



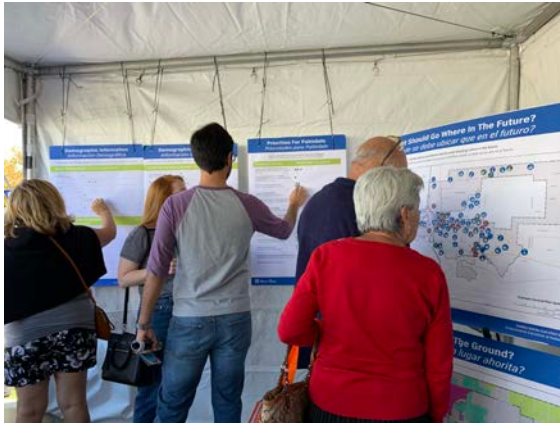
**City of Palmdale General Plan Update
Pop-Up Workshop Engagement Results
Fall 2019**

I. Overview

In the Fall of 2019, the City of Palmdale conducted five pop-up workshops to spread awareness and gather public input for the General Plan Update. This effort provided an opportunity to reach stakeholders in the community who may not have been previously reached or able to provide feedback. Below is the summary of the first round of pop-up engagement.

Event	Date and Location	# of Booth Visitors	Approx. Event Size
Antelope Valley International Multicultural Festival	Saturday, September 14, 2019 10:00am–3:00pm Poncitlan Square 38315 9th St East, Palmdale, CA 93550	70	150-200
National Women’s Health & Fitness Day	Wednesday, September 25, 2019 5:00pm–7:00pm Domenic Massari Park 37716 55th St East, Palmdale, CA 93550	20	60
Hispanic Heritage Month Celebration	Saturday, October 5, 2019 11:00am-4:00pm Poncitlan Square 38315 9th St East, Palmdale, CA 93550	40	120
Kaleidoscope Music & Art Festival	Saturday, October 12, 2019 10:00am-6:00pm The Palmdale Amphitheater 2723 Rancho Vista Blvd., Palmdale, CA 93551	200	600-800
Dia de los Muertos Fiesta	Saturday, November 2, 2019 10:00am-6:00pm Poncitlan Square 38315 9th St East, Palmdale, CA 93550	160	500-600





II. Summary of Input Received

Each pop-up workshop provided project fact sheets, a project sign-in sheet and five interactive display boards. The boards were used to receive input about future priorities, location of services and amenities, as well as demographic information. Participants used stickers to respond to the questions on the boards. Below is a cumulative total of the data received at the pop-up workshops.

Demographic Information

What is Your Age Range?

Under 18	52
18-24	26
25-34	51
35-44	67
45-64	82
65 or older	44

What Best Describes Your Background?

White or Caucasian	91
Black or African American	49
Hispanic or Latino	154
Asian or American	13
Native American or Alaska Native	8
Native Hawaiian or other Pacific Islander	0
Another Race	16

Do You Live and Work in Palmdale?

Live in Palmdale	177
Both live and work in Palmdale	108
Work in Palmdale	36
Neither live nor work in Palmdale	45

How Long Have You Lived in Palmdale?

1 year or less	4
1-2 years	14
3-5 years	44
6-10 years	41
More than 10 years	171
Do not live in Palmdale	46

Priorities

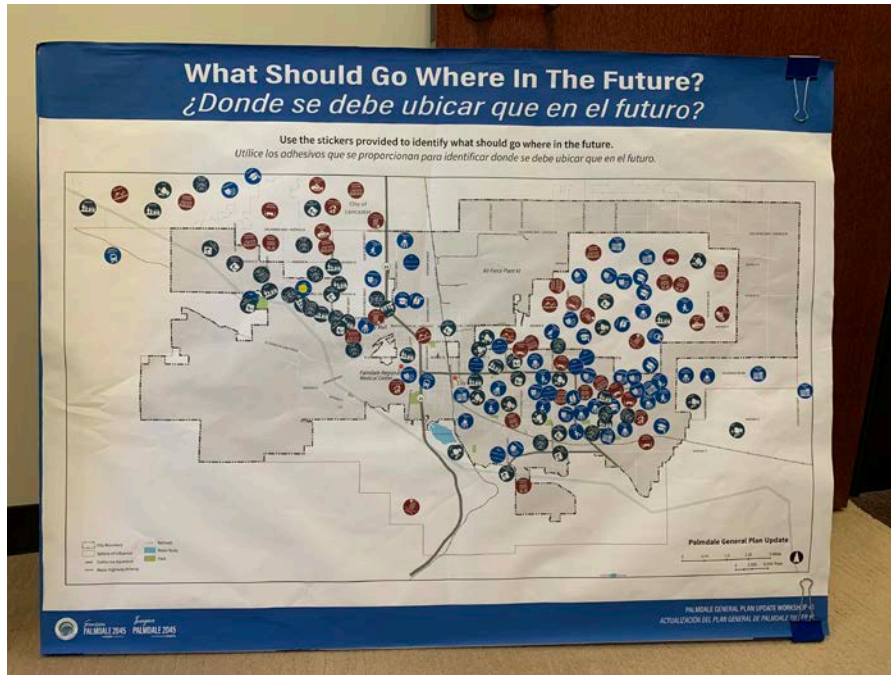
Participants were asked to place a sticker next to their top three priorities for the future of Palmdale.

Create a sense of place or Downtown in Palmdale	91
Increase entertainment or shopping opportunities	87
Provide more activities for youth	123
Invest in school facilities	114
Increase parks and or recreational amenities	93
Address housing affordability	86
Invest in infrastructure and road maintenance	74
Address long commutes and traffic congestion	44
Address crime and safety concerns	131
Create more job opportunities	137
Address homelessness	142
Streamline development or building processes	49
Other	3

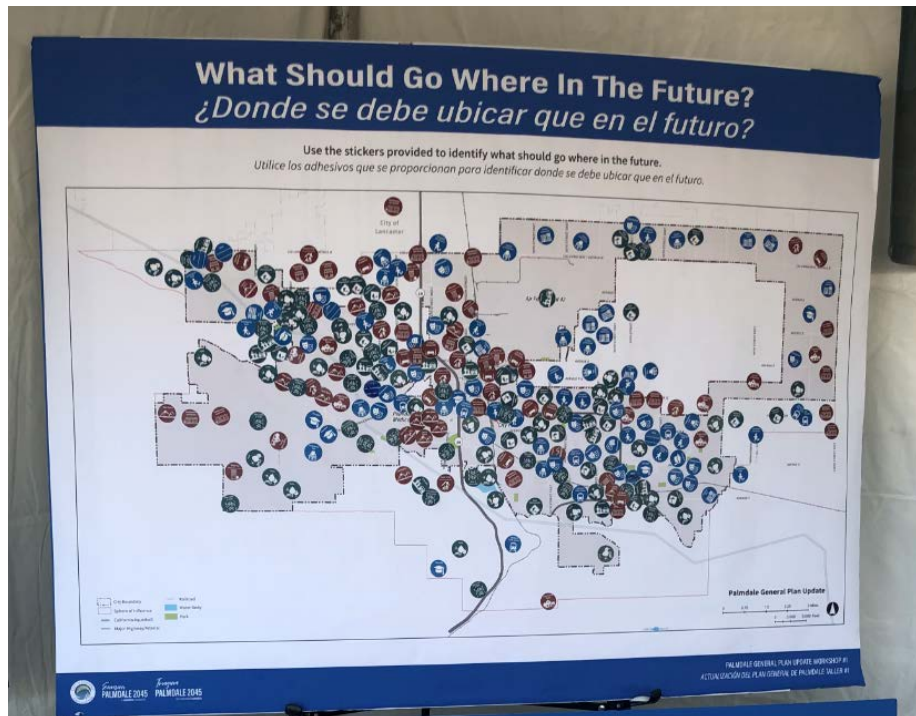
Mapping Boards

There were two mapping boards at the workshops; one board contained a map of the existing land use within the city and a second board showed the same area, but with the uses blank. Participants were provided stickers to use on the blank board and identify what should go where in the future, including restaurants, bike trails, parks, etc. Below are photos of the input received on the mapping boards from the pop-ups:

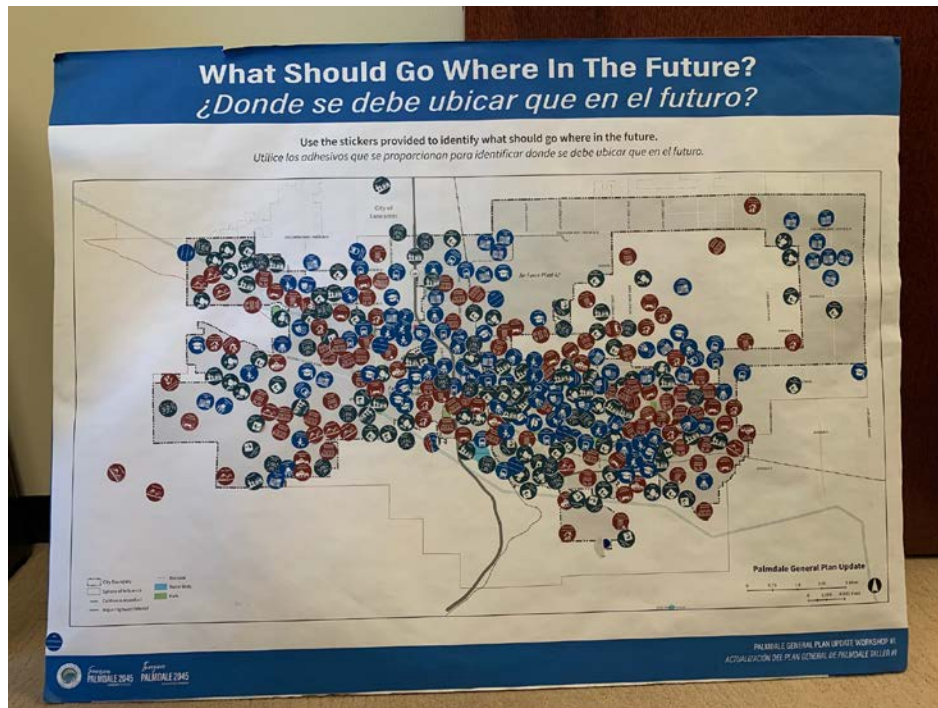
Antelope Valley International Multicultural Festival / National Women's Health & Fitness Day



Hispanic Heritage Month Celebration / Kaleidoscope Music & Art Festival



Dia de los Muertos Fiesta



III. Conclusion

A mix of City and consultant staff were present at the pop-up workshops. Questions received were handled informally and participants were encouraged to submit additional comments and questions in writing via written comment cards, mail, email, or through the project website. A total of eight written comments were gathered. Attendees were also encouraged to sign up to be included in the project database. A total of 30 participants signed up to receive email updates and future project information.