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PUBLIC OUTREACH AND ENGAGEMENT



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Outreach Summary

Public Outreach and Engagement Plan

Public outreach and stakeholder engagement are essential components in the preparation of a successful Climate Action Plan (CAP). In recognition of the importance of public participation in the planning process, the County's Department of Planning & Development Services (PDS) developed a Public Outreach and Engagement Plan (Outreach Plan; provided as Appendix E) to establish specific opportunities for the public to collaborate with staff on key strategies to achieve greenhouse gas (GHG) reduction targets and reduce the effects of the changing climate in their local communities. The Outreach Plan was released in March 2016, and summarized how the County will comprehensively engage the public and other interested parties in the preparation of the CAP and associated Draft Supplemental Environmental Impact

Report (SEIR). The purpose of the County's outreach strategy has been fivefold: (1) to raise awareness of the CAP; (2) educate the public and other stakeholders about climate planning, so they can participate effectively in the project; (3) provide opportunities for input at the various steps of CAP development; (4) engage stakeholders during the decision-making process; and (5) provide an open, public process in compliance with the California Environmental Quality Act.

The Outreach Plan for the CAP was granted the "Outstanding Public Involvement" award at the Association of Environmental Professionals (AEP) San Diego Chapter Awards and Scholarship Banquet on October 6, 2016. This recognition illustrates the county's commitment to collaborating with regional partners, stakeholders, and members of the community throughout the climate planning process.



The Public Outreach and Engagement Plan was awarded the "Outstanding Public Involvement" award at the 2016 AEP San Diego Chapter Awards.



Public Outreach and Engagement

Internal Stakeholder Engagement

To engage stakeholders internal to the County, an “Internal Working Group” comprised of the following 11 County departments was convened to bring knowledge and resources together during development of the CAP:

- Agriculture, Weights & Measures;
- Environmental Health;
- General Services;
- Health & Human Services Agency-Public Health Services Department;
- Human Resources;
- Office of Emergency Services;
- Office of the County Counsel;
- Parks & Recreation;
- Planning & Development Services;
- Public Works; and
- Air Pollution Control District.

The Internal Working Group continues to meet on a monthly basis to discuss climate planning best management practices and to coordinate review of the

draft CAP. In February 2017, the San Diego County Board of Supervisors (Board) transitioned this Internal Working Group into a Sustainability Task Force to implement energy efficiency, renewable energy, and sustainability plans, policies, and programs. Upon adoption of the CAP, the Sustainability Task Force will oversee implementation of the CAP.

External Stakeholder Engagement

The robust Public Outreach and Engagement Plan (Outreach Plan) the County has committed to implementing during development of the CAP and Draft SEIR is in large part driven by existing and growing, public interest in climate action planning in the county and the state more broadly. Local residents and business owners have expressed this interest by actively participating in the public process.

The Outreach Plan established a framework of stakeholder meetings and community events to engage diverse audiences, synchronized with key project milestones. Since publication of the Outreach Plan on the CAP project website, PDS staff has collaborated with over 50 stakeholder groups in the environmental, business,



The County’s Sustainability Task Force continues to meet on a monthly basis to discuss climate planning best management practices.



County staff participated in over 100 different community events across the county to raise awareness about the CAP process and gather input from members of the public.

and community sectors, during a total of over 100 public events. The form and function of each event was uniquely tailored to ensure widespread community awareness, education, and participation, as well as to elicit specific technical feedback.

Public engagement was designed to align with the early stages of the CAP and Draft SEIR process, including through plan development. PDS staff and the consultant team, in partnership with representatives from several County departments including the Department of Parks and Recreation, Department of Public Works, Health and Human Services Agency-Public Health Services Department, and the San Diego County Air Pollution Control District (SDAPCD), participated in over 100 different community events across the county to raise awareness about the CAP process and gather input from members of the public unable to attend formal meetings or who were unaware of the project. Another ongoing

strategy woven into the outreach process has been county staff attendance at seven different stakeholder group events, including North County Climate Change Alliance, San Diego Environment & Design Council, San Diego County Taxpayers Association, Building Industry Association, Building Owners and Managers Association, NAIOP (Commercial Real Estate Development Association), and San Diego Regional Chamber of Commerce meetings.

Following significant early milestones in the CAP project, the county hosted stakeholder meetings with over 20 external stakeholder groups during summer 2016, including environmental nonprofits, representatives from academia, business groups, and climate planning professionals, to understand the climate planning priorities of each industry. These meetings provided smaller venues for focused discussions of CAP development.

Following the stakeholder meetings, the County in collaboration with the consultant team hosted four



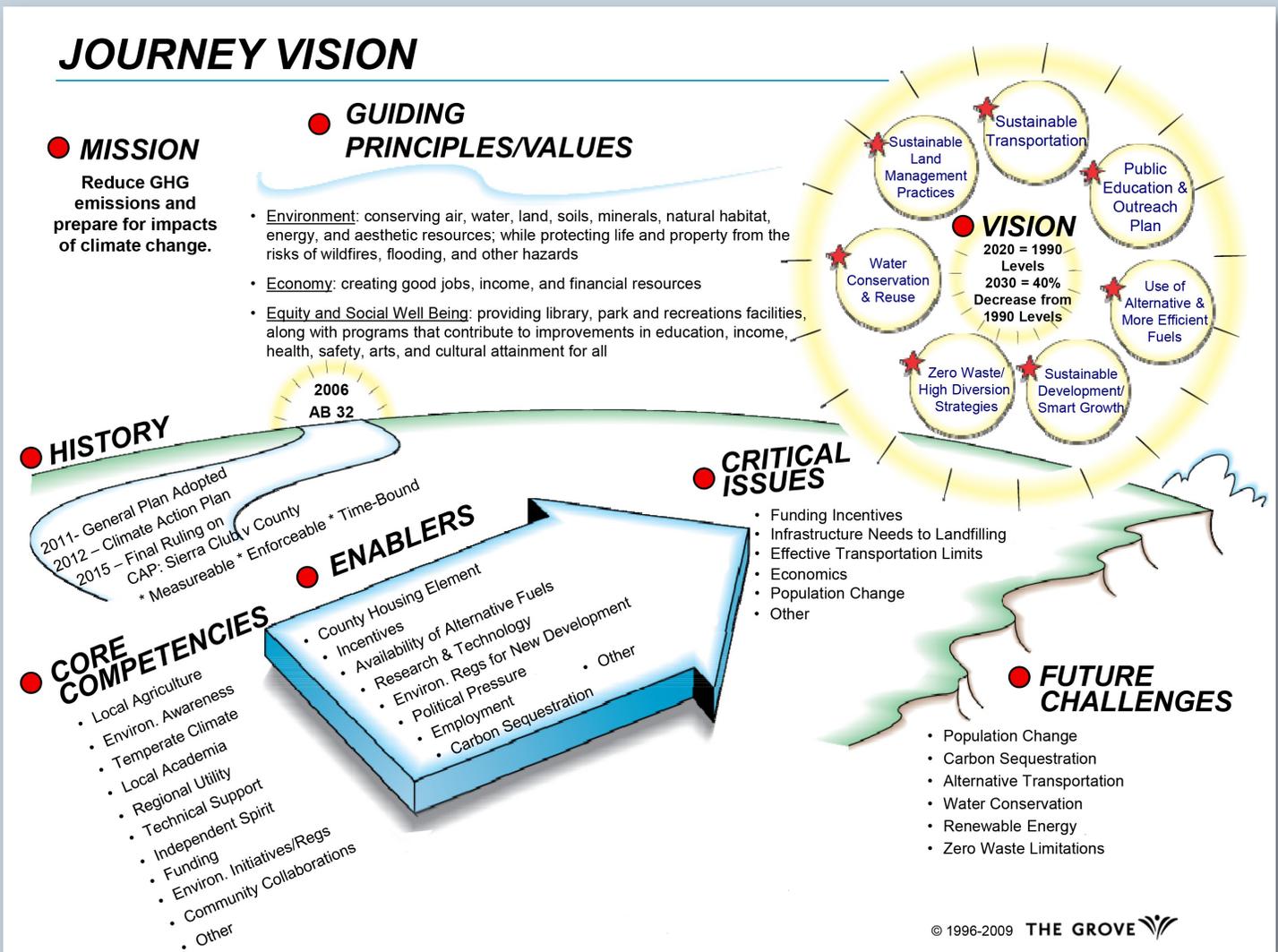
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focused “visioning sessions” with representatives from over 50 stakeholder groups, including the chairs of the County’s planning and sponsor groups, to collaborate on the context and vision for the CAP. These sessions provided an opportunity for stakeholder groups to aid in the development of the mission, vision, goals, and objectives for the CAP, and to identify potential GHG reduction strategies and measures.

Over 50 individual stakeholders participated in two public workshops held in fall 2016. The workshops

served to inform the public on input provided during the stakeholder meetings and visioning sessions, to educate the public on technical information related to the CAP, and to provide another opportunity for the community to provide feedback on potential GHG reduction strategies and measures. Public input from these workshops has guided development of the CAP to date.

Finally, in November 2016, the county hosted a Draft SEIR Scoping Meeting, which provided an opportunity for the public and interested parties to formally engage in the



The four focused “visioning sessions” conducted by the county informed the development of the mission, vision, goals, and guiding principles for the CAP.



environmental review process in compliance with CEQA.

Throughout the CAP development, staff has kept the San Diego County Planning Commission (Planning Commission) updated on the input received through the outreach efforts. Staff provided three informational presentations to the Planning Commission: the first in April 2016 to identify the scope of the CAP and share the Public Outreach and Engagement Plan; the second in November 2016 to inform on the input received during the public outreach and engagement and to share the preliminary GHG emissions inventory, projections, and reduction targets; and the third in June 2017 to share potential strategies and measures being considered for the CAP and identify additional public outreach opportunities and engagement with stakeholders. At all three informational sessions, the public was provided an opportunity to provide comment and share recommendations with the Planning Commission and staff.

The Outreach Plan included a broad range of media and communication methods to reach a wide audience, provide information, solicit participation and input, and allow for ongoing feedback and input. Outreach and engagement tools included:

- Project website for centralized information, email notification sign-up, project documents, and contact information to send comments and suggestions;
- Emails to stakeholder notification list at key milestones in the planning process;
- PDS eBlast, a publicly-circulated electronic newsletter, was used to share CAP process and outreach updates, as well as upcoming public participation events;
- CountyNewsCenter website posted press and media releases for upcoming outreach events; and
- SDAPCD used its Twitter account to share CAP public outreach events, opportunities, and updates.

Regional Collaboration

In addition to stakeholder engagement with local groups in the county, the Outreach Plan emphasized the importance of collaborating with regional partners to share best practices in climate planning and establish partnerships for future implementation. County staff met with the 21st Conference of the Parties participants in April 2016, which included 15 scientists and students from the University of California, San Diego, to discuss the latest series of negotiations held annually under the United Nations Framework Convention on Climate Change. In May 2016, the County's Internal Working Group met with San Diego Gas & Electric (SDG&E) to explore energy-

related best practices and SDG&E energy efficiency programs. The County also held two public workshops in September 2016 for the public, public agencies, business organizations, environmental groups, community groups, and other interested parties to contribute comments on the County's potential GHG reduction strategies and measures.

In addition to the specific events described above, the County has formed successful partnerships with local governments, public agencies, private industry, and nonprofit organizations.



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Regional partnerships will be essential for successful implementation of the CAP.

Some regional partners include:

- The County's collaboration with the San Diego Association of Governments (SANDAG) Energy Working Group, which identifies issues related to the coordination and implementation of the Regional Energy Strategy, including measures to reduce energy consumption and GHG emissions related to electricity, natural gas, and transportation.
- The County's Local Government Partnership with SDG&E Energy Initiatives Partnership aims to inform, educate, and implement energy efficiency practices to county's employees, businesses, residents, and other entities within the county.
- The San Diego Regional Energy Partnership, funded by the California Public Utilities Commission and administered by SDG&E, promotes community-based energy efficiency and sustainability initiatives in the region.
- The San Diego Regional Climate Collaborative is a

regional forum for agencies and organizations to share expertise, leverage resources, and advance comprehensive solutions to facilitate climate action planning in the San Diego region.

- The San Diego Regional Clean Cities Coalition is a network of community-based volunteers that develop public and private partnerships to achieve cleaner communities through increased use of alternative fuels and alternative fuel vehicles.

Continuation of these regional partnerships will be essential for successful implementation of the CAP. The partnerships provide opportunities for knowledge-sharing and collaboration in tackling the changing climate at the local level.



Ongoing Engagement and Education

Additional Opportunities for Public Input on the Draft CAP

The public input collected during implementation of the Outreach Plan has played a pivotal role in the identification of appropriate actions for reducing GHG emissions, and in the timely advancement of the CAP.

During the public review of the draft CAP, the County will host additional focused stakeholder engagement meetings, and two public informational meetings with the public and regional partners to communicate the content of the draft CAP and to provide an opportunity for the public to provide input. Feedback from these events will inform the final CAP, which will then enter a formal public review process, including public hearings by the Planning Commission and the Board.

Future and Ongoing Opportunities

Effective community engagement and education requires partnerships among government leaders, businesses, and individual community members. This section provides ideas and tools for the County, community, businesses, residents, and individuals to help achieve CAP objectives.

County

A significant component of the County's GHG reduction strategies is ongoing collaboration and outreach to provide education on sustainable behaviors, contribute to growing bodies of research on sustainability and climate science, and pilot implementation projects.

The County's Sustainability Task Force and elected officials provide the expertise and commitment to secure resources and accomplish CAP implementation goals.

Successful CAP implementation requires balancing the environment with economic and social equity needs, which together are referred to as the "Triple Bottom Line" of sustainability, and all are considered equally important. The County will continue to engage with stakeholders representative of the environmental community, business community, and residential community to ensure this balance is achieved. These collaboration and outreach efforts will be carried out by the County's Sustainability Task Force.

Community Members, Businesses, and Residents

Community members, businesses, and residents have the opportunity to become involved with their local government and regional agencies to support, advise, and inform implementation of CAP strategies and measures, including the development and implementation of plans, policies, ordinances, and codes. The local community is a vital resource for agencies in determining what actions are consistent with the values of and vision for the community, for removing barriers to implementation, and for generating innovative ideas to increase the rate of success. Participation in CAP implementation is open to all members of the public. Through the Sustainability Task Force, the County will provide outreach and education to the public about CAP implementation.

How to stay informed and get involved:

- Attend public meetings and workshops conducted by the County. Check the calendar on the project website to find out where and when meetings are held.
- Sign-up for informational emails regarding CAP implementation, or to be added to the County's stakeholder list to receive future notifications.



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- Check the County website for items such as plans, ordinances, environmental review documents, and presentations that relate to sustainability and provide input on the content, either in-person or via email or letter to the Project Manager. (See County CAP website for contact details).

Community members, businesses, and residents can contribute to CAP implementation in multiple ways, including:

- Influencing the planning process;
- Tracking and attending public meetings in their community;
- Providing timely feedback; and
- Engaging other community members and businesses to increase participation.

Some agency meetings occur during business hours, which can make it difficult for certain individuals to attend in person. Individuals can send comments in a letter or email to the Project Manager ahead of the meeting (See County CAP website for contact details).

The Board meetings and Planning Commission hearings can be viewed live online through the following links:

- Board Meetings:
<http://www.sandiegocounty.gov/content/sdc/general/board-meeting-video.html>
- Planning Commission Hearings:
http://www.sandiegocounty.gov/content/sdc/pds/PC/sop/PChearing_stream.html

In summary, successful CAP implementation is an outcome of the contribution and support of the local government, residents, businesses, and community members.



Community members, businesses, and residents can sign-up for emails and get more information about the CAP on the county's webpage.



The CAP includes tools to help the community protect the environment, secure a strong local economy, and have a healthier community. Coordinating, collaborating, and learning from each other will make for successful CAP implementation.

Resources:

- County of San Diego – Sign-up for emails and find more information regarding the CAP: <http://www.sandiegocounty.gov/content/sdc/pds/advance/climateactionplan.html>
- County of San Diego – Board of Supervisors Meeting Agendas: <http://www.sandiegocounty.gov/content/sdc/cob/bosa.html>
- County of San Diego – Planning Commission Meeting Agendas: http://www.sandiegocounty.gov/content/sdc/pds/PC/sop/PCHearing_stream.html
- County of San Diego – Communities and Advisory Groups: <http://www.sandiegocounty.gov/content/sdc/pds/CommunityGroups/>
- County of San Diego – Environmental Public Review: http://www.sandiegocounty.gov/content/sdc/pds/ceqa_public_review.html
- County of San Diego – County Ordinances, Policies, and Regulations Review: http://www.sandiegocounty.gov/content/sdc/pds/Public_Review_Non-CEQA.html
- SANDAG – committee meetings: <http://www.sandag.org/index.asp?fuseaction=meetings.home>

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