

## Garden Grove Public Engagement & Outreach

- Garden Grove has conducted extensive community outreach identified below.
- All updates posted on social media, Housing Element website, and via email blasts to all community stakeholders.

Outreach Activity	Description	
Website	<b>Garden Grove Housing Element Update Website</b> ( <a href="http://ggcity.org/housing-element">ggcity.org/housing-element</a> ) <ul style="list-style-type: none"> <li>▪ News/Information, flyers, surveys, ways to connect, all available to the public online.</li> </ul>	
Informational Video	<b>Housing Element 101 Video (by GGTV3)</b> – Informational animated video to help educate the public on the Housing Element Update <ul style="list-style-type: none"> <li>▪ Available on YouTube in 4 languages (English, Spanish, Vietnamese, and Korean)</li> <li>▪ Search YouTube: “Housing Element 101 Garden Grove”</li> </ul>	
Stakeholder Interviews and Focus Group Meetings (Aug/Sept 2020)	City Council	<ul style="list-style-type: none"> <li>▪ Individual interviews</li> </ul>
	Focus Groups	Comments
	Housing and affordable housing developers	<ul style="list-style-type: none"> <li>▪ Zoning flexibility</li> <li>▪ Clear &amp; consistent design standards</li> <li>▪ Collaboration with City</li> <li>▪ Support new housing types</li> <li>▪ More affordable housing &amp; funding opportunities</li> </ul>
	Service providers, housing & non-housing advocacy groups	<ul style="list-style-type: none"> <li>▪ NIMBYism challenge</li> <li>▪ More affordable housing</li> <li>▪ City/Community partnerships</li> <li>▪ More community facilities &amp; green space</li> <li>▪ Focus on youth and senior needs</li> <li>▪ Mentorship program for housing &amp; community services</li> </ul>
	Business community and education partners	
	Virtual Neighborhood & HOAs Meeting (open to public)	<ul style="list-style-type: none"> <li>▪ Affordable/attractive housing</li> <li>▪ Creative solutions</li> <li>▪ Walkable areas</li> <li>▪ Parking solutions</li> <li>▪ Funding sources for housing</li> </ul>
Community Survey(s)	<b>First Community Survey</b> (Available 8/31/20-9/25/20) <ul style="list-style-type: none"> <li>▪ 622 completed surveys</li> <li>▪ Available in <b>4 languages</b>: English, Spanish, Vietnamese, and Korean</li> <li>▪ Available online</li> <li>▪ In-person survey outreach conducted at the H. Louis Lake Senior Center, Buena Clinton Youth and Family Center, Magnolia Park Family Resource Center</li> <li>▪ Informational flyer with hardcopy survey distributed to 11 DAC apartment complexes</li> <li>▪ Informational flyer available at City Hall Lobby</li> </ul>	

	<b>Second Community Online Survey</b> (Available 11/4/20-1/12/21)	<ul style="list-style-type: none"> <li>▪ Interactive mapping survey available online</li> <li>▪ Available in 4 languages: English, Spanish, Vietnamese, and Korean</li> <li>▪ Informational flyer distributed by Louis H. Senior Center, Magnolia Park Resource Center, Buena Clinton Youth Center, Police Department Community Liaison Division, and Housing Authority</li> <li>▪ Informational flyer distributed to 9 DAC apartment complexes</li> <li>▪ Information flyer emailed to 21 apartment managers in DAC/Affordable Housing complexes to post on-site</li> <li>▪ Informational flyer available in City Hall and Housing Authority Lobby</li> <li>▪ Informational flyer posted at City Hall and CMC</li> </ul>
<b>Community Meeting(s)</b> (Open to the public)	Sept 17, 2020	Planning Commission/NICC Study Session Legal Ad published in Orange County News on 8/26/2020
	Nov 18, 2020	Virtual Community Meeting To provide additional opportunities for the community and stakeholders to: <ul style="list-style-type: none"> <li>▪ Learn about the strategies and approaches being considered; and</li> <li>▪ Provide their feedback and ideas.</li> </ul>
	Nov 19, 2020	Planning Commission Study Session Legal Ad published in Orange County News 11/4/2020
	Dec 8, 2020	City Council Presentation for Discussion on the Housing Element Legal Ad published in Orange County News 11/20/2020
	1 <sup>st</sup> and 2 <sup>nd</sup> Quarter of 2021	Future upcoming public engagement/outreach efforts

### Public Engagement Outreach Activities cont'd

Outreach Activity	Description
<b>Survey &amp; Meeting Flyers</b>	Translated into English, Spanish, Vietnamese, and Korean
<b>Individual Fact Sheets</b>	<p>Translated into English, Spanish, Vietnamese, and Korean</p> <ul style="list-style-type: none"> <li>▪ Housing Element</li> <li>▪ Land Use Element</li> <li>▪ Safety Element</li> <li>▪ New Environmental Justice Element</li> </ul> <p>Printed flyers and facts sheets circulated through Buena Clinton, Magnolia Center, Senior Center, and Police Department Community Liaison Division. Housing Element fact sheet and Survey &amp; Meeting flyer emailed to 22 apartment managers in DAC/Affordable Housing to post on-site in all languages</p>
<b>Banners</b>	<ul style="list-style-type: none"> <li>▪ City website</li> <li>▪ City Social Media Outlets (e.g., Facebook, Twitter)</li> </ul>
<b>Digital Signs</b>	<ul style="list-style-type: none"> <li>▪ Corner sign (at Euclid Street and Acacia Parkway)</li> <li>▪ GEM Theater sign on Main Street</li> <li>▪ 22 Freeway (e.g., Clear Channel and Auto Center)</li> </ul>
<b>Publications</b> Digital & Direct Mail to all water bill account holders in the City	<ul style="list-style-type: none"> <li>▪ Connections (Fall: September – December)</li> <li>▪ CityWorks September – October (32,000 direct mail recipients)</li> <li>▪ CityWorks November – December (32,000 direct mail recipients)</li> </ul>
<b>News Releases</b>	<ul style="list-style-type: none"> <li>▪ August 24, 2020 – City Seeking Community Input on Housing Goals and Policies</li> <li>▪ September 18, 2020 - Last week to Participate in City's Housing Survey</li> <li>▪ November 5, 2020 – Interactive Survey Available for Community Input on Housing</li> <li>▪ December 1, 2020 – Deadline Nearing for Community Input on City's Future Housing Needs</li> </ul>
<b>Community Calendar</b>	<ul style="list-style-type: none"> <li>▪ Meeting and community survey dates listed on community calendar which is emailed</li> </ul>

	Social Media Outlet	Activities
<b>Social Media Outreach</b>	Facebook	<ul style="list-style-type: none"> <li>▪ August 25 (1,969 people reached; 155 engagements)</li> <li>▪ September 1 (2,216 people reached; 270 engagements)</li> <li>▪ September 2 (535 people reached; 15 engagements)</li> <li>▪ September 2 (749 people reached; 26 engagements)</li> <li>▪ September 15 (4,597 people reached; 303 engagements)</li> <li>▪ September 18 (1,588 people reached; 98 engagements)</li> <li>▪ September 21 (11,018 people reached; 1,442 engagements)</li> <li>▪ November 3 (1,058 people reached; 58 engagements)</li> <li>▪ November 16 (1,014 people reached; 48 engagements)</li> <li>▪ November 23 (3,173 people reached; 317 engagements)</li> </ul>
	Instagram	<ul style="list-style-type: none"> <li>▪ August 25 (98 likes)</li> <li>▪ September 1 (36 likes)</li> <li>▪ September 1 (54 likes)</li> <li>▪ September 2 (30 likes)</li> <li>▪ September 2 (15 likes)</li> <li>▪ September 15 (22 likes)</li> <li>▪ September 18 (62 likes)</li> <li>▪ September 21 (18 likes)</li> <li>▪ November 3 (25 likes)</li> <li>▪ November 5 (74 likes)</li> <li>▪ November 16 (371 views)</li> <li>▪ November 23 (221 views)</li> </ul>
	Twitter	<ul style="list-style-type: none"> <li>▪ August 25</li> <li>▪ September 1</li> <li>▪ September 2</li> <li>▪ September 21</li> <li>▪ November 3</li> <li>▪ November 5</li> <li>▪ November 23</li> </ul>
	Nextdoor	<ul style="list-style-type: none"> <li>▪ Neighborhood posts</li> </ul>
<b>Remarks</b>	<ul style="list-style-type: none"> <li>▪ August 21, 2020 City Manager message</li> <li>▪ September 22, 2020 City Council Meeting remarks by the City Manager</li> </ul>	
<b>Community Outreach</b>	<ul style="list-style-type: none"> <li>▪ Vietnamese Newsletter (November-December)</li> <li>▪ Radio Public Service Announcements to Little Saigon Radio, VNCR Radio, and Radio Bolsa (9/9/20)</li> <li>▪ Vietnamese TV Talk Shows <ul style="list-style-type: none"> <li>○ September 16, 2020 at CBN-TV</li> <li>○ November 9, 2020 at VNA-TV</li> <li>○ December 2, 2020 at CBN-TV</li> </ul> </li> <li>▪ Residents and Friends of Garden Grove</li> <li>▪ Garden Grove Neighborhood Watch</li> <li>▪ Garden Grove Chamber</li> <li>▪ Vietnamese Chamber</li> <li>▪ Hispanic Chamber</li> <li>▪ Korean Chamber; Korean Federation; Korean Senior Association</li> <li>▪ Nonprofits: United Way, BGCGG</li> <li>▪ Garden Grove Unified School District</li> </ul>	
<b>GGTV3</b>	<ul style="list-style-type: none"> <li>▪ Public Service Announcement (Housing Element 101 Video in English, Spanish, Vietnamese, and Korean)</li> </ul>	