

Community Participation & Representation Plan

The Serra Mesa Planning Group (“Planning Group”) is committed to engaging a broad and diverse cross-section of our community members in monthly meetings and to electing Planning Group members who are representative of the community and community interests, including, but not limited to renters, youth, people with disabilities, and intergenerational households. Soliciting and obtaining broad input on projects and initiatives is critical to the success of our Planning Groups to serve as a recognized advisory body to the City.

The goal of this participation and representation plan is to communicate our PLANNING GROUP’s goals, guiding principles for outreach and communication, and a strategy for meaningful, ongoing engagement.

Our plan is crafted to reflect the unique demographics and characteristics of our community. Please see Community Plan Area (CPA) demographics provided by SANDAG’s [Data Surfer](#) website.

Overarching Goal

- Educate community members about the role of our Planning Group and opportunities for involvement.
- Establish partnerships with non-profits, community organizations, businesses, schools/universities and government organizations to build relationships and trust with the community.
- Increase and diversify participation in monthly Planning Group meetings and decision- making.
- Communicate about our CPG’s work and goals in simple, easy-to-understand language that is accessible for anyone regardless of their background in or knowledge of community planning.
- Obtain meaningful input from a broad range of community members on land use matters (e.g. General Plan and Community Plan Amendments, Community Plan Updates, project reviews, and other land use matters referred to them by the City).
- Be proactive in listening to community needs and effectively communicating these to the City.

Guiding Principles for Public Participation

- Provide all meeting information necessary to encourage community members to participate in a simple and accessible manner.
- Communicate in ways that are inclusive, transparent and respectful.
- Consistently share information with community members using a variety of methods (See Appendix A -Public Participation Tools).
- Make meeting materials available whenever possible in the languages spoken within the community. Please see Census data for Community Plan Area (CPA) provided by SANDAG’s Data Surfer website.
- Be respectful of people’s opinions and time.
- Ensure a safe, accessible meeting space.

Strategies for Community Involvement

- Use Planning Group flyer to advertise in community hubs with meeting information included to help educate the community on the role of the CPG, how to get involved, and the benefits of serving on a Planning Group
- Share meeting information in digital formats including social media pages and the dedicated Planning Group website at <http://www.serramesa.org/smpg/>.
- Consistently post printed monthly meeting information whenever possible at local places including, but not limited to:
 - Local library
 - Park and Rec Building
 - Public transit hubs
 - Coffee shops
 - Schools
 - Laundromats
 - Religious Affiliations
- Build relationships with other city advisory boards whenever appropriate to cross-pollinate messaging.
- Set up informal meetings or calls with local non-profit organizations whenever appropriate to introduce and discuss the Planning Group's role and to build relationships.
- Advertise monthly meetings and elections in local community paper(s)/newsletter(s)/social media (See Appendix C – on information to include on flyers).
- Participate in events/activities outside of Planning Group meetings to invite the public to learn about the Planning Group and how to participate in monthly meetings.
- Organize informal town hall events to solicit feedback on community needs whenever appropriate. Select a time/ day, location and format of the events and town halls that maximizes the opportunity for people not already engaged with the Planning Group to attend.
- Work with the council office and the Mayor's Office to amplify outreach.
- Make online interactive activities, such as surveys, to seek input on community needs/ other initiatives whenever appropriate.

Measuring Success

- Monitor month-over-month and year-over-year whenever possible meeting attendance, number of voters in elections, social media metrics as applicable, type and frequency of outreach efforts, events attendance lists, change in composition of voting members as evidenced in annual surveys, etc.
- Success should also be qualitatively measured by the intentional efforts made to bring in community members that have historically faced barriers to participation in Planning Groups. Document information in annual report and submit to the City via email: SDPlanningGroups@sandiego.gov within 14 days of the approval of the March minutes.