



City of Temecula

General Plan Update Community Outreach Program

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Prepared for

City of Temecula

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1. Introduction

The City of Temecula (City) is preparing a comprehensive update of the General Plan to modernize the document; build off recent City plans, programs, and research to support a strong quality of life; and proactively address the current challenges and opportunities facing the City. The General Plan Update (GPU) will be prepared in accordance with the State of California General Plan Guidelines and California Government Code Section 65350 et seq. The City is concurrently developing a Climate Action Plan (CAP), and outreach for the CAP will be integrated into outreach for the GPU.

Temecula is a dynamic and thriving community with a strong sense of identity shaped by its long history, family-oriented neighborhoods, and economic opportunities. The last update to Temecula's General Plan was in 2005, when the City was focused on growth. This General Plan Update will focus on maintaining a high quality of life, providing opportunities for economic development, and looking ahead to the upcoming 7th Cycle Housing Element. The process to update the General Plan will be completed over a two-year period, culminating with the adoption of the General Plan at a publicly noticed hearing before the City Council in 2027.

The success of the GPU relies on the involvement of community members, residents, property owners, and other stakeholders in shaping and forming the vision, goals, and policies of the General Plan. An integral component of the GPU is the City's community engagement and outreach. This Community Outreach Program describes how the City will engage with and gather input from the public throughout preparation of the GPU.

The City is committed to conducting a transparent, inclusive, and meaningful planning process. Temecula is a diverse community with distinct neighborhoods, industries, and attractions which require focused engagement across the spectrum of participation. Outreach will be designed to engage all segments of the population to get diversity of thoughts, ideas, and solutions. Outreach will provide meaningful input into outcomes so that community members can witness how their engagement shaped the final work product.

The purpose of this Community Outreach Program is to serve as a guide for the community and stakeholder engagement process of the GPU. This Community Outreach Program should be considered a flexible guide that can be updated and refined as it moves through the planning process. Specific ideas, events, and details may be modified to better accommodate goals, budgets, schedules, and other factors associated with the project. The Community Outreach Program is compliant with Quality of Life Master Plan Core Value 6 – Accountable & Responsive City Government.

2. Outreach Goals and Objectives

The primary goals and objectives of this Community Engagement Program are to:

- Implement a robust citywide outreach and engagement program that informs and educates Temecula stakeholders and the public at large about the GPU.
- Engage the full spectrum of Temecula community members, including residents, business owners, landowners, and other stakeholders in the GPU process.
- Use methods that engage members of the public on issues that are important to them.
- Seek inclusion of diverse community voices.
- Provide ample opportunities for public discussion, input and feedback on the GPU.
- Increase public understanding of the GPU, its importance to the Temecula community, and its role in shaping the future.

Outreach should engage community members where they are, and communications should use terms the general public understands.

3. Measuring Success

Outreach for the GPU will focus on connecting community members to their community – people to place – and measure success in multiple ways. Engagement is designed to be varied in depth, impact, and reach to allow community members to participate in the planning process in ways that suit their interest level and availability. Community members will be informed about engagement opportunities through a spectrum of notification tools, detailed in Sections 5 and 6.

Generally speaking, a large number of community members will have low interest in a particular issue and therefore have a lower depth of engagement, while a smaller number of community members will be highly interested in a particular issue and engage more deeply in the process. Not all types of engagement are intended to be deeply engaging, and early stages of outreach often require activities with a low depth of engagement. The pyramid in Figure 1 illustrates the relationship between the depth of engagement and the level of interest in a particular issue. The variety of outreach and engagement methods is intended to engage members of the public on issues that are important to them. This approach brings stakeholders into the process so that they may engage in higher-depth activities as the process moves forward. Successful outreach will be measured by meeting the established outreach objectives, building relationships with the community, and providing layered opportunities for engagement. Numbers will be tracked for events hosted, event attendees, emails sent, social media posts, and surveys submitted.

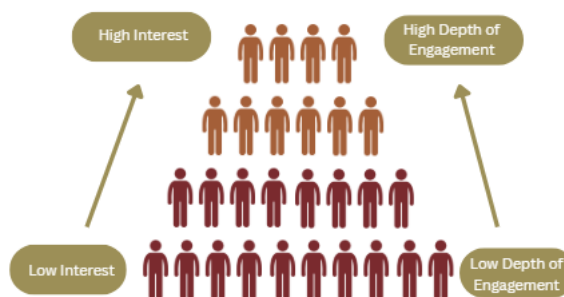


Figure 1 Engagement Pyramid

4. General Plan Advisory Committee

The City will recruit a General Plan Advisory Committee (GPAC) to serve as a primary channel for the community to provide feedback, input and make recommendations on the General Plan Update. The role of the GPAC is to:

- Ensure City staff and the consultant team are aware of and understand community concerns, values and expectations.
- Assist City staff and the consultant team in identifying critical issues that should be addressed in this planning process.
- Identify areas of existing or potential conflicts and find ways to constructively resolve them.
- Capitalize on the creative ideas and insights within the Temecula community for input into the General Plan.
- Keep community organizations and interested citizens informed about the status of the planning process.
- Provide recommendations to the Planning Commission and City Council supporting the General Plan.

GPAC members will be recruited through an open application process. The recruitment period will last for 30 days (August 15-September 15), and the City Council will make appointments to the GPAC at the September

23, 2025 regularly scheduled meeting. The GPAC will be comprised of 15 to 20 representatives from the community and will meet up to 8 times over the course of the update process.

5. Outreach Methods

Multiple outreach methods and techniques will provide ample opportunities for residents and stakeholders to participate in the GPU. A variety of communication methods and techniques are necessary to include everyone in the conversation.

Branding Temecula 2050

To provide a consistent look and feel for all public-facing materials, and to ensure that the GPU process activities are instantly recognizable as such, project identity and branding will be developed. This will include a project logo, phrase, colors, fonts, and layout templates that can be used for slides, presentation boards, handouts and collateral materials, the project website, survey forms, workshop and open house signage, sign in sheets, and other uses where appropriate.

Timing: Fall 2025

General Plan Update Website

A dynamic and interactive dedicated project website will be created to share information and gather public input. The website will identify the schedule of upcoming meetings, serve as a library of General Plan documents (including staff reports, meeting agendas and minutes, technical reports, and public review drafts), and allow the public an opportunity to participate in polls and comment on the General Plan Update process.

Timing: September 2025

Every Door Direct Mailer

To ensure maximum inclusiveness in the GPU process, a postcard-sized direct mailer will be prepared and delivered to every residential and business address in the City. The mailer will be prepared and delivered at the beginning of the project to maximize the effectiveness of the direct mailer. The mailer will include the following information:

- A brief message regarding the project components and objectives
- Ways for the public to participate
- A link to the project website/contact information

The mailer will be prepared by a local printer and delivered using the USPS Every Door Direct Mail (EDDM) delivery system. Based on USPS records, there are approximately 50,000 residential and business addresses in the City.

Timing: September 2025

General Plan Update Video

To help engage the public and educate the community on why the City is updating its General Plan and how it will impact them, a brief (2-3 minute) General Plan Update overview video will be prepared. Animated text graphics will help to call out key ideas and facts. The video will be formatted for web and internal distribution.

Timing: September 2025

Online Surveys and Feedback Opportunities

SurveyMonkey will be used as a cost-efficient and engaging tool to gather meaningful feedback. Surveys will be conducted in both English and Spanish. Two surveys will be designed, one during the visioning stage and the other during the land use alternatives stage. QR codes will be generated for these surveys for utilization in pop-up events and educational materials.

Timing: Fall 2025, Spring 2026

Digital Engagement

A multitude of digital engagement tools will be used across the various outreach activities for the GPU process. This includes digital whiteboarding tools, such as Miro and Mural, which can be utilized to allow all participants to simultaneously share written feedback in a group discussion. Mobile polling, through platforms like PollEverywhere, can provide an opportunity to engage the full audience at once, reviewing and presenting results in real-time. Where appropriate, results can be tabulated to allow for detailed quantifiable analysis, informing ongoing discussions and decision-making.

Additionally, the City will utilize its social media accounts, newsletters, and website to provide continuous updates and information to the community. They will disseminate project-related information, promote GPU outreach events, invite residents to participate in surveys and online engagement, and to inform and collect comments from the public.

Timing: Fall 2025 through Fall 2027

Bi-Lingual Engagement

Bi-lingual engagement is an important element to inclusive outreach. Project materials will be developed in both English and Spanish including direct mailers, educational materials, workshop and pop-up materials, and other public-facing materials, as needed. Spanish interpretation services will be provided during the workshops and open houses for in-language engagement.

Timing: Fall 2025 through Fall 2027

True North Community Survey

Separate from the GPU process, the City of Temecula will be conducting a Community Opinion Survey to provide a statistically reliable understanding of citizen satisfaction, priorities, and concerns on a variety of services that the City provides. The study will be conducted by True North Research, Inc. (True North), a full-service survey research firm. True North will recruit survey participants via email invitations, text invitations, and live interviewer phone calls to ensure accessibility and the most statistically reliable sample.

The True North survey results will provide the City with a clear understanding of the values, perceptions, priorities, and concerns of their residents and customers. City staff and the consultant team will review the survey results to ensure the General Plan Update goals and policies are aligned with citizen input.

Timing: Fall 2025

6. In-person Engagement

To reach people where they are, the City will host a variety of in-person events in support of the General Plan Update. Community members can engage at their preferred level while having opportunities to deepen their engagement throughout the process.

Visioning Open Houses

At the outset of the General Plan Update process, five Community Visioning Open House events will be held in locations throughout the City. The Visioning Open House will introduce the community to the project and will focus on 1) communicating the intent of the project to the public and inviting public input; 2) identifying the overall vision and core values that will guide the project; and 3) identifying the community priorities, land use, design, and mobility preferences of City residents and stakeholders. The visioning open houses will educate and activate community members about the GPU and gain a deeper level of engagement from members of the public.

Timing: September and October 2025

Stakeholder Interviews

Up to ten (10) individual or group stakeholder interviews will be conducted virtually (via Zoom/Teams), in-person, or a combination of formats. These stakeholders will represent various interests, industries, and communities throughout the city to gather a broad range of perspectives on the GPU. Outreach is grounded in smaller-scale meetings with stakeholders who can provide targeted input into the process. These interviews can quickly get the word out about the project, convey information about the engagement and outreach process, and solicit advice on the best ways to engage the community.

Timing: Fall 2025 – Spring 2026

Community Workshops

Three community workshops will be hosted to present and solicit feedback on key work products, including the Land Use Alternatives Report and the Draft General Plan Update. The intent of the Community Workshops is to highlight the “big ideas” of the Land Use Alternatives Report and Draft General Plan, answer any questions the public may have, and take notes on the public’s feedback in order to share it with the Planning Commission and City Council as they consider 1) a draft proposed land use map and 2) the project’s approval.

Timing: Winter 2025 – Winter 2026

Community Pop-Up Events

Pop-up events are an effective engagement tool for bringing information to community members and asking for their input in an informal setting. Pop-up events will be held in various locations to engage the community holistically. Pop-up events can take place at existing, well-attended events, such as the Rod Run and Temecula Farmers’ Market, or at busy locations, such as the Promenade or outside grocery stores. Pop-up events utilize

tactical urbanism, a fun hands-on approach to share information about projects using short-term and scalable activities out in the places where people gather. They provide the community with the ability to engage and provide feedback on their own terms rather than participating within the confines of a formal workshop. Pop-up events can bring issues that usually stay at City Hall or in workshops out on the street thereby engaging members of the public who are not aware of the planning process.

The consultant team will support City staff in developing a strategy for implementing pop-up events that align with key junctures of the project and highly attended community events. Specifically, this will include development of:

- Event-specific materials.
- Interactive processes for collecting and documenting the public's feedback.
- A list of proposed events.
- A logistics guide for events.

The consultant team will attend up to five pop-up events. Prior to the first pop-up event, the consultant team will host a training session to brief City staff on the intent of these events, input sought, and roles and responsibilities for staffing the events, among other considerations. This training will allow City staff to navigate pop-up events confidently, in an informed manner, and collect needed feedback from the community. Additionally, it will enable staff to host numerous pop-up events throughout the GPU process without assistance from the consultant team.

Timing: Fall 2025 – Spring 2027

7. Publicly Noticed Meetings

City Council Housing Workshop

City will host a housing workshop to educate the public about the history of housing in Temecula, California State housing laws, financing affordable housing, and how the General Plan Update can impact housing.

Timing: October 7, 2025

Planning Commission and City Council Study Sessions

Throughout the process it will be necessary to provide information and receive feedback from City boards, commissions, and the City Council, including the Vision Plan and Preferred Land Use Plan. The consultant team will facilitate up to eight study sessions with City boards, commissions and/or City Council.

Timing: Fall 2025 through Summer 2027

Planning Commission and City Council Public Hearings

At the conclusion of the project, it will be necessary to present the updated General Plan, Climate Action Plan, and Environmental Impact Report to the Planning Commission and City Council for their respective review and approval during a public hearing. The consultant team will facilitate up to four public hearings with the Planning Commission and City Council.

Timing: Spring/Summer 2027

8. Miscellaneous Outreach

Mandatory CEQA Noticing

The California Environmental Quality Act (CEQA) requires public outreach at various stages in the preparation of an Environmental Impact Report (EIR). A Notice of Preparation (NOP) will be sent to responsible agencies, trustee agencies, and involved federal agencies at the start of the EIR process to solicit guidance from those agencies as to the scope and content of the environmental information to be included in the EIR. Responsible agencies and the public have 30 days to comment on an NOP. During these 30 days, a public scoping meeting will be held to identify key environmental concerns and issues. Additionally, the City will conduct consultation with California Native American tribes that are traditionally and culturally affiliated with Temecula prior to the release of the EIR. Tribes have 90 days to request consultation with the City. Once the Draft EIR is prepared, a Notice of Availability (NOA) will be issued to begin a required 45-day public review period of the document.

Timing: Summer 2026 – Spring 2027

Temecula Valley Auto Mall Sign

The City will utilize the Temecula Valley Auto Mall LED message board located along Interstate 15 to promote GPU outreach events and invite residents to participate in surveys.

Timing: Fall 2025 – Spring 2027

Temecula TV

The Temecula TV Program is a comprehensive effort focused on providing public information in a timely manner as well as creating opportunities to educate residents about local government, upcoming projects and services. Temecula TV will be used to disseminate project-related information, promote GPU outreach events, and invite residents to participate in surveys.

Timing: Fall 2025 – Spring 2027