



DRAFT
Mid-Coast Corridor Transit Project

Public Involvement Plan

Prepared for:

The San Diego Association of Governments (SANDAG)





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1.0 INTRODUCTION

The Federal Transit Administration (FTA) and the San Diego Association of Governments (SANDAG) have initiated the preparation of a Supplemental Environmental Impact Statement/Subsequent Environmental Impact Report (SEIS/SEIR) for the Mid-Coast Corridor Transit Project in San Diego, California. The FTA is serving as lead agency for purposes of National Environmental Policy Act (NEPA) environmental clearance and SANDAG is serving as lead agency for purposes of California Environmental Quality Act (CEQA) environmental clearance.

The requirements and guidance for public involvement during the development of the environmental document are described in the NEPA and CEQA guidelines. Additional public involvement guidance is provided in the Federal Highway Administration/Federal Transit Administration Interim Policy on Public Involvement.

The SEIS/SEIR will build upon previous transit planning, engineering, and environmental studies completed for the Mid-Coast Corridor Transit Project. These studies will be incorporated, by reference, into the SEIS/SEIR.

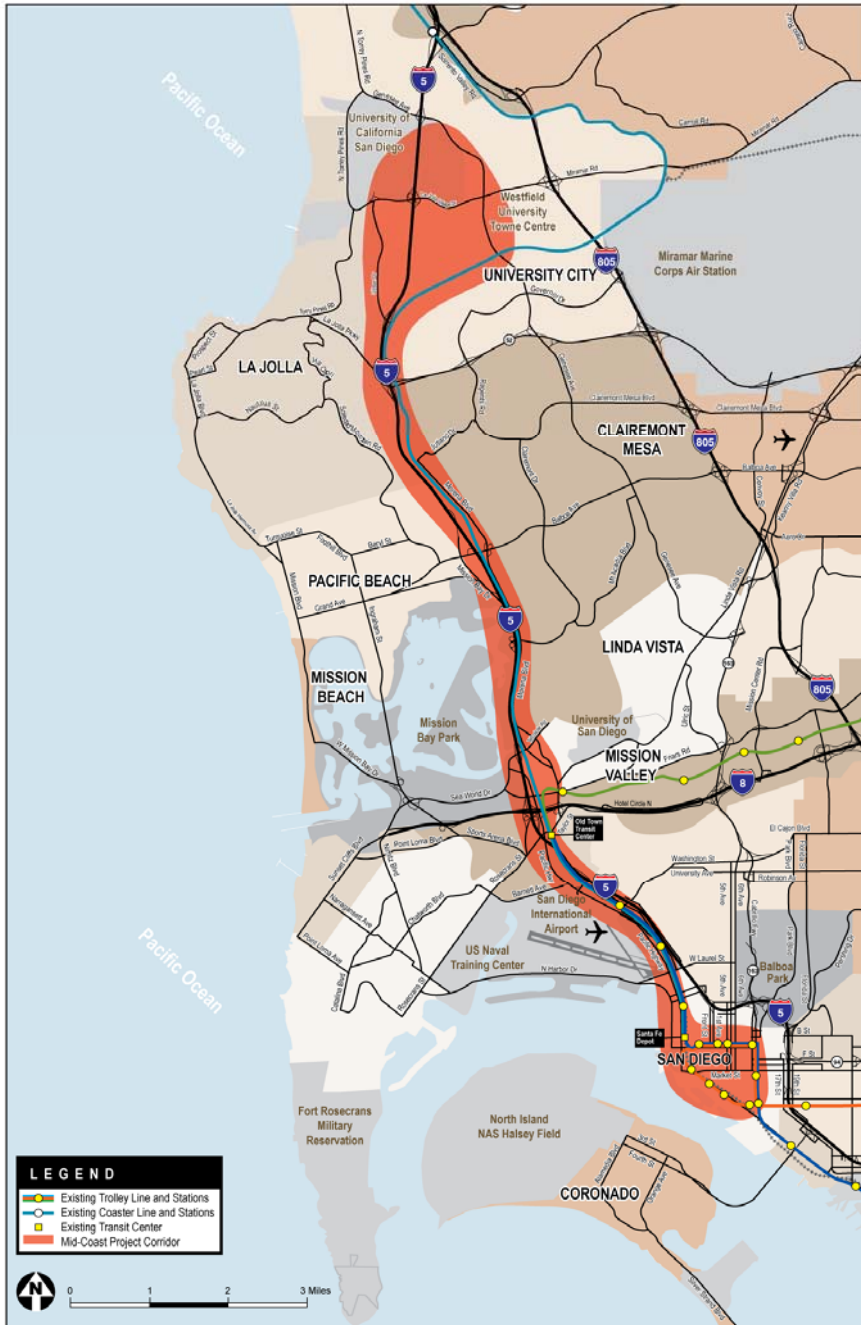
Coordination with the agencies responsible for approving or permitting the project and public involvement have been an on-going part of the planning and environmental review process since the inception of the Mid-Coast Corridor project planning. The goal of the Mid-Coast Corridor Public Involvement Plan is to foster a public involvement process that will support the development of the Mid-Coast Corridor Transit Project. This public involvement plan will build upon the coordination and public involvement that was initiated during the previous planning and environmental review for the Mid-Coast Corridor Transit Project conducted in 1995 and 2001. In addition to the public involvement addressed in this plan, the project will also include public agency coordination as part of the environmental process, as outlined in the Final Agency Involvement Plan.

1.1 Project Overview and Background

The Mid-Coast Corridor starts at Downtown San Diego, extending to the existing Old Town Transit Center (OTTC) north to North University City, as shown in Figure 1-1. The corridor is entirely within the City of San Diego and includes the following communities: University City, including North University City and South University City; La Jolla; Clairemont Mesa; Pacific Beach; Mission Beach; Linda Vista; Old Town; Midway; Middletown; Little Italy and Downtown San Diego.

The Mid-Coast Corridor features a variety of physical terrains. A narrow coastal beach extends the entire length of the corridor. Mission Bay Park lies immediately north of the Interstate 8 (I-8) freeway and west of the Interstate 5 (I-5) freeway, at the southern end of the corridor. Many inland areas, particularly in the northern portion

Figure 1-1. Mid-Coast Corridor Transit Project



Source: Parsons Brinckerhoff, 2008

of the corridor (north of State Route 52 or SR-52), have steep hillsides and narrow canyons.

A number of large, environmentally sensitive lands are also present within the corridor, including: the Rose Canyon Open Space Park, Mission Bay Park, San Diego River Park and the Marian Bear Memorial Park.

The corridor is characterized by a variety of land uses, including commercial, office, residential, recreational, and educational land uses. Major employment and retail centers are located in University City and Clairemont. Light industrial uses are located along the I-5 Freeway corridor, and single- and multi-family housing units are found throughout the corridor. Key employment and activity centers, located within or adjacent to the corridor include:

- The Golden Triangle;
- The University of California San Diego (UCSD), the University of San Diego (USD), and Mesa College;
- Westfield University Towne Centre (UTC), La Jolla Square Shopping Center, Mission Valley shopping centers, the Fashion Valley Mall and Horton Plaza;
- The Veterans Administration, Scripps Memorial, Scripps Green, and UCSD Thornton Hospitals;
- The Space and Naval Warfare Systems Command, Gateway, Qualcomm, General Atomics, the Neurosciences Institute, Novartis, and the Scripps Institution of Oceanography;
- Sea World, Old Town State Park, and Mission Bay Park; and
- Downtown San Diego.

The original Locally Preferred Alternative (LPA), which was adopted by the Metropolitan Transit Development Board (MTDB) in 1995, combined with revisions that were approved by the SANDAG Board in 2003, comprise the current LPA, which extends the existing trolley system from downtown to the existing OTTC north to UCSD and the Westfield UTC shopping center, in North University City.

The LPA would provide connections to other high capacity transit and commuter lines. Connections to the San Diego Trolley Blue and Orange Lines would be provided at Santa Fe Depot in Downtown San Diego. The LPA connection to the San Diego Trolley Green Line, which serves population and employment centers east of the OTTC in Mission Valley, would be provided at OTTC and stops between OTTC and Santa Fe Depot. Connections to the Coaster would also be provided at OTTC and Santa Fe Depot.

The LPA and possible variations identified in response to changed conditions in the Mid-Coast Corridor will be considered in the SEIS/SEIR. These variations may consist of alternative light rail transit (LRT) alignments, station locations, and operating plans. Modal alternatives to the LPA will also be considered following a review of changed conditions in the corridor (since the publication of the 1995 Alternatives Analysis/Draft Environmental Impact Statement/Draft Environmental Impact Report or AA/DEIS/DEIR). These alternatives will be considered and will be presented at the Public Scoping meetings at the beginning of the environmental review process.

In addition to the LPA and LRT variations, alternatives that will be developed and evaluated, leading up to Public Scoping for the SEIS/SEIR, are summarized below:

- No-Build Alternative – This alternative will include committed highway and transit projects that are part of the Revenue Constrained Scenario of the 2007 update to the *2030 San Diego Regional Transportation Plan (RTP)*.
- Transportation System Management (TSM) Alternative – The TSM Alternative would enhance the No-Build Alternative, by emphasizing relatively low-cost transportation system upgrades.
- Commuter Rail Alternative – This alternative would use the existing COASTER commuter rail line in the corridor. Capital investments and operational improvements will be identified.
- Bus Rapid Transit (BRT) Alternative – This alternative will use BRT or Rapid Bus to serve activity centers along the north-south axis of the corridor.

To compete successfully for the FTA New Starts funding, SANDAG will have to select a cost effective and financially strong Locally Preferred Alternative and continue to advance supportive land use policies. It will be important for the Board as well as stakeholders to use the FTA criteria when considering project alternatives.

1.2 Key Issues to Consider

As the environmental review process gets underway, there are a number of issues to consider and be aware of, including:

- Issues raised during prior environmental reviews
During prior environmental review processes, a number of comments were made by public agencies, community groups, interested organizations and individuals. These comments and responses are included in their entirety in the 1995 *Final EIR for the Mid-Coast Corridor* and the 2001 *Mid-Coast Balboa Segment Final EIS*. An awareness and understanding of the comments made in prior reviews is important for the current stage of the Mid-Coast Corridor Transit Project's development, since similar concerns may be raised during the public review of the Draft SEIS/SEIR. The issues raised in comments made in prior environmental review processes include the following:

- Other modal alternatives were not considered
 - Competition for service with the COASTER
 - Business centers along the corridor are not adequately served
 - Impacts to parks and open space preserves (Rose Canyon, Marian Bear Natural Park, Tecolote Park, Mandell Weiss Eastgate City Park)
 - Public safety impacts
 - Physical impacts to neighborhoods and facilities along the route (reduced access to facilities, noise, visual impacts)
 - Impacts to sensitive biological habitat and wetlands
 - Impacts to bicycle facilities
 - Impacts to vehicular traffic circulation
 - Impacts to public utilities
 - Beach communities are not served by the project
 - Concerns about station locations
 - Cost effectiveness of the project
- Varying levels of awareness about the project
A number of stakeholders in the corridor will have participated in past public involvement efforts associated with prior environmental reviews for the Mid-Coast Corridor Transit Project. There may be expectations about the project or assumptions based on information from these prior efforts that need to be taken into consideration. On the other hand, some members of the public will not have the same history of participation, and will need to be educated about the current process and how it relates to past efforts. Efforts will be made to communicate the current alternatives being considered and the environmental review process and how past efforts have informed the current analysis.
 - Significant public interest in SANDAG's process for development and evaluation of design and modal alternatives
Since the approval of the LPA in 1995, there has been increased public interest in and awareness of BRT. Supporters of BRT will want to ensure that it is given fair consideration in comparison to the LPA and other modal alternatives. In addition, the Independent Transit Planning Review committee recommended that a COASTER (Commuter Rail) alternative be considered in the alternatives evaluation.
 - Project cost
Because this is a significant public infrastructure project projected to cost more than \$1 billion, the public likely will have a high interest in the project. This interest will be heightened due to current economic conditions.
 - Physical impacts of project
As was the case with prior environmental reviews, the public will be concerned about potential impacts from the project such as noise, visual impacts, changes to community character, station locations and access.
 - Compatibility with existing and future plans

The public will want to ensure that the project is compatible with existing and future plans, including existing land uses, general and community plans, and I-5 expansion plans.

- Relationship to recent State legislation
State legislation addressing climate change recently has gone into effect. Most relevant to the Mid-Coast Corridor Transit Project, SB 375 aims to limit urban sprawl and support urban, walkable developments. The Mid-Coast Corridor Transit Project may help achieve the goals of SB 375 by providing reliable transit that can support existing and new development patterns in the corridor.
- Biological impacts and mitigation
Potential impacts to biological resources including habitat, watershed, and wetlands, as well as proposed mitigations will be of concern to the public. Areas of particular interest will include environmentally sensitive lands within the corridor, including: Rose Canyon Open Space Park, the Los Penasquitos Canyon Preserve, the Torrey Pines State Reserve, the San Dieguito River Park Preserve, Mission Bay Park, the Marian Bear Memorial Natural Park and the San Diego River Park.

1.3 Purpose of the Public Involvement Plan

SANDAG intends to embark on a comprehensive public involvement effort to communicate information to the public and to provide opportunities for public input during the environmental review process for the Mid-Coast Corridor Transit Project. This project is a high priority for SANDAG and the region, and is included in the *TransNet* Early Action Program. This public involvement plan outlines the means by which SANDAG will provide the public with timely information about the project, and identify issues important to the general public and stakeholders.

The public involvement program for the Mid-Coast Corridor Transit Project will be wide reaching and thorough, helping SANDAG communicate important information to the public, identify and address issues throughout the process, and incorporate relevant input from affected and interested audiences.

The goal of the Mid-Coast Corridor Public Involvement Plan is to foster a public involvement process that will support the development of the Mid-Coast Corridor Transit Project. This will be achieved by ensuring that the public is provided with timely and useful information about the project, given opportunities to provide public input on draft plans and environmental documents, and made aware of how their comments have been responded to and utilized in the decision-making process. These efforts will help to build and enhance public trust, understanding and confidence in the SANDAG decision making process.

This public involvement plan is intended to be a “living” document. Because of the fluid nature of the public involvement process, this plan may be adjusted to respond to issues and circumstances that arise throughout the process and will also be updated at major milestones in the planning and development process.

1.4 Statutory Requirements and Policies for Public Involvement

1.4.1 Federal and State Guidelines and Requirements for Public Involvement

This Public Involvement Plan has been designed to meet all requirements and guidelines of the various Federal and State statutes addressing public involvement for transportation projects. These statutes include the National Environmental Policy Act (NEPA) Section 1506.6, Public Involvement, the California Environmental Quality Act (CEQA), and the Federal Highway Administration/Federal Transit Authority (FHWA/FTA) Interim Policy on Public Involvement. Table 1-1 below summarizes the guidelines and requirements included in each statute or policy:

Table 1-1 Public Involvement Guidelines and Requirements

Statute	Public Involvement Guidelines and Requirements
NEPA	<ul style="list-style-type: none"> • Publish Notice of Availability of Draft SEIS • 45-day public comment period for Draft SEIS • Conduct public hearing during Draft SEIS public comment period • Publish Notice of Availability of Final SEIS with EPA in Federal Register • Project Record of Decision 30 days after filing notice with EPA for Federal Register in availability of Final SEIS
CEQA	<ul style="list-style-type: none"> • Publish Notice of Preparation of Draft SEIR • 30-day Public Scoping period • Conduct Public Scoping meetings during Public Scoping period • Publish Notice of Availability of Draft SEIR • 45-day public comment period on Draft SEIR • Publish Notice of Availability of Final SEIR
FHWA/FTA Interim Policy on Public Involvement	<ul style="list-style-type: none"> • Clearly-defined purpose and objectives for initiating a public dialogue on transportation plans, programs, and projects • Identification of specifically who the affected public and other stakeholder groups are with respect to the plan(s), program(s), and project(s) under development • Identification of techniques for engaging the public in the process • Notification procedures which effectively target affected groups

Statute	Public Involvement Guidelines and Requirements
	<ul style="list-style-type: none"> • Education and assistance techniques which result in an accurate and full public understanding of the transportation problem, potential solutions, and obstacles and opportunities within various solutions to the problem • Follow through demonstrating that decision makers seriously considered public input.

1.4.2 Environmental Justice

Consistent with the guidelines discussed above, the Public Involvement Plan will comply with SANDAG Policy 25, Federal Title VI legislation, the Americans with Disabilities Act (as defined in Title 49, Part 37, of the United States Code), Executive Order 12898 on Environmental Justice, Executive Order 13166 on Limited English Proficiency, and other relevant regulations to ensure social equity, environmental justice, non-discrimination and accessibility.

To ensure meaningful access to Limited English Proficient (LEP) persons, SANDAG certifies compliance with the U.S. Department of Transportation (USDOT) “Policy Guidance Concerning Recipients’ Responsibilities to Limited English Proficient (LEP) Persons.” The policy guidance includes a “Safe Harbor” provision where the USDOT considers the written translation of vital documents in languages other than English (for eligible LEP language groups consisting of 5 percent or more of the population) to be strong evidence of compliance with the recipient’s obligations under Title VI. Based on the Census 2000 data, Spanish is the only language in the San Diego Region that meets or exceeds the 5 percent LEP trigger. However, SANDAG will print materials (or provide translation services or bilingual representatives) in any other languages deemed appropriate by SANDAG.

In addition, proactive efforts will be made to ensure that audiences that may not traditionally participate in the transportation planning process are given the opportunity to participate. These audiences include, but are not limited to, minority groups, non-English speakers, lower income households, individuals with disabilities, the elderly, and transit riders.

To reach these audiences, organizations and media outlets representing these communities will be approached to provide project information, solicit participation and input, and provide a means for communicating back with members of these communities. Participation will be encouraged via presentations to these organizations, participation in events sponsored by these organizations or targeted at these audiences, publishing articles in organizational newsletters, and publishing notices and articles in ethnic media outlets. SANDAG has identified a number of local organizations that work with or represent underserved populations in the project area.

SANDAG will work with these groups to identify opportunities to communicate with or solicit input from their constituents to meet their transportation needs. Groups that will be contacted include, but are not limited to:

- Asian Business Association
- San Diego Hispanic Chamber of Commerce
- Filipino-American Chamber of Commerce of San Diego County
- Bayside Community Center
- MAAC Project
- Urban League
- San Diego Workforce Partnership
- SANDAG Accessibility Committee
- Access to Independence of San Diego
- City of San Diego Disabled Services Advisory Committee
- AARP
- Elder housing complexes
- San Diego Organizing Project
- Area students
- Transit riders
- Ethnic media
- Others as identified

2.0 MID-COAST CORRIDOR COMMUNITIES, DEMOGRAPHICS AND PUBLIC STAKEHOLDER CATEGORIES

2.1 Mid-Coast Corridor Communities

The Mid-Coast Corridor is primarily located along the Interstate 5 corridor and extends from Downtown San Diego to the University City community. The study area includes approximately 250,000 residents in the following communities:

- Downtown San Diego
- Little Italy
- Middletown
- Old Town
- Midway
- Linda Vista
- Clairemont
- Bay Park
- Beach communities (Mission Bay, Pacific Beach)
- La Jolla
- University City/Golden Triangle

Source: SANDAG 2008 Census Estimates

2.2 Mid-Coast Corridor Demographics

The residents in the Mid-Coast Corridor study area are predominantly Caucasian. The Hispanic population in the corridor is approximately 15 percent, the Asian population is approximately 10%, and the Black population is approximately 3%. Other ethnicities (American Indian, Hawaiian, other) comprise approximately 1 percent of the population. Three percent of the corridor population identifies themselves as more than one race. (*Source: SANDAG 2008 Census Estimates*)

According to 2000 census data, nearly 2 percent of the population in the corridor speaks only Spanish, less than 1 percent are Asian Pacific Islanders who speak no English, and less than 1 percent are of other ethnicities who speak no English.

The majority of residents in the Mid-Coast Corridor are between 20 and 64 years of age (66 percent). Those aged 65 and older comprise 15 percent of the population in the corridor, higher than the percentage citywide (11 percent) and region-wide (11 percent). (*Source: SANDAG 2008 Census Estimates*)

The average median household income in the Mid-Coast Corridor is \$53,304, slightly higher than the citywide median household income of \$51,808 and the region-wide median household income of \$47,268. (*Source: SANDAG 2008 Census Estimates*)

The Mid-Coast Corridor supports more than 300,000 jobs. On either end of the Mid-Coast Corridor are two of San Diego's largest employment centers. Downtown San Diego employs more than 80,000 people in a number of employment sectors, most of whom commute from various areas of the county. At the north end of the corridor, the University City/Golden Triangle area supports more than 100,000 jobs. It is home to three major medical facilities – UCSD Thornton Hospital, the VA Medical Center and Scripps Memorial Hospital La Jolla – a thriving business district, several hotels and Westfield UTC, a major retail destination. UCSD also is located in the northern portion of the corridor, and supports thousands of jobs along with a student population of approximately ~~28,000~~ 49,000. In the central corridor, Caltrans, the University of San Diego, SeaWorld, Old Town State Park and Costco are sources of employment.

(Source: SANDAG 2008 Census Estimates)

2.3 Mid-Coast Corridor Public Stakeholder Categories

There are a number of public groups — each with a unique perspective — that will be interested in the Mid-Coast Corridor Transit Project development process. These include organizations and individuals representing the following interests:

- Accessibility Challenged
- Business Organizations
- Community Planning Groups
- Community Services
- Employers/Businesses
- Environmental Groups
- General Public
- Industry Peers & Associations
- Neighborhoods/Residential
- Commercial & retail
- Students
- Taxpayer advocates
- Tourism
- Transit riders
- Transportation advocates

The focus of this public involvement plan is on public stakeholders. A separate Agency Involvement Plan addresses how SANDAG will coordinate with the various public agencies throughout the development process. A stakeholders list is included in Appendix A.

3.0 KEY INFORMATION AND GOALS FOR **ABOUT** THE MID-COAST CORRIDOR TRANSIT PROJECT

The following provides key information about the Mid-Coast Corridor Transit Project development process:

- **The Mid-Coast Corridor Transit Project will expand the value of the existing transit system and increase mobility within the region.**
 - The project will expand transportation capacity in the corridor.
 - The project will provide high quality, high speed, reliable transit service that will be attractive to all riders.
 - The project will increase mobility choices, providing a reliable and user-friendly alternative to auto travel.
 - The project will provide connections to many of the area's major attractions and destinations, including Petco Park, the Gaslamp Quarter, Old Town State Park, SDSU, [La Jolla](#), UCSD and Qualcomm Stadium.
 - The project will connect business centers in downtown, Mission Valley and the Golden Triangle.
- **The Mid-Coast Corridor Transit Project will have a positive impact on the San Diego region and the communities within the Corridor.**
 - The Mid-Coast Corridor Transit Project will help achieve state and regional planning and transportation goals.
 - The Mid-Coast Corridor Transit Project will be a benefit to San Diego's economy by creating jobs through construction and providing a transit system that facilitates a stable workforce and helps expand consumer access throughout the region.
 - Transit is beneficial to the environment by providing an alternative to traffic congestion, increasing transportation capacity, and reducing air pollution, including greenhouse gases.
 - Ensuring the public's safety will be a top priority in the design and implementation of the Mid-Coast Corridor Transit Project.
- **The development process for the Mid-Coast Corridor Transit Project has included significant technical analysis and public input.**
 - The current evaluation of alternatives and environmental review will analyze changed conditions that have occurred since prior alternatives analysis and environmental reviews were completed in 1995 and 2001.
 - The Mid-Coast Corridor Transit Project analysis has been thorough and gave consideration to a number of mode alternatives that compared the feasibility, cost and ridership for providing transit service in the Mid-Coast Corridor.
 - SANDAG will implement a comprehensive public involvement plan to ensure that up-to-date information is provided to stakeholders, ample opportunities are provided for interested members of the public to participate, and

information is provided back to the public about how their input will be used in the decision making process.

- **The Mid-Coast Corridor Transit Project has a guaranteed source of local funding through *TransNet* that will help attract additional federal funding.**
 - 100 percent of operational subsidies for the project are covered through 2048.
 - San Diego's transit system is a leader in farebox recovery (*Source: National Transit Database. Current MTS farebox recovery is 43% and national average is 35%*)
 - The project is being evaluated based on Federal Transit Administration (FTA) criteria to ensure that it can successfully compete for FTA New Starts funding.

- **The Mid-Coast Corridor Transit Project has been supported by decision makers and the public.**
 - The Mid-Coast Corridor Transit Project was supported by voters in the 2004 *TransNet* reauthorization.
 - The SANDAG Board of Directors identified the Mid-Coast Corridor Transit Project as one of the top regional transit priorities and included it in the *TransNet* Early Action Program.

4.0 PUBLIC INVOLVEMENT PLAN STRUCTURE AND IMPLEMENTATION

4.1 Public Involvement Goals and Objectives

The goals for the Mid-Coast Corridor Transit Project Public Involvement Plan are as follows:

- Build awareness about the Mid-Coast Corridor Transit Project and its importance to regional mobility among the public, including those that the project will serve (transit riders, residents, students and businesses), and the general public.
- Conduct an open and transparent public process that provides up-to-date public information, opportunities for interested members of the public to comment, and provide input to the decision-making process for the project.
- Meet public involvement requirements of California Environmental Quality Act (CEQA), National Environmental Policy Act (NEPA) and the Federal Transit Administration (FTA) New Starts Program.
- Seek opportunities to involve a broad range of stakeholders throughout the Mid-Coast Corridor, including non-traditional groups, to ensure that SANDAG understands the issues from all those who may be impacted by the project and to help guide the decision making process
- Address social equity and environmental justice issues, to provide information to comply with relevant regulations, including SANDAG Policy 25, Title VI, Executive Order 12898 on Environmental Justice, Executive Order 13166 on Limited English Proficiency and the Americans with Disabilities Act.

Achieving the following measurable objectives during the environmental review process will help demonstrate that the goals have been met:

- Increase hits on project Web site by 10 percent from the baseline of 2,380 hits
- Display project information at five high-traffic locations in the corridor
- Make 30 presentations through speakers bureau program
- Distribute three issues of Mid-Coast eBlast
- Participate in three community events
- Issue three news releases
- Conduct 15 stakeholder briefings
- Conduct three meetings of the Mid-Coast Corridor Transit Project Working Group
- Conduct four public scoping meetings during the Public Scoping period

- Conduct four public hearings/meetings during the Draft Supplemental Environmental Impact Study/Subsequent Environmental Impact Report (SEIS/SEIR) public review period

4.2 Public Involvement Strategies

The following strategies will be implemented to achieve the objectives discussed above.

- Establish a clear project identity and convey consistent messages about the Mid-Coast Corridor Transit Project, its importance to increasing mobility in the region, and its benefits to the community and region.
- Involve public stakeholders in the process on a regular basis to foster understanding and agreement on issues related to the development of the Mid-Coast Corridor Transit Project.
- Use a variety of communication methods to reach audiences including presentations, one-on-one/small group meetings, public workshops, written materials, online and media communication.
- Provide the public with up-to-date information about the Mid-Coast Corridor Transit Project on a regular basis through presentations, the Web site and online communications, written materials and news updates.
- Document public comments received during the public involvement process.
- Provide information to the public about the environmental review process and opportunities for review of public documents and opportunities for comments.
- Provide information to decision makers regarding comments received throughout the public involvement process.
- Utilize traditional and new media to convey project information to a broad audience.
- Assess the effectiveness of the Public Involvement Plan at the conclusion of each phase to evaluate how the strategies and tactics worked and what enhancements could be made for future phases.

4.3 Public Involvement Process

Implementing the strategies listed above will involve a number of coordinated tactics executed in conjunction with key project development milestones. These tactics will involve face-to-face communication with stakeholders, written and online communications, and media relations. Public involvement tactics that will

be employed are described below in a sequential manner associated with the following phases of the public involvement process:

1. Early Public Involvement
2. Public Involvement During Public Scoping
3. Public Involvement Prior to Circulation of the Draft SEIS/SEIR
4. Public Involvement During Draft SEIS/SEIR Public Review
5. Public Involvement Prior to the Final SEIS/SEIR and Record of Decision
6. Public Involvement Subsequent to the Record of Decision
7. Plan Assessment

4.3.1 Early Public Involvement

Early public involvement activities provide the opportunity to introduce the public to the Mid-Coast Corridor Transit Project and its development process, gain initial feedback about how they would like to be involved, and to prepare for the Public Scoping period. Public involvement tactics during this period include:

- Prepare informational materials to help educate the public about the Mid-Coast Corridor Transit Project
 Informational materials to support the Mid-Coast Corridor Transit Project Public Involvement Plan will be posted at www.sandag.org/midcoast as well as on www.keepsandiegomoving.com/midcoast. These materials include project map, fact sheet, Frequently Asked Questions, and multimedia presentation. These materials will provide information about the project, the development process, and information and/or referrals about how to get involved in the process. These materials will be updated as needed throughout the process. The Web site will provide an opportunity to learn about the project online and the ability to register for future e-mail newsletters and updates. It also will provide access to project materials and documents, including fact sheets, news releases, project documents (NOP, Draft SEIS/SEIR), and images to download. The Web site also will be home to a blog providing updates about the project, as well as any videos and other multi-media presentations that are available.
- Conduct stakeholder briefings
 Conducting briefings with a representative group of key stakeholders prior to the beginning of the Public Scoping period will provide an opportunity to introduce the Mid-Coast Corridor Transit Project, the development process and the upcoming opportunities for public involvement. These briefings will help SANDAG assess the level of awareness about the project and identify issues to address through public involvement activities.

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Topics to be covered during the briefings include:

- Preliminary project information
- Understanding of the process and how they can provide input
- Input on proposed means of public involvement
- Recommendations on other stakeholders to involve

The following groups/individuals will be approached for briefings:

- SANDAG Accessibility Committee
- Access 2 Independence
- San Diego County Taxpayers Association
- San Diego Regional Chamber of Commerce
- San Diego Convention & Visitors Bureau
- Golden Triangle Chamber of Commerce
- Downtown San Diego Partnership
- University Community Planning Group
- Clairemont Community Planning Group
- Linda Vista Planning Group
- Centre City Advisory Committee
- Scripps Memorial Hospital La Jolla
- VA Medical Center
- Costco
- Friends of Rose Canyon
- San Diego River Foundation
- La Jolla Village Square
- Lawrence Family Jewish Community Center
- San Diego Mormon Temple
- La Jolla Country Day School
- Move San Diego
- San Diego County Bicycle Coalition
- San Diego Workforce Partnership
- Bayside Community Center
- Goodwill Industries of San Diego County
- [UCSD](#)
- [UCSD Thornton Hospital](#)

Additional briefings will be conducted, as deemed appropriate by SANDAG.

- Convene Mid-Coast Corridor Transit Project Working Group
The Mid-Coast Corridor comprises a large geographical area, and there are a number of stakeholders that are interested in the project. To help manage the effort to provide regular project updates, seek input from these numerous stakeholders, and provide regular feedback about how their input is used, a Mid-Coast Corridor Transit Project Working Group will be convened.

The Working Group will serve as a forum for the exchange of information throughout the project's development. Working with this group will provide SANDAG with an opportunity to engage in dialog with and gain input from these stakeholders at key milestones in the environmental review process. Members of the Working Group can help convey project information to a wider audience by reporting back to the constituencies they represent. While the Working Group will have no decision-making authority, it provides a venue for regular communication with the public throughout the environmental review process. All meetings will be open to the public, and meeting summaries will be documented. A draft Working Group Charter and Summary of Activities is attached as Appendix B.

The Working Group will be composed of members representing key stakeholder groups, and members will be identified through a nomination process. A sample application form is attached as Appendix C. Nominations will be sought from groups in specific categories. In addition, individual nominations can be submitted to SANDAG. A SANDAG committee composed of two members of the Transportation Committee and SANDAG staff will select members from the nominations received based on a number of criteria, including regional representation, community served and the commitment to regularly attend meetings.

Table 4-1 summarizes the proposed membership categories and the number of Working Group seats in each category. The number of seats for each member category was chosen to provide balanced representation from the various entities and organizations in the corridor. It is recommended that the chair of the Working Group be an elected official and co-chair be a Working Group member. The chair will be selected by the SANDAG Board Chair and the Working Group co-chair will be selected by the Working Group participants. To ensure continuity, Working Group participants will be asked to commit to attend meetings throughout the environmental review process.

**Table 4-1
Composition of Mid-Coast Corridor Transit Project Working Group**

MEMBER CATEGORY	NUMBER OF SEATS
Access advocate	1
Business community	2
Community representatives	4
Community services	2
Employers	2
Environmental	2
Retail	1
Student representative	1
Taxpayers advocate	1
Transportation advocate	2
Transit rider representative	1
At-large members	3

- Prepare Draft Notice of Preparation Distribution List
SANDAG will prepare a comprehensive distribution list for the draft Notice of Preparation. This list will include community groups, business organizations, environmental groups, transportation advocates, accessibility advocates, and residents, businesses, schools, churches, and community facilities in the corridor. Public agencies that have an interest in the project will also be included on the distribution list, as outlined in the Agency Coordination Plan. This list also will be used for distribution of future notices related to the environmental review process (i.e., Notice of Availability of the Draft SEIS/SEIR).

- Make advance preparations to conduct scoping meetings
SANDAG will make all advance preparations to conduct four Public Scoping meetings in various locations along the corridor (Downtown San Diego, Old Town/Morena, Clairemont, University City/Golden Triangle). All meetings will be scheduled in locations that meet ADA requirements and are accessible by transit. Meetings will be scheduled at various times of the day to maximize opportunities for public participation.

4.3.2 Public Involvement During Public Scoping

The process of determining the focus and content of the SEIR/SEIS is known as environmental scoping. Scoping helps to identify the range of actions, alternatives, environmental effects, and mitigation measures to be analyzed in depth, and eliminates from detailed study those issues that are not pertinent to the final decision on the Proposed Project. The scoping process is not intended to resolve differences of opinion regarding the Proposed Project or evaluate its merits. Instead, the process allows the public to express their concerns regarding the Proposed Project and thereby provides an opportunity for input to the environmental analysis. Scoping is an effective way to bring together and address the concerns of the public, affected agencies, and other interested parties. Members of the public, relevant Federal, State, regional and local agencies, interests groups, community organizations, and other interested parties may participate in the scoping process by providing comments or recommendations regarding alternatives to carry forward for environmental review and the range of environmental issues to be analyzed in the SEIR/SEIS.

A number of efforts will be implemented during this period to expand communication about the project:

- Provide public notice of the Public Scoping period
The public will be provided notice of the commencement of the 30-day Public Scoping period, opportunities for providing public comment and dates and locations of Public Scoping meetings in the following ways:
 - Public notices will run in local publications
 - The Notice of Preparation will be mailed to the individuals and organizations on the distribution list and sent to the State Clearinghouse
 - Notices/invitations will be prepared to distribute to stakeholder groups in the corridor so that they can share the information with their members
 - A news release will be prepared and distributed to the *San Diego Union-Tribune*, community newspapers and ethnic media outlets (as detailed in the media list attached as Appendix D)
- Make Public Scoping Documents Available to the Public
The Notice of Preparation, Draft Public Involvement Plan, Draft Purpose and Need statement and information about the evaluation of alternatives (including those eliminated from further analysis) will be made available to the public during the Public Scoping Period. These documents will be posted on the project Web site and made available at other public venues (SANDAG offices and public

libraries in the corridor) at the commencement of the Public Scoping period to allow the public the opportunity to review them and provide comments during the Public Scoping period. Public information documents such as fact sheets, advertisements, and presentation materials will be prepared in English and Spanish.

- Schedule and conduct briefings with media
To promote awareness among the media and foster accurate news coverage, one-on-one briefings with reporters covering the project will be conducted at the beginning of the Public Scoping period. Reporters will be briefed on the Mid-Coast Corridor Transit Project and provided an overview of the project development milestones. A media kit also will be provided to each of the reporters.
- Issue first Mid-Coast e-blast
A Mid-Coast e-blast will be kicked-off to provide a regular vehicle for sharing new information about the project. This first issue will be distributed following the Board of Directors decision on alternatives to take into scoping and will focus on introducing the project, announcing the commencement of the Public Scoping period, schedule of Public Scoping meetings, and providing information about opportunities to provide public input on project alternatives, the scope of the environmental document and the Public Involvement Plan.
- Provide news updates for rEgion and other newsletters
A number of organizations along the Mid-Coast Corridor publish newsletters to keep their constituencies informed about issues of interest. Regular news updates about the Mid-Coast Corridor Transit Project will be provided for publication in these organizational newsletters. Examples of newsletters to target are rEgion (SANDAG's electronic newsletter) and publications of homeowners associations, churches, community groups and others. The first of regular news updates will be prepared during this stage to provide an introduction to the project, announce the commencement of the Public Scoping period, schedule of Public Scoping meetings, and information about opportunities to provide public input.
- Conduct Public Scoping meetings
SANDAG will conduct four Public Scoping meetings to provide information about the Project Alternatives, Purpose and Need for the project and the environmental review process. Scoping also provides an opportunity for public input on the identification of issues to be studied in the Draft SEIR. The meetings will be held in communities along the Mid-Coast Corridor: Downtown San Diego, Old Town/Morena, Clairemont, and University City/Golden Triangle. Comment cards and a court reporter will be used at each meeting to formally record comments. All comments will be collected following the meetings and catalogued for inclusion in the Public Scoping summary report. SANDAG will establish protocol for how meetings, comments, and contacts are to be recorded.
- Prepare Public Scoping summary report

At the conclusion of all Public Scoping meetings, a report including all comments received at the meetings will be prepared. Comments received will be used by SANDAG to help determine the scope of the environmental review and alternatives to be studied. This report will be made available to the public so they can review the extent of all public comments received.

A report also will be prepared with comments received on the Draft Public Involvement Plan. This summary of comments received will be used by SANDAG to update the Public Involvement Plan. This report, including responses to comments, will be made available to the public so they can be made aware about how their comments were addressed in the Public Involvement Plan. The Public Involvement Plan will be updated as needed to respond to comments received.

4.3.3 Public Involvement Prior to Circulation of the Draft SEIS/SEIR

After completion of the Public Scoping period, SANDAG will decide which alternatives to carry forward for detailed environmental review and will initiate the preparation of the Draft SEIS/SEIR. It also is anticipated that Preliminary Engineering on the project will begin during this period.

Public Involvement efforts will focus on continued work with the Working Group, as well as efforts to communicate information about the project through community organizations and events. The following tactics will be employed during this stage to continue working with the public:

- Update Informational Materials
All project informational materials will be updated to reflect any new or changed information resulting from the Public Scoping period. This will include updates to the project fact sheet, Frequently Asked Questions, Web site, multimedia presentation and any other materials that provide project information.
- Continue working with Working Group
Meetings will be held as needed to update the Working Group.
- Begin Speakers Bureau program
To keep the local community and larger regional interests informed about the project throughout the process, a speakers bureau will be established to provide presentations to interested organizations. These presentations will serve to share information about the project and the planning and development process.

Groups that will be approached for presentations include, but are not limited to (specific stakeholders in each category are listed in Appendix A):

- Community planning groups
- Community and town councils
- Business organizations (e.g., San Diego Regional Chamber of Commerce, Golden Triangle Chamber of Commerce)
- UCSD campus groups
- Major employers

- Transportation Advocates (e.g., Move San Diego, San Diego Bicycle Coalition)
- Environmental groups (e.g., Sierra Club, San Diego River Coalition)
- Local schools
- Area churches
- Others as identified

The schedule of presentations will be recorded in the Public Involvement Contacts Database. The Contacts Database will include the date, time, place, presenter, and audience of each presentation. SANDAG will proactively seek to make presentations to interested organizations in the corridor. SANDAG also will make presentations upon request from members of the community.

- Participate in community events

To reach a wider audience, project information will be provided and community input sought through participation in community events and festivals. These events may be sponsored by community groups, or could be targeted toward a specific audience, i.e., minority groups. A portable informational booth will be taken to various festivals, street fairs, etc., to share information about the project and its benefits to the Mid-Coast Corridor and the San Diego region and seek feedback from members of the public through comment cards, surveys and other means. These events also will provide an opportunity for event attendees to opt into the Mid-Coast e-blast list. In addition to community events, the portable information booth can be used at Westfield UTC and other community gathering places. The information booth will be staffed by members of the speakers bureau and/or appropriate SANDAG staff and consultant team members. All events will be recorded in the Public Involvement Contacts Database.

- Seek locations to display project information

SANDAG will seek locations in the Mid-Coast Corridor that are willing to allow the placement of project information displays to reach a wide audience with project information. Attractive table-top displays will be created that contain project brochures and other useful information for the general public. The following locations will be targeted to display project information:

- Westfield UTC
- Costa Verde Shopping Center
- La Jolla Village Square
- Scripps Memorial Hospital La Jolla
- VA Medical Center
- UCSD Thornton Hospital
- UCSD
- Lawrence Family Jewish Community Center
- Transit vehicles and transit centers
- Libraries within the Corridor
- Others, as deemed appropriate

- Continue Mid-Coast e-blast

SANDAG will continue to write and distribute the Mid-Coast Corridor e-blast on a regular basis to provide a regular source of updated project information.

- Continue regular news updates
SANDAG will continue to provide news updates for rEgion and other relevant newsletters in the Mid-Coast Corridor to report newsworthy information.

- Update Informational Materials
All project informational materials will be updated to reflect any updated or changed information that occurred during the preparation of the Draft SEIS/SEIR. This will include updates to the project fact sheet, Frequently Asked Questions, Web site, multimedia presentation and any other materials that provide project information.

- Update distribution list for Notice of Availability of Draft SEIS/SEIR
SANDAG will update the distribution list for the Notice of Availability of the Draft SEIS/SEIR to include all those who participated in the Public Scoping process and/or who have indicated that they would like to be added to the distribution list.

- Make advance preparations to conduct public hearings/meetings for the Draft SEIS/SEIR
SANDAG will make all advance preparations to conduct four public hearings/meetings in various locations along the corridor (Downtown San Diego, Old Town/Morena, Clairemont, University City/Triangle). All meetings will be scheduled in locations that meet ADA requirements and are accessible by transit. Meetings will be scheduled at various times of the day to maximize opportunities for public participation.

4.3.4 Public Involvement During Draft SEIS/SEIR Public Review

The release of the Draft SEIS/SEIR for public review and comment marks the beginning of a 45-day period where the public is provided the opportunity to review and provide comments on the Draft SEIS/SEIR. SANDAG will make efforts during this period to ensure that the public is aware of opportunities to comment and also to continue to convey project information to a broad audience throughout the corridor and region.

The following efforts will be implemented during this period to expand and continue communication about the project:

- Public notice of the Draft SEIS/SEIR public comment period
The public will be provided notice of the availability of the Draft SEIS/SEIR, opportunities for providing public comment and dates and locations of public hearings/meetings in the following ways:
 - The Notice of Availability will be sent to the Federal Register, the State Clearinghouse, and the County Clerk's office
 - Public notices will run in local publications

- Notices of Availability will be mailed to the individuals and organizations on the distribution list, including all adjacent property owners along the project corridor
 - Notices/invitations will be prepared to distribute to stakeholder groups in the corridor so that they can share the information with their members
 - Notice will be provided on the project Web site
 - A news release will be prepared and distributed to the *San Diego Union-Tribune*, community newspapers and ethnic media outlets (as detailed in the media list attached as Appendix D)
- Make the Draft SEIS/SEIR Available to the Public
The Draft SEIS/SEIR will be made available to the public for review and comment during the 45-day public review period. This document will be posted on the project Web site and made available at other public venues (SANDAG offices and public libraries in the corridor) at the commencement of the public review period to allow the public the opportunity to review it and provide comments during the public review period. CDs of the Draft SEIS/SEIR will be available upon request.
 - Schedule and conduct briefings with reporters
SANDAG will schedule and conduct one-on-one briefings with reporters covering the Mid-Coast Corridor Transit Project to provide information about the Draft SEIS/SEIR and the public review process. Reporters will be briefed on the findings of the environmental document, and any significant mitigation measures that may be proposed as a result of the project.
 - Continue Mid-Coast e-blast
SANDAG will continue to write and distribute the Mid-Coast Corridor e-blast on a regular basis to provide a regular source of updated project information, including the release of the Draft SEIS/SEIR for public review, schedule of public hearings/meetings and information about other opportunities to provide public input.
 - Continue regular news updates
SANDAG will continue to provide news updates for rEgion and other relevant newsletters in the Mid-Coast corridor to report newsworthy information, including the release of the Draft SEIS/SEIR for public review, schedule of public hearings/meetings and information about other opportunities to provide public input.
 - Conduct public hearings/meetings
Four public hearings/meetings will be conducted to provide an opportunity for stakeholders to learn more about the Draft SEIS/SEIR and provide public comment. These meetings will be held in Downtown San Diego, Old Town/Morena, Clairemont and University City/Golden Triangle. Comment cards and a court reporter will be used to formally record comments received.
 - Prepare public hearing/meeting summary report

At the conclusion of the Draft SEIS/SEIR public review period, a summary report of all comments received at the meetings will be prepared. This report will include a record of all comments received at the public hearings/meetings and by direct mail to SANDAG and will be responded to by SANDAG in the Final SEIS/SEIR. The public will be informed that the final public comment report has been published and it will be made available upon request and posted on the project Web site so they can review the extent of public comments received. It will also serve as a resource for decision makers so they are aware of issues raised by the public during the environmental review process.

- Continue working with Working Group
Meetings will be held as needed to update the Working Group.
- Continue Speakers Bureau program
SANDAG will continue to seek opportunities to present project information to interested community and regional organizations. Speaking engagements will be tracked in the Public Involvement Contacts Database and will include information about presentation date, time, presenter, audience and comments received.
- Continue to participate in community events
SANDAG will continue to seek opportunities to participate in community events throughout the corridor.
- Provided updated information for display at public locations
SANDAG will provide updated project information at all locations where project information displays are located.

4.3.5 Public Involvement Leading up to the Certification/Approval of the Final SEIS/SEIR and Record of Decision

During the stage when SANDAG is responding to comments made on the Draft SEIS/SEIR, the following activities will be conducted:

- Prepare the Public Involvement Section for the Final SEIS/SEIR
SANDAG will draft a Public Involvement section for inclusion in the Final SEIS/SEIR. This section will include a summary of all efforts made to involve the public during the development of the environmental document.
- Continue working with Working Group
Meetings with the Working Group will continue throughout this stage, as needed, and at a frequency determined by SANDAG in conjunction with the Working Group.
- Continue Speakers Bureau program
SANDAG will continue to seek opportunities to present project information to interested community and regional organizations. A record of these presentations will be maintained that will include information about presentation date, time, presenter, and audience.

- Continue to participate in community events
SANDAG will continue to seek opportunities to participate in community events throughout the Corridor.

- Continue Mid-Coast e-blast
SANDAG will continue to write and distribute the Mid-Coast Corridor e-blast on a regular basis to provide a regular source of updated project information.

- Continue regular news updates
SANDAG will continue to provide news updates for rEgion and other relevant newsletters in the Mid-Coast corridor to report newsworthy information.

- Update Informational Materials
All project informational materials will be updated to reflect any updated or changed information that occurred as a result of the response to comments made on the Draft SEIS/SEIR. This will include updates to the project fact sheet, Frequently Asked Questions, Web site, multimedia presentation and any other materials that provide project information.

- Update distribution list for Notice of Availability of Final SEIS/SEIR
SANDAG will update the distribution list for the Notice of Availability of the Final SEIS/SEIR to include all those who participated in the public review of the Draft SEIS/SEIR and/or who have indicated that they would like to be added to the distribution list.

- Public notice of the availability of the Final SEIS/SEIR
The release of the Final SEIS/SEIR is the final step before the SANDAG Board of Directors will be asked to certify the Final SEIR and the FTA will be asked to issue a Record of Decision (ROD) for the Final SEIS. The public will be provided notice of the availability of the Final SEIS/SEIR in the following ways:
 - A Notice of Availability of the Final SEIS will be filed with the Environmental Protection Agency (EPA) Office of Federal Activities for publication in the Federal Register
 - Public notices will run in local publications
 - Notices of Availability will be mailed to the individuals and organizations on the distribution list
 - Notices will be prepared to distribute to stakeholder groups in the corridor so that they can share the information with their members
 - Notice will be provided on the project Web site
 - A news release will be prepared and distributed to the *San Diego Union-Tribune*, community newspapers and ethnic media outlets (as detailed in the media list attached as Appendix D)

- Schedule and conduct briefings with reporters

SANDAG will schedule and conduct one-on-one briefings with reporters covering the project to provide information about the Final SEIS/SEIR and the remaining steps until the document is certified by the SANDAG Board and a Record of Decision is issued by the FTA. Reporters will be briefed on responses provided to significant public comments, the expected timeline for certification and approval of the document and the next steps in the project development process.

- Continue Speakers Bureau program
SANDAG will continue to seek opportunities to present project information to interested community and regional organizations. A record of these presentations will be maintained that will include information about presentation date, time, presenter, and audience.
- Continue to participate in community events
SANDAG will continue to seek opportunities to participate in community events throughout the Corridor.
- Provide updated information for display at public locations
SANDAG will provide updated project information at all locations where project information displays are located.
- Continue Mid-Coast e-blast
SANDAG will continue to write and distribute the Mid-Coast Corridor e-blast on a regular basis to provide a regular source of updated project information.
- Continue regular news updates
SANDAG will continue to provide news updates for rEgion and other relevant newsletters in the Mid-Coast corridor to report newsworthy information.

4.3.6 Public Involvement Subsequent to the Record of Decision

After SANDAG certifies the Final SEIR and adopts the Findings of Effect and Mitigation Monitoring and Reporting Plan, the Board can approve the project. The FTA will issue a Record of Decision on the Final SEIS 45 days after the Federal Register notice of the availability of the Final SEIS. SANDAG will notify the public of the decisions and provide information about the next steps in the process (Final Design, leading eventually to Construction) in the following manner:

- Issue news release announcing the certification of the Final SEIR and FTA's Record of Decision on the Final SEIS
SANDAG will issue a news release to the appropriate media outlets, including ethnic media, announcing the certification of the Final SEIR, and project approval and Record of Decision on the Final SEIS. The news release will include information about the approved project and the next steps in the project development and public involvement processes.
- Final Mid-Coast e-blast (for this phase)

SANDAG will issue the final Mid-Coast e-blast for the Environmental/Preliminary Engineering stage. The e-blast will focus on the certification of the Final SEIR and Record of Decision on the Final SEIS, and the next steps in the project development and public involvement processes.

- Final news update (for this phase)
A final news update for the Environmental/Preliminary Engineering stage will be issued to provide information about the certification of the Final SEIR and Record of Decision on the Final SEIS, and next steps in the project development and public involvement process. This news update will be used for an article in rEgion and other relevant newsletters in the Mid-Coast Corridor.
- Update informational materials
Informational materials for the project will be updated to reflect the certification of the Final SEIR and Record of Decision of the Final SEIS. These materials include the Web site, fact sheet, Frequently Asked Question and multimedia presentation.
- Provided updated information for display at public locations
SANDAG will provide updated project information at all locations where project information displays are located.

4.3.7 Plan Assessment

In order to assess the effectiveness of the public involvement efforts, SANDAG will assess the effectiveness of the Public Involvement Plan at key milestones in the project development process. These reports will help SANDAG to evaluate public involvement strategies and tactics and make adjustments along the way, and will inform future public involvement outreach phases of the Mid-Coast Transit Corridor project.

These reports will include:

- A summary of all outreach efforts and input received
- A qualitative assessment of how effective the efforts to obtain input were, i.e., audiences reached, level of agreement on project issues, input incorporated into project design
- A quantitative assessment of the public involvement plan including the number meetings/presentations/events participated in, Web site hits, approximate number of people reached, number of comments received, and number of media contacts along with the resulting media coverage
- The Public Involvement Plan will be revised and strategies/tactics adjusted based on assessments at key milestones

APPENDIX A

**MID-COAST CORRIDOR TRANSIT PROJECT
STAKEHOLDERS LIST**

Category	Organization
Accessibility Advocates	AARP San Diego
Accessibility Advocates	Access to Independence of San Diego
Accessibility Advocates	City of San Diego Disabled Services Advisory Council
Business Groups	Biocom
Business Groups	Building Owners and Managers Association
Business Groups	Discover Pacific Beach
Business Groups	Downtown San Diego Partnership
Business Groups	Golden Triangle Chamber of Commerce
Business Groups	Greater Clairemont Chamber of Commerce
Business Groups	Old Town San Diego Chamber of Commerce
Business Groups	Promote La Jolla Inc. BID
Business Groups	San Diego BID Council
Business Groups	San Diego Coastal Chamber of Commerce
Business Groups	San Diego North Chamber of Commerce
Business Groups	San Diego Regional Chamber of Commerce
Business Groups	San Diego Regional Economic Development Corporation
Civic Associations	La Jolla Golden Triangle Rotary Club
Civic Associations	Linda Vista Civic Association
Civic Associations	Linda Vista Community Collaborative
Civic Associations	Mission Bay Rotary Club
Civic Associations	Old Mission Rotary Club
Civic Associations	University City Community Association
Civic Associations	League of Women Voters
Community Groups	Balboa Avenue Citizens Advisory Group
Community Groups	Carmel Valley Community Planning Board
Community Groups	Centre City Advisory Committee (CCAC)
Community Groups	Clairemont Planning Committee
Community Groups	Clairemont Town Council
Community Groups	La Jolla Community Planning Association
Community Groups	La Jolla Shores Association
Community Groups	La Jolla Town Council
Community Groups	Linda Vista Community Planning Committee
Community Groups	Little Italy Association
Community Groups	Little Italy Residents Association
Community Groups	Midway Community Planning Advisory Committee (North Bay Planning Committee)
Community Groups	Mission Beach Precise Planning Board
Community Groups	Mission Beach Town Council
Community Groups	Mission Valley Community Planning Group



Category	Organization
Community Groups	North Bay Redevelopment PAC
Community Groups	Old Town Community Planning Committee
Community Groups	Pacific Beach Community Planning Committee
Community Groups	Pacific Beach Town Council
Community Groups	Torrey Hills Community Planning Board
Community Groups	Torrey Pines Community Planning Group
Community Groups	UC Golden
Community Groups	University City Community Association
Community Groups	University City Community Planning Group
Community Services	All Saints Lutheran Church
Community Services	Braille Institute
Community Services	Church of the Good Samaritan Episcopal School
Community Services	Congregation Adat Yeshurun
Community Services	Curie Elementary School
Community Services	Doyle Elementary School
Community Services	La Jolla Country Day School
Community Services	La Jolla Country Day School
Community Services	Lawrence Jewish Family Community Center
Community Services	Mission Bay Montessori Academy
Community Services	San Diego California Temple - Church of Jesus Christ of Latter Day Saints
Community Services	Spreckles Elementary School
Community Services	St Anthony Antiochian Orthodox Church
Community Services	Standley Middle School
Community Services	Torrey Pines Christian Church
Community Services	Torrey Pines Elementary School
Community Services	University City High School
Community Services	University City United Church of Christ
Community Services	University Lutheran Church
Community Services	University Lutheran Church
Employers	Biogen IDEC
Employers	Costco
Employers	Evans Hotels
Employers	Genesee Executive Plaza
Employers	La Jolla Hyatt at Aventine
Employers	La Jolla Institute for Allergy and Immunology
Employers	La Jolla Spine Institute
Employers	La Jolla Village Professional Center
Employers	Ligand Pharmaceuticals
Employers	Nobel Corporate Plaza Center / Equity Properties
Employers	Pfizer
Employers	Sheraton La Jolla (formerly Radisson)
Employers	Regents Square Business Park
Employers	Residence Inn by Marriott - La Jolla



Category	Organization
<u>Employers</u>	<u>San Diego Sports Arena</u>
Employers	Scripps Memorial Hospital La Jolla
Employers	SeaWorld
Employers	Skye Pharmaceuticals
Employers	UCSD, Government and Community Relations
Employers	UCSD, Student Human Relations
Employers	UCSD, Thornton Hospital
<u>Employers</u>	<u>USD</u>
Employers	Veteran Affairs San Diego Healthcare System
Environmental Org.	Association of Environmental Professionals
Environmental Org.	California Coastal Coalition
Environmental Org.	California Native Plant Society San Diego (CNPSSD)
Environmental Org.	Endangered Habitats League
Environmental Org.	Environmental Health Coalition
Environmental Org.	Friends of Rose Canyon
Environmental Org.	Friends of Rose Creek
Environmental Org.	Friends of Tecolote Canyon
Environmental Org.	Friends of the San Diego River Mouth
Environmental Org.	I Love A Clean San Diego
Environmental Org.	Industrial Environmental Association
Environmental Org.	League of Conservation Voters, San Diego
Environmental Org.	Rose Creek Watershed Alliance
Environmental Org.	San Diego Archaeological Society
Environmental Org.	San Diego Audubon Society
Environmental Org.	San Diego Canyonlands
Environmental Org.	San Diego Coastkeeper
Environmental Org.	San Diego River Conservancy
Environmental Org.	San Diego River Coalition
Environmental Org.	San Diego River Park Foundation
Environmental Org.	San Diego Sierra Club
Environmental Org.	Southwest Wetlands Interpretative Association (SWIA)
Environmental Org.	Surfrider, San Diego Chapter
<u>Labor</u>	<u>San Diego-Imperial Counties Labor Council</u>
<u>Military</u>	<u>MCAS Miramar</u>
Minority Org.	Asian Business Association
<u>Interest Groups</u>	<u>The Urban Land Institute</u>
<u>Interest Groups</u>	<u>NAIOP</u>
<u>Interest Groups</u>	<u>Building Industry Association</u>
<u>Interest Groups</u>	<u>San Diego Housing Federation</u>
Minority Org.	Bayside Community Center
Minority Org.	Filipino-American Chamber of Commerce of San Diego County
Minority Org.	MAAC Project
Minority Org.	San Diego County Hispanic Chamber of Commerce



Category	Organization
Minority Org.	San Diego Organizing Project (SDOP)
Minority Org.	San Diego Urban League
Minority Org.	San Diego Workforce Partnership
Park Committee	Marian Bear Memorial Park Recreation Council
Park Committee	Mission Bay Park Committee
Park Committee	Rose Canyon Recreation Council
Park Committee	Tecolote Canyon CAC (Citizen's Advisory Committee)
<u>Neighborhoods/Residential</u>	<u>Andria HOA</u>
<u>Neighborhoods/Residential</u>	<u>Avanti HOA</u>
Neighborhoods/Residential	Cambridge Park Apartments
<u>Neighborhoods/Residential</u>	<u>Capri HOA</u>
<u>Neighborhoods/Residential</u>	<u>Casa Bella HOA</u>
Neighborhoods/Residential	Canyon Park Apartments
Neighborhoods/Residential	Costa Verde Apartments - North and South
Neighborhoods/Residential	Costa Verde Towers
Neighborhoods/Residential	Garden Communities
<u>Neighborhoods/Residential</u>	<u>La Florentine HOA</u>
Neighborhoods/Residential	La Jolla Canyon Apartments
Neighborhoods/Residential	La Jolla Colony
Neighborhoods/Residential	La Jolla Crossroads
Neighborhoods/Residential	La Jolla International Garden Apartments
Neighborhoods/Residential	La Jolla Vista Townhouses
Neighborhoods/Residential	La Scala Luxury Villas
Neighborhoods/Residential	Lucera at University Towne Centre
Neighborhoods/Residential	Pacific Garden Apartments - UTC
Neighborhoods/Residential	Playmor Terrace West Homeowners Association
Neighborhoods/Residential	Regency Villas Senior Complex
Neighborhoods/Residential	Regents Court La Jolla
Neighborhoods/Residential	Renaissance La Jolla Homeowners Association
Neighborhoods/Residential	Southcoast Homeowners Association
Neighborhoods/Residential	The Villas of Renaissance Apartments
<u>Neighborhoods/Residential</u>	<u>Toscana HOA</u>
Neighborhoods/Residential	Trieste Apartment Villas
Neighborhoods/Residential	University Towne Square Homeowners Association
<u>Neighborhoods/Residential</u>	<u>Valentia HOA</u>
Neighborhoods/Residential	Venetian Condominiums Homeowners Association/ JJN
Neighborhoods/Residential	Villa Vicenza Condominiums
Neighborhoods/Residential	Village Apartments on the Square
<u>Neighborhoods/Residential</u>	<u>Villas HOA</u>
Neighborhoods/Residential	Windemere Homeowners Association
Commercial & Retail	Costa Verde Shopping Center/ Regency Property Management
Commercial & Retail	La Jolla Village Square Shopping Center - Madison Marquette



Category	Organization
Commercial & Retail	Renaissance Towne Centre
Commercial & Retail	Westfield Shoppingtown, University Towne Centre
Students	UCSD Associate Students
<u>Students</u>	<u>UCSD Graduate Student Government</u>
Students	USD Associate Students
Taxpayer Advocate	San Diego County Taxpayers Association
Tourism	San Diego Convention & Visitors Bureau
Tourism	San Diego Convention Center Corporation
Transportation Advocate	COMPACT
Transportation Advocate	La Jolla Traffic & Transportation Board
Transportation Advocate	Move San Diego
Transportation Advocate	San Diego Bicycle Coalition
Transportation Advocate	Transit Alliance for a Better North County (TABNC)
Transportation Advocate	Walk San Diego

APPENDIX B

DRAFT- Charter for Mid-Coast Corridor Transit Project Working Group

PURPOSE

The purpose of the Mid-Coast Corridor Transit Project Working Group (PWG) is to receive information from SANDAG about the project and provide input into key activities associated with the development of the Mid-Coast Corridor Transit Project alternatives. The PWG will lay the foundation for public involvement in future phases of the Mid-Coast Corridor Transit Project's implementation.

LINE OF REPORTING

The PWG will provide input to SANDAG staff on specific activities related to the development of the Mid-Coast Corridor Transit Project, as discussed in the next section. Staff will consider the PWG's input in making recommendations to the Transportation Committee. The SANDAG Board will make final decisions on the Mid-Coast Corridor Transit Project, its components and the certification of the SEIR.

RESPONSIBILITIES

The PWG will review the project purpose and need, consideration of alternatives for the Mid-Coast Corridor Transit Project and the Public Involvement Plan. The PWG will have an opportunity to review and comment on the public Draft SEIR/SEIS, including impacts and mitigation measures, when it is available. The information that will be presented to the PWG includes, but is not limited to, the draft Public Involvement Plan, FTA evaluation criteria and review process, and SANDAG evaluation of various alternatives. The PWG also will assist with associated public outreach and help inform and encourage active public participation by outside groups that they are affiliated with. The PWG will provide input to SANDAG staff and the Transportation Committee.

MEMBERSHIP

The PWG will have up to 22 members, representing the geographic areas of the corridor and the diverse perspectives of stakeholders interested in the project. The primary membership as well as a membership waiting list will be approved by the SANDAG Board. The members are selected based on the review of applications submitted to SANDAG that assessed their qualifications and affiliations with representative organizations and interests in the Mid-Coast Corridor. Members do not have alternates. If a member misses three meetings in a row or four meetings over the course of one year, s/he will be replaced.

In the event that any members need to be replaced, new members will be selected from the approved waiting list by a majority vote of the PWG.

MEETING TIME AND LOCATION

The PWG will meet at most on a monthly basis, or as determined by the members of the PWG in coordination with SANDAG staff. Meetings typically will be held on the ~~first Wednesday~~ ~~third Thursday~~ of the month from 3:30 to 5 ~~4 to 6~~ p.m. at the SANDAG offices at 401 B Street in San Diego. The PWG will hold some of their meetings at other locations in the corridor.

WORKING GROUP LEADERSHIP

The Chair of the PWG is appointed by the Chair of the SANDAG Board of Directors. The PWG will elect a Vice-Chair from its membership by a majority vote.

DURATION OF EXISTENCE

The PWG will complete its work with the certification of the SEIR by the SANDAG Board of Directors and the approval of the SEIS by the FTA (anticipated in summer 2011).

BROWN ACT AND CONFLICT OF INTEREST

Consistent with Government Code Section 54952(b), the SWG is subject to the Ralph M. Brown Act.

Proposed Mid-Coast Corridor Transit Project Working Group (PWG)

DRAFT- Summary of Activities

Public Involvement Plan

In accordance with state and federal guidelines, a draft Public Involvement Plan has been prepared to actively involve the public in the planning and development process for the Mid-Coast Corridor Transit Project. There will be a series of public meetings and other means for involving the public by providing information on the project and receiving input at key milestones in the planning and development process for the project. The PWG will be asked to review and provide input on the draft plan to ensure that it effectively provides opportunities to involve the public in the process.

Review Draft Purpose and Need Statement

A draft Purpose and Need Statement has been prepared by SANDAG for presentation at the SEIS Scoping meetings. This statement will be provided to the PWG at the initial meeting. Any comments from PWG members or from the Group would need to be submitted at the official Scoping meetings.

Review of Alternatives Evaluation

SANDAG is currently in the process of evaluating a number of project alternatives for the Mid-Coast Corridor Transit Project. These alternatives are being evaluated against FTA cost effectiveness criteria defined in the New Starts Program. SANDAG will provide information to the PWG on the various alternatives under evaluation to fully understand how alternatives were evaluated and screened from further consideration.

Review of environmental findings and proposed mitigation

SANDAG will soon begin the environmental review process for the project with the initiation of project scoping in August/September and will prepare a draft Supplemental Environmental Impact Statement/Subsequent Environmental Impact Report (SEIS/SEIR) over the following year. Information regarding the scope of the Draft SEIS/SEIR and methods of analysis will be shared with the PWG during the development of the SEIR/SEIS and comments from the PWG will be made after the public Draft SEIR/SEIS is available for review.



APPENDIX C

**APPLICATION FORM FOR THE SANDAG
2009-2011 MID-COAST CORRIDOR TRANSIT PROJECT WORKING GROUP
(due XXXXX, 2009)**

Name: _____

Address: _____

Phone: _____

E-mail: _____

Return to:

Anne Steinberger, Marketing Manager
San Diego Association of Governments
401 B St., Suite 800
San Diego, CA 92101
ast@sandag.org
(619) 699-1937

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Please check the membership category you are applying for (please check all that apply):

- Access advocate
- Business community
- Community representative
- Community services (schools, churches, community facilities)
- Employer
- Environmental
- Retail
- Student
- Taxpayer advocate
- Transportation advocate
- Transit rider
- At-large member (resident or business owner in the Mid-Coast Corridor)

Please answer the following questions:

(Please make responses as concise as possible; applications will not be judged on length of response)

1. Why are you interested in serving on the Mid-Coast Corridor Transit Project Working Group?

2. What skills and abilities would you bring to the Project Working Group?



3. Which of the following topics are of most interest to you as they relate to the Mid-Coast Corridor Transit Project? (please select no more than two)

- Environmental review
- Alternatives evaluation
- Design elements
- Community impacts
- Social Equity & Environmental Justice
- Other _____

4. Have you participated in any activities related to the areas of interest selected in Question 3? If so, briefly describe the activity/ies.

5. What would you hope to accomplish by your participation?

6. What ZIP code(s) do you work in and/or live in?

7. List any civic organizations to which you belong now, or have in the past.

The Mid-Coast Corridor Transit Project Working Group will meet the third Thursday of each month from 4 to 6 p.m. at the SANDAG offices in downtown San Diego. Members of the working group will be replaced if they miss three consecutive meetings or five over the course of one year. Please only apply if you can make this commitment to the process.

APPENDIX D

**MID-COAST CORRIDOR TRANSIT PROJECT
MEDIA LIST**

North County Times
La Jolla Light
La Jolla Village News
Beach and Bay Press
Pomerado Newspapers
Clairemont Mesa News
Clairemont Courier
San Diego City Beat
San Diego Community Newspaper Group
San Diego Ranch Coast Newspaper Group
San Diego Reader
The San Diego Voice & Viewpoint
San Diego Union Tribune
Peninsula Beacon
Voice of San Diego
San Diego Metropolitan
BizSanDiego
San Diego Daily Transcript
San Diego Business Journal
Presidio Sentinel
ASIA
Asian Journal
The Chinese News
The Filipino Press
Philippine Mabuhay News
El Latino
El Sol de San Diego
Hispanos Unidos
La Prensa

APPENDIX E

**MID-COAST CORRIDOR TRANSIT PROJECT
PUBLIC INVOLVEMENT PLAN COMMENTS**

Commenter	Comment	Response
William Beck, UCPG	Can SANDAG create a shorter "Cliff's Notes" version of the plan that is easier for the public to understand?	SANDAG is preparing a summary of the elements of the Public Involvement Plan for public distribution.
Ann Van Leer, Land Conservation Brokerage, Inc.	The mission statement or objective of the plan should be more prominently displayed in the document.	The goals/purpose of the Public Involvement Plan are currently outlined in Section 1.3; however a brief sentence referencing the goals/purpose will also be added to the Introduction, Section 1.0.
Anette Blatt, Scripps Health	I would like more information presented about the structure of the speakers' bureau.	This comment has been noted and information on how to schedule presentations will be posted on the Mid-Coast Web site.
Rob Hutsel, San Diego River Park Foundation	Mission Valley Community Planning Group should be added as a stakeholder.	The Mission Valley Community Planning Group was added to the list of stakeholders in Appendix A, on page 29, under "Community Groups".
Rob Hutsel, San Diego River Park Foundation	The Mission Bay Park Committee should also be added as a stakeholder.	Mission Bay Park Committee was included among the list of stakeholders in Appendix A, on page 32, under "Park Committee".
Chris Westling, UCSD Student	UCSD graduate student government should be added to the list of stakeholders.	UCSD Graduate Student Government was added to the list of stakeholders in Appendix A, on page 33 under "Students".
Chris Westling, UCSD Student	USD should also be added to the list of stakeholders.	USD was added to the list of stakeholders in Appendix A, on page 31, under "Employers".
Debbie Knight, Friends of Rose Canyon	The scoping comment period should be extended to 60 days from the required 30 days.	A formal request to extend the scoping period should be made to the SANDAG Executive Director/Chairman of Transportation Committee/Chairman of the SANDAG Board in advance of scoping.

Debbie Knight, Friends of Rose Canyon	The comment period for the draft EIR should also be extended from the required 45 days to 60 days.	A formal request to extend the scoping period should be made to the SANDAG Executive Director/Chairman of Transportation Committee/Chairman of the SANDAG Board in advance of scoping.
Debbie Knight, Friends of Rose Canyon	The results of the alternatives evaluation should be made available to the public and 60-day public comment period should be provided.	Information on the alternatives evaluation will be presented and available for comment during the scoping process.
Debbie Knight, Friends of Rose Canyon	The Rose Creek Watershed Alliance and the Friends of Rose Creek should be added to the list of stakeholders.	Rose Creek Watershed Alliance and Friends of Rose Creek have been added to the list of stakeholders in Appendix A, on page 31, under "Environmental Org."
Ann Van Leer, Land Conservation Brokerage, Inc.	The purpose of the project and what is driving it should be made clear.	This will be addressed in the Statement of Purpose & Need and will be available for review and comment during the scoping period.
Lani Lutar, San Diego County Taxpayers Association	The results of the alternatives evaluation should be presented objectively.	This comment has been noted.
Brooke Peterson, Clairemont Mesa Planning Committee	Add <i>Clairemont News</i> to the list of media publications.	<i>Clairemont News</i> has been added to the list of media publications in Appendix D, beginning on page 38.
Rob Hutsel, San Diego River Park Foundation	Property owners along the selected alternative should be notified of the project.	This comment has been noted. Notification procedures are outlined on page 19, under Section 4.3.2, and will meet all necessary noticing requirements.
Greg Fitchitt, Westfield Corporation	The Urban Land Institute, NAIOP, Building Industry Association and San Diego Housing Federation should be added to the list of stakeholders.	The Urban Land Institute, NAIOP and Building Industry Association and San Diego Housing Federation have been added to the list of stakeholders in Appendix A, on page 31, under "Interest Groups".
Joe LaCava, La Jolla Community Planning Association	The Pacific Beach Planning Group and La Jolla Community Planning Association should be added to the list of stakeholders.	Pacific Beach Planning Group and La Jolla Community Planning Association have been added to the list of stakeholders in Appendix A, on pages 29 and 30, under "Community Groups".
Joe LaCava, La Jolla Community Planning Association	Libraries within the Corridor should be added as places to post public information about the project.	"Libraries within the Corridor" has been added on page 22, under the 2 nd bullet point.

Joe LaCava, La Jolla Community Planning Association	The title of section 3 should be changed from “Key Information About the Project” to “Goals for the Project.”	The first two bullets of Section 3.0 on page 12 are more goal-oriented but the last three bullets are more factual in nature. The title of Section 3.0 has been revised to “Key Information and Goals for the Project”.
Rob Hutsel, San Diego River Park Foundation	Mission Valley Community Planning Group should be added to the list of stakeholders	Mission Valley Community Planning Group has been added to the list of stakeholders in Appendix A, on page 29, under “Community Groups”.
Dahiel Allen, La Jolla Resident	Several of the employers listed in the Corridor are outside of the Corridor. SANDAG should consider whether these employers would really be users of the system if they are so far away.	This comment has been noted.
Evan McLaughlin, San Diego-Imperial Counties Labor Council	The requirements of CEQA should be clearly stated in the plan.	A list of federal/state requirements for public involvement under both NEPA/CEQA are outlined on page 7, under Section 1.4.
Evan McLaughlin, San Diego-Imperial Counties Labor Council	Employee groups (labor unions) should be added to the list of stakeholders, since many of these people will be the ones using the transit system.	San Diego-Imperial Counties Labor Council has been added to the list of stakeholders in Appendix A, on page 31, under “Labor”.
Dahiel Allen, La Jolla Resident	In Section 3, La Jolla should be listed as a “Visitor Serving Center.”	La Jolla has been added to the list of area attractions under the first bullet point on page 12.
Rob Hutsel, San Diego River Park Foundation	The Sports Arena should be added to the list of stakeholders.	The San Diego Sports Arena has been added to the list of stakeholders in Appendix A, on page 31, under “Employers”.
Joe La Cava, La Jolla Community Planning Association	Some thought should be given to how you will assess the effectiveness of the plan.	On page 28, Section 4.3.7, outlines the measures necessary to gauge the effectiveness of the plan.
Rob Hutsel, San Diego River Park Foundation	In Appendix B, the times of the Project Working Group meetings are listed incorrectly.	The frequency of the Project Working Group meetings has been corrected to 1 st Wednesday of the month at 3:30p.m. in Appendix B.
Brian Gregory, UCSD	Should the Coastal Commission be listed as a stakeholder in the document?	This comment has been noted and this will be addressed in a separate Agency Coordination Plan.

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Brian Gregory, UCSD	On Page 11, UCSD's student population should be listed as 28,000.	The figure for UCSD's student population has been corrected to 28,000 on page 11.
Brian Gregory, UCSD	On page 14, you mention that you would like to achieve a 10 percent increase in Web site hits. It would be helpful to know the baseline figure.	This comment has been noted and SANDAG will add the baseline figure of 2,380 for website hits on page 14.
Brian Gregory, UCSD	MCAS Miramar should be added to the stakeholder list.	MCAS Miramar has been added to the list of stakeholders in Appendix A, on page 31, under "Military".
Brian Gregory, UCSD	On Page 17, UCSD and UCSD Thornton Hospital should be listed separately.	UCSD and UCSD Thornton Hospital have been listed separately, on page 17.
Brian Gregory, UCSD	Under Employers, I would propose to standardize how UCSD is referenced, by eliminating UCSD, Government and Community Relations, Student Human Relations; add UCSD and leave remaining UCSD Thornton Hospital.	References to UCSD have been corrected in the list of stakeholders in Appendix A, on page 31, under "Employers".
William Beck, UCPG	Suggestion to add HOA's in La Jolla Colony: La Florentine, Casa Bella, Avanti, Toscana, Andria, Capri, Valentia, Villas	These HOA's have been added to the list of stakeholders in Appendix A, on page 32, under "Neighborhoods/Residential".

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