



# REQUEST FOR PLANNING COMMISSION ACTION

**MEETING DATE:** NOVEMBER 15, 2018

**TITLE:** COMPREHENSIVE GENERAL PLAN UPDATE – ADDITIONAL PUBLIC OUTREACH

  
\_\_\_\_\_  
Director of Community Development

## RECOMMENDED ACTION

Provide input to staff on the draft scope of services for additional public outreach for the General Plan Update.

## EXECUTIVE SUMMARY

At its meeting of August 28, 2018, the City Council received a status report on the Comprehensive General Plan Update (Update), including the results of public outreach efforts. At that time, the City Council directed staff to investigate the feasibility of additional public outreach and surveys to demographic groups underrepresented in the survey results, and to re-evaluate the questions and methodology used for the surveys.

The draft scope of services is presented here for review and comment by the Planning Commission prior to release of a Request for Proposals (RFP). Staff will return in early 2019 to solicit Planning Commission input on the final outreach methodology and survey questions prior to initiation of this additional outreach.

## COMMISSION/BOARD/COMMITTEE RECOMMENDATION

Not applicable.

## ANALYSIS

The General Plan is a state-mandated policy and planning document in text and map format that represents the long-range vision of the City. The General Plan guides decision-makers in determining whether a land use proposal is consistent with applicable goals, objectives, and policies such as maximum development intensities and balanced land uses to bolster economic prosperity. It reflects the community's values and aspirations, and serves as the basis for all of the City's high-level policies. The General Plan helps to determine and plan for infrastructure (including roadways and trails), public parks and facilities (new and rehabilitation), and community programs

and services that support the City's residents and businesses. Its policies also safeguard against natural and man-made hazards, ensure open space preservation, and promote natural resources conservation. The strategic implementation plan, which will be developed concurrently with the GPU, will specify programs and/or subsequent actions that are needed for the City to fully implement the updated General Plan once it is adopted.

The purpose of this comprehensive GPU is to refine longstanding goals, objectives and policies within the current plan to ensure quality of life is preserved and enhanced as the City builds out and matures. This GPU will also incorporate changes required by state law. No changes to the existing land uses or allowable development intensities are proposed. While this is a comprehensive update, the intent is not to overhaul the document that has successfully guided the City, but rather to update, augment and supplement as needed.

The first phase of the comprehensive GPU, which is completed, included extensive public outreach, data collection, preparation of a background report, and development of the preliminary planning framework. Public outreach occurred over two surveys with Survey 1 collecting initial and general input from the community on their views, concerns, and to establish a draft Vision. Survey 2 built upon Survey 1 with more detailed questions regarding specific topical areas and priorities based on the results of the initial survey. The outreach provided staff with a better understanding of how the existing General Plan aligned with resident views, confirmed staff's knowledge of issues, and helped to identify areas in need of update in the General Plan. The second phase of the update process focuses on policy analysis, drafting and finalizing the GPU document, developing a strategic implementation plan, and preparing the associated environmental impact report and technical studies in accordance with the California Environmental Quality Act (CEQA). With the recent City Council direction, additional public outreach will continue into Phase 2 as described below.

The objective of the initial survey outreach was to gauge the views of residents and stakeholders through a "self-selected" survey process and, therefore, the results were not intended to be statistically valid. During their review of the Survey 1 and 2 results, the City Council and Planning Commission both expressed concerns that prior surveys may not have adequately represented actual Irvine demographics, and requested that the questions and methodology used for the surveys be re-configured to be more clear and quantifiable. Given the requests of both the City Council and Planning Commission to provide a higher level of confidence and to ensure that we are not missing anything, staff has drafted, a Request for Proposals for additional outreach, and is asking the Planning Commission to review and provide input into the draft consultant scope of services (Attachment 1).

Staff requests the Planning Commission provide input for the following outreach parameters:

- Types of questions to be asked: Previous surveys included a combination of open-ended questions, forced rankings of priorities, and multiple choice. Survey 1 identified key themes that were important to respondents. Survey 2 elicited additional details about those themes, with a focus on 10 topical areas: Land Use, Design and Preservation; Transportation and Mobility; Housing; Parks, Recreation, and Human Services; Culture and Heritage; Open Space and Conservation; Economic Development; Public Services and Infrastructure; and Community Safety; and Neighborhood Services. The intent of the next round of outreach is to further explore these themes, and identify any new themes and priorities not uncovered in the previous surveys; delivering a quantifiable, statistically valid, and representative set of data to assist in further development of the GPU.

The intent is to engage a specialized public opinion surveying firm to conduct this outreach to include the development of survey questions and techniques. The goal is to develop questions in a manner that results in specific findings, actionable items, and identified priorities. Further, the questions would need to provide context and clarity so as to accurately frame issues and provide respondents with understanding of what is being asked.

- Target demographics: The prior two surveys were not intended to be scientific and were based on a “self-selected” survey methodology where respondents chose to participate through public events, online surveys, and other City sponsored opportunities which resulted in respondent demographics being weighted to certain sections of the population. For Surveys 1 and 2, homeowners in age ranges 35 to 64 and 65 and older may have been overrepresented in the survey and not necessarily reflective of City demographics. In an effort to reach a broader cross section of the population, the City Council and Planning Commission recommended additional outreach to achieve these results. The intent of this effort is to capture a broader cross section of residents, such as Irvine residents age 18 to 34, residents living without children, and renters.. Unless otherwise directed, staff’s initial intent is to focus the outreach efforts on Irvine residents as opposed to workers that commute and do not reside in Irvine. Data will be collected in a manner to ensure results can be broken down by demographic and geographic categories when relevant.
- Survey methods: Staff recognizes using multiple engagement channels including, but not limited to, telephone polling and on-line surveying, may increase the chances of achieving statistically significant results. With that, staff is exploring focus groups as an option for this follow-up effort to supplement the previously conducted outreach (i.e., pop-up booths at community events, online surveys, community workshops, and stakeholder meetings). Staff will solicit professional survey consultant expertise as to the appropriate outreach approach to achieve the desired objectives. Therefore, the draft Scope of Services requests a menu of

options, including focus groups, which will be priced out separately to allow greater flexibility in choosing the most beneficial engagement solution(s). When conducted by a trained and skilled moderator, focus groups can provide for clarification, immediate follow-up, and a deeper depth of responses by harnessing group interaction and stimulating discussion. However, compensation is typically provided to focus group participants to entice participation.

After a consultant has been selected, the Planning Commission will be asked to review and provide input on the draft survey questions and recommended outreach approach prior to the outreach being conducted. Once complete, staff anticipates presenting the survey results to City Commissions and the City Council in conjunction with a status report on the progress of the Update in mid-2019. During the outreach process, staff will continue working on other related tasks, including evaluating existing General Plan policies and commencing required environmental review.

For background, the questionnaire and results for Survey 1 are included as Attachments 2 and 3 respectively, and for Survey 2 are included as Attachments 4 and 5 respectively.

#### **ALTERNATIVES CONSIDERED**

None.

#### **FINANCIAL IMPACT**

Unknown at this time. The cost for additional outreach will be determined after review of proposals submitted in response to the RFP.

**REPORT PREPARED BY:** Bill Jacobs, Principal Planner  
Melissa Chao, Senior Planner

#### **ATTACHMENTS**

- PC Attachment 1. Draft Scope of Services
- PC Attachment 2. Survey 1 Questionnaire (2016)
- PC Attachment 3. Survey 1 Results (2016)
- PC Attachment 4. Survey 2 Questionnaire (2017)
- PC Attachment 5. Survey 2 Results (2017)

cc: Tim Gehrich, Deputy Director of Community Development  
Kerwin Lau, Manager of Planning Services  
Bill Jacobs, Principal Planner  
Melissa Chao, Senior Planner

Planning Commission Meeting  
November 15, 2018  
Page 5 of 5

Justin Equina, Associate Planner  
Mark Hoffman, Placeworks  
Suzanne Schwab, Placeworks

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# RFP ATTACHMENT I

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## Survey Services and Analytical Report

### SCOPE OF SERVICES

Consultant shall perform the services as set forth below.

#### A. City of Irvine Overview

The City of Irvine, incorporated in December 1971, is one of the nation's largest master planned communities, with a population of more than 277,000 residents, encompassing more than 66 square miles. According to the U.S. Census Bureau, Irvine is the 74<sup>th</sup> largest city in the US as of January 2018. The City maintains 20 Community Parks, 40 Neighborhood Parks, 96 athletic fields, 179 acres of sports fields, 62 miles of off-street bike trails and 301 miles of on-street bicycle trails, 16,000 acres of open space preserve (by build-out), and is home to the Orange County Great Park (Great Park), formerly Marine Corps Air Station El Toro.

As part of the City's commitment to provide high-quality of life and services that meet the varied needs of residents, the City engages its residents on a daily basis and receives constant feedback regarding its performance. The City is currently undergoing a comprehensive General Plan Update (GPU) which is further detailed below.

#### B. Project Background

The General Plan is a state-mandated document that represents the long-range vision of the City. The community's relation to the region and local issues and trends are considered to determine service priorities and methods to guide development and conservation of resources. The General Plan, which is periodically updated, reflects the City's vision for the future. When evaluating proposals, decision-makers refer to the General Plan to see how the proposal achieves the desires of the community.

The City adopted its first General Plan in December 1973, and the last comprehensive update occurred in 2000. Since the last comprehensive update, the City has approved a number of amendments to the General Plan, including the Northern Sphere in 2002, creation of the Orange County Great Park and Great Park Neighborhoods in 2003, the introduction of housing in the Spectrum in 2003 and the IBC Vision Plan in 2010. The

policies adopted in the 2000 update were primarily focused on the future development of vacant areas in the north, south, and eastern portions of the City.

The purpose of this Comprehensive General Plan Update (Update) is to refine longstanding goals, objectives, and policies to ensure quality of life is preserved and enhanced as the City builds out and matures. This Update will also incorporate changes required by state law. No changes to existing land uses or allowable development intensities are proposed as part of this update.

Phase 1 of the Update effort consisted of the public outreach component and development of the Planning Framework that serves as the foundation to develop the Update. This outreach effort included extensive face-to-face outreach, including pop-up booths at community events, community workshops, and stakeholder meetings with businesses, educational organizations, environmental groups, service providers, cultural organizations, and homeowners associations. Staff also used social media (i.e., Nextdoor, Facebook, Instagram), email blasts, distributed flyers at City Hall, park/community facilities, and posted flyers at UC Irvine/County libraries and the public noticing bulletin boards to create awareness and increase participation levels for both the face-to-face outreach efforts and two on-line surveys.

Working with our Update consultant firm, Placeworks, the City received over 2,200 responses across two on-line surveys using civic engagement firm Peak Democracy. Initial outreach was completed in early 2017, culminating with the results of the first public outreach survey (Survey 1) presented to the Planning Commission and provided to the City Council in 2017. Staff received 1,370 responses to this survey. Results of the initial outreach were used to develop a preliminary Planning Framework, which serves as a general outline to guide the Update effort.

Additional public outreach to refine the Planning Framework by focusing on specific areas of interest identified by the outreach efforts began with the preparation of a second public survey (Survey 2), which was released to the public in September 2017 and concluded in November 2017. Staff commenced this survey with an information booth at the Global Village Festival, including additional outreach in multiple languages (i.e., Korean, Farsi, Spanish, Simplified and Traditional Chinese) throughout the survey period. Staff received 892 responses, including 35 foreign language responses, to Survey 2.

The survey results represent one resource that will be utilized to develop the Update document in Phase 2. This input will be combined with City Commissions and City Council input, recently adopted state policy guidance, staff knowledge of state planning law, and experience in implementing Irvine's General Plan through existing codes, plans, programs, and services, as well as Placeworks' expertise in preparing general plans for other jurisdictions.

Phase 2 of the Update effort continues with the policy-related work program, and associated environmental review, culminating in the development of the draft Update

document, which is anticipated to be completed in late 2020. A concurrent Strategic Implementation Plan will specify programs/actions/tasks, responsible parties, financial, and administrative resources needed, anticipated time frames, and measures to gauge successful completion of tasks within the Strategic Implementation.

Survey 1 and 2 results were not intended to be statistically valid nor completely representative of participant demographics as the surveys were voluntary and self-selected. The intent with this additional outreach effort is to provide a higher level of confidence to the decision makers and ensure the outreach efforts did not miss anything.

## **C. Description of Services**

The City seeks a consultant to assist with additional public outreach to provide a more statistically valid sampling across the various demographic groups in the City, using a variety of questions and methodologies best suited for soliciting feedback appropriate for a municipal general plan update.

The City of Irvine is requesting proposals for conducting surveys, administering focus groups, and performing analytical reporting. Consultant shall provide direct support to the Planning Services Division, including the City's General Plan Update consultant (Placeworks), with the primary objectives being the preparation of a comprehensive statistically valid survey, focus group, and analytical reporting campaign.

Please note that the consultant proposal shall be written in a menu option format where pricing for the various outreach methodologies is quoted separately to allow the City maximum flexibility.

### **1. Consulting Services**

- a. Provide a step-by-step breakdown of strategies and best practices for the public survey, focus group services, and analytical report. If others apply, the applicant shall identify and make recommendations on all appropriate strategies and methods that will best achieve the objectives of this outreach effort.
- b. Provide direct support to the Planning Services Division, including Placeworks, as requested by the City.
- c. Act as an adviser to the Director of Community Development and his designees.
- d. Incorporate into the survey materials information prepared by the City regarding the General Plan purpose, GPU goals, current and next steps in the GPU process, how the GPU will be used, and other educational information deemed beneficial to the public.
- e. Educate the decision makers on survey methodology basics to ensure clear understanding and realistic expectations of the survey and any outreach results.



- f. Provide specific timeline for entire survey and outreach project, including final product (i.e., Analytical Report and PowerPoint) to staff, with details of proposed kick-off and project milestones.
- g. Utilize the City's preferred digital communication tools (website, social media and email solution) as the primary communication tool with the public. The Consultant shall identify supplemental communication as needed.
- h. If deemed beneficial, prepare and utilize traditional public communication tools (e.g., advertisements, display materials, direct mailers, flyers, postcards, and rackcards). Design and reproduce any printed outreach materials. As an alternative, identify and implement methods deemed to be most effective in increasing participation.
- i. Consultant shall be responsible for all costs associated with printing, facility reservations (other than Irvine facilities), graphic design of materials and other a la carte items.

## 2. Survey and Analytical Report Services

- a. Perform a survey and/or focus group and analytical study with statistically significant number of responses and representative of the demographics of Irvine residents). Ensure results provide a representative cross section of Irvine's current population and demographic (i.e., 2017 American Community Survey).
- b. Conduct outreach using reliable survey methods. At a minimum, provide a menu of options with different methodologies for the following: (1) telephone survey; (2) on-line survey; and (3) focus group. Provide description (including ratio of closed vs. open-ended questions for surveys and anticipated duration of activity), justification, and associated cost for each methodology separately.
- c. If Consultant believes additional public survey and/or outreach methods are beneficial, identify additional engagement opportunities, provide details, justification, and associated cost separately.
- d. Provide survey software needed to conduct any on-line surveys as needed.
- e. Provide translation services, as needed, in: Mandarin (and/or Traditional and Simplified Chinese, if written); Korean; Spanish; Farsi; and other languages as necessary to get culturally relevant responses from Irvine respondents.
- f. Prepare an analytical report that provides the City with statistically reliable understanding of resident's opinions, priorities, needs and wants, and trends/themes as they relate to developing the General Plan Update content (i.e., goals, objectives, policies, programs, and strategies) and associated strategic implementation plan based on the survey(s) and/or focus group(s). Consultant shall provide City staff with a series of proposed questions using layperson language to be used in the survey process; for refinement by City staff as necessary.
- g. Prior to conducting focus group, provide City staff with an agenda, including a series of proposed questions, to be used in the focus group; for refinement by City staff as necessary.
- h. Questions shall be developed in a manner that results in specific findings, actionable items, and identified priorities.

- i. Data shall be collected in a manner ensuring results can be broken down by demographic and geographic categories when relevant.
- j. Consultant shall determine best practices and methodology, conduct research, design the survey and/or focus group, conduct the survey and/or facilitate and staff the focus group, collect and analyze all data, and prepare a comprehensive Analytical Report with statistical results, findings, and recommendations.
- k. The survey, focus group, and analytical report services are not to include elected or appointed officials and shall focus on capturing the “average” Irvine resident’s data and opinions.

### 3. Findings and Recommendations

- a. Compile data and present detailed findings and recommendations to assist with future development of the General Plan Update.
- b. Provide the City with an Analytical Report. Report shall be designed to be user friendly and easily understood by the layperson. Use of dynamic color graphics and figures are highly encouraged.
- c. Compile and prioritize/rank results in order of public recommendation and summarized by demographic and/or geographic group.
- d. At a minimum, the Analytical Report shall include but not be limited to the following:
  - Table of contents;
  - List of figures;
  - Introduction and overview;
  - Key findings, actionable items, and identified priorities;
  - Survey and/or focus group results;
  - Focus group notes as well as trends and themes gleaned from the discussions (if this option is chosen);
  - Background and demographics;
  - Survey and/or focus group methodology;
  - Survey questionnaire and/or focus group agenda/questionnaire;
  - Summary of communication methods with the public with dates and times
  - Conclusion (including comparison with survey 1 and 2 demographics and results to demonstrate any prior deficiencies and concerns have been addressed); and
  - Recommendations
- e. If additional outreach and engagement option(s) are used, the Analytical Report shall at a minimum address the items listed in bullets a - d above.
- f. Provide the City with one draft Analytical Report booklet (i.e., one MS Word File, one electronic PDF, and one unbound single-sided reproducible hard copy) for screencheck review by City staff and Placeworks.
- g. Provide the City with one final Analytical Report booklet (i.e., one MS Word File, one electronic PDF, and one unbound single-sided reproducible hard copy).
- h. Provide the City with thirty (30) bound Analytical Report booklets for distribution to City Commissions and City Council during survey results and mid-point GPU project check-in presentations/meetings.

- i. Provide Powerpoint slides for Analytical Report especially all survey graphics, findings, results, demographics, and recommendations.
- j. Provide via email and/or CD, or when necessary, a downloadable link to where all documents provided for this project shall be stored.

## **D. Available Resources:**

The following data and documents are readily available for reference:

1. City of Irvine Booklet ([https://view.publitas.com/colorscape-graphics/irvinecitybrochure2016\\_v06finalsinglepgs\\_crops\\_digital/page/1](https://view.publitas.com/colorscape-graphics/irvinecitybrochure2016_v06finalsinglepgs_crops_digital/page/1))
2. City of Irvine website ([www.cityofirvine.org](http://www.cityofirvine.org))
3. City of Irvine General Plan Update project webpage ([www.irvine2035.org](http://www.irvine2035.org))
4. GPU Survey 1 Questionnaire (see Planning Commission Report - November 15, 2018 under Relevant Documents and Materials at [www.irvine2035.org](http://www.irvine2035.org))
5. GPU Survey 1 Results – 2016 (see Planning Commission Report - November 15, 2018 under Relevant Documents and Materials at [www.irvine2035.org](http://www.irvine2035.org))  
*Note: raw data included as an attachment in the on-line RFP system*
6. GPU Survey 2 Questionnaire (see Planning Commission Report - November 15, 2018 under Relevant Documents and Materials at [www.irvine2035.org](http://www.irvine2035.org))
7. GPU Survey 2 Results – 2017 (see Planning Commission Report - November 15, 2018 under Relevant Documents and Materials at [www.irvine2035.org](http://www.irvine2035.org))  
*Note: raw data included as an attachment in the on-line RFP system*

## **E. Meeting Participation:**

Consultant, and sub-consultant, if applicable, must be available to participate in meetings with staff and at public forums discussed in the Description of Services section. The Pricing Proposal shall include the anticipated items listed below. The Consultant shall carefully consider the amount and level of Consultant team members needed to be present at each meeting and to complete each item. All target dates are tentatively anticipated and subject to adjustment.

1. Two-three (2-3) initial scoping meetings with staff
2. One (1) meeting at Planning Commission to discuss survey and/or focus group process/methodology/potential questions (anticipated February 21, 2019)
3. Potentially at least one (1) demographically targeted phone survey (anticipated March – April 2019)
4. Potentially at least one (1) demographically targeted on-line survey (anticipated March – April 2019)
5. Potentially at least one (1) focus group (anticipated March – April 2019)
6. Potentially at least one (1) additional public survey and/or optional outreach method (anticipated March – April 2019)
7. At least five (5) public meetings to present survey results with the mid-point GPU project check-in as follows:

- a. Finance Commission (tentatively anticipated July 1, 2019)
- b. Transportation Commission (tentatively anticipated July 2, 2019)
- c. Community Services Commission (tentatively anticipated July 3, 2019)
- d. Planning Commission (tentatively anticipated July 18, 2019)
- e. City Council (tentatively anticipated July 23, 2019)
8. Staff time to compile, analyze, and revise and finalize findings and recommendations.
9. Status call and/or email with City staff generally on a weekly basis.
10. Conference calls and/or additional meetings with City staff on an as needed basis.

DRAFT



SURVEY 1  
QUESTIONNAIRE (2016)

# Irvine 2035 – Our Future: Survey #1

## Part 1 of 2.

To help us better learn about our survey respondents, please provide us with some demographic information.

---

### Within what age range do you fall?

- 17 or younger
- 18-34
- 35-64
- 65 and older

### What is your gender?

- Female
- Male

### How many years have you lived in Irvine?

- 0-2 years
- 2-5 years
- 5-10 years
- 10-20 years
- 20+ years
- I do not live in Irvine

### How many years have you worked in Irvine?

- 0-2 years
- 2-5 years
- 5-10 years
- 10-20 years
- 20+ years
- I do not work in Irvine

Please identify your neighborhood.

- Cypress Village
- El Camino Real
- Great Park Neighborhoods
- Hidden Canyon
- Irvine Business Complex (north of I-405 freeway)
- Irvine Business Complex (south of I-405 freeway)
- Irvine Spectrum Apartments
- Laguna Altura
- Los Olivos
- Northpark
- Northpark Square
- Northwood Pointe
- Northwood
- Orchard Hills
- Oak Creek
- Portola Springs
- Quail Hill
- Shady Canyon
- Stonegate/Stonegate East
- Turtle Ridge
- Turtle Rock

(list continued on next page)

**Please identify your neighborhood.**

(continued from previous page)



# Irvine 2035 – Our Future: Survey #1

- University Park
- University Town Center
- Woodbury/Woodbury East
- Walnut Village
- West Irvine
- Westpark (south of Barranca)
- Westpark II (south of Barranca)
- Woodbridge
- I do not live in Irvine

**If your neighborhood is not listed above, please enter it here:**

**If you work in the City of Irvine, please identify your business location's cross streets, such as: Alton and Culver:**

**Do you own or rent your residence?**

- Own
- Rent
- Rent but plan to buy in Irvine in 1-3 years

**How many adults ages 18+ are in your household?**

- 1
- 2
- 3
- 4 or more

**Children- High school age (generally ages 14-17)**

- None
- 1
- 2
- 3
- 4 or more

**Children- Middle school age (generally ages 10-13)**

- None
- 1
- 2
- 3
- 4 or more

**Children- Elementary school (generally ages 6-10)**

- None
- 1
- 2
- 3
- 4 or more

**Children up to age 5**

- None
- 1
- 2
- 3
- 4 or more

(Survey continues on next page)



# Irvine 2035 – Our Future: Survey #1

## Part 2 of 2.

The following questions are intended for you to share your thoughts about Irvine.

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### What do you like BEST about living and/or working in Irvine?

- Safe neighborhoods
- High quality schools
- Clean environment
- Convenient access to services and/or entertainment
- Less traffic congestion than in other cities
- Access to high wage/high skilled jobs
- Extensive park system
- Varied housing opportunities
- Extensive pedestrian/bicycle network
- Preserved open space

Choose at most 3 options

**Other:**

### What is/are the most important goal(s) for the City in this list?

- Maintain/improve safe neighborhoods
- Maintain/improve high quality schools
- Phased growth
- Maintain/improve clean environment
- Maintain/improve convenient access to services and/or entertainment
- Improve traffic congestion/improve operation of roadway network
- Additional transit opportunities

- Enhance pedestrian/bicycle network
  - Continue access to high wage/high skilled jobs
  - Continue to preserve open space
- Choose at most 3 options

**Other:**

### Imagine what Irvine would look like in 2035:

(Survey continues on next page)



# Irvine 2035 – Our Future: Survey #1

## How easy is it to get around Irvine by CAR?

- Very Easy
- Easy
- Hard
- Very Hard

## How easy is it to get around Irvine by BIKE?

- Very Easy
- Easy
- Hard
- Very Hard

## How easy is it to get around Irvine by WALKING?

- Very Easy
- Easy
- Hard
- Very Hard

**City staff plans to continue interactive communication for those who provide an email contact in this survey. Which are you most interested in responding to as follow-up topics? Please click on all relevant topics to you.**

- Future public facilities such as community centers and parks
  - Senior, veterans and disabled housing
  - Affordable housing
  - Traffic and public transportation
- (list continues in next column)

- Access to and connectivity to open space; trail systems
- Future growth management
- Public safety
- Business and residential mixed use
- Future educational facilities

**Other:**

**Please provide any additional comments you may have:**

**If you would like to be notified when new information is available please provide your e-mail:**

**Thank you for taking the time to complete this survey.**



# General Plan Update Workshop

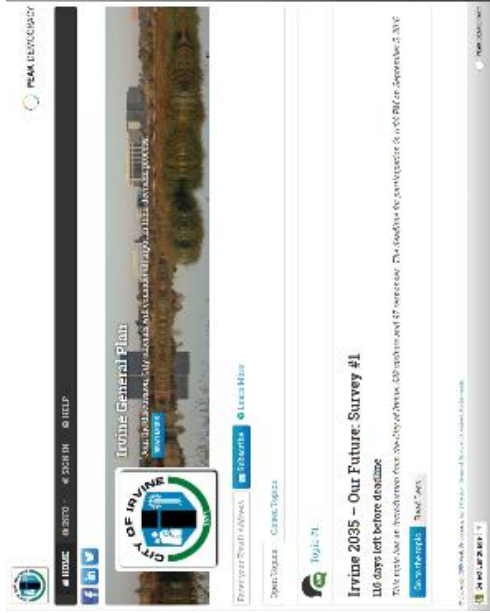
Irvine 2035 – Our Future

February 16, 2017

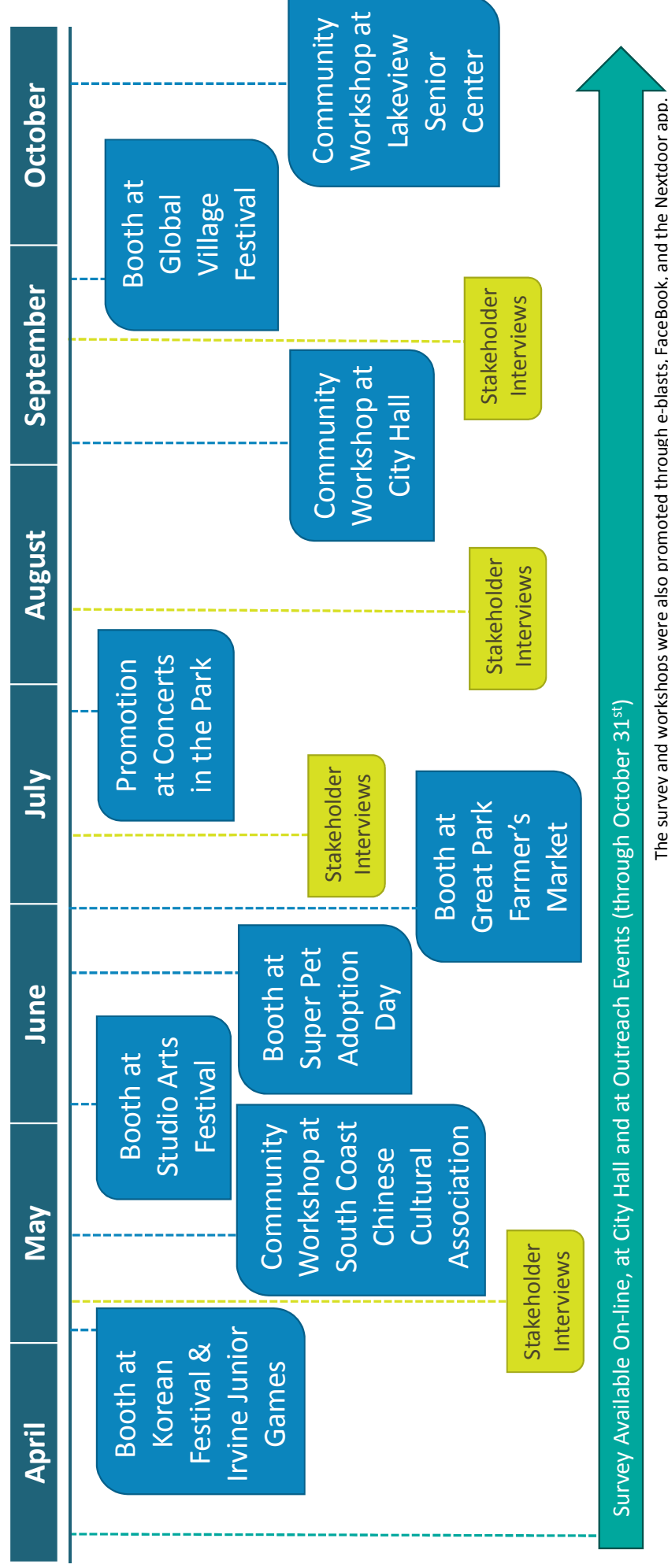


# Informative Outreach

Outreach was conducted through a series of workshops, a survey and one-on-one contact at City events to inform and engage local residents and other interested parties regarding the General Plan Update.



# 2016 Public Outreach Timeline



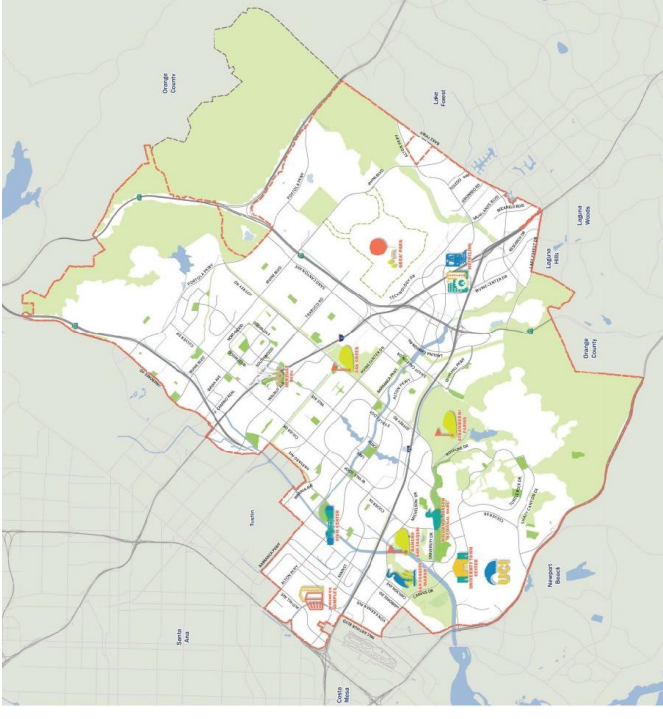
# Outreach Feedback

- Three community workshops offered residents, business, and other stakeholders an opportunity to learn about the project.
  1. South Coast Chinese Cultural Center – May 17, 2016
  2. City Hall – September 7, 2016
  3. Lakeview Senior Center – October 4, 2016
- Attendees were able to speak one-on-one with project team members and to provide their feedback on the General Plan Update.
- Inquires included: Traffic/Public Transportation, Multicultural Initiatives, Housing, Quality of Life, and Environmental Quality



# Pop-Up Workshop Booths

- Staff also engaged the public at a number of civic events in 2016:
  - Korean Festival
  - Studio Arts Festival
  - Concerts at the Park
  - Global Village Festival
  - Irvine Junior Games
  - Super Pet Adoption Day
  - Great Park Farmers Market
- Participants completed surveys, obtained project information, and were awarded prizes for playing Irvine trivia.




# General Plan Survey

The community survey engaged residents, property owners, businesses, and employees to weigh in on topics that will inform a community vision and priorities for the General Plan update



# Survey Details

- The survey was administered from April to October 2016
- Surveys were available:
  - Online through the City's web site
  - As a printed hard copy, distributed at various events and available at City Hall
- A total of 1,370 people provided feedback through the survey
- Questions pertained to priorities for Irvine's future

 **Irvine 2035 – Our Future: Survey #1**

**Part 1 of 2.**  
To help us better learn about our survey respondents, please provide us with some demographic information.

**Within what age range do you fall?**

17 or younger  
 18-34  
 35-64  
 65 and older

**What is your gender?**

Female  
 Male

**How many years have you lived in Irvine?**

0-2 years  
 2-5 years  
 5-10 years  
 10-20 years  
 20+ years

I do not live in Irvine

**How many years have you worked in Irvine?**

0-2 years  
 2-5 years  
 5-10 years  
 10-20 years  
 20+ years  
 I do not work in Irvine

**Please identify your neighborhood.**

Cypress Village  
 El Camino Real  
 Great Park Neighborhoods  
 Hidden Canyon  
 Irvine Business Complex (north of I-405 freeway)  
 Irvine Business Complex (south of I-405 freeway)  
 Irvine Spectrum Apartments  
 Laguna Alta  
 Los Olivos  
 Northpark  
 Northpark Square  
 Northwood Pointe  
 Northwood  
 Orchard Hills  
 Oak Creek  
 Portola Springs  
 Quail Hill  
 Shady Canyon  
 Stonegate/Stonegate East  
 Turtle Ridge  
 Turtle Rock  
(list continued on next page)

Page 1 of 4

# Geographic Distribution of Respondents

Geographically, some areas were over-represented, but most areas had some representation

93%

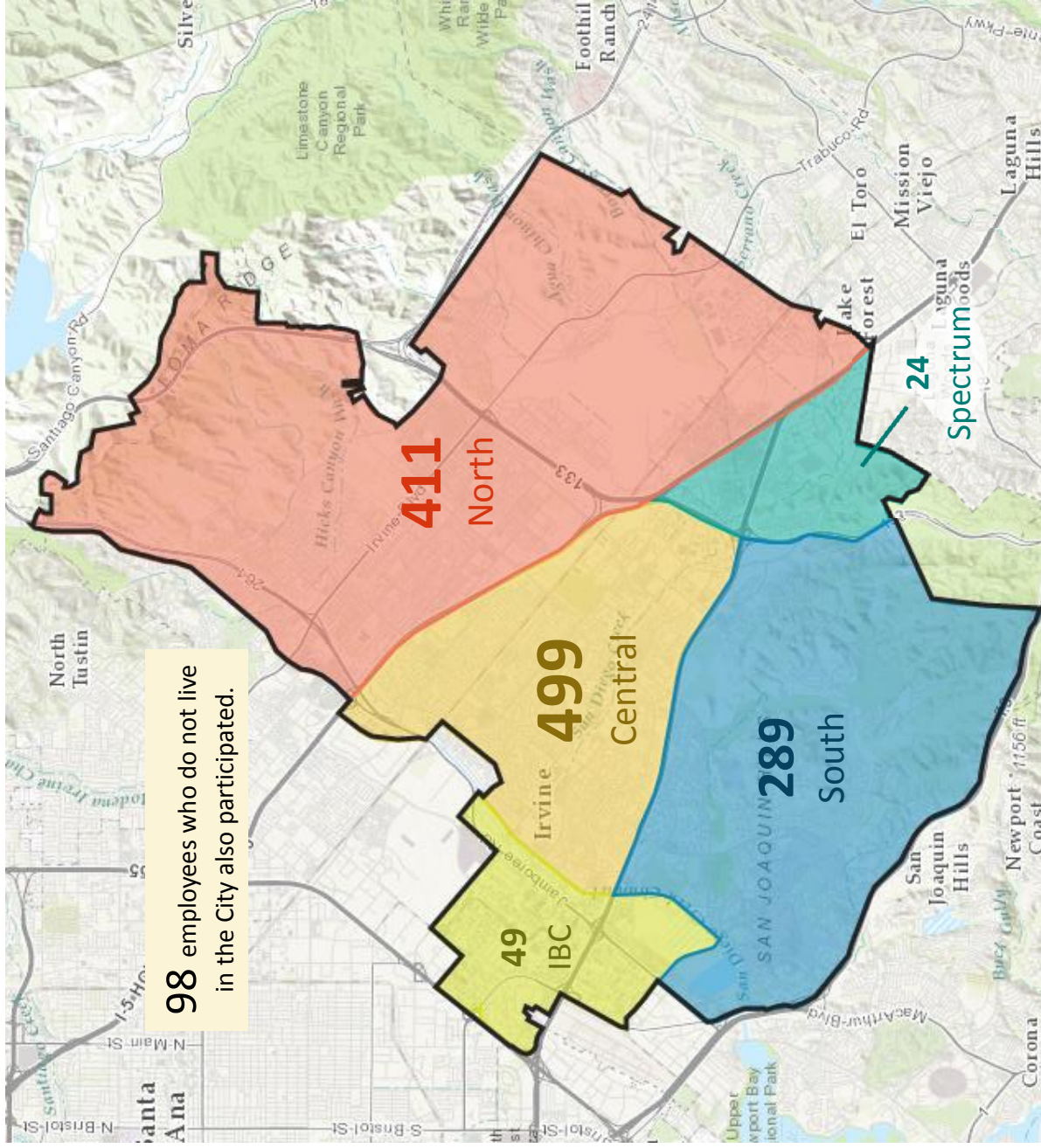
of respondents **live** in Irvine

75%

of respondents **work** in Irvine

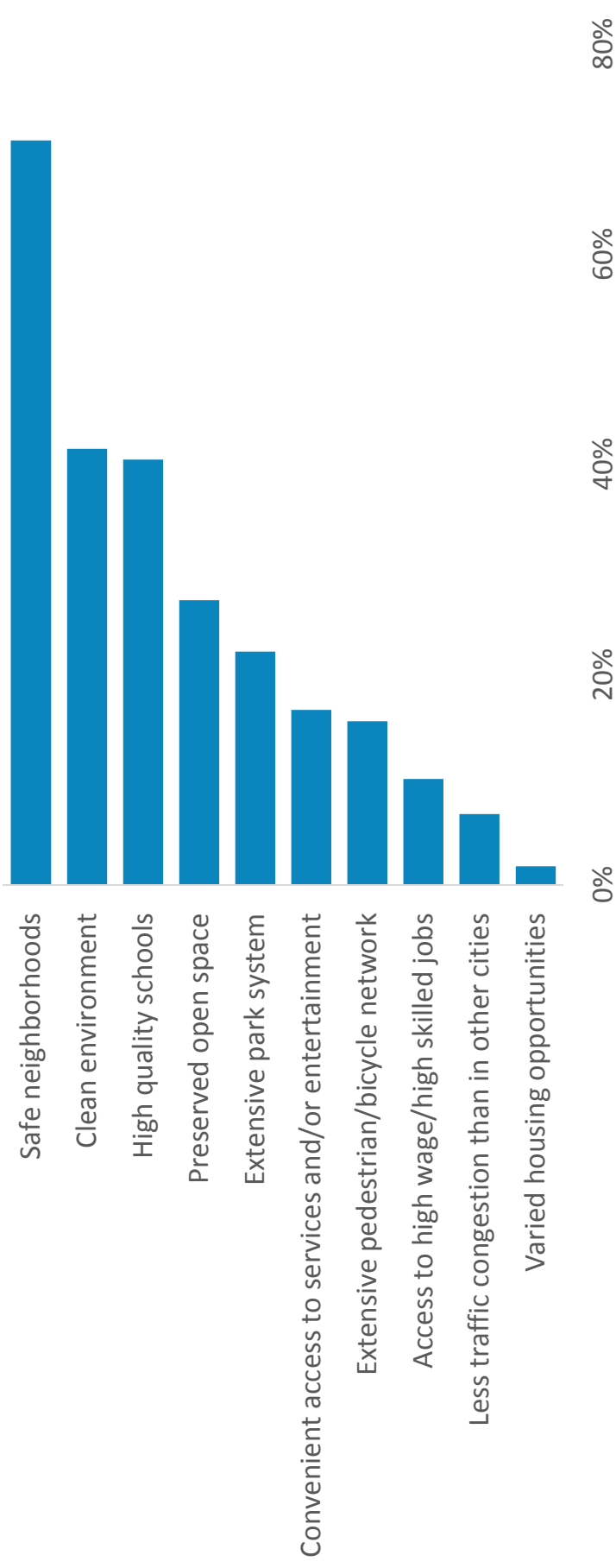
68%

of respondents **live & work** in Irvine





# What do you like best about living and/or working in Irvine?



Participants were also asked to imagine what Irvine will look like in 2035...

One of the best cities. Very safe & a place people would dream to live in.

Safe City  
Best City

The most beautiful, safest and cleanest city in the US.

Real green and clean

- ✓ Less cars
- ✓ More public transportation
- ✓ Preserved open spaces
- ✓ Nice neighborhoods
- ✓ Clean
- ✓ More recycling and composting
- ✓ More solar power & green energy

-very diverse

-new job opportunities

-expansion in work, job, stores

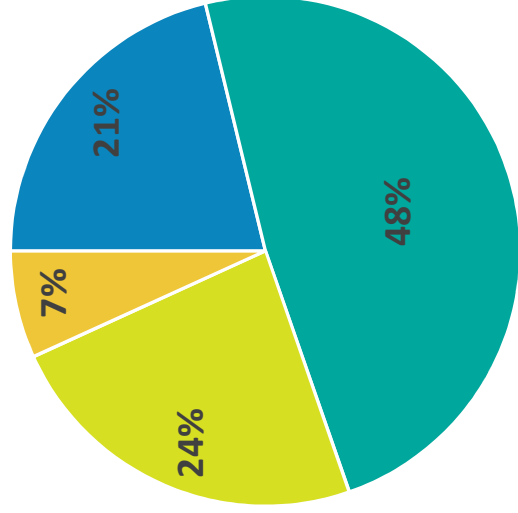
...great schools, innovative with new technology, high cultural/ethnic diversity, improved traffic and limited development.

Trails connecting all the villages in Irvine allowing people to run, bike, walk and exercise outdoors.

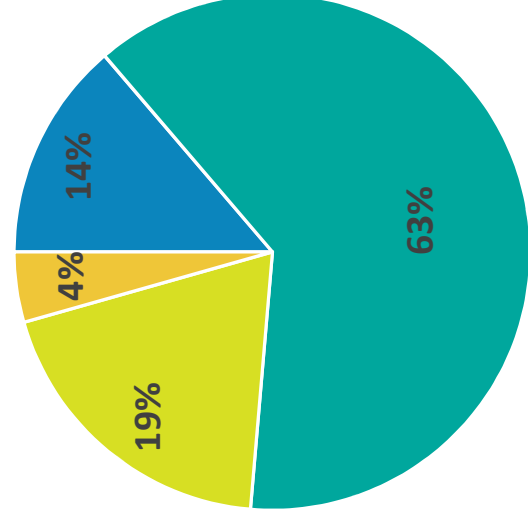
# How easy is it to get around Irvine?



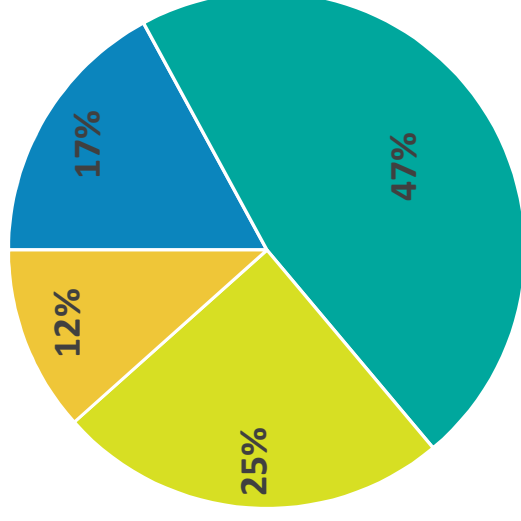
Car



Bike



Walking



Very Easy



Easy

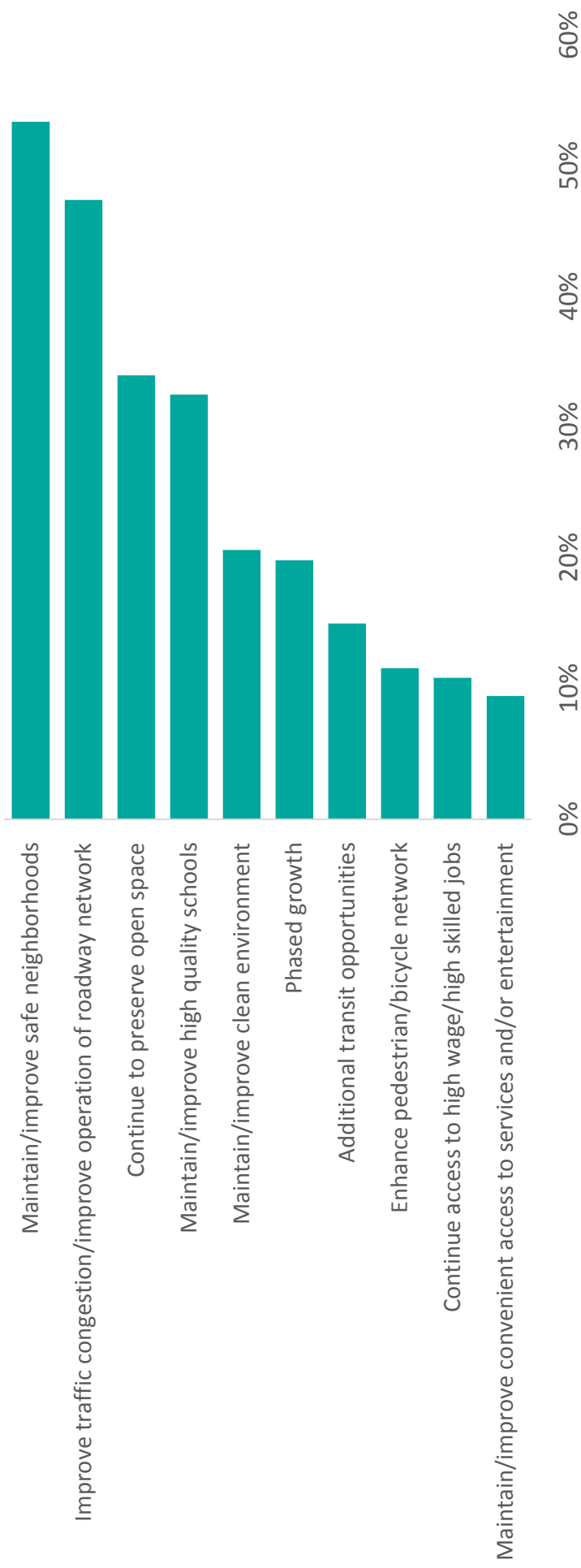


Hard



Very Hard

# What are the most important goals for the City in this list?

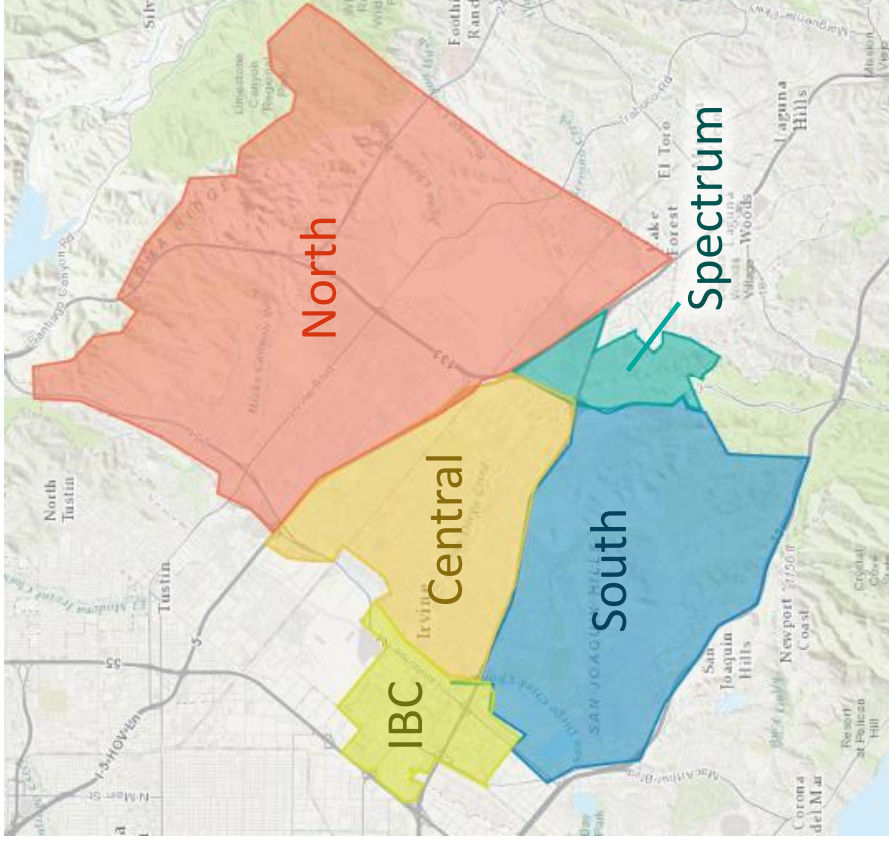


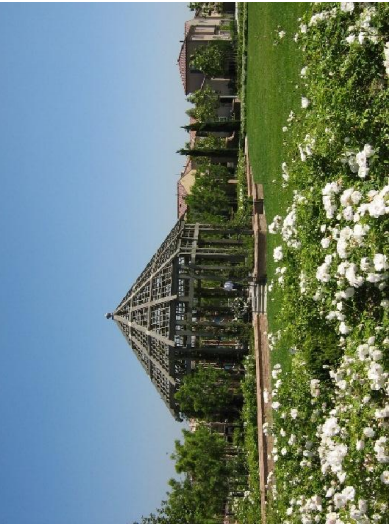
# Demographic Interests

	Millennials	Gen Xers	Baby Boomers
BY AGF	<ul style="list-style-type: none"><li>• Access to high wage/high skill jobs</li><li>• Transit</li><li>• Clean environment</li><li>• Convenient access to services and entertainment</li></ul>	<ul style="list-style-type: none"><li>• High quality schools</li><li>• Clean environment</li><li>• Preserved neighborhoods</li><li>• Safe neighborhoods</li></ul>	<ul style="list-style-type: none"><li>• Preserved open space</li><li>• Traffic congestion</li><li>• Phased growth</li></ul>

# Priorities by Area

IBC	<ul style="list-style-type: none"><li>• Access to services and entertainment</li></ul>
North	<ul style="list-style-type: none"><li>• High quality schools</li><li>• Phased growth</li></ul>
Central	<ul style="list-style-type: none"><li>• High quality schools</li><li>• Safe neighborhoods</li></ul>
South	<ul style="list-style-type: none"><li>• Open space</li></ul>
Spectrum	<ul style="list-style-type: none"><li>• High wage/ skilled jobs</li></ul>





# Stakeholder Interviews

Stakeholders, organization, and individuals interested in the General Plan update were asked about issues, opportunities, and challenges they face.

# Stakeholder Interviews

The General Plan Team interviewed:

- Home Owners Associations
- Irvine Chamber of Commerce
- Real Estate Developers (Irvine Company, Five Point Communities, Starpointe Ventures)
- Utilities (Irvine Ranch Water District and SoCal Gas and Southern California Edison)
- School Districts (Irvine Unified, Tustin Unified, Santa Ana Unified)
- Multicultural Groups (Chinese Cultural Association and Iranian Parent Association)
- Community Service Groups (Children, Youth, Seniors, People with Disabilities)



# Stakeholder Interview Feedback

- Preserve quality of life, villages, and neighborhoods
- Maintain a strong economic and business climate
- Reinvest in, reimagine, and refresh commercial centers
- Maintain opportunities for targeted investment
- Continue stewardship of water, energy, and other utilities
- Provide quality education, facilities and technology
- Embrace multicultural diversity
- Provide services that meet the needs of all residents



# Public Outreach Conclusions

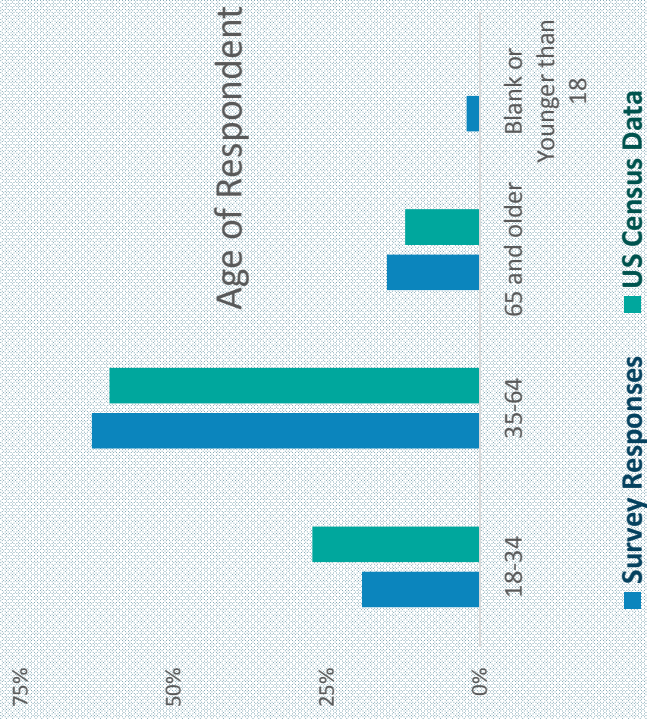
- Maintain safe neighborhoods
- Prioritize public transportation service
- Operate an efficient circulation system
- Preserve parks and open space
- Maintain standards for a clean environment
- Manage future community growth
- Continue to support high quality schools



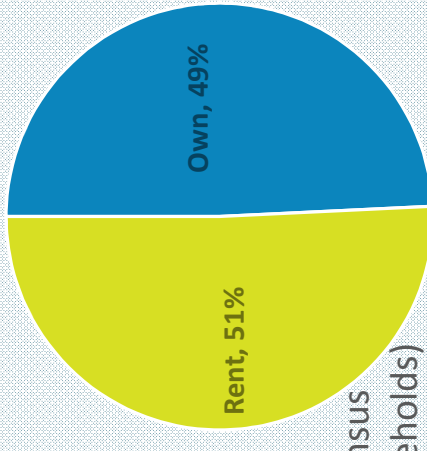
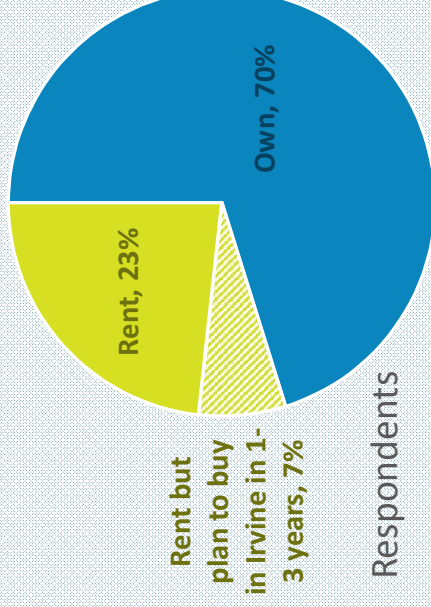
# Demographic Distribution of Respondents

## Age

The adult respondents were fairly representative of the population age



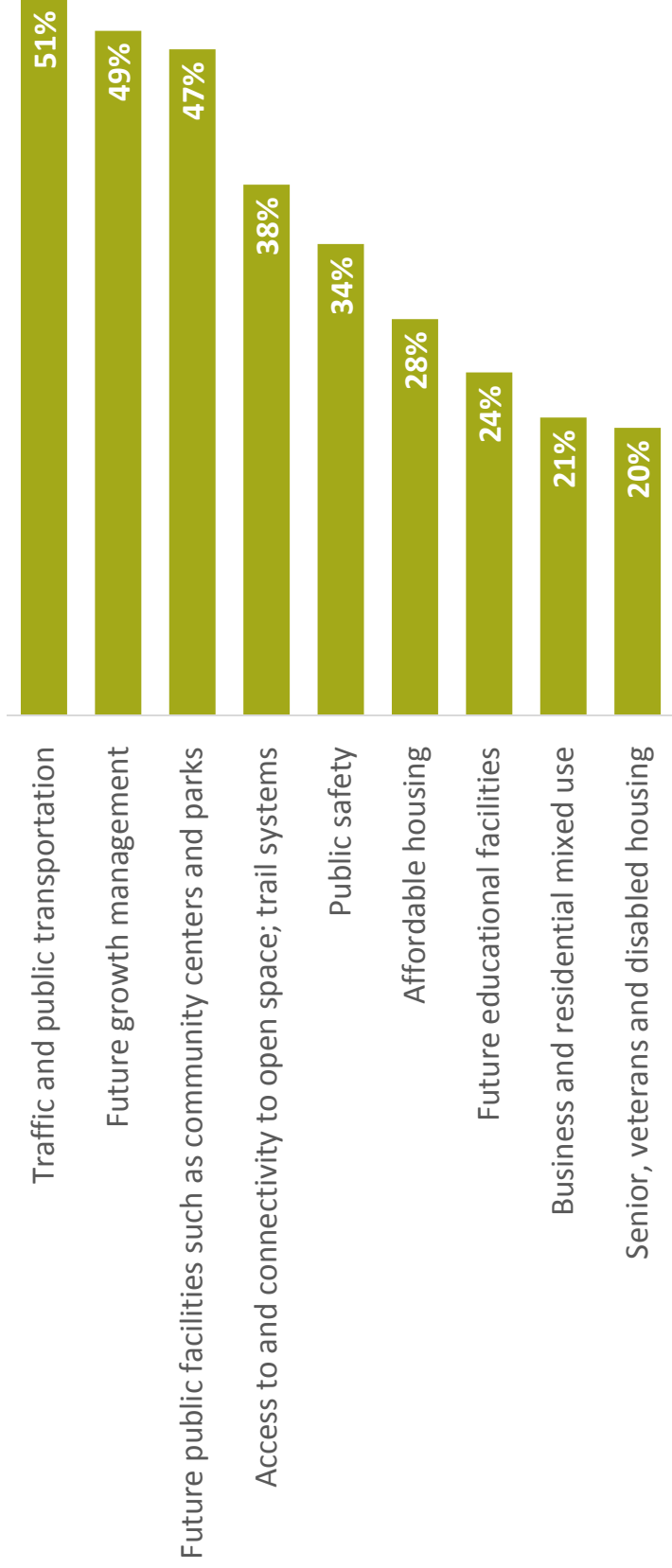
## Tenure



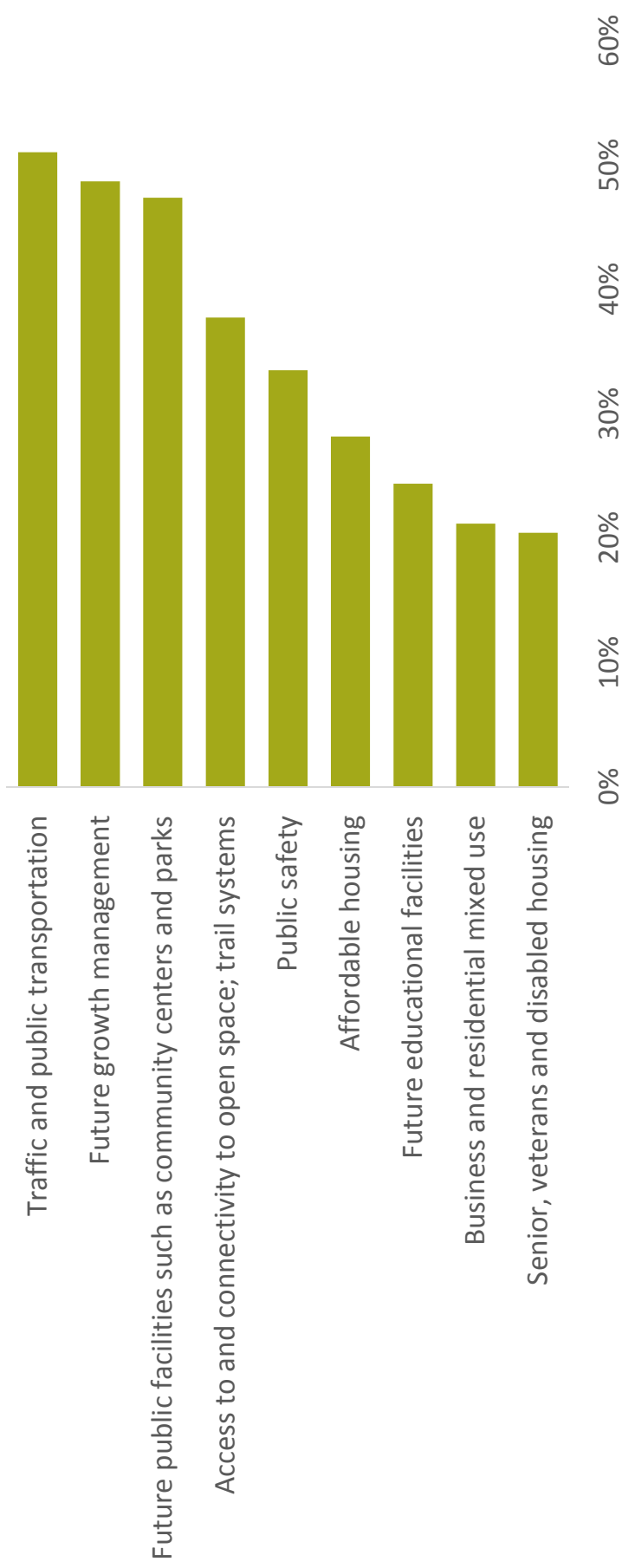
Renters were underrepresented in the survey

US Census (Households)

# Which are you most interested in further communication about as follow-up topics?



# Which are you most interested in further communication about as follow-up topics?



# Geographic Distribution of Respondents

Geographically, some areas were over-represented, but most areas had some representation

93%

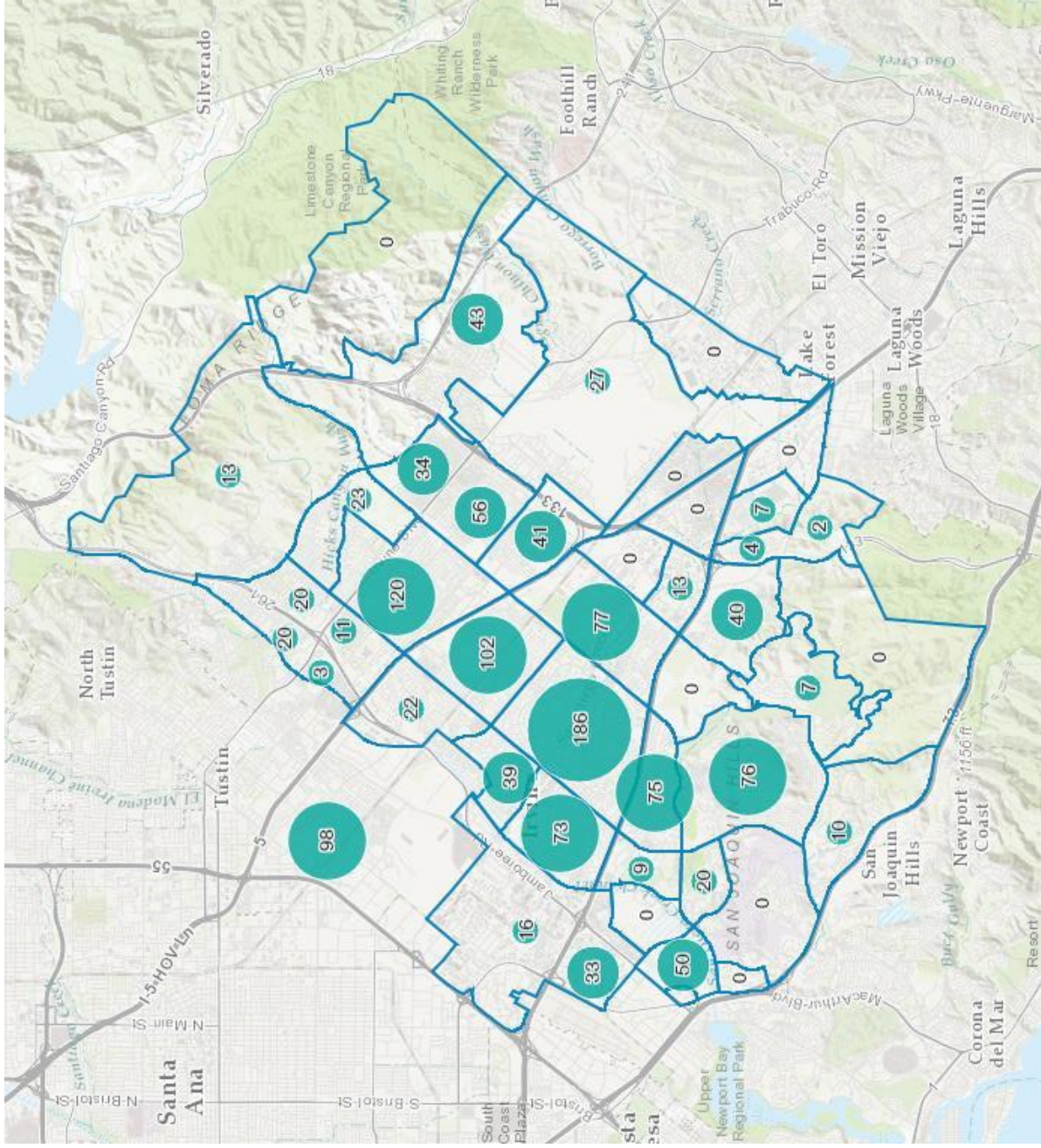
of respondents **live** in Irvine

75%

of respondents **work** in Irvine

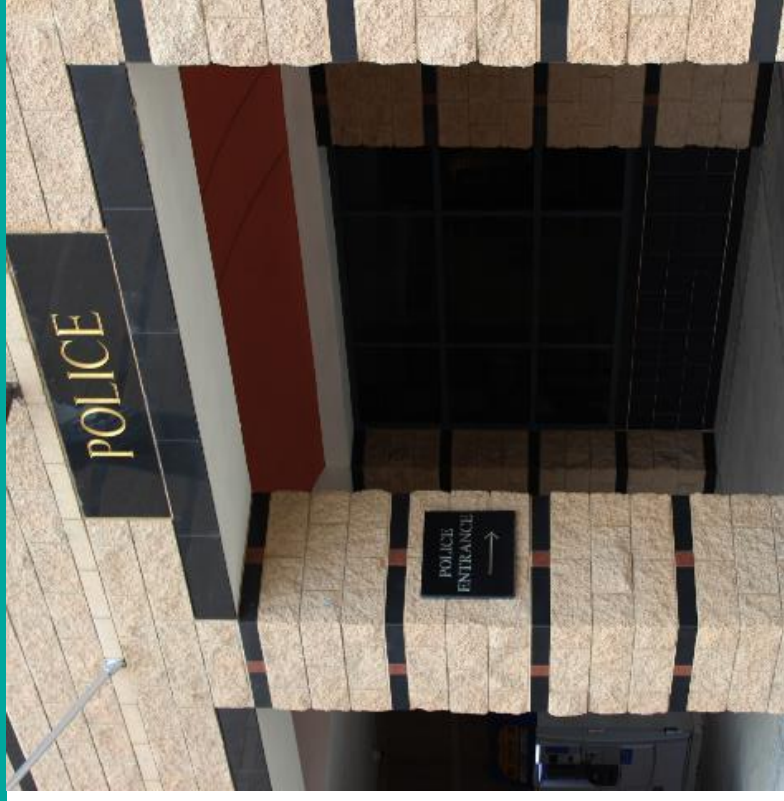
68%

of respondents **live & work** in Irvine



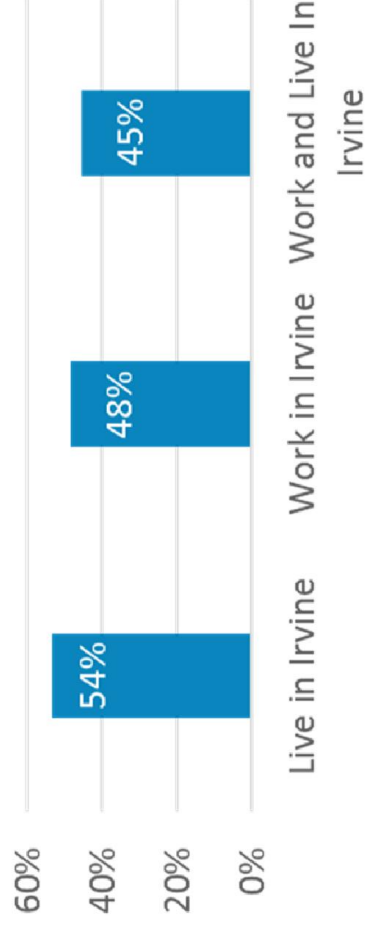
# Safety

**71%** of respondents said safe neighborhoods is one of the things they like best about living in Irvine



# Traffic/ Public Transportation

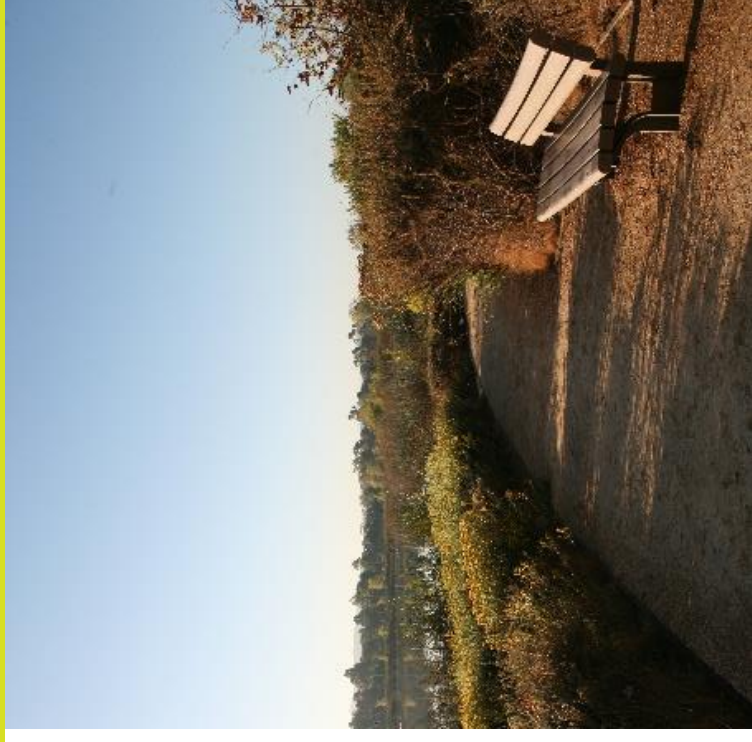
**47%** of respondents say improving traffic congestion is an important goal for the city





# Open Space

**49%** said preserved open space and an extensive park system are things they like best about living in Irvine



# High Quality Schools

**40%** of respondents said high quality schools are one of the things they like best about living in Irvine



# Clean Environment

**41%** of respondents said the clean environment is one of the things they like best about living in Irvine



# Demographic Interests

BY TENURE	
<b>Owners</b>	<b>Renters</b>
<ul style="list-style-type: none"><li>• Preserved open space and parks</li><li>• Pedestrian &amp; bicycle network</li></ul>	<ul style="list-style-type: none"><li>• Clean environment</li><li>• Convenient access to services and entertainment</li></ul>

SURVEY 2  
QUESTIONNAIRE  
(2017)



**Irvine 2035 – Our Future  
General Plan Update Survey 2**

To help us better learn about our survey respondents, please provide us with some demographic information about yourself.

---

**1. Which statement best describes your relationship with the City of Irvine?**

- I live in Irvine but work elsewhere
- I work in Irvine but live elsewhere
- I live and work in Irvine
- I do not live or work in Irvine

**2. Within what age range do you fall?**

- 17 or younger
- 18-34
- 35-64
- 65 and older

**3. Do you have children age 18 or younger living in your house?**

- Yes
- No

**4. What is your gender?**

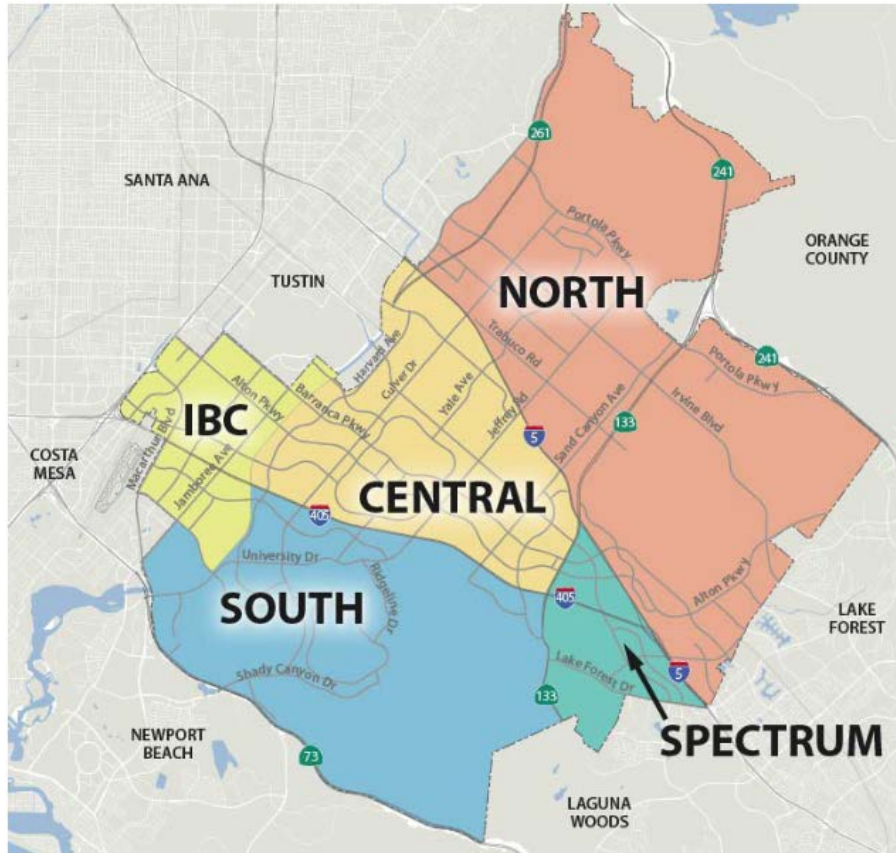
- Female
- Male
- Not Specified
- Decline to State

**5. Do you own or rent your residence?**

- Own
- Rent

**6. If you live in the City of Irvine, using the map below, please identify the area of the City in which you live.**

- North
- Central
- South
- Spectrum
- Irvine Business Complex (IBC)
- Not Applicable



**7. Please identify the village in which you live:**

- Cypress Village
- Eastwood
- El Camino Real
- Great Park Neighborhoods
- Hidden Canyon
- Irvine Spectrum Apartments
- Irvine Business Complex (north of I-405 freeway)
- Irvine Business Complex (south of I-405 freeway)
- Laguna Altura
- Los Olivos
- Lower Peters Canyon
- Northpark
- Northpark Square
- Northwood Pointe
- Northwood

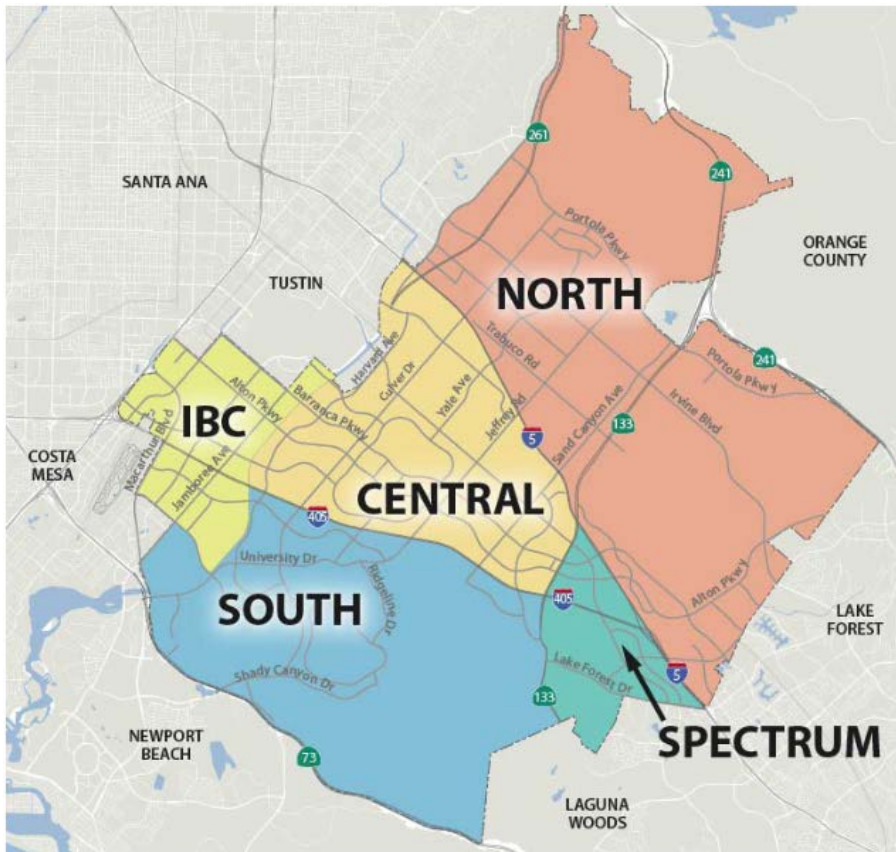
- Orchard Hills
- Oak Creek
- Portola Springs
- Quail Hill
- Rancho San Joaquin
- San Joaquin Marsh (i.e., Mariposa Villa Apartments)
- Shady Canyon
- Stonegate/Stonegate East
- Turtle Ridge
- Turtle Rock
- University Hills (UC Irvine)
- University Park
- University Town Center
- Woodbury/Woodbury East
- Walnut Village
- West Irvine
- Westpark
- Westpark II
- Woodbridge
- My village is not listed here (specify below)
- I do not live in Irvine
- I decline to respond
- If your village is not listed above, please enter it here:

---



8. If you work in the City of Irvine, using the map below, please identify the area of the City where you work.

- North
- Central
- South
- Spectrum
- Irvine Business Complex (IBC)
- Not Applicable (I don't work in Irvine)



**9. If you work in the City of Irvine, please identify the location of your employer:**

- Cypress Village
- Eastwood
- El Camino Real
- Hidden Canyon
- Irvine Business Complex (north of I-405 freeway)
- Irvine Business Complex (south of I-405 freeway)
- Irvine Industrial Complex East (along Bake Parkway and adjacent streets east of OC Great Park)
- Irvine Medical and Science Complex (Hoag, Kaiser and surrounding medical facilities)
- Irvine Research Center (along Research Drive and adjacent streets south of I-405 freeway)
- Irvine Spectrum Center (Spectrum Apartments, Entertainment Center, and surrounding offices)
- Irvine Technology Center I (along Technology Drive and adjacent streets south of RR tracks)
- Irvine Technology Center II (north of Barranca, south of I-5, between Sand Canyon and SR-133 toll road)
- Laguna Altura
- Los Olivos
- Lower Peters Canyon
- Northpark
- Northpark Square
- Northwood Pointe
- Northwood
- Orchard Hills
- Oak Creek
- Orange County Great Park
- Portola Springs
- Quail Hill
- Rancho San Joaquin
- San Joaquin Marsh
- Shady Canyon
- Stonegate/Stonegate East

- Turtle Ridge
  - Turtle Rock
  - University Park
  - University Research Park
  - UC Irvine
  - University Town Center
  - Woodbury/Woodbury East
  - Walnut Village
  - West Irvine
  - Westpark
  - Westpark II
  - Woodbridge
  - Woodbury
  - My employment location is not listed here (specify below)
  - I work from home
  - I do not work in Irvine
  - I decline to respond
  - If your work location is not listed above, please enter it here:
-

The following information is provided for you to comment on the Guiding Principles and goals for the General Plan Update for the remainder of this survey.

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## **VISION**

With the input collected through the City's extensive public outreach to date, the following draft Vision Statement was prepared for the City's General Plan Update. The Vision Statement is intended to reflect the overarching goals, values and aspirations of the community as a whole for the next 20 to 30 years.

### **DRAFT GENERAL PLAN VISION STATEMENT**

*Irvine is a safe, secure, vibrant, beautiful and healthy community renowned for its high quality of life. Our City is a diverse community, offering quality neighborhoods, housing, and services that support people of all ages and cultures. Parks, including the Orange County Great Park, are a valued asset for recreation purposes; preserved open space resources reflect our commitment to the environment. Trails connect our villages, open space and parks, and commercial centers. An efficient circulation pattern and range of transportation options allow people to travel easily throughout the City. We value education, culture and arts, and community services; our child-care centers, schools, institutions, and diverse programs reflect our commitment to these values. Our robust economic centers thrive on innovation and provide well-paying jobs and the long-term fiscal resources to continually invest in our community.*

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## Guiding Principles

Guiding Principles will help us to confirm the priority areas and topics for the General Plan Update.

**Please prioritize the guiding principles below by ranking them (1-8) in order from most to least important.**

<b>Input Rank</b>	<b>Guiding Principle</b>	<b>Description</b>
	Economic Resiliency	Ensure that the City is economically sound, with a balance of land uses to meet commercial, industrial, residential, and other community needs.
	Environmental Stewardship	Prioritize community wide environmental protection and long-term sustainability.
	Robust Civic Participation	Continue to engage and inform the public in a transparent and civil dialog using a variety of communication methods.
	Neighborhood Preservation and Enhancement	Protect, preserve and enhance the character, safety, and livability of Irvine's villages and neighborhoods.
	Resource Efficiency	Ensure that the City manages and conserves its resources in a sustainable manner.
	Focus on Community	Continue to preserve and enhance Irvine's high quality of life to ensure public health and safety and overall well-being of the community.
	Strategic Investments	Make strategic investments in City infrastructure and recreational amenities/services to maintain Irvine's high-quality of life.
	Prudent Fiscal Management	Ensure that the City is fiscally responsible.

## **General Plan Topics and Goals**

Goals support the vision and serve as an anchor for elements or chapters in the General Plan. Ten draft topical areas have been identified for the General Plan Update. Several correspond to existing elements of the General Plan, while others have been identified to better support the Vision Statement and Guiding Principles.

The questions in this part of the survey ask what you believe are specific priority area(s) and how you think the City could best implement these goals.

Using the Vision Statement and Guiding Principles as a guide, please take a moment to provide your thoughts and ideas regarding strategies for implementation of the goal listed for each topic provided on the following survey pages.

The topics covered in this survey are as follows:

- Land Use, Design and Preservation
- Transportation and Mobility
- Housing
- Parks, Recreation, and Human Services
- Culture and Heritage
- Open Space and Conservation
- Economic Development
- Public Services and Infrastructure
- Community Safety
- Neighborhood Services

***You are not required to comment on all ten topic areas.***

Several of these topic areas, such as Parks/Recreation and Transportation, have been addressed in more detail in recently adopted plans and policies, such as the following:

- Citywide Transportation Study 2016
- Parks Master Plan 2017
- Children, Youth and Family Strategic Plan 2013-2018
- Child Care Study 2016
- Senior Services Strategic Plan 2012-2017

The goals and policies of these plans and studies will be incorporated into the General Plan Update. This survey therefore does not revisit these issues in great detail, but allows you the opportunity to provide any additional thoughts you may have on these issues.

**TOPIC 1: Land Use, Design, and Preservation**

**GOAL:** Balance of carefully designed land uses that are complementary and benefit the community, that preserve and protect neighborhoods, and that accommodate buildings of exemplary architecture and thoughtful site design of lasting value.

*Please consider the above Goal when selecting your answers below.*

**How would you like the City to prioritize the following?**

	<b>High Priority</b>	<b>Medium Priority</b>	<b>Low Priority</b>	<b>Not a Priority</b>
Preserve and revitalize older neighborhoods (e.g., home improvement and neighborhood beautification programs)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage implementation of land uses that balance and preserve the surrounding neighborhoods, where possible (e.g., everyday shops and services within an easy five to ten minute walk from home)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ensure consistency and balance of architecture with neighborhood character (e.g., architectural review for residential remodels)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preserve village character and identities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consider the density and intensity of development (increase, decrease, maintain existing)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage implementation of suburban town centers/mixed-use hubs with uses such as retail, entertainment, residential and office uses within or adjacent to existing residential villages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify below):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____				
_____				

**TOPIC 2: Transportation and Mobility**

**GOAL:** An efficient, safe, and diversified transportation system that offers a variety of attractive, well-designed, effective and safe options for drivers as well as for cyclists, pedestrians, and transit riders.

*Please consider the above Goal when selecting your answers below.*

**How would you like the City to prioritize the following? Please rank in order of preference where 1 is the highest priority and 6 is the lowest priority. The same ranking cannot be used more than once.**

	Use latest technology and innovative measures to alleviate traffic congestion, enhance public safety and improve non-motorized mobility.
	Increase communication and educational channels with the public regarding the latest transportation-related technology, operational and infrastructure improvements through social media such as YouTube, Twitter and City website.
	Use innovative measures to address neighborhood traffic safety throughout the City.
	Increase transit service and/or infrastructure (e.g., new bus routes, additional bus stops, dedicated bus lanes).
	Increase on-street and off-street bicycle and pedestrian infrastructure (e.g., bicycle traffic signals, additional off-street trails, crosswalk flashing beacon signs).
	Other (please specify below):



**TOPIC 3: Housing**

**GOAL:** Provide an ample choice of accessible, affordable, and desirable housing in well-preserved and amenity-rich villages that provide a high quality of life for residents of all ages and income levels.

*Please consider the above Goal when selecting your answers below.*

**Which types of affordable housing do you think the City should prioritize?**

	<b>High Priority</b>	<b>Medium Priority</b>	<b>Low Priority</b>	<b>Not a Priority</b>
Family housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senior housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work-force housing (e.g., housing for middle-income service workers)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housing for persons with disabilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Student housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other special needs housing (e.g., transitional)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offer a variety of housing types and sizes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify below):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____				
_____				

**What other ideas do you have to improve the availability of affordable housing in Irvine?**

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**TOPIC 4: Parks, Recreation, and Human Services**

**GOAL:** Support community health and wellness with recreational resources and well-maintained parks/facilities, childcare services for varied age groups, quality education and lifelong learning, and civic involvement for a diverse community; encourage public and private partnerships to maximize programs and services.

*Please consider the above Goal when answering below.*

**What ideas or suggestions do you have related to parks, recreation, and human services?**

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**TOPIC 5: Culture and Heritage**

**GOAL:** Value and protect our cultural and historic resources; preserve heritage sites; and support a robust expression of arts and culture in education, the local economy, and the built environment.

*Please consider the above Goal when selecting your answers below.*

**Irvine has a rich cultural history. Indicate how often you have visited the following places on an annual basis. (1 = never, 2 = once, 3 = two or three times, 4 = four times or more)**

**Indicate 1-4 for each item**

	Old Town Irvine (near I-5 Freeway and Sand Canyon Ave along Burt Rd)
	Irvine Global Village Festival
	Irvine Korean Cultural Festival
	Irvine Fine Arts Center (In Heritage Community Park)
	Great Park Palm Courts Art Complex (gallery and artist studios)
	Other City events, facilities, or ethnic festivals. Please list here:

**How important are the following to you?**

	<b>High Importance</b>	<b>Medium Importance</b>	<b>Low Importance</b>	<b>Not Important</b>
Historical Resources (e.g., future Tomato Springs preserve in Portola Springs with Native American emphasis, Old Town Irvine, Irvine Historical Society/Museum in the San Joaquin Ranch House)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arts Resources (e.g., Irvine Fine Arts Center, Great Park Palm Courts Art Complex, The Irvine Museum)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Agricultural Heritage (e.g., Irvine Ranch Historic Park at Old Myford Road, historical timeline along the Jeffrey Open Space Trail)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**What ideas do you have to support arts and culture in education, the local economy and our villages?**

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**TOPIC 6: Open Space and Conservation**

**GOAL:** Preserve open space areas and natural visual resources, conserve natural resources, protect wildlife, and provide balanced recreational opportunities in natural open space settings.

*Please consider the above Goal when selecting your answers below.*

**How would you like the City to prioritize the following? Please rank in order of preference (1 = highest priority, 7 = lowest priority. The same ranking cannot be used more than once.**

**Input Rank 1-7**

	Provide free or low cost recreational programs (e.g., hiking, biking, fitness classes) and educational/stewardship activities in dedicated open space preserve on a daily basis
	Improve existing and encourage new wildlife crossings and linkages to better co-exist with wildlife
	Increase interpretive programs, including informational kiosks/signage that identifies plant and animal species, at open space access points
	Expand trail systems and related support amenities to allow for greater self-directed use of open access trails where compatible
	Add more hiking, mountain biking and/or wildlife viewing trails in open space areas where permissible
	Identify open space areas where public access should be limited to focus on resource protection
	Other <input type="text"/>

**What ideas do you have to improve the City’s Open Space and Conservation resources and/or programs?**

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**TOPIC 7: Economic Development**

**GOAL:** Foster a vibrant and resilient economy and strong job base, benefiting from local education, community resources, and economic development policy, maintain strong tax base to support infrastructure and City services.

*Please consider the above Goal when selecting your answers below.*

**Which areas of economic development do you feel are the most important for the City?**

	<b>High Importance</b>	<b>Medium Importance</b>	<b>Low Importance</b>	<b>Not Important</b>
Retain and support existing businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attract and develop new businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support small businesses and entrepreneurs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support international business development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support the tourism industry (e.g., Destination Irvine)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support Greater Irvine Chamber of Commerce	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support varied workforce development (e.g., vocational training, education)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expand/add neighborhood-serving retail in existing neighborhoods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage public – private partnerships				

**What other ideas do you have to support economic development in Irvine?**

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**TOPIC 8: Public Services and Infrastructure**

**GOAL:** Ensure that sufficient water, sewer, utility, and other infrastructure systems are available that contribute to quality of life and health and safety; collaborate with public, private, and other agencies to provide or share in maximizing services.

*Please consider above Goal when selecting your answers below.*

**How important are the following community and infrastructure facilities?**

	<b>High Importance</b>	<b>Medium Importance</b>	<b>Low Importance</b>	<b>Not Important</b>
Transportation infrastructure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Neighborhood infrastructure (e.g., sidewalks, enhanced street lighting)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Libraries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alternative fueling stations (e.g., electric, hydrogen)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wireless communications facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**How important are the following public services?**

	<b>High Importance</b>	<b>Medium Importance</b>	<b>Low Importance</b>	<b>Not Important</b>
Drug prevention (e.g., DARE)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fire prevention	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drowning prevention	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Code enforcement (i.e., respond to City Municipal Code violation complaints)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drunk and distracted driving awareness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**What other ideas should the City consider to improve public services and infrastructure?**

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**TOPIC 9: Community Safety**

**GOAL:** Safeguard the community from natural and human-caused hazards in order to secure public health and safety, minimize disruption to the economy, and protect people and business from property and other loss.

*Please consider the above Goal when selecting your answers below.*

**Community safety programs can reduce the potential for loss of life, injuries, and property damage associated with natural and man-induced hazards. How important are the following community services?**

	<b>Importance</b>			
	<b>High</b>	<b>Medium</b>	<b>Low</b>	<b>No</b>
Consider strategies to address potential impacts from climate change (e.g., drought, energy use, natural hazards)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Create an emergency preparedness campaign	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Continue to support City policies that ensure good water quality and water resource conservation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fire prevention	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Earthquake preparedness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Orange County Fire Authority (OCFA) Active Community Education Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OCFA Drowning Prevention Program for water-related safety awareness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**In the event of a major emergency, are you aware of the actions you and your family would take regarding:**

**Evacuation**

**Yes    No**

**Long-term care of yourself and family if emergency resources were unable to respond due to widespread demand on emergency first responders**

**Yes No**

**What other ideas do you have that the City and/or its contracted partners (e.g., OCFA) should consider related to community safety?**

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## **TOPIC 10: Neighborhood Services**

**GOAL:** Preserve and enhance the character of Irvine’s neighborhoods, including their distinguishing design, identity and desirability through programs and activities that promote a high quality physical and social environment for residents. (This goal may be incorporated throughout other elements)

*Please consider the above Goal when selecting your answers below.*

**How important are the following neighborhood services?**

	<b>High Importance</b>	<b>Medium Importance</b>	<b>Low Importance</b>	<b>Not Important</b>
Preserve, and where necessary, revitalize the character of Irvine neighborhoods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offer neighborhood preservation and enhancement incentives (e.g., low cost home improvement loans, residential façade and landscaping improvement programs, neighborhood clean-up days with volunteer assistance).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide education on home maintenance and residential building code standards.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use City Code Enforcement (e.g., respond to City Municipal Code violation complaints) to ensure neighborhoods are safe and well maintained.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offer programs to support neighborhood cohesiveness (e.g., new neighbor club, block parties, neighborhood watch, and wildlife watch).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Do you have ideas for City programs or incentives that could help to maintain or improve Irvine neighborhoods? Are there programs or services that would benefit your neighborhood?**

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**10. Do you have any additional ideas that the City should consider related to the General Plan Vision Statement, Guiding Principles, goals or topical areas?**

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**11. If you would like to be notified when new General Plan project information is available, please provide your e-mail:**

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**12. What is your preferred communication method(s)? Check all that apply.**

- Telephone
- Fax
- Email
- Social Media (e.g., Facebook, Twitter, Instagram, Access Irvine Mobile, Next Door, You Tube)
- Other:

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**Thank you for taking the time to complete this survey.  
For more information, visit [www.irvine2035.org](http://www.irvine2035.org).**

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# General Plan Update

Irvine 2035



City Council  
August 28, 2018

# Contents

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1. Project Goals and Background
2. Summary of General Plan Survey 2 Results – Demographics and Topical Issues/Elements
3. Planning Framework – Vision, Guiding Principles, and Topic Areas

# General Plan

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- State-mandated document with required elements
- City's principal long-range policy and planning document guiding the development, conservation, and enhancement of Irvine



# Goals of Comprehensive Update

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- No changes in land use plan or approved development intensities
- Examine General Plan goals, objectives, and policies to ensure that high quality of life is maintained as the community matures and evolves
- Incorporate changes required by state law
- Consolidate elements and design the Update document to be user-friendly

# Considerations for Developing GPU

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- Public outreach
- Commission and City Council input
- Recently adopted policy guidance
- Staff knowledge of state planning law and experience in implementing General Plan through existing programs and services
- Consultant experience with developing General Plans for other jurisdictions

# Background

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- Extensive face-to-face stakeholder meetings and public outreach events (2016-2017)
- Initial Community Scan – Survey 1 (2016)
  - Focus: Community Characteristics and Goals
  - Results: Vision and General Plan topics
  - 1,370 Responses
- Refining our Direction --Survey 2 (2017)
  - Focus: Refine the Vision and General Plan topics
  - Results: Finalize the Vision and high-level GP Planning Framework
  - 892 Responses

# Survey relationship to GP Topics and Goals

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- Survey topic areas generally represent a functional element of General Plan
- Structure of topic areas is based on existing elements of General Plan
- Each topic area has an over-arching goal, consistent with the current General Plan
- Survey asked questions related to issues and concerns within each topic area

# 2017 Survey 2 Results

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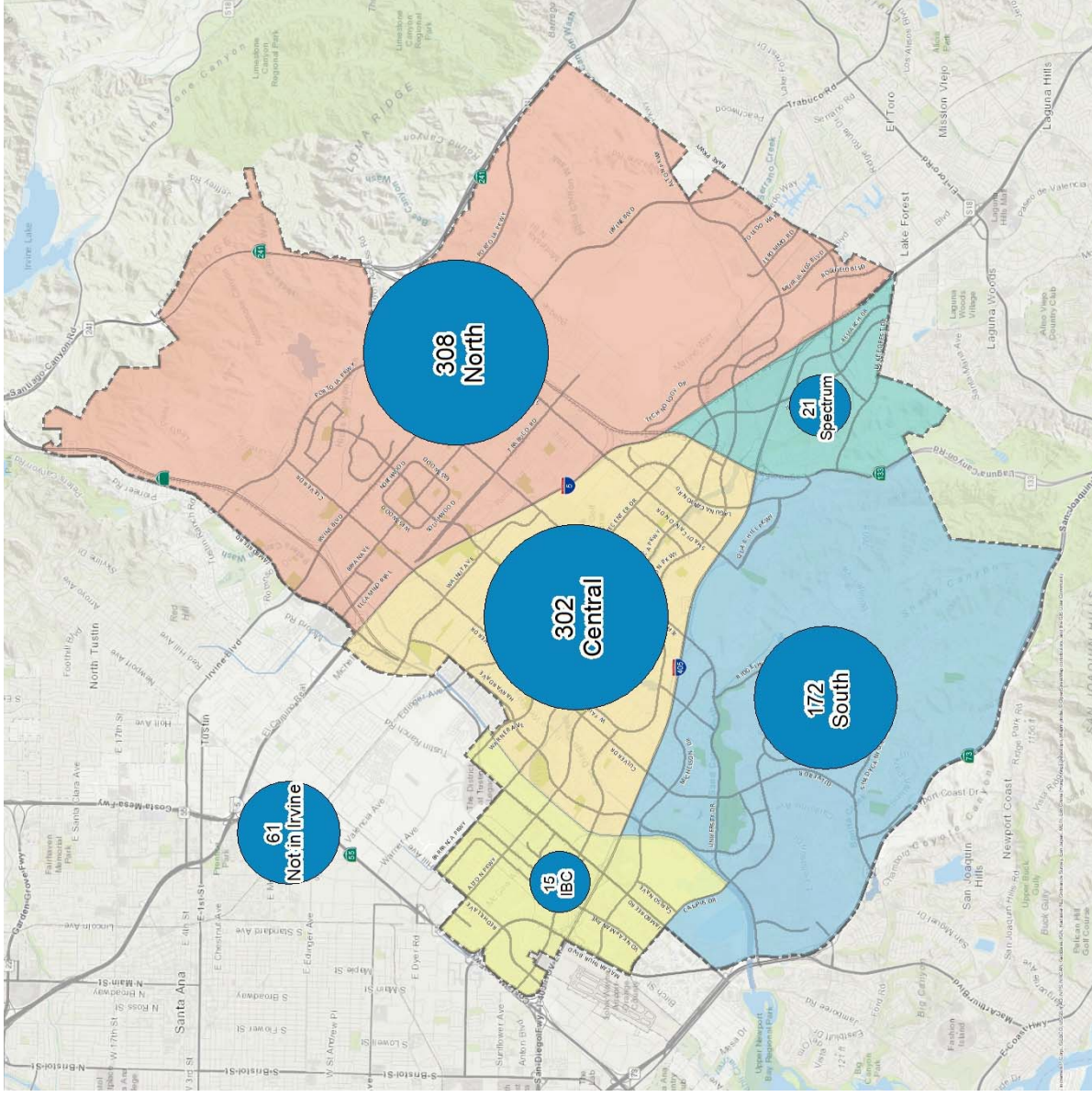
## Part 1: Demographics

- Age
- Gender
- Areas where participants live and work
- Housing tenure

# Where Participants Live

**90%**

of respondents live in Irvine

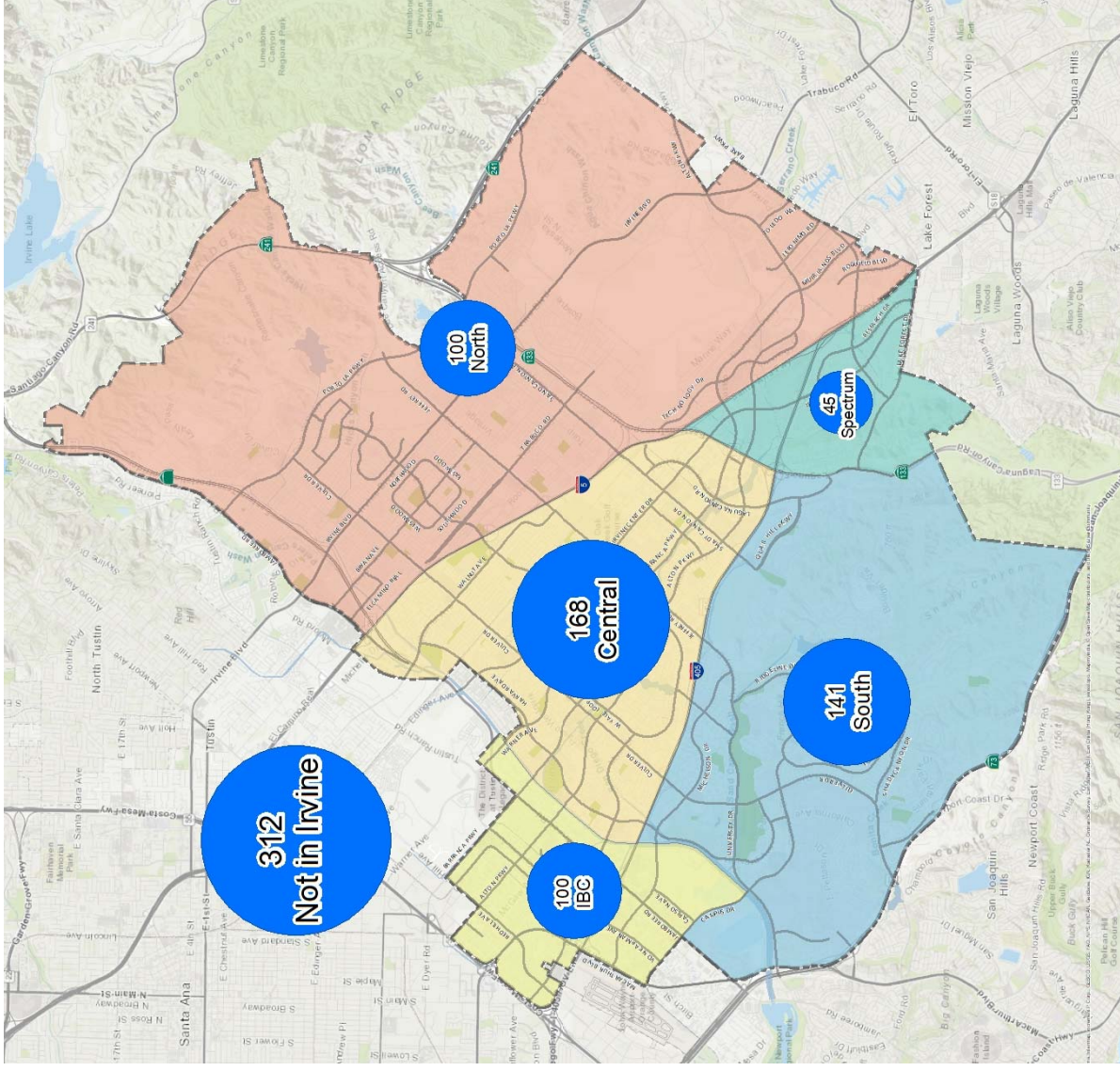


# Where Participants Work

**69%**  
of respondents work in Irvine\*

**61%**  
of respondents live AND work in  
Irvine

8 respondents skipped this question



# Survey Respondent Demographics

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- Over 65% of respondents are age 35-64 years old
- Approximately 78% of respondents are homeowners



# Survey Results

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## Part 2: General Plan Topics

*Respondents were asked to:*

1. Rank Guiding Principles
2. Prioritize or rank items within the 10 topics
3. Respond to open-ended questions

# Ranking of Guiding Principles

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1. Neighborhood preservation and enhancement
2. Focus on community
3. Environmental stewardship
4. Prudent fiscal management
5. Resource efficiency
6. Economic resiliency
7. Strategic investments
8. Robust civic participation

# Topic 1: Land Use, Design, and Preservation

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**GOAL:** Balance of carefully designed land uses that are complementary and benefit the community, that preserve and protect neighborhoods, and that accommodate buildings of exemplary quality and thoughtful site design of lasting value.



# Topic 1: Land Use, Design, and Preservation

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## High Priority

- Encourage implementation of land uses that balance and preserve surrounding neighborhoods (e.g., shops and services close to home)
- Effectively manage the density and intensity of development

## Medium Priority

- Preserve and revitalize older neighborhoods
- Preserve village character and identities
- Encourage implementation of suburban town centers/mixed-use hubs within or adjacent to existing residential villages

## Low Priority

- Ensure consistency and balance of architecture with neighborhood character

\*Priority levels were only ranked high, medium or low, participants were not asked to assign a numerical value to each.

# Topic 1: Land Use, Design, and Preservation

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## **Summary of Open Ended Responses:**

- Manage growth (apartments)
- Encourage diverse architecture
- Establish a thriving downtown area
- More mixed-use/neighborhood serving retail/services
- Encourage “walkable” retail
- Develop arts and culture identity

# Topic 2: Transportation and Mobility



**GOAL:** An efficient, safe, and diversified transportation system that maximizes the ability to move from origin to destination by offering a variety of attractive, well-designed, effective and safe roadway options for drivers, as well as for bicyclists, pedestrians and transit riders.

# Topic 2: Transportation and Mobility

1

Use latest technology and innovative measures to **alleviate traffic congestion**, enhance public safety and improve non-motorized mobility

2

Use innovative measures to **address neighborhood traffic safety** throughout the City

3

**Increase on-street and off-street bicycle and pedestrian infrastructure** (e.g., bicycle traffic signals, additional off-street trails, crosswalk flashing beacon signs)

4

**Increase transit service** and/or infrastructure (e.g., new bus routes, additional bus stops, dedicated bus lanes)

5

**Increase communication and education** channels **with the public** regarding the latest transportation-related improvements

# Topic 2: Transportation and Mobility

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## Summary of Open Ended Responses:

- High density/intensity developments and inadequate infrastructure increases traffic congestion
- Develop solutions to resolve traffic issues and increase safety (conventional and innovative strategies)
- Encourage, develop and educate the public on alternative transportation methods and green technology
- Better mass and public transit
- Increase pedestrian and bike connectivity throughout



# Topic 3: Housing



**GOAL:** Balance housing types that reflect a wide range of options by type, size, location, price, and tenure across all economic segments of the community.



# Topic 3: Housing

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## High Priority

- Family housing
- Work-force housing (e.g., housing for middle-income service workers)
- Offer a variety of types and sizes

## Medium Priority

- Senior housing
- Housing for persons with disabilities

## Low Priority

- Student Housing
- Other special needs housing (e.g., transitional)

\*Priority levels were only ranked high, medium or low, participants were not asked to assign a numerical value to each.

# Topic 3: Housing

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## Summary of Open Ended Responses:

- Stop building homes, especially high-density/mega apartments
- Encourage larger yards for homes
- Increase availability of affordable housing (ownership & rental)
- Allow for flexibility in design to increase affordability for different target markets
- Increase homeownership and owner occupancy rates
- Improve existing neighborhoods
- Eliminate boarding homes, short-term rentals and birthing centers
- Encourage mixed-use development in the IBC and Spectrum

## Topic 4: Parks, Recreation, and Human Services

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**GOAL:** Support community health and wellness with recreational resources and well-maintained parks/facilities, childcare services for varied age groups, quality education, and lifelong learning, and civic involvement for a diverse community; encourage public and private partnerships to maximize programs and services.



## Topic 4: Parks, Recreation, and Human Services

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### **Integrate by affirming and supporting direction:**

- Parks Master Plan 2017
- Children, Youth and Family Strategic Plan 2013-2018
- Child Care Study 2016
- Senior Services Strategic Plan 2012-2017

## Topic 4: Parks, Recreation, and Human Services

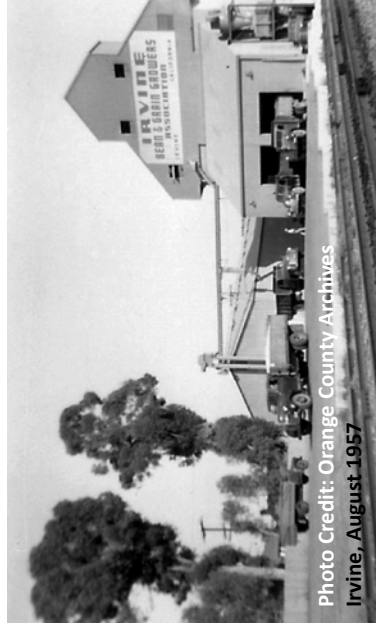
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### **Summary of Open Ended Responses:**

- Maintain and renovate parks at high level
- Add effective shade structures, exercise structures
- Encourage botanical gardens and museums (art, educational/cultural)
- Encourage live music venues
- Connect neighborhoods, parks, retail with pedestrian/bicycle trails and bridges
- Explore more variety and flexibility in park designs
- Lack of childcare options, including affordability

# Topic 5: Culture and Heritage

**GOAL:** Value and protect our cultural and historic resources; preserve heritage sites; and support a robust expression of arts and culture in education, the local economy, and the built environment.



## Topic 5: Culture and Heritage

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**73%** of respondents view **Historical Resources** as important (e.g., future Tomato Springs preserve, Old Town Irvine, Irvine Historical Society/Museum).

**76%** of respondents view **Arts Resources** as important (e.g., Irvine Fine Arts Center, Great Park Palm Courts Art Complex, The Irvine Museum).

**76%** of respondents view **Agricultural Heritage** as important (e.g., Irvine Ranch Historic Park, historical timeline along the Jeffrey Open Space Trail).



# Topic 5: Culture and Heritage

HOW IMPORTANT ARE THE FOLLOWING...	High Importance	Medium Importance	Low Importance	Not Important
<b>Historical Resources</b> (e.g., future Tomato Springs, Old Town Irvine, Irvine Historical Society/Museum)	37%	36%	18%	9%
<b>Arts Resources</b> (e.g., Irvine Fine Arts Center, Great Park Palm Courts Art Complex, The Irvine Museum)	40%	36%	17%	6%
<b>Agricultural Heritage</b> (e.g., Irvine Ranch Historic Park at Old Myford Road, historical timeline along the Jeffrey Open Space Trail)	39%	37%	18%	6%

# Topic 5: Culture and Heritage

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## **Summary of Open Ended Responses:**

- Support and promote Fine Arts Center
- Encourage art walks, live music and performances
- More community events, art galleries and festivals
- Feature public art in public and private spaces
- Partner with UCI on cultural education
- Build-out the Cultural Terrace at the Great Park
- Revitalize Old Town Irvine with outdoor entertainment and more restaurants

# Topic 6: Open Space and Conservation

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**GOAL:** Preserve open space areas and natural visual resources, conserve natural resources, protect wildlife, and provide balanced recreational opportunities in natural open space settings.



# Topic 6: Open Space and Conservation

- 1 **Expand trail systems** and related support amenities to allow for greater self-directed use of open access trails where compatible
- 2 **Add more hiking, mountain biking and/or wildlife viewing trails** in open space areas where permissible
- 3 **Provide free or low cost recreational programs** (e.g., hiking, biking, fitness classes) and educational/stewardship activities in dedicated open space preserve
- 4 **Improve existing and encourage new wildlife crossings** and linkages to better co-exist with wildlife
- 5 **Identify open space areas where public access should be limited** to focus on resource protection
- 6 **Increase interpretive programs**, including informational kiosks/signage that identifies plant and animal species, **at open space access points**

# Topic 6: Open Space and Conservation

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## **Summary of Open Ended Responses:**

- Continue to preserve existing open space areas
- Expand wildlife trails
- Offer free or low cost recreational programs to the public, especially youth
- Leave land available for agriculture

# Topic 7: Economic Development



**GOAL:** Foster a vibrant and resilient economy, strong job base and maintain strong tax base to support infrastructure and City services.

# Topic 7: Economic Development

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## High Priority

- Retain and support existing businesses
- Attract and develop new businesses
- Support small businesses and entrepreneurs

## Medium Priority

- Support international business development
- Support Greater Irvine Chamber of Commerce
- Support varied workforce development
- Expand/add neighborhood-serving retail in existing neighborhoods
- Encourage public-private partnerships

## Low Priority

- Support the tourism industry

\*Priority levels were only ranked high, medium or low, participants were not asked to assign a numerical value to each.

# Topic: 7 Economic Development

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## **Summary of Open Ended Responses:**

- Encourage small businesses by offering affordable rents
- Expand neighborhood-serving retail centers
- Balance of restaurants/stores/services
- Foster start-up culture and incubation labs for local college students
- Increase availability of childcare for residents and non-resident workforce. Encourage on-site childcare for employers



# Topic 8: Public Services and Infrastructure

**GOAL:** Ensure that sufficient water, sewer, utility, and other infrastructure systems are available that contribute to quality of life and health and safety; collaborate with public, private, and other agencies to provide or share in maximizing services.



# Topic 8: Public Services and Infrastructure

## High Priority

- Transportation infrastructure
- Fire prevention
- Neighborhood infrastructure
- Drowning prevention
- Libraries
- Drunk and distracted driving awareness
- Wireless facilities
- Drug prevention

## Medium Priority

- Alternative fueling stations
- Code enforcement

## Low Priority

- None

\*Priority levels were only ranked high, medium or low, participants were not asked to assign a numerical value to each.

# Topic 8: Public Services and Infrastructure

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## **Summary of Open Ended Responses:**

- Increase police traffic enforcement on streets
- Emphasize neighborhood traffic safety especially near schools
- Establish central state-of-the-art library with digital access
- More public transportation options
- Better cell reception with minimal aesthetic impact
- More choices for high-speed internet and cable service providers
- Reduce overcrowding in schools
- Implement school buses

# Topic 9: Community Safety

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**GOAL:** Safeguard the community from natural and human-caused hazards in order to secure public health and safety, minimize disruption to the economy, and protect people and business from property and other loss.

# Topic 9: Community Safety

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**At least 79%** of respondents identified each of the following safety priorities as important (ranked high and medium):

- City policies that ensure good water quality and resource conservation
- Earthquake preparedness
- Emergency preparedness
- Fire prevention
- OCFA Drowning Prevention Program for water-related safety awareness
- Orange County Fire Authority (OCFA) Active Community Education Program
- Strategies to address potential impacts from climate change

\*Safety priorities are provided alphabetically.

## Topic 9: Community Safety

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In the event of a major emergency,

**61%** of respondents have a family **Evacuation Plan**

**56%** of respondents reported they are **prepared to care for themselves and family** if emergency resources are unable to respond due to widespread demand on emergency first responders

# Topic 9: Community Safety

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## **Summary of Open Ended Responses:**

- Offer weekend education events for natural and manmade disasters at retail centers and community locations
- Encourage neighborhood-based emergency preparedness and survival training
- Use social media, videos and booklets to create relevant community safety messages
- Promote Community Emergency Response Teams (CERT) programs

# Topic 10: Neighborhood Preservation



**GOAL:** Preserve and enhance Irvine's neighborhoods, including their distinguishing identity and desirability through programs and activities that promote a high quality physical and social environment for residents.





# Topic 10: Neighborhood Preservation

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## High Priority

- Preserve and revitalize physical neighborhood character
- Offer neighborhood preservation and enhancement incentives
- Offer programs to support neighborhood cohesiveness

## Medium Priority

- Provide education on home maintenance and residential building code standards
- Use City Code Enforcement to ensure neighborhoods are safe and well maintained

## Low Priority

- None

\*Priority levels were only ranked high, medium or low, participants were not asked to assign a numerical value to each.

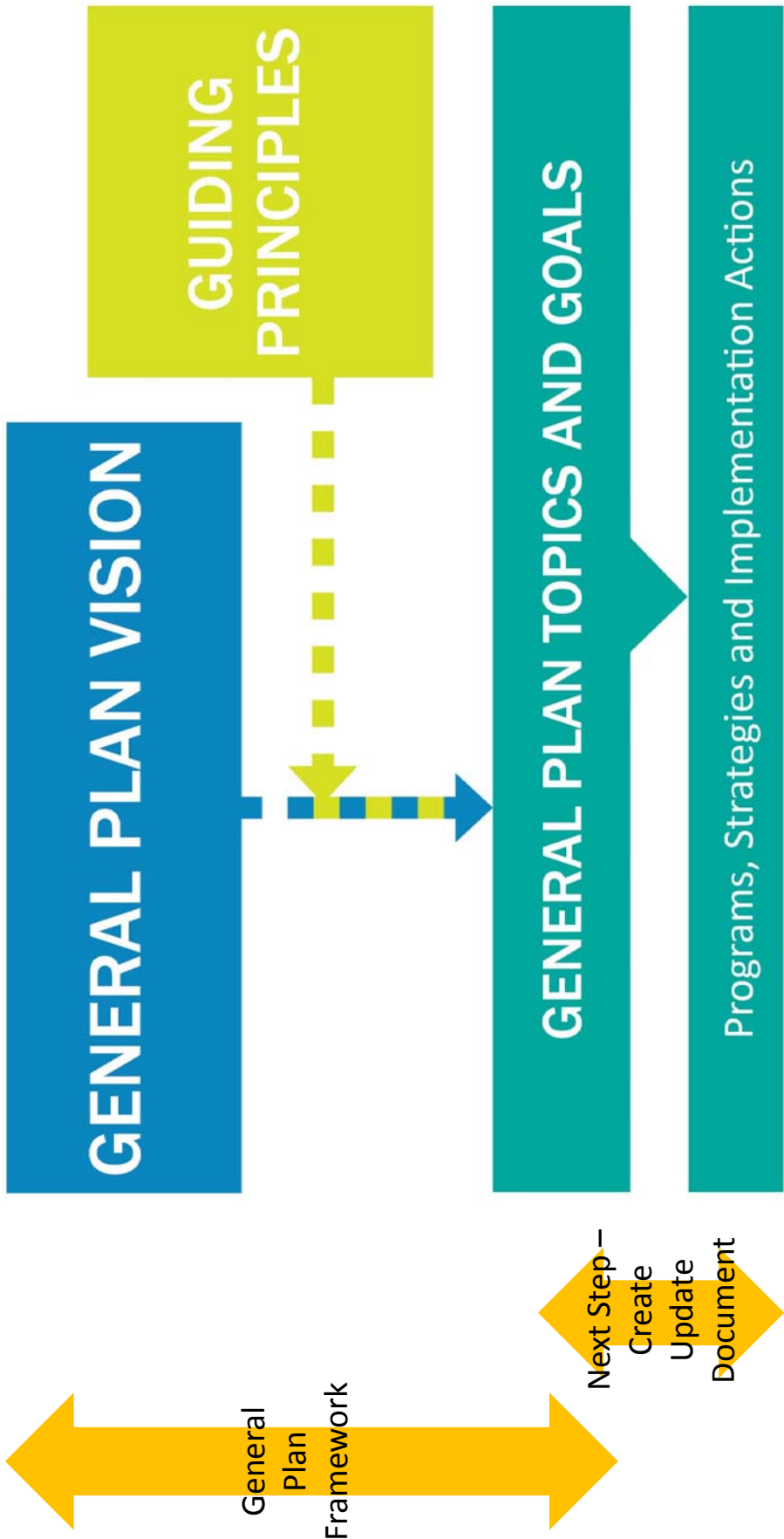
# Topic 10: Neighborhood Preservation

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## **Summary of Open Ended Responses:**

- Lead or collaborate with HOAs and management companies to encourage neighborhood preservation and enhancement, emergency preparedness, neighborhood safety, and community cohesiveness

# GP Planning Framework Diagram



# Vision

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Irvine is a **safe, secure, vibrant, beautiful and healthy community** renowned for its high quality of life. Our City offers a broad range of **quality neighborhoods, housing, and services** that support people of all ages and cultures. Parks, including the Orange County Great Park, are a valued asset for recreation purposes; preserved open space resources reflect our **commitment to the environment**. Trails connect our villages, open space and parks, and commercial centers. An **efficient circulation pattern** and range of transportation options allow people to travel easily throughout the City. We **value education, culture and arts**, and **community services**; our child-care centers, schools, institutions, and diverse programs reflect our commitment to these values. Our **robust economic centers** thrive on **innovation** and provide well-paying jobs and the long-term fiscal resources to **continually invest in our community**.

# Guiding Principles

- Over-arching decision-making criteria for developing the Update
- Survey participants were asked to rank in order of importance

1. NEIGHBORHOOD PRESERVATION & ENHANCEMENT
2. FOCUS ON COMMUNITY
3. ENVIRONMENTAL STEWARDSHIP
4. PRUDENT FISCAL MANAGEMENT
5. RESOURCE EFFICIENCY
6. ECONOMIC RESILIENCY
7. STRATEGIC INVESTMENTS
8. ROBUST CIVIC PARTICIPATION



# Framework Informs Update

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- Update document identifies goals, objectives, policies, and strategies based on Vision and goals established in Framework
- Use Framework, including Guiding Principles, to analyze existing General Plan objectives, policies, programs, strategies, and implementation actions
- Determine whether to keep, revise, discard, or develop new goals, objectives, policies, programs, strategies, and implementation actions