

CITY OF PALM SPRINGS



GENERAL PLAN UPDATE COMMUNITY PARTICIPATION PLAN

CITY STAFF LIAISON:

FLINN FAGG, AICP, DIRECTOR OF PLANNING SERVICES

DAVID NEWELL, AICP, MPA, PRINCIPAL PLANNER

PREPARED BY: PLACEWORKS

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Table of Contents

Section	Page
1. Introduction	2
Purpose of the CPP	2
Project Outreach Team	3
Project Outreach Stakeholders and Media Partners	3
2. Outreach Approach	4
Outreach Goal	4
Outreach Objectives	4
Levels of Public Involvement	4
Inclusive Outreach	5
3. Outreach Toolbox	5
Event Preparation and Logistics	5
General Plan Steering Committee	5
Community-Wide Workshops	7
Project Collateral	7
Strategies to Reach Underrepresented Groups	7
Electronic Engagement	8
Surveys	8
Environmental Impact Report Outreach	8
Project Inquiry Log	8
Briefings and Public Hearings	9
Translation	9
Outreach Toolbox by Milestone	9
Appendix A: Project Timeline and Outreach	11

1. INTRODUCTION

Purpose of the CPP

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

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

- Aids City staff in managing the expectations of decision makers and the public regarding the amount of public engagement given the project budget, staff capacity, and other resources.

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

Project Outreach Team

Table 1, *Project Outreach Team*, identifies the key project team members who will help to execute the CPP.

Table 1. Project Outreach Team

Name	Company/Department	Role/Title	Phone Number	E-mail Address
City Contacts				
David Newell (Primary Contact)	Planning	Principal Planner	760.323.8245	david.newell@palmsspringsca.gov
Flinn Fagg	Planning	Director	760.323.8269	flinn.fagg@palmsspringsca.gov
Amy Blaisdell	Office of Communications	Communications Director	760.323.8250	amy.blaisdell@palmsspringsca.gov
Denise Goolsby	Office of Neighborhoods	Manager	760.323.8255	denise.goolsby@palmsspringsca.gov
Consultant Team Members				
Wendy Nowak	PlaceWorks	Principal-in-Charge	714.966.9220	wnowak@placeworks.com
Jonathan Nettler	PlaceWorks	Assistant Project Manager	213.623.1443	jnettlr@placeworks.com
Jessica Wuyek	PlaceWorks	Public Engagement	213.623.1443	jwuyek@placeworks.com

Project Outreach Stakeholders

Stakeholders are organizations and individuals with an interest in the project who are also able to disseminate information related to the GPU to various community groups. The CPP supports the participation of various agencies, organizations, elected officials, residents, businesses, and other partners, as identified in Table 2, *Project Outreach Stakeholders*. These groups will be targeted specifically with information about the project and offered the opportunity for a short presentation about the project by City staff. The project team will proactively expand the stakeholder list throughout the project.

Table 2. Preliminary Project Outreach Stakeholders

Category	Stakeholders
Neighborhood Associations	<ul style="list-style-type: none"> ▪ ONE-PS ▪ Representatives from each of the neighborhood organizations
Business & Community Groups/Professional Organizations	<ul style="list-style-type: none"> ▪ Chamber of Commerce ▪ Palm Springs Hospitality Association ▪ Main Street Palm Springs ▪ Association of Realtors ▪ Desert Valley Builders Association
Media	<ul style="list-style-type: none"> ▪ The Desert Sun ▪ Palm Springs Life Magazine

Note:

Involvement of each stakeholder group/partner will vary depending on the phase of the project and type of outreach utilized.

2. OUTREACH APPROACH

The following goal and set of objectives for public involvement was established in consultation with City Staff and will shape when and how the project team conducts outreach for the Palm Springs GPU.

Outreach Goal

An adopted General Plan Update that is considered the clear result of inclusive public input, with participation from Palm Springs decision makers, residents, property owners, businesses, and other local stakeholders.

Outreach Objectives

- Broad reaching and transparent community engagement that incorporates multiple channels for participation and fosters an ongoing dialogue.
- Engage the community in a way that is convenient and effective.
- Capitalize on existing events and communication channels with which the City and community are already familiar and comfortable using.
- Maintain an effective process so that community participation does not delay the GPU process.
- Employ strategies to engage and obtain input from the full spectrum of local residents, with targeted outreach strategies to engage under-represented groups.
- Raise the awareness of the general plan and its relevance to the community.

Levels of Public Involvement

The International Association for Public Participation developed a spectrum describing the various levels of public involvement used across many types of civic efforts (see Table 3, *Spectrum for Public Participation*). This spectrum can be used as a reference guide by City staff when evaluating opportunities to engage the general public in programs identified in this CPP and throughout the GPU process.

Table 3. Spectrum for Public Participation

	INCREASING LEVEL OF PUBLIC IMPACT ON THE DECISION				
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities, and/or solutions.	To obtain public feedback on analysis, alternatives, and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of a preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provided feedback on how public input influenced the decision.	We will work with you to ensure that your concerns are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
EXAMPLE TOOLS <i>(some tools can work across the spectrum)</i>	Fact sheets Websites Open houses Visualizations	Surveys Focus groups Interviews Public comment periods Public meetings	Public workshops (e.g., mobile, property owner) Deliberative polling	Steering committees Participatory budgeting	Ballots Delegated decisions Citizen juries
Source: International Association for Public Participation, 2018.					

Inclusive Outreach

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

The City Council and Staff have indicated an interest in an outreach process that is both wide and deep: Wide to promote broad awareness of the General Plan and update process and to elicit feedback from as many stakeholders as possible. Deep in targeted areas to engage stakeholders that have heretofore been under-represented in community-wide conversations. Therefore the outreach tools and methods will be designed to achieve both of these goals.

3. OUTREACH TOOLBOX

A successful outreach process relies on involving community members and stakeholders in varying degrees in all phases of the GPU process. Community involvement is a priority for the Palm Springs GPU and achieving the goals indicated above requires a multi-faceted approach. Guided by the outreach goal and objectives, the following set of tools and mechanisms are recommended. The project timeline provided in Appendix A and Table 6, *Outreach Toolbox by Milestone*, at the end of this section provide additional detail and context regarding how public involvement programs will synchronize with planning tasks and the overall project schedule

Event Preparation and Logistics

PlaceWorks and the City will work closely to plan each outreach event. The City will be responsible for securing meeting/workshop locations, facility setup/take down, and providing refreshments and supplementing staffing as needed. The City will also be responsible for noticing and coordinating with the appropriate media channels. PlaceWorks will participate in all three Community-Wide Workshops indicated in this plan. City staff may engage in targeted outreach events in addition to the workshops and presentations to ensure that the goals for the process indicated above are achieved.

General Plan Steering Committee

The General Plan Steering Committee (GPSC) is an ad hoc committee established by the City of Palm Springs to serve as one of the primary channels for engagement related to the GPU. The purpose of the GPSC is to provide input recommendations to city staff, the consultant team, the Planning Commission, and ultimately the City Council on key components, such as the vision, opportunity areas, and land use plan. Another crucial function of the GPSC is to assist in the review and recommendation of long-term goals and policies that will help guide the City’s decision-making process going forward. The GPSC is also expected to help expand public awareness and participation in the General Plan update process and to convey community input.

The GPSC is scheduled to hold eight regular meetings (outlined in Table 5). The charge of the GPSC is further discussed in the General Plan Steering Committee Guidance Document. As liaisons to the community the GPSC will also supplement outreach efforts as described below. Table 4 provides a list of the GPSC membership and the respective groups they represent throughout the City.

Table 4. GPSC Membership

Name	Representation (position &/or other roles)
Kathy Weremiuk (Chair)	Planning Commission
Dixie Miller	District 1
Grant Wilson	District 2

David Powell	District 3
Lyn Calerdine	District 4
Curt Watts	District 5
John Goins	Sustainability Commission
Kathy Cohn	ONE-PS
Margaret Park	Agua Caliente Band of Cahuilla Indians

Table 5. GPSC Meeting Topics

Meeting	Date/Location	Topics/Activities
GPSC Meeting 1 General Plan Introduction	Jan. 27, 2020 City Hall, EOC Conference Room	<ul style="list-style-type: none"> ▪ Introduction of the GPSC (role, rules, responsibilities) ▪ Overview of the General Plan effort ▪ Review of community considerations: What has changed and what conditions remain the same in comparison to the 2007 General Plan? ▪ Connecting with the Community: confirm survey content
GPSC Meeting 2 Values and Priorities	Feb. 2020 <i>TBD</i>	<ul style="list-style-type: none"> ▪ Exploration of values, issues, and opportunities facing Palm Springs ▪ Review of feedback received in Public Survey and Workshop 1 ▪ Revise vision statement using input from Community Workshop 1.
GPSC Meeting 3 GP Goals & Policies and Housing	Mar. 2020 <i>TBD</i>	<ul style="list-style-type: none"> ▪ Select preferred vision statement to be forwarded to City Council for approval ▪ Review General Plan Goals and Policies ▪ Housing Element 101 and Housing Inventory Overview
GPSC Meeting 4 Draft Land Use Plan and Land Use Goals & Policies	Apr. 2020 <i>TBD</i>	<ul style="list-style-type: none"> ▪ Review draft Land Use Plan and provide feedback ▪ Review evaluation of Land Use Goals & Policies and provide feedback
GPSC Meeting 5 Confirm Land Use Plan and Land Use Goals & Policies	May 2020 <i>TBD</i>	<ul style="list-style-type: none"> ▪ Confirm Land Use Plan ▪ Confirm updates to Land Use Goals & Policies
GPSC Meeting 6 Circulation Element	Jun. 2020 <i>TBD</i>	<ul style="list-style-type: none"> ▪ Review evaluation of Circulation Element Goals & Policies and provide feedback
GPSC Meeting 7 Other Element Changes and Implementation Actions	Jul. 2020 <i>TBD</i>	<ul style="list-style-type: none"> ▪ Review draft recommendations for updates to other GP elements and provide feedback ▪ Review draft updates to GP Implementation Actions

<p>GPSC Meeting 8 Final Review of GP Update</p>	<p>Jan. 2021 <i>TBD</i></p>	<ul style="list-style-type: none"> ▪ Discuss and provide final direction (if needed) on some of the larger issues in the final draft General Plan and EIR documents prior to Workshop 3, Planning Commission, City Council
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Community-Wide Workshops

Community-wide workshops can be used to share information and gather input from a broad range of community members, while also enabling the project team to more efficiently and personally connect with and engage a large number of individual residents and stakeholders. Three community-wide workshops are planned to gather input during specific milestones in the GPU process:

1. **Issues, Opportunities, Vision and Priorities:** held early in the update process to build awareness of the scope of the project, educate the community on the City’s current context and conditions, facilitate community input on areas requiring attention (physical and policy), encourage participants to confirm or articulate edits to the City’s current Vision and Priorities to make them contemporary and forward-thinking for the next 20 years and identify areas where the City has been doing well and what areas need more focus going forward.
2. **Draft Land Use Plan and policy direction for all Elements:** this mid-project input session will review the status of the update and intended land use and policy revisions, with community members able to engage directly with members of City staff, the GPSC, and consultant team on citywide and site- or issue-specific topics needing more community guidance before being drafted.
3. **Final land use and policy direction:** this meeting is an opportunity to receive input and confirm final land use and policy direction prior to Planning Commission review.

It is understood that the City prefers an Open House format for these workshops, allowing for more direct interaction between stakeholders and members of the project team.

Project Collateral

PlaceWorks will prepare collateral materials that can be used to support the General Plan Update. These may be distributed by the City (FAQ’s, handouts, webcards, content for web, other); provided to community organizations and stakeholders for distribution to their constituencies; shared with local media; posted on the City’s website; and made available at public events, civic buildings, and Planning Commission and City Council meetings.

Media Engagement

As identified in Table 2, the project team will actively engage local media to increase awareness of the General Plan update effort and to promote engagement in the outreach process. The Desert Sun and Palm Springs Life Magazine have been identified as preliminary targets for media partnerships, however the project team may pursue other partnership opportunities as warranted. Examples of media engagement activities may include offering access to City staff and/or PlaceWorks for interviews related to the project, providing project collateral, authoring op/eds, and seeking promotion of upcoming project meetings and milestones.

Strategies to Reach Underrepresented Groups

PlaceWorks understands that the City would like to engage stakeholders that have been under-represented in previous community-wide conversations. Examples of such groups include residents of neighborhoods in Council District 1, the City’s only majority-minority district. Strategies to reach these stakeholders include special presentations by City staff at locations within neighborhoods such as Demuth Park and Desert Highland Gateway Estates. The GPSC will also be instrumental in encouraging participation and soliciting feedback from these stakeholders. PlaceWorks will work with City staff, including the City’s Office of Communication and Office of Neighborhoods, as well as strategic partners, to identify methods to reach underrepresented groups.

Electronic Engagement

Online Engagement

The online engagement component will broaden the awareness of the project and engage a broad cross-section of Palm Springs residents, reaching residents who may not attend public meetings or become involved in City issues. PlaceWorks understands that the City will establish and maintain the Project website, with content generated by PlaceWorks. The website will include important project information such as event dates and announcements, a “General Plan 101” informational sheet, project FAQs, contact information for submitting comments, and deliverables. Our approach assumes that City Staff will post relevant information (prepared by PlaceWorks or others) and documents as they become available.

Social Media

Social media is a cost-effective way to communicate project information to the community, increase public input, and reach those who are unable or unlikely to attend meeting or become involved in City issues. We have found that when a City actively contributes to social networks it is easier to disseminate information that is factually correct and to keep track of information that other participants are sharing. PlaceWorks will work with City Staff to craft messages for the City’s existing website, Facebook and Nextdoor platforms, as well as other platforms deemed useful to the General Plan update.

The City may also want to explore the potential of broadcasting the presentation portion of Community Workshops on Facebook Live to allow for a permanent recording and real-time commenting and Q & A from those who are not able to participate in person.

Surveys

PlaceWorks will use Survey Monkey and/or Survey 123 to create surveys to gather community input on various topics. Surveys may also be used with the GPSC as homework assignments. The online engagement (surveys) would be designed to coincide with the Community Workshops. We have assumed up to three surveys. The first will address the community’s vision, and the remaining two will likely address questions related to land use and circulation (the content will be determined at a later date to be reflective of the input needed during the process).

- **Community Vision and Priorities.** A vision and values survey (not statistically valid) will be conducted concurrent with the first community-wide open house to confirm the Vision Statement and to gain a deeper understanding of the things that the community thinks the City has been doing well, and which items need to be looked at more closely over the next several years.

PlaceWorks will work collaboratively with City Staff and the Steering Committee (as time allows) to develop questions and content for surveys. Surveys will include questions that collect demographic information to help determine which segments of the City are being reached and how the respondents heard about the survey. When feasible, electronic and paper surveys will be provided to reach a broader audience. A summary of each survey will be provided, which PlaceWorks suggests be shared with the community on the project website.

Environmental Impact Report (Mandated Outreach)

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

Project Inquiry Log

Over the course of the GPU, City staff will maintain a log of calls, e-mails, and public counter inquiries from the community regarding the General Plan. The City will endeavor to maintain as complete and as accurate list as possible. This log will provide the project team with a means of tracking questions and comments that arise throughout the process so that they

can be addressed individually and community-wide as needed. Responses to questions or requests for information will be provided based on direction from the Planning Director.

Briefings and Public Hearings

Throughout the GPU, the Planning Commission and City Council will be briefed on the project’s status through study sessions or briefings. These may be joint or separate sessions led by City staff and are anticipated to be held during critical phases of the project.

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

Translation

It is assumed that the City (possibly with assistance from PlaceWorks) will be responsible for preparing translation of meeting notices into Spanish. The City will also make staff available to assist with translation at Community-Wide Workshops. If necessary, PlaceWorks can utilize a translation firm, such as Lazar & Associates, to provide interpreting and translation services for the General Plan Update. Translation services can be provided for Spanish interpreting with the use of headsets at community meetings/workshops at additional cost.

Outreach Toolbox by Milestone

Table 6 provides an overview of outreach to support each milestone of the GPU process.

Table 6. Planned Outreach Toolbox by Milestone (subject to change)

Milestone/ Project Phase	Outreach	Target Groups	Purpose
Vision and Priorities	<ul style="list-style-type: none"> ▪ GPSC (mtg 2) ▪ Community-wide Workshop #1 ▪ Vision and values survey (on-line) ▪ Press release for Workshop #1 ▪ Electronic notifications (Webpage updates, social media posts, e-blasts) ▪ Newspaper article in advance of the first Community Workshop 	<ul style="list-style-type: none"> ▪ Community-wide ▪ GPSC ▪ Under-represented Groups 	Define the community’s desires for the future, confirm community vision and priorities
Land Use Plan (draft)	<ul style="list-style-type: none"> ▪ GPSC (mtg 3-5) ▪ Community-wide Workshop #2 ▪ Survey ▪ PC & CC Study Session ▪ Newspaper article ▪ Electronic notifications (Webpage updates, social media posts, e-blasts) 	<ul style="list-style-type: none"> ▪ Community-wide ▪ GPSC ▪ Under-represented Groups 	Arrive at a draft land use plan to be studied by the EIR
Goals and Policies	<ul style="list-style-type: none"> ▪ GPSC (mtg 5-7) ▪ Community-wide Workshop #3 ▪ Survey ▪ PC & CC Study Session ▪ Newspaper Article ▪ Electronic notifications (Webpage updates, social media posts, e-blasts) 	<ul style="list-style-type: none"> ▪ Community-wide ▪ GPSC ▪ Under-represented Groups 	Goal and policy direction for General Plan Element preparation

Table 6. Planned Outreach Toolbox by Milestone (subject to change)



Milestone/ Project Phase	Outreach	Target Groups	Purpose
EIR	<ul style="list-style-type: none"> ▪ Notice of preparation/30-day comment period ▪ Scoping Meeting ▪ 45-day public review period (Draft EIR) ▪ Response to comments ▪ Electronic notifications (Webpage updates, social media posts, e-blasts) 	<ul style="list-style-type: none"> ▪ Community-wide ▪ Agencies as required by CEQA 	CEQA compliance
Adoption/ Certification	<ul style="list-style-type: none"> ▪ GPSC (mtg 8) ▪ Planning Commission and City Council hearings ▪ Electronic notifications (Webpage updates, social media posts, e-blasts) 	<ul style="list-style-type: none"> ▪ Community-wide ▪ GPSC 	Adoption and certification

APPENDIX A: PROJECT TIMELINE AND OUTREACH

See 11x17 schedule attached.

CITY OF PALM SPRINGS LIMITED GENERAL PLAN UPDATE



TIMEFRAME » »	WINTER 2019/2020		SPRING 2020	SUMMER 2020	FALL 2020	WINTER 2020/2021	SPRING 2021
<p>TASKS</p> 	<ul style="list-style-type: none"> Kick Off Meeting Data Gathering and Review Review of Existing General Plan Goals & Policies Base Mapping Review Legislative Requirements Initiate Housing Element Needs Assessment, Land Inventory, and Program Development 	<ul style="list-style-type: none"> Confirm Vision & Priorities Prepare Traffic Impact Analysis and Guidelines Safety Element Vulnerability Assessment 	<ul style="list-style-type: none"> Finalize Base Mapping and Traffic Impact Analysis Guidelines Conclude Review of General Plan Goals and Policies Update Land Use Plan, Goals and Policies Update Circulation Element Housing Element Update: RHNA Work; Housing Plan; Screen Check; and Public Draft Update Safety Element Begin administrative update of Other Elements and Implementation Programs 	<ul style="list-style-type: none"> Complete Update of Other Elements Submit Safety Element Draft for Review by California Fire Conduct General Plan/Zoning Consistency Analysis Conclude Implementation Program Update Begin Environmental Review (CEQA) Process Begin Technical Analyses for Cultural, Noise and Traffic 	<ul style="list-style-type: none"> Housing Element in Round 1 HCD Review Finalize Technical Analyses for Cultural, Air Quality, and Traffic Studies Prepare Administrative Draft of the environmental documents (Supplemental Environmental Impact Report) 	<ul style="list-style-type: none"> Draft Housing Element Revisions Reviewed by the State Conclude Air Quality and Noise Analysis Administrative Draft Supplemental Environmental Impact Report 	<ul style="list-style-type: none"> Plan Adoption Public Draft of Final Supplemental Environmental Impact Report, Findings & Mitigation Monitoring Reporting Program (MMRP)
<p>OUTREACH</p> 	<ul style="list-style-type: none"> General Plan Steering Committee (GPSC) Meetings Project Webpage and Online Engagement Tools Community-wide Workshop #1 Affordable Housing & Homelessness Subcommittee Traveling Road Shows with City Staff 	<ul style="list-style-type: none"> General Plan Steering Committee (GPSC) Meetings Online Engagement Community-wide Workshop #2 Public Hearings on TIA Guidelines and Land Use Plan Traveling Road Shows with City Staff 	<ul style="list-style-type: none"> General Plan Steering Committee (GPSC) Meetings Online Engagement Traveling Road Shows with City Staff Public Hearings on Housing Element 	<ul style="list-style-type: none"> Environmental Review (Scoping Meeting) Online Engagement Traveling Road Shows with City Staff 	<ul style="list-style-type: none"> Environmental Review (Public Draft Review) Online Engagement General Plan Steering Committee (GPSC) Meetings 	<ul style="list-style-type: none"> Community-wide Workshop #3 Online Engagement Public Hearings on SEIR and General Plan Update 	

NOTE Items listed and timeframes noted above are subject to change as a result of new information or need for refinement of the schedule as the scope of work is implemented.