

**Summary of Public Outreach and Involvement Efforts for
Land Development Manual Updates
as of September 26, 2007**

Public meetings

August 28, 2007
5:30 to 7:30 p.m.
Metropolitan Wastewater Operations Center
Comment Forms available at meeting

October 24, 2007
5:30 to 7:30 p.m.
Balboa Park Club, Ballroom
Comment Forms will be available at meeting

Mailings

- 307 postcards mailed on August 2, 2007

E-mails

- 57 postcards e-mailed to Technical Advisory Committee of the Land Use and Housing Committee, Copermitees, and individuals on August 3, 2007
- 39 follow-up e-mails with copy of postcard sent to groups and organizations asking for distribution to their members and associates on August 3, 2007

Additional publicity

- Cross promoted public meetings and other opportunities for input at first Land Development Manual public meeting and Minimum BMP public meetings
- Information about the October 24, 2007 meeting and the public involvement process included in 285 piece mailing and on City Web site regarding the draft Mitigated Negative Declaration prepared by the Development Services Dept. to agencies, groups, and individuals on September 10, 2007

Advertising

- 1 public notice ad placed in Daily Transcript legal section on August 7, 2007
- 1 display ad placed in Daily Transcript on August 16, 2007
- 27 newspapers, including community, ethnic and minority papers received a media release electronically on August 23, 2007
 - Asia
 - Asian Journal
 - Carmel Valley News
 - Clairemont Mesa News
 - Coast News

- Corridor News
- The Daily Transcript
- Del Mar Times
- Del Mar Village Voice
- El Latino
- El Sol De San Diego
- Filipino Press
- Hillcrest News
- The Korea Times
- La Jolla Light
- La Jolla Village News
- La Prensa San Diego
- Mid-City Journal
- Mira Mesa/Scripps Ranch Sentinel
- Mission Times Courier
- Peninsula Beacon
- Poway News Chieftain
- Rancho Bernardo News Journal
- San Diego Business Journal
- San Diego Union-Tribune
- San Diego Voice & Viewpoint
- U C Golden Triangle News

Web site

- Information about the meetings, an on-line Comment Form, and informational materials posted on Think Blue Web site on August 24, 2007

Stakeholder meetings

- Stakeholder roundtable meeting held August 9, 2007, at Storm Water Division offices with representatives from the American Public Works Association, San Diego Building Industry Council, and San Diego Coastkeeper
- Follow-up stakeholder roundtable meeting scheduled for October 15, 2007, at Storm Water Division offices with representatives from the American Public Works Association, San Diego Building Industry Council, San Diego Coastkeeper, and landscape design industry