

Public Outreach and Engagement Plan

Alpine Community Plan Update

County of San Diego



Prepared by:

Department of Planning and Development Services

Project Manager: Robert Efird

July 2017

Table of Contents

1. Introduction.....	3
a) Purpose.....	3
b) Goals and Principles.....	3
c) Community Plan Methodology.....	3
d) Environmental Review.....	4
e) Public Involvement Requirements.....	4
2. General Outreach Information.....	6
a) Outreach/Engagement Coordinator.....	6
b) Media Strategies.....	6
c) Synchronization of Outreach with Project Milestones.....	6
3. Public Outreach and Engagement Program.....	7
a) Stakeholder Notification List.....	7
b) Environmental Impact Report Notices.....	8
c) Meetings and Public Hearings.....	8
d) Other Engagement Tools.....	10

1. Introduction

a) Purpose

A key measure of the success of the Alpine Community Plan update will be the receipt and incorporation of input from affected stakeholders. The following comprehensive public outreach and engagement plan will ensure that the effort includes abundant and varied public input throughout the plan development process.

b) Goals and Principles

The goals of outreach and engagement are to: (1) raise awareness of the Community Plan update; (2) educate the public and other organizations about the Community Plan update; (3) provide opportunities for input at the various steps of Community Plan development as discussed in Section 1.c below; (4) provide opportunities to influence decision-making on the Community Plan; and (5) provide a public process that meets the California Environmental Quality Act (CEQA) Guidelines. The rationale for each of these goals includes the following principles:

- *Awareness* – Stakeholders must be aware of the planning process before they can participate.
- *Education* – Stakeholders must be educated and knowledgeable about the General Plan and Community Plan planning processes before they can participate effectively. The community should also be educated on the County's Live Well initiatives, and how those drive community planning.
- *Input* – Stakeholders' knowledge and perspectives help the planning team verify or expand on available information.
- *Decision-making* – Stakeholders are encouraged to engage in the decision-making process.
- *Open and public process* – Public participation is mandated and an essential component of CEQA (CEQA Title 14, Chapter 3, Article 13, Section 15201)

c) Community Plan Methodology

The update of the Alpine Community Plan will progress through the following five stages:

1. Project Initiation. The initial stage of the project will include coordination and team assembly tasks. Most of these tasks are internal to the County, in preparation of community engagement and existing conditions research. **Spring - Summer 2017**
2. Research/Existing Conditions. This phase is the data gathering portion of the project. The data is collected through both research and public involvement, as local, personalized input is essential to identifying appropriate opportunities and constraints. The Alpine Community Plan will also include special analyses related to the economy and infrastructure of a portion of the plan area. **Summer – Winter 2017**

3. Analysis. The analysis phase represents the synthesis of all input gathered during research/existing conditions assessment and formulates planning concepts which represent a range of possibilities for the plan area. Once developed, the plan concepts are evaluated against environmental and planning criteria to then inform further deliberation by the public. The conclusion of the analysis phase is the selection and analysis of a preferred scenario.
Winter 2017 – Spring 2018
4. Draft Community Plan/Draft SEIR. Based on input provided by the public, the County prepares a draft report, with complete analysis of the plan concepts and preferred scenario. The draft Community Plan is accompanied by the Draft SEIR, which are presented to the community, the Planning Commission, the Board of Supervisors, and circulated for public review. **Spring – Summer 2018**
5. Draft Final Community Plan/Draft Final SEIR. Based on input received in the draft phase, the plan/environmental documentation are refined and finalized for final presentations to the Community Planning Group (CPG), Planning Commission, and Board of Supervisors. The conclusion of this phase is presentation of the SEIR to the Board of Supervisors for certification and presentation of the Final Plan to the Board of Supervisors for approval.
Summer 2018 – Spring 2019

d) Environmental Review

The County anticipates preparation of an SEIR that will disclose potential environmental impacts attributable to development within the plan area, provide a reasonable range of alternatives that may reduce the impacts, and provide mitigation measures to avoid or reduce significant impacts. The SEIR will be developed concurrently with the Community Plan. The process for creating an SEIR is as follows:

1. Environmental Scoping. At this stage, the lead agency (County of San Diego) will release a Notice of Preparation (NOP) announcing the initiation of an environmental review process and requesting input on the scope of the environmental document from agencies, stakeholders, and the public.
2. Draft SEIR. Using plan concepts developed by the County and stakeholders, the County will analyze the potential impacts of future development, disclose those impacts, and identify mitigation measures to avoid or reduce significant impacts.
3. Public Review of Draft SEIR. The County will release the Draft SEIR for public review and request agencies and the public to review and provide written feedback to the County on its analysis, disclosure of the environmental issues, and feasible mitigation measures of the proposed project (i.e. the Community Plan).
4. Response to Comments. The County will provide written responses to comments received on the Draft SEIR.
5. Certification of Draft Final SEIR. The County will develop a Draft Final SEIR and the Board of Supervisors will consider whether or not to certify the Draft Final SEIR, which includes: the Draft SEIR; Responses to Comments; and changes to the draft SEIR that may have been necessary to respond to comments.

e) Public Involvement Requirements

Community Plans

As an extension of the General Plan, community plans must conform to the same public participation guidelines and rules. California law requires a planning agency to provide opportunities for involvement of public agencies, public utility companies, community groups and the general public

through public hearings or other appropriate methods when a general plan is written or amended (§65351). The law also requires that a jurisdiction make a diligent effort to include all economic groups when drafting its housing element (§65583). At a minimum, the jurisdiction is required to hold two public hearings before it can adopt or amend a general plan: one by the Planning Commission and another by the appropriate legislative body (the Board of Supervisors in the case of San Diego County). While these two hearings meet the minimum requirement, a defensible public participation process will understandably exceed the minimum. It is the County's intent to exceed these requirements by holding more engagement activities, and more formats of activities (e.g. workshops, facilitated discussions, interviews, etc.), than those listed above.

Further, San Diego County Policy I-1 (Planning and Sponsor Group Policies and Procedures) provides high-level guidance regarding the roles of the community, CPG/Community Sponsor Group (CSG), and County staff in the community plan update process. While it does not provide specific requirements, it does reference community/CPG/CSG involvement in the establishment of goals and policies and the formulation of the plan.

Environmental Impact Reports

When developing an SEIR, CEQA requires the lead agency to notify the public at distinct stages of the process. CEQA also requires the lead agency to provide opportunities for public comment. The goal of these requirements is to fully inform the public, affected government agencies, and other interested parties of the environmental effects of the project and to provide opportunities to the public to comment on the impact conclusions, mitigation measures, and alternatives analysis. Public involvement in the CEQA process aims to ensure that the public has a voice in the decision-making process; specifically, that public concerns about environmental issues and the potential effects of the project on the physical environment are addressed prior to project approval. The legal public notification and commenting requirements associated with the SEIR are outlined in Section 3 of this Plan.

2. General Outreach Information

a) Project Manager

The project manager will serve as a central contact for the public and stakeholders for the Community Plan and SEIR. The project manager will participate in and help coordinate all facets of the implementation of the Public Outreach and Engagement Plan for the Community Plan and SEIR. Anyone seeking information on either should contact:

Robert Efird, Project Manager
Planning & Development Services
County of San Diego
robert.efird@sdcounty.ca.gov
858-495-5463

b) Media Strategies

The County will actively engage and alert appropriate media outlets with project updates at applicable milestones throughout the Community Plan and SEIR process. Announcements will be circulated to announce public workshops and hearings, and the County 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 Land Use and Environment Group – Communications Officer and supported by the planning team.

Media inquiries should be addressed to:

Jessica Northrup, Group Communications Officer
Land Use and Environment Group
County of San Diego
jessica.northrup@sdcounty.ca.gov
619-531-5186

c) Synchronization of Outreach with Project Milestones

The County is committed to listening and demonstrating responsiveness to the community's input at each step in the planning process. As technical information and draft recommendations are available, they will be presented on the plan's website, in e-newsletters/fact sheets, and at public workshops to allow participants to provide input and feedback. This input and feedback will be synthesized and used to guide the final recommendations in the development of the Community Plan. Through the CEQA process, the public will be given the opportunity to review and comment on environmental analysis of the proposed community plan.

3. Public Outreach and Engagement Plan

This section includes a brief description of each tool that the County plans to use as part of the outreach and engagement program along with a short explanation of the tool, including the following milestone indicator:

- **Timing/Project Milestone:** Indicates the milestone date(s) or project milestone(s) of the Community Plan/SEIR process in which the tool will be used.

a) Stakeholder Notification List

The County has researched potential stakeholders and has compiled an initial contact list from existing resources. The initial list includes:

1. Alpine Community Planning Group (CPG)
2. San Diego Building Industry Association (BIA)
3. National Association of Industrial and Office Properties, SD Chapter (NAIOP)/Building Owners and Managers Association, SD Chapter (BOMA)
4. Taxpayers Association
5. SDG&E
6. Chambers of Commerce (San Diego, Alpine/Mountain Empire)
7. Fire Districts (County Fire Authority, Alpine Fire District)
8. Water Districts (Padre Dam, South Bay Irrigation)
9. San Diego Association of Governments (SANDAG)
10. Metropolitan Transit System (MTS)
11. Caltrans
12. Large employers (> 50 employees)
13. Sheriff's office
14. Cleveland National Forest
15. Tribes (Barona, Sycuan, Viejas)
16. School Districts (Grossmont Unified, Alpine Union)
17. Environmental advocacy groups (Sierra Club, Cleveland National Forest Foundation, Endangered Habitats League, Back Country Land Trust)

The notification list will be continually updated and used as a means to notify interested parties of upcoming events and of postings of new materials on the project website. Individuals will be added to the mailing list throughout the Community Plan and SEIR process and may sign up by "opting in" through the community plan website:

www.sandiegocounty.gov/pds/CommunityGroups/AlpineCommunityPlanUpdate.html

It is the intent of the planning team to invite all stakeholders to all public meetings. This will ensure the broadest range of input at each stage of the project and allow for real-time dialogue between the various stakeholders and interest groups.

- **Timing/Project Milestone:** Ongoing.

b) Supplemental Environmental Impact Report (SEIR) Notices

The County will prepare all California environmental process notices to alert the public and stakeholders at critical points in the environmental review. The notices shall comply with CEQA and will be filed with the State Clearinghouse as appropriate. The State Clearinghouse sends notices to State agencies, departments, boards, and commissions for review and comment; however, the County may have specific agency contacts when agency representatives have been working more closely with the County. Where possible, the County will send the notices directly to these specific contacts. The SEIR notices include the following: NOP, Notice of Completion (NOC), Notice of Availability (NOA), and Notice of Determination (NOD).

- **Timing/Project Milestone:** Target dates.

NOP – Winter 2017, prior to scoping period. Prepared by consultant and reviewed/approved by County staff.

NOC and NOA – Summer 2018, when the draft EIR is released for public review. Prepared by County staff.

NOD – Spring 2019, if the Board of Supervisors adopts certifies the Final SEIR, then the NOD will be filed with the County Clerk by the Project Manager. Prepared by consultant and reviewed/approved by County staff.

c) Meetings and Public Hearings

Community Events

To engage with members of the public that are unable to attend formal meetings or are unaware of the Community Plan update, the County may set up a booth or table at community events to disseminate information about the Community Plan, environmental review process, and gain input. Staff from various County departments may be engaged depending on the topic/event.

- **Timing/Project Milestone:** Dictated by the timing of the external event. Ideal time would coincide with either the research/existing conditions or analysis phases of the project.

Communitywide Public Meetings/Workshops

County staff is anticipating a total of eight (8) public meetings/workshops at strategic times during the planning process where members of the public will be able to receive up-to-date information on the planning process and provide input. Meetings will be primarily presentation-style, but with opportunities for discussion/question and answers. Some meetings will consist of one agenda item among others during regularly scheduled CPG meetings and some will be the exclusive agenda item. Workshops will be a combination of presentations and interactive exercises to more fully engage the public, solicit multiple types of input, and expedite portions of the scenario development/refinement process. Through all interactions with the community, a primary goal will be to provide a framework which provides equitable opportunities for input for all stakeholders throughout the plan development process.

- **Timing/Project Milestone:** Target dates.

External Stakeholder Meetings

The County will conduct outreach to external stakeholders as a part of the Visioning/Existing Conditions phase. These meetings could include representatives of public agencies, business organizations, environmental conservation groups, and other interested parties. Input gathered during the meetings will be made available to the community/CPG via meeting minutes.

- **Timing/Project Milestone:** After the Visioning/Existing Conditions Community Workshop

Planning Commission/Board of Supervisors Public Presentations

County staff will present to the Planning Commission/Board of Supervisors in one public meeting each to provide information at the Draft Plan/Draft SEIR stage of the planning process to receive feedback prior to formal public hearings. Notification for these meetings will be in accordance with the County's legal advertisement requirements. In addition, the project team will announce the public hearings on the project's website and will send an email notification to the stakeholder notification mailing list. The public will be invited to comment during the public hearings. No actions will be taken during these meetings and the meetings' primary purpose is to provide an information exchange between the planning team and the Planning Commission/Board of Supervisors.

- **Timing/Project Milestone:** Tentatively planned for the following milestones.

Spring/Summer 2018: Planning Commission Information Item Presentation. The presentation will review concepts developed by the project team, including the preferred plan, based on analysis and stakeholder input provided in prior phases of the effort. The desired outcome from the presentation is support of the plan/concepts as presented and discussion of any relevant considerations for the planning team as it moves forward with final plan preparation.

Summer 2018: Board of Supervisors Information Item Presentation. The presentation will review the same information as the Planning Commission Information Item, supplemented with the content of the Planning Commission's discussion/recommendations. The desired outcome from the presentation is support of the plan/concepts as presented and discussion of any relevant considerations for the planning team as it moves forward with final plan preparation.

Planning Commission/Board of Supervisors Public Hearings

The Planning Commission and Board of Supervisors will hold public hearings on the Draft Final Community Plan/Draft Final SEIR. Notification for these hearings will be in accordance with the County's legal advertisement requirements. In addition, the project team will announce the public hearings on the project's website and will send an email notification to the stakeholder notification mailing list. The public will be invited to comment during the public hearings.

- **Timing/Project Milestone:** Target dates.

Spring 2019: Planning Commission Hearing. The presentation during the hearing will review all project analyses, input, and outcomes from the preceding phases. The Draft Final report will include final analyses of the plan's impact on the environment, infrastructure, and fiscal resources. The desired outcome of the hearing is support of the plan as presented. A Staff Report will be prepared in advance of the meeting.

Spring 2019: Board of Supervisors Hearing. The presentation will review the same information as the Planning Commission hearing, supplemented with the content of the Planning Commission's discussions/recommendations. The desired outcome of the hearing is approval of the plan as presented and certification of the SEIR. A Board Letter, complete with Staff Report appendices (among others) will be prepared in advance.

d) Other Engagement Tools

Project Website

The planning team will develop a page on the County's website dedicated to the Community Plan and SEIR processes. Interested parties will be able to sign up for the email notification list, view project documents, and find contact information to send comments and suggestions. Materials from the public workshops will be provided on the website for stakeholders to review and provide input if they are unable to attend a meeting in-person. The website address is:

www.sandiegocounty.gov/pds/CommunityGroups/AlpineCommunityPlanUpdate.html

- **Timing/Project Milestone:** Website launched for the public in Spring/Summer 2017 and available throughout the planning process.

eBLAST Newsletters

At significant steps of the planning and environmental review processes, the planning team may prepare a project-related article/announcement to include in the Planning & Development Services' (PDS') monthly e-newsletter to update the public and interested stakeholders on important project developments. The newsletter is distributed to all subscribers of PDS' eBLAST service.

- **Timing/Project Milestone:** Quarterly or as needed.