

Uptown Community Planning Group

Community Participation & Representation Plan

The Uptown Community Planning Group (“Planning Group”) is committed to engaging a broad and diverse cross-section of our Uptown community members in monthly meetings and to electing Planning Group members who are representative of the Uptown 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 the Planning Group to serve as a recognized advisory body to the City.

The goal of this participation and representation plan is to communicate the 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.

Population by Race, Ethnicity and Age

	Non-Hispanic					
	Hispanic	White	Black	American Indian	Asian & Pacific Isl.	All Other
Total Population	11,813	31,546	1,305	182	3,877	1,870
Under 5	884	1,450	39	7	193	146
5 to 9	994	1,563	54	11	190	135
10 to 14	783	1,092	60	4	166	139
15 to 17	507	566	44	5	70	81
18 and 19	280	386	33	2	56	47
20 to 24	949	1,369	69	5	194	189
25 to 29	995	1,412	80	13	205	155
30 to 34	896	1,679	79	13	240	152
35 to 39	1,060	2,828	120	25	320	187
40 to 44	878	2,952	109	14	402	181
45 to 49	773	2,345	111	6	365	103
50 to 54	728	2,225	121	8	297	80
55 to 59	604	2,245	119	12	241	76
60 and 61	215	956	36	7	111	36
62 to 64	275	1,308	54	8	117	44
65 to 69	328	2,024	69	14	211	53
70 to 74	252	1,930	42	14	165	31
75 to 79	181	1,321	32	8	117	16
80 to 84	123	875	23	4	116	11
85 and older	108	1,020	11	2	101	8
Under 18	3,168	4,671	197	27	619	501
65 and older	992	7,170	177	42	710	119
Median Age	32.9	46.0	43.4	42.1	43.8	31.4

Overarching Goals:

- Increase and diversify participation in monthly Planning Group meetings and decision-making, and in the make-up of the Planning Group board.
- Fill all designated board seats (Property Owner Seats, Renter Seats, Business Seats, the Non-Profit Seat and Large Employer Non-Voting Seats) to ensure that the interests of all the diverse members of the Uptown community are represented on the Planning Group.
- Educate community members about the role of our Planning Group and opportunities for involvement.
- Establish partnerships with nonprofits, community organizations, businesses, schools/universities and government organizations to build relationships and trust with the community.
- Communicate about the Planning Group'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, including: CPG website, Instagram, X, Facebook, flyers, local newspaper and newsletters (including those listed in Appendix C), etc.
 - Information shared should include, as applicable: notifications when new materials are posted (to CPG website or otherwise), invitations to upcoming meetings, distribution of comment and evaluation forms, meeting summaries, collected comments and input, fact sheets, newsletters, brochures, progress reports, notices, summarized details on past/future engagement opportunities or comment forms,
- Make meeting materials available in both English and Spanish, if possible

(and subject to available funding for translations). Other languages as needed. *Please see Census data for Community Plan Area (CPA) provided by SANDAG's [Data Surfer](#) website.*

- Be respectful of people's opinions and time. All voting board members shall comply with the professional conduct standards set forth in Section 7.1 of the Uptown Community Planning Group Operating Procedures
- Ensure a safe, accessible meeting space.

Strategies for Community Involvement:

- Host all meetings (to the extent practicable) in person and virtually (via Zoom or other available platform) to ensure that members of the community who may not be able to physically attend meetings are able to participate.
- Sample Uptown Planners flyer to advertise in community hubs with meeting information included to help educate the community on the role of the Planning Group, how to get involved, and the benefits of serving on a Planning Group (See Appendix A), including how to volunteer to fill any CPG vacancies and/or run in the next CPG election.
- Share meeting information and other CPG information in digital formats including social media pages, ie. IG, X, Slack and the dedicated Planning Group website. Monthly meeting information also shared via mailchimp generated email to those who have opted in. In particular, the Planning Group website and social media pages should reflect any board vacancies and provide information on how to volunteer to fill any CPG vacancies and/or run in the next CPG election.
- Post printed monthly meeting information and election information and/or board vacancy information at local places including, but not limited to:
 - Libraries - Mission Hills-Hillcrest/Knox, University Heights
 - Park and Rec Building(s) - LGBTQ Center
 - Public transit hubs
 - Grocery stores - Ralphs, Vons, Whole Foods
 - Coffee shops - Lestats, Divo Diva, Starbucks, etc.
 - Schools - Florence Elementary, OLP, Alice Birney
 - Bars - Numerous bars in the Uptown Planning area would be willing to have flyers posted: Mo's, Richs, #1 on Fifth, The Rail, The Loft

- Community centers - San Diego LGBT Community Center, St. Paul's
- Build relationships with other city advisory boards to cross-pollinate messaging. For example: BikeSD, Airports Advisory Committee, Balboa Park Committee (See Appendix B for a running list of organizations).
- Set up informal meetings or calls with local non-profit organizations to introduce and discuss the Planning Group's role and to build relationships, including to invite members of those organizations to fill any CPG vacancies and/or run in the next CPG election (See Appendix B for a running list of organizations).
- Place meeting notice signs near the meeting site on the day of the meetings - at least two signs already printed/available.
- Advertise monthly meetings, vacancies and elections in local community paper(s)/newsletter(s)/social media (See Appendix C – for a running list of papers/social media sites).
- Host informal events outside of Planning Group meetings to invite the public to learn about the Planning Group and how to participate in monthly meetings, as well as provide input on Planning Group related matters. Co-sponsor and/or coordinate such events with other community organizations, including business associations, associations of tenants (including those listed in Appendix B), and to invite community members to fill any CPG vacancies and/or run in the next CPG election.
 - Events can include pop-up events inside or outside popular venues, including the weekly Hillcrest Farmers Market, bars, grocery stores, etc.
- Organize informal town hall style events to solicit feedback on community needs and to provide input on the content and implementation of the Uptown Community Plan and amendments thereto. 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, with particular effort to hold events in different geographic areas of the Uptown community and at different times of the day and different days of the week to maximum the diversity of community members able to attend various events (e.g., holding events in the evening to permit community members who work during the day to be involved). In addition, attendees are to be invited to fill any CPG vacancies and/or run in the next CPG election.
 - Vibrant Uptown held an evening LGBTQ+ Cultural & Entertainment District Town Hall on Nov. 15 @ Rich's, 1051

University Ave with over 80 attendees, including Councilmember Whitburn. (See flyer for recent event in Appendix A)

- Plans are in place to hold a Mobility Plan District Town Hall.
- Work with the council office, the planning department and the Mayor's Office to amplify outreach.
- Make online interactive activities, such as surveys, comment forms, to collect and document input on community needs/ other initiatives and/or distribute survey links provided by the city ie. Plan Hillcrest surveys, CIP surveys, etc.
 - Surveys should generally follow the best practices outlined in Appendix D.

Measuring Success

- Monitor month-over-month and year-over-year 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, vacancies in designated board member seats, 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 the annual report and submit to the City via email: SDPlanningGroups@sandiego.gov within 14 days of the approval of the March minutes.

Appendix A



Uptown Community Planning Group Monthly Meeting



When: 1st Tuesday of the Month, 6-8 PM

Where: Rotates: check uptownCPG.org

Interested in having your voice heard on matters of housing, mobility, parks and other hot community topics? Join us!



Vibrant Uptown Presents

LGBTQ+ Cultural & Entertainment District Town Hall



Join us to have your voice heard!

WHEN: Wed Nov 15th, 6:00pm

WHERE: Rich's
1051 University Ave

- **View a map of the proposed LGBTQ+ District in Hillcrest.**
- **Discover the city's new proposals for our Uptown Community Plan.**
- **Engage with community leaders and activists.**
- **Understand the impact on our community.**
- **Contribute your ideas directly to the district map!**



Appendix B

Group Name

San Diego Housing Federation

Hillcrest Business Association

Bankers Hill Community Group

Hillcrest Town Council

Mission Hills Town Council

Bankers Hill Community Group

BikeSD

CirculateSD

YIMBY Dems

RideSD

SD Bike Coalition

San Diego Pride

University Heights Community
Group

Balboa Park Committee

Forever Balboa Park

Downtown CPG

North Park Planning Council

Midway-Pacific Highway CPG

Stephen Whitburn (D3 Office)

Todd Gloria (Mayor's Office)

Toni Atkins (State Senate Office)

Chris Ward (CA Assembly
Office)

Janessa Goldbeck

Hillcrest Kiwanis All-Inclusive

Mission Hills Main Street

Impulse

Art in Pride

POZabilities

Imperial Court

San Diego Urbanists

Uptown Planners

Voice of San Diego

Airports Advisory Committee

#Hillcrestsandiego IG

Appendix C

LGBTQ San Diego County News

UHCA News

Voice of San Diego

Presidio Sentinel

San Diego Union Tribune

San Diego Reader

San Diego Uptown News

TheWordSD

Appendix D

Survey best practices:

Types of survey tools to consider:	
In-Person	Conducted in-person, generally in a public place.
Mail	Surveys that are sent to participants via mail which may include envelopes to return the survey.
Email	Survey is emailed to potential participant via a link.
Online	A survey that is posted online via link on a webpage.
Telephone	Participants are called by interviewers and asked to answer survey questions.
What is the purpose of your survey and who is your target?	
What is the purpose of your survey?	What information are you missing, and how will this survey fill or inform those gaps? It's best to map out your problems, issues you would like to include, questions, and how each survey question will align to a problem. In the introduction, include any background information and articulate to the participant why the survey is being conducted.
Determine how the survey results could influence future decisions.	What decision, course of action or recommendation could you take based on the responses from each question? If you are unsure what action you can take based on a question, omit the question.
Who is taking your survey?	Consider the demographics of the people you're trying to reach. How might you need to design questions to help your audience best interpret them? Does your survey tool need to be translated into another language?
How will you reach your target audience?	Where are your respondents most likely to see the survey (social media, emailed directly to them)? How are they most likely to take the survey (over the phone, online, paper, on a mobile device, other)? How long will the survey be available?

How should you develop your questions?

<p>Making sure that your questions and responses match.</p>	<p>If the focus of your question is about a Planning Group recommendation, then the response should use “recommend.”</p> <p>If the question is asking about the likelihood for someone to support an issue or a concept, then the response should use “support.”</p>
<p>Each question should only ask one thing.</p>	<p>Your questions should be direct and seek a specific answer. For example:</p> <p>“Are community parks clean and safe?” = wrong</p> <p>“Are community parks clean?” and “Are community parks safe?” = correct.</p>
<p>Develop clear and concise questions. Avoid technical jargon and abbreviations.</p>	<p>Good survey questions are written at a 5th grade reading level. You can check the reading level and readability of your questions using Microsoft Word or the Hemmingway app.</p>
<p>Ask: How can this question be misinterpreted?</p>	<p>Pretest your questions by asking them among others to gain feedback on the clarity of your questions and to evaluate any initial perceptions.</p>

Writing your questions.

<p>Keep it simple and to the point.</p>	<p>The respondent shouldn’t have to re-read the question for clarity.</p>
<p>Use words with clear meanings.</p>	<p>Avoid words like: most, many and several. Instead use: almost all, a majority of, and almost none.</p>
<p>Limit the number of ranking options.</p>	<p>Try not to list more than six items to rank in order of preference or importance. If you have more than six, consider breaking them up into different questions.</p>
<p>Multiple choice questions should cover all options but not overlap.</p>	<p>For example, when asking respondents about their favorite community destinations don’t have an option for both “library and recreation center.”</p>
<p>Avoid offering too few or too many options.</p>	<p>Offer the most likely options and then add an “other, please specify” as a fill-in option to capture any responses that are not covered.</p>

