

**Summary of Public Outreach and Involvement Efforts for
Land Development Manual Updates
as of October 30, 2007**

Public meetings

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

Rescheduled meeting (Previously scheduled for Oct. 24, 2007)

Nov. 6, 2007
5:30 to 7:30 p.m.
Metropolitan Wastewater Operations Center
Comment Forms will be available at meeting

Mailings

- 307 postcards mailed on August 2, 2007
- 341 flyers mailed on October 4, 2007
- 154 revised flyers (photocopied) mailed on October 23, 2007 giving rescheduled November 6, 2007 meeting date

E-mails

- 57 postcards e-mailed to Technical Advisory Committee of the Land Use and Housing Committee, Co-Permittees, 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
- 57 flyers e-mailed Technical Advisory Committee of the Land Use and Housing Committee, Co-Permittees, and individuals on October 8, 2007
- 39 follow-up e-mails with copy of flyer sent to groups and organizations asking for distribution to their members and associates on October 8, 2007
- 217 e-mails sent on October 23, 2007 notifying recipients of cancelled October 24, 2007 meeting
- 227 e-mails (with electronic copy of revised meeting flyer) sent on October 26, 2007 notifying recipients of rescheduled November 6, 2007 meeting date

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 upcoming 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 public notice ad placed in the Daily Transcript legal section on October 16, 2007
- 1 public notice ad placed on October 31, 2007 in the Daily Transcript legal section giving November 6, 2007 rescheduled meeting date
- 1 display ad placed in Daily Transcript on August 16, 2007
- 1 display ad placed in the Daily Transcript on October 16, 2007
- Signs placed on doors of meeting location on October 24, 2007 notifying public of cancellation and referring to the Web site to get the new meeting date and location, once available
- 27 newspapers, including community, ethnic and minority papers received a media release electronically on August 23, 2007 regarding the August 28, 2007 meeting date
- 27 newspapers, including community, ethnic and minority papers received a media release electronically on October 23, 2007 announcing the October 24, 2007 meeting and a subsequent media release sent with a meeting cancellation notice. (The second release referred recipients to the Web site to get the new meeting date, once available.)
 - 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 August 28, 2007 meeting, an on-line Comment Form, and informational materials (Fact Sheets) posted on Think Blue Web site on August 24, 2007
- Information about the October 24, 2007 meeting posted on the Think Blue Web site on October 8, 2007
- Copy of draft Updates to Storm Water Standards document posted along with dates of public comment period (October 12 through November 10, 2007) on Think Blue Web site on October 12, 2007
- Notice of October 24, 2007 cancelled meeting posted on Think Blue Web site on October 23, 2007 and also on City's community meeting bulletin board section for firestorm information
- Notice of rescheduled November 6, 2007 meeting date and location posted on Think Blue Web site on October 26, 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 held 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