

San Ysidro Community Plan Update

community outreach takes to the road

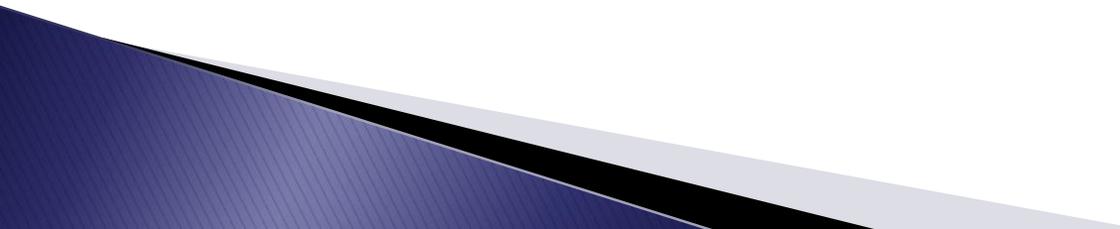


Presented by
JLC Consultant Services

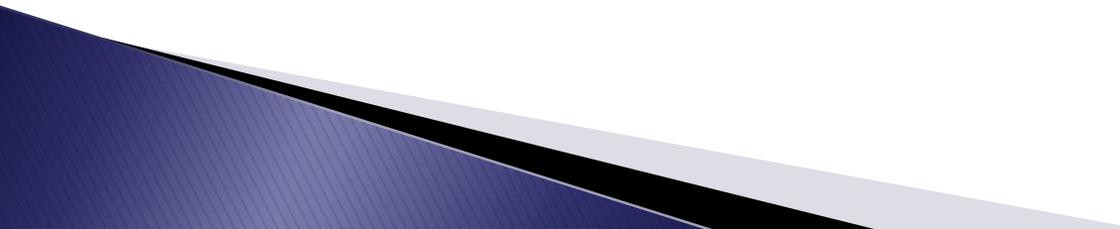
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The community outreach component of the plan update is an ongoing collaborative process between community members, stakeholders and the City. Our culturally sensitive, bilingual Community Outreach Program is designed to:

- ▶ Enhance community participation and input
 - ▶ Integrate consensus building with planning process
 - ▶ Strengthen Community Partnerships
 - ▶ Provide learning opportunities to improve mobility, housing, recreation and quality of life issues for residents, businesses and visitors
 - ▶ Gather and integrate community input and feedback
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Overview

- ▶ Monthly Community Stakeholder Meetings
 - ▶ Tracking and reporting on Related Projects
 - ▶ Briefing with Elected Officials and Staff
 - ▶ Noticing and Media
 - ▶ Community Partnerships–Booth and Survey Opportunities
 - ▶ Results/What we've learned...
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Monthly Community Stakeholder Meetings

Attend monthly meetings and events hosted by San Ysidro Stakeholder groups to provide project updates and promote greater participation at SYCPU meetings

- ▶ Border Transportation Council
- ▶ Hearts and Hands
- ▶ Neighborhood Partnership Program
- ▶ Park and Recreation Council
- ▶ San Ysidro Business Association
- ▶ San Ysidro Chamber of Commerce
- ▶ San Ysidro Community Planning Group
- ▶ San Ysidro Smart Border Coalition
- ▶ San Ysidro Woman's Club
- ▶ South Bay Pinnacle Forum/Casa Familiar

Tracking and Reporting on Related Projects

Follow progress and status of related projects including:

- ▶ Border expansion Project
- ▶ Rail Yard Expansion Project
- ▶ Las Americas Expansion Project
- ▶ San Ysidro Intermodal Transportation Center Project
- ▶ SANDAG Regional 2050 Plan

Address questions and concerns as they relate to SYCPU, record input and report to City staff

Briefing with Elected Officials and Staff

Regularly brief San Ysidro's elected officials and staff representatives on the SYCPU's progress

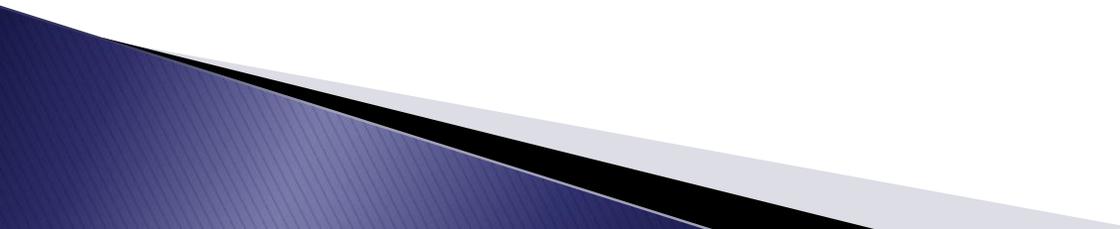
- ▶ Mayor Jerry Sanders
- ▶ Councilmember David Alvarez
- ▶ Congressman Bob Filner
- ▶ Senator Juan Vargas
- ▶ Assemblymember Ben Hueso
- ▶ Supervisor Greg Cox

Bilingual Noticing and Media

- ▶ Email notices/agendas 1–2 weeks prior to meeting
- ▶ Ask SYCPU stakeholders to disseminate meeting notices through newsletter/member distribution lists
- ▶ Post meeting notices at library, church bulletins, community and senior centers, and parks and recreation centers
- ▶ Contact media to publish meeting notices and encourage featured stories to create interest
- ▶ Notice is featured on online blogs and Councilmember David Alvarez promotes SYCPU meetings via Twitter

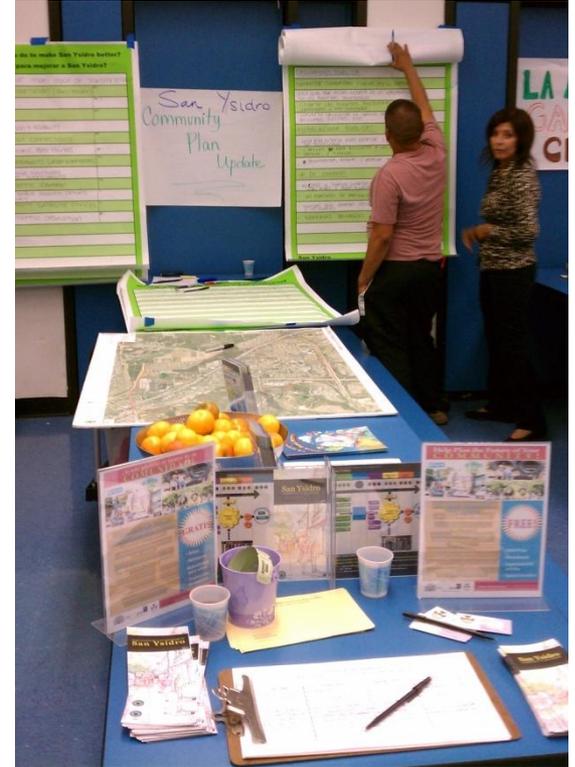


Community Partnerships Booth and Survey Opportunities

- ▶ Promoted importance of community participation and input on the SYCPU process
 - ▶ Described process and timeline of CPU, meeting schedule and brochure
 - ▶ Engaged them in interactive discussion and exercises – and recorded comments
 - ▶ Encouraged sign-in for contact information for meeting notices and project updates
 - ▶ Provided bilingual staff and translated booth materials
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Community Partnerships Booth and Survey Opportunities

- ▶ Día de San Ysidro
- ▶ ESL Class at Smythe Elementary
- ▶ San Ysidro Middle School Survey Forum
- ▶ Healthy Family Night – Ocean View Hills School
- ▶ Healthy Family Night – La Mirada Elementary
- ▶ Healthy Family Night – Beyer Elementary
- ▶ Healthy Family Night – Smythe Elementary
- ▶ San Ysidro Fiestas Patrias Festival
- ▶ District 8 Town Hall Meeting at Willow School



Results

What we've learned

Interviewed approximately **440** individuals and received **3,642** comments regarding:

- ▶ Public Safety
- ▶ Public Facilities
- ▶ Transportation and Mobility
- ▶ Parks and Recreation



What we've learned...

Public Safety and Public Facilities

Public Safety

- ▶ Convert street alleys to multi use pedestrian, bike, skate and scooter paths 137
- ▶ Pave sidewalk on Otay Mesa Road to SYHC 133
- ▶ Increase police presence to ticket violators and deter criminal activity 131
- ▶ Increase security & lighting at parks 127
- ▶ Convert pedestrian bridges to clean bright landscaped decks 76
- ▶ Remove homeless population around pedestrian bridge 71

Public Facilities

- ▶ Larger library and technology center 166
- ▶ Pave, repair and widen sidewalks and roads 162
- ▶ Bike lanes to schools, shopping & parks 150
- ▶ More parking options 125

What we've learned...

Transportation and Mobility

- ▶ Expand bus routes and frequency 338
- ▶ Make streets, sidewalks & signage more tourist/pedestrian friendly 281
- ▶ More housing options near trolley & bus routes 249
- ▶ Traffic calming features (speed bumps, roundabouts) 152
- ▶ Improve traffic circulation 146
- ▶ Trolley Improvements (over/underpasses) 73

What we've learned...

Parks and Recreation

- ▶ Renovate & expand park playgrounds and add fitness features 237
- ▶ Add pocket & specialty parks/Skate 74
- ▶ Increase afterschool programs 152
- ▶ Gathering Plaza/Venue for community & families– art/music in the park 165
- ▶ Dedicated bike trail that connects to Bayshore Bikeway – creating Barrio to Barrio Bikeway 247
- ▶ Explore Park/School/Library Joint Use Opportunities 137
- ▶ Community garden & water conservation garden 113

What we've learned...

What is your main mode of transportation?

- ▶ Walking/Public Transportation 42%
- ▶ Public Transportation 37%
- ▶ Automobile 21%

Approximately 409 individuals were surveyed

What we've learned...

Bikes

- ▶ How many of you own a bike? 91%
- ▶ How many of you ride your bike in San Ysidro? 5%
- ▶ Where do you ride your bike? Imperial Beach
Chula Vista
- ▶ Do you think San Ysidro needs more hiking and biking trails? 92%

Why does community input matter?

- ▶ Barrio to Barrio Bikeway
 - ▶ MTS adding services

Thank you

Presented by

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