

City of Palmdale General Plan Update

Phase 3 (Preferred Land Use Alternative) Summary of Engagement

Introduction

In 2019, the City of Palmdale launched Palmdale 2045, a comprehensive, multi-year effort to update its General Plan. The General Plan serves as the City's primary guide for land use and development decisions and other City issues such as economic growth, open space, transportation, conservation, affordable housing and employment. It is a key tool for influencing and improving the quality of life for residents and businesses in Palmdale. During the first round of public engagement (Summer 2019), the project team held community workshops, pop-up events, focus groups and conducted a survey to receive community feedback on their priorities and vision for the future of Palmdale. For the second round of engagement (Summer 2020), the City sought to gather feedback on how the General Plan land use map should be updated through the presentation of three proposed alternatives for future land use regulations in the City. The public input received on the alternatives was used to develop a draft preferred land use alternative. In the third round of engagement (Winter 2021), the City brought the preferred land use alternative to the public and gathered additional input and feedback on elements including the health and wellness districts, education districts, village centers, and other land uses. Public comments on these alternatives will help refine the final alternative and establish what land uses, as well as businesses and services, should go where in the future.

Online Briefing Book and Survey

Round 3 of the public engagement was held virtually to abide by public health and safety regulations due to the COVID-19 pandemic. An online briefing booklet and survey were created to educate and garner feedback on the project's preferred land use alternative. The briefing booklet consisted of a project overview and detailed information on land use designations, a map of existing land uses within the City, and a map of the preferred land use alternative. Detailed information for specific key designations was provided, including the health and wellness districts, education district and village centers. The briefing booklet and survey was available to the public in English and Spanish beginning January 13, 2021 and ending on February 17, 2021. A separate report has been prepared with full details.

Live Virtual Workshop with Q&A Session

The live, online workshop was held in English and Spanish on Thursday, February 4, 2021 to allow the public to engage in a live discussion, ask questions and provide comments directly to the project team. The focus of the workshop was to discuss the project's current status, provide a brief overview of the General Plan existing land uses, and present the preferred land use alternative. The workshop included a detailed analysis of proposed locations for each land use through maps and graphics, as well as information on the health and wellness district, educational district, and village centers.

Participants had the option to listen to audio of the presentation in Spanish and to provide questions or comments via text message. Dedicated Q&A segments were available throughout the workshop to answer attendees' questions and concerns. The team polled attendees throughout the workshop to capture their input on the proposed land use designations and features. The polls and public comments from this workshop will be incorporated into the preferred land use alternative recommendation, which is to be presented to the Planning Commission and City Council in the Spring of 2021. A total of 88 persons attended the Zoom workshop and 4 persons watched from the YouTube live stream. The recording was posted on the project website, Palmdale2045.org, and on the project's YouTube channel. To date, the recorded workshop has been viewed more than 71 times.

The full workshop presentation, polling questions and results, and inventory of questions/comments received during the meeting is provided in the appendices of this report.

Focus Group Meetings

During this phase of engagement, the consultant team also conducted three stakeholder group meetings with Palmdale industry leaders, educational entities, faith-based organizations, community-based organizations and others to receive more focused input and inquiries on the preferred land use alternative. These meetings were held the week following the public workshop to allow the stakeholders to hear that information first, before participating in the smaller group sessions. Participants in the stakeholder meetings were asked to share updates to their respective groups, and continue to spread awareness for the General Plan Update. A separate report has been prepared with full details for these meetings, which were held on February 8, 2021.

General Plan Advisory Committee

A General Plan Advisory Committee (GPAC) was held on January 13, 2021 to review and discuss the preferred land use alternative with the group. The agenda, presentation and recording for this meeting is available on the project website, Palmdale2045.org

Notification

In an effort to raise awareness and promote the virtual workshop and online survey, a comprehensive and targeted citywide notification campaign was undertaken in both English and Spanish, which included print, digital and radio components. The section below provides detail on the efforts carried out to notify the public of the engagement activities.

Electronic Notification

Electronic noticing was a key component in the virtual workshop + survey notification process. The following is a complete list of the electronic notification methods:

- English/Spanish paid and organic social media posts via city social portals, including Facebook, Instagram and Twitter
- Digital geotargeting/geofencing
- Digital press releases in the Antelope Valley Press, Antelope Valley Times and the Antelope Valley Daily News
- Spanish ad via Café Con Leche radio show
- Spanish radio promo
- Adelman Broadcasting Station promo
- The Palmdale Minute weekly video segment in English and Spanish
- Palmdale Connections online newsletter
- Weekly project database e-blasts in English and Spanish
- Electronic billboard advertisements in both English and Spanish
- Council announcements

Social media ads on Facebook and Twitter reached a total of 5,822 people and resulted in 572 engagements and 141 post clicks. Organic Instagram ads were posted as well.

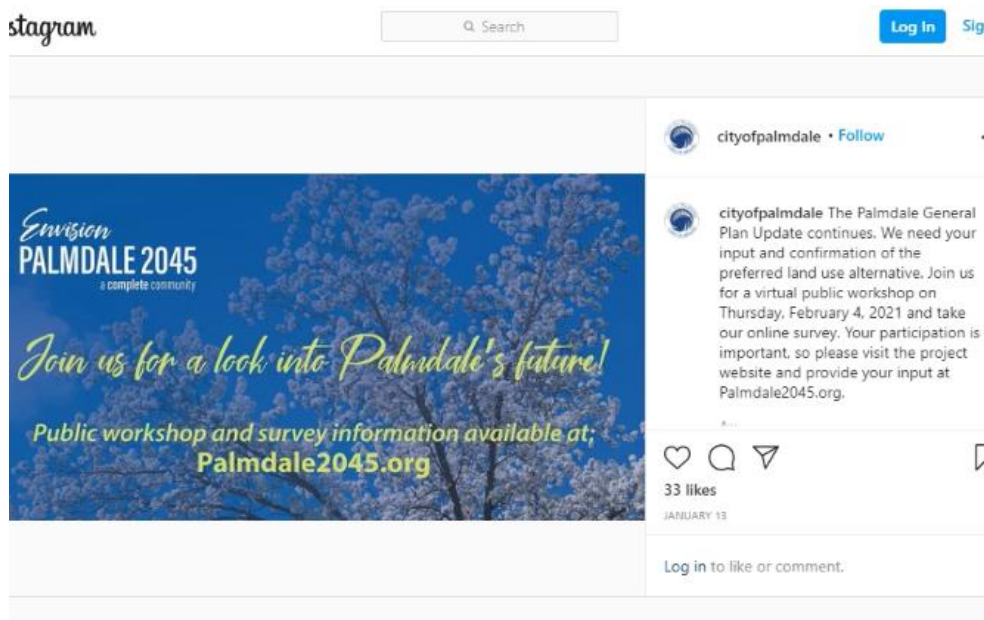
Digital geotargeting was employed within the Palmdale sphere of influence geographic area throughout two separate phases. This method of notification pushes ads through the electronic devices of people who live, work in or are passing through the specified campaign area. Eight ad sizes were created so the campaign would appear on mobile devices, desktops and tablets. The campaign generated 199,999 impressions and resulted in 371 clicks to the website. Copies of electronic notification materials are provided as part of the appendices of this report.



'Palmdale Minute' Video Segment



City of Palmdale Instagram/Twitter Post



Geotargeting Ad Portfolio

Creative
January 13 – February 3, 2021

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The creative portfolio displays several ad formats for 'Envision PALMDALE 2045'. The ads feature a blue background with a tree and the text: 'Envision PALMDALE 2045 a complete community', 'Join us for a look into Palmdale's future & take our survey!', and 'More Info: Palmdale2045.org'. A QR code is present on each ad. The formats include a square ad, a vertical banner, a horizontal banner, and a large horizontal banner.

Electronic Billboard

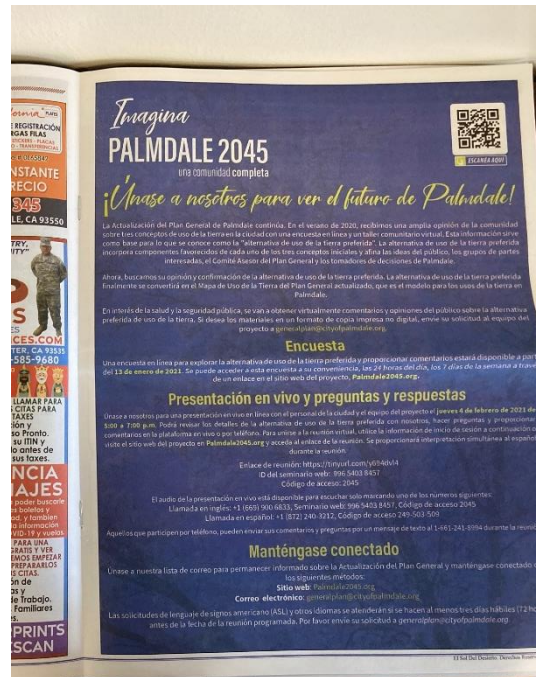


Print Notification

The project team used print notification as another key component in the survey and presentation notification process. This effort was made in an attempt to reach those in the community who have limited or no online/digital access to notification materials. All print materials were distributed in both English and Spanish. The following is a complete list of the print notification methods and repository sites:

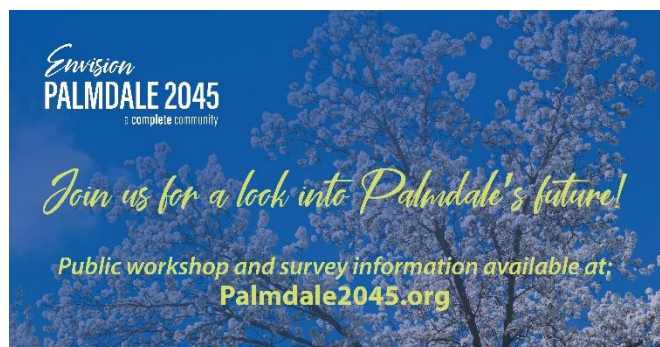
- Posters were displayed at the following high-visibility locations:
 - City Hall
 - Palmdale Transportation Center
 - Yucca House Community Garden
 - Marie Kerr Center
 - Dominic Massari Park
 - Pelona Vista Park
 - Chambers of Commerce
- Workshop flyers were distributed to the following organizations and locations:
 - The Palmdale School District lunch program
 - City Hall
 - Marie Kerr Center
 - Dominic Massari Park
 - Pelona Vista Park
 - Legacy Commons Senior Center
 - Chambers of Commerce
 - SAVES Palmdale and SALVA
- Postcards were provided through the library book pick-up program and on City public counters
- Print advertisements were placed in El Sol Magazine, AV Smart Buys and Palmdale Connections Magazine

El Sol Spanish Magazine



Extended Outreach

Key stakeholders and GPAC members were also enlisted to serve as ambassadors for the project and provide support in promoting the virtual workshop and survey by way of a communications tool kit, which offered a variety of cut-and-paste ready messaging and graphics for stakeholders to easily share with





their organizations and audiences via online portals, including social media, websites, digital newsletters, and as hard-copy pieces. The team reached approximately 120 stakeholders via phone call and follow-up email which included the toolkit and informational flyer. The extended outreach was documented to capture organizations that were reached and to record the number of stakeholders that expressed interest in promoting information within their

audience. A copy of the toolkit and graphics is included in the appendices of this report.

Next Steps

The General Plan Project Team will collect all input received from the survey and virtual workshop to further refine the preferred land use alternative. In Spring 2021, the team will present the preferred land use alternative to the Planning Commission and City Council for approval and adoption.