

# **Peninsula Community Planning Board Community Engagement and Participation Plan**

The Peninsula Community Planning Board (PCPB) is committed to engaging a broad and diverse cross-section of our community. Informing our constituents, soliciting their needs, and obtaining broad input on projects and initiatives is critical to the success of the PCPB as an advisory body to the City.

## **Objective**

To best serve the Community's interests, the PCPB will engage all segments of the Peninsula Community to foster diverse participation in and within the PCPB, and to create and sustain two-way communication with constituents to elicit and represent their needs.

Our plan is crafted to reflect the unique demographics and characteristics of our community.

## **Goals**

- Educate community members about the role of the PCPB and opportunities for involvement.
- Partner with non-profits, community organizations, businesses, schools/universities, and government organizations to build trust with the community.
- Inform the community about land use, General/Community Plans, projects, and legislation.
- Effectively communicate about the PCPB's advocacy for the community in easily understood language.
- Proactively listen to community needs and communicate these to the City.
- Obtain meaningful input from a broad range of community members on land use matters.
- Increase and diversify participation in Planning Group meetings and decision-making.
- Encourage student and youth participation in PCPB committees and other PCPB activities

## **Guiding Principles for Public Participation**

The PCPB will:

- Provide meeting information simply and accessibly to maximize community participation.
- Communicate clearly to all segments of the community.
- Consistently share information with the community members through multiple means.
- Make meeting materials available in the languages spoken within the community.
- Respect people's opinions and time.
- Ensure a safe, accessible meeting space.

## **Measuring Success**

- Monitor month-over-month and year-over-year meeting attendance, number of voters in elections, social media metrics as applicable, type and frequency of outreach efforts, events

attendance lists, change in composition of voting members as evidenced in annual surveys, etc.

- Qualitatively measure efforts made to bring in community members that have historically faced barriers to participation in Planning Groups.
- Document the measured results and submit them to the City Planning Department in the annual report in March.

## **Community Engagement Methods**

1. **Public Meetings:** The primary platforms for community engagement are the PCPB's public meetings, which include the monthly board meeting, standing committee meetings, and ad hoc committee meetings. These meetings are regularly occurring and publicly noticed. They are all open to the public in accordance with the Brown Act and conducted with the degree of formality necessary to ensure all parties have an opportunity to ask questions and be heard. Participants are able to hear relevant information, have an opportunity to ask questions, make comments, and hear the opinions of others.
  - a. Committee meetings are where the bulk of the PCPB's work is accomplished and are forums for focused public presentations, briefings, and discussions. The committees are very focused on narrow topics and are excellent for expansive discussion with subject matter experts and community stakeholders.
  - b. Committee or Board Briefings. The PCPB and its committees will regularly invite individuals, government organizations, non-profits, and advocacy groups to present on subject matter within their purview or interest. These briefings provide unique and direct access for the community to experts, candidates, decisionmakers, and activists.
  - c. Informal/Informational events. Unnoticed PCPB or non-PCPB events held to provide public access to PCPB member(s) unencumbered by an agenda of business. Principally held to inform the community about the PCPB, City planning, and how land use decisions are made. These events also serve as an open forum event focused on soliciting information on community needs and feedback on how City policies/legislation impact them. Examples include the PLHS Farmers Market, Liberty Station public events (e.g., fairs and festivals), and community events such as Rotary and Point Loma Association meetings.
  - d. Web-based Meetings: Any noticed PCPB meeting can also be a hybrid meeting. Methods to explore include live-streaming and interactive video teleconferencing. Informal (non-Brown Act) meetings can be completely web-based. Either approach provides important access to people who are not normally able to participate in person.
2. **Printed public information:** The PCPB will post meeting notices and informational material in key public locations such as Hervey Library, our schools, and community centers. Printed material is intended to target segments of the community that do not or cannot obtain information about the PCPB and land use issues through other information channels. The PCPB may use flyers to increase the awareness of and participation in the PCPB and land use discussions.

- a. The PCPB may collaborate with community organizations to employ signage to increase public awareness of key events and issues.
  - b. Newspaper: The PCPB will publish notification of elections in the local community papers. The PCPB will occasionally advertise key events, often in collaboration with other community organizations, in print media.
3. Internet: The PCPB's website is its principal information portal for the public. The PCPB uses its website to provide foundational information about the PCPB, its members, committees, and meetings. The PCPB maintains access to agendas, minutes, and other PCPB-generated material on its website. The PCPB posts meeting notices and detailed election material on its website.
- a. Social Media: The PCPB will regularly post information on key issues and events on multiple platforms. The PCPB posts information on several widely used Facebook community pages, on Nextdoor, and on Twitter/X. Facebook community pages include:
    - i. Ocean Beach!!!
    - ii. Point Loma, Midway, and Liberty Station Network
    - iii. Point Loma Connections
    - iv. OB Neighborhood Watch
  - b. As needed, the PCPB will use online polls, surveys, and comment forms to seek input on community needs/other initiatives. The PCPB regularly uses Nextdoor and Facebook online polls to collect community opinion about select projects, safety, and traffic concerns.
4. Partnering with Community-Based Organizations: The PCPB maintains extensive relationships with community organizations to disseminate information and obtain input on issues.
- a. The PCPB partners with local Town Councils and adjacent community Planning Boards to close communication seams, coordinate on shared issues, and collaborate on projects that impact surrounding neighborhoods.
  - b. The PCPB maintains relationships with local advocacy groups and community service organizations to understand all facets of an issue and to engage with impacted segments of the community.
  - c. The PCPB works with local state legislators, City council members, City Planning and Development Services Departments, and the San Diego Police Department to define issues and advise on community interests.
  - d. The PCPB works extensively with the Point Loma Association, Point Loma Rotary Club, Ocean Beach and Midway Planning Boards, Liberty Station Community Association Sunset Cliffs Natural Park Council to provide insight into land use impacts and community interests.