



Environmental Justice Outreach and Engagement Plan



Table of Contents



Overview / 1



What Has Been Done So Far? / 1

Building Awareness / 2

About the Survey / 3

Key Findings / 3



What's Next? / 5

Identify the Audience(s) / 5

Outreach & Engagement Strategy / 6

Schedule of Events / 11

Project Timeline / 16



How Do I Stay Involved? / 17



Overview

The development of the Environmental Justice Element will rely on inclusive community input to inform the development of goals, policies, and objectives. The Outreach and Engagement Plan has been developed to better communicate opportunities for public input and gather feedback from partners on opportunities to better engage the public. The Plan provides an overview of engagement that has been conducted up to this point, a projected timeline, types of activities that may be conducted with community partners, and the overall strategy for outreach and engagement.



What Has Been Done So Far?

- Building Awareness
- About the Survey
- Key Findings

The City of San Diego's Planning Department conducted initial outreach and engagement to build awareness around the Environmental Justice Element. This section summarizes activities conducted to build awareness and a high level overview of survey participation and key findings—up to this point in the process.

The online survey encompassed two questions that presented environmental justice issues and several more questions that captured the demographics of respondents. The first question sought to identify and prioritize environmental justice issues

being experienced by San Diego residents based on topics that will be covered in the Environmental Justice Element. The second question focused on broadening understanding of environmental conditions impacting communities. Demographic questions helped identify gaps and opportunities to broaden engagement. Together, these efforts will further inform engagement materials and activities to support and expand the reach of this initiative.

Building Awareness

What Has Been Done So Far?



Community Group announcements & presentations.

23
Meetings



Stakeholder Outreach, introductions, and conversations.

18
Organizations

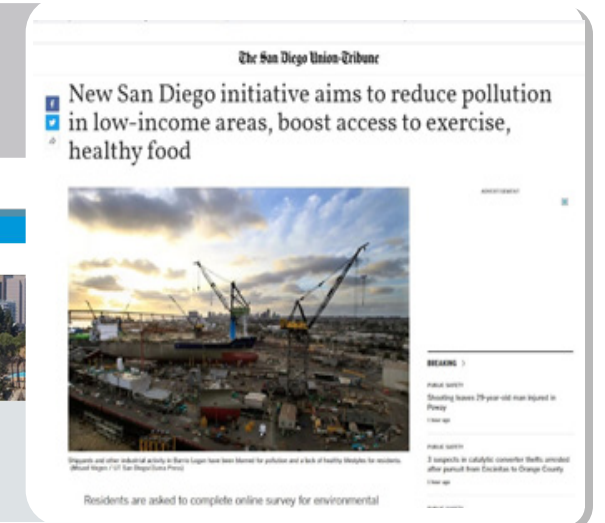


Attendance and Participation in meetings for promise zone, climate equity stakeholders, and portside steering committee.

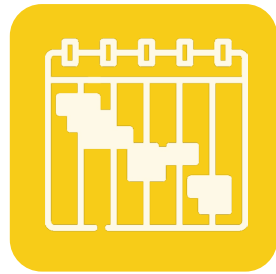


Outreach at Libraries across San Diego.

Sharing Information through traditional and social media outreach.



About the Survey



**Nov 2020 -
June 2021**

The survey was live from November 2020 to June of 2021.



**Available in
10 Languages**

English, Spanish, Vietnamese, Mandarin, Tagalog, Arabic, Somali, Swahili, Korean, and Burmese.

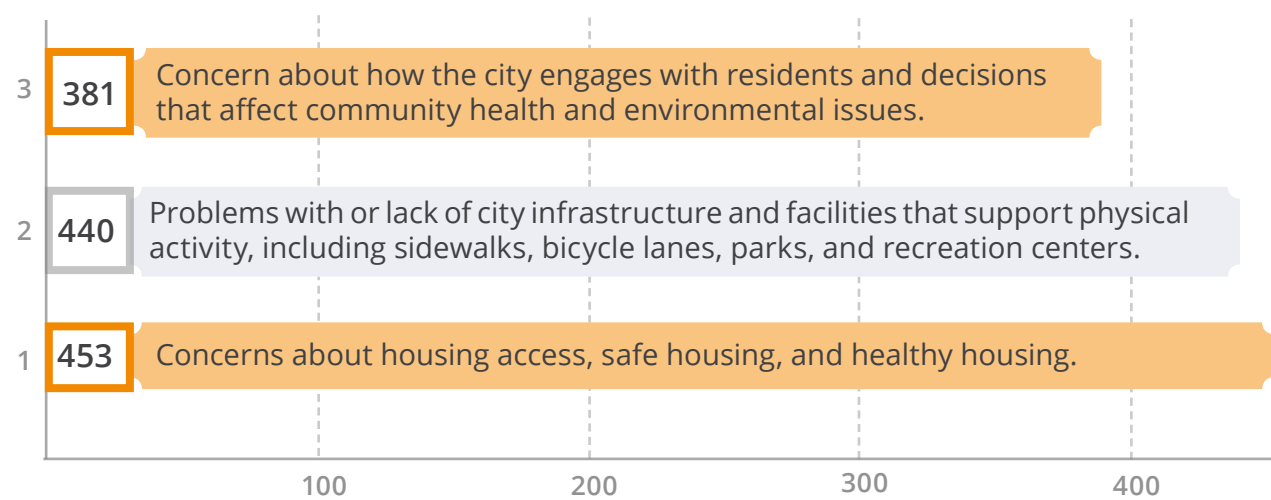


**835
Responses**

A full survey report is available on the project website.

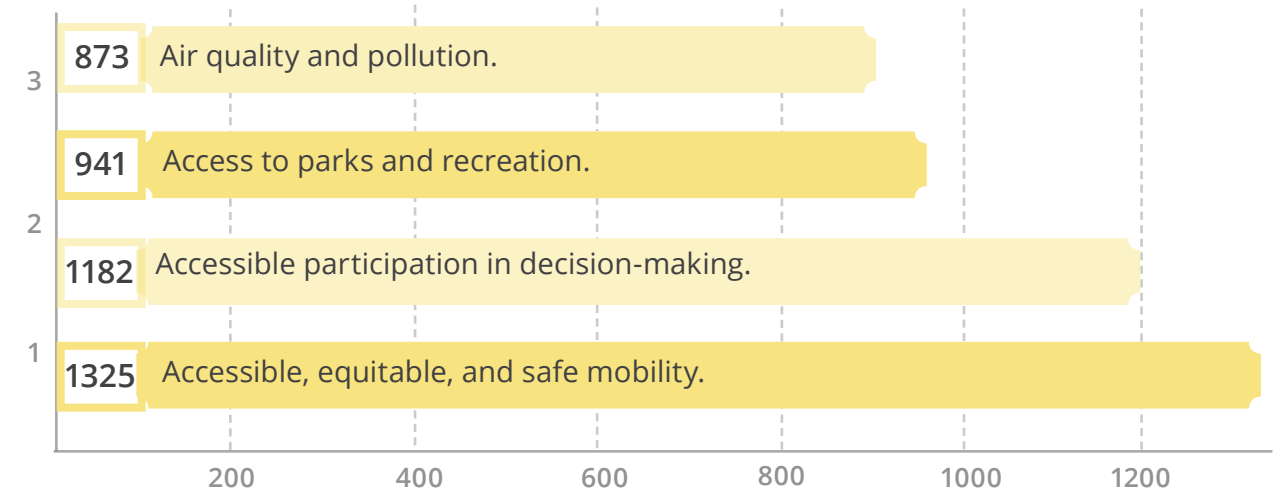
Key Findings

TOP 3 environmental issues:

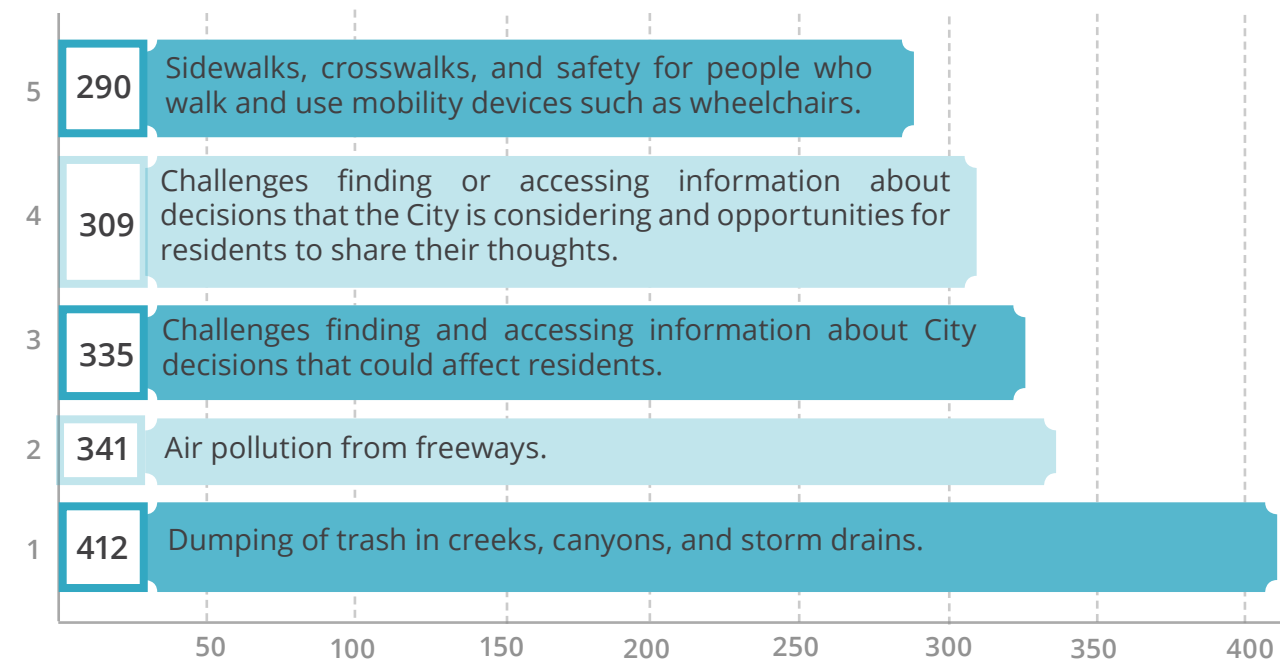


What Has Been Done So Far?

TOP 4 categories summarizing environmental conditions impacting health and livability:



TOP 5 most commonly reported environmental conditions:





What's Next?

- Identify the Audience(s)
- Outreach & Engagement Strategy
- Schedule of Events
- Project Timeline

Identify the Audience(s)

There are several audiences that will be engaged throughout this process.

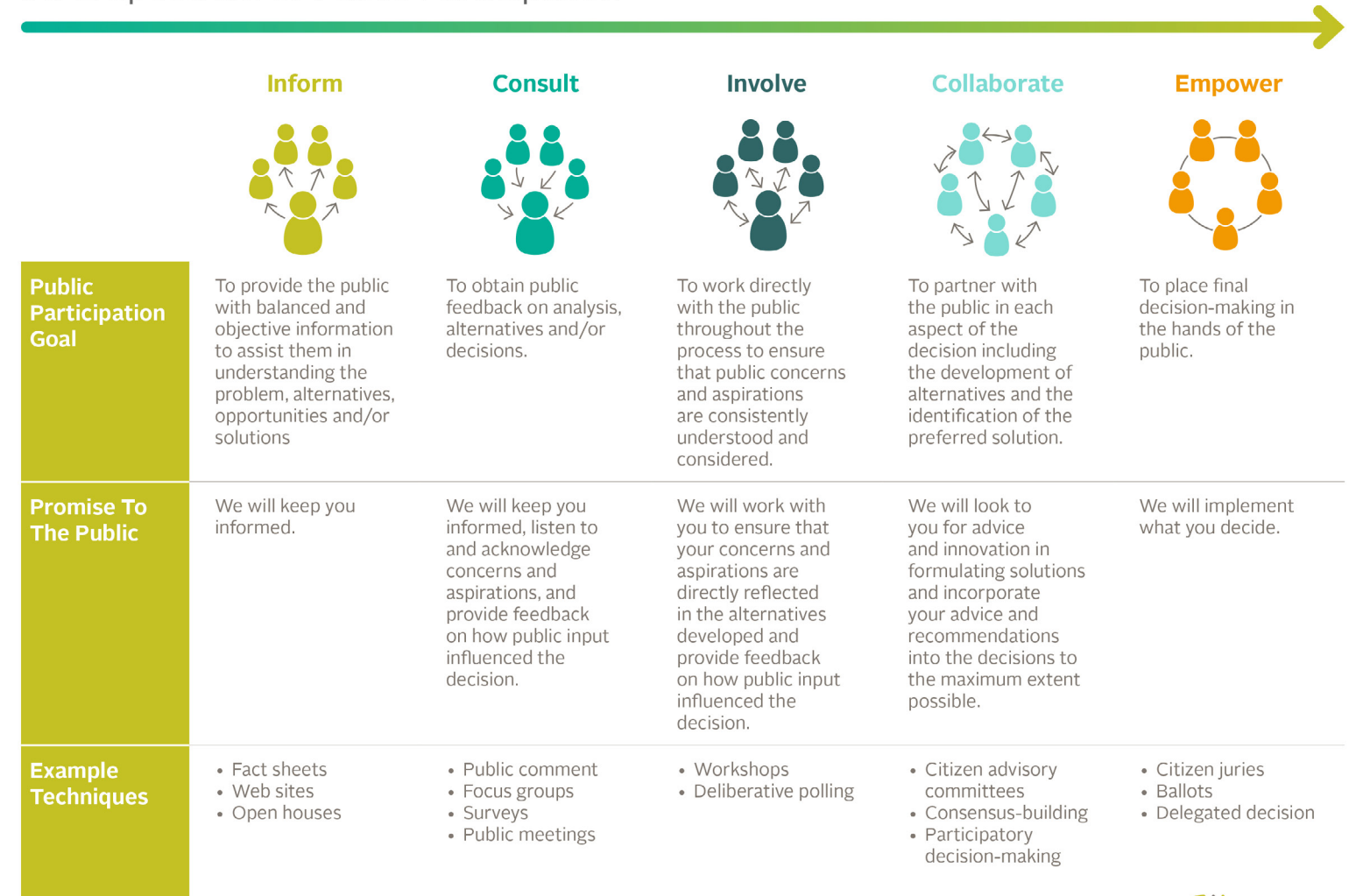


Outreach & Engagement Strategy

What's Next?

The IAP2's Spectrum of Public Participation, developed by the international association for public participation, helps identify the level of participation by the public. This tool is used globally and is commonly found in plans for engaging the public in different activities. Where each engagement type and event falls on the spectrum has been identified to ensure a well-balanced mix of opportunities to engage is provided.

IAP2 Spectrum of Public Participation



Adapted from: International Association for Public Participation, Canada



Outreach & Engagement Strategy

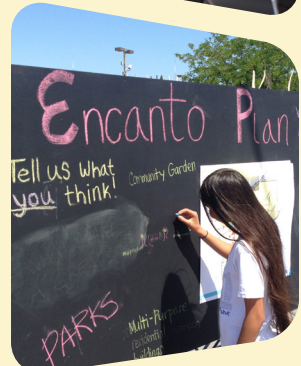
A variety of methods will be used to reach stakeholders to share and receive feedback on issues related to environmental justice. This section outlines the outreach and engagement plan for the Environmental Justice Element.



Partner with Community-Based Organizations (at least 5)

Collaborate **Involve**

The City will partner with community-based organizations (CBOs) to inform and support the development of the General Plan Environmental Justice Element.



Collaborate on Project Outreach and Engagement Plan

Collaborate **Involve**

Input from CBOs and non-profits will be incorporated into the Environmental Justice Element Outreach and Engagement Plan to support a strategy that is equitable, culturally competent, and effective.



Support Area-Specific Engagement Activities Lead by CBOs

Collaborate **Involve**

The City will work closely with selected CBOs on outreach efforts and engagement activities to gather feedback, with the goal of reaching those most impacted by unique and compounded health risk.

Host Cross-Collaboration Event

Collaborate **Involve**

The City will convene a meeting and/or workshop fostering coordination and planning collaboration between organizations working to advance environmental justice in San Diego. This event will help identify opportunities to coordinate programs and implementation activities.

What's Next?

Design & Facilitate Community and Stakeholder Events (at least 4)

Involve

A variety of interactive and inclusive events will be hosted by the City throughout the life of the project to further obtain input from community stakeholder.

Pursue Pop-up Outreach Opportunities

Involve

The project team will host a booth at various community events to make information more accessible and reach community stakeholders to share more about the City's efforts to advance environmental justice.

Present at Public Hearings

Consult

Feedback gathered will be incorporated into the Draft Environmental Justice Element, which will then be presented at various Commissions and City Council for consideration and adoption. The public is invited to all public hearings to share additional information and listen to ongoing discussions around this initiative.

Provide Informational Materials

Inform

A variety of informational materials will be developed to easily learn more about the Environmental Justice Element and foster a transparent process. These materials include but are not limited to:

- Project Website
- Story Map
- Fact sheet
- PowerPoint presentation(s)
- Newsletter article(s)



Outreach & Engagement Strategy

ENGAGEMENT PARTNERS

The City of San Diego has partnered with five community-based organizations (CBOs) to ensure the community engagement is inclusive and meaningful to people of all age groups and abilities. They will help gather feedback on the topics that the Environmental Justice Element will cover with a series of community pop-up events, workshops or meetings, bike rides or walks and community clean-up events. The CBOs were selected through an equitable application process, and an overview of this work is provided below.



Bayside Community Center is a non-profit organization working to empower its diverse community to improve quality of life through services, education, and advocacy. Bayside predominantly serves the Linda Vista community and surrounding neighborhoods.

Bikes Del Pueblo



Bikes Del Pueblo is an educational bicycle co-op empowering marginalized and under-supported communities through bicycle maintenance workshops that provide access to tools, parts, and in-person assistance.



Casa Familiar is a non-profit organization whose mission is to enhance quality of life for people living in underserved and underrepresented communities.



City Heights Community Development Corporation is a non-profit organization whose mission is to partner with residents in enhancing the quality of life in City Heights. The organization strives to build an inclusive and equitable community that embraces diversity, creates opportunities for all, and connects individuals to each other.



The Urban Collaborative Project is a nonprofit organization advocating for equity in the under-resourced areas of Southeastern San Diego by building capacity for local residents to overcome community disparities together in the areas of health, housing, art, transportation and infrastructure.

Outreach & Engagement Strategy

ENGAGEMENT TACTICS

A multifaceted approach will be used to ensure various ways of community involvement and empowerment to facilitate the development of the Environmental Justice Element. The various engagement tactics that will be deployed are described below.



Clean-up events identified will offer an opportunity to discuss environmental justice issues as community members come together to improve their neighborhood's cleanliness and aesthetics.



Walks and bike rides planned will create an opportunity to discuss and identify surrounding environmental justice issues that can be uplifted by the Environmental Justice Element.



Workshops and meetings will facilitate open discussions and knowledge-sharing around relevant environmental justice topics, ensuring that community members have a platform to voice their ideas and concerns.



Pop-up events will also be organized at established events to meet the community where they are to gather input on environmental justice issues.

TOPICS COVERED

The City of San Diego's Environmental Justice Element will focus on the topics listed below. To hear from community members in areas most impacted by compounded health risks, various events will be held by each of the CBOs to help inform the goals, objectives, and policies related to each topic—advancing environmental justice across the city.



Active Play



Safe and Healthy Homes



Public Facilities and Infrastructure Prioritization



Civic Engagement in the Public Decision-Making Process



Promoting Healthy food Access



Pollution Exposure and Air Quality

Schedule of Events City Heights CDC

The events that follow are listed by organization and were selected with the idea of connecting with community members at places, events, or established meetings that people already plan to attend.

Event	Topic	Approach	Strategy
Friday, October 06, 2023 12:30 PM - 1:30 PM Little East Africa (50th and University Ave.)			Collaborate Involve
City Heights Built Env Team Meeting Thursday, October 19, 2023 5:30 PM Online			Collaborate Involve
Transit Station Pop-up Event Thursday, November 02, 2023 4:00 PM - 6:00 PM City Heights (54th St & El Cajon Blvd)			Collaborate Involve
City Heights Built Env Team Meeting Thursday, November 16, 2023 5:30 PM Online			Collaborate Involve
City Heights Task Force Public Meeting Tuesday, November 21, 2023 5:00 PM - 7:00 PM Metro Villa Aparments Community Space			Collaborate Involve
El Cajon Blvd Transit Plaza Pop up Event Tuesday, December 05, 2023 4:00 PM - 6:00 PM 2645 Ulric Street, San Diego, CA 92111			Collaborate Involve
City Heights Built Env Team Meeting Thursday, December 21, 2023 5:30 PM - 8:00 PM Online			Collaborate Involve

Schedule of Events Bayside Community Center

Event	Topic	Approach	Strategy
Food Distribution Friday, October 20, 2023 8 AM Bayside Community Center			Collaborate Involve
Linda Vista Farmers Market Pop up Event Thursday, October 26, 2023 2:00 PM - 7:00 PM 6939 Linda Vista Road, San Diego, CA			Collaborate Involve
Senior Lunch Tuesday, October 31, 2023 11:00 AM - 12:30 PM Bayside Community Center			Collaborate Involve
Linda Vista Community Clean Up Sunday, November 05, 2023 10:00 AM - 12:00 PM Linda Vista Branch Library			Collaborate Involve
Linda Vista Collaborative Meeting Wednesday, November 15, 2023 3:00 PM - 4:00 PM Online			Collaborate Involve
EJ Walk and Discuss with Leaders in Action Sunday, November 17, 2023 10:00 AM - 12:00 PM Bayside Community Center			Collaborate Involve
EJ Walk and Discuss with Bayside Wednesday, November 29, 2023 1:00 PM - 2:30 PM 2645 Ulric Street, San Diego, CA 92111			Collaborate Involve
Linda Vista Farmers Market Pop up Event Thursday, December 21, 2023 2:00 PM - 7:00 PM 6939 Linda Vista Road, San Diego, CA			Collaborate Involve



Schedule of Events

Bikes del Pueblo

Event	Topic	Approach	Strategy
Pop-up Event at Bike Workshop Sunday, October 15, 2023 10:00 AM - 2:00 PM 4050 El Cajon Blvd			Collaborate Involve
Mid-City Community Clean Up Saturday, October 28, 2023 9:00 AM - 11:00 AM Teralta Park (40th and Orange Ave.)			Collaborate Involve
Pop-up Event at Bike Workshop Sunday, November 05, 2023 10:00 AM - 2:00 PM 4050 El Cajon Blvd			Collaborate Involve
Pop-up Event at Bike Workshop Sunday, November 12, 2023 10:00 AM - 2:00 PM 4050 El Cajon Blvd			Collaborate Involve
Street Safety Walk Saturday, November 18, 2023 11:00 AM - 1:00 PM 4050 El Cajon Blvd			Collaborate Involve
Get Outside Bike Ride & EJ Chat Friday, November 24, 2023 1:00 PM - 4:00 PM Barrio Logan - Chicano Park			Collaborate Involve
Pop-up Event at Bike Workshop Sunday, December 03, 2023 10:00 AM - 12:00 PM 4050 El Cajon Blvd			Collaborate Involve
Senior Lunch Pop-up Event Saturday, December 09, 2023 12:00 PM - 3:00 PM Fair at 44 - City Heights			Collaborate Involve

Schedule of Events

Casa Familiar

Event	Topic	Approach	Strategy
San Ysidro Resident Leadership Academy Tuesday, October 24, 2023 10:00 AM - 11:00 AM San Ysidro High School			Collaborate Involve
Parent Meeting Wednesday, October 25, 2023 9:00 AM - 10:00 AM Perkins Elementary			Collaborate Involve
Casa Familiar Fall Festival Wednesday, October 25, 2023 5:00 PM - 8:00 PM 125 Cypress Dr., San Ysidro, CA 92173			Collaborate Involve
Dia de los Muertos Festival Pop-up Wednesday, November 01, 2023 4:00 PM - 8:00 PM The Front Gallery in San Ysidro			Collaborate Involve
San Ysidro Resident Leadership Academy Thursday, November 16, 2023 10:30 AM - 11:30 AM San Ysidro High School			Collaborate Involve
Casa Familiar Thanksgiving Pop-Up Thursday, November 16, 2023 5:00 PM - 7:30 PM Villa Nueva Community Center			Collaborate Involve
Casa Familiar Community Clean up November 18th, 2023 9:00 AM - 12:00 PM 125 Cypress Dr, San Ysidro, CA 92173			Collaborate Involve
Cafecito with Casa Familiar November 29th, 2023 5:00 PM - 6:00 PM Virtual Meeting			Collaborate Involve

Schedule of Events

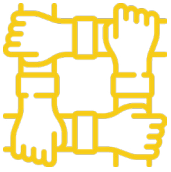
Urban Collaborative Project

Event	Topic	Approach	Strategy
Online Workshop 1 Wednesday, September 06, 2023 Online			Collaborate Involve
Online Workshop 2 Thursday, September 14, 2023 Online			Collaborate Involve
Mobile Engagement 1 Saturday, September 16, 2023 Educational Cultural Complex	All Topics		Collaborate Involve
Tree Planting Event Friday, October 06, 2023 4:30 PM - 6:00 PM Gompers Prep Academy			Collaborate Involve
Mobile Engagement 2 Saturday, October 14, 2023 11:00 AM - 3:00 PM Southeastern Live Well Center	All Topics		Collaborate Involve
Pop-up and walk w/ Lincoln High Youth Thursday, November 16, 2023 4:30 PM - 6:00 PM Lincoln High School			Collaborate Involve
Pop-Up at Malcolm X Library Friday, December 01, 2023 Time: TBD Malcolm X Library			Collaborate Involve
Holiday Celebration Pop-Up Sunday, December 16, 2023 10:00 AM - 1:00 PM Urban Collaborative Project Office			Collaborate Involve

Project Timeline

What's Next?





How Do I Stay Involved?

1 Visit the website www.SanDiego.gov/EJElement



2 Sign up to be notified



3 View Story Map



4 Send us your comments



publicspaces@
sandiego.gov

5 Follow us [@cityofsandiego](https://twitter.com/cityofsandiego)

