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City Launches New Digital Tool to Encourage More Public Engagement in Community Planning Process

CLAIREMONT RESIDENTS WILL BE FIRST TO USE TOOL TO PROVIDE INPUT ON WHERE THEY WOULD LIKE TO SEE SMART GROWTH AND HOUSING BUILT IN THEIR COMMUNITY

SAN DIEGO – Following Mayor Kevin L. Faulconer’s call on San Diegans to say “Yes” to more housing opportunities to tackle the statewide housing crisis, the City of San Diego today launched a new digital engagement tool to encourage more participation from residents in the community planning process.

“We need more housing in San Diego to make sure that our children and grandchildren can afford to raise their own families in the city they grew up in,” Mayor Faulconer said. “With this new tool, residents can tell City planners exactly where they would like future development to go and what they want it to look like. We want to make sure we are giving folks every opportunity possible to make their voices heard.”

Until now, residents would have had to attend community forums and workshops in person to engage in the community planning process. This new digital tool, which supplements those traditional outreach methods, allows city planners to collect more data and feedback by allowing residents to make their voices heard in a digital format at their convenience.

Residents in Clairemont will be the first to use the new digital tool as part of the community plan update underway for the area. Users will be asked to specify their priorities for future development in eight areas near future Mid-Coast Trolley stations and transportation corridors, including additional residential housing and commercial development. Users are required to identify a minimum of 5,000 new housing units – 40 percent of which will be located near three new Mid-Coast Trolley stations. The engagement tool is available via computer or mobile phone at www.clairemontplan.org/online-community-engagement-tool.

“The new online community engagement tool will give residents and business owners who typically are unable to attend meetings and workshops the ability to participate in the community planning process,” said City Planning Director Mike Hansen. “It will also allow us to gain valuable input from San Diegans on planning their neighborhoods. We hope everyone takes advantage of this useful application.”

City planners look forward to incorporating this new tool into the planning process as they continue to update community plans – the blueprints for growth throughout the city. Twelve community plan updates have been completed since Mayor Faulconer took office in 2014 – compared to the previous decade in which only a single update was finished. Seven others are underway for Pacific Beach, Linda Vista, Mission Valley, Kearny Mesa, Clairemont, Mira Mesa and University Community.

During his annual State of the City speech last month, Mayor Faulconer called for changing the attitude toward new housing from NIMBY (“not in my backyard”) to YIMBY (“yes in my backyard”) to tackle the statewide housing crisis. He outlined radical housing reforms to be introduced later this year that will eliminate many of the obstacles – parking requirements and height restrictions to name a few – that lead to higher costs and hinder growth.

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