

Southeastern San Diego And Encanto Neighborhoods Community Plan Update

Public Outreach Strategy

October 2012

1.0 Overview

This Public Outreach Strategy establishes the public outreach program for the Southeastern San Diego and Encanto Neighborhoods 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

Southeastern San Diego and Encanto Neighborhoods Community Planning Groups

The Community Planning Groups will serve as the backbone for the community outreach effort. There will be regularly scheduled Update Committee meetings located in both the Southeastern San Diego and Encanto Neighborhoods communities. 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 Planning Group members and other stakeholders will help minimize public discontent and promote community support for the process. Planning Group 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 Southeastern San Diego and Encanto Neighborhoods Community Plan Update websites.

During its regularly scheduled meeting time, the Encanto Community Planning Group will spend approximately six meetings focusing on the Community Plan update. This may include sessions on community visioning, planning for community-wide workshops, discussing key policy topics, and reviewing and revising drafts of the plan update.

ENCANTO NEIGHBORHOODS

Planning Group: Encanto Neighborhoods
When: Third Monday of the Month
Time: 6:30 p.m. – 8:30 p.m.
Location: Jacobs Center, 404 Euclid Avenue, San Diego, CA

SOUTHEASTERN SAN DIEGO

Planning Group: Southeastern San Diego
When: Second Monday of the Month
Time: 6:00 p.m. – 8:00 p.m.
Location: 841 South 41st Street, San Diego, CA

Community Workshops

Community-wide workshops will be held in each community at approximately three key stages in the process: during initial issue understanding and visioning; when options are evaluated; and during plan and policy development. Workshop results will be documented and made available online. We want community members to know that their input has been recorded and is being considered in the planning process.

Decision-Maker Workshops for both Community Plans:

Decision-makers will be involved at key stages in the process to ensure that their input is gained at the outset and that there are no surprises when the plans are presented at hearings for adoption. Approximately seven meetings/hearings are anticipated with the Planning Commission, Historical Resources Board, and Park and Recreation Board.

Stakeholder Interviews

Stakeholders include local residents, businesses, property owners, non-profits, and government agencies that live, work, and/or serve in the Southeastern San Diego and Encanto Neighborhoods. Stakeholders are asked open ended questions to help the Update Team identify issues of concern with the community. The Interviews will be held in both communities during the Fall of 2012. These interviews will allow the Update Team to engage community members early in the process to gather their thoughts on both communities and provide 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 will be discussed at these interviews:

- Vehicular and Pedestrian Traffic Concerns
- Community Health and Safety
- Furthering Sustainability Goals and Objectives
- 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 will be presented at the second community meeting to initiate additional feedback from attendees.

Community Audit

The project team in conjunction with the two Planning Groups will conduct approximately two interactive community audits in each of the two neighborhoods (four total): Southeastern San Diego and Encanto Neighborhoods. Key design team members, planning group members, City staff, and interested members of the public will be invited to attend this community audit. Each participant will be provided with a base map or aerial photo to make comments. The objective of this audit is to become intimately familiar with the communities to evaluate site constraints and discuss potential solutions.

Community Surveys

Two community-wide surveys will be conducted by City staff in order to gain a better understanding of the Southeastern San Diego and Encanto Neighborhoods community environments as well as issues, concerns, and make up. The surveys 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 Southeastern San Diego and Encanto Neighborhoods Community Plan Update, and gather information.

Website

A project website will be 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.

Plan Adoption Public Meetings

To adopt the community plan, City 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 two recognized community planning groups. 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

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.

Community outreach efforts may be conducted at local events such as:

- JcNI sponsored community events including:
 - Arts and Culture Fest
 - Samoan Fest
 - Jazz at the Creek
 - Fiestas Patrias Celebration
 - Chamorro Cultural Fest
 - Youth Town Hall Meetings
 - Lao New Year
 - Somali American Cultural Fest
- Coalition of Neighborhood Council Meetings
- Family Health Nights
- Latino Music Festival
- Soap Box Derby
- Dia de Los Muertos
- Town Council Meetings