REGIONAL PLANNING COMMITTEE AGENDA

Friday, July 12, 2002
1 p.m. - 3 p.m.
SANDAG
401 B Street, Conference Room A
San Diego, CA

AGENDA HIGHLIGHTS

• RCP POLICY ISSUES
• QUALITY OF LIFE FUNDING
• PUBLIC INVOLVEMENT AND OUTREACH STRATEGY

MISSION STATEMENT

The Regional Planning Committee provides oversight for the preparation and implementation of the Regional Comprehensive Plan that is based on the local general plans and regional plans and addresses interregional issues with surrounding counties and Mexico. The components of the plan could include: transportation, housing, environment (shoreline, open space, air, water quality, habitat), economy, regional infrastructure needs and financing as well as land use and design components of the regional growth management strategy. Recommendations of the Committee are forwarded to the SANDAG Board of Directors for action.
Welcome to SANDAG! Members of the public may speak to the Regional Planning Committee on any item at the time the Committee is considering the item. Please complete a Speaker’s Slip which is located in the rear of the room and then present the slip to Committee staff. Also, members of the public are invited to address the Committee on any issue under the agenda item entitled Public Comments/Communications. Speakers are limited to three minutes. The Regional Planning Committee may take action on any item appearing on the agenda.

This agenda and related staff reports can be accessed at www.sandag.org under meetings on SANDAG’s Web site. Public comments regarding the agenda can be forwarded to SANDAG via the e-mail comment form also available on the Web site. Email comments should be received no later than noon, two days prior to the Regional Planning Committee meeting.

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**REGIONAL PLANNING COMMITTEE**  
Friday, July 12, 2002

The Regional Planning Committee may take action on any item appearing on this agenda.  
Staff Contact: Carolina Gregor, (619) 595-5399; cgr@sandag.org

<table>
<thead>
<tr>
<th>ITEM #</th>
<th>ACTION</th>
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<tbody>
<tr>
<td>+1.</td>
<td>WELCOME AND INTRODUCTIONS (Chair Lori Pfeiler)</td>
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<tr>
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<td>The Chair will introduce the Committee’s new advisory member from the San Diego County Water Authority. An updated roster of Committee membership is attached.</td>
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<td>2.</td>
<td>PUBLIC COMMENTS AND COMMUNICATIONS</td>
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<td>Speakers are limited to three minutes each.</td>
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<td>+3.</td>
<td>ACTIONS FROM MAY 30, 2002 MEETING - (pp. 6-8)</td>
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<tr>
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<td>INFORMATION</td>
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<td>+4.</td>
<td>POLICY ISSUES RELATED TO THE REGIONAL COMPREHENSIVE PLAN (RCP) (Chair Pfeiler and Carolina Gregor, SANDAG Staff) - (pp. 9-14)</td>
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<td>DISCUSSION / ACTION</td>
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<td>The Committee is requested to provide policy direction on several items, including a preliminary regional vision, regional priorities, and infrastructure needs. The Chair will present a status report on the RCP to the SANDAG Board of Directors on Friday, August 2, 2002.</td>
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<td>+5.</td>
<td>QUALITY OF LIFE FUNDING (Hal Martin, SANDAG Board Member, City of San Marcos) (p. 15)</td>
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<td>DISCUSSION</td>
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<td>Various discussions regarding funding mechanisms to address a variety of regional infrastructure needs currently are taking place throughout the region. The RCP will include an infrastructure component and a public investment strategy. The Regional Planning Committee should provide policy recommendations on infrastructure funding sources within the context of the RCP.</td>
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<tr>
<td>+6.</td>
<td>PUBLIC INVOLVEMENT AND OUTREACH STRATEGY (Janet Fairbanks, SANDAG Staff, and Bailey Gardiner/Crotty Consulting) (pp. 16-21)</td>
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<td>DISCUSSION</td>
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<td>The consultant team will provide an overview of the proposed public involvement strategy for the RCP. Comments are requested.</td>
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7. **ADJOURNMENT AND UPCOMING MEETINGS**

Upcoming **Regional Planning Committee** meetings are scheduled for:

- Friday, August 2, 2002 from 1 – 3 p.m. at SANDAG, following the SANDAG Board of Directors meeting
- Friday, September 6, 2002, from 9 – 11 a.m. at SANDAG
- Friday, October 4, 2002, from 9 – 11 a.m. at SANDAG
- Friday, November 1, 2002, from 9 – 11 a.m. at SANDAG
- Friday, December 6, 2002, from 9 – 11 a.m. at SANDAG

RCP Items are scheduled for **SANDAG Board** meetings on:

- Friday, August 2, 2002, 9 a.m. – 12 noon, at SANDAG, Business Meeting (Status Report)
- Friday, September 13, 2002, 10:15 a.m. – 12 noon at SANDAG, Policy Development Board Meeting (Tentative)

+ next to an agenda item indicates an attachment
MEMBERSHIP

Members
Chair: Lori Pfeiler
Mayor,
City of Escondido
(North County Inland)

Vice Chair: Patty Davis
Councilmember,
City of Chula Vista
(South County)

Dennis Holz
Councilmember,
City of Encinitas
(North County Coastal)

Rick Knepper
Councilmember,
City of La Mesa
(East County)

Scott Peters
Councilmember,
City of San Diego

Ron Roberts
Chair, Board of Supervisors,
County of San Diego

Alternates:

Judy Ritter
Councilmember,
City of Vista
(North County Inland)

Ron Morrison
Councilmember,
City of National City
(South County)

Richard Earnest
Councilmember,
City of Del Mar
(North County Coastal)

Jill Greer
Councilmember,
City of Lemon Grove
(East County)

Jim Madaffer
Councilmember,
City of San Diego

Bill Horn
Supervisor,
County of San Diego

Advisory/ Alternate:

Pedro Orso-Delgado / Gene Pound
Caltrans

Susannah Aguilera,
Department of Defense

Leon Williams / Byron Wear,
Metropolitan Transit Development Board

To be designated,
Baja California, Mexico

Julianne Nygaard, North County Transit District

Gary Croucher,
San Diego County Water Authority

Jess Van Deventer / Bill Chopyk
San Diego Unified Port District

The Regional Planning Committee normally meets on the first Friday of the month from 9 - 11 a.m. at SANDAG.

Staff contact: Carolina Gregor (619) 595-5399; cgr@sandag.org

Revised: July 8, 2002
The May 30, 2002 meeting of the Regional Planning Committee was called to order by Chair Lori Pfeiler (North County Inland). Committee members in attendance were Patty Davis (South County), Dennis Holz (North County Coastal), Rick Knepper (East County), Scott Peters (City of San Diego), Ron Roberts (County of San Diego), and alternates Judy Ritter (North County Inland) and Ron Morrison (South County).

1. WELCOME AND INTRODUCTIONS

Chair Pfeiler welcomed Committee members and guests. Self-introductions were made.

2. PUBLIC COMMENTS AND COMMUNICATIONS

There were no public comments or communications.

3. ACTIONS FROM MAY 3, 2002 MEETING

There were no changes to the May 3, 2002 meeting actions.

4. INTRODUCTION OF NEW ADVISORY MEMBERS

Chair Pfeiler announced the newly-appointed advisory members and alternates: Leon Williams, MTDB (Byron Wear -Alt.); Julianne Nygaard, NCTD; Pedro Orso-Delgado, Caltrans (Gene Pound -Alt.); Jess Van Deventer, San Diego Unified Port District (Bill Chopyk -Alt.); Susannah Aguilera, Department of Defense. A representative from the San Diego County Water Authority will be appointed at the next meeting.

5. EXISTING LOCAL PLANS AND POLICIES IN RELATION TO THE REGIONAL COMPREHENSIVE PLAN (RCP)

An overview was provided of the existing local plans and policies and their relationship to the RCP. Issues arising from existing local plans and policies include development densities leading to sprawl; an imbalance between employment and housing locations and capacities; a shortage of housing (and housing types) to meet the need; and consumption of large amounts of undeveloped land.

Maps depicting vacant developable land and land available for redevelopment under existing plans were shown. Also shown was a map of the "Smart Growth Light" land use scenario, conceptually illustrating potential smart growth focus areas, or areas beyond existing local plans that have the potential for mixed use and intensification. Most of the potential smart growth focus areas were located in the cities of San Diego and Chula Vista.
The following comments were made in the discussion:

- Committee members expressed a divergence of opinions regarding the validity of the Smart Growth Light land use scenario. The key issue of contention centered on the value of inputs for the potential smart growth focus areas (referred to as the “starbursts” by the Committee members) provided by local staffs for those cases where policymaker's endorsements were not sought.

- Some committee members felt that the starbursts on the map (the smart growth focus areas) would eventually be used to allocate carrots/sticks, without having received approval from all local councils and the Board of Supervisors.

- Other committee members thought that it was beneficial to show existing land use information and potential starbursts on a regional map as an analytical tool to help policymakers approach local communities for an informed discussion on the tradeoffs/incentives of applying smart growth in individual neighborhoods. It also was mentioned that the local planning directors have been working with SANDAG on the inputs, and that it is understood that the inputs should not be construed as policy unless, and until, local policymakers modify local general plans.

- It was pointed out that the region has a housing crisis today – that the region needs to take action on housing and other infrastructure issues immediately. Support was expressed for regional policies that limit funding for jurisdictions that aren't willing to "step up to the plate" to help meet the region's housing needs.

- Committee members asked to look at the starbursts in relation to where the region is programming transportation network funds.

- Committee members also recognized that the region needs funding for major infrastructure needs – that it all comes down to financing and policy choices e.g. Is the trolley the best bang for the buck? Is it too late to change current transportation expenditures if they will not be supported by local land uses or if their mode is not the most cost-effective?)

6. WHAT DOES THIS ALL MEAN FOR THE RCP?

The purpose, components, and use of the RCP; regional priorities; public involvement; implementation; and a preliminary RCP time schedule through September 2002 were discussed. The following comments were made in the discussion:

- The regional priorities look good; however, the Urban Form priority should be reworded, replacing the phrase "reduce urban sprawl," with "use land efficiently."

- The RCP should be updated every several years, like the RTP, to be able to reflect changing regional priorities and future transportation systems.

- The policy issues to be addressed by the RCP are not new; the primary need is to develop the body of the RCP and to locate funding sources for the future infrastructure needs.
• A bottom-up approach in public outreach is necessary that will involve residents and policy makers regarding smart growth.

• The RCP should be presented in terms of the positive impacts of smart growth (mixed-use development as trade-off for environmental protection, mass transit as a transportation alternative.

• The RCP should consist mostly of concepts and policies, not necessarily individual elements. Public involvement will be an important component.

7. **ADJOURNMENT AND NEXT MEETING**

The next meeting will be on Friday, July 12, 2002, from 1-3 p.m., following the SANDAG Executive and Policy Development Board meetings, at SANDAG in Conference Room A.
INTRODUCTION

Since its inception, the Regional Planning Committee has discussed the following items related to the Regional Comprehensive Plan (RCP):

- Existing local plans and policies in relation to the RCP,
- The purpose of the RCP,
- Potential components,
- How the plan might be used,
- Regional priorities, and
- A public involvement program.

Significant portions of the Committee’s discussions have focused on the role of smart growth in the plan and the importance of infrastructure funding, especially incentives for jurisdictions that take additional residential growth. Although concerns have been expressed about duplication between local and regional plans, the Committee has reached consensus that the RCP is necessary to better integrate local plans and policies with those of neighboring jurisdictions, neighboring regions, and the international border, and that the plan can serve as a tool to foster dialogue and action about the future of our communities and our region.

Key policy issues continue to center around land use and transportation. At SANDAG’s June 14, 2002 Policy Development Board Meeting on the Regional Transportation Plan (RTP), the Board reaffirmed its commitment to use the smart growth land use alternative for the 2030 RTP. Additionally, the Board directed staff to develop a more aggressive smart growth land use scenario simulation. The Board also directed the Regional Planning Committee to serve as the conduit for the analysis of the more aggressive smart growth scenario, establishing an iterative process between the RTP and the RCP. The results of the simulation will be brought to the Committee in November, 2002.

The Committee will provide a status report on the RCP to the SANDAG Board on August 2, 2002. As a result, the Committee should provide direction on the following key policy issues.

**Key Policy Issues**

- What is our Vision?
- What Regional Priorities does the Plan need to address?
- How should the RCP address the region’s infrastructure needs?
- What infrastructure elements should the analysis include?
Key Policy Issues

What is our Vision?

SANDAG’s REGION2020 smart growth definition is the closest statement that the region currently has for a regional vision. Each jurisdiction in the San Diego region adopted a Resolution of Support for the smart growth principles outlined in REGION2020. Given the level of support that SANDAG received for smart growth and REGION2020 (approximately 70 organizations and 500 individuals signed resolutions of support), the following elements of a vision could be put forth, and tested and refined over the course of the preparation of the RCP and evolve into the Plan’s vision. The Committee should discuss the different components that could be included in the vision:

• "In 2030, 2040, 2050, and beyond, the San Diego region will understand and respect the delineations between our urban and rural lands.
• Our communities will have a greater mixture of land uses. They will be walkable, full of character.
• The people that live in the San Diego region will have the ability to choose from a wider spectrum of housing types and will be able to afford their homes more comfortably.
• Our transportation systems will work well - supplying a variety of options for getting about, better linking our jobs and homes, and providing more transit, walking, and biking opportunities.
• Our ecosystems will be healthy and our open space and habitat conservation systems will be fully funded, and their maintenance will be secure.
• We will have a great variety of jobs, the workforce to meet the demand for these jobs, and the wages to sustain our families’ standard of living.
• Our infrastructure systems will be in place and will function appropriately, so that our quality of life will be measurably better.
• The San Diego region will be an equitable place to live, with a healthy environment, a strong economy, and excellent land use, transportation, and environmental connections to Baja California and our surrounding counties."

What Regional Priorities does the Plan need to address?

At its last meeting, the Committee agreed that, as a starting point, the RCP should build upon the REGION2020 principals/priorities: urban form, enhanced mobility, housing, healthy ecosystems and economic/fiscal issues (see Attachment A, page 13, Regional Priorities).

The framework that defines the RCP needs to be more comprehensive than REGION2020. An overarching structure/framework is needed that integrates the elements and priorities to "define" the Plan and broaden its scope and content. Then we also can monitor and evaluate the Plan’s performance.

At the last Board meeting, the use of the three "E" structure, (Environment, Equity, and Economy), to monitor the RCP’s progress was accepted for distribution. The goals and objectives of the RCP could be organized ("plan definition") under the three broad "E" categories. Then we would also have a way of monitoring the plans progress as well as each element/priority.
Are there additional priorities that should be included? Do the "3-E's" capture the possibilities? For example, should Borders and Infrastructure be separate items or integrated into the existing priorities?

Are there other priorities that the RCP should include: culture, arts, health, and education? The caution is that, with limited time and resources, as items are added, others will need to be eliminated.

- **How should the RCP address the region's infrastructure needs?**
  An infrastructure needs assessment and a public financing strategy will be critical elements of the RCP. The Board members have consistently pointed out that smart growth needs funding. Additionally, although many interests are competing for regional funds, a regional forum does not currently exist for discussing and prioritizing the allocation of the regional infrastructure funds within the context of a regional comprehensive plan. Item #5 on today's agenda is related to this topic.

- **What infrastructure elements should the analysis include?**
  Energy, water, transportation, solid waste and ecosystems appear to be core constituents.

  The proposed approach outlined in the Caltrans grant calls for:

  (a) an identification of the infrastructure elements,
  (b) identifying the infrastructure needs,
  (c) identifying who and how existing financing sources are used and potential gaps, and
  (d) how funding would/could be used to implement the RCP.

  Are the planned infrastructure improvements supporting our smart growth strategy?

  Are there steps missing?

  Is the proposed approach solid?

  Are there underlying issues that should drive the analysis?
Summary of Concepts Included in Previous Regional Planning Committee Reports
(April 12, May 3, and May 30, 2002)

The following is a brief summary of concepts included in previous reports to the Regional Planning Committee. This item is provided as background information.

Existing General Plans and Policies: On a collective basis, our existing local plans and policies result in the following disconnects at the regional level.

- Existing and planned residential densities in the cities are low;
- There is an imbalance between the amount of vacant land planned for employment uses in relation to that planned for residential uses;
- Our residential areas are often separated from our employment centers; and
- Existing plans consume large amounts of undeveloped land.

Additionally, no adequate mechanism exists to handle transportation and environmental issues with our surrounding counties and the binational border.

Purpose of the Plan: A key purpose of the Plan will be to serve as the framework for strengthening the relationship among local and regional plans and policies, and land use and transportation, enabling the jurisdictions, as well as the region, to proactively plan for change. The Plan should clarify the vision for the San Diego region, define regional priorities, establish policies to address key regional issues, and set forth a public investment strategy for regionally-significant infrastructure. The financing strategy should assure that regional infrastructure needs (transportation, habitat and open space, water quality, etc.) are identified and financed on a timely and equitable basis. Additionally, the RCP provides an opportunity to establish a mechanism to more effectively handle interregional and international land use and transportation issues.

Components: The Plan could include the following components.
Use of the Plan: The Plan could be used to solve the regionally-significant problems determined by the identification of regional priorities. At the local level, local agencies could use the Plan when updating local plans and policies, and could adopt a “compact” supporting the Plan and delineating specific implementation commitments. At the regional level, the Plan could prioritize the allocation of infrastructure funds toward urbanized areas that are willing to support smart growth principals in accordance with the RCP, and toward areas where investments in public infrastructure are maximized. At the interregional level, the Plan could be used to address land use and transportation issues associated with our borders, particularly the growing imbalance between jobs and housing.

Defining the Regional Plan: The following regional priorities evolved from the REGION2020 work. At the last Regional Planning Committee, it was agreed that the REGION2020 principals should be used as a starting point. However, the RCP will be significantly different from REGION2020. For example, it will deal with our Borders; it will provide a regional infrastructure strategy; it will strive for local ownership. This work should evolve through an extensive public involvement process, involving local elected officials, key stakeholders, tribal governments, community-based organizations, and others. It must be recognized that the regional priorities are inextricably linked; as a result, the chapters of the RCP will need to be multi-disciplinary and coordinated in order to address the interrelationships between the issues and financing strategies.

1. Urban Form – Spatial Distribution and Urban Design
   - Reduce urban sprawl / Use land efficiently
   - Focus most future growth in urban areas (western third of region), close to existing and planned transportation networks
   - Create people-friendly places; walkable, mixed use communities
   - Evaluate impacts that different levels of smart growth or sprawl would have on the region’s livability and quality of life

2. Enhanced Mobility – Regional, Interregional, International Transportation
   - Provide more transportation options (transit, walking, biking, carpooling, vanpooling) and reduce congestion in key corridors
   - Integrate the transportation infrastructure network with the other significant regional infrastructure systems

3. Housing – Availability, Affordability, Location, and Jobs-Housing Balance
   - Supply enough housing in relation to new jobs
   - Create additional regional/ local funds for affordable housing
   - Locate new housing close to existing and planned jobs and transportation networks

4. Healthy Ecosystems – Connect and Fund our Habitat Preserve Systems, Resolve Housing and Transportation Conflicts
   - Fund regional habitat preserve efforts
   - Establish policies to resolve potential conflicts with housing and transportation issues
   - Identify key ecosystem components and actions to insure a healthy environment (including minimizing pollution and water quality/ storm water runoff)

5. Economic/ Fiscal Issues - Assure that Regional Infrastructure Needed to Improve our Quality of Life are Identified and Addressed through a Financing Strategy
   - Design and implement a fiscal strategy for the San Diego region
Establish a regional infrastructure financing strategy that (1) provides for the implementation of key regional infrastructure systems for transportation, habitat and open space, water quality, and other areas of significance, and (2) relies on a variety of funding sources, rather than on a single funding source.

Public Involvement: The Committee deferred this item to its July 12, 2002 meeting (See Agenda Item 6).

Implementation: A key item related to implementation of the RCP should be an assessment of regionally-significant infrastructure needs and an associated financing strategy. The region has been identifying and prioritizing transportation infrastructure systems for over 20 years through the Regional Transportation Plan (RTP), but no similar mechanisms exist for other essential infrastructure networks. The public investment strategy should place equal emphasis on financing other critical regional infrastructure networks, including habitat, water quality, and others, as identified by the Regional Planning Committee and other stakeholders. Ultimately, the financing strategy should identify and include incentives to achieve regional priorities. In addition to the financing strategy, the RCP should define implementation roles and responsibilities, and establish performance measures to assess implementation progress. Other implementation strategies could include transit- and pedestrian-oriented guidelines, negotiated compacts, and others.
QUALITY OF LIFE FUNDING

The Regional Comprehensive Plan (RCP) will include an infrastructure needs assessment and a public financing strategy. One of the regional priorities discussed by the Committee at its last meeting consisted of establishing a regional infrastructure financing strategy that: (1) provides for the implementation of key regional infrastructure systems for transportation, habitat and open space, water quality, and other areas of significance, and (2) relies on a variety of funding sources, rather than on a single funding source. Currently, most of our regional infrastructure systems rely on grants, federal and state funding, or developer obligations.

Recently, potential funding sources for several regional policy areas have been the object of considerable discussion. These include:

- Extension of the TransNet sales tax – the one-half cent sales tax for transportation. The proposed extension will be included on the November 2004 ballot. Under discussion is whether the extension would continue to be used solely for transportation purposes or whether its purposes should be broadened.
- Funding for affordable housing, such as a regional housing trust fund for affordable housing throughout the region.
- Funding for beach sand replenishment.
- Funding for stormwater management.
- Funding for habitat preservation.
- Funding for U.S. / Mexico Border infrastructure.
- Incentives for transit-oriented development and smart growth areas.

Many of the agencies, entities, and special interest groups working to find permanent funding sources for the infrastructure systems are not working together. A regional forum currently does not exist for discussing and prioritizing the allocation of regional infrastructure funds within the context of a regional comprehensive plan.

While the region has been identifying and prioritizing transportation infrastructure systems for over 25 years through the Regional Transportation Plan (RTP), no similar mechanisms exist for other essential infrastructure networks. A public financing strategy for the RCP should place equal emphasis on financing other critical regional infrastructure networks, including habitat, water quality, and others, as identified by the Regional Planning Committee and other stakeholders through the public involvement strategy. Ultimately, a public financing strategy should identify and include incentives to achieve the regional priorities established in the RCP.

A scope of work for the elements to be included the infrastructure needs assessment and the associated public financing strategy will be primary topics of discussion at the Regional Planning Committee’s September meeting.
PUBLIC INVOLVEMENT AND OUTREACH STRATEGY

Public involvement is key to the success of the Regional Comprehensive Plan. Preparation of the Plan will be directed by SANDAG’s Board of Directors with considerable input from its Regional Planning Committee and the Regional Planning Working Group. This input needs to be complimented by an extensive outreach and education effort to insure diverse and extensive inputs to the Plan, insure full compliance with Title 6 requirements, and fully engage issues of environmental justice and social equity.

To this end, a competitive selection process was used to select the team of Bailey Gardiner/Crotty Consulting to prepare the strategy. A summary of the strategy, the Public Outreach & Feedback Track, and the timeline are attached to this report. The consultants will provide an oral presentation of the strategy at the meeting.

The strategy strives to be inclusive, reaching all elected officials, key stakeholders in the region and along our borders, and groups with which SANDAG traditionally has had little contact.

The key to the strategy is a continuous feedback loop where the issues are developed by the elected officials, “tested” through focus groups and polling, presented back to the elected officials, the Regional Planning Working Group, the City/County Transportation Advisory Committee (CTAC), and key stakeholders. This input is then presented back to the elected officials and staff to redefine the issues/message for the subregional forums. Presentation materials will be developed for use by the media, elected officials, staff, and stakeholders to make presentations to various community events, and meetings of various associations, organizations, clubs, etc. A newsletter will be developed and circulated to all groups and individuals who have been involved in the development of the RCP. The newsletter will reflect comments received on the development of the plan and refinements being made, thus demonstrating that input received is important to us. Recipients will be invited to continue their involvement in the development of the plan.

Attachments
A. Introduction

1. This plan is based on the belief that we can develop a communication loop whereby SANDAG provides key messages about the development of the Regional Comprehensive Plan (RCP) to various audiences, receives feedback about those messages and the plan, provides affirmation that the feedback was heard, refines its messages based on that feedback and the loop begins again with more outreach to the public.

2. This process will rely on quantitative and qualitative message testing to ensure the message is relevant to our audiences.

3. It will be a continuous communication loop from beginning to end.

4. It is understood that outreach to the general public will be ongoing by the City of San Diego, the City of Chula Vista, and the County of San Diego as part of their general plan update process. It is incumbent upon the Consultant and SANDAG staff to work in tandem with these organizations to ensure a unified approach in communicating with the public.

5. The process is inclusive, reaching not only elected officials and key stakeholders, but also border agencies, and the “average citizen” (through the efforts of local jurisdictions).

B. Objective

The primary goal is to communicate with and solicit feedback from a macro environment with the ultimate goal of support and acceptance of the RCP.

C. Target Audiences. The public outreach and involvement strategy will focus on communicating with, soliciting feedback from and generating support for the RCP from the following groups:

1. Local jurisdictions (elected officials and key staff).

2. Interested Stakeholders (environmentalists, business leaders, housing advocates, etc.).

3. Regional stakeholders (environmentalists, business leaders, housing advocates, etc) from the Counties of Orange, Riverside, and Imperial.

4. Border Stakeholders including individuals, groups, and organizations, such as Mexican American Business & Professional Association, Mexican American Political Association (MAPA), Chicano Federation, Metropolitan Area Advisory Committee (MAAC) project, South Bay Forum, Latin Business Owners Association (LBOA), South Bay Chamber of Commerce, South County Economic Development Council.

5. Tribal governments, disadvantaged communities, community-based organizations, and other groups with which SANDAG traditionally has had little contact.

6. The general public (coordinated with local jurisdiction’s planning process and implementation).
D. Message Development. As REGION2020 evolves into the Regional Comprehensive Plan, the agreed upon “smart growth principles” can be used as a baseline from which to develop broader, more resonant themes to communicate more comprehensive programs and policies. Activities include:

1. **Issue Identification Process**

   An exercise designed to capture all relevant objectives, benefits, messages, and priorities for communication. This process is not just to determine what messages move constituencies to a predetermined point of view. It is to refine the scope of the overall RCP themes and messages, and to help determine the most essential elements of the RCP so everyone is approaching the issues from a similar point of view and to ensure all parties are discussing the same issues at the same time. Out of this process, Consultant will establish the framework for all subsequent communications.

2. Consultant recommends two separate groups participate in this process:
   a. Representatives from CTAC, the Regional Planning Working Group, and SANDAG staff
   b. Regional Planning Committee

3. Following the sessions, a report will be prepared, providing a summary of key findings and resulting conclusions and recommendations.

Consultant will then develop presentations that are tailored to various audiences and group sizes.

E. **Polling and Focus Group Research**

1. Polling and focus group research is proposed to test issues and messages prior to going to stakeholders, elected officials, or the public in order to help identify and position persuasive arguments.

   a. Quantitative research in the form of a telephone public opinion survey will be conducted with proper random sampling techniques in order that the results of the research can be generalized to a larger population, in this case, San Diego County residents. The advantage to quantitative studies is that they provide accurate information about the prevalence of attitudes and opinions in the general population. In addition, a quantitative survey can compare responses among particular subgroups to determine statistically whether, how, and among which issues opinions differ. A subgroup analysis can then identify differences in attitudes based on gender, age, issues, geography, values, and a number of other characteristics.

   b. Qualitative research in the form of focus groups will be used to uncover and evaluate people’s perceptions, beliefs, attitudes, and opinions concerning RCP principles, strategies, and plans.

F. **Policy and Working Groups**

SANDAG staff will provide updates to and solicit feedback from CTAC and the Regional Planning Working Group. This critical component will ensure that communication to the public is coordinated and that all local governments are active participants in the RCP process.
G. Sub-Regional Forums. Organize countywide, public forums for each subregion to provide an opportunity for the elected officials to interact with the public.

1. The consultant will facilitate a discussion to obtain citizen-generated information, distill it down to manageable segments, cycle it back into the original message development process, and reexamine the key issues based upon the input.

2. There are a variety of audiences that can be addressed over the lifetime of this project. To ensure meaningful and effective communication, tailor the issues/message according to the groups. The attached Public Outreach & Feedback Track illustrates the progressive nature of the communication strategy.

H. Key Stakeholders and Elected Officials. Conduct small group meetings or workshops to share/test message points from the “Issues identification” process and subsequent polling/testing. Develop a process to assure an open dialogue and maintain communication following the meeting.

I. Feedback – How Do They Know We’re Listening?

1. Develop opportunities to engage citizens, stakeholders and the elected officials in ongoing dialogues on the RCP.

2. Develop a “RCP Newsletter” to serve as a vehicle by which participants can see that they have been heard. Newsletter highlights can include comments and suggestions received during the various public forums. The newsletter can be bi-weekly or monthly and should be sent to every individual who has been involved in the RCP communication process. This strategy not only provides a method for demonstrating that people are being heard, but provides greater communication continuity and reinforces engagement.
SANDAG RCP TIMELINE

RTP 2030 Survey Feedback
June – November 2002

Issues Identification Workshops
August 12 – September 27

Testing Research
October – November 2002

Policy and Working Groups
December 2002 – ongoing

Stakeholder Meetings
December 2002 – February 2003

Media Relations
January – November 2003

Elected Officials Meetings/Regional Planning Working Group
February – July 2003

Sub-regional Forums
April – June 2003

Follow Up Testing
July – August 2003

Wrap Up of Development and Outreach - Beginning of Adoption Process
September – November 2003