

Summary of Public Outreach and Involvement Efforts for Proposed Minimum Required BMPs

Public meetings

September 17, 2007

5:30 to 8:00 p.m.

Balboa Park Club, Santa Fe Room

Comment Forms available at meeting

September 19, 2007

5:30 to 8:00 p.m.

Metropolitan Wastewater Operations Center

Comment Forms available at meeting

Mailings

- 119 postcards mailed on August 10, 2007

E-mails

- 128 follow-up e-mails with copy of postcard sent to individuals and to groups and organizations asking for distribution to their members and associates on September 7, 2007
- e-mail notification with copy of postcard sent out by Business Improvement District Council to their membership e-mail contact list in early September, 2007
- 128 e-mail reminders about the comment period deadline sent to individuals and to groups and organizations asking for distribution to their members and associates on September 27, 2007

Additional publicity

- Cross promoted public meetings and other opportunities for input at Land Development Manual public meeting on August 28, 2007
- Information about the meetings 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 San Diego Daily Transcript legal section on August 29, 2007
- 1 display ad placed in San Diego Daily Transcript on September 14, 2007
- 6 display ads placed in local community, ethnic and minority newspapers
 - San Diego Voice and Viewpoint – September 13, 2007

- Asian Journal - September 15, 2007
- La Prensa - September 14, 2007
- La Jolla Village News – September 13, 2007
- Beach and Bay Press - September 13, 2007
- Peninsula Beacon News - September 13, 2007

- 1 public notice ad placed about the comment period deadline in San Diego Daily Transcript legal section on October 5, 2007

- 2 display ads placed about the comment period deadline in local community, ethnic and minority newspapers
 - La Prensa – October 5, 2007
 - Asian Journal – October 6, 2007

- 27 newspapers, including community, ethnic and minority papers, received a media release electronically on September 12, 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 and an on-line Comment Form posted on Think Blue Web site August 24, 2007; additional BMP informational materials posted on September 11, 2007