

## Public Engagement & Community Outreach

Garden Grove has conducted extensive community outreach for the proposed Focused General Plan Update and Zoning Amendments (FGPUZA), as identified below.

Outreach Activity	Description	
<b>Website</b>	<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>	
<b>Informational Video</b>	<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>	
<b>Stakeholder Interviews and Focus Group Meetings</b> (Aug/Sept 2020)	City Council	<ul style="list-style-type: none"> <li>▪ Individual interviews</li> </ul>
	<b>Focus Groups</b>	<b>Comments</b>
	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	<ul style="list-style-type: none"> <li>▪ Growth in housing production and school facilities capacity</li> <li>▪ Close coordination between City and school district</li> </ul>
	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>
<b>Community Survey(s)</b>	<b>First Community Survey</b> (September 2020) <ul style="list-style-type: none"> <li>▪ 622 completed surveys</li> <li>▪ Available <b>in 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>	

	<p><b>Second Community Online Survey</b> (November 2020 – January 2021)</p>	<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> </ul>	
	<p><b>Third Community Online Survey (Environmental Justice)</b> (April 2021 – June 2021)</p>	<ul style="list-style-type: none"> <li>▪ Interactive mapping survey, on Environmental Justice, 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</li> <li>▪ Informational flyer distributed to multiple DAC apartment complexes</li> <li>▪ Informational flyer available in City Hall and Housing Authority Lobby</li> </ul>	
<p><b>Community Workshops and Study Sessions</b> (All open to the public)</p> <p>* Email blasts sent out for each event to community stakeholders, business licensees, and general email sign-up list participants</p>	<p>Sept 17, 2020</p>	<p>Joint NICC/PCC Study Session</p>	<p>An overview of the General Plan, Housing Element, Environmental Justice Element, and Safety Element. A presentation on RHNA, the City’s preliminary plan to meet the State required RHNA objective, public engagement plans, and project timeline.</p>
	<p>Nov 18, 2020</p>	<p>Virtual Community Meeting</p>	<p>An overview of the General Plan, Housing Element, Environmental Justice Element, and Safety Element. A presentation on RHNA, the City’s preliminary plan and potential land use alternatives to meet the State required RHNA objective. Also, a presentation and exercise to educate the public on what is residential density, potential housing opportunity sites for residential development. Future public engagement, project timeline, upcoming online mapping survey, and next steps presented.</p>
	<p>Nov 19, 2020</p>	<p>Planning Commission Study Session</p>	<p>An overview of the General Plan, Housing Element, Environmental Justice Element, and Safety Element. A presentation on RHNA, the City’s preliminary plan and potential land use alternatives to meet the State required RHNA objective. Also, a presentation and exercise to educate the public on what is residential density, potential housing opportunity sites for residential development. Future public engagement, project timeline, upcoming online mapping survey, and next steps presented.</p>

	Dec 8, 2020	City Council Presentation for Discussion on the Housing Element	Presented an overview of the public engagement efforts conducted thus far, along with comments received from stakeholders and the public. Presented summary of community survey responses and online mapping survey results received thus far. Presented summary of comments received from prior Virtual Community Meeting and Planning Commission Study Session. A presentation on RHNA, the City's preliminary plan and potential land use alternatives to meet the State required RHNA objective. Also, a presentation and exercise on residential density and potential housing opportunity sites for residential development. Future public engagement, project timeline, upcoming online mapping survey, and next steps presented. Also, an update to the City's RHNA appeal efforts.
	Jan 12, 2021	Discussion of the Land Use Alternatives for the Housing Element Update (City Council)	A summary of the responses and comments received via the online mapping survey, which focused on Housing and Environmental Justice. An overview of RHNA and the proposed land use alternatives which identify housing density strategies to achieve a plan to meet the State's required RHNA allocation of 19,168 housing units. Received City Council direction to proceed with the proposed land use alternatives to prepare the Draft Housing Element and conduct an in-depth analysis of the potential impacts through preparation of the Draft Environmental Impact Report (EIR).
	Jan 21, 2021	Housing Element and RHNA Update (Planning Commission)	An overview of the Housing Element, the City's approach to meeting the State required RHNA, a summary of the City's public engagement outreach efforts, and an overview of the RHNA process and how Garden Grove's RHNA number was determined.
	Apr 13, 2021	Status Report of the Housing Element Update including Focused General Plan Update and Zoning Amendments (FGPUZA) (City Council)	An update on the status of the Housing Element, the focused updates to the Land Use Element and Safety Element, preparation of the Environmental Justice Element, and focused zoning amendments. An update on the City's RHNA (2) appeal applications, which were denied by SCGA. An update on the City's recent public outreach efforts, and next steps in the process. Also, notification of an upcoming virtual community forum, open to the public, to present information and receive community input on environmental justice issues in Garden Grove.
	Apr 21, 2021		

		Environmental Justice Community Online Forum	A virtual community online forum to present information and receive community input on environmental justice issues in Garden Grove. Received feedback on strategies to: improve air quality, reduce pollution; increase walkability, biking, and public transit; promote access to parks and active living; access to healthy foods; adding and improving community services; promoting civic engagement; and expanding access to housing and services.
	May 20, 2021	Planning Commission Study Session	Study session to present the goals, polices, and programs for the Housing Element Update. Presented goals and policies that address: housing maintenance and preservation; affordable housing; adequate housing sites; removal of constraints to housing production; equal access to housing; and community engagement.
	May 25, 2021	City Council Study Session	Study session to present the goals, polices, and programs for the Housing Element Update. Presented goals and policies that address: housing maintenance and preservation; affordable housing; adequate housing sites; removal of constraints to housing production; equal access to housing; and community engagement.
	Jul 6, 2021	Release of Housing Element Public Review Draft	The Draft Housing Element was made available online for public review on the City's website ( <a href="https://ggcity.org/housing-element">https://ggcity.org/housing-element</a> ) starting on July 6, 2021
	Aug 19, 2021	Notification of Availability of the Draft Focused General Plan Update	A notification of availability to the City Council and community stakeholders of the Draft Focused General Plan Update (available on the City's website) with revisions to the Land Use Element, Safety Element, and Housing Element, and preparation of a new Environmental Justice Element. Also a notice of availability of the Draft EIR for the Focused General Plan Update and Zoning Amendments (FGPUZA).
	Aug 19, 2021	Notification of Availability the Draft Environmental Impact Report (EIR)	A notification of availability to the City Council and community stakeholders of the Draft EIR for the Focused General Plan Update and Zoning Amendments (FGPUZA).
<b>Survey &amp; Meeting Flyers</b>	Translated into English, Spanish, Vietnamese, and Korean		

<p><b>Individual Fact Sheets</b></p>	<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.</p> <p>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>	
<p><b>Digital</b></p>	<ul style="list-style-type: none"> <li>▪ Banners for City website, Facebook, and Twitter</li> <li>▪ Corner sign (at Euclid Street and Acacia Parkway)</li> <li>▪ 22 Freeway (e.g., Clear Channel and Auto Center)</li> <li>▪ Community Calendar email blasts</li> </ul>	
<p><b>Digital &amp; Print Media</b></p>	<ul style="list-style-type: none"> <li>▪ Survey and meeting flyer (translated)</li> <li>▪ Housing Element fact sheet (translated)</li> <li>▪ Safety Element fact sheet (translated)</li> <li>▪ Land Use Element and Zoning Code fact sheet (translated)</li> <li>▪ New Environmental Justice Element fact sheet (translated)</li> </ul>	
<p><b>Publications</b> Digital &amp; Direct Mail to all water bill account holders in the City</p>	<ul style="list-style-type: none"> <li>▪ Connections (Fall 2020) – 40,000 Distribution</li> <li>▪ CityWorks (Sept 2020 - Oct 2020) – 32,000 Distribution</li> <li>▪ CityWorks (Nov 2020 – Dec 2020) – 32,000 Distribution</li> <li>▪ Connections (Winter/Spring 2021) – 40,000 Distribution</li> <li>▪ CityWorks (Jan 2021) – 16,000 Distribution</li> <li>▪ CityWorks (Feb 2021) – 16,000 Distribution</li> <li>▪ CityWorks (Mar 2021) – 16,000 Distribution</li> </ul>	
<p><b>News Releases</b></p>	<ul style="list-style-type: none"> <li>▪ August 20, 2020</li> <li>▪ September 18, 2020</li> <li>▪ November 5, 2020</li> <li>▪ December 1, 2020</li> <li>▪ January 5, 2021</li> <li>▪ April 19, 2021</li> <li>▪ June 3, 2021</li> <li>▪ July 13, 2021</li> <li>▪ August 26, 2021</li> </ul>	
<p><b>Social Media Outreach</b></p>	<p><b>Social Media Outlet</b></p>	<p><b>Activities</b></p>
	<p>Facebook</p>	<ul style="list-style-type: none"> <li>▪ Aug 25, 2020 (1,969 people reached; 2,210 impressions; 155 engagements)</li> <li>▪ Sept 1, 2020 (1,221 people reached; 2,210 impressions; 126 engagements)</li> <li>▪ Sept 1, 2020 (1,604 people reached; 1,155 impressions; 20 engagements)</li> <li>▪ Sept 1, 2020 (2,225 people reached; 2,693 impressions; 270 engagements)</li> <li>▪ Sept 2, 2020 (538 people reached; 606 impressions; 15 engagements)</li> <li>▪ Sept 2, 2020 (751 people reached; 840 impressions; 26 engagements)</li> <li>▪ Sep 15, 2020 (4,597 people reached; 5,776 impressions; 303 engagements)</li> <li>▪ Sept 18, 2020 (1,591 people reached; 1,826 impressions; 98 engagements)</li> <li>▪ Sept 21, 2020 (11,162 people reached; 19,999 impressions; 1,442 engagements)</li> </ul>

		<ul style="list-style-type: none"> <li>▪ Nov 3, 2020 (1,078 people reached; 1,203 impressions; 60 engagements)</li> <li>▪ Nov 5, 2020 (383 people reached; 439 impressions)</li> <li>▪ Nov 16, 2020 (1,231 people reached; 1,231 impressions; 364 video views; 49 engagements)</li> <li>▪ Nov 23, 2020 (3,235 people reached; 3,974 impressions; 1,173 video views; 319 engagements)</li> <li>▪ Dec 8, 2020 (682 people reached; 13 engagements)</li> <li>▪ Dec 10, 2020 (892 people reached; 959 impressions; 20 post link clicks; 40 engagements)</li> <li>▪ Dec 17, 2020 (14,101 people reached; 21,119 impressions; 239 engagements)</li> <li>▪ Jan 4, 2021 (1,086 people reached; 1,158 impressions; 27 engagements)</li> <li>▪ Jan 6, 2021 (675 people reached; 720 impressions; 8 engagements)</li> <li>▪ Feb 1, 2021 (1,019 people reached; 1,069 impressions; 24 engagements)</li> <li>▪ Apr 13, 2021 (961 people reached; 1,017 impressions; 20 engagements)</li> <li>▪ Apr 15, 2021 (14,890 people reached; 21,023 impressions; 758 engagements)</li> <li>▪ Apr 19, 2021 (1,320 people reached; 1,409 impressions; 119 engagements)</li> <li>▪ Jul 13, 2021 (3,466 people reached; 3,601 impressions; 664 engagements)</li> <li>▪ Aug 31, 2021 (9,563 people reached; 12,013 impressions; 749 engagements)</li> </ul>
	Instagram	<ul style="list-style-type: none"> <li>▪ Aug 25, 2020 (1,661 people reached; 1,855 impressions; 100 engagements)</li> <li>▪ Sept 1, 2020 (932 people reached; 1,134 impressions; 38 engagements)</li> <li>▪ Sept 1, 2020 (1,168 people reached; 1,247 impressions; 64 engagements)</li> <li>▪ Sept 2, 2020 (1,145 people reached; 1,225 impressions; 33 engagements)</li> <li>▪ Sept 2, 2020 (909 people reached; 936 impressions; 17 engagements)</li> <li>▪ Sept 15, 2020 (1,048 people reached; 1,095 impressions; 23 engagements)</li> <li>▪ Sept 18, 2020 (1,619 people reached; 1,705 impressions; 65 engagements)</li> <li>▪ Sept 21, 2020 (1,024 people reached; 1,102 impressions; 19 engagements)</li> <li>▪ Nov 3, 2020 (1,049 people reached; 1,408 impressions; 25 engagements)</li> <li>▪ Nov 5, 2020 (1,673 people reached; 1,888 impressions; 75 engagements)</li> <li>▪ Nov 16, 2020 (390 views; 18 engagements)</li> <li>▪ Nov 23, 2020 (238 views; 9 engagements)</li> <li>▪ Jan 4, 2021 (1,543 people reached; 1,750 impressions; 56 engagements)</li> <li>▪ Jan 6, 2021 (939 people reached; 941 impressions; 13 engagements)</li> <li>▪ Feb 1, 2021 (1,157 people reached; 1,311 impressions; 32 engagements)</li> <li>▪ Apr 19, 2021 (1,483 people reached; 1,573 impressions; 68 engagements)</li> </ul>
	Twitter	<ul style="list-style-type: none"> <li>▪ Aug 25, 2020 (4,262 people reached; 687 impressions; 28 engagements)</li> <li>▪ Sept 1, 2020 (4,179 people reached; 890 impressions; 32 engagements)</li> <li>▪ Sept 1, 2020 (4,172 people reached; 683 impressions; 8 engagements)</li> </ul>

		<ul style="list-style-type: none"> <li>▪ Sept 2, 2020 (4,170 people reached; 674 impressions; 33 engagements)</li> <li>▪ Sept 2, 2020 (4,170 people reached; 792 impressions; 7 engagements)</li> <li>▪ Sept 21, 2020 (4,182 people reached; 729 impressions; 4 engagements)</li> <li>▪ Nov 3, 2020 (4,222 people reached; 1,303 impressions; 23 engagements)</li> <li>▪ Nov 5, 2020 (4,228 people reached; 1,643 impressions; 51 engagements)</li> <li>▪ Nov 23, 2020 (4,240 people reached; 1,098 impressions; 27 engagements)</li> <li>▪ Dec 10, 2020 (4,506 people reached; 745 impressions; 13 engagements)</li> <li>▪ Jan 4, 2021 (4,303 people reached; 871 impressions; 52 engagements)</li> <li>▪ Jan 6, 2021 (4,307 people reached; 896 impressions; 12 engagements)</li> <li>▪ Feb 1, 2021 (4,271 people reached; 698 impressions; 25 engagements)</li> <li>▪ Apr 13 2021 (4,330 people reached; 774 impressions; 26 engagements)</li> <li>▪ Apr 19, 2021 (4,329 people reached; 896 impressions; 13 engagements)</li> <li>▪ Aug 31, 2021 (4,379 people reached; 355 impressions; 6 engagements)</li> </ul>
	Nextdoor	<ul style="list-style-type: none"> <li>▪ Nov 5, 2020 (569 impressions)</li> <li>▪ Nov 23, 2020 (572 impressions)</li> <li>▪ Dec 11, 2020 (669 impressions)</li> <li>▪ Jan 4, 2021 (587 impressions)</li> <li>▪ Apr 13, 2021 (542 impressions)</li> <li>▪ Jun 7, 2021 (501 impressions)</li> <li>▪ Jul 13, 2021 (479 impressions)</li> </ul>
<b>Message/Remarks</b>	<ul style="list-style-type: none"> <li>▪ August 21, 2020 – Message from the City Manager</li> <li>▪ September 22, 2020 - City Council Meeting remarks by the City Manager</li> <li>▪ March 26, 2021 – Message from the City Manager</li> </ul>	
<b>Community Outreach</b>	<ul style="list-style-type: none"> <li>▪ Vietnamese Quarterly and Bi-Monthly Newsletters</li> <li>▪ Radio Public Service Announcements to Little Saigon Radio, VNCR Radio, and Radio Bolsa (September 9, 2020)</li> <li>▪ Vietnamese TV Talk Shows <ul style="list-style-type: none"> <li>○ September 16, 2020 - CBN-TV</li> <li>○ November 9, 2020 - VNA-TV</li> <li>○ December 2, 2020 - CBN-TV</li> <li>○ December 16, 2020 - CBN-TV</li> <li>○ April 5, 2021 – VNA-TV</li> <li>○ April 13, 2021 – Community Presentation at Advance Beauty College</li> <li>○ April 28, 2021 – 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</li> <li>▪ Korean Federation</li> <li>▪ 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>	