



CITY OF OCEANSIDE

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COMMUNITY ENGAGEMENT PLAN



Prepared for



By

DYETT & BHATIA

Urban and Regional Planners

Chen Ryan Associates

Recon Environmental

Dudek

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1. Introduction

Purpose

In early 2020, the City of Oceanside (City) began the simultaneous process of completing its General Plan Update, creating a Smart and Sustainable Corridors Plan, and developing the South Morro Hills Community Plan. This multifaceted forward planning process is known as Onward Oceanside. Community outreach and engagement are integral to Onward Oceanside.

The success of Onward Oceanside relies on the involvement of community members, landowners, and other stakeholders in shaping the vision, goals, and priorities of each plan. The overarching objectives of the Community Engagement Plan are to ensure that the process provides meaningful opportunities for the community to provide input, and is inclusive and transparent.

This Community Engagement Plan describes how the City will engage the public in support of each of these three planning efforts. The Plan highlights key milestones and decision points where community input is needed, while outlining multiple strategies to involve community members in each phase of the planning process. The identified strategies are designed to meet the engagement goals of Onward Oceanside.

Diverse Outreach

Encompassing 42 square miles, Oceanside is a diverse community with neighborhoods that extend from the coastline to areas as much as 10 miles inland. Neighborhoods are delineated by topography, watersheds, roadways, and other features of the natural and built environment. The City includes commercial corridors, industrial parks, a 3,500-acre agricultural district, natural habitat, and a wide range of public facilities and spaces, all knitted together by a circulation system that includes an interstate freeway, two state highways, regionally significant surface streets, and active transportation facilities. This diversity of people and geography requires targeted engagement, as no single outreach method will reach every person. Outreach efforts must be designed to invite and register the voices of those who are not always represented in the planning efforts and outcomes that shape their community. Outreach for Onward Oceanside must provide community members meaningful input opportunities as well as the ability to see how their engagement helped shape both the process and the results.

A Living Document The Community Engagement Plan will be a living document, updated throughout the course of Onward Oceanside, and reflect the realities of conducting outreach that will impact the process. It includes information for City staff, interested members of the public, and stakeholders to see where and how their involvement will be used to shape the Onward Oceanside process. The plan seeks to help interested parties understand the importance of community engagement, provide



updates and announcements, and describe the types of activities that will be undertaken to facilitate engagement.

The Community Engagement Plan includes the following elements:

1. This **introduction**, including goals for community engagement, considerations during Covid-19, an overview of the three plans comprising Onward Oceanside, and opportunities for engagement;
2. A **stakeholder matrix**, including the categories of stakeholders in Oceanside and how communication will be customized to engage all stakeholder categories;
3. A **timeline process chart**, including how outreach efforts will coincide with the planning process;
4. The **communications plan**, detailing ways to get the word out to the community on all Onward Oceanside plans;
5. **Community engagement activities**, including types of engagement for each plan encompassed in Onward Oceanside;
6. **Project contact information**, including information on the project website.

Overview of the Three Plans

Onward Oceanside consists of two planning phases: Phase I involved the preparation of an Economic Development Element, Energy and Climate Action Element, and Climate Action Plan, and was completed in 2019. Phase II began in early 2020. This Community Engagement Plan covers Phase II, which involves the preparation of three plans: The General Plan Update, the Smart and Sustainable Corridors Plan, and the South Morro Hills Community Plan. The three plans are being prepared concurrently and will be addressed by a single Environmental Impact Report (EIR). An update of the City's Climate Action Plan will also be undertaken as part of Phase II.

Onward Oceanside Builds on Previous Planning Processes

On May 8, 2019, the City adopted two new General Plan elements addressing economic development and climate action. The Economic Development Element outlines goals and policies organized around the themes of quality of life, prosperity, resilience, and collaboration. The Energy and Climate Action Element outlines goals and policies around the themes of energy efficiency/renewable energy, smart growth and multimodal transportation, zero waste, water conservation, local agriculture, urban greening, and sustainable consumption.

These two new elements are accompanied by the City's first Climate Action Plan, which outlines both mandatory and voluntary emissions reduction measures that promote energy efficiency, renewable energy, smart growth and multimodal transportation, solid waste reduction, water conservation, urban forestry, and agricultural land preservation.



The Economic Development Element, Energy and Climate Action Element, and Climate Action Plan make up Phase 1 of the comprehensive General Plan Update. These plans also provide important policy direction for Phase II.

Phase II of Onward Oceanside addresses updates to the City's existing Land Use, Circulation, Housing, Conservation and Open Space, Community Facilities, Safety, and Noise elements. Most of the City's existing General Plan elements have not been updated in more than 30 years. Over the past three decades, Oceanside has experienced enormous change, rendering much of the City's existing policy framework outdated and unresponsive to current conditions. There is a need to shape a forward-looking vision for Oceanside, and provide the City with both policy and regulatory documents that respond to current issues and legal context.

South Morro Hills Community Plan

With the South Morro Hills Community Plan, the City will seek to preserve agricultural resources and plan for long-term farming sustainability, while also identifying opportunities for additional housing in South Morro Hills. The South Morro Hills Community Plan will incorporate strategies outlined in the Agritourism Strategic Plan (accepted by the City Council in 2017) and build on and refine an "agri-vision" developed by property owners in South Morro Hills.

South Morro Hills Community Plan Builds on Previous Planning Processes

The Agritourism Strategic Plan outlined two tiers of new agritourism uses for South Morro Hills. Tier I is comprised of lower-intensity and lower-investment uses such as U-Pick operations, petting zoos, farm stands, agriculture-oriented retail, and small bed and breakfasts. Tier II is comprised of higher-intensity and higher-investment uses that may require additional public infrastructure, such as hotels, festivals, and larger retail operations to sell farm products. The City of Oceanside Zoning Ordinance has been recently updated to allow Tier I uses. The South Morro Hills Community Plan will consider how the City can plan for Tier II uses in a way that is sensitive to the agricultural context, supportive of farmers and their operations, respectful of existing residents, and beneficial to the community as a whole.

Smart and Sustainable Corridors Plan

Through the Smart and Sustainable Corridors Plan, the City will seek to encourage future housing and job growth in Oceanside's commercial corridors along Mission Avenue, Oceanside Boulevard, and Vista Way. The plan will seek to focus future development in existing commercial and industrial corridors to bring jobs close to where people live, support efficient, pedestrian and bicycle-friendly infrastructure, and enhance access to, and generate additional demand for, the City's local and regional transit network. By identifying areas that can best accommodate future housing and employment growth, the Smart and Sustainable Corridors Plan will help guide the goals and policies of the General Plan.



Public workshops and meetings for the Smart and Sustainable Corridors Plan and the General Plan Update will build on each other, and many of the engagement activities will address both plans.

Oceanside General Plan Update

State law mandates that each city and county in California adopt a "comprehensive, long-term general plan" (Section 65040.2). The purpose is to plan for important community issues, such as new growth, housing needs, and environmental protection. A general plan is also used to project future demand for services, such as sewer, water, roadways, parks, and emergency services. The general plan is the "constitution" for a city and the guiding document for regulations, programs, and procedures that address growth and change.

Goals for Community Engagement

Specific objectives for community engagement for the South Morro Hills Community Plan, Smart and Sustainable Corridors Plan, and Oceanside General Plan Update are documented in Section 5. The goals for community engagement for the overall Onward Oceanside process include the following:

- Conduct an open and transparent process;
- Engage the full spectrum of Oceanside community members, residents, business owners, landowners, and other stakeholders;
- Provide multiple ways for the community to engage in the process;
- Provide clarity on the three plans taking place during the Onward Oceanside process;
- Seek inclusion of community voices that have been less represented in community discussions;
- Increase public understanding of the purpose and outcomes of the Onward Oceanside process and identify where community members can provide input in the process;
- Provide opportunities for vigorous discussion and meaningful input regarding issues, visions, planning principles, development scenarios, policies, and programs as they are being formulated.
- Set proper expectations of what the plans can and cannot accomplish.

For Onward Oceanside, the primary opportunities for the public to provide meaningful input to inform the project team's work are:

- Developing a broad vision of the City's future that accounts for anticipated growth and change;
- Identifying values, challenges, and opportunities related to key community issues including transportation, land use, housing, infrastructure, community character, and public services;
- Identifying land use alternatives and associated General Plan policies;
- Exploring and facilitating infill and redevelopment opportunities along Mission Avenue, Oceanside Boulevard, and Vista Way;

- Finding the right balance between agriculture, agritourism, and housing in the South Morro Hills Neighborhood Planning Area; and
- Identifying and mitigating potential environmental impacts through an Environmental Impact Report.

Considerations for Covid-19

Given the current Covid-19 crisis, many in-person outreach activities that would usually take place during a planning process, such as in-person workshops and community events, have been paused or postponed. With the uncertainty of when in-person activities will resume, other engagement tools like online surveys, virtual workshops, webinars, and communication and calls with partners will be emphasized where appropriate to meet public engagement goals. The project team acknowledges the value of in-person activities and recognizes that it can be difficult to achieve similar outcomes by other means. At the same time, the project team views the pandemic as an opportunity to explore, refine, and better leverage virtual outreach tools as a means of 1) expanding access to information, 2) creating a more equitable and inclusive outreach process, 3) providing more convenient options for those seeking to provide input, 4) enhancing the documentation and analysis of public input, and 5) protecting the health and safety of the Oceanside community.

Weaving different virtual activities together will require flexibility and resourcefulness to ensure engagement of the full spectrum of Oceanside community members. The key themes for pursuing public engagement during the Covid-19 pandemic are described below.

Goals for Engagement

In light of limitations on in-person engagement, the project team will select virtual outreach methods to maximize participation and collect actionable community input. Understanding the purpose of in-person engagement activities helps identify which virtual tools can best replace those activities. Virtual engagement may not necessarily mean a virtual “meeting.” Virtual engagement can include online surveys, videos, decision-support tools, posters around town asking questions that residents can text or email responses for, virtual “office hours,” and other digital tools used strategically. The City will identify the intended outcome of engagement and then identify the best tool, or set of tools, to achieve that outcome.

Partnerships

Partnerships with community groups, faith communities, and stakeholders with strong community relationships contribute to a multi-pronged approach. This is true both with a crisis like Covid-19 and without. Even with social distancing, community groups and faith



communities are keeping in touch with their members. To identify and build upon these partnerships as a means of engaging the community in support of Onward Oceanside, the project team will begin by identifying key stakeholders and community groups throughout Oceanside..

Accessible and Inclusive Engagement

The project team seeks to engage the full spectrum of Oceanside community members. The team does not assume that all community members have access to the internet, or that all community members are comfortable engaging in online activities. Thus, during the Covid-19 crisis the team will provide materials that are easy to access, easy to understand, and that honor community knowledge and experience. Multiple informational tools and platforms will be used throughout the process, including digital tools, mailers, community group partnerships, email, and in-person communication, if possible.

2. Stakeholder Interest Assessment

While the goals and policies that emerge from Onward Oceanside will ultimately impact multiple groups of stakeholders, many of the material outcomes of this long-range planning process will not occur for years. Consequently, creating interest and excitement among community members and communicating the value of public engagement may be challenging. Elements included in a General Plan do not always affect people immediately. Although some elements, like the Housing Element, have more near-term impacts, there can be uncertainty as to why other elements merit community concern in the present. It is important for the community engagement process to clarify the goals of the General Plan Update and demonstrate how these goals will ultimately result in material change. In short, the community needs to know that the planning process will lead to actions that will substantively influence how residents, workers, visitors, and other stakeholders experience the City of Oceanside.

The three major components of Onward Oceanside will establish specific policies that impact particular locations and thus have more meaning and urgency for some stakeholders than overarching General Plan policies. For example, the South Morro Hills Community Plan, which builds off of previous plans, will primarily impact the community of South Morro Hills. The City will continue to focus on engaging immediate stakeholders in South Morro Hills while bringing in new voices and input from the broader Oceanside community. The Smart and Sustainable Corridors Plan addresses Oceanside’s most significant commercial corridors: Mission Avenue, Oceanside Boulevard, and Vista Way. Policies to increase housing and jobs along these corridors will have more relevance to residents and businesses in these growth areas, but will also be meaningful to the broader Oceanside community.

The City has a diverse population of both long-time residents and new community members. This Community Engagement Plan addresses diverse stakeholder groups by outlining methods to invite all community members and identifying opportunities for participation in Onward Oceanside. **Table 1** includes potential stakeholder interests for each of the three components of the project. Participation opportunities will be described more fully in Section 5 of this Community Engagement Plan.

| Table 1 – Onward Oceanside Stakeholder Interest Assessment | |
|---|---|
| Theme | Potential Interest |
| Agriculture | <ul style="list-style-type: none"> • Economic and environmental sustainability of farming • Capacity for additional housing • Infrastructure cost and funding/financing options • Fiscal impacts on the City • Housing/agriculture compatibility and interface • Water supply/drought resilience • Agritourism • Community character and sense of place |
| Beaches & Watersheds (Partially addressed in LCP Update) | <ul style="list-style-type: none"> • Beach Access • Coastal recreation • Water quality • Coastal hazard adaptation |
| Business and Economic Development | <ul style="list-style-type: none"> • Opportunities for economic growth and diversification • Sites for new jobs, including sports and active lifestyle products, biotechnology, information/communication technology, healthcare, cleantech, precision manufacturing, hospitality, agriculture and agritourism, and tourism • Redevelopment and adaptive reuse of commercial and industrial properties • Synergies between residential and non-residential uses • Branding, signage, wayfinding • Mobility and access to employment areas |
| Camp Pendleton | <ul style="list-style-type: none"> • Housing and resources for military families • Economic opportunities and impacts • Access • Land use compatibility |

| Table 1 – Onward Oceanside Stakeholder Interest Assessment | |
|--|--|
| Theme | Potential Interest |
| Community Character | <ul style="list-style-type: none"> • Distinct neighborhoods • Rural, suburban, mixed use districts • Connection to beaches, lagoons, agricultural areas, topographic features, scenic resources • Changing neighborhood character • Housing type and density • Building design and height • Historic resources • Health and safety |
| Education | <ul style="list-style-type: none"> • Access to educational facilities for K-12 and higher education • Community access to school facilities and playgrounds • Land use compatibility |
| Environment | <ul style="list-style-type: none"> • Greenhouse gas emissions • Sensitive ecosystems, habitat and species • Managed/preserved lands • Air quality • Water quality • Water conservation • Energy conservation • Solid waste management • Hazardous waste management • Tree canopy |
| Housing | <ul style="list-style-type: none"> • Regional fair share (RHNA) • Affordability • Type and density • Tenure (owner-occupied and rental) • Economic interests • Walkability and complete neighborhoods • Transit accessibility |
| Infrastructure | <ul style="list-style-type: none"> • Street, bike lane, and sidewalk safety • Water supply management/recycling • Drinking water safety • Sewage capacities and maintenance • Green infrastructure • Renewable energy |

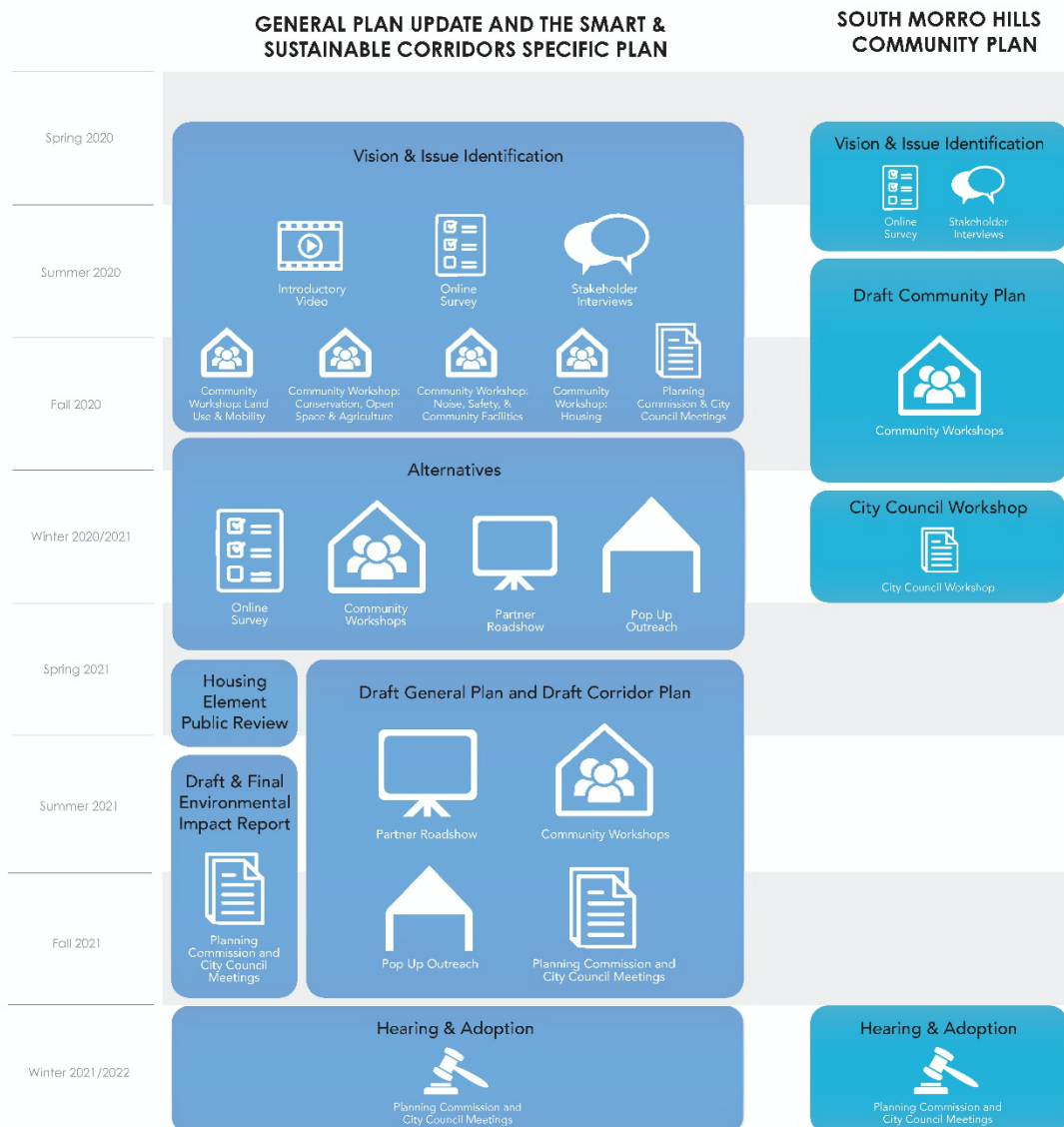
| Table 1 – Onward Oceanside Stakeholder Interest Assessment | |
|--|--|
| Theme | Potential Interest |
| Land Use | <ul style="list-style-type: none"> • Mix of land uses • Land use compatibility and synergy • Growth areas vis-à-vis areas of stability • Housing densities • Special districts • Urban design |
| Marine & Harbor (Largely addressed in LCP Update) | <ul style="list-style-type: none"> • Public access • Recreational uses and amenities • Coastal hazard adaptation • Beach nourishment and preservation • Water quality |
| Public Services | <ul style="list-style-type: none"> • Police • Fire • Libraries • Parks and recreational facilities • Water utilities • Street maintenance |
| Recreation | <ul style="list-style-type: none"> • Public access to parks and recreational facilities • Surfing, boating, fishing and other water recreation • Pedestrian and bicycle trails • Programmed recreational facilities • Public restrooms and drinking fountains • Urban green space |
| Transportation | <ul style="list-style-type: none"> • Roadway level of service/traffic congestion • VMT (Vehicle Miles Traveled) reduction • Parking strategies • Access to transit – Sprinter stations, Oceanside Transit Center, bus system, connections to other networks • Micro-transit options • E-scooters and other shared mobility options • Freeway and highway access • Commute times and distances • Pedestrian and bicycle networks and safety measures • Safe Routes to School • Transportation-related pollution and carbon emissions |

3. Timeline Process Chart

Community engagement activities will take place throughout Onward Oceanside, and public input will inform and shape each of the steps that lead up to the complete plans. The timeline process chart, shown on the next page, outlines how the community engagement activities will synchronize with the Onward Oceanside process. Some engagement activities will occur periodically, while others will be conducted at key stages of the process. Input received during engagement activities for the South Morro Hills Community Plan and the Smart and Sustainable Corridors Plan will help inform broader engagement for the General Plan Update. Expanded descriptions of community engagement activities are provided in Section 5.



Outreach Timeline



4. Communications Plan/Getting the Word Out

The project team will use a variety of notification methods to reach a broad sample of the community. All outreach and notification materials, responsibilities, and timing will be updated through supplemental logistics plans for each engagement activity.

Notification methods are listed in **Table 2** below:

| Item | Purpose | Timing | Description |
|--|---|--------------------|--|
| Contact Database | To maintain and organize email and mailing addresses for people interested in receiving project updates and announcements | Ongoing | The initial database will be compiled using contacts from the stakeholder database, City email lists, and community organization contacts. New contact information will be collected and added to the database throughout the General Plan Update. |
| Water Utility Bill Mailings | To announce visioning workshops and online surveys in English and Spanish | Project Initiation | Bilingual flier to be included in water bill mailings to announce visioning workshops and online survey |
| School Newsletter Announcements | To engage parents and a broad sector of the community | Periodically | Announcements and information relayed through Oceanside, Vista, Carlsbad, and Bonsall Unified School Districts |
| Posters and banners | To distribute information and announcements about community engagement activities | Ongoing | Posters or banners about upcoming community engagement activities or soliciting direct text message input could be put up at City Hall, local parks, or other City-owned properties; banners could span Coast Highway or Mission Avenue |
| Onward Oceanside Website | To create easy online access to information about the South Morro Hills Community Plan, Smart and Sustainable Corridors Plan, and the General Plan Update, including online survey tools, community engagement opportunities, | Ongoing | The Onward Oceanside website will be developed and linked to the City's homepage. The website will host project information, online surveys and other input activities, and future in-person engagement opportunities. The website will also have a form for people to be added to the contact |

| Item | Purpose | Timing | Description |
|--|---|-----------|---|
| | and meeting input summaries | | database and receive email announcements. |
| Media Outreach | To partner with local media outlets to share information with the community | Ongoing | News releases to local media outlets, including North County Daily Star and Coast News Group |
| Oceanside Tide | To communicate Onward Oceanside updates to the Oceanside community through the existing Oceanside Tide City newsletter | Monthly | Existing monthly newsletter updated with information about Onward Oceanside and any upcoming engagement opportunities |
| Quarterly Newsletter and Email Blasts | To communicate Onward Oceanside process status, provide information regarding upcoming meetings, describe key issues that have been resolved and/or are being raised for discussion, and provide information on how to participate in the process | Quarterly | The City will periodically send email updates and announcements to community members and other stakeholders entered into the contact database. |
| Social Media Strategy | To engage in continued and active notification for the broader Oceanside community | Ongoing | Template for each major outreach phase with timeline, draft blurbs, and platform. Notifications using the City's pre-existing Facebook, Instagram, and Twitter accounts, which can be shared by individuals and partner organizations |

5. Community Engagement Activities

This section establishes the specific Community Engagement Plan activities for the various components of Onward Oceanside, including the General Plan Update and associated Environmental Impact Report, Housing Element, Zoning Code Update, South Morro Hills Community Plan, and the Smart and Sustainable Corridors Plan. Some activities are designed to be informational (i.e., informing stakeholders about certain topics, elements, and plans) while others are designed to be interactive (i.e., gathering input from participants).

This section comprises a description of the community engagement activities for the three plans encompassed in the Onward Oceanside process, including details on objectives and strategies to engage the community at each phase. While the overall engagement goals for Onward Oceanside are the same for every plan, each plan has specific decision points at which community input is needed. As noted previously, strategies employed to engage community members in one plan might overlap with another.

Further details for certain activities, such as community meetings and workshops, will be outlined in supplemental logistics plans as needed prior to each event.

A Note on Covid-19

As stated in Section 1 of this document, stay-at-home orders and mandated social distancing will affect engagement activities both in the near-term and long-term. Most of the engagement strategies described below can be conducted virtually. In the circumstance that an event cannot be replicated online, the project team and City will identify ways to safely gather community input to meet community engagement goals.

General Plan Update and Smart and Sustainable Corridors Plan

Engagement for the General Plan Update will be aligned with engagement for the Smart and Sustainable Corridors Plan and engage the broader Oceanside community.

Community Engagement Objectives

In addition to meeting the goals of community engagement for Onward Oceanside, the following represent objectives for community engagement in the General Plan Update:

- Share information about the General Plan Update (e.g., state regulations and guidelines) and Smart and Sustainable Corridors Specific Plan;
- Provide opportunities for community members to share what they envision for the future of Oceanside;
- Provide opportunities for the community to learn about and provide input on specific elements, including Land Use, Mobility, Housing, Conservation and Open Space, Noise, Safety, and Community Facilities.

General Plan Update and Smart and Sustainable Corridors Plan Community Engagement Activities

Engagement for the General Plan Update will happen during several phases of the planning process and input from the South Morro Hills Community Plan and Smart and Sustainable Corridors Plan will be incorporated. These various forms of community engagement are outlined below:

1. Stakeholder Interviews
2. Community Virtual Workshops
3. Online Survey
4. Neighborhood Planning Area Meetings
5. Partner Roadshows
6. Pop-Up Outreach
7. Planning Commission and City Council Study Sessions
8. Planning Commission and City Council Meetings
9. Public Hearings

1. *Introductory Video*

An Introductory video (approximately 6 minutes) will be created in collaboration with City staff. The video will highlight the objectives of the General Plan Update, South Morro Hills Community Plan and the Smart and Sustainable Corridors Plan along with an overview of the community engagement process. The video will appear on the website, social media, and in a newsletter. The video will be released in conjunction with Survey #1 (see 4. Online Surveys).

2. *Panel Discussions*

Panel discussions and interviews will be designed to engage experts at the state, regional, and local levels on key issues related to the General Plan Elements and SSCP. City staff and Dyett & Bhatia will conduct twelve small-group meetings of two to three interviewees each; where appropriate, City staff may conduct additional discussions. The SSCP will be a topic of discussion when relevant.

3. *Community Virtual Workshops*

Vision, Issues, and Priorities

Virtual community workshops will provide an opportunity for community members to give initial input on key components of the General Plan. These virtual workshops will be used for both the Smart and Sustainable Corridor Plan and the General Plan Update as the input gathered will inform the outcomes of each plan. The General Plan elements will be grouped into four topic areas - Land Use and Mobility; Conservation, Open Space and Agriculture; Noise, Safety, and Community Facilities; and Housing - and held as four separate workshops.

Alternatives

During this phase of the General Plan Update and SSCP, community members will have the opportunity to review the proposed Alternatives and provide input on what they would like to see for the future of Oceanside. This workshop will also be organized around the four topic areas

used for the earlier round of workshops: Land Use and Mobility; Conservation, Open Space and Agriculture; Noise, Safety, and Community Facilities; and Housing.

Draft Plans

Organized around the four topic areas, workshops or open houses will showcase the key concepts proposed for inclusion in the draft Plans. During the virtual workshop the team will present highlights of the plans and give the community the opportunity to provide feedback.

(If in-person activities become safe again before the planning process is complete, these meetings may be held in person, instead.)

4. Online Surveys

Online Survey #1 – Issues, Opportunities, and Constraints Input

The first online survey, accompanying the Introductory Video, will gather input from the broader community on existing conditions, community values, issues associated with growth and change, and the opportunities and constraints that will determine what can realistically be achieved through the General Plan Update and its implementation.

Online Survey #2 – Alternatives

As a complementary activity to the Alternatives Workshops, a second online survey will provide an opportunity for the Oceanside community to review the proposed Alternatives.

Additional online surveys, polls, or other outreach techniques may be used throughout the planning process to complement workshops and other outreach.

5. Neighborhood Planning Area Meetings

City staff will reach out to residents of each of the seventeen existing Neighborhood Planning Areas through social media and grassroots community leaders, and will hold one hour virtual meetings to discuss the purpose and value of the City's Neighborhood Planning Areas. These may be complemented by area-specific online surveys.

6. Partner Roadshows

Partner roadshows will include presentations about Onward Oceanside at regularly scheduled meetings between local partners and organizations (e.g., Chamber of Commerce, neighborhood groups, special interest groups – the City will prepare a list of partners and organizations to include). Roadshows will also be structured virtually and take place during webinars for partner organizations and their members.

7. Pop-up Outreach

Given the constraints on in-person communication due to COVID-19, the project team will look for creative and constructive opportunities to engage the community throughout the planning process. This may include posters around the City with questions that community members can text in responses to from cell phones, live social media events, quick online polls, or other methods. If in-person gatherings become safe again before the planning process is complete, more traditional in-person pop-up engagement at community events will also be used.

8. Planning Commission and City Council Study Sessions

After incorporating input from the community on the land use opportunities, the project team will develop a preferred land use plan and key goals for each element of the General Plan.

The joint Planning Commission and City Council study session will provide an opportunity for the Commission and Council to shape and refine the range of land use alternatives and key goals, including the status of the Housing Element Update. The alternatives will be developed to meet the goals and priorities established by the community and the Council and address the requirements of state law.

9. Planning Commission and City Council Meetings

Draft and final documents for the General Plan Update will be available for the public to review and provide input on through the project website.

10. Public Hearings

Planning Commission Hearings

The Final General Plan and Environmental Impact Report will be considered by the Planning Commission during a series of public hearings. As with all public hearings, opportunities for public comment will be provided. The Housing Element will have its own hearings on an accelerated timetable.

City Council Hearings

The Final General Plan and Environmental Impact Report will be considered by the City Council during a series of public hearings. As with all public hearings, opportunities for public comment will be provided. The Housing Element will have its own hearings on an accelerated timetable.

Draft/Final Environmental Impact Report

As part of the draft Environmental Impact Report process, community members will have the opportunity to provide input on the environmental impacts of the General Plan.

1. Scoping Meeting

The scoping comment period gives community members the opportunity to suggest items that should be considered as part of the environmental review.

2. Response to Comments

Responses to comments submitted during public review will be provided in the Final Environmental Impact Report.

Zoning Ordinance Update

1. Stakeholder Interviews

For the Zoning Ordinance Update, 35-50 key stakeholders will be engaged to provide input on zoning issues and opportunities in Oceanside. While there may be some overlap, these stakeholders will generally be separate from those engaged during the General Plan Update, the Smart and Sustainable Corridors Plan, and the South Morro Hills Community Plan.

2. Planning Commission Study Session

Community members and decision makers will have the opportunity to hear about the status of the Zoning Ordinance Update.

South Morro Hills Community Plan

Engagement for the South Morro Hills Community Plan will build upon work done previously with stakeholders in South Morro Hills and engage the broader Oceanside community.

Community Engagement Objectives

In addition to meeting the goals of community engagement for Onward Oceanside, the following represent objectives for community engagement in support of the South Morro Hills Community Plan:

- Build upon previous engagement with the South Morro Hills community conducted through the Agritourism Strategic Plan;
- Identify how the City can plan for Tier II uses that are appropriate for South Morro Hills;
- Determine housing capacity in South Morro Hills, consistent with efforts to preserve agricultural resources and visual quality and limit the expansion of infrastructure; and
- Provide input on goals and policies for the South Morro Hills Community Plan.

Community Engagement Activities

Engagement for the South Morro Hills Community Plan will be conducted during several phases of the planning process. These various forms of community engagement are outlined below:

1. Stakeholder Interviews
2. Online Survey
3. Community Meeting
4. City Council Workshop
5. Planning Commission and City Council Meetings

1. Stakeholder Interviews

The project team held meetings with South Morro Hills stakeholders to gather input on policies relating to agritourism, housing, infrastructure, and agriculture in South Morro Hills. Meetings with commercial farmers, agritourism stakeholders, and members of the South Morro Hills Association, comprised of area residents, elicited input on key issues, opportunities, and constraints for planning South Morro Hills.

2. Online Survey

An online survey was conducted to gather community input on potential Tier II agritourism uses, the long-term importance of agriculture, new housing, infrastructure, and land use compatibility issues. The survey was open from May 18, 2020 through June 9, 2020, and 637 people participated. The results of the survey will be posted on the project website.

3. Community Meeting

A community meeting will be held in early Fall 2020 to solicit community input on the draft Preferred Plan and Key Strategies for South Morro Hills. The meeting will be held on an online platform, and will feature a short presentation on the Preferred Plan followed by time for community discussion and input. If desired, the community meeting could be supplemented by an online survey.

4. City Council Workshop

Following community input on the Preferred Plan and Key Strategies, D&B will prepare a Draft Community Plan, which will be brought to a City Council workshop in November 2020. Another workshop on the Draft Community Plan may be held in February 2020 if there are significant changes to the composition of the City Council following the election.

5. Planning Commission and City Council Meetings

The project team will present the South Morro Hills Community Plan as part of decision-maker meetings on the General Plan, anticipated to occur in late 2021. The Community Plan will be reviewed by the Planning Commission, Economic Development Commission, Housing Commission, and possibly other advisory groups, all of which will provide a formal recommendation to the City Council. As with all public hearings, opportunities for public comment will be provided. Currently, public hearings are not open to the public, but many are televised and protocols have been established to allow for real-time public input via email and telephone. The City Council COVID-19 public hearing protocol is outlined on the [City's website](#).

Upcoming Outreach Activities: Detailed Schedule

Below is a draft schedule and outreach graphic for the community engagement activities through 2020.

| General Plan Update & Smart and Sustainable Corridors Plan | | |
|--|--|--------------------------------|
| Engagement Activity | Topics | Date |
| Introductory Video | <ul style="list-style-type: none"> Planning objectives of the General Plan Update, Smart and Sustainable Corridors Plan, and South Morro Hills Community Plan, along with an overview of the community engagement process. | October, 2020 |
| Online Survey #1 | <ul style="list-style-type: none"> Online Survey #1 will accompany the Introductory Video and ask for community input on the Issues, Opportunities, and Constraints facing Oceanside. | October, 2020 |
| Panel Discussions – Vision and Issue Identification | <ul style="list-style-type: none"> 12 small-group meetings of two to three interviewees each, including experts on different planning focus areas at the state, regional, and local levels. City staff may conduct additional interviews as appropriate. | Completed by November 30, 2020 |
| Community Virtual Workshops | <ul style="list-style-type: none"> Community Workshop Series #1 - General Plan Topics Vision and Issue Identification: workshops to include Land Use and Mobility; Conservation, Open Space and Agriculture; | October/November, 2020 |

| General Plan Update & Smart and Sustainable Corridors Plan | | |
|---|--|-------------|
| Engagement Activity | Topics | Date |
| | Noise, Safety, and Community Facilities; and Housing | |

| South Morro Hills Community Plan | | |
|---|---|--|
| Engagement Activity | Topics | Date |
| Stakeholder Interviews – Vision and Issue Identification | Vision, Issues, and Priorities | Completed September, 2020 |
| Online Survey | Vision, Issues, and Priorities | Completed May 18, 2020; survey report released August 2020 |
| Community Meeting | Draft Preferred Plan and Key Strategies | Early Fall 2020 |
| City Council Workshop | Preferred Plan and Key Strategies | Early Fall 2020 |



6. Project Contact Information

For questions and inquiries related to Onward Oceanside please contact:

Russ Cunningham

Principal Planner

Planning Department

City of Oceanside

rcunningham@oceansideca.org

(760) 435-3525

The OnwardOceanside.com has the latest announcements and updates, meeting summaries, and interactive surveys and comments. It will be updated when new information becomes available. Importantly, community members can sign up for email announcements and information updates at OnwardOceanside.com