

Compton General Plan Engagement and Outreach Approach

Overview

The Compton General Plan Public Engagement and Outreach Approach will guide public involvement efforts and increase participation by stakeholders and the general public in updating the General Plan. The City intends to build on the community dialogue started with Compton Station Specific Plan and align these efforts with other City planning efforts.

Challenges

Through discussion with City staff and through initial stakeholder interviews, the following engagement challenges will be recognized during the General Plan Update process:

- Distrust among residents and groups toward local government and decision makers.
- Certain residents and community members rarely participate in local government events, including certain segments of the population that do not attend civic engagement meetings and/or activities.
- A sentiment of community members being marginalized or overlooked when it comes to government services and improvements.

As a result, City staff and MIG (Project Team) will work to gain community trust amongst residents,

business owners, affinity groups, stakeholders, and decision makers. MIG will work with various local entities including community-based organizations who will further assist in building trust and capacity. MIG will tailor engagement to the Compton community and its needs. Some activities have been modified to appeal to a wide audience in a respectful way that resonates with them. This will in turn facilitate meaningful dialogue and data collection.

MIG will hold the previous strategies of engagement as secondary options and will instead focus on facilitating a culturally responsive outreach strategy and approach. Community members are usually more inclined to participate in events when they feel safe, when they feel valued, when events are fun, when they are culturally responsive, when they are inclusive, and accessible. MIG provides an array of options of events and activities.

Key Objectives of Engagement

- Identify the range of stakeholders and interested parties who will provide input into the update of the General Plan elements;
- Build awareness, trust, and capacity among residents, community members and various affinity groups;
- Equity and access to the planning process by a wide and diverse range of affinity groups, especially those who have been

historically underrepresented,
underserved, and marginalized;

- To hold respectful/ mindful interactions in the community (sensitive/ cognizant of the community's sentiment as it relates to distrust of government/ city officials, stereotypical narratives, etc.);
- To be inclusive of diverse groups of people regardless of their socio-economic status/ legal status/ age/ethnicity/ sexual orientation/ identity/ disability, etc.;
- Create and utilize various methods, platforms, and tools to reach a wide audience; and
- Establish a set of performance measures by which the effectiveness of the public engagement program may be evaluated.

Outreach

City Leaders and Stakeholders

Stakeholder and public input is critical to the process. The Public Engagement and Outreach Approach sought to recommend the right method to the right audience. The planning process targeted engagement from five key audiences. They were as follows:

City Council: City Council members provided advice and direction to staff and the consultant team through input provided during Study Sessions and early in the stakeholder interview process. The City Council also has the ultimate approval of the General Plan and in the early stages, affirmed the Preferred Land Use Plan. Meetings with the City Council were conducted in-person or by videoconference as conditions allowed.

General Plan Working Group: The role of the General Plan Working Group was to provide ongoing and effective input to the project team and City of Compton. Working Groups members reviewed, evaluated, and further discussed information and concepts relating to the City of Compton General Plan and advised the project team on the development of the plan. Target members were represented from various groups in the City of Compton. Local representatives included residents, educators, community-based organizations, local business owners, religious groups, block club members, and other local groups.

Stakeholder/Focus Groups: The plan elements being updated included housing and safety, with the possibility of land use. Each of these elements was well-served by stakeholders with technical knowledge and who represented specific interests and organized groups. Small group discussions allowed for more in-depth discussion with these participants.

Block Clubs: Block Clubs were groups of people within a similar geographic area that came together to improve the quality of life in their neighborhood. These community members could share neighborhood safety information, identify concerns, and act collectively to address those concerns. Block Clubs were an effective way to stay involved and create positive change within the neighborhood as they offered an opportunity to develop relationships and hold social events.

General Public: At key phases in the process, staff and the consultant team conducted a variety of activities as described in the Engagement and Outreach Approach to solicit input for the Plan. Results from these activities were shared with the Working Group, Planning Commission, and City Council to ensure decision makers were well-informed of community opinion. A more detailed list and target audiences were being developed to identify the activities that might best meet the needs of specific audiences.

Organizations Outreach

Within the framework of the General Plan Update Program, MIG and the City of Compton established and maintained a comprehensive organization database. This database served the purpose of fostering connections with local agencies, nonprofit organizations, service groups, and advocacy groups that were actively involved or operating within the community of Compton. Through this database, the team was able to establish and maintain connections with these organizations, enabling them to be promptly informed about upcoming events and engagement activities within the city.

Furthermore, this database also facilitated the inclusion of members from these organizations in various significant initiatives. They were not only notified about upcoming events but were also extended invitations to join the Working Group or take part in the Focus Groups. This inclusive approach aimed to ensure a more diverse and

well-informed perspective when shaping the future of Compton. See Table 1 for organizations that were contacted as part of this program.

Table 1: Local Agencies and Organizations in Compton

Affinity Group Type	Organization Name	Mission/ Focus
Advocacy Groups	NACCP (National Association of Advancement of Colored People)	Equity, community, community progress regardless of race
	Compton Advocates Coalition	Community advocacy group/ community resources
	Embrace Experience	Goal is to promote leadership abilities and self-confidence in girls through cultural activity.
	United Hands Multipurpose Center	Water, food security, covid relief, equity
	Compton Advocates Coalition	Organization focused on empowering the residents of Compton by providing connection to resources, promoting unity, encouraging action-oriented solutions, and cultivating the desire for knowledge.
	Connecting Compton	Connecting Compton, founded in 2019, has a mission of providing the community of Compton with a safe space where individuals of all ages and all cultures can go with a sense of unity, belonging and pride.
Advocacy Groups	Color Compton	An organization geared towards working with the youth to build community relationships among people of color while exploring identity, and creating art.
	Unearth & Empower Communities	Our mission is to create pathways to college, employment, and entrepreneurship for Compton youth through engagement with education & the arts.
	Compton ASL Club	Deaf and Disability Rights advocacy.
Arts & Culture	The Humans of Compton	Community based organization
	Compton Arts Council	Art/ community advocacy
Business/Company	Compton Chamber of Commerce	Provides inputs to the government for framing suitable economic policies.
	PLENTY	Our mission is to improve the lives of Plants, People, & our Planet.
Community Group	Vecinos Unidos Por Compton	United Neighbors of Compton is page created to keep every Compton resident informed about programs and resources offered in the community. 5.5k members.
Education	Associated Student government @ compton college	Advocacy for students of Compton.
	Compton High School Alumni	Reaching back to move forward

Affinity Group Type	Organization Name	Mission/ Focus
	Heavenly Vision Educational Center	Child development and early education
	Daisy Child Development Center	Child development and early education
	Unity Christian Fellowship Inc.	Faith based organization
	Compton High School	Highschool, general education, college prep
	Fly Compton Aero Club	Introducing minority youth to the amazing world of aviation
	Kipp Compton School	General education and some college prep
Family Services	Kings Journey Inc	Community based organization providing resources to families
	Cater to the streets foundation	Community based organization providing resources to families
Family Services	Trinity Unlimited Outreach	Early education/ chidcare
	YWCA	Multi generational programs and services
	El Nido Family Centers	Family resource center
Housing Advocacy	Just Love Housing Incorporation	Transitional housing non profit
	Special Services for Groups, Inc. (HOPICS)	Emergency, transitional, permanent housing
	Casa De Mis Amigos	Residential facility for adults with developmental disabilities
	The People Concern -SOLAR (South Los Angeles Recuperative Care)	Emergency, transitional, permanent housing
Media	TEDxComptonBlvd	In the spirit of ideas worth spreading, tedx is a program of local, self-organized events that bring people together to share a TED-like experience.
Philanthropy	Champions of Caring Connections Inc	To provide first responder supportive services to homeless, low-income families in the greater compton area.
Recreation	The Dream Machine Boxing Ring	To provide and help inner city youth with leadership skills
	Compton Cowboys	A collective of lifelong friends on a mission to uplift their community through horseback and farming lifestyle, all the while highlighting the rich legacy of African-Americans in equine and western heritage.
	Compton Run Club	Physical acticity community group
Religious	City Church of Compton	Faith based organization
	Centro Palabra de fe	Faith based organization for Spanish speakers
	Our Lady of Victory	Church/ catheedral/ denomination
	Mision Cristo Rey	Church/ catheedral/ denomination
	Sagrado Corazon	Church/ catheedral/ denomination

Affinity Group Type	Organization Name	Mission/ Focus
	Kingdom Life Christian fellowship	Faith based food distribution site
Seniors	Dollarhide Community Center	Senior citizen activities
	Save Our Seniors	
Wellness	Alma Backyard Farms	Alma exists to re-claim lives of formerly incarcerated people, re-purpose urban land into productive urban farm plots, and re-imagine disenfranchised communities in Los Angeles as a hub for transformation.
	Babes of Wellness	Health and wellness advocates and group
Youth	In Good Hands	Learning center for young children
	Teen Intervention Program	Youth development/ prevention services
	G.IRL	Youth development
	New Directions youth center	Comprehensive youth development
	Empowering Youth Achieving Success	Youth development for at risk youth
	Compton Youth Build	High school serving young people ages 16-24 who previously left or were pushed out of the traditional school system without a diploma
	Compton Kidz Club	Youth development- performing arts
Housing Advocacy	Volunteers of America	Emergency, transitional, permanent housing
Advocacy Group	Community Legal Aid So Cal	Legal advocacy
Education	Tomorrow's Aeronautical Museum	Bringing aviation history to life and empowering the dreams of youth to take flight
	Experimental Aircraft Association	Flight base, and our hangar is a great place to build and restore airplanes and meet aviators and enthusiasts
	Compton Library	Multi generational literacy and education
Housing Advocacy	Tenants Together	A statewide coalition of local tenant organizations dedicated to defending and advancing the rights of California tenants to safe, decent, and affordable housing.
	First to Serve	Emergency, transitional, permanent housing
Media	2UrbanGirls	Amplifying community voices, sharing information.
Recreation	Dodgers Dream Team/ Gonzales Park	Barrier-free sports-based youth development program that is typically reserved for the elite.
Education	Compton Unified School district	Education focused group for students/ teachers/ parents
	Centennial High School	General education and some college prep

Engagement Activities

Working Group

Individual residents and community partners that derived from various affinity groups were a key driving force, essential to a thorough and mutually sound general plan for the city of Compton.

The project team worked with these affinity groups to gain expertise and leverage their trust in the community, as well as to reach a wide and diverse audience that enabled dialogue, a wide range of participation, and the ability to identify gaps and strategies for improvement.

Affinity groups included, but were not limited to community-based organizations, religious groups, community leaders, policy makers, health professionals, local business owners, block club members, education, and youth development groups, etc.

Pop- Up and Mobile Workshops

The General Plan program consisted of three phases. The three phases encompassed discovery/vision, alternatives, and planning Compton's future.

Through an interactive and inclusive approach, MIG facilitated community meetings. The first of which focused on welcoming all community members and learning about the community's perspective and current needs. The community was encouraged to share their lived experiences, concerns, and creative solutions to current challenges. While participating in the General Plan process, community members became social agents of change by providing key insights and exploring exciting ideas that would be beneficial to various community members in Compton. They had a presentation board, map, and other visual aids to demonstrate key locations and opportunities for growth.

During the first phase of visioning, two pop-up/mobile workshops were conducted: Compton Christmas Parade and Compton City College.

Collaborations took place with existing organizations and trusted events in the community to leverage trust and participation. Themes included but were not limited to civic engagement, literacy, education, recreation, health and wellness, art, and culture. Readily accessible meeting sites included libraries, churches, education centers, recreation centers, and resource centers to enable a wide range of community participation.

Formal and traditional activities also included town hall meetings, Zoom meetings, listening sessions, etc.

While exploring Compton's future, they fine-tuned the macro community vision and affirmed issues raised by community members. MIG utilized breakout rooms for additional participation among residents and attendees regarding land use, design, etc. This meeting was of key significance as they explored possible solutions to vacant spaces and repurposing of land through a community perspective with actual utility. For example, an empty lot could become green space or affordable housing.

A second meeting allowed community members to comment on proposed land use and circulation plans and General Plan ideas. The community provided valuable insights and creative ideas and solutions.

Surveys

Two surveys will be created to gain awareness about the community's vision and voice. The surveys will be translated and will also have informative visual aids. The surveys will be available in a traditional paper format and a digital format. The surveys will focus on gaining an understanding on community challenges,

identifying visioning elements, and land use options and ideas to improve the city.

Digital Engagement

MIG's communications team rolled out a multi-media outreach campaign purposed to keep the community interested and engaged throughout the General Plan Update program. MIG translated all written and digital engagement materials into Spanish (see our assumptions page for the number of deliverables for each campaign element). The following subtasks were the key elements of the campaign:

Website

A project website is the central point for communicating efforts related to General Plan updates. In relation to engagement, branding, and communication, MIG also provided a website that served as a platform for consistent updates and communication to the residents and various affinity groups throughout the different phases of the General Plan. This digital public platform served to upload materials, make announcements, and modify any content. In addition, the website was also utilized to present the project overview, goals, timeline infographics, frequently asked questions, survey, flyers, meeting minutes, and community feedback. MIG created and hosted a stand-alone website for the project. The website included schedule and process information, ways to get involved, upcoming meetings, how to provide input, and public documents. All webpages translated into Spanish.

<https://www.compton2045.org/>



Social Media

The team worked through a community-centered, equity perspective to launch and sustain a multi-media campaign. MIG identified objectives, tone, and content strategy to provide updates, information, and opportunities for engagement via social media, print media, and website platforms with the goal of keeping a wide audience informed in real time. It was also a priority to ensure that content and materials were translated into Spanish due to a large presence of Spanish-speaking residents and community members. Effective and widely utilized social media platforms that could potentially be utilized were Facebook, Instagram, TikTok, and WhatsApp.

CITY OF COMPTON INVITES YOU TO PARTICIPATE
**COMPTON GENERAL PLAN 2045
FOCUS GROUP MEETINGS**
PARTICIPATE ON ZOOM

Participate in a Focus Group
to help shape the future of your city. Tell us how we can Build a Better Compton over the next 20 years!

Housing Advocacy Groups
Tuesday, October 18, 2022, 4:00pm - 5:00pm

Family Services Advocacy Groups
Wednesday, October 19, 2022, 4:00pm - 5:00pm

Education and Youth Groups
Tuesday, October 25, 2022, 4:00pm - 5:00pm

Religious Organizations/Places of Worship
Wednesday, October 26, 2022, 4:00pm - 5:00pm

General Public/Block Clubs
Wednesday, October 26, 2022, 6:00pm - 7:00pm

Business Owners/Commerce Groups
Thursday, November 3, 2022, 2:00pm - 3:00pm

To register or get Zoom info, visit the project website:
www.Compton2045.org

**COMPTON
GENERAL PLAN 2045**
Building a Better Compton

All meetings are open and anyone can attend

La Ciudad de Compton Los Invita a Participar
**PLAN GENERAL DE COMPTON 2045
Reunión de Grupo**
Participa por Zoom

Sea parte de las Reuniones de Grupo
para dar forma al futuro de su ciudad. ¡Díganos como podemos construir un Compton mejor sobre los próximos veinte años!

Grupos de vivienda
Tuesday, October 18, 2022, 4:00pm - 5:00pm

Grupos de servicios familiares
Wednesday, October 19, 2022, 4:00pm - 5:00pm

Grupos de educación y programas de Jóvenes
Tuesday, October 25, 2022, 4:00pm - 5:00pm

Grupos religiosos y lugares de culto
Wednesday, October 26, 2022, 4:00pm - 5:00pm

Grupos generales y clubs de comunidad
Wednesday, October 26, 2022, 6:00pm - 7:00pm

Grupos de comercio y empresa
Thursday, November 3, 2022, 2:00pm - 3:00pm

Para inscribirse u obtener información sobre el Zoom, visite el sitio web:
www.Compton2045.org

**COMPTON
GENERAL PLAN 2045**
Construyendo un Compton Mejor

Las reuniones son abiertas y cualquiera puede asistir

**COMMUNITY
SURVEY**
COMPTON GENERAL PLAN 2045

Complete the COMMUNITY SURVEY
We are looking for your input. Tell us how we can Build a Better Compton over the next 20 years!

Access the survey online:
www.Compton2045.org
Disponible en Inglés y Español

COMPTON STREET TEAM
The Compton Street Team members will be visiting key activity centers, businesses, and events to help the community fill out the survey and talk about the General Plan Update Program. Learn where they will next visit on our project website.

**COMPTON
GENERAL PLAN 2045**
Building a Better Compton

**ENCUESTA
COMMUNITARIA**
PLAN GENERAL DE COMPTON 2045

Complete la ENCUESTA COMMUNITARIA
Estamos buscando su aporte. ¡Cuéntanos cómo podemos Construir un Compton Mejor en los próximos 20 años!

Accede la encuesta en línea:
www.Compton2045.org
Disponible en Inglés y Español

EQUIPO CALLEJERO DE COMPTON
Los Miembros del Equipo Callejero de Compton estarán visitando centros de actividades clave, negocios y eventos para ayudar a la comunidad en completar la encuesta y hablar sobre el Programa de Actualización del Plan General. Conozca dónde visitarán próximamente en el sitio web del proyecto.

**COMPTON
GENERAL PLAN 2045**
Construyendo un Compton Mejor

Multi-Media

To keep the community abreast of General Plan update activities and milestones, the MIG Team launched and maintained a multi-media campaign. Throughout the 18-month work program, MIG is continuing to provide updates and information via social media and other web-based platforms, the General Plan's dedicated website (see website), and print media (posters, fact sheets, and press releases). MIG will and has translated all written and digital engagement materials into Spanish.

COMPTON GENERAL PLAN 2045

SHARE YOUR IDEAS



HELP SHAPE THE FUTURE OF COMPTON

Tell us how we can *Build a Better Compton* over the next 20 years!

Compton General Plan Topics Covered:


Land Use


Housing


Mobility


Parks, Arts, & Culture


Infrastructure & Facilities


Businesses


Climate Adaptation


Environmental Justice

Become Involved!

Take the survey to help us learn the most important issues the General Plan should address. Your ideas are key as we *Build a Better Compton*!

Complete the survey for a chance to win a \$25-\$50 gift card!

https://survey.alchemer.com/s3/7091501/Compton-General-Plan

Scan this QR Code with your smartphone to access the survey. It takes less than 5 minutes to complete.





To ensure a well informed and reflective plan, we need to hear from you! Where will the City build more housing? What types of amenities does the City need to provide for its residents? What is Compton missing today? Where can it improve? What other challenges will we need to overcome?

Learn more by visiting our project website:

www.Compton2045.org

PLAN GENERAL DE COMPTON 2045

COMPARTE TUS IDEAS



AYUDE A FORJAR EL FUTURO DE COMPTON

¡Díganos cómo podemos construir un Compton mejor en los próximos 20 años!

Temas del Plan General de Compton Cubiertos:


Uso de la Tierra


Viviendas


Movilidad


Parques, Arte y Cultura


Infraestructura y Facilidades


Negocios


Adaptación al Clima


Justicia Ambiental

¡Involucrarse!

Responda la encuesta para ayudarnos a conocer los asuntos más importantes el Plan General debe abordar. Tus ideas son clave mientras *Construimos un mejor Compton*!

¡Complete la encuesta para tener la oportunidad de ganar una tarjeta de regalo de \$25-\$50!

https://survey.alchemer.com/s3/7091501/Compton-General-Plan

Escanea este código QR con tu smartphone para acceder a la encuesta. Se tarda menos de 5 minutos en completarse.





Para garantizar un plan bien informado y reflexivo, necesitamos escuchar de usted! ¿Dónde construirá la Ciudad más viviendas? ¿Qué tipo de servicios necesita la ciudad para proporcionar a sus residentes? ¿Qué le falta a Compton hoy? ¿Dónde puede mejorar? ¿Qué otros desafíos tendremos que superar?

Obtenga más información visitando el sitio web de nuestro proyecto:

www.Compton2045.org


Informational Material

Methods of Engagement included various strategies that encompassed a broad range of initiatives. One of these strategies entailed logo and branding. The logo was cohesive and aesthetically pleasing. It also encompassed a distinguishable feature or landmark that was actually and presently in the city of Compton. This could include recognizable buildings and historic buildings, such as the Martin Luther King Memorial at the Compton Civic Center or The

Heritage House, the oldest house in Compton (est. 1869), respectively. The goal was to have a logo and branding material that was reflective of the residents, ethos, and future ahead. It facilitated consistency in marketing, awareness, outreach, trust, and engagement. Informational materials included but were not limited to fact sheets, agendas, emails, social media posts, graphs, flyers, etc.

Help Build a Better Compton

JOIN THE GENERAL PLAN UPDATE TEAM



What is the General Plan?

The General Plan establishes the framework for making decisions about **new housing, businesses, and jobs** in our community, as well as how we **plan our parks, roads, city services, recreation programs, and places to shop and dine**. The General Plan provides a 20-year vision for our future.









Why are we updating the General Plan?

The City last updated the General Plan more than 25 years ago. Changes in how we work, the types of homes we need, and the environment surrounding us **present the opportunity for all residents to discuss and create a shared vision for Compton's future**.

We want to hear from you!

Community input will provide the foundation for a successful General Plan. City leaders want to hear from you about the most important issues to address and ideas to prioritize. Over the next 12 months, the General Plan team will host many activities and events — both virtual and in person — to provide opportunities for you to share your goals.

Compton General Plan Topics Covered:

 Land Use
  Housing
  Mobility
  Parks, Arts, & Culture
  Infrastructure & Facilities
  Businesses
  Climate Adaptation
  Environmental Justice

Visit the website to learn about how you can participate


- Community workshop
- "Pop-up" events
- Online surveys
- Stakeholder meetings
- Listening sessions
- Project website
- Social media
- Working group

Reach out to us
 Robert Delgadillo, Senior Planner
 rdelgadillo@comptoncity.org | (310) 605-5532
 www.compton2045.com

COMPTON GENERAL PLAN 2045
 Building a Better Compton

Ayuda Construir un Compton Mejor

JÚNETE AL EQUIPO DE ACTUALIZACIÓN DEL PLAN GENERAL



¿Qué es el Plan General?

El Plan General establece el marco para tomar decisiones sobre nuevas viviendas, negocios, y trabajos en nuestra comunidad, como la forma en que planificamos nuestros parques, calles, servicios de la Ciudad, programas de recreación, tiendas y restaurantes. El Plan General ofrece una visión de 20 años para nuestro futuro.









¿Por qué estamos actualizando el Plan General?

La última vez que la Ciudad actualizó el Plan General fue hace 25 años. Cambios en la forma que trabajamos, tipos de viviendas que necesitamos y el entorno presentan la oportunidad para que todos los residentes discutan y creen una visión compartida para el futuro de Compton.

¿Queremos escuchar de ustedes!

El aporte de la comunidad proporcionará la base para un Plan General exitoso. Los líderes de la Ciudad quieren escuchar de ustedes sobre los temas más importantes a abordar y las ideas para priorizar. Durante los próximos 12 meses, el equipo del Plan General organizará muchas actividades y eventos — tanto virtuales como en persona — para brindarle oportunidades donde ustedes puedan compartir sus objetivos.

Temas del Plan General de Compton Cubiertos:

 Uso de la Tierra
  Viviendas
  Movilidad
  Parques, Arte y Cultura
  Infraestructura y Facilidades
  Negocios
  Adaptación al Clima
  Justicia Ambiental

Visite la página web para aprender sobre cómo puede participar

- Taller comunitario
- Eventos "pop-up"
- Encuestas en línea
- Reuniones de partes interesadas
- Sesiones de escucha
- Página web del proyecto
- Redes sociales
- Grupo de trabajo

Comunícate con nosotros
 Robert Delgadillo, Planificador Senior
 rdelgadillo@comptoncity.org | (310) 605-5532
 www.compton2045.com

COMPTON GENERAL PLAN 2045
 Construyendo un Compton Mejor