OUR CLIMATE OUR FUTURE
Climate Resilient San Diego

Public Engagement Plan

Prepared for:

The City of SAN DIEGO
SD City Planning

Prepared By:

citythinkers
URBAN DESIGN + PLANNING

August 2024
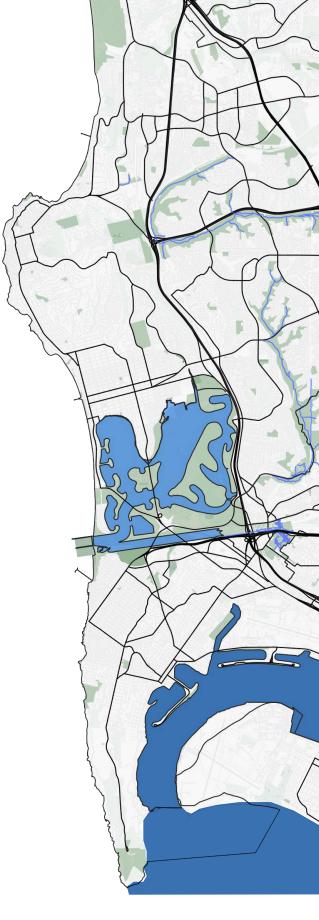
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Overview

Introduction

The City of San Diego (City) received grant funding from the National Fish and Wildlife Foundation and the California State Coastal Conservancy to develop a Coastal Resilience Master Plan (CRMP). The CRMP is an implementation action of Climate Resilient SD.

The plan will identify nature-based solutions for locations along San Diego's coast to improve the resilience of our communities to sea level rise while also benefiting wildlife, habitat and natural coastal resources.

The plan will include the development of concept-level designs for six locations along San Diego's coast, a pilot project, technical studies, and completion of a California Environmental Quality Act (CEQA) environmental analysis. Throughout plan development, the City will engage with stakeholders and community members through a stakeholder advisory committee, pop-up engagement events, and community workshops and webinars.

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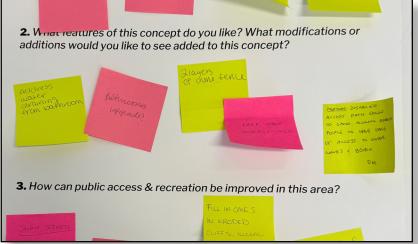SAN DIEGO

Importance of Public Engagement

Public engagement is crucial for the success of the CRMP as it ensures that the voices and concerns of the local community are heard and addressed. By actively involving residents, stakeholders, and community organizations, the planning process can benefit from diverse perspectives and local knowledge, leading to more robust and widely supported resilience strategies. Engaging the public helps build trust, transparency, and a sense of shared ownership in the initiatives designed to protect and enhance the coastal areas. Moreover, it fosters a collaborative environment where community members are more likely to contribute to and advocate for the long-term sustainability and resilience of San Diego's coastal ecosystems and communities. 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.

INCREASING IMPACT ON THE DECISION

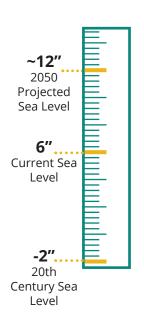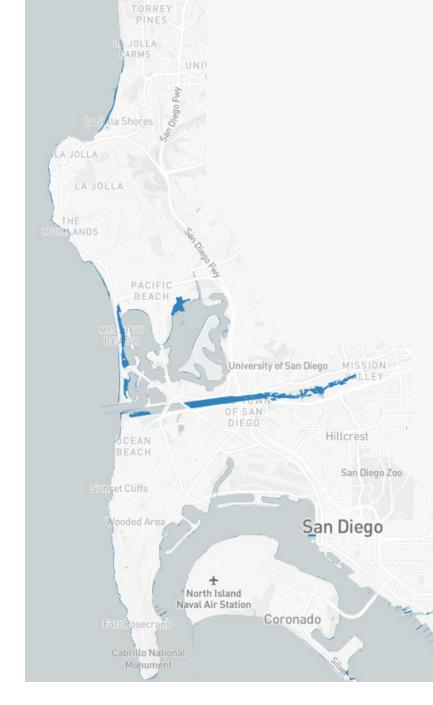|	INFORM	CONSULT	INVOLVE	COLLAB	EMPOWER
Public Participation Goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
Promise to the Public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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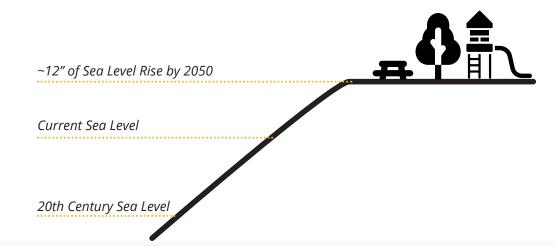**SAN DIEGO**

Project Goals and Objectives

Climate change increasingly puts the City and its critical built and natural resources at risk of coastal flooding and erosion due to sea level rise. The CRMP will identify specific resilience and conservation needs along the coastline and develop a portfolio of nature-based solutions to promote resilience, protect critical coastal habitats, and support coastal access. The CRMP will engage the public; analyze sites based on feasibility, risk, and benefits; develop nature-based solutions for the most feasible locations; and select a pilot project, as described further below.

During the 20th century, sea levels rose **0.71** feet in San Diego. **By 2100**, San Diego could experience up to **6.6 feet** of sea level rise.

Sea level rise will mean more flooding and faster rates of erosion along the coastline.

~12"
2050 Projected Sea Level

6"
Current Sea Level

-2"
20th Century Sea Level

~12" of Sea Level Rise by 2050

Current Sea Level

20th Century Sea Level

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Project Goals and Objectives

The CRMP evaluates 10 locations along the coast that are vulnerable to sea level rise for the development of nature-based solutions at a conceptual level. Based on selection criteria, six locations most appropriate for nature-based solutions are selected. These locations will be analyzed in greater detail for the CRMP with multiple project concepts developed for each site and workshopped with City departments, a Stakeholder Advisory Committee, and community members to refine and determine the most suitable project concept for each site.

NATURAL   GREEN   GRAY

The CRMP will evaluate nature-based solutions, including both green and natural infrastructure. Green infrastructure encompasses a wide range of built or engineered solutions modeled after nature, while natural solutions often refer to restoration activities. Nature-based solutions are prioritized, due to their multiple benefits and alignment with policy and funding priorities. Public engagement for the Climate Resilient SD plan has shown a clear preference for nature-based solutions to support coastal resilience. Additionally, the project concepts aim to increase coastal access, improve habitat and wildlife protection, provide recreational opportunities, and boost resilience against potential upstream impacts.

Outreach and Engagement Approach

Community engagement for this project will include multiple opportunities and ways to engage to ensure diverse community voices are heard and community feedback is incorporated throughout the planning process. Outreach and engagement efforts are anticipated to include interactive online feedback platforms, workshops, and pop-up engagement events. Engagement materials will be provided in multiple languages, and translation services will be offered as needed. Community engagement to complete development of the CRMP will focus on gathering feedback from stakeholders on the CRMP and proposed project ideas. Following completion of the CRMP, community engagement will focus on continued interaction with stakeholders and education opportunities around nature-based solutions and resilient coastlines.

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Engagement Methods

A range of engagement methods are required to ensure active and meaningful engagement with stakeholders. Pop-up events provide for good one-on-one conversations and include interactive boards and graphics with prompting questions and space to annotate concepts and add notes. Workshops provide an opportunity for group work, with tabletop exercises focused on nature-based concepts for each site, a group brainstorming exercise, an opportunity for "storytelling" to allow participants to share personal and cultural experiences for each site, and a larger group discussion and public comment period. Digital Engagement (such as online surveys and a project website) allow stakeholders who are not able to make it to the pop-up events and workshops an opportunity to participate on their time.

Public Meetings	Pop-up Events	Workshops	Online Surveys
INFORM/ CONSULT	INVOLVE/ COLLAB	COLLAB	CONSULT

Engagement Partners

The following represent a few of our current engagement partners for the project:

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Key Stakeholders

Every successful engagement and outreach program starts with a clear identification of key community stakeholders. A working list of key stakeholders is provided below. This list focuses on stakeholders and organizations that may have a direct impact on the CRMP. However, everyone is welcomed to participate and engage in the CRMP. Outreach methods are designed to allow for a diverse and inclusive community planning process.

Key Internal Stakeholders:
- City of San Diego City Planning Department
- City of San Diego Engineering & Capital Projects
- City of San Diego Fire Rescue
- City of San Diego Sustainability and Mobility Department
- City of San Diego Parks & Recreation
- City of San Diego Stormwater
- City of San Diego Transportation

Key External Stakeholders:
- Army Core of Engineers
- Audubon
- CA Coastal Commission
- CA Department of Fish and Wildlife
- CA Ocean Protection Council
- CA State Parks
- Caltrans
- Circulate SD
- Coastkeeper
- County of San Diego
- Department of the Navy
- Port of San Diego
- Regional Water Quality Control Board
- San Diego Airport
- San Diego Foundation
- San Diego MTS
- San Diego Regional Climate Collaborative
- San Diego River Conservancy
- SANDAG
- Scripps Institution of Oceanography State
- Coastal Conservancy
- Surfrider
- U.S. Fish and Wildlife Services
- UC San Diego
- Wildcoast

Key Community Groups:
- Beautiful PB
- Bird Rock Community Council
- Discover PB
- Enhance La Jolla
- La Jolla Community Planning Association
- La Jolla Community Planning Group
- La Jolla Parks and Beaches
- La Jolla Recreation Advisory Group
- La Jolla Shores Association
- La Jolla Town Council
- Mission Beach Planning Group
- Mission Beach Town Council
- Ocean Beach Community Development Corporation
- Ocean Beach Main Street Association
- Ocean Beach Planning Group
- Ocean Beach Town Council
- Pacific Beach Planning Group
- Pacific Beach Town Council
- Peninsula Planning Group
- Point Loma Association
- Sunset Cliffs Natural Park Council

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What Has Been Done So Far?

Stakeholder Advisory Committee

The City invited 22 stakeholder agencies to participate in a Stakeholder Advisory Committee comprised of local, state, and federal agencies, research institutions, coastal-focused environmental groups, and transportation agencies. The committee was formed to support the project and provide technical input on feasibility, benefits, and prioritization of proposed nature-based solutions, as well as coordination efforts. For Phase 1 of the CRMP, three committee meetings were held:

1 **Meeting 1 (June 2023):** Project Kickoff: Project team introduced the project, role of the committee, prioritization criteria, and site selection process.

2 **Meeting 2 (October 2023):** Project Team presented initial concepts for the project sites and obtained feedback on additional considerations.

3 **Meeting 3 (June 2024):** Project Team presented on CRMP planning process, shared revised concept designs and received feedback on designs and additional considerations.

A summary of input received from the Pop-up Outreach is available in Appendix D.

Pop-Up Outreach Events

The City conducted eight pop-up events in winter and spring 2024. Pop-up events are a good way for city staff to go out and engage with the community. They enable the City to reach people where they are.

Pop-Up Events Conducted in Phase 1:

- **February 28th, 2024** – Ocean Beach Farmer's Market: *4pm – 8:30pm*
- **April 13th, 2024** – Tourmaline Beach: *9am – 12pm*
- **April 20th, 2024** – EarthFest at Balboa Park: *11am – 3pm*
- **April 22nd, 2024** – Valencia Park/Malcom X Branch Library: *3:30pm – 5:30pm*
- **April 25th, 2024** – Tourmaline Beach: *5:30pm – 7:30pm*
- **April 27th, 2024** – Sunset Cliffs at Ladera Boulevard: *9am – 12pm*
- **May 11th, 2024** – La Jolla Shores Park at the MAP: *9am – 12pm*
- **May 25th, 2024** – Mission Beach at Belmont Park: *9am – 12pm*

Online Survey

What is the most important feature of this location to you?
For example: Walking paths, beach space

Type your answer here...|

OK

What activities do you do here?
Choose as many as you like

RUNNING SWIM BIKING

PICNIC RELAXING SURFING

The City launched an online survey for community members to learn more about the project and provide feedback on the sites. The survey was launched at the end of April and open through the end of June, 2024. The survey was marketed through the project webpage, Climate Resilient SD email list, Stakeholder Advisory Committee, fliers, and the pop-up events. The survey sought to better understand how the community used and accessed the project locations, what they valued about the coastline, gather feedback on the project design, and understand ways to improve coastal access and recreation opportunities at the site.

A summary of input received from the Online Survey is available in Appendix D.

Community Workshops

Workshops allow community stakeholders to gather around a topic or project. City staff and the consulting team provided a space and format that facilitated sharing ideas and concerns and encouraged brainstorming and collective problem-solving around potential nature-based solutions across the six selected sites. Two workshops were held in June 2024, each focused on three of the six site locations for the CRMP.

1 **Ocean Beach & Sunset Cliffs**
June 24, 2024; 5 - 7 p.m.
Ocean Beach Recreation Center, 4726 Santa Monica Avenue, San Diego CA 92107

A summary of input received from the Community Workshops is available in Appendix D.

2 **Mission Beach, Tourmaline, & La Jolla Shores**
June 25, 2024; 5 - 7 p.m.
La Jolla Riford Library Community Room, 7555 Draper Ave, La Jolla CA 92037

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What's Next?

More community outreach and engagement is planned for Phase 2 of the CRMP. Engagement efforts will focus on refining elements of the proposed nature-based solutions. Stakeholders will have an opportunity to weigh in on and shape the proposed concept designs for each of the six sites. Outreach events will focus on the design, engineering, and programming considerations for each site.

Stakeholder Advisory Committee Meetings

The Stakeholder Advisory Committee developed as part of Phase 1 will continue to be engaged in Phase 2. The committee will provide technical input on feasibility, design, and implementation of nature-based solutions. The committee will meet over the duration of the project, including coordination for the updated CRMP, engineered designs, and technical reports.

Pop-ups

Pop-ups provide a great opportunity to remain visible and stay connected with community stakeholders. They are also a successful method of outreach to underrepresented Communities of Concern. The City team will host additional community pop-ups with a focus on outreach to communities that are traditionally excluded from public engagement or who have not yet been engaged in the CRMP. This may include popping up at high-traffic locations and at community events.

Public Meetings and Community Workshops

Workshops provide an interactive, hands-on approach to outreach that is not always possible through pop-up events, meetings, and online surveys. Additional workshops will allow community stakeholders to "dive" deeper into the features of the six sites, explore the range of design features that are available for each site, and provide meaningful insights into the amenities, activities and access opportunities of each site. Workshops will provide the opportunity for collaborative and participatory development of a shared future vision of the coast, with consideration for sea level rise, helping to inform project design and provide a long-term frame for future coastal planning.

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Tribal Engagement

The City team will initiate Tribal Engagement by contacting all local tribes via email and mail to introduce the project and invite representatives of the tribes to participate in the planning process. The City's goal is to work collaboratively with the tribal community to incorporate tribal perspectives and traditional knowledge, address tribal concerns, acknowledge tribal history, and develop site specific measures to create coastal resilience.

Tribal engagement will look to establish a co-stewardship relationship. Specific engagement will be determined by the tribes but may include participation in the Stakeholder Advisory Committee, participation through listening sessions, workshops and community or tribal events, and/or other engagement opportunities. Additional outreach will involve contacting organizations and agencies that work closely with tribal nations.

Digital Engagement

Digital forms of engagement offer a good alternative to meetings, pop-ups and workshops, and can provide a more inclusive and accessible option for individuals or groups who may not have either the time or means to participate in more traditional forms of outreach. The CRMP project should consider hosting a webinar that "flips" the traditional town hall format into an online forum. Online surveys, audiobooks, and interactive mapping could also be offered through the project website and on online engagement platforms (such as Social Pinpoint or Konveio). And interactive storytelling could be added through an ESRI Storymap for the project.

Educational Campaigns

Following the release of the CRMP, ongoing educational campaigns will raise awareness of climate change impacts, sea level rise adaptation strategies and communicate the trade-offs associated with coastal resilience planning efforts. This effort should include best practices and capacity building resources that may be shared with collaborators and partner organizations as they continue to champion the cause of coastal resilience in our region.

Public Hearings

Following release of the draft plan, the CRMP will move forward through the public review and hearing process where there will be additional opportunity for community members to provide feedback and give testimony.
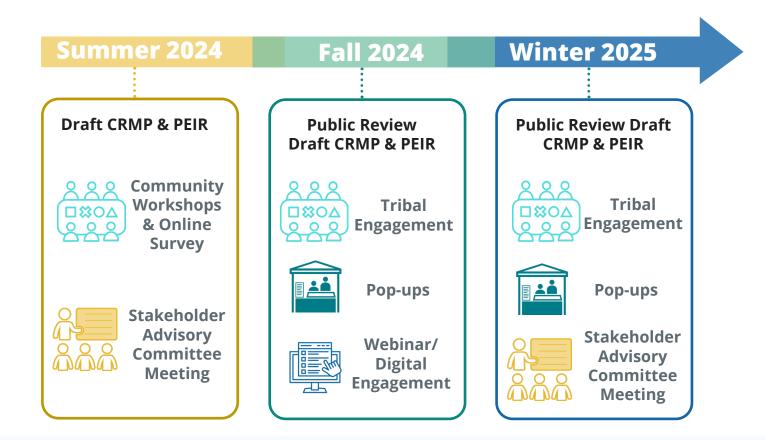
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How Do I Stay Involved?

Project Timeline

Community engagement for the CRMP builds on the community engagement and education efforts beginning in 2018 for the Climate Resilient SD initiative.

VULNERABILITY ASSESSMENTS
- State Lands SLR Vulnerability Assessment
- SLR Vulnerability Assessment
- Citywide Climate Change Vulnerability Assessment

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COASTAL RESILIENCE MASTER PLAN

Stakeholder and Community Engagement

Schedule of Upcoming Events

Summer 2024

Draft CRMP & PEIR

Community Workshops & Online Survey

Stakeholder Advisory Committee Meeting

Fall 2024

Public Review Draft CRMP & PEIR

Tribal Engagement

Pop-ups

Webinar/ Digital Engagement

Winter 2025

Public Review Draft CRMP & PEIR

Tribal Engagement

Pop-ups

Stakeholder Advisory Committee Meeting

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The CRMP project provides multiple ways to stay engaged! Scan the QR Codes below to connect with our various informational resources, stay informed and get involved.

Project Website:

https://www.sandiego.gov/climate-resilient-sd/projects/coastal-resilience-master-plan

Email Newsletters:

Social Media: