



DRAFT Environmental Justice Outreach and Engagement Plan



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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 & conversations.

18
Organizations

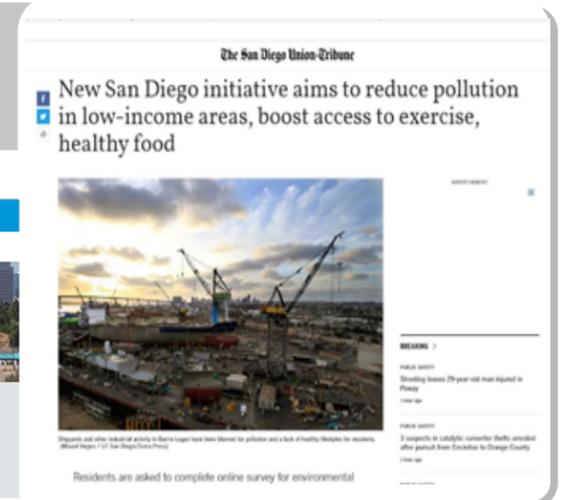


Attendance & participation in meetings for promise zone, climate equity stakeholders, portside steering committee.

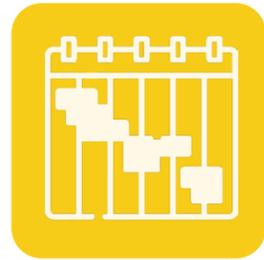


Outreach at libraries across San Diego.

Sharing information through traditional & social media outreach.

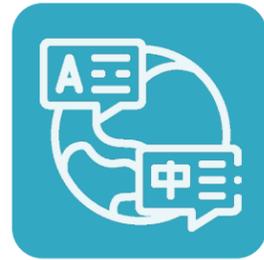


About the Survey



**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**

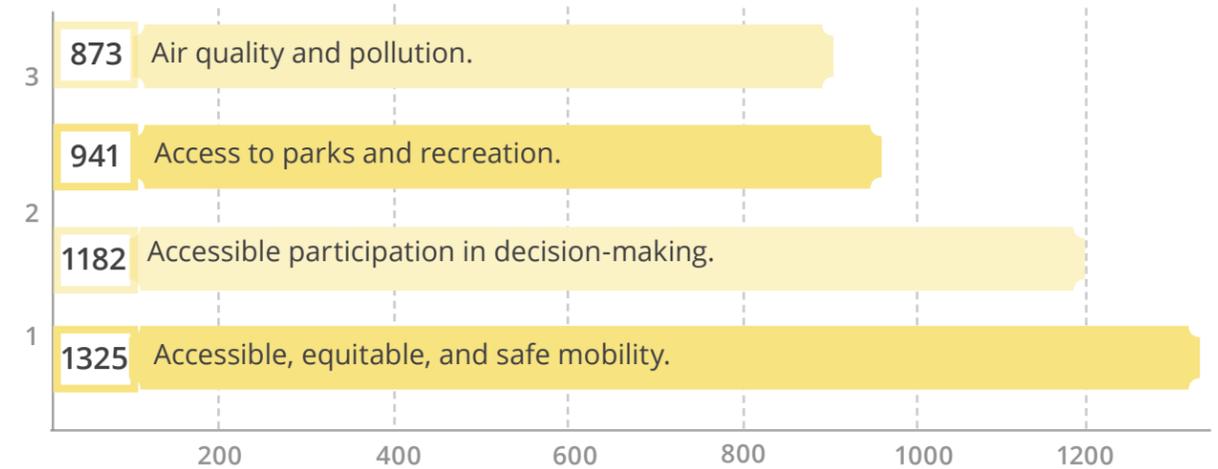
A full survey report is available on the project website.

Key Findings

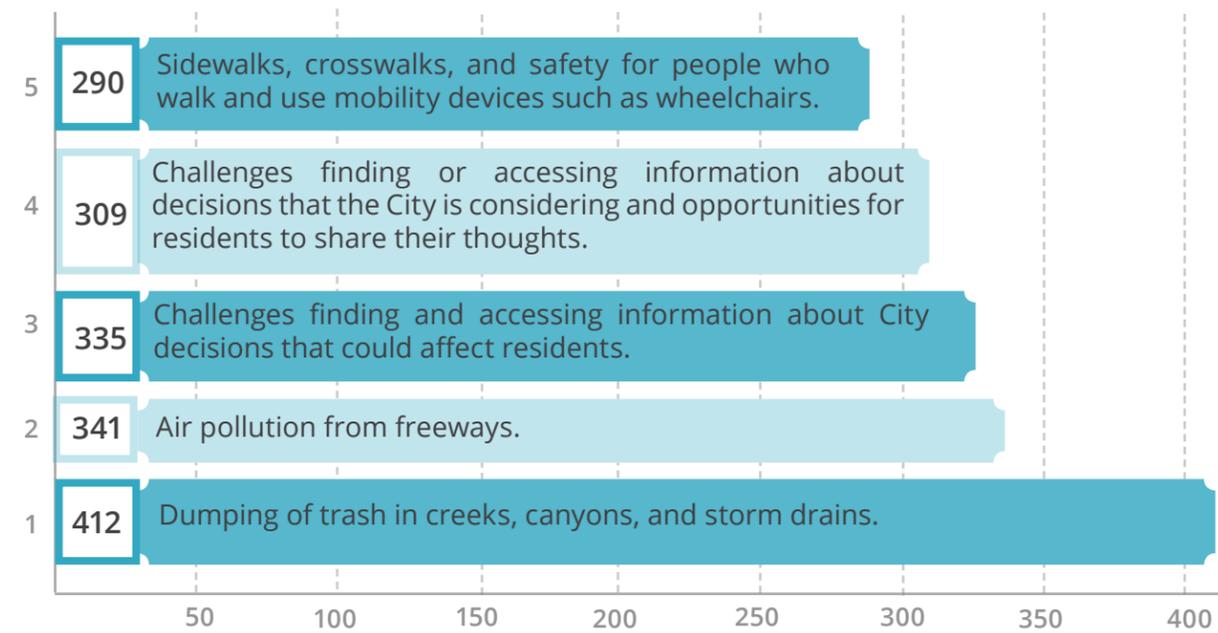
TOP 3 environmental issues:



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
- Project Timeline

Identify the Audience(s)

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



Outreach & Engagement Strategy — What's Next?

IAP2 Spectrum of Public Participation

	Inform	Consult	Involve	Collaborate	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 the 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.
Example Techniques	<ul style="list-style-type: none"> • Fact sheets • Web sites • Open houses 	<ul style="list-style-type: none"> • Public comment • Focus groups • Surveys • Public meetings 	<ul style="list-style-type: none"> • Workshops • Deliberative polling 	<ul style="list-style-type: none"> • Citizen advisory committees • Consensus-building • Participatory decision-making 	<ul style="list-style-type: none"> • Citizen juries • Ballots • Delegated decision

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 Organization (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.

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)

What's Next?



Project Timeline

What's Next?

NOV 2021 -
DEC 2022



EXISTING CONDITIONS

- Environmental Justice Survey Report Released
- Environmental Justice Background Review Report Released

WINTER
2023



PROJECT INITIATION

- Project Webpage Updated
- DRAFT Environmental Justice Communities Map Available for Discussion and Further Input

SPRING
2023



VISIONING AND PLAN DEVELOPMENT

- Community-Based Organization Application Opens
- Community-Based Organizations Selected (at least 5)
- DRAFT Project Engagement Plan Released
- Findings from Past Outreach and Engagements Released

SUMMER -
FALL 2023



DRAFT PLAN

- Engagement Activities Designed & Facilitated (at least 4)
- Cross-Collaboration Event Designed & Facilitated
- Revised Environmental Justice Communities Map Released
- DRAFT Environmental Justice Element Opens for Public Review

WINTER
2024



PUBLIC BRIEFING, HEARINGS & ADOPTION

- Community Engagement Summary Report Published
- Revised Draft Environmental Justice Element Released
- Public Hearings & Adoption of Environmental Justice Element



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)

