-profits, housing advocacy groups, all persons on County interest lists pertaining to housing and homelessness and other stakeholders.
- Include the following additional information in emails to the community organizations, housing advocacy groups, non-profits, interest lists, school districts and other stakeholders:
 - Request that the notice be posted on their social media accounts.
 - Statement to be read at community organization and school district meetings.
 - Feedback on best ways to engage stakeholder (including hard-copy paper notices and surveys).

- Record County-hosted community meeting and post the recordings on the Housing Element Update webpage, and other County platforms as appropriate.

7.1.4 Stakeholder Meetings

Harris will work with County staff to schedule and facilitate six (6) group meetings with various community stakeholders. Harris will request input from County staff on identifying stakeholders. Each stakeholder group meeting would include one of the following groups:

- Housing developers (affordable and market-rate).
- Fair housing entities.
- Housing advocacy groups.
- Special needs service providers.
- Property owners/managers of income-restricted housing units.
- Property owners for potential opportunity sites.
- Non-profit organizations serving low-income/special needs residents impacted by housing issues (and residents as well).

These meetings will be held in between the public community meetings (dates to be set after coordinating with stakeholders). Each meeting is expected to be 1.5 hours in duration.

Harris Action Items

- Set up meetings with stakeholder groups and coordinate with County staff on dates/times.
- Prepare a draft and final agenda for each stakeholder meeting.
- Lead each stakeholder meeting, take notes, and incorporate meeting summaries into the Housing Element Update.

Outreach Coordinator/County Staff Actions

- Provide a list of stakeholders (and emails where available) under each group identified on the previous page in this section.
- Attend stakeholder meetings.

7.1.5 Planning Commission/Board of Supervisors Public Hearings

A minimum of three (3) public hearings will be held by the Planning Commission and Board of Supervisors throughout the Housing Element Update process. These hearings will provide opportunities to engage the community, answer questions and obtain input on the Housing Element Update process and documents (i.e., drafts and final) throughout the process.

7.1.6 Open House

An in-person community open house will be held during the third week of June 2023 (tentatively June 14, 2023), for the Housing Element Update. The community open house would be 2 hours in duration. Stakeholders, residents, and other community members will be invited to view the draft Housing Element Update, ask questions about the document, and obtain additional information on the Housing Element Update process.

Harris will prepare and provide a draft notice of the Open House for social media, the County’s website, and other mediums at least four (4) weeks prior to the Open House date. The Outreach Coordinator will ensure that the notice is posted in all designated locations and formats.

7.2 Environmental Justice Element and Safety Element Engagement Plan

7.2.1 County’s Website/Comments to County Staff

As described in this Engagement Plan, the County will maintain individual webpages dedicated to the Environmental Justice Element and Safety Element Update information, to be made accessible via the following link <https://www.co.monterey.ca.us/GeneralPlanUpdates>. The webpage will also contain a link to the dedicated email address – GeneralPlanUpdates@co.monterey.ca.us - to request information, be added to the public distribution list, and submit questions and input from any interested parties. This will remain in place through the final adoption and certification of the Environmental Justice Element and Safety Element Update.

7.2.2 Civic Academies, Events and Pop-Ups

Safety and Environmental Justice Elements Civic Academies

In collaboration with Communities Organized for Relational Power and Action (COPA), Mujeres en Accion, and other community-based organizations, County will organize and lead up to 3 Safety/Environmental Justice Elements Civic Academies to take place in April 2023, in English or Spanish as appropriate. Harris will strategically package a short version of the housing element presentation for the CBOs.

The academies will begin with a modified version of the community meeting presentations prepared by Harris, including a link to the Safety/Environmental Justice Elements survey. The presentation will provide an explanation of the Safety/Environmental Justice Elements, why they are being updated/developed, how community feedback can shape the policy, and how to participate in the process. The academy will then break out into facilitated small groups where participants can share their lived experiences and provide input regarding safety and environmental justice issues in the County.

The Civic Academies will be scheduled in consultation with the CBOs.

Community Events

Staff will identify and participate in at least 8 community events with a Safety/Environmental Justice Elements pop-up table at locations throughout the County, with an emphasis on underserved or disadvantaged communities. Staff will provide activities with pre-identified questions distilled from Safety/Environmental Justice Elements survey, and community members will be encouraged to vote or write in responses to these activities. Staff will provide paper sign-up sheets and encourage people to sign up for the public distribution list to get more information about the GPU process. Staff will also make the community surveys available in hard copy to be completed on-site as well as provide a QR code that links to the on-line survey. To incentivize participation and survey completion, staff will offer free promotional items at these events to people that participate in the activities or complete a survey.

Following the academies, staff will provide materials, support and participate when invited with smaller group meetings and gatherings that develop out of the civic engagement academies. Staff will provide

similar information and materials as with community event pop-up tables; however, the focus will be to engage in discussion with participants to listen to their lived experiences and feedback.

Library Displays

In collaboration with MCFL, County staff will set up unmanned interactive displays with activities intended to spark conversation about the safety and environmental justice issues in the County. Central to these displays will be providing printed materials, webpage and email addresses to get information regarding the Safety/Environmental Justice Elements Update. Staff will also make the QR Code for the survey available to scan and will explore if the library computers onsite can bookmark the survey for easy online access.

One interactive activity will be displaying a large poster board in MCFL branches throughout the County, in both Spanish and English, with a question prompting community members to write in their responses or vote for choices. Included in this poster will be a QR code to full survey.

7.2.3 Community Meetings

Harris will organize and lead two community meetings each (total of four) to support the Safety Element update and the new Environmental Justice Element. Each community meeting is expected to be 1.5 hours in duration. Harris staff will attend and lead the community meetings virtually. The process of conducting the community meeting is detailed below.

Safety Element Community Meeting #1: Introduction and Information

The first community meeting will begin with an explanation of the Safety Element and why it is being updated, followed by an overview of the process. The material covered will include some of the data points about hazards of concern in the County, live polling on safety needs and issues, and next steps in the Safety Element Update process.

The notice for the first community meeting will include a link to a survey for all stakeholders. The survey will remain open until one week prior to Community meeting #2. Harris and County staff will request that all attendees complete the survey (link provided in the notice).

Community meeting #1 is tentatively scheduled to take place during the second week of May 2023 (tentatively May 9, 2023).

Safety Element Community Meeting #2: Survey Results, Opportunity Sites & Policies

The second community meeting will include a presentation of the survey results, a discussion of the Vulnerability Assessment for the County, an overview of initial policies and programs to achieve the County's safety goals, and an opportunity for public input and comments. Live polling topics will include survey results, priority safety programs and other topics as identified.

Community meeting #2 is tentatively scheduled to take place during the first week of August 2023 (tentatively August 3, 2023).

Environmental Justice Element Community Meeting #1: Introduction and Information

The first community meeting will begin with an explanation of the Environmental Justice Element and why it is being updated, followed by an overview of the process. The material covered will include a

presentation of the survey results, some of the data points about equity issues in the County, live polling on environmental justice needs and issues, and next steps in the Environmental Justice Element process.

Community meeting #1 is tentatively scheduled to take place during the fourth week of April 2023 (tentatively April 27, 2023).

Environmental Justice Element Community Meeting #2: Survey Results, Opportunity Sites & Policies

The second community meeting will include a presentation of the Existing Conditions Assessment results, an overview of initial policies and programs to achieve the County's environmental justice goals, and an opportunity for public input and comments. Live polling topics will include priority environmental justice policies and programs.

Community meeting #2 is tentatively scheduled to take place during the fourth week of July 2023 (Tentatively July 25, 2023).

Harris Action Items

- Prepare the following for County staff review two (2) weeks prior to community meetings:
 - Notices for each community meeting (County staff will provide the Zoom link)
 - Draft email for County staff to send to community organizations containing the following:
 - Request that the notices be posted on their social media accounts.
 - Statement to be read at community organization and school district meetings.
 - Feedback on best ways to engage stakeholders.
 - Final versions of all documents will be completed 5 days prior to the notice for the first community meeting.
 - Prepare draft survey questions (link to survey to be provided in the notice for the first community meeting).
 - Work with County staff to finalize the community survey and ensure that it is publicly available one week prior to the first of each Element's community meeting.
 - Survey results will be shared at the second community meeting.
 - Prepare meeting minutes and transmit them to the County within five business days following each community meeting.

Outreach Coordinator/County Staff Actions

- Post each community meeting notice on Nextdoor, the County's social media accounts, the County's website, and the Safety Element and Environmental Justice Element webpage five days prior to each meeting.
- Share information on the Safety and Environmental Justice Elements and notices via text and email.
- Email community meeting notices and links to the survey to all residents, community organizations, non-profits, all persons on County interest lists pertaining to safety and equity and other stakeholders.
- Include the following additional information in emails to the community organizations, non-profits, interest lists, and other stakeholders:
 - Request that the notice be posted on their social media accounts.
 - Statement to be read at community organization meetings.

- Feedback on best ways to engage stakeholder (including hard-copy paper notices and surveys).
- Record County-hosted community meeting and post the recordings on the Hou Safety Element and Environmental Justice Element webpage, and other County platforms as appropriate.

7.2.4 Environmental Justice Community Advisory Committee Meetings

Harris will assist the County in establishing an Environmental Justice Community Advisory Committee (EJCAC) to support the development of the Environmental Justice Element. The purpose of establishing an EJCAC is to involve members of the community who do not traditionally participate in local decision-making processes that affect their environment and quality of life. The EJCAC will play a key role in helping maximize involvement in the planning process. The Environmental Justice Element Survey will provide an opportunity for the public to indicate interest in participating in the EJCAC. Spanish translation will be offered to EJCAC members prior to the EJCAC kick-off meeting.

All EJCAC meetings will be closed session meetings in order to create a space for community members to feel comfortable sharing their opinions and experiences with County staff. Meetings of temporary advisory committees—as distinguished from standing committees—made up solely of less than a quorum of a legislative body are not subject to the Brown Act, and therefore are not required to be public. Preparation for the EJCAC meetings will be a shared responsibility among County Staff and Harris. Harris will facilitate three EJCAC meetings:

EJCAC Meeting #1

The purpose of this meeting is to present information on the Environmental Justice planning process and the EJCAC's role, present the results of the first community survey, and solicit feedback on how best to engage with hard-to-reach residents and disadvantaged communities to ensure their perspectives and experiences inform the development of environmental justice goals and objectives.

EJCAC Meeting #1 is tentatively scheduled to take place during the second week of January 2023 (tentatively January 12, 2023).

EJCAC Meeting #2

The purpose of this meeting is to present and solicit feedback on the Existing Conditions assessment. The CAC will validate that the data and indicators used are consistent with EJCAC members' experiences and local knowledge ("ground-truth").

EJCAC Meeting #2 is tentatively scheduled to take place during the first week of May 2023 (tentatively May 4, 2023).

EJCAC Meeting #3

The purpose of this meeting is to solicit feedback on proposed objectives and policies to include in the Environmental Justice Element.

EJCAC Meeting #3 is tentatively scheduled to take place during the second week of September 2023 (tentatively September 5, 2023).

Harris Action Items

- Drafting email invitation and meeting agenda 3 weeks prior to meetings.
- Drafting meeting presentation materials 1 week prior to meetings.
- Providing meeting minutes within 3 business days following each meeting.

Outreach Coordinator/County Staff Actions

- Identifying community representatives, members, and activists; community-based organizations; public health officials, and other groups that have a history of under-representation in civic proceedings to participate in the EJCAC.
- Selecting EJCAC members.

7.2.5 Safety Committee Meetings

To support the update of the Safety Element, Harris will work with the County to form a Safety Committee. The Safety Committee will include representatives from County departments involved with public safety and emergency preparedness. Harris will facilitate two Safety Committee meetings and two Community Meetings to inform the update of the Safety Element.

Safety Committee Meeting #1:

The purpose of this meeting is to review the Safety Element update process, including existing state legislation driving the Safety Element update. Harris will also present the topics and hazards that will be covered in the Safety Element update. Harris will present the draft maps and exhibits, along with hazard profiles for feedback. The first meeting of the Safety Committee will be set once the committee is appointed.

Safety Committee Meeting #1 is tentatively scheduled to take place during the third week of June 2023 (tentatively June 13, 2023).

Safety Committee Meeting #2:

The purpose of this meeting is to solicit input from the Safety Committee on draft Safety Element goals, policies, and implementation. The date of the second Safety Committee meeting will be set at or following the first meeting.

Safety Committee Meeting #2 is tentatively scheduled to take place during the second week of October 2023 (tentatively October 10, 2023).

Outreach Coordinator/County Staff Actions

- Identifying key County representatives to serve on the Safety Committee.
- Creating a web page on the County's website to post information related to the Safety Element update.

Harris Action Items

- Providing public engagement web-page content.
- Drafting email invitation and meeting agenda 3 weeks prior to meetings.
- Drafting meeting presentation materials 1 week prior to meetings.
- Providing meeting minutes within three (3) business days following each meeting.

7.2.6 Planning Commission / Board of Supervisors Meetings

Harris will finalize the Environmental Justice and Safety Element update based on comments received from public input and governmental agencies and present the final draft to the Planning Commission and Board of Supervisors. The final Planning Commission meeting to accept the Draft Safety and Environmental Justice Elements is tentatively scheduled to take place on January 10, 2024, and the Board of Supervisors meeting is tentatively scheduled to take place on February 20, 2024.

Harris Action Items

- Producing a second draft (review draft) of the Environmental Justice Element and Safety Element update and incorporating comments from the County and the public.
- Producing a third draft Safety Element update with input from the California Geological Survey's and the Board of Forestry and Fire Protection's reviews.
- Producing the final Environmental Justice Element and Safety Element update.
- Drafting presentation to the Planning Commission and Environmental Justice Element and Safety Element update adoption by Board of Supervisors.

7.2.7 Open House

The planning process for the Environmental Justice Element and Safety Element will feature a public open house to provide the general public an opportunity to voice their input on the Environmental Justice and Safety Elements. After the Public Review Drafts have been posted, Harris will be responsible for facilitating a joint Community Open House to share key findings, present goals and strategies, and solicit feedback on the Draft Environmental Justice and Safety Elements. In addition to providing a forum for the general public to express their feedback on the Draft Elements, the workshop will provide Planning Commission and Board of Supervisors members the opportunity to ask questions prior to adoption hearings.

The Safety and Environmental Justice Elements Community Open House is tentatively scheduled to take place during the second week of November (tentatively November 7, 2023).

Harris Action Items

- Drafting email invitation and meeting agenda 3 weeks prior to open house.
- Drafting open house presentation materials 2 weeks prior to open house.
- Providing meeting minutes within 3 business days following the open house.

Outreach Coordinator/County Staff Actions

- Coordinating with Planning Commission and Board of Supervisors to set open house date.
- Distributing email invitation and agenda to Planning Commission and Board of Supervisors 2 weeks prior to meetings.
- Posting the Public Review Draft on the County's webpage.
- Posting workshop notice on the City's social media accounts, the County's website, and the Element webpages at least 10 days prior to the workshop.
- Posting agenda, presentations, and meeting minutes to the website following the workshop.

7.2.8 Stakeholder Meetings

Harris will work with County staff to schedule and facilitate up to twelve (12) meetings with various community stakeholders. Harris will request input from County staff on identifying and finalizing stakeholders. These meetings will be held in between the EJCAC meetings and Safety Committee meetings (dates to be set after coordinating with stakeholders).

Harris Action Items

- Set up meetings with stakeholder groups and coordinate with County staff on dates/times.
- Prepare a draft and final agenda for each stakeholder meeting.
- Lead each stakeholder meeting, take notes, and incorporate meeting summaries into the Housing Element Update.

Outreach Coordinator/County Staff Actions

- Provide a list of stakeholders (and emails where available) under each group identified on the previous page in this section.
- Attend stakeholder meetings.

8 ENGAGEMENT ACTIVITIES OVERVIEW – ALL ELEMENTS

This section provides an overview of the activities for community engagement, including a timeline of engagement activities and milestones, shown on the following page. The engagement activities for the General Plan Update are summarized below and further detailed on the following pages.

- Community Surveys. One (1) survey for Housing and one (1) survey for Environmental Justice and Safety - Total two (2) surveys.
- Civic Academies. Up to three (3) for Housing Element and up to three (3) for the Safety and Environmental Justice Elements – Total of up to 6 academies.
- Stakeholder Focus Group Meetings. One (1) round of up to six (6) meetings for Housing and one (1) round of up to twelve (12) meetings for Environmental Justice and Safety - Total 18 meetings.
- Community Meetings. Two (2) meetings each for Housing, Environmental Justice, Safety, and Zoning - Total eight (8) meetings.
- Community Event Pop-Ups: At least eight (8) for Housing Element and at least eight (8) for the Safety and Environmental Justice Elements – Total of at least 16 pop-up events.
- Library Displays: Displays at six (6) MCFL branches for Housing Element and six (6) branches for the Safety and Environmental Justice Elements – Total of 12 displays.
- County Leadership Meetings. One (1) General Plan Update study session each with Planning Commission and Board of Supervisors and two (2) project briefings each with Planning Commission and Board of Supervisors – Total six (6) meetings.
- Environmental Justice Community Advisory Committee Meetings – Total three (3) meetings.
- Safety Committee Meetings – Total two (2) meetings.

- Community Open Houses. One (1) open house for Housing and one (1) open house for Environmental Justice and Safety – Total two (2) open houses

The project team will clarify logistics associated with meetings in advance of each activity with a logistics plan for the event. Logistics plans will describe tasks associated with the preparation, digital engagement/promotion, and facilitation of each meeting. All dates are tentative and subject to change dependent on scheduling and availability of resources.

9 SCHEDULE

9.1 Summary of Engagement for Housing Element – Tentative Dates

- 12.07.22 Planning Commission Study Session
- 01.10.23 Board of Supervisors Study Session
- 01.2023 Civic Academy - Housing
- 01 & 02.23 Community Event Pop-Ups and Library Displays #1 – Housing
- 1.09– 2.06.23 Community Survey – Housing (on webpage)
- 1.19 - 2.28.23 Stakeholder Meetings #1 – Housing
- 01.19.23 Community Meeting #1 - Housing
- 02.16.23 Community Meeting #2 - Housing
- 03.29.23 Planning Commission Hearing – Housing Element Update
- 04.18.23 Board of Supervisors Hearing - Housing Element Update
- 06.2023 Community Event Pop-Ups and Library Displays #2 – Housing
- 06.14.23 Community Open House #1 (In-Person) – Housing
- 09.13.23 Planning Commission Debrief #2
- 09.19.23 Board of Supervisors Debrief #2

9.2 Summary of Engagement for Environmental Justice Element – Tentative Dates

- 12.07.22 Planning Commission Study Session
- 01.10.23 Board of Supervisors Study Session
- 01.12.23 EJCAC Meeting #1
- 03.14.23 Community Survey - EJ/Safety
- 03.2023 Civic Academy – EJ/Safety
- 04.2023 Community Event Pop-Ups and Library Displays #1 – EJ/Safety
- 04.18.23 EJCAC Meeting #2
- 04.27.23 Community Meeting #1- EJ
- 06.07.23 Stakeholder Meetings - EJ/Safety
- 07.20.23 EJCAC Meeting #3
- 07.25.23 Community Meeting #2- EJ
- 08.2023 Community Event Pop-Ups and Library Displays #2 – EJ/Safety

- 10.25.23 Community Open House #2 (Virtual) - EJ/Safety

9.3 Summary of Engagement for Safety Element – Tentative Dates

- 12.07.22 Planning Commission Study Session
- 01.10.23 Board of Supervisors Study Session
- 03.2023 Civic Academy – EJ/Safety
- 04.2023 Community Event Pop-Ups and Library Displays #1 – EJ/Safety
- 03.14.23 Community Survey - EJ/Safety
- 05.02.23 Safety Committee Meeting #1
- 05.09.23 Community Meeting #1 – Safety
- 06.07.23 Stakeholder Meetings - EJ/Safety
- 08.2023 Community Event Pop-Ups and Library Displays #2 – EJ/Safety
- 08.01.23 Safety Committee Meeting#2
- 08.03.23 Community Meeting #2 – Safety
- 10.25.23 Community Open House #2 (Virtual) - EJ/Safety

The following page provides a timeline graphic of the dates listed above for all three elements.

DRAFT

SUMMARY OF OUTREACH SCHEDULE & MILESTONES

■ EJ/Safety
■ Housing

