

City of Encinitas

Coastal Mobility and Livability Study

Public Participation Plan

A Public Participation Plan for a Consolidated Work Program Consisting of:

- **Rail Corridor Vision Study**
- **Coastal Business Districts Parking Study**
- **Active Transportation Plan**

July 13, 2016

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SECTION 1: Introduction

1a. Purpose of the Public Participation Plan

The Public Participation Plan (PPP) for the Encinitas Active Transportation Plan (ATP), Coastal Business Districts Parking Study, and Rail Corridor Vision Study (RCVS) establishes goals for the outreach effort, as well as specific scheduling, engagement, and coordination elements. The purpose of the PPP is to weave various outreach activities together into a coordinated process.

This PPP will also serve as a source document to show how and when information will be presented to the City Council in their consideration of rail corridor-related priorities and/or implementation decisions.

1b. Studies Overview

The City is undertaking this public involvement process to help engage residents, businesses, and other community members in the development of three different mobility studies. Materials and community engagement events guided by this PPP will coordinate the studies, as described briefly below.

ATP: The City adopted a Bikeway Master Plan in 2005, a Recreational Trails Master Plan in 2002, and a Pedestrian and Safe Routes to School Plan in 2015. All three planning documents provide the City with a roadmap for improving bike or pedestrian travel and represent the culmination of long planning processes that included in depth field analysis, public workshops and commission presentations, and coordination with Advisory Groups. The purpose of this ATP Study is to identify focused amendments to the Bikeway Master Plan, Recreational Trails Master Plan, and Pedestrian and Safe Routes to School Plan and consolidate the three planning documents into one action plan with prioritized projects to make it easier to administer and implement. Ultimately, efforts to update the ATP will allow community members to re-examine how the City is currently addressing multi-modal travel options and potentially identify new opportunities for people to walk and ride a bike and access transit to work, school, parks, and other destinations.

Parking Study: The purpose of this study is to collect the data to inform a series of potential short- and long-term recommendations to accommodate existing and future parking needs, coupled with mobility strategies. Studies must be conducted to collect the required information about the capacity and use of existing parking facilities within the coastal corridor (Coast Highway 101, Vulcan and San Elijo Avenue, and various beach access points and parks. In addition, information about the demand for parking is needed.

RCVS: The purpose of this study is to identify opportunities to improve the movement, safety, and comfort of pedestrians, bicyclists, vehicle passengers, and rail and transit users in areas

surrounding the rail line within the City of Encinitas, while also improving the quality of life for residents along the corridor. The study will also improve connectivity within the rail corridor to promote safe and efficient movement of goods and services. Public participation throughout development of the study will help ensure that proposed concepts will promote the highest level of safe utilization by the community. Ultimately, through strong partnership with the Encinitas community and other stakeholders, the study will demonstrate the potential for the rail corridor to become a safe and usable space for freight, pedestrian, cyclists, and vehicles.

These three mobility studies will be linked together, through a common work program theme. This work program, called the “Coastal Mobility and Livability Study,” helps affirm the relationship and of the three studies and the overall approach to have an integrated outreach process. The Coastal Mobility and Livability Study (CMLS), as a theme, also helps convey shared communication methods that distinguish it from other City activities and projects. Once the PPP is finalized, the consultant team will develop key messages and an associated graphic design theme for future communications and visual presentations.

1c. Outreach Goals

Public participation will help ensure that the CMLS is developed to identify community-supported solutions. Since people use the corridor and on-road network in many different ways, there is a need to engage a broad spectrum of stakeholders. Therefore, public participation will need to be achieved in a variety of ways. The outreach and coordination goals for the CMLS are as follows:

- Develop well-targeted messages to raise awareness about the CMLS. Succinctly communicate the purpose, benefits, and contents of the CMLS, and the relationship that the three mobility studies (ATP, Parking Study, and RCVS) have with each other.
- Create opportunities for broad community input and participation.
- Engage a diverse group of people that represents a cross-section of perspectives, with particular emphasis on typically under-served or underrepresented populations of the City, including Spanish speakers, youth/students, seniors, and disadvantaged community members.
- Gather focused input from non-motorized and motorized travelers on their experiences in the vicinity of the rail line.

The Study team will also focus on working with groups of key stakeholders and attending community events and meetings. These face-to-face interactions will provide an opportunity for the City to build study awareness and inform residents, businesses, and community members about the participation tools that are available to them.

SECTION 2: Information Sharing

Communications for the Study will be simple and will outline how public input will be used to inform various components of the CMLS. Study outreach materials will limit the use of planning jargon and technical terms. Outreach materials will be graphic-rich and limit the use of text, where appropriate. Outreach materials will be produced in English and Spanish, and Spanish language facilitators will be available at outreach events. The following sections describe specific elements of Study communications and information sharing.

2a. Press and Media Notifications

Objective and Overview

The purpose of the press and media notifications is to reach out to local media outlets in order to get media coverage and boost Study exposure to reach wide audiences, which will lead to increased public participation.

Press releases will be circulated to announce public workshops and hearings, and the City will work with local media outlets and encourage them to follow the planning process and include features in local publications. Media strategies will be led by the City Communications Team and supported by the Parsons Brinckerhoff (PB) team.

Timing

Notifications and communications will be created at key points in the study process.

Responsibilities

- AECOM (subconsultant to PB) will be responsible for drafting content for items that pertain to the RCVS. City will be responsible for drafting all content for ATP and Parking Study notifications.

Media inquiries should be addressed to:

Julie Wright
President, Wright on Communications, Inc.
674 Via De la Valle, Ste. 300
Solana Beach, CA 92075
jwright@wrightoncomm.com

2b. City Website

Objective and Overview

The purpose of the Study webpage, hosted at the link below, is to establish a one-stop source for all Study information and for collecting public input. The website will be used to post fact sheets, working documents, maps and illustrations, past agenda reports and council actions, and for the public to sign-up to receive newsletters.

Link: <http://encinitasca.gov/index.aspx?page=528>

Timing

The Study webpage will launch in summer 2016, with updates as needed throughout the planning process.

Responsibilities

- AECOM will be responsible for developing initial RCVS webpage content, plus six content updates over the course of the Study. City will be responsible for all ATP and Parking Study content.
- The City will be responsible for all regular content management and maintenance.

2c. Newsletters

Objective and Overview

The e-newsletter will be brief informational packets/emails with links to the Study website and other relevant information. The purpose of the e-newsletter is to provide up-to-date information about the Study, announce Study milestones, and let the public know of public meetings and workshops and other opportunities to provide input.

Timing

The e-newsletter will be distributed to at key Study milestones, such as the availability of a document and/or to announce upcoming public input opportunities. It is anticipated that there will be six to eight newsletters, depending on the status and progression of the ATP, Parking Study, and/or RCVS.

Responsibilities

- The City will be responsible for developing and distributing e-newsletters. As needed, KTU&A will provide ATP content, and Chen Ryan Associates will provide Parking Study content, and AECOM will be responsible for providing RCVS content.
- The City, Coastal Mobility and Livability Technical Support Group (Technical Support Group), and the Coastal Mobility and Livability Working Group (CMLWG) will be responsible for distribution for inclusion in an agency newsletter, email list-serve, etc.

2d. Social Media

Objective and Overview

Regular updates about the Study, key milestones, and opportunities for public comment will be shared on the City's social media channels which include Facebook, Twitter, and Instagram. The purpose of social media posts will be to use already-established online platforms in order to reach the widest audience and garner additional public participation. Posts will encourage community members to share the posts directly in order to encourage broad distribution of information.

Timing

Social media posts will be made at key Study milestones, such as the availability of a document and/or to announce upcoming public input opportunities. The update timing and purpose will be comparable to the e-newsletter timing and purpose described above.

Responsibilities

The City will be responsible for developing and distributing social media posts.

2e. Commission Presentations and Community Group Meetings

Objective and Overview

To facilitate public participation at key Study milestones and to ensure the public has the opportunity to share their input, staff will provide standing item presentations on the CMLS to each of the City's Commissions and Committees. This will ensure that all City Commissions and Committees have an opportunity to be involved. Opportunities will also be provided for the public attending these meetings to share their comments and ask questions.

To expand Study exposure and increase participation opportunities, City staff will also provide informational presentation to any stakeholder group on request (resident, business, or other community group). Presentation to be similar in scope to the Commission and Committee presentations, but would allow for group Q&A.

Timing

Regular status update presentations to City Commissions and Committees will be provided on a monthly basis for the duration of the CMLS work program. More detailed presentations will be made at key Study milestones, such as the availability of a document and/or to announce upcoming public input opportunities.

Responsibilities

- The City will be responsible for these presentations.

2f. Fact Sheet

Objective and Overview

In the beginning of the Study, it will be important to document the overall purpose and goals of the CMLS work program. The purpose of developing the fact sheets to support the ATP, Parking Study, and RCVS is to provide a concise but thorough overview of key Study information for use by stakeholders and members of the public. At a minimum, the fact sheet will contain information on the Study timeline, stakeholder involvement and public comment opportunities, and Study contact details. The fact sheet will also include the Community Workshop schedule and location information, making them useful for pre-workshop publicity. The fact sheet will include an electronic format suitable for website posting, e-mail distribution, and printing. Spanish versions of the three fact sheets will be prepared once the English version has been finalized.

Timing

The fact sheet will be produced in Summer/Fall 2016, in advance of the first round of outreach.

Responsibilities

- AECOM will be responsible for preparing the graphic layout of the fact sheet.
- AECOM will be responsible for developing the RCVS fact sheet, as well as finalizing the RCVS fact sheet.
- The City will be responsible for developing the ATP and Parking Study fact sheets.
- The City, Technical Support Group, and CMLWG members will be responsible for posting/distributing the fact sheet.

2g. Interactive Online Corridor/Parcel Map

Objective and Overview

After draft concept alternatives have been created, it will be important to document the status, scope, and location of different corridor components. The Interactive Online Corridor/Parcel Map will be just another way to convey draft concept alternatives and make them available of the City's website. The purpose of developing an interactive Corridor Map is to use GIS technologies to provide key Study information for use by the general public.

Timing

The Interactive Parcel Map will be produced in early 2017 and be available during the second round of workshops. It will be updated to feature Final Study components.

Responsibilities

- The City will be responsible for developing the Interactive Corridor Map and managing it online.

SECTION 3: Community Engagement Programs

This section provides an overview of each of the proposed community engagement programs.

3a. Coastal Mobility and Livability Technical Support Group

Objective and Overview

The purpose of the Coastal Mobility and Livability Technical Support Group (Technical Support Group) is to provide a coordinated mechanism for interaction with key agency representatives. Early in the study, the Technical Support Group will also be charged with helping identify regulatory, technical, and engineering constraints and considerations that will frame “what is possible” for the concept plans and set feasibility parameters. These parameters will be communicated to the public in all materials so that input is focused on feasible improvements.

At Technical Support Group meetings, team members will provide Study updates, ensure coordination among key stakeholders, and solicit feedback and/or technical assistance at critical junctures of the study process.

Depending on subject matter or Agenda setting, Technical Support Group members may be asked to attend nine meetings over the course of the Study; however, the exact meeting number will depend on the status and progression of the ATP, Parking Study, and/or RCVS.

The table below provides anticipated meeting topics.

Meeting	Anticipated Topic	Study
#1	Define RCVS Study regulatory, technical, and engineering constraints and parameters	RCVS
#2	Discuss ATP and Parking Study regulatory and technical issues	ATP Parking Study
#3	Provide feedback on RCVS issues and opportunities, particularly with respect to constraints and parameters	RCVS
#4	Provide Parking Survey feedback	Parking Study
#5	Review Workshop results and provide feedback on Draft RCVS Concepts before taking it to the CMLWG	RCVS
#6	Provide ATP feedback	ATP
#7	Provide Feedback on Draft RCVS Report and ATP and Parking Study related issues	ATP Parking Study RCVS
#8	<i>Placeholder</i>	---
#9	<i>Placeholder</i>	---

In addition to Technical Support Group meeting attendance, Technical Support Group members are asked to support the Study by assisting with publicizing community involvement opportunities and attending community workshops.

Membership will include staff from the following agencies:

- North County Transit District (NCTD)
- Caltrans
- SANDAG
- California Coastal Commission
- San Diego County Sheriff
- Encinitas Fire Department
- Encinitas Planning and Building Department
- Encinitas Public Works Department
- Encinitas Parks and Recreation Department
- State Parks
- San Diego County Health and Human Services Agency

Timing

Meeting timing is outlined in the schedule in Section 4.

Responsibilities

- KTU&A will be responsible for technical meeting content for all TAC meetings that discuss ATP material (up to five Technical Support Group/ Working Group meetings budgeted; three TAC proposed in the TAC schedule)
- Chen Ryan and Associates will be responsible for technical meeting content for all TAC meetings that discuss Parking Study material (up to four Technical Support Group/ Working Group Working Group meetings budgeted; three TAC proposed in the TAC schedule)
- PB will be responsible for technical meeting content for all TAC meetings that discuss RCVS material (four meetings budgeted).
- The City will be responsible for coordination with invitees and RSVP tracking.

3b. Coastal Mobility and Livability Working Group

Objective and Overview

Stakeholders in the community include residents, businesses, community members, as well as major institutions and nonprofits that are invested in our community. Calling on these local groups to participate will help ensure that a wide audience is reached. The purpose of the CMLWG is to provide a structured forum for periodic coordination with representatives of stakeholder organizations and

neighborhood interests and to collect input and inform the development of key deliverables at key milestones.

CMLWG members are expected to support the CMLS through the following mechanisms:

- Participation in CMLS Meetings;
- Serve as two-way conduits of information about the Study (for example, communicating information about the Study out to their organizations and the broader public; and relaying community comments, ideas, and concerns about the Study back to the Working Group, etc.);
- Assist with publicizing community involvement opportunities and attend community workshops; and
- Participate in accordance with the By-Laws and fairly reflect Study vision, mission, core values, and strategic priorities in Working Group proceedings.

CMLWG members will represent a cross-section of interests and perspectives.

Participants will include individuals who are able to contribute or help represent the following:

- Civic Organizations/Economic Development
- Neighborhoods/Town Councils or “resident at-large”
- Student/Youth/Educational Institutions
- Historic Preservation/Design
- Environmental
- Regional Planning/Rail Planning
- Public Health/Safe Routes to Schools

CMLWG members are asked to attend up to six CMLWG Meetings over the course of the Study. The table below provides anticipated meeting topics.

Meeting	Anticipated Topic
#1	Review Working Group charge, provide input on Study goals/concerns and on public outreach approach and activities
#2	Provide feedback on potential for wayside horns within the City
(Optional Event)	Host on-site demonstration event of a wayside horn at the Montgomery rail crossing
#3	Feedback on key issues and opportunities
#4	Provide feedback on First Draft Concepts
#5	Provide feedback on Revised Draft Concepts
#6	Presentation of Final Report (Community Open House)

Note: Since planning in the rail corridor was the premise of creating the CMLWG, the planning process associated with the RCVS will be heavily emphasized in Agenda setting. However, the anticipated Agenda may be expanded to include informational reports on other mobility studies as it pertains to the

development of the RCVS, or as otherwise needed. The CMLWG may also meet or discuss ad hoc implementation projects associated with the North Coast Corridor Public Works Plan.

Timing

Meeting timing is outlined in the schedule in Section 4.

Responsibilities

- KTU&A, Chen Ryan Associates, and PB will be responsible for any technical meeting content that is associated with their identified Study roles and within their respective Study budgets.
- AECOM will be responsible for agenda/meeting format preparation and meeting facilitation.
- The City will be responsible for coordination with invitees and RSVP tracking.
- The City will be responsible for creation of the final list of Working Group participants.

3c. Community Workshops

Objective and Overview

Provide a welcoming environment, open to the general public, where attendees can learn about the CMLS and provide feedback at key points in the technical process.

Workshop formats will be designed to both educate participants about the ATP, Parking Study, and RCVS; and its benefits and to collect input that can help guide the three studies. Workshop formats are anticipated to be small group discussions, topical breakout sessions, and/or exhibits where people can post notes, comment cards, etc. Three rounds of workshops/open houses will occur as part of the overall CMLS study process:

Community Workshops Round #1 – Issues and Opportunities: The purpose of the first workshop is to introduce the public to the Study. The Study team will provide an overview of the three mobility studies and solicit public feedback on key issues of concern and priorities for improvement. Community Workshops during Round #1 will be conducted in each of the five communities. The first three workshops will be held in the coastal communities (Leucadia, Old Encinitas, Cardiff) and will be staffed by the City, KTU&A, Chen Ryan Associates, PB, and AECOM. Separate, but equal, follow-up workshops will be conducted in New Encinitas and Olivenhain. Due to budgetary limitations, these two workshops will be staffed primarily by the City and KTU&A. These two workshops will consist of same information and material, ensuring that all five communities have convenient opportunities to participate during Round #1.

Community Workshops Round #2 – Input on Draft Concepts: Present draft Concepts and solicit feedback. Three workshops with duplicate format and content will be held within the rail corridor during Round #2 (Leucadia, Old Encinitas, and Cardiff). The workshops will primarily feature updates on the Parking Study and RCVS, and may generally include ATP information. These three workshops in Round #2 will be staffed by the City, Chen Ryan Associates, PB, and AECOM.

Community Open House – Presentation of ATP, Parking Study, and RCVS¹: Present the final plan(s), tying specific components to the input received during previous community outreach efforts. This workshop should have a celebratory feel, marking achievement of a plan that reflects stakeholder input and charts the course for achieving the long-term vision for the rail corridor. This workshop will be sponsored by the CMLWG and precede a final presentation at City Council.

Timing

Anticipated timing of the workshops is as follows:

Workshop	Tentative Timing
Round #1 Workshops (5 events)	Fall 2016
Round #2 Workshops (3 events)	Winter 2016/17
Round #3 Open House (1 event)	Spring 2017

Responsibilities

- AECOM will be responsible for preparation of a Format and Logistics plan for the workshops, including materials, guiding questions, and activities. (KTU&A, Chen Ryan Associates, and PB to provide any technical content, including boards and presentations, with input from AECOM)
- AECOM will conduct a brief training session for all workshop staff (City, KTU&A, Chen Ryan Associates, PB, AECOM, etc.; as appropriate) to clarify roles and responsibilities.
- AECOM responsible for bilingual RCVS workshop materials (agenda, hand-outs, comment cards, etc.). City to provide ATP and Parking Study information.
- PB will be responsible for providing refreshments for workshops occurring in the coastal communities. City to be responsible for providing refreshments in New Encinitas and Olivenhain.
- AECOM, in coordination with the CMLWG, will be responsible for organizing a Kids Activity table for the Informational Open House.

3d. Supplemental Pop-Up Outreach

Objective and Overview

In order to capture opinions of those that may not typically attend community meetings, Pop-Up Outreach will supplement in-person workshops. Pop-Up Outreach would piggy-back on existing community events, such as school events, community gatherings, and/or festivals. This Pop-Up Outreach may occur the same day as the in-person workshops or may occur within roughly the same 3-week period as the in-person workshops.

¹ Note that this meeting is identified as “Working Group Meeting 6: Final Presentation” in PB’s scope of work. However, it is identified in the PPP as “Community Open House” to provide a forum and format for releasing the Draft Final Plan. All responsibilities for the PB, AECOM, and the City would be consistent with responsibilities identified in the Working Group section; not those identified below for Community Workshops.

Questions/Study content presented would be comparable to the in-person workshops. Input captured through the Pop-Up Outreach will be included in a workshop summary. The location and timing of Pop-Up Outreach would be identified during preparation of the Format and Logistics Plan for each round of workshops.

Timing

Anticipated timing of the Pop-Up Outreach is as follows:

Pop-Up Outreach	Tentative Timing
Round #1	Fall 2016
Round #2	Winter 2016/17

Responsibilities

- AECOM will be responsible for preparation of a Format and Logistics plan for the Pop-Up Outreach, including materials, guiding questions, and activities. (KTU&A, Chen Ryan Associates, and PB to provide any technical content, including boards and presentations, with input from AECOM)
- AECOM will conduct a brief training session for all Pop-Up Outreach staff (City, KTU&A, Chen Ryan Associates, and PB, AECOM, etc.; as appropriate) to clarify roles and responsibilities.
- AECOM responsible for bilingual materials (agenda, hand-outs, comment cards, etc.)
- PB will be responsible for providing refreshments, if any.
- Technical Support Group and CMLWG members will assist with pop-up outreach publicity, promotion, and coordination with agencies and organizations, and neighborhood groups.
- PB and AECOM will jointly prepare PowerPoint presentations summarizing pop-up outreach process and public input.

3e. Online Surveys and Community Questionnaires

Objective and Overview

The purpose of providing supplemental online or community questionnaires is to provide additional ways for residents, businesses, and other community members to provide input. This forum (online community input) is intended to appeal to a broader audience that may not typically attend community workshops or meetings. In addition to the traditional workshop setting, residents, businesses, and other community members will also be encouraged to use the online tool during outreach efforts, or encourage their friends to do so.

A hard copy or mail-out survey will be used to reach targeted audiences for the Parking Study. The survey will contain questions that target the parking needs for each user group as well as questions that help categorize the user within the group. At a minimum, the questionnaires will be distributed to

businesses and residents within proximity of the coastal corridor. In association with the Parking Study, intercept surveys may also be used.

The Study team will develop simple business cards that can be distributed to encourage people to help spread the word and advertise the online survey or community questionnaire. It would also be advertised through a variety of other mechanisms, such as email messages and social media posts; and through contact with Technical Support Group, CMLWG, City Commissions and Committees.

An outline of survey and questionnaire involvement is provided in the table below.

Online Community Involvement	Activity
Round #1	Parking Study – Needs assessment (online and “targeted” questionnaire)
	ATP and RCVS – The public will provide input on potential issues or improvements through http://maps.pbid.com/sandiego

* To be refined at a later point in study, once deliverable content and structure is further defined.

Timing

The “targeted” Parking Study questionnaire will be used prior to and during the first round of workshops, like an “early release”. The ATP and RCVS online tool will coincide with the first round of community workshops, in order to supplement in-person workshop input. The tool will be used to collect online input regarding priorities or concerns related to proposed draft improvements and/or solutions.

Responsibilities

- AECOM will be responsible for brief electronic blurbs introducing the online tool and creation of the business card with the online tool url.
- For the Parking Study, Chen Ryan will develop the survey for use online (Survey Monkey) and for targeted mail out. City will be responsible for mailing out the survey and/or conducting intercept surveys.
- For the RCVS and ATP, AECOM will work with PB and KTU&A to make the best use of the online tool (<http://maps.pbid.com/sandiego>) and other online input activities. KTU&A, PB and AECOM will responsible for online tool implementation and compilation of input for Round #1.

3e. Stakeholder Interviews

Objective and Overview

To supplement input received through the workshops and surveys, it will be helpful to have conversations with stakeholder interviews to get a better understanding of Study opportunities and to identify barriers and roadblocks that may need to be removed. These stakeholder interviews will occur outside of the CMLWG – and involve stakeholder members that are not sitting on the CMLWG; however, it is expected that CMLWG members will help facilitate meeting coordination.

The meetings are expected to be informal meetings that last approximately one hour. This task will emphasize the scope of the Parking Study; however, additional CMLS elements may be discussed as needed. Discussions will focus on ideas on how to improve parking within the coastal corridor. Because of its focus, potential stakeholders include: Cardiff Town Council, Cardiff 101 Main Street, Downtown Encinitas Main Street, Encinitas Chamber of Commerce, Leucadia Town Council, and Leucadia 101 Main Street. Of course, there are other noteworthy stakeholder groups in Encinitas – and their role in this planning process is defined in Section 2e, Commission Presentations and Community Group Meetings.

Timing

The interviews will be conducted after the first round of workshops, after the collection and tabulation of the parking questionnaire/survey results.

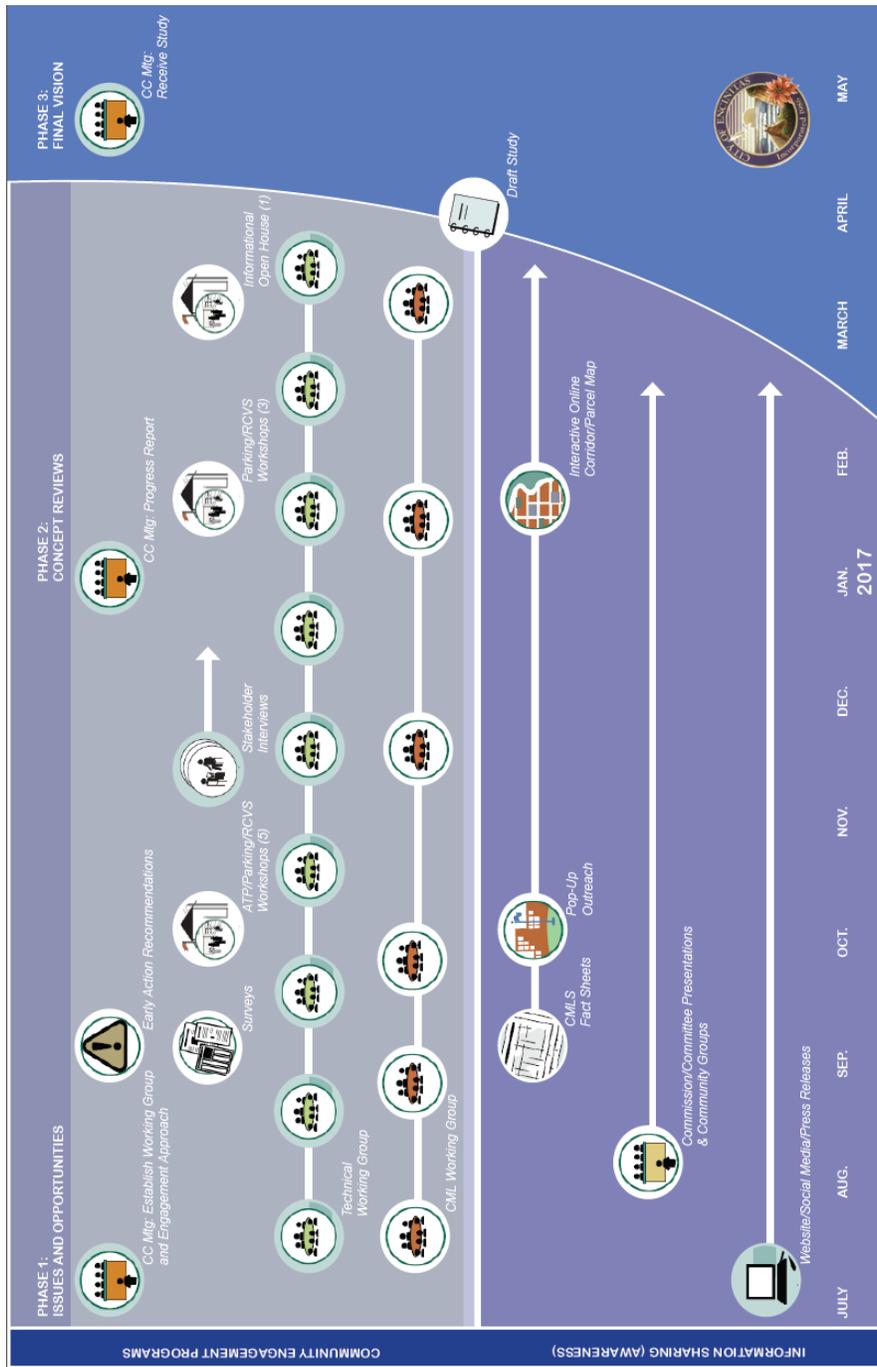
Responsibilities

- Chen Ryan Associates to facilitate all stakeholder interviews.
- City staff will be responsible for contacting the stakeholders and setting up the meetings.

SECTION 4: Schedule

The CMLS is a 12-month effort scheduled to conclude in May 2017. The figure below depicts outreach tasks by phase, and the general timing of each task.

Figure 1 Outreach Activities by Phase



APPENDIX A

City of Encinitas: Key Stakeholder Outreach

Planning for coastal mobility and livability in Encinitas is an issue that potentially impacts every segment of our community, and therefore, the public outreach plan aims to involve as many stakeholders as possible. While the plan is intended to be inclusive, it has also been designed to target key groups of stakeholders who may have specific needs or concerns. These groups will require a more tailored outreach to adequately address those focus points. In addition, many of these groups include community leaders who are able to help the City increase its reach for public participation. The hope is that by engaging these key stakeholders, there will be a ripple effect throughout their respective networks, thereby resulting in a broad and robust level of public participation.

It is important to note that all outreach is working toward the common goal of encouraging the public to participate in the planning process by attending City workshops and meetings, and/or weighing in online.

Below is a list of key groups of stakeholders, along with focus areas that are relevant to them, and the outreach methods that will be used to help address them. Additional groups identified during the process will also be contacted, so this list is a starting point. Moreover, the Coastal Mobility and Livability Working Group members have their own networks .

Business Groups

Cardiff 101 Main Street
Encinitas Business Exchange
Encinitas Main Street 101
Encinitas Chamber of Commerce
Leucadia 101 Main Street
New Encinitas Network
Encinitas For Benefit

Focus Points: Business and property owners will likely be interested in the economic development impacts of any rezoning related to the studies, both long term and short term.

Outreach Methods: City staff will invite the directors and board members of these business groups to a focus group meeting. These business leaders will be asked to inform their group members via their respective newsletters, social media pages and during their regular meetings. City staff will also actively seek speaking engagement opportunities at events hosted by these groups.

Senior Citizens (adults ages 50 and older)

City of Encinitas Senior and Community Center (staff who interact with seniors)
City of Encinitas Senior Citizen Commission
County of San Diego Aging and Independence Services
Local senior living communities: Atria, Belmont, Seacrest and Via Cantabria

Focus Points: Mobility options are important to seniors, especially as some look to alternatives to driving. Additionally, amenities in the Coastal area are a quality of life draw.

Outreach Methods: Outreach for this group will focus on first meeting with the key contact people for each entity, which will provide an opportunity for staff to start a dialogue. Based on those conversations, staff will tailor an effort to meet the needs of each entity, which may involve onsite presentations and tutorials.

Millennials (adults ages 18 to mid-30s)

Encinitas Young Professionals Network
Equinox Center Leaders 2020
Mira Costa Community College

Focus Points: Opportunities for more mobility options and amenities are expected to be a focus point for this group. Factors include the walkability of an area or its access to green space, will also be addressed.

Outreach Methods: This group tends to be active online, and with this in mind, outreach will be largely achieved through social media, and the online engagement opportunities. Staff will also coordinate with these entities in hopes of tapping into their respective online social networks. That will be supplemented by face-to-face interaction at events hosted by these groups.

Major Institutions and Nonprofits

Community Resource Center
Leichtag Foundation
Lux Art Institute
Magdalena Ecke Family YMCA
Rancho Coastal Humane Society
San Diego Botanic Gardens
San Dieguito Boys and Girls Club
San Elijo Lagoon Conservancy
Scripps Memorial Hospital Encinitas

Focus Points: Because many of these groups are major employers within Encinitas, it is likely that they will be invested in ensuring that their staff has access to the coast, including its amenities, housing and transportation services.

Outreach Methods: Initial outreach will be focused on each entity, as each may have a slightly different focus. Once a dialogue has begun, staff will work to create a focus group with representatives from each entity. This will allow staff to begin to address more common themes. The goal will be for this focus group to share information with their respective members and networks, thereby increasing the City's outreach to the public.

Resident Groups and HOAs

Cardiff Town Council
Leucadia Town Council
Olivenhain Town Council
HOAs (47 listed in the internal city database)

Focus Points: Residents have key viewpoints about their community and will be interested in how to maintain and enhance what they find special about Encinitas.

Outreach Methods: Due to the volume of these groups, initial outreach will be done via e-blasts, and will include provided text that can be shared in their respective newsletters, bulletins and social media outlets. As part of this outreach, staff will work to establish a key contact person within each group to ensure that communication is ongoing and clear.

Schools and Groups Dedicated to Education & Youth

Cardiff School District and associated PTA groups
Encinitas Country Day School
Encinitas Educational Foundation
Encinitas Union School District and associated PTA groups
Grauer School
Healthy Day Partners
Pacific Academy
Rancho Encinitas Academy
Rhoades School
San Dieguito Alliance for Drug Free Youth
San Dieguito Union High School District (La Costa Canyon & San Dieguito) and associated PTA groups
Scrumptious Schoolyards
St. John's Catholic School

Focus Points: Because parents are raising the next generation of potential residents, staff understands that they have a vested interest in the future of Encinitas.

Outreach Method: Staff will take a multipronged approach for outreach to this group, as there is some natural overlap among schools and groups within the same public districts—while other entities, such as private schools, will require more targeted communication. Staff will also make use of meetings and events where several of these stakeholders are present, such as the City's school liaison meetings and PTA presidents' meetings. In addition, staff will provide informational text to each group in hopes that they include the information in their respective newsletters and on social media pages. Staff will work to establish a key contact person within each entity, so that a clear and ongoing line of communication is established.

City staff realizes that there are a number of community groups that may not necessarily require targeted outreach, but will still need to be engaged in the process. Therefore, staff will also work to inform and involve the following groups and their respective members:

- Coastal Rotary Club
- Encinitas Historical Society
- Encinitas Kiwanis
- Encinitas Lions Club
- Encinitas Migrant CDC
- Encinitas Preservation Association
- Encinitas Rotary Club
- Friends of the Library (Cardiff and Encinitas)
- Mano a Mano Foundation
- San Dieguito Heritage Museum
- Coastal Rail Trail groups
- Surfing Madonna Oceans Project

In addition to this outreach, staff has identified the following regional groups, which could serve as resources or support throughout the process. Staff will therefore work to collaborate with the following groups:

- American Institute of Architects
- Building Industry Association
- California Health Partners
- California Pan Ethnic Health Network
- California State University San Marcos Office of Civic Engagement
- Headstart, Community Development Institute
- Integracion Latina
- Jewish Family Service
- San Diego Housing Federation
- San Diego Foundation
- Surfrider Foundation
- Los Angelitos