Community Participation & Representation Plan
As required for Planning Group Recognition under
Operational Procedures, Exhibit B, of Council
Policy 600-24

Purpose

The University Community Planning Group ("UCPG") 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, students, youth, people raising children, homeowners, individual property owners, businesses, people with disabilities, seniors, and intergenerational households. Soliciting and obtaining broad input on projects and initiatives is critical to the success of our Planning Group as we continue to serve as a recognized advisory body to the City.

The goal of this participation and representation plan is to communicate the UCPG's general goals for engagement, outreach, and participation, with specific actions to achieve these goals, and a strategy for meaningful, ongoing engagement.

Our plan is crafted to reflect the unique demographics and characteristics of our community, which over time we expect to reflect the demographics of the community as provided by SANDAG's Data Surfer website.

General Goals

The following are the UCPG's general goals for public engagement, participation, and representation. The section "Specific Actions" lists the actions the UCPG has taken or will take to achieve these goals.

1. Educate the community regarding the role and activities of the UCPG in community planning as well as the types of issues that come before the planning group.

2. Increase and diversify community participation in UCPG decision making and its recommendations, both at monthly UCPG meetings and through community events.

3. Partner with community organizations, non-profits, schools, UC San Diego, and businesses to establish regular channels of input on community issues.

4. Communicate the UCPG's work and goals in straightforward, easy-to-understand language that is

accessible for anyone regardless of their background in or knowledge of community planning.

5. Obtain meaningful input from a broad range of community members on land use issues, including General Plan Amendments, Community Plan Amendments, Community Plan Updates, updates to the Land Use Code, city policy frameworks, specific project reviews, and other land use matters.

6. Be proactive in communicating community needs and feedback to the city, including how to make effective project recommendations to decision makers.

7. Engage the community to solicit input and views outside of the UCPG monthly meetings.

8. Evaluate the effectiveness of UCPG participation and representation, on an ongoing basis, among other things, by using the UCPG Annual Report to summarize actions and accomplishments, community participation and engagement, voting member demographics, and a detailed report of community members seeking office, including voting results, along with year-to-year comparisons.

Specific Actions

This section, "Specific Actions", lists the actions the UCPG has taken or will take to achieve the General Goals above. The section numbers below correspond to the General Goal numbering above. Actions currently undertaken by the UCPG are highlighted in green.

1. Educate the community in the role of the UCPG.

    a. Maintain a one-page "What is the UCPG?" document for use at meetings, community events, and in media.

    b. Maintain a one-paragraph version of (a) for use in material produced by the UCPG.

    c. Maintain a bibliography of important documents to help community members to find information on land use, city policies, and projects: "Where can I find ____?".

d.   Create an informational piece available to new members and those running for election, designed to supplement information in City CPG training that explains detail not adequately covered.

2. Increase the diversity of community participation in the UCPG.

   a. Identify each agenda item to determine its likely effect on the community. Make sure to engage with affected community members.

   b. Use the University City News (on-line) and University City Newsletter (print) to identify agenda items of interest to residents of University City.

   c. Establish a relationship with the UC San Diego Guardian to identify agenda items of interest to students, faculty, and staff at UC San Diego.

   d. Continue the use of hybrid meetings, in person and on Zoom, to maximize participation at UCPG monthly meetings by members of the community.

3. Partner with various community organizations.

   a. Establish a dialog with our local San Diego Unified Trustee to ensure the UCPG accounts for San Diego Unified concerns on land use issues. Joint Use Parks are a specific, common, partnership.

   b. The Administrative Representative from UC San Diego to the UCPG is the channel for continuing dialog between the University and the UCPG.

   c. Use local businesses, small and large, for both education and partnership opportunities. Small businesses will also have connections to other business organizations, and their trade generates many contacts with community members. Many of our large businesses are directly involved in issues within the purview of the UCPG.

   d. Local community and non-profits organizations can reach many segments of the community, including underrepresented members, that may prove difficult using direct engagement.

4. Communicate simply and effectively with the community.

    a. ==Post monthly agendas at the North and South UC libraries== and a central location on the UC San Diego Campus.

    b. Maintain a UCPG website to provide a consistent location for agendas, minutes, and presentations for each meeting, including an archive of information from past meetings. Ensure meeting information is shared with community and institutional partners, and media. Introductory information (e.g. "What is the UCPG?") should be prominently displayed on the website.

    c. Descriptions of agenda items for UCPG meetings descriptions contain Development Services Department (DSD) project description language for accuracy and precision. Ensure straightforward accompanying descriptions with a minimum of jargon are available to aid in understanding each agenda item.

    d. Ensure the accompanying descriptions for each agenda are published in local media containing UCPG information. (**Specific Actions**, Section 2)

    e. Publish separate articles for local media written in a straightforward style explaining substantial policy and project issues to be considered by the UCPG.

    f. Maximize the amount of time available for members of the community to consider and for applicants to present on and respond to issues to be discussed at the UCPG.

5. Gather meaningful input from a broad range of community members on land use issues.

    a. Determine important community constituencies that may be overlooked or have not been addressed. Be sure to specifically encourage these constituencies to participate in UCPG meetings and/or submit comments in writing on agenda items. Renters are a key, large, constituency in the community and have different perspectives on land use and development policy. The voting members of the UCPG must

respect these views and actively encourage renters to become voting members throughout the community.

  b. Maintain a summary of email received from community members regarding projects and policies.

6. Convey community feedback on projects and policy effectively to decision makers.

  a. Discuss how each project recommendation will be communicated to the city, especially when additional conditions accompany recommendations or when a project cannot be recommended.

  b. Ensure that the community is aware of how conditional approvals or rejected projects must be substantiated to decision makers.

  c. The UCPG Chair should give written and/or oral testimony to decision makers (Planning Commission and City Council) for projects of particular importance to the community, with copies of the testimony included in the monthly minutes.

7. Engage the community to solicit input and views outside of the UCPG monthly meetings.

  a. Use events (4th of July, Oktoberfest at Standley Park) to engage the community in an informal setting.

  b. The UCPG should work with community organizations, city officials, and elected officials to participate in community events to promote the UCPG and its role in the community.

8. Participation and Representation Evaluation

  a. Add periodic UCPG agenda Action Items to discuss and evaluate the effectiveness of UCPG participation efforts.

  b. Produce the UCPG Annual Report with elements described under **General Goals, Section 8**. The UCPG has Annual Reports for the past 5 years from

c. Determine if there are community members or organizations consistently absent from UCPG monthly meetings or discussions and engage with them.

d. Compare the participants in UCPG elections to the demographic of the University Community. Add this year-over-year demographic information to the Annual Report.

e. Make the process of running for election as a voting member as simple and transparent as possible, Communicate filing deadlines well in advance.

f. Ensure that each candidate in the voting process is accorded the opportunity to give oral and written candidate statements on an equitable basis

g. Make the voting process itself flexible by considering the possibility of bad weather, the convenience of voting, and limiting the effects of possible communicable disease.