

Community Engagement Plan

CITY OF HUNTINGTON BEACH SUSTAINABILITY MASTER PLAN | August 4, 2022

This Community Engagement Plan outlines the proposed community outreach and engagement efforts to be conducted in support of the Huntington Beach Sustainability Master Plan (SMP) process.

Public input, community engagement, and local capacity building are essential components of the Huntington Beach SMP. The community engagement activities proposed in this Engagement Plan provide opportunities for residents and other stakeholders to be active participants in the process of developing a path to address the City's sustainability needs and increase resilience to climate change hazards. The events and activities are also designed to empower stakeholders and decision-makers to be positioned to implement the SMP after its adoption.

The Community Engagement Plan outlines the responsibilities of the consultant team and Huntington Beach City staff in carrying out engagement tasks. More detailed information will be developed for specific activities as the project moves forward.

Goal & Objectives

The goal of our community engagement efforts is to ensure that the SMP is reflective of Huntington Beach's character, values, sustainability needs, and community priorities.

Objectives:

- Provide an open, inclusive, equitable, and transparent process;
- Develop accessible and engaging materials that are easy to use in conducting outreach;
- Engage a broad cross-section of Huntington Beach residents, business owners, City staff, decision-makers, and other stakeholders (including participants who are typically not engaged in planning processes). This effort will involve in-person and virtual engagement methods, traditional and social media;
- Communicate the importance and urgency of sustainability and climate resilience;
- Demonstrate reciprocity by connecting participants with resources and providing need-based resources;
- Gather input at strategic points in the planning process to inform SMP development; and
- Identify a constituency that may wish to contribute towards the adoption and successful implementation of the SMP.

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Demographic

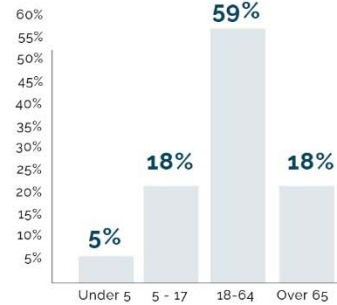
TOTAL POPULATION

198,711 people in Huntington Beach
6.6% of Orange County

LANGUAGE

22% speak a language other than English at home in Huntington Beach
45% speak a language other than English at home in Orange County

AGE OF POPULATION



RACE / ETHNICITY

City of Huntington Beach



White (61%)
 Asian or Pacific Islander (12%)
 Hispanic/Latino (19%)
 Other (7%)
 Black or African American (1%)

Orange County



White (40%)
 Asian or Pacific Islander (22%)
 Hispanic/Latino (34%)
 Other (2%)
 Black or African American (2%)

Education

COLLEGE DEGREE



44%

City of Huntington Beach



41%

Orange County

Income + Poverty

MEDIAN HOUSEHOLD INCOME

City of Huntington Beach **\$97,469**
 Orange County **\$94,441**

% IN POVERTY



Land + Housing

TOTAL LAND

26.75 sq miles in Huntington Beach
3.4% of Orange County

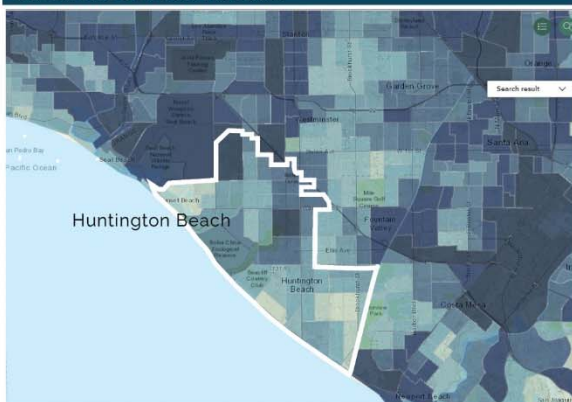
TOTAL HOUSING UNITS

77,589 housing units in Huntington Beach
7.4% of Orange County

RENTER-OCCUPIED HOUSING



CalEnviroScreen Results



CalEnviroScreen results show that the primary areas that are disproportionately burdened by pollution are near Huntington Central Park East and North near Seal Beach.

Transportation

INFLOW/OUTFLOW



ELECTRIC VEHICLE OWNERSHIP



Sources: US Census Bureau 2020 (several topical tables), CEC Light Duty Vehicle Population (2021)

Huntington Beach Sampling Plan

This sampling plan identifies populations in Huntington Beach that have been historically disenfranchised and should be engaged strategically to ensure that their experiences and perspectives are meaningfully incorporated into the SMP. These communities also tend to be the most vulnerable to climate hazards, making it important that they understand how the SMP may better support their needs into the future.

Target Group	Huntington Beach Statistics	Potential Challenges	Engagement Activities	Organizations
Youth (5-18)	23% of population	<ul style="list-style-type: none"> May not be as engaged in civic activities due to being busy with school and social activities 	<ul style="list-style-type: none"> Stakeholder meetings with student groups Online engagement 	<ul style="list-style-type: none"> Student environmental clubs & organizations City's Youth Board
Spanish-Speaking Populations	10% of population	<ul style="list-style-type: none"> Language barriers 	<ul style="list-style-type: none"> One-on-one meetings with community leaders Translated online and in-person surveys and meetings 	<ul style="list-style-type: none"> Oak View Task Force community meetings Oak View Comunidad Ocean View School District Oak View Library Pop-ups at local events and city-sponsored monthly cleanups
Young Professionals	15% of labor force	<ul style="list-style-type: none"> Limited time to attend public workshops 	<ul style="list-style-type: none"> Online engagement Pop-ups at social or local events 	<ul style="list-style-type: none"> Robert Mayer Leadership Academy alumni / participants Visit HB Huntington Beach Downtown BID
Older Adults (65+)	18% of population	<ul style="list-style-type: none"> Access to meetings 	<ul style="list-style-type: none"> Stakeholder meetings and surveys 	<ul style="list-style-type: none"> Huntington Beach Council on Aging Huntington Beach Senior Center staff and volunteers
Renters	56.6% of households	<ul style="list-style-type: none"> May not be as invested in the process as they may be more transient 	<ul style="list-style-type: none"> Online engagement Community meetings in neighborhoods primarily zoned for multi-family housing 	<ul style="list-style-type: none"> City's Housing Division. Feedback gathered from staff will help City identify renter groups to reach out to.
Low-income Populations	8% of population	<ul style="list-style-type: none"> Work multiple jobs and/or have family care obligations at times that conflict with engagement activities 	<ul style="list-style-type: none"> Stakeholder meetings in lower-income areas 	<ul style="list-style-type: none"> Community organizations Robyne's Nest Homeless Task Force

Measures of Success

To ensure that the community engagement process meets the project team’s expectations, we have identified three measures of success:

- **Number of people reached.** Our target for this effort, taking into consideration the schedule, is to reach at least 1,500 people.
- **Diversity.** Our target for this effort is to reach a diverse subset of the Huntington Beach population and key groups in the community. This will include diversity of people in terms of demographics (age, race, gender, occupation, rent vs. own, etc.). The following targets reflect the current demographic breakdown within the community of the following groups:
 - 12% of responses are from population age ranges 5-30 (youth, students, and young professionals)
 - 20% of respondents from populations who don’t speak English as a first language or who identify as non-white (*Black or African American alone, American Indian and Alaska Native alone, Asian alone, Native Hawaiian and Other Pacific Islander alone, or Hispanic or Latino alone*).
 - 25% of responses are from renters
- **Sectors.** Our target for this effort is to reach, at a minimum, the primary sectors of sustainability including municipal operations, energy and climate, water, resource recovery and waste management, land use and transportation, quality of life and public health, and open space, habitat, and biodiversity.

The above targets will require capturing participants’ demographic information at all in-person and online engagement activities and as part of survey questionnaires. Additionally, the project budget includes \$5,000 for participant stipends to encourage engagement throughout the SMP development process.

Phasing

The engagement plan identifies which engagement activities happen during each phase of the SMP development process. The SMP process is broken out into three phases: (1) discovery, (2) measure and strategy selection, and (3) plan development. Engagement is integrated into each of these three phases. Details are available in the engagement schedule below.

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Phase 1 will focus on gathering ideas about what types of issues are pressing in Huntington Beach, as well as ideas the community has for sustainability goals, both overarching and sector specific. In Phase 2, the project team will gather input on the types of sustainability measures and strategies to include in the SMP and discuss how different combinations of strategies provide varying benefits and trade-offs. The draft SMP will be discussed in Phase 3.



* Using materials from most recent Workshop

- 1. Discovery:** This initiates the SMP update process. At this time, the project team will begin by asking questions such as, “What does a sustainable city look like to you?” or “Looking back from 2045 what actions should we be taking today?” and “What are the most important climate hazards to prevent?” This phase includes Environmental Sustainability Board (ESB) meeting #1, Virtual Community Event #1, and the corresponding online survey, internal departmental meetings, and external stakeholder meetings.
- 2. Measure + Strategy Selection:** This is the main phase of the SMP engagement process and includes ESB meetings #2 and #3, Virtual Community Event #2, and online office hours. Within this phase, the project team will solicit input on the SMP pathways, policies, strategies, benefits, and trade-offs.
- 3. Report Development:** This final phase includes the opportunity to gather community feedback on the draft SMP recommendations and ESB meeting #4. This phase also includes public draft review, study sessions, and adoption hearings.

Key Steps in the Process

Internal and External Engagement

Engagement will include both internal city staff stakeholders and external community stakeholders. Internal engagement will focus on understanding the sustainability needs of city departments, cultivating a culture of sustainability within municipal operations, and understanding how city policies can enhance

overall community sustainability. External engagement will focus on creating a community understanding of sustainability, learning key issues for the community, providing opportunities for input on priority sustainability topics, and learning how the City can support the implementation of sustainability strategies by the community.

Coordination with Concurrent Planning Activities

Project staff, the consultant team, and other city departments will coordinate and discuss ongoing planning activities that affect, influence, or relate to sustainability strategies (e.g., the development of the Mobility Master Plan). This coordination provides opportunities for knowledge sharing, reduces inconsistencies, and extends the reach of the SMP.

Audience + Potential Stakeholders

The primary goal of the community engagement process is to involve a diverse group of residents and stakeholders to develop an SMP that accurately reflects community values. Below is a draft list of target stakeholders, which will guide coordination with local and regional agencies throughout the development process, workshop outreach, and targeted engagement with specific groups.

Internal Stakeholders

- City Departments
 - Public Works
 - Community Development
 - Community Services
 - Police Department
 - Fire Department
 - Office of Business Development
 - Public Information Officer (PIO)
- Huntington Beach City Council
- Environmental and Sustainability Board
- Harbour Commission

Local and Regional Agencies

- Municipal Water District of Orange County / MWD of Southern California
- Republic Services
- Rainbow Environmental
- Orange County Power Authority
- Southern California Edison
- SoCalGas
- Orange County Transportation Authority
- Orange County Health Care Agency
- **Community Organizations**
- Huntington Beach Chamber of Commerce
- Visit Huntington Beach
- HB Downtown Business Improvement District (BID)
- Visit HB (Destination Management Organization)
- Huntington Beach City School District (HBCSD)
- Ocean View School District
- Fountain Valley School District
- Westminster School District

- Huntington Beach Union High School District
- Goldenwest College
- Bolsa Chica Conservancy
- Bolsa Chica Land Trust
- Amigos de Bolsa Chica
- Surfrider Foundation
- Huntington Beach Tree Society
- Shipley Nature Center Volunteers
- Orange County Bicycle Coalition
- Greater Huntington Beach Interfaith Council
- Oak View Comunidad
- Local Rotary Club
- Community/neighborhood groups
 - Oak View Task Force
 - Sunset Beach Residents Association
 - Southeast Huntington Beach Residents Association
 - **Cool Cities neighborhood groups**
- NGOs – Sierra Club, Audubon, etc.

Outreach Activities

To meet the public outreach goals stated above, the project team will reach out to targeted stakeholder groups throughout the City using a variety of activities to engage and inform the entire community. These activities are described below.

Environmental and Sustainability Board

The consultant team, with help from Huntington Beach staff, will engage with the Environmental and Sustainability Board (ESB) throughout the SMP process. The consultant team will conduct meetings during each phase of the project to gain input on important topics, priorities, and sustainability strategies.

The project team will coordinate the agendas for each group meeting, prepare needed content such as summaries of the GHG inventory and projections, GHG reduction measures and co-benefits, facilitate the meetings, and record the discussions and outcomes. Up to four meetings will be held with the stakeholder group.

- **Meeting #1:** Took place in April 2022 to introduce the project, project team, and understand initial Board ideas about goals and objectives of the project.
- **Meeting #2 and #3:** These meetings will take place in the late summer and fall 2022 to discuss and prioritize SMP measures and strategies.
- **Meeting #4:** Will take place at the end in winter 2022/23 and showcase the draft SMP.

Virtual Internal City Departmental Interviews

The consultant team will conduct up to five (5) half-hour meetings with relevant City departments to understand how they define sustainability, how sustainability is incorporated into departmental operations, and how the department could be responsible for community-oriented sustainability strategy implementation. Potential departments include Public Works, Community Development, and city leadership.

The consultant team with assistance from city staff will coordinate meeting logistics, draft agendas, and discussion questions for each department. The consultant team will be responsible for synthesizing interview outcomes.

Virtual External Stakeholder Interviews / Focus Groups

The consultant team will conduct up to three (3) hour-long meetings with relevant community stakeholder groups to understand how they define sustainability, their vision for a more sustainable Huntington Beach, and how the City can support the implementation of sustainability strategies throughout the community. Potential stakeholder organizations include Amigos de Bolsa Chica, Oak View Task Force, etc.

The consultant team with assistance from city staff will coordinate meeting logistics, draft agendas, and discussion questions for each meeting. The consultant team will be responsible for synthesizing interview outcomes.

Virtual Community Events

The project team will host up to two (2) virtual community workshops to inform the community, vet key components of the Plan, and showcase the final SMP. The consultant team will use various Zoom tools including the presentation of slides and other relevant materials, chat, polling, and breakout groups. Meetings will be recorded and posted to the project web page. If it becomes possible to have in-person gatherings, the project team can easily transition to in-person events by coordinating COVID-safe logistics. Input gathered from the engagement will be summarized to identify key issues and cross cutting themes, preferences for future educational topics and opportunities that can influence the approach to future plan engagement efforts and work tasks.

The project team will prepare materials and activities for the two workshops and will coordinate with city staff to deploy flyers or workshop notices and help coordinate other meeting logistics. The project team will have participants at all workshops and be responsible for synthesizing workshop outcomes. Up to two community events will be held.

- **Community Stakeholder Event #1:** The purpose of this meeting is to provide an introductory community-wide workshop and discussion regarding sustainability, climate change, and the actions that can be taken by the City, residents, and businesses to become more sustainable. The workshop will introduce the community to the SMP planning process and clarify how the SMP relates to other City plans and policies. The community will be asked to imagine what a more sustainable Huntington Beach looks and feels like and for suggestions on sectors or topics that should be emphasized to meet goals or to align with other City priorities or opportunities.
- **Community Stakeholder Event #2:** The purpose of this meeting is to present a suggested suite of sustainability strategies that have been identified by consultant team and vetted through the meetings with the City and ESB. The measures will be organized by topic area and presented for community review and prioritization. Measures are expected to include approaches for increasing the renewable portion of grid supplied energy, energy efficiency and decarbonization strategies for existing and newly constructed buildings, shifts in transportation mode or fuel type, waste reduction and diversion, land management practices, green jobs development, water efficiency and conservation, habitat conservation and enhancement, indoor and outdoor air quality, and

more. The results of the meeting will be used to guide the consultant team and City staff in preparing the Draft SMP.

Community Surveys

The project team will prepare and administer two (2) community surveys using Survey Monkey during phases 1 and 2. The surveys will be released after each virtual community event and include questions regarding issues of importance, sustainability priorities, and recommended strategies using materials from the community events. The intent is to capture the experiences of those not able to attend the workshops. Prior to the release of the survey, the City will publicize the event and survey via email, press releases, community newsletters, social media, and other means.

The project team will draft survey questions and provide the online platform.

Pop-Up Events

To meet with community members at times and locations convenient for everyone, the consultant team will conduct virtual office hours. Office hours can be scheduled over 2-3 weeks in advance. Accessible materials based on the previous outreach efforts will be prepared for office hours. If in-person events are possible, 2-3 pop-up engagements at community events such as farmers markets, festivals, or in locations with high levels of foot traffic such as the pier or downtown area. The purpose of the pop-ups is to provide an informal and accessible way for community members to learn about and contribute to shaping the SMP project goals and actions.

The project team will brainstorm ideas, prepare materials, and discuss strategies for deploying and summarizing findings from the office hours.

Project-Specific Website Content

The project team will create content for the project-specific website or webpage on the City's existing website. The project website will serve as a SMP repository and a place where people can sign up to stay informed about the project, have access to presentations or other materials, access the online surveys, or make a comment on the process. This webpage can also be used by the City as a place to share sustainability resources and information, such as utility rebate programs, with the community.

The City will host the project webpage and the project team will contribute content and updates.

Public Comment and Adoption

The draft SMP will be posted for public comment using the online platform Konveio. The consultant team will help city staff prepare for City Council study sessions, public hearings, and final Plan adoption.

Notetakers will document all oral and written comments from meetings and events and compile into a Stakeholder Feedback Matrix. The findings of the stakeholder engagement process will fold into the Message Development and Communications Strategy (Task 6) for the plan.

Other Forms of Engagement

The aforementioned forms of engagement will also be publicized using the City's communication platforms and tools such as articles and notifications on the City's website, Surf City Break, and the SANDS; livestreaming and video recaps of select community meetings; email blasts and notices in our water bills that include references back to the project website.

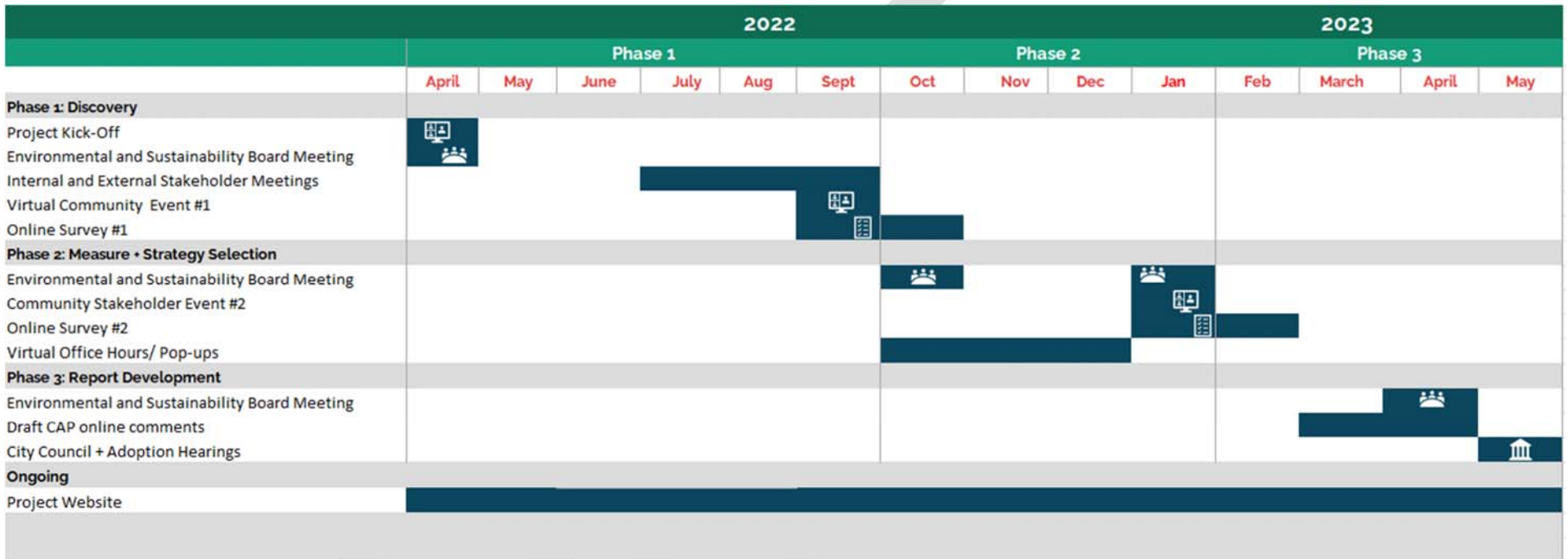
Summary Matrix of Tasks

This matrix summarizes the engagement activities and roles set forth in this plan.

Activity	City Role	Project Team Role
ESB Meetings (4)	Support; Discuss objectives, review draft materials prepared by the project team, provide direction for activities, and notice the event	Lead; Prepare materials, print materials, set up, facilitate, and summarize outcomes of workshop
Internal and External Stakeholder Meetings	Support; Discuss objectives, review draft materials prepared by the project team	Lead; Prepare materials, print materials, set up, facilitate, and summarize outcomes
Virtual Community Event (2)	Support; Discuss objectives, review draft materials prepared by the project team, provide direction for activities, and notice the event	Lead; Prepare materials, print materials, set up, facilitate, and summarize outcomes of workshop
Online Surveys (2)	Support; Collaborate on survey question development	Lead; Draft survey questions, finalize, create and host online survey
Office Hours/ Pop-ups	Support; Discuss objectives, review draft materials prepared by the project team, provide direction for activities, and notice the event	Lead; Prepare materials, print materials, set up, facilitate, and summarize outcomes
Project-specific Website	Support; Review content and post updates as needed	Lead; Prepare content and materials, provide updates

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Schedule



Legend

- Virtual meeting
- In-person meeting
- Online survey
- City Council