



LA JOLLA COMMUNITY PLANNING ASSOCIATION

Community Participation & Representation Plan 2024

(Requirement for Planning Group Recognition - Council Policy 600-24)

Mission Statement

The La Jolla Community Planning Association [LJCPA] is committed to engaging a broad and diverse cross-section of the La Jolla community in monthly meetings and to electing LJCPA members who are representative of the La Jolla 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 LJCPA to serve as a recognized advisory body to the City of San Diego on land use matters within the boundaries of the La Jolla Community Plan.

Goals & Objectives

The overarching goal of the La Jolla Community Participation and Representation Plan [LJCPRP] is to communicate the **LJCPA goals, guiding principles for outreach and communication, and a strategy for meaningful, ongoing engagement**. This plan is crafted to reflect the unique demographics and characteristics of the La Jolla community.

[Click here to view La Jolla Demographics Data \[SANDAG\]](#).

1. Community Education:

Goal: Educate community members about the role, work, goals and opportunities for involvement in the LJCPA in simple, easy-to-understand language that is accessible for anyone regardless of their background in or knowledge of community planning.

Objective: Create LJCPA Website content detailing the role, work, goals and opportunities for involvement in the LJCPA. Amplify this content via the LJCPA Instagram, LinkedIn, Community Flyer (physical and digital), speaking engagement at local events and local newspaper outlets. Use website, social media and email campaign metrics to track outcomes and summarize the results in the LJCPA Annual Report.

2. Community Partnerships:

Goal: Establish partnerships with local nonprofits, community organizations, businesses, schools/universities and government organizations to build relationships and trust with the La Jolla community.

Objectives: Reach out to other local organizations on a regular basis requesting cross-pollination of groups messaging at meetings and on social media. Attend at least one of those organizations events per year. View list of La Jolla nonprofits, community organizations, businesses, schools/universities and government organizations [here](#). Assign this task to a LJCPA Officer, Trustee (eg: Community Outreach Officer) or LJCPA Intern. Summarize the outcomes in the LJCPA annual report.

3. Community Input:

Goal: 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).

Objective: Solicit community input on land use matters through an annual survey distributed via LJCPA Website, Social Media and LJCPA email list. Survey data will be summarized in the LJCPA Annual Report.

4. Measurement of Outcomes:

Goal: Monitor month-over-month and year-over-year outcomes. Success should also be qualitatively measured by the intentional efforts made to bring in community members that have historically faced barriers to participation in the LJCPA.

Objective: Track 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. Summarize these outcomes in the LJCPA Annual Report and submit to the City of San Diego via email: SDPlanningGroups@sandiego.gov within 14 days of the approval of the March minutes.

LJCPA Deliverables 2024

<u>Technique & Description</u>	<u>Typical Application</u>	<u>LJCPA Deliverable</u>	<u>Done ✓</u>
<p>Public Meetings: These organized meetings are open to the public at large and are used to provide presentations and allow the public to ask questions and provide comments.</p>	<p>Bringing people together: Participants are able to hear relevant information and have an opportunity to ask questions and make comments and hear opinions and perspectives of others.</p>	<p>6 Monthly Meetings: LJCPA Trustee LJ DPR LJ PRC LJ PDO LJ TT</p>	<p>✓ ✓ ✓ ✓ ✓</p>
<p>Electronic forums, social media groups, and email: Sharing electronic information to notify stakeholders when new materials are posted, invite them to upcoming meetings, distribute comment and evaluation forms, share meeting summaries, collect comments and input, etc.</p>	<p>Share Information: Inexpensive process to directly reach stakeholders and allows people to share messages with each other.</p>	<p>5 Monthly Email Blasts and Instagram Posts: Notification of upcoming meetings with links to agenda, previous months minutes, Instagram, comment forms etc. Electronic Surveys as needed: eg: Bylaws Update Survey, PDO Update Survey</p>	<p>✓ ✓</p>
<p>Printed public information materials: Information materials such as fact sheets, newsletters, brochures, progress reports, etc. that can be printed and distributed.</p>	<p>Share Information: A mechanism to reach a large target audience through clear and visually engaging information.</p>	<p>LJCPA Information Flyer (see Page 6) LJCPA Annual Report</p>	<p>✓ ✓</p>
<p>Newspaper/Newsletter: Can contain notices, summarized details on past/future engagement opportunities or comment forms in local newspapers.</p>	<p>Share Information: Newspapers/Newsletters – both digital and hardcopy – can include notices and summaries to allow wide distribution of information and gather public feedback.</p>	<p>La Jolla Light Newspaper (digital & hardcopy) LJCPA Newsletter (?)</p>	<p>✓</p>

<p>Websites: Websites are developed to provide accessible information to the public.</p>	<p>Share Information: This online tool helps provide information in a central location about projects, plans, meeting agendas, events, etc. and can allow options for people to join email mailing lists and/or share online comments via a comment form. Websites can also share links to other relevant sites.</p>	<p>LJCPA Website www.lajollacpa.org</p>	<p>✓</p>
<p>Comment Forms: Written or email/web-based forms for collecting and documenting input and comments from the public.</p>	<p>Collect and Compile Input: Comment forms can help collect input from people unlikely to attend meetings or who might feel uncomfortable voicing their input at meetings.</p>	<p>Add a link to the “Contact LJCPA” page on the home page of LJCPA website.</p> <p>Contact Us Page to contain all possible ways for members of the public to contact us, including a link to a comments form.</p> <p>Have a “comment box” at meetings where people can drop off comment forms.</p>	
<p>Partnering with Community-Based Organizations: Partnering with qualified local community organizations to help get the word out about Planning Groups or obtain community input.</p>	<p>Collect and Compile Input: Helps promote community based involvement and advocacy. This strategy also makes the most of existing networks that community organizations have developed.</p>	<p>See LJCPA Community Participation & Representation Plan, Goals & Objectives, 2: Community Partnerships</p>	<p>✓</p>
<p>Pop-Up Events: These events offer an opportunity to participate in a large fair or community gathering by setting up a table with information and resources about participating in the Planning Group.</p>	<p>Bringing people together: These events provide an opportunity to connect with community members on the ground, get feedback,</p>	<p>Enhanced La Jolla Day</p>	<p>✓</p>

	answer questions and share information.		
<p>Open Houses: An open house typically includes several informational stations, each addressing a separate issue. A resource guide can assist participants in touring through the exhibits at their own pace.</p>	<p>Bringing people together: This event format helps foster small group or one-on-one communication on multiple land use issues or in coordination with a project applicant on a complex development project.</p>	<p>CIP/Budget Open House (In conjunction with LJTC seeking broad community input on proposed projects and their priority).</p> <p>DPR/PRC/PDO/T&T Stations & Representation</p>	



Get Involved! *Join Us!*




LA JOLLA COMMUNITY PLANNING ASSOCIATION

<p>1 La Jolla Development Permit Review Committee (DPR)</p>	<p>2 La Jolla Shores Development Permit Review Committee (PRC)</p>	<p>3 Planned District Ordinance Committee (PDO)</p>	<p>4 Traffic & Transportation Committee (T&T)</p>
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WHY SHOULD YOU JOIN?

- Have a say in the long-term future of La Jolla.
- Get to know your neighbors. Different/shared perspectives and the issues that matter in La Jolla.
- Gain a greater understanding of Government functions and how planning Groups influence public policy.
- Share you input on development projects and public improvements that are planned for La Jolla.



WWW.LAJOLLACPA.ORG



INFO@LAJOLLACPA.ORG

EXAMPLE FLYER [BACK PAGE]

La Jolla Community Planning Association (LJCPA)

The LJCPA Board of Trustees meets the first Thursday of each month, unless otherwise noticed, to consider decisions made at the sub-committee level.

LJCPA Sub-Committee Information:

1: La Jolla Development Permit Review Committee (DPR) The purpose of the Development Permit Review Committee is to review and make recommendations regarding all discretionary permit applications filed for projects located within the La Jolla Community Plan boundaries, excluding the La Jolla Shores Planned District. This Committee receives public input in a review process that uses the regulations and guidelines established in the San Diego Municipal Code and La Jolla Community Plan in effect at the time of the project submittal to the City of San Diego. The DPR Committee meetings are held on the 2nd and 3rd Tuesday of each month unless otherwise noticed. holds regularly scheduled public meetings.

2: LA JOLLA SHORES PERMIT REVIEW COMMITTEE (LJSPRC) The purpose of the LJSPRC is to review and make written monthly recommendations regarding all applications for permits referred to it within the boundaries of the La Jolla Shores Planned District. This review is intended to insure compliance with the La Jolla Community Plan and Local Coastal Program Land Use Plan, the La Jolla Shores Planned District Ordinance, the La Jolla Shores Planned District Urban Design Manual, and City of San Diego ordinances concerning Sensitive Coastal Resources, Resource Protection, Hillside Review, Zoning Variances, Conditional Use Permits and Special Permits. The LJSPRC holds regularly scheduled public meetings.

3: PLANNED DISTRICT ORDINANCE COMMITTEE (PDO): The purpose of the PDO Committee is to insure uniform and consistent enforcement of the La Jolla Planned District Ordinance (LJPDO), to assist the City of San Diego City in clarifying the LJPDO, to assist applicants in understanding and interpreting the LJPDO and the permit process, and to develop recommendations for changes to the ordinance.

4: LA JOLLA TRAFFIC AND TRANSPORTATION COMMITTEE (T&T): The purpose of the Traffic and Transportation Board is to serve as the focal point for traffic and transportation matters concerning the community of La Jolla with governmental agencies and with the public, and to investigate, evaluate and propose recommendations to the LJCPA. The T&T Committee meets on the 3rd Tuesday of each month unless otherwise noticed.