



Fairfield General Plan Update Community Engagement Plan

January 21, 2021

Introduction

The City of Fairfield General Plan Update (GPU) will be a collaborative planning process to address citywide needs and plan for a vibrant future for all Fairfield residents. Community engagement will be the cornerstone of the GPU process in order to ensure that the final Plan accurately and holistically represents the city and its diverse residents. The success of the Fairfield GPU relies on the involvement of community members, property-owners, and other stakeholders to shape the vision, goals, and priorities. The engagement effort will be led by City staff and the consultant team, which includes Dyett & Bhatia (D&B), the prime consultant, and Diversity RD (DRD), a subconsultant that will lead focused outreach and engagement to ensure that engagement is diverse and inclusive.

The overarching objectives of this Community Engagement Plan (CEP) are to ensure that the process provides meaningful opportunities for the community to provide input, and is inclusive and transparent. This CEP describes how the City will engage the public throughout the multi-year project process and highlights key milestones and decision points where community input is needed, while outlining multiple strategies to involve community members in each phase of the planning process.

This CEP includes the following elements:

1. Goals and principles to guide the community engagement process;
2. Discussion of the engagement process and timeline, including key groups to target for outreach and sensitivities to the landscape created by the COVID-19 pandemic; and
3. An overview of each engagement activity to be undertaken throughout the GPU process, including the activity's associated timing, targeted groups, and project team responsibilities.

I Goals and Principles

GOALS

The community engagement process aims to achieve the following goals:

1. Conduct an open process that transparently communicates the purposes, benefits, and implications of the City of Fairfield GPU, including its physical, economic, and social implications; the planning process; and opportunities for involvement.
2. Engage the full spectrum of Fairfield community members, residents, business owners, landowners, and other stakeholders, while vigorously seeking inclusion of community voices that have often been less represented in community discussions.
3. Inform the public about current conditions within the planning area – its issues and opportunities that may affect its future – as well as how this project relates to other planning efforts.
4. Expand the public’s awareness of planning strategies, policies, and best practices that have been used in other cities to effectively achieve a community vision similar to that envisioned by Fairfield residents.
5. Provide opportunities for thorough discussion of and meaningful input regarding issues, visions, planning principles, development scenarios, policies, and programs as they are being formulated.
6. Build public ownership of the City of Fairfield General Plan.

PRINCIPLES

Following are some of the basic principles that inform management of community participation processes:

1. **Meet People Where They Are.** A successful outreach process involves making people feel comfortable. This includes making sure some outreach events are on people’s own turf, in their own language, use a variety of outreach styles, and occur at convenient times.
2. **Provide Education.** Disagreements about a variety of planning topics are often based on a lack of clear information regarding factual conditions. Participants will have the opportunity to become fully informed about the planning process, and everyone will have access to all information compiled.
3. **Maintain Balanced Interests.** Every segment of the community must feel that they have been heard, even if their specific ideas are not included in the final outcome.
4. **Maintain Structured Engagement.** Thoughtful design and facilitation of structured presentations, workshops, and other forms of engagement will ensure that each engagement strategy achieves its intended results.
5. **Ensure Open Outcomes.** While engagement must be structured, it is equally important that materials and facilitation do not lead toward any pre-determine outcome.

2 Engagement Process and Timeline

The effectiveness of the GPU process is predicated on active community involvement throughout the process, with a particular emphasis on opportunities for input early on so that the community can help shape the plan as it is developed. At the core of the plan's engagement process is the General Plan Advisory Committee (GPAC), which will meet regularly throughout every phase of the GPU to ensure the process consistently reflects the expressed needs of the Fairfield community. The process will also employ innovative online engagement techniques to address the evolving demands of community engagement.

KEY GROUPS FOR ENGAGEMENT

The purpose of the community engagement activities outlined in this CEP is to reach the broadest possible range of Fairfield community members to ensure the most representative final plan. The project team recognizes that to accomplish this, a one-size-fits-all approach to outreach will not work. Targeted engagement will be required to invite and register the voices of those who are not always reached by traditional planning outreach strategies and thus often lack representation in the planning efforts to shape their community.

Fairfield is home to a large percentage of Spanish and Tagalog-speaking communities. Outreach materials, such as the online survey, citywide mailer, e-newsletters, and others, will be translated into both Spanish and Tagalog. While providing language access is essential to build engagement for monolingual populations or those who prefer resources in their primary language, it is best practice to design materials and experiences with cultural relevance, knowledge, respect, and representation for targeted populations to serve.

The team will build connections and trust in the most underrepresented communities. In addition to translating and creating culturally relevant material, the project team will work with key stakeholders and community leaders in trusted locations with high visibility for the populations we are trying to reach. The strategy will include multisector partnerships (e.g., street vendors, churches, special events held by the underrepresented community, and others). It is essential to coordinate with the youth and seniors of that population to develop leadership and build education for the extended family unit. The goal will be to find key touchpoints to maintain engagement throughout the life of this project.

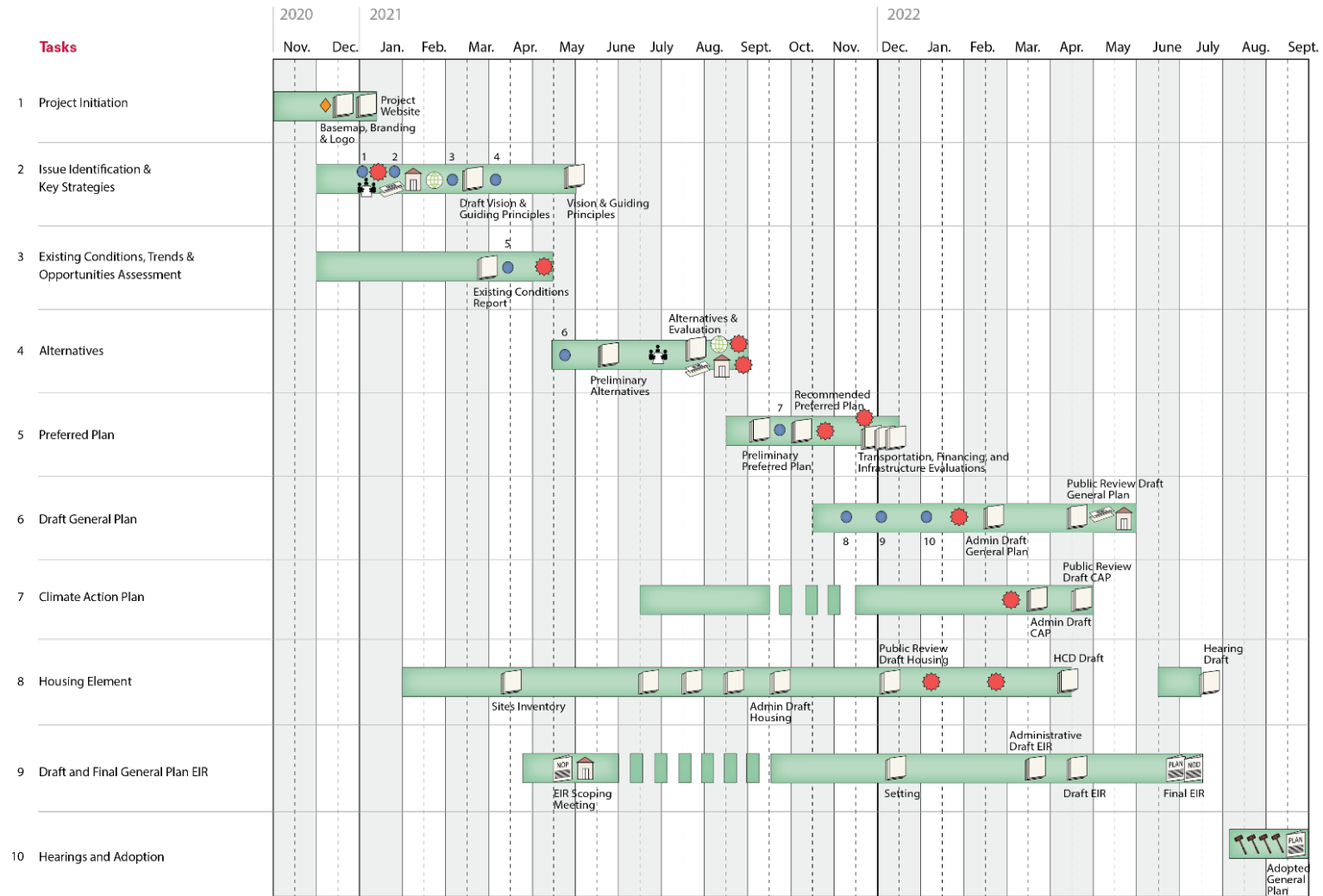
Furthermore, outreach will focus on culturally competent communication that educates and provides an avenue for a continued relationship. For example, it is often difficult to establish trust with specific populations because projects often have a short presence in their communities. These projects do not provide education or long-term support for the ideas they propose to often underserved communities. Often, such projects fail to provide the community with dependable contacts for continued engagement. A multi-lateral approach will help the project team to overcome these typical challenges in the engagement process. By joining forces with regional organizations that attract large numbers of participants and are a trusted source for education, such as the Mexican, Filipino, and other Latin American consulates, and culturally specific media outlets, the project team will ensure the priorities of these key communities in Fairfield are reflected in the GPU.

CONSIDERATIONS FOR COVID-19

Given the ongoing COVID-19 crisis, many in-person outreach activities that would usually take place during a planning process, such as in-person workshops and community events, have been paused. With the uncertainty of when in-person activities will resume, other engagement tools like online surveys, virtual workshops, webinars, and communication and calls with partners will be emphasized where appropriate to meet public engagement goals. The project team acknowledges the value of in-person activities and recognizes that it can be difficult to achieve similar outcomes by other means. At the same time, the project team views the pandemic as an opportunity to explore, refine, and better leverage virtual outreach tools as a means of 1) expanding access to information, 2) creating a more equitable and inclusive outreach process, 3) providing more convenient options for those seeking to provide input, 4) enhancing the documentation and analysis of public input, and 5) protecting the health and safety of the Fairfield community.

The project team seeks to engage the full spectrum of Fairfield community members. The team does not assume that all community members have access to the internet, or that all community members are comfortable engaging in online activities. Thus, during the COVID-19 crisis the team will provide materials that are easy to access, easy to understand, and that honor community knowledge and experience. Multiple informational tools and platforms will be used throughout the process, including digital tools, mailers, community group partnerships, email, and in-person communication when possible.

TIMELINE



Community Engagement Activities

General Plan Advisory Committee Meetings (10)

The General Plan Advisory Committee (GPAC) will consist of representative members of the community. The purpose of the GPAC is to shepherd the GPU process and ensure broad community buy-in of the GP's overarching principles and strategies. Responsibilities of GPAC members include:

- Informing their constituent communities and organizations about the process, the issues, and the opportunities for participation.
- Mobilizing their communities and organizations for the workshops and surveys.
- Reviewing and refining draft plans and materials ahead of their use at workshops to ensure they will engage and include everyone in the key decisions of the process.
- Providing input to the project team to guide the development of General Plan documents.
- Reviewing and commenting on draft plans, materials, and reports with special attention to the needs and desires of their community/organization.
- Representing the residents' and stakeholders' views of the projects in the community at-large and in public forums, including at Planning Commission and City Council meetings.

Timing

- Phase I (Project Initiation, Visioning, and Issue Identification): 5 meetings.
 - Meeting #1: Key Issues and Community Outreach Brainstorming. The first GPAC meeting will formally introduce the project and the GPAC's role. The project team will discuss the first phase of community outreach, get input on the citywide survey, and hear the committee's goals and priorities. This meeting will take place in early to mid February 2021.
 - Meeting #2: Issues Deeper Dive. The second GPAC meeting will do a deeper dive into emerging issues for key topics such as land use, transportation, and economic development. To make the meeting engaging if this is during COVID-19, we can use live Maptionnaire where members can draw and post comments, with results aggregated in real time on topics such as key priority areas for infill and redevelopment, bikeway connections, etc. This meeting will take place in early March 2021.
 - Meeting #3: Vision and Guiding Principles Brainstorming. Results of the initial outreach will be presented to the GPAC, following which GPAC members will brainstorm on developing a shared vision, supported by guiding principles. This meeting will take place in late March 2021.
 - Meeting #4: Draft Vision and Guiding Principles. The Draft Vision and Guiding Principles will be reviewed with the GPAC. Their input will be used to prepare a decision-maker draft of the document. This meeting will take place in late April 2021.

- Meeting #5: Review of Existing Conditions Findings and Alternatives Brainstorming. Salient findings from the Existing Conditions, Opportunities, and Challenges Report will be presented to the GPAC. D&B will engage GPAC in a creative and stimulating workshop to generate ideas that will inform the alternatives in the next phase. This meeting will take place in early May 2021.
- Phase II (Options and Strategies): 2 meetings.
 - Meeting #6: Preliminary Alternatives. The GPAC will review and comment on the preliminary alternatives and provide recommendations on refinement as necessary, before the detailed analysis commences. This meeting will take place in early June 2021.
 - Meeting #7: Preferred Plan. The preliminary Preferred Plan will be reviewed and refined with the GPAC before presenting to the Planning Commission. This meeting will take place in late October 2021.
- Phase III (Draft and Final Documents): 3 meetings.
 - Meetings #8 through #10: Plan Guiding Policies Finalization. Goals or guiding policies of the various General Plan elements will be reviewed with the GPAC in three meetings. These meetings will take place in mid-December 2021, early January 2022, and early February 2022.

Targeted Groups

The GPAC will be composed of Fairfield residents, business owners, property owners, students, members from advocacy organizations (environmental, housing, pedestrian, bicycle, etc.), representatives of major Fairfield employers, and members of the development community. The intention is to establish a committee that represents and can communicate with and mobilize every faction of the Fairfield community.

Responsibilities

- Brainstorm potential GPAC participants and invites GPAC members: Fairfield staff
- Develop and send GPAC meeting agendas and content: D&B
- Facilitation of meetings: D&B

Citywide Postcard Mailer

D&B will send out a postcard to all residential addresses in the city introducing the project and encouraging community members to sign up to be on the project email list at the project website, attend one of the two community workshops on Zoom, and to take the online survey. The postcard will be in English, Spanish, and Tagalog.

Timing

Postcards will be sent out as part of the initiation of GPU process outreach, following launch of the project website and community survey availability on the project website, and finalization of dates

for the workshops. As such, D&B will develop postcard content during December 2020 for staff review in January 2021, with a target send date in late January 2021.

Targeted Groups

The purpose of the postcard is to reach as many Fairfield residents possible regardless of Internet access or computer skills, and to engage them from the outset of the GPU process. The content of the postcard mailer will be translated into Spanish and Tagalog.

This promotional material will further our efforts to build education and identify critical leaders interested in joining the targeted community committees. The postcard content will also provide the opportunity to expand our conversation with the hard-to-reach population partners. It will work as a co-coordinated effort to create more profound interest to participate.

Responsibilities

- Develop postcard content and design: D&B
- Review postcard content and design: Fairfield staff
- Finalize and send out mailers: D&B

Stakeholder Meetings (18)

The purpose of the stakeholder meetings is to provide key stakeholders an opportunity to speak one-on-one or in a small group setting with planners from the project team. D&B staff will interview key stakeholders to ensure a depth of information needed to make planning decisions regarding specific or sensitive areas of the plan. For example, the meetings provide an opportunity to hear directly from landowners or business owners in areas where land use changes are being considered. Comments and input from the stakeholder meetings will be summarized in a memorandum.

Timing

- Phase I (Project Initiation, Visioning, and Issue Identification): 12 meetings. Interviews conducted during Phase I are intended to inform the initial development of the plan. As such, D&B will conduct these interviews in mid-February 2021.
- Phase II (Options and Strategies): 6 meetings. Interviews conducted during Phase II will inform the development of plan alternatives. As such, D&B will conduct this second set of interviews in July 2021.

Targeted Groups

The stakeholder meetings help the project team gain in-depth detail on plan priorities from representatives of key parties in the planning process. These include public agencies, community members, property owners, business associations, local advocacy organizations, cultural groups, commission members, and Travis AFB representatives, among others.

Responsibilities

- Development of stakeholder list: Fairfield staff
- Interview preparation and scheduling of meetings: D&B
- Conduct stakeholder meetings: D&B

Community Workshops (4)

The purpose of the community workshops is to inform and gather input from a wide array of community members and other key stakeholders. Workshops will update attendees as to the status of the GPU process, provide information about the planning process, explain planning concepts, and gather feedback on community priorities and opinions on plan alternatives. The project team will gather this information using interactive tools and activities to engage the community in discussion. Given the likely persistence of the current COVID-19 pandemic, Phase I meetings will take place on Zoom with potential for Phase II and III meetings to be held in person. Results of the workshops will be summarized into memorandums.

Timing

- Phase I (Project Initiation, Visioning, and Issue Identification): 2 Workshops. The workshops held during Phase I will explore community Vision, Issues, and Priorities. These will be held at the inception of the GPU process to introduce the planning effort and encourage participants to articulate the issues challenging the community, express values about what is important, and think in visionary terms about opportunities for the future. Workshops will be held in early February 2021 via Zoom.
- Phase II (Options and Strategies): 1 Workshop. During Phase II, D&B will facilitate a third workshop as an opportunity to present draft land use alternatives and design concepts for realizing the community's vision. This will provide an opportunity for community members and stakeholders to confirm areas for growth, revitalization, and preservation. Attendees will also be able to comment on how the city's major opportunity areas should or should not change to support the needs of the community and businesses, and ensure the provision of high-quality services and infrastructure into the future. This workshop will be held in September 2021.
- Phase III (Draft and Final Documents): 1 Workshop. The workshop during Phase III will serve as an "unveiling" of the draft General Plan. It will provide the opportunity to describe to the public how their input helped shape the draft plan and provide an opportunity for further refinement prior to the public hearings. This workshop will be held in June 2022.

Targeted Groups

The purpose of the workshops is to bring in as many voices citywide as feasible. For workshops held via Zoom, breakout rooms can be held in Spanish and Tagalog to ensure accessibility. For any in-person workshops, translation can be provided on-site.

Responsibilities

- Develop workshop content: D&B
- Review of workshop content: Fairfield staff
- Conduct workshops: D&B

Housing Stakeholder Meetings (2)

While housing will be a topic of discussion in all other General Plan-related meetings held throughout the GPU process, housing is recognized as an issue deserving of its own dedicated forums for discussion. As such, the project team will prepare materials for and attend two stakeholders' meetings in which housing would be the key topic of discussion.

Timing

These meetings will be held during the initial phase of the General Plan Housing Element.

Targeted Groups

The purpose of these meetings is to engage stakeholders with direct interest in housing issues in the City of Fairfield. Such groups may include housing developers, affordable housing providers, tenant organizations, and the Fairfield Housing Authority.

Responsibilities

- Develop meeting content: D&B
- Review of meeting content: Fairfield staff
- Conduct meetings: D&B

Neighborhood and Pop-Up Outreach (12)

Using a “go to them” strategy, the project team will engage community organizations and interest groups, including local churches and parishes, youth and senior groups, and philanthropic groups. Pop-up workshops, short-term events, stop-and-share stations, and chalkboard chats will be held to collect input from community members on their visions and priorities, and to build awareness and interest in the project. Methods will be customized to suit the context. Venues can include commercial centers, farmers' markets, schools, faith-based events, neighborhood meetings, neighborhood business association meetings, and other community events or gathering spaces around Fairfield. Outreach can also occur on FAST buses and at transit terminals.

Timing

12 meetings/events. These outreach efforts will take place throughout the course of the GPU. The emphasis of the outreach events will reflect the focus of the current phase of the GPU process (i.e. identifying issues, evaluating alternatives, or getting feedback on draft plans).

Targeted Groups

The “go to them” strategy is intended to help reach typically hard-to-reach groups that may not otherwise engage with GPU process. Outreach services at these events will be conducted in English,

Spanish, and Tagalog. This informal outreach will also help to drive attendance at Community Workshops and hearings, and to encourage participation in surveys.

Included among the pop-up outreach events will be targeted activities for Fairfield youth, primarily high school-age. Activities may include an interactive online activity, a photo “challenge”, a design charette, or other options. These outreach activities may be held in coordination with the Fairfield Suisun Unified School District as part of online classes, or within other youth-centered venues, such as church youth groups, or Solano College mentoring programs. This targeted youth engagement is important for gaining their perspective on the GP’s priorities, while also providing them with materials or information to take home to their parents to encourage more participation in the GPU process among all residents.

Responsibilities

- Identify events for pop-up outreach: Fairfield staff
- Prepare materials for outreach events: DRD, D&B
- Conduct pop-up outreach: DRD

Planning Commission/City Council Meetings (14)

The Planning Commission and the City Council will be active participants in the GPU and will have opportunities to provide direction at each phase in the process. The project team will check in with these decision-making bodies at key milestones to ensure that the project remains on the right track in terms of process, direction, and overall vision. Engagement will take the form of individual or joint study sessions and workshops to review products and generate feedback on drafts, as well as public hearings for the recommendation and adoption of the resulting General Plan.

Timing

- Phase I (Project Initiation, Visioning, and Issue Identification): 2 meetings.
 - The first meeting will be a Kickoff Workshop held jointly with the Planning Commission and the City Council in order to seek their input on vision, goals, and priorities for the GPU, as well as their input on the CEP. This workshop will be held on February 9, 2021.
 - The second joint meeting of the Planning Commission and City Council will be held in mid-May 2021, at the conclusion of Phase I. At this meeting, the project team will present the findings from the Existing Conditions Report and Community Vision for decision-makers to affirm.
- Phase II (Options and Strategies): 4 meetings.
 - At one Planning Commission meeting and one City Council meeting, decision makers will be briefed on the alternatives, their impacts, and community reaction to them, so that they can provide specific direction on a Preferred Plan. These meetings will be held in late September 2021.
 - The preliminary Preferred Plan will be reviewed and refined with the Planning Commission in a study session. This study session will be held in late November 2021.

- The Final Recommended Preferred Plan and Key Policies will be presented at one meeting of the City Council. Feedback will establish the Recommended Preferred Plan as the basis for the General Plan, the environmental analysis, and formulation of detailed Plan policies. This meeting will be held in mid-December 2021.
- Phase III (Draft and Final Documents): 8 meetings.
 - The Planning Commission will hold a study session to brainstorm on or review key policies of the Draft General Plan. This session will be held in late February 2022.
 - As part of the development of the Climate Action Plan, emission reductions targets and (any) needed strategies will be reviewed with the Planning Commission. If no additional strategies beyond those resulting from other General Plan measures are needed, a list of potential strategies for future and likely emission reduction ranges from them will be included. This session will be held in early April 2022.
 - As part of the development of the Housing Element, the project team will conduct one study session each with the Planning Commission and the City Council to review the Draft Housing Element prior to submitting the Element for HCD review. The Planning Commission’s study session will be held in early February 2022, and the City Council’s in late March 2022.
 - The Draft General Plan and the Draft Climate Action Plan will be presented at hearings before the Planning Commission and City Council. It is assumed that two meetings of each body would be required. The project team will closely coordinate with City staff prior to the hearings to ensure that our presentations respond to specific questions and issues likely to be encountered during the hearings. These hearings will occur from September-October 2022.

Targeted Groups

These meetings provide opportunities for members of the Planning Commission and City Council to provide feedback directly to the project team, as well as opportunities for members of the public to make their voices heard to decision-makers at hearings.

Responsibilities

- Schedule times and locations: Fairfield staff
- Develop meeting materials: Fairfield staff will prepare staff reports; D&B will supply supporting materials such as other reports, maps, graphics, or summaries
- Meeting facilitation: D&B, with other consultant team members as appropriate

ONLINE AND VIRTUAL ENGAGEMENT

Project Website

The project website will meet four primary purposes: 1. Provide general information about the GPU, such as purpose, schedule, “General Plan 101,” and FAQs; 2. Serve as a regularly updated library of project documents, presentations, and meeting materials as they are completed; 3. Alert the public to upcoming meetings and other means of participation; and 4. Provide sign-up function

and email blast distributions. Online engagement platforms (e.g. online surveys) will be accessible from the website.

Timing

The website will be a hub of information and engagement materials throughout the life of the project. As such, the website will launch at the outset of the project and be maintained regularly throughout the duration. Website launch will occur in early January 2021.

Targeted Groups

The project website is intended to introduce the public to the Fairfield GPU and its concepts, timeline, and opportunities to get involved.

Responsibilities

- Develop website design and content: D&B
- Review website design and content: Fairfield staff
- Launch website: D&B
- Maintain website for project duration: D&B

Online Surveys (2)

Knowing that many residents lead busy lives and may not be able to set aside time to attend a workshop, we will design and disseminate two online surveys that ask questions similar to those posed at workshops. As such, questions would include both close- and open-ended format. This will allow people to participate on their own time while still providing valuable feedback at multiple stages of the GPU process. The purpose of the surveys is to gather a wider set of feedback on a range of topics important to the GPU. The first will focus on visioning, while the second will focus on specific alternatives. The surveys will be linked to the project website and the first survey will also be advertised in the mass postcard mailer. Furthermore, both surveys will also be advertised at pop-up events and workshops. We propose to use Maptionnaire, an effective online tool which has the ability to integrate interactive images and mapping, or SurveyMonkey to complete the surveys. Results of the surveys will be summarized in reports.

Timing

- Phase I (Project Initiation, Visioning, and Issue Identification): 1 survey. Similar to the first set of Community Workshops held during Phase I, this first survey will focus on identifying issues challenging the community in Fairfield, and on understanding community values. This survey has a target launch date of February 22, 2021 and will run for three weeks, ending March 12, 2021. Results will be published two weeks later, on approximately March 26, 2021.
- Phase II (Options and Strategies): 1 survey. The second survey will present the alternatives and seek community input on key choices to be made. This survey will be formatted in Maptionnaire to solicit specific feedback on land use, circulation, and other physical characteristics. Results will be used to refine the Preferred Plan. As such, this survey will

launch in early to mid-September 2021 and run for approximately three weeks. Results will be published approximately two weeks after the conclusion of the survey period.

Targeted Groups

The surveys are intended to broaden the potential audience of participants to provide a wide range of feedback on GPU topics beyond those who will be able to attend Community Workshops. The surveys will be provided in English, Spanish, and Tagalog. Another citywide postcard mailer may be sent to inform households about the launch of the second survey and how to participate. City staff will be responsible for printing and mailing the second postcard if desired, or D&B can provide this service for an additional fee. Hard copies may also be distributed at City sites. If a significant number of surveys are completed in hard copy, D&B will get hard copies (or PDFs) of the completed surveys from the City, and will hire a survey coding firm to scan and hand-code the responses into a database.

Responsibilities

- Develop survey content: D&B
- Review survey content: Fairfield Staff
- Launch survey: D&B
- Maintain survey throughout survey period: D&B
- Summarize survey results: D&B
- Review survey results: Fairfield Staff
- Publish survey results: D&B

Social Media Outreach

D&B will provide social media content in English, Spanish, and Tagalog for City staff to push out through established City channels, including Facebook, Twitter, Instagram and NextDoor. Making use of the City's established networks is an efficient way to reach a wide number of Fairfield community members and ensures that residents who participate in the GPU process will continue to receive updates on other City initiatives in the future, should they elect to receive them.

Timing

The project team will disseminate information about the GPU process and opportunities to get involved via the City of Fairfield's existing social media channels. These posts will coincide with major engagement events and work products to encourage the public's participation and inform about GPU progress. The following represent key times for the dissemination of information via social media sites such as Facebook, Twitter, Instagram and NextDoor:

- Mid-January 2021: Announcing project initiation and directing people to sign up for the email list
- Early February 2021: Prior to the first two community workshops and the launch of the first online survey
- Mid-April 2021: Following the release of the Existing Conditions Report and prior to the EIR Scoping Meeting

- Late August 2021: Prior to the third community workshop and launch of the second online survey
- Late November 2021: Following the release of the Recommended Preferred Plan
- Mid-January 2022: Following the release of the Draft Housing Element
- Early June 2022: Following the release of the Draft General Plan and prior to the fourth community workshop
- Late October 2022: Following the adoption of the General Plan

Targeted Groups

Social media posts to City accounts will help to reach an audience of community members who are interested in City activities, as well as reaching those who may be looking for other information found on City social media channels. Post content will be provided in English, Spanish, and Tagalog to expand their reach. These posts can then be shared by individuals and partner organizations to expand their reach.

Responsibilities

- Develop social media content and design: D&B
- Distribute posts: Fairfield staff

E-Newsletters (3)

The purpose of the e-newsletters is to communicate to members of the public about the GPU process status, provide information regarding upcoming meetings, describe key issues that are being discussed, and provide information on how to participate in the process. D&B will maintain a contact database of email addresses for those interested in receiving project updates and will use this to send out three e-newsletters. City staff may send additional updates or alerts to addresses from the contact database.

Timing

- Phase I (Project Initiation, Visioning, and Issue Identification): 1 newsletter. This newsletter will inform recipients about the initiation of the GPU process and direct their attention to opportunities to provide feedback regarding key issues, values, and priorities for the City of Fairfield. This first newsletter will be sent out in late January 2021, prior to the first round of two community workshops and launch of the first online survey.
- Phase II (Options and Strategies): 1 newsletter. The second newsletter will coincide with the evaluation of plan alternatives and will direct recipients to opportunities to provide their opinions on the proposed alternatives. This second newsletter will be sent out in late August 2021, prior to the third community workshop and launch of the second online survey.
- Phase III (Draft and Final Documents): 1 newsletter. The third newsletter will update recipients on the release of the Draft General Plan and announce the final community workshop. This third newsletter will be sent out in early June 2022, prior to the final community workshop.

Targeted Groups

The e-newsletters will reach all individuals in the contact database. The initial database will be compiled using contacts from City email lists, the stakeholder database, and community organization contacts. New contact information will be collected throughout the GPU process and added to the database. Interested parties can also add themselves to the contact database via the project website.

Responsibilities

- Gather contact information from existing City sources: Fairfield staff
- Prepare newsletter content and design: D&B
- Review newsletter content and design: Fairfield staff
- Disseminate newsletters via contact database: D&B

Activities Summary

Below is a table providing a brief summary of all engagement activities described in this CEP:

	Number of Activities			Total
	Phase 1	Phase 2	Phase 3	
Flyers, Meetings, & Workshops¹				
Citywide Postcard Mailer	1	-	-	1
GPAC Meetings	5	2	3	10
Stakeholder Meetings	12	6	-	18
Community Workshops	2	1	1	4
Planning Commission & City Council Meetings	2	4	8	14
Housing Stakeholder Meetings	2 (held during Housing Element Update process)			2
Neighborhood & Pop-Up Outreach	12 (held at community events throughout GPU process)			12
Online Engagement				
Online Surveys	1	1	-	2
E-Newsletters	1	1	1	3
Project Website	Launch during Phase 1 and maintained for project duration			1
Social Media Outreach	Posts for key dates throughout GPU process (approximately 8)			8

Note:

- I. Recognizing the limits in place due to the ongoing COVID-19 pandemic, many of the earlier meetings and workshops will also be conducted as online engagement until it is safe to resume gathering in-person.