

City of Encinitas

Housing Element: Public Participation Plan

OVERVIEW

Encinitas City Council and staff realize that public participation must be at the core of the Housing Element process, because ultimately, its success will depend on community support. With that in mind, the next several months will be dedicated to an extensive outreach effort that aims to provide information, encourage dialog, gather feedback and build consensus among local stakeholders.

OBJECTIVES

Public participation will help ensure that the Housing Element meets the changing needs of our growing population, while blending with the local flavor of our five distinct Encinitas communities of Leucadia, Old Encinitas, New Encinitas, Cardiff and Olivenhain. Meaningful participation also increases the legitimacy, transparency and accountability of decisions made throughout the Housing Element process. Staff will look to the public to help guide the following:

- 1. Define community characteristics, in specific terms.** Each of the five communities will be asked to give concrete examples of what elements define their identity. This feedback will help staff identify which elements they should embrace as they tailor housing solutions.
- 2. Identify where potential housing could be built.** Local stakeholders will have a chance to review several candidate sites within each community, and learn about how and why these sites were selected. Armed with that information, they will then be able to decide which of the potential sites they prefer most.
- 3. Select the types of housing that would be most desirable.** In addition to reviewing candidate sites, local stakeholders will also have an opportunity to indicate what types of housing they would like to see there. Staff will provide an educational context for this, with explanations about each housing type that is on the table for consideration.

TARGET AUDIENCES

There will be an ongoing effort to engage a broad spectrum of local stakeholders, with a focus on segments of the community who have not participated much in the past, including business and property owners, seniors and young professionals, as well as major institutions and nonprofits invested in our community. A detailed list of local stakeholders and targeted outreach to them can be found attached to this plan.

ENGAGEMENT STRATEGIES

Public participation will be achieved in a variety of ways, with level of impact increasing along the way. The framework for this approach pulls from the International Association for Public Participation (IAP2) Spectrum, which is included below for reference:

IAP2 Spectrum of Public Participation



The purpose of the Spectrum is to help define the level of public participation a given project will include. Based on the needs of this project and community desires, we recognize that the proper level of participation is to take steps to best prepare the community to be “Empowered” to make the final decision. The following plan and timeline were crafted with this model in mind. All forms of public outreach are designed to work together to achieve the final objective of engaging the public in meaningful ways with the Housing Element process.

Inform local stakeholders: Ongoing

Initial outreach will focus on making the public aware of the fact that the Housing Element process will soon begin, and inviting stakeholders to be a part of it. In preparation, staff will work to develop clear, concise messaging and a distinct, consistent identity for all materials related to the Housing Element process. This effort to raise awareness throughout the community will involve multiple forms of outreach, which are outlined below:

Digital	Print	Face-to-Face
*City website and newsletter	*Direct mailers	*Community events
*Social media and multimedia	*Flyers and brochures	*Stakeholder meetings
*News releases to local media	*Informational boards	*Media briefings

Keeping the public informed throughout the process will also be critical. This will be achieved primarily through a webpage dedicated to the Housing Element process, which will be prominently placed on the city website’s homepage. This will serve as an ongoing resource with regular updates and reports about how public input was implemented in the process, thereby

increasing transparency and ensuring accountability. It will also feature educational resources, including a glossary of terms explaining some commonly-used planning phrases and links to other helpful information.

Staff will also focus on working with groups of key stakeholders, which are outlined in the attached list, and attending community events and meetings. These face-to-face interactions will provide an opportunity for staff to educate the public, and inform them of all the participation tools that are available to them.

Involve Local Stakeholders: November 2014

Staff will focus on encouraging dialogue and gathering input from the community, both online and in-person:

- **e-Town Hall:** Through this platform, local stakeholders will be able offer comments and access an interactive map of the candidate sites. This online technology offers the public a new way to engage with the process; and because it allows the public to engage on their terms, the hope is that it will appeal to a broader and new audience in the community that may not participate in traditional meetings or workshops.
- **Open House Series:** During these all-day events, the public will be invited to attend an exhibition-style event, allowing everyone to walk through and absorb the information at their own pace. At each station, the public will be educated about the Housing Element and the process surrounding it. These events will be a time for the public to ask questions, provide feedback and offer suggestions. The hope is that these discussions will help staff solidify the key characteristics of each community, as defined by its local stakeholders—as well as where the public would like to see housing built, and what types they like best.

After staff receives input from the community, staff will focus on tailoring the alternatives most preferred, and then work to build consensus around them. This will be achieved through a series of joint meetings with City Council and the Planning Commission. The objective of these public meetings will be for staff to present the feedback from the community, explain how that influenced the outcome, provide an update on current progress, and seek direction on how to move forward.

A more detailed timeline of these joint meetings can be found below:

December 2014: This City Council and Planning Commission Joint Study Session will be dedicated to providing staff with an opportunity to present the community input that was received on land use and character plan alternatives.

January 2014: This City Council and Planning Commission Joint Study Session will be dedicated establishing a preferred land use and character plan.

February 2015: This City Council and Planning Commission Joint Study Session will be dedicated to receiving direction on the final preferred land use and character plan.

March 2015 to October 2016: City staff will work on keeping the public engaged and informed as it works to create the Housing Element document and Environmental Impact Report. Each will go through a draft period that allows the public to review it and provide feedback, so sustaining public engagement will be critical. This will be achieved using the outreach methods outlined in the first phase of this plan.

Empower Stakeholders: November 2016 election

Ultimately, the goal is to put the final decision in the hands of the public by allowing them to vote on a Housing Element plan. As defined by the IAP2, this is the highest degree of public participation, as the public determines the outcome. After staff receives direction during the final City Council and Planning Commission Joint Study Session, staff will spend the following months ensuring all the requirements are met for an official ballot measure in the 2016 election. As that process continues, staff will keep the public informed of its progress and any opportunities to provide input along the way.

DRAFT