

# San Ysidro Community Plan Update

---

**DRAFT Public Outreach Strategy**

September 10, 2010

## 1.0 Overview

This Public Outreach Strategy establishes the public outreach program for the San Ysidro Community Plan Update being completed by the City of San Diego. The community outreach and participation component of the plan update is an ongoing collaborative process between community members, stakeholders and the City. The culturally sensitive, bilingual Community Outreach and Participation Program is designed to:

- Enhance community participation and input
- Integrate consensus building with planning process
- Strengthen Community Partnerships
- Provide learning opportunities to improve mobility, housing, recreation, access and quality of life issues for residents, businesses and visitors
- Gather and integrate community input and feedback

This Public Outreach Strategy includes an overview of the project, an assessment of stakeholders who may be interested in the study, and outreach methods used to engage stakeholders.

## 2.0 Outreach Methods

### San Ysidro Community Plan Update Advisory Committee (Update Committee)

The Community Plan Update Advisory Committee (Update Committee) will serve as the backbone for the community outreach effort. There will be monthly Update Committee meetings located in San Ysidro. The focus of the meetings will be to gather the community's initial comments, educate and inform the public on research and data collected, and discuss and incorporate the community's input into the plan update. Active participation by the Update Committee and other stakeholders will help minimize public discontent and promote community support for the process. Update Committee members will be asked to take information shared at each meeting back to their respective groups and relay information and concerns from their groups to the attention of the committee. These meetings will be open to the public and are meant to be inclusive and transparent. All meeting handouts, presentation materials and displays will be available in English and Spanish. The proceedings will include simultaneous language translation from English to Spanish using headset equipment. Meeting minutes and handouts will be posted in the City's San Ysidro Community Plan Update website. Identification and recruitment of Update Committee members began in April of 2010. The Update Committee meets monthly:

**When:** Second Wednesday of the Month  
**Time:** 6:00 p.m. – 8:30 p.m.  
**Location:** Willow Elementary – Multipurpose Room  
 226 Willow Road  
 San Ysidro, CA 92173

- Update Committee Meeting 1/Workshop 1– July 14, 2010: Kick Off Project and Goals and Issues (Meeting started at 5:30pm and was located at Casa Familiar's Civic and Recreation Center)
- Update Committee Meeting 2 – August 11, 2010: General Plan Principles and Opportunity and Constraints (Meeting started at 5:30pm)

- Update Committee Meeting 3 – September 8, 2010: Review Outreach Effort Community Plan Elements and Establishing San Ysidro Guiding Principles
- Update Committee Meeting 4/Workshops 2,3 &4/Last Day of Charrette– October 4, 5 & 13, 2010: Existing conditions findings, summary of outreach input and preliminary alternatives
- Update Committee Meeting 5 – November 10, 2010: Review charrette results
- Update Committee Meeting 6 – December 8, 2010: Historic Context
- Update Committee Meeting 7/Workshop 5 – January 12, 2011: Revised land use alternatives
- Update Committee Meeting 8 – February 9, 2011: Urban design and mobility
- Update Committee Meeting 9 – March 9, 2011: Parks and Open Space /Arts/Culture/Public Facilities
- Update Committee Meeting 10 – April 13, 2011: Economic Analysis
- Update Committee Meeting 11 – May 11, 2011: Facilities financing and implementation
- Update Committee Meeting 12 – June 9, 2011: Community Plan documentation

### Community Workshops

- Update Committee Meeting #1/Workshop #1– Kick Off Project and Goals and Issues (Meeting started at 5:30pm and was located at Casa Familiar’s Civic and Recreation Center)
- Charrette Day 1 – Kick Off of the Charrette – Present Existing Conditions – Walk Audit
- Charrette Day 2 – Discuss Initial Concepts
- Update Committee Meeting # 4/ Charrette Day 3 – Present findings and refined concepts
- Mobility
- Design
- Implementation

### Stakeholder Interviews

Stakeholders include local residents, businesses, property owners, non-profits, and government agencies that live, work, and/or serve in San Ysidro. Stakeholders are asked open ended questions to help the Update Team identify issues of concern with the community.. The Interviews were held in San Ysidro on Monday, June 14<sup>th</sup> and at the City Administration Building in downtown San Diego on Tuesday, June 15<sup>th</sup>. These interviews allowed the Update Team to engage community members early in the process to gather their thoughts on San Ysidro and provided an opportunity to address those persons or organizations that are most outspoken on the complex and controversial issues of the plan update; and will also allow for the less vocal individuals and groups to have their opportunity to speak-up and be heard in a small non-threatening environment.

The following topics were discussed at these interviews:

- Vehicular and Pedestrian Traffic Concerns
- Infrastructure Needs (e.g. lighting, stormwater drainage, sidewalks)
- Economic Development Potential
- Public Safety Concerns (e.g. gangs, drugs, homelessness, gambling)
- Preferred Design Themes
- Unmet Community Needs
- Existing Community Barriers

The findings identified in these stakeholder meetings were presented at the second community meeting to initiate additional feedback from attendees.

**Charrette (Workshops #2,3,4)**

The Charrette will be a three-day inclusive process that is designed to produce successful planning strategies for complex, contentious, and difficult design and planning projects such as this one. In this cross-disciplinary (urban planners, landscape architects, architects, traffic, environmental, and economic professionals), collaborative, and vision-driven approach, the consultant team will work with the City to prepare for and assist with the facilitation of an extended effort that uses continual feedback loops as a method to focus in on the most promising solutions.

Child-specific charrette exercises will encourage children to share their views of their community, what they like most of San Ysidro and what they would like to see more of in San Ysidro. By involving children we are also able to create an opportunity to raise awareness and interest amongst their parents.

Charrette Principles to be applied:

- Involve the community from the beginning.
- Educate participants on urban design theory and practice.
- Contribute team member skills and functions essential to address technical challenges.
- Maximize continuous feedback and communication for increased exchange of information and learning.
- Time-Compress work to intensify the work effort and solutions.
- Provide multiple, short feedback cycles (maximizing community input).
- Analyze, test, and refine all ideas, concepts, and designs at critical points in the process.
- Build on the work completed during the inventory and analysis phase.

The Charrette schedule includes three evening workshops and a walk audit. The Charrette will be hosted at Willow Elementary and the tentative schedule is:

**Day 1:****Monday, October 4<sup>th</sup>**

Walk Audit (10am to 12pm)

Charrette Kick Off (6:00 – 8:30pm)

Existing Conditions

Findings to date

**Day 2:****Tuesday, October 5<sup>th</sup>** (6:00 – 8:30pm)

Develop Preliminary Alternatives

Discuss initial concepts

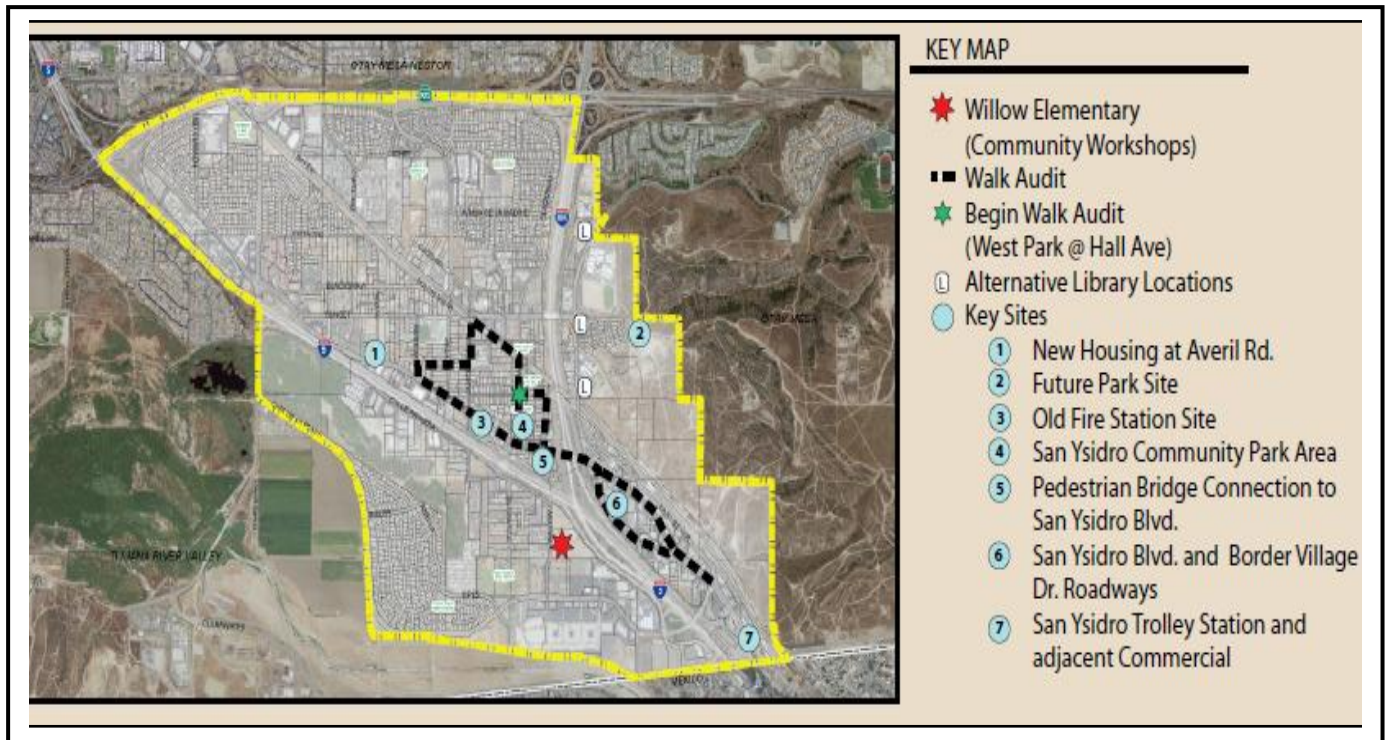
**Day 3:** (Joint meeting: Last day of Charrette and regularly scheduled SY Update Committee meeting)**Wednesday, October 13<sup>th</sup>** (6:00 – 8:30pm)

Refine Preliminary Alternatives

Present charrette findings and gather input on refined concepts

**Walk Audit / Day 1 of Charrette**

The project team in conjunction with the Update Committee will conduct an interactive walking audit of the San Ysidro commercial area within the Pilot Village and the Border Commercial area east of I-5. Key design team members, Update Committee members, City staff, and interested members of the public will be invited to attend this walk audit. Each participant will be provided with a base map or aerial photo to make comments. The objective of this audit/tour is to become intimately familiar with the commercial district to evaluate site constraints and discuss potential solutions.



**Visual Preference Survey**

Public Workshop #4 will include a hands-on visual preference survey while developing Urban Design Guidelines as part of the Urban Design Element to identify community issues and conduct a visual preference survey in order to gain a sense of the participants’ preferences on the architectural character of future development in the commercial area, i.e. building materials, streetscape improvements, massing and scale of development, etc. The visual preference survey will be conducted using remote control devices that allow for instant polling on the selected topic or image.

**Community Survey**

A community-wide survey will be conducted in order to gain a better understanding of the San Ysidro community environment as well as issues, concerns, and make up. The survey will be conducted in English and Spanish to ensure maximum community participation. Surveys may be distributed by mail, email surveys, and/or available on the project website and a summary of results will be provided. The goal is to provide the community with information/background, promote community awareness of the San Ysidro Community Plan Update, and gather information.

### **Student and School Participation**

Reaching out to parents through their children is a strategic method of increasing attendance to community meetings and workshops. To achieve this, outreach will be conducted at the following eight San Ysidro schools (4 - Elementary (K-6), 2 (K-8), 1 Middle, 1 High) through take-home newsletters and informational materials. San Ysidro High School students will participate in the community plan update via a civics class project that engages young adults and encourages parents and peers to participate and benefit from civic, educational and community engagement. Schools within San Ysidro include:

- Beyer Elementary School
- La Mirada Elementary School
- Smythe Elementary School
- Sunset Elementary School
- Willow School (K-8)
- San Ysidro Middle School
- San Ysidro High School

### **San Ysidro High School Civics Project**

A class project will be created that engages and introduces high school civics students to the San Ysidro Community Plan Update process. The objectives are to encourage students to participate in the community plan update, provide their input, and encourage parents and peers to participate throughout the process, and ultimately benefit from civic, educational and community engagement.

**Website** (<http://www.sandiego.gov/planning/community/cpu/sanysidro/>)

A project website has been established to keep the community informed of the update process. Meeting notices, project schedule, PowerPoint presentations presented at key meetings, and project materials will be available for review at this site.

### **Visual Displays**

Maps and other graphics, such as urban design renderings, will be provided at community meetings to help facilitate dialogue and help communicate ideas. Once a preferred land use alternative is developed a display will be available at the public library for community members to review and comment at their leisure.

### **Noticing**

Each meeting and workshop is noticed. Notices are mailed and emailed no later than one week before the regularly scheduled meeting. In addition, a meeting agenda is emailed to the email distribution list prior to the meeting. Local and regional publications will also be asked to run meeting notices and feature stories on the Plan Update. The Notices, Agendas and Meeting Summaries are all provided in English and Spanish at the meetings and are posted on the Plan Update's website.

### **CEQA**

The Community Plan Update process requires environmental review. A Program level EIR will analyze the draft community plan. The EIR has its own required public outreach effort including a Scoping Meeting and a meeting to collect comments from the Public Draft EIR.

**Plan Adoption Public Meetings**

To adopt the community plan, Planning staff is responsible for scheduling public hearings and presenting the plan to the decision makers. The Land Development Code identifies community plan updates as a “Process 5” decision, which requires a recommendation from Planning Commission and a final decision by City Council. Prior to an adoption hearing, Planning staff should seek a formal recommendation from the community planning group. In addition to the Planning Commission and City Council, other boards and committees may review the draft plan. These hearing bodies include:

- Historic Resources Board
- Planning Commission
- Land Use & Housing Council Committee
- City Council
- Redevelopment Agency
- California Coastal Commission

**Other Community Outreach**

The City encourages local community organizations, residents, business owners and other agencies to reach out to their community and help spread the word and participate in the Update process. Additional flyers, notices and materials can be requested from staff for distribution.

# SAN YSIDRO COMMUNITY PLAN UPDATE

## PUBLIC OUTREACH STRATEGY TABLE

