THE CITY OF
SAN FERNANDO
DOWNTOWN MASTER PLAN

"GUERNICA TO HOME"
BY STAN NATCHEZ

OUTREACH & ENGAGEMENT PLAN

LAST UPDATED 7/13/2023

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1. Introduction

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- This Outreach and Engagement Plan was prepared for the San Fernando Downtown Master Plan ("the project").

- It is consistent with the goals, principles, and standards for community engagement set forth by the City's Community Engagement Framework to achieve the goal of creating a more inclusive, transparent, and participatory base of residents, businesses, and visitors.

- It is considered a "living document" and can be amended throughout the life of the project to allow for the most appropriate methods to effectively engage the community.
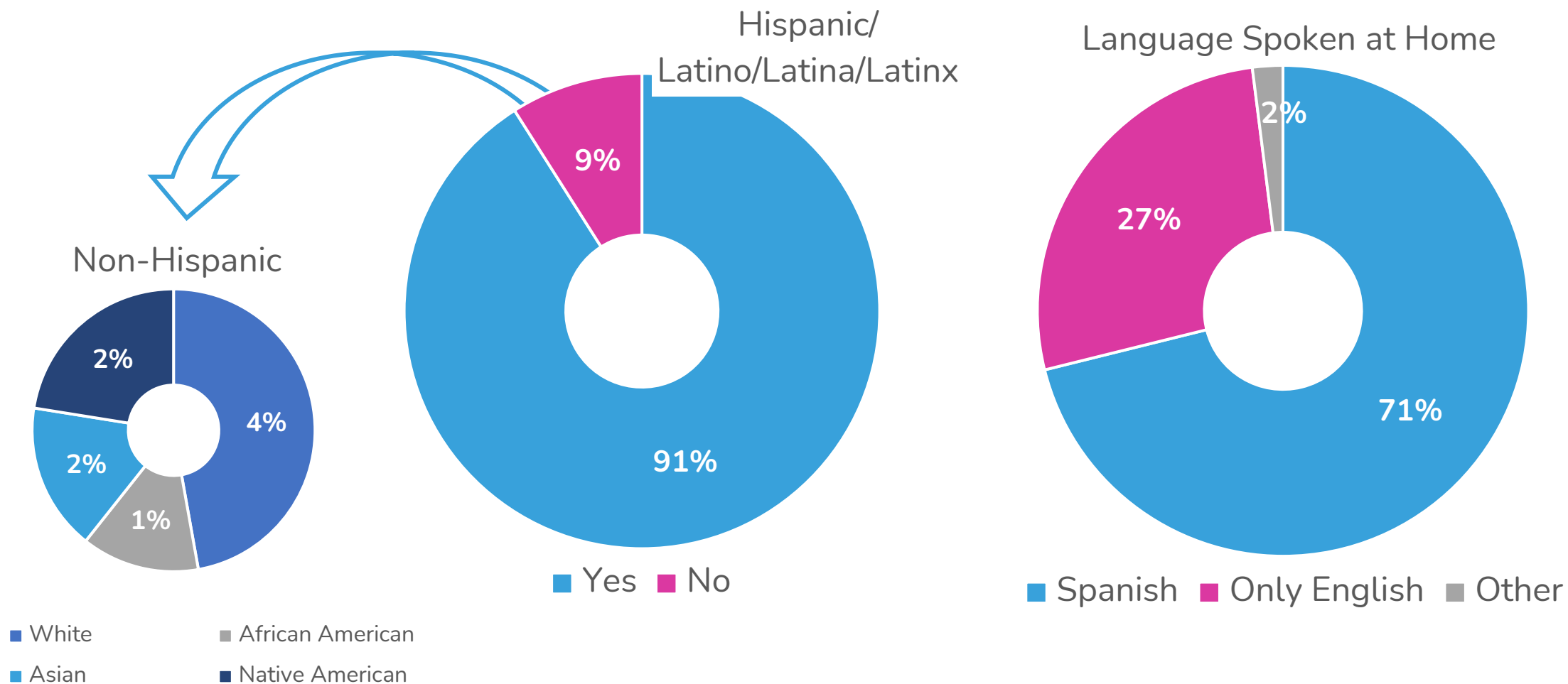
1. Introduction

- **PURPOSE OF THE OUTREACH & ENGAGEMENT PLAN (WHY?):**
  - ✓ Establish and execute an inclusive, accessible, and transparent outreach and engagement process that allows community members to provide meaningful input that will shape the future of their downtown.

- **OUTCOMES OF THE OUTREACH & ENGAGEMENT PLAN (WHAT?):**
  - ✓ An informed public
  - ✓ Participation by a varied cross-section of community members
  - ✓ Constructive feedback to help inform the work
  - ✓ A vetted, collective, and community- and stakeholder-driven vision for Downtown San Fernando

2. Overall Approach

a. Who is San Fernando?

COMMUNITY SNAPSHOT: DEMOGRAPHICS

Hispanic/Latino/Latina/Latinx

Non-Hispanic

9%

91%

2%

4%

1%

2%

Yes No

White   African American
Asian   Native American

Language Spoken at Home

2%

27%

71%

Spanish Only English Other

Source: 2021 American Community Survey

a. Who is San Fernando?

COMMUNITY SNAPSHOT: DEMOGRAPHICS

Age Group	Percentage
65 and over	12%
40 to 64	34%
25 to 39	22%
18 to 24	9%
Under 18	23%

6,500 Households

24,244 Residents

36.7 Median Age

700 Downtown Properties

Source: 2021 American Community Survey; Data USA
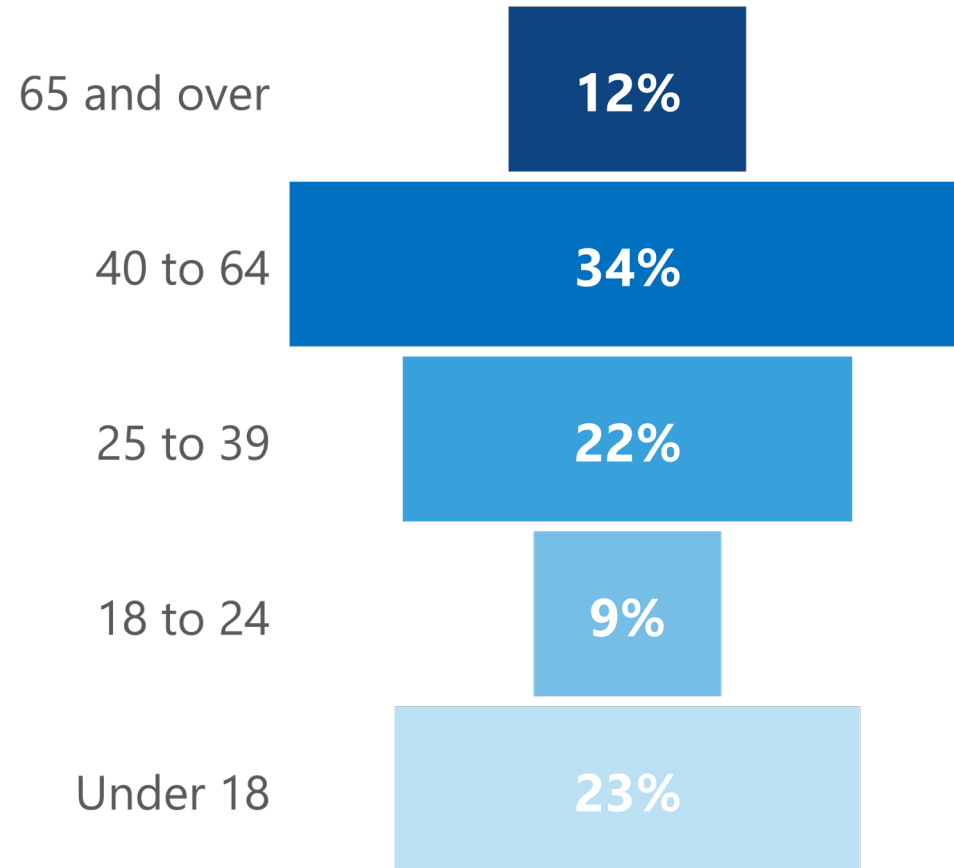
b. Why your input matters

- **Make your voice heard** - participate in the democratic process that openly invites, welcomes, and values everyone's input.

- **Have a hand in shaping the future** – tell us about your ideas, issues, concerns, and aspirations for a better Downtown San Fernando. All ideas are welcome!

- **Participate in a shared process** – join others in developing a collective vision for YOUR downtown which is a shared and valued asset for the entire community.

c. How to overcome barriers

A multi-pronged approach to engage the community in a variety of ways that maximizes opportunities for input.

- **MULTI-METHOD:** Engage across multiple formats and platforms, whether online or off-line, digital or physical.

- **MULTI-LINGUAL:** Engage in both English and Spanish, using accessible, inclusive, and user-friendly messaging.

- **MULTI-LOCATIONAL:** Engage by "meeting people where they are," rather than expecting them to come to us.

- **MULTI-GENERATIONAL:** Engage everyone across the age spectrum from youth to seniors.

3. Outreach and Engagement Methods

a. Summary of Methods

| APPROACH	METHOD	DEVICE	TARGET AUDIENCE
INFORM	Website	Computer, smartphone	• Anyone with personal or public computer/phone internet access (e.g., library, school)
	Social Media	Computer, smartphone	• Anyone with personal or public computer/phone internet access (e.g., library, school) • Youth or tech-savvy people
	Flyers	In-person	• Patrons of local businesses, City Hall or other City facilities, e.g., community centers, parks, etc.
	Informational Mailer	Physical mail	• All listed addresses in the city
CONSULT	With City staff	In-person or virtual meetings	• City staff and departments
	With City leaders		• Ad-Hoc Economic Development Committee comprised of 2 select Councilmembers
	With Community leaders		• Advisory Committee comprised of select community leader members.
	Online Survey	Computer, smartphone	• Anyone with personal or public computer/phone internet access (e.g., library, school) • Randomly selected participants across a varied demographic cross-section with a listed phone number (either landline or cell), or email address in the city
	Phone Survey	Phone (landline or cell)	• Randomly selected participants across a varied demographic cross-section with a listed phone number (either landline or cell) in the city
	Text (to Online Survey)	Smartphone	
	Email (to Online Survey)	Computer, smartphone	• Randomly selected participants across a varied demographic cross-section with a listed email address in the city
	~~Door-to-Door Survey~~	~~In-person~~	• ~~Available residential occupants~~
COLLABORATE	Walkshop	In-person	• Anyone with expressed interest in the project • Invited participants via project collateral or channels • Random passerby in Downtown, such as patrons or employees of local businesses, visitors to the Downtown, etc.
	Model-Building Pop-Up	In-person	
	Showcase/Open House	In-person	
OTHER	Public Hearings	In-person	• Anyone with expressed interest in the project • Invited participants via project collateral or channels
	Website Comment Box	Computer, smartphone	• Anyone with personal or public computer/phone internet access (e.g., library, school)
	Comment Card	In-person	• Patrons of local businesses, City Hall or other City facilities, e.g., community centers, parks, etc.
	Email City PM	Computer, smartphone	• Anyone with personal or public computer/phone internet access (e.g., library, school)
	Call City PM	Phone (landline or cell)	• Anyone with access to a phone

b. Inform: Website

- **What:** A go-to online resource for the community to access to project information, upcoming outreach events, project documents, FAQs, and easily sign up for updates.

- **How:** Accessible online from a computer or smartphone.

- **When:** Available throughout the life of the project, launching summer 2023.

- **Target Audience:** Anyone with access to the internet.
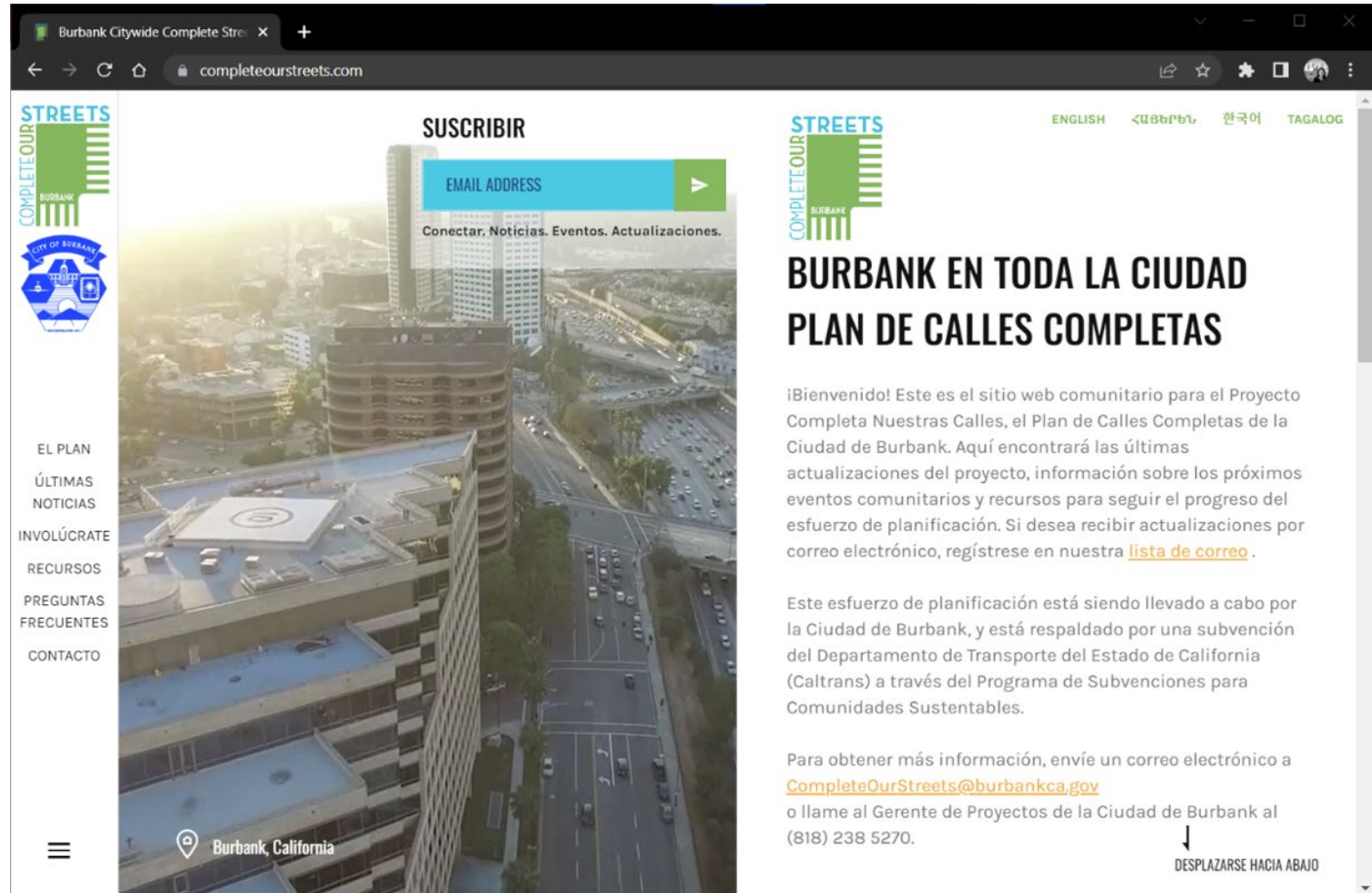
Example: Burbank Complete Streets Plan website

b. Inform: Social Media

- **What:** Digital content that is easily viewed and shared on web-based applications. Provides an easy and instantaneous way to publish announcements, event invitations, and project information to potentially hundreds or thousands of followers.

- **How:** Via the City's existing Instagram and Facebook accounts.

- **When:** Posts at project milestones and during events.

- **Target Audience:** Anyone with access to the internet, especially youth and tech-savvy people.
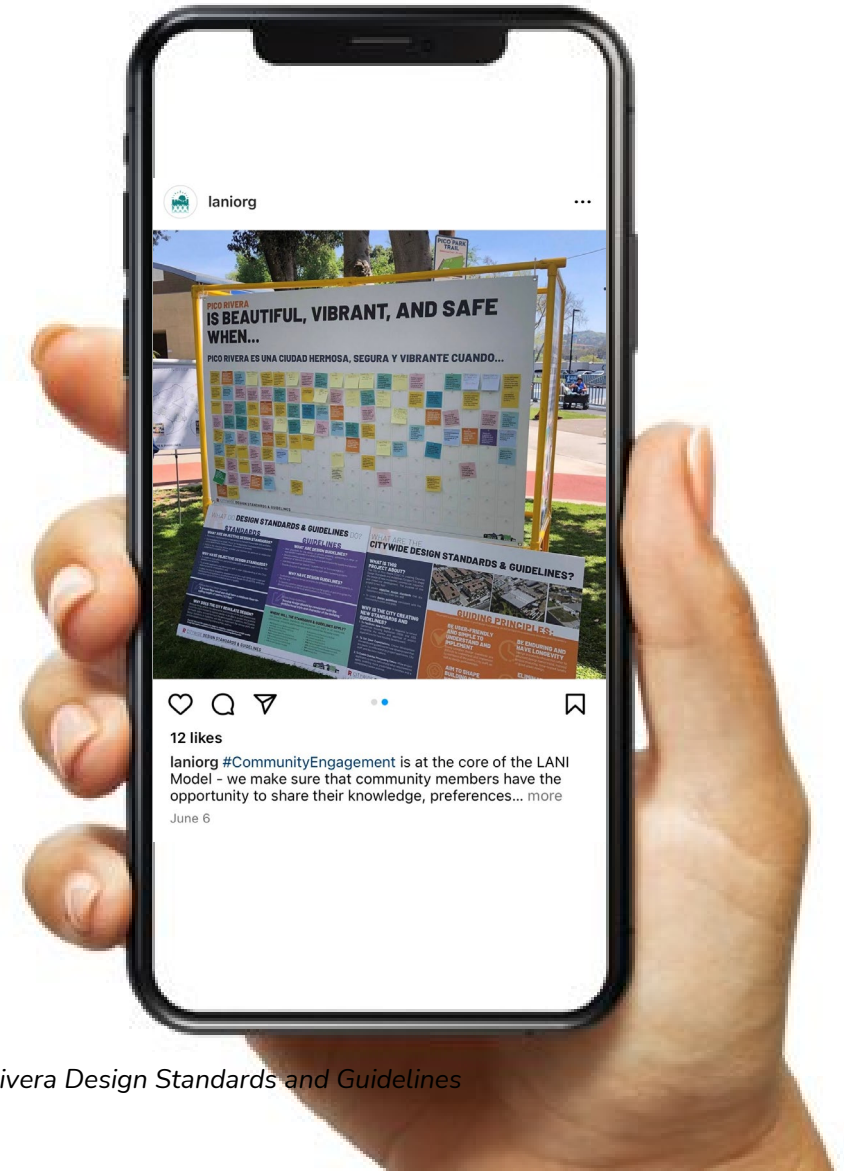
Example: Pico Rivera Design Standards and Guidelines

b. Inform: Project Flyers

- **What:** Digital and printed project information, to be distributed before community events.

- **How:** Digital flyers can be circulated via email blast. Printed flyers can be distributed to local businesses or maintained at City facilities. Optional: printed ads in the San Fernando Valley Sun, street/lamp post banners, and/or storefront decals.

- **When:** Before community events.

- **Target Audience:** Patrons of local businesses, City Hall, or other City facilities, such as community centers, parks, etc.

Example: Old Town Newhall Specific Plan Flyer

b. Inform: Citywide Mailer

- **What:** Project noticing to every property within San Fernando to reach residents, business and property owners.

- **How:** 5x7 postcard with project information and schedule, as well as a link and QR code to project website and online survey.

- **When:** Summer 2023

- **Target Audience:** All listed addresses in San Fernando.

Example: San Fernando Community Survey postcard

c. Consult (with City staff)

CITY STAFF AND DEPARTMENTS

- **What:** On-going coordination with core City staff team, as well as as-needed consultation meetings with select departments to share project progress, solicit feedback, and inform recommendations.

- **How:** Engage various City departments to understand current programs, initiatives and planning efforts for downtown.

- **When:** During bi-weekly project meetings, as needed.

- **Target Audience:** City staff

Example: Mira Mesa Community Plan Update City staff meeting

d. Consult (with Leaders)

AD-HOC ECONOMIC DEVELOPMENT COMMITTEE

- **What:** Focused discussions with the City's **Ad-Hoc Development Committee** to share project progress, solicit feedback, and inform recommendations.

- **How:** Virtual meetings.

- **When:** Meet a total of three (3) times during the project.

- **Target Audience:** Two (2) selected Councilmembers.

COUNCILMEMBER

CINDY MONTAÑEZ

COUNCILMEMBER

MARY SOLORIO

d. Consult (with Leaders)

ADVISORY COMMITTEE

- **What:** Focused discussions with the <u>**Advisory Committee**</u> to share project progress, solicit feedback, and inform recommendations. Leverage respective networks within the community to encourage participation.

- **How:** In-person and/or virtual meetings.

- **When:** Meet a total of three (3) times during the project.

- **Target Audience:** Up to twelve (12) community members recommended by City Council representing a diverse range of interests in the community.
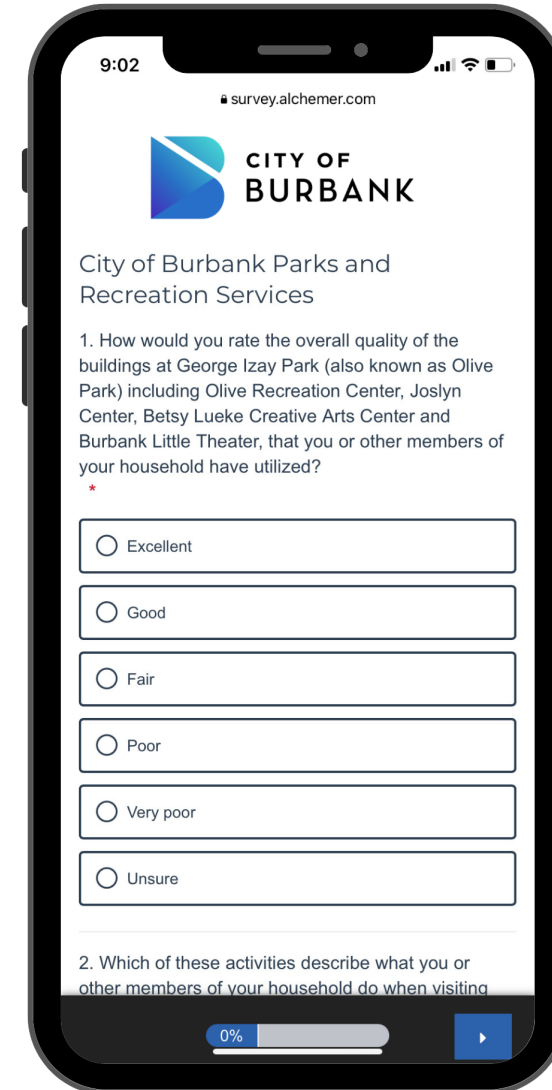
Potential Advisory Committee Members:

✓ Resident leaders

✓ Property/business owners

✓ Developers

✓ Local community- or neighborhood-based organizations, e.g., schools, religious, advocacy, etc.

✓ At a minimum, 1 member each from the Downtown San Fernando Mall Association and San Fernando Chamber of Commerce

e. Consult (with Community)

MULTI-MODE SURVEY – RECOMMEND TO ADD

- **What:** **Conduct** a statistically accurate, inclusive, multi-mode survey among residents of San Fernando. The survey will match the demographics of residents.

- **How:** Using a **multi-mode and multi-lingual methodology**, meaning that the survey will reach residents how they prefer to communicate - by telephone (on land lines and mobile phones) with live interviewers or online connecting with residents through email and text message. The survey will be available in English and Spanish. Security and fraud-prevention measures will be in place.
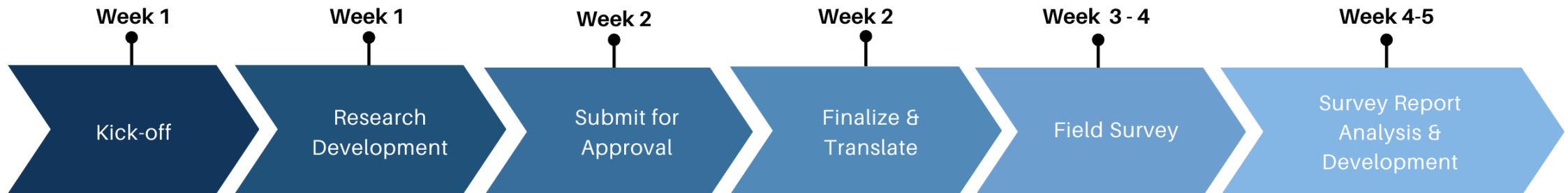
Example of the mobile phone experience.

e. Consult (with Comunity)

MULTI-MODE SURVEY – RECOMMEND TO ADD

- **Target Audience:** The representative sample of City of San Fernando residents will be secured from consumer and government databases that include all residents regardless of housing and immigration status, socio-economic and ethnic background. The results will also be reflective of all neighborhoods within the City.

- **When:**

Week 1	Week 1	Week 2	Week 2	Week 3 - 4	Week 4-5
Kick-off	Research Development	Submit for Approval	Finalize & Translate	Field Survey	Survey Report Analysis & Development

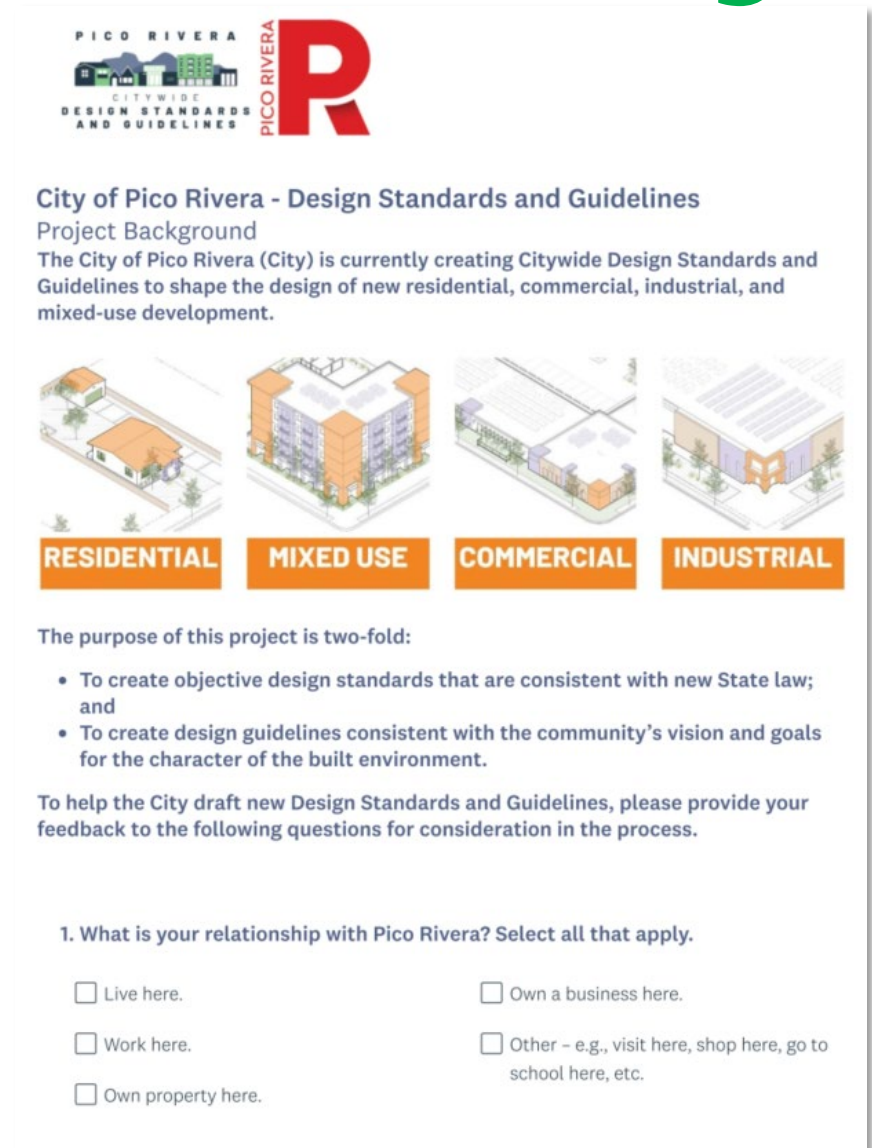**Process**

• Kick-off meeting • Collect & analyze background information • Finalize sampling plan	• Write survey questionnaire • Send draft for review & edits	• Submit for approval • Make requested edits	• Finalize survey • Translate	• Administer survey	• Submit Draft Report for review • Present results • Ongoing consulting

e. Consult (with Community)

ONLINE SURVEY

- **What:** An online survey with more open-ended, aspirational, and qualitative-like questions (unlike the statistically accurate, demographically representative multi-mode survey). Security and fraud-prevention measures will be in place.

- **How:** Online.

- **When:** At the completion of the multi-mode survey.

- **Target Audience:** Open to the public for anyone with an interest in Downtown San Fernando, including residents, business/property owners, employees, and visitors. Provides and opportunity to engage those that were not part of the multi-model survey.

City of Pico Rivera - Design Standards and Guidelines
Project Background
The City of Pico Rivera (City) is currently creating Citywide Design Standards and Guidelines to shape the design of new residential, commercial, industrial, and mixed-use development.

RESIDENTIAL MIXED USE COMMERCIAL INDUSTRIAL

The purpose of this project is two-fold:

- To create objective design standards that are consistent with new State law; and
- To create design guidelines consistent with the community's vision and goals for the character of the built environment.

To help the City draft new Design Standards and Guidelines, please provide your feedback to the following questions for consideration in the process.

1. What is your relationship with Pico Rivera? Select all that apply.

☐ Live here.   ☐ Own a business here.

☐ Work here.   ☐ Other – e.g., visit here, shop here, go to school here, etc.

☐ Own property here.

Example of an online survey for the City of Pico Rivera

e. Consult (with Comunity)

~~DOOR-TO-DOOR SURVEY~~ – RECOMMEND TO REMOVE

- **RECOMMENDATION:**

  - Remove the door-to-door survey from the list of available methods.

  - Reallocate original budget to multi-mode survey instead.

- Based on industry experience, a door-to-door survey is not an efficient use of time and resources for this type of project. Given the overwhelming benefits of a multi-mode survey instead, we recommend forgoing the originally scoped door-to-door survey.

DRAWBACKS

- Difficult to achieve statistical accuracy for a demographically representative sample.

- Requires significant City resources.

- Not everyone will be willing to answer door (safety, privacy).

- Skews more favorable towards single-family occupants since multi-family occupants may be harder to reach (security, gates, etc.).

f. Collaborate: Walkshop

- **What:** In-person community event to "listen and learn" from the community about their impressions, aspirations, issues, and opportunities for the downtown.

- **How:** Curated walk of a select area facilitated by bilingual staff and printed collateral. Ideally held in conjunction with an already scheduled community event.

- **When:** Late summer 2023

- **Target Audience:** Anyone with expressed interest in the project; invited participants; random passerby in Downtown, such as patrons or employees of local businesses, visitors to the Downtown, etc.

Round 1
Engagement

f. Collaborate: Model-Build

- **What:** In-person community event to explore community visions and ideas through model-building, playing, and story-telling.

- **How:** Pop-up event with a hands-on model of Downtown San Fernando. Ideally held in conjunction with an already scheduled community event or in a highly-trafficked area , such as outside of a grocery store or at a park. Facilitated by bilingual staff.

- **When:** Winter 2023

- **Target Audience:** Anyone with expressed interest in the project; invited participants; random passerby in Downtown, such as patrons or employees of local businesses, visitors to the Downtown, etc.

Round 2

Engagement

f. Collaborate: Showcase

- **What:** In-person community event to share the recommendations of the draft plan.

- **How:** Open-house or showcase style. Ideally held as a celebratory event with food, art, music, and community involvement. Can be held inside a vacant storefront over the course of multiple days, or in an outdoor space in conjunction with an already scheduled community event.

- **When:** Spring 2024

- **Target Audience:** Anyone with expressed interest in the project; invited participants; random passerby in Downtown, such as patrons or employees of local businesses, visitors to the Downtown, etc.

Round 3
Engagement

g. Other

- **What:** Other ways to provide feedback and/or to contact the project team.

- **How:**

  - Public hearings

  - Website comment box

  - Comment cards located at select locations

  - Call or email the City's Project Manager

- **When:** Anytime!

- **Target Audience:** Varies

Contact Us

Please tell us how we can help you.

Contact us, we're here to help! Do you have a question or concern regarding the City of San Fernando?

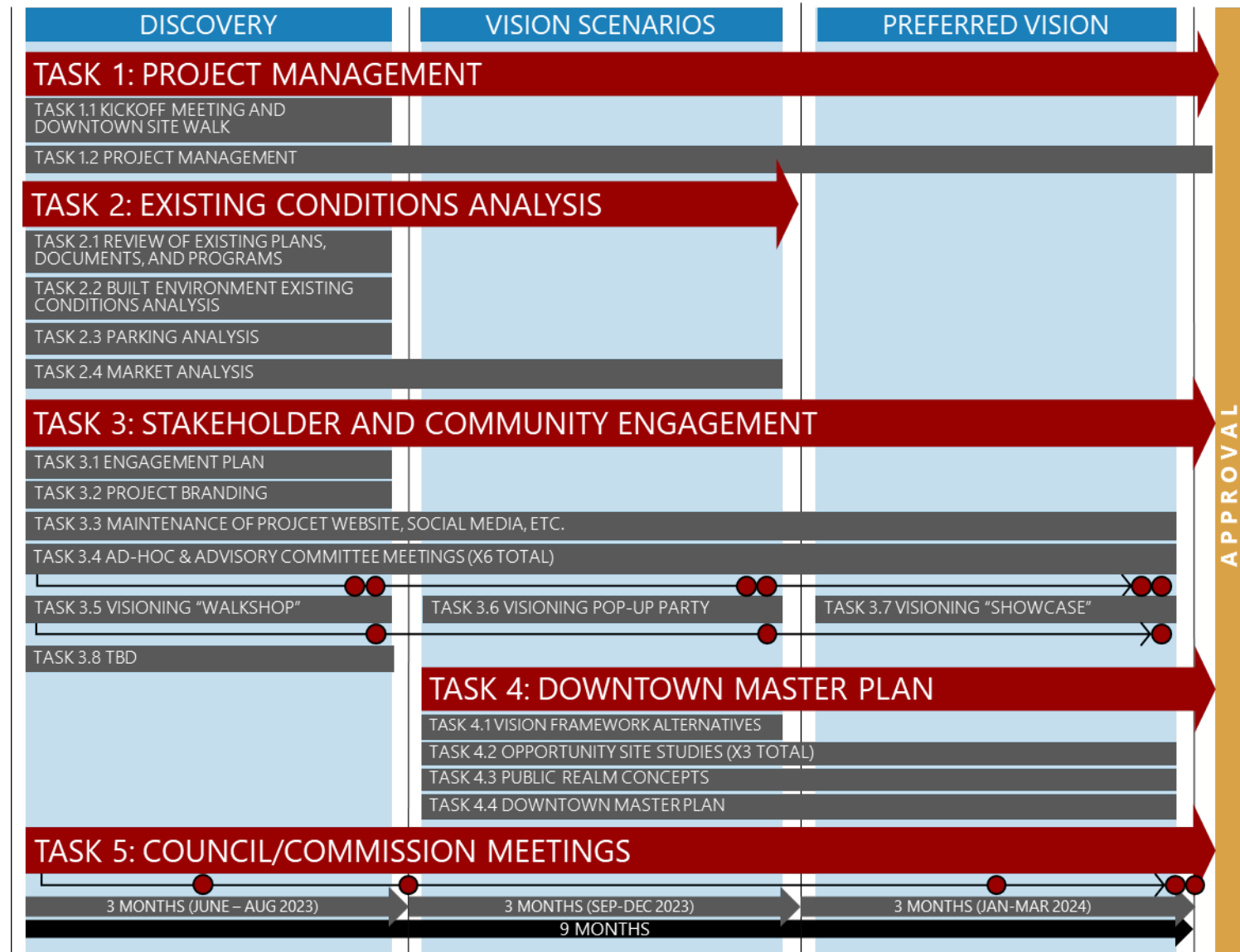Stop by, call or email us and let us how we may help you.

CITY HALL | 117 Macneil Street, San Fernando, CA 91340
Phone: (818) 898-1200 | **Fax:** (818) 361-7631 | **Email:** info@sfcity.org

4. Tentative Schedule

5. Evaluating Feedback

5. Evaluating Feedback

- **What:** Determine what adjustments may be required to the outreach and engagement process based on participant feedback.

- **How:** Ask participants during events to better understand their experiences, reasons for participating, etc. After events, hold internal debriefs on effectiveness of outreach and engagement methods, lessons learned.

- **When:** After every community event

- **Target Audience:** Internal project team

END OF DOCUMENT