

AGENDA REPORT

City Council

MEETING DATE: January 21, 2015

PREPARED BY: Jeff Murphy, Director

DEPT. DIRECTOR: Jeff Murphy

DEPARTMENT: Planning & Building

CITY MANAGER: Gus Vina

SUBJECT:

At Home in Encinitas: A debriefing of staff's public outreach efforts and Community Dialogue Sessions related to the Housing Plan Update and to summarize the approach for the upcoming joint Planning Commission – City Council meeting on February 3rd and 5th. This is an informational item only; no action is being taken by the City Council.

RECOMMENDED ACTION:

Receive the report.

STRATEGIC PLAN:

The item before Council fits within the Community Planning focus area and will help achieve the goal to qualify for a certified Housing Element.

FISCAL CONSIDERATIONS:

The action before the Council is an overview of efforts and next steps toward developing a draft Housing Plan Update, which will be considered by the Council and, ultimately, Encinitas voters in 2016. There is no fiscal impact associated with this report.

BACKGROUND:

On September 17, 2014, the City Council considered and endorsed staff's Public Participation Plan and associated timeline to involve the community in updating the City's Housing Plan, commonly referred to as "@Home in Encinitas."

In addition to the actions listed in the Public Participation Plan, the process also included a series of Community Dialogue Sessions that provided the public with information on important topics such as the need for future housing, how future housing can respond to existing character, and where future housing could be located within the City. The draft materials for the Community Dialogue Sessions were presented to City Council and Planning Commission on September 30, 2014, during a joint meeting. Staff walked the Council and Commissioners through the planned format of these Community Dialogue Sessions, describing the information

outlined on the material boards. The Council and Commissioners provided feedback and suggested changes to the material and endorsed the overall approach.

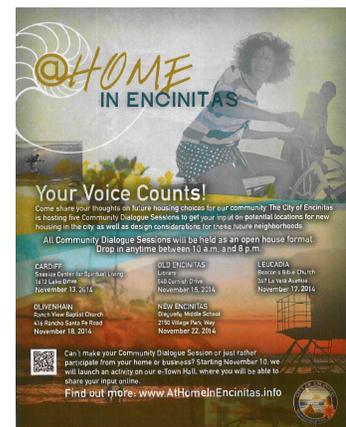
This Agenda Report provides an overview of the public engagement efforts as reflected in the Public Participation Plan and the activities that took place during the Community Dialogue Sessions. This Agenda Report also provides an overview of the approach for the February City Council/Planning Commission joint-meetings, during which staff will present the findings collected in e-Town Hall relative to the participant's site mapping and neighborhood (housing) prototype preferences.

ANALYSIS:

A. Overview of Public Outreach

Through research, staff learned that many jurisdictions that recently have been through the process of updating their Housing Element conducted a few workshops or study sessions and relied on mailing key stakeholder groups, announcements on their website and/or newspaper postings to notice those public meetings. In essence, most jurisdictions relied on traditional and common-practice forms of notification.

Contrary to this standard approach, the City of Encinitas took an especially robust approach to its public outreach by using several different methods in an effort to reach as many people as possible. Attachment A includes a summary report of all the meetings staff attended, the presentations that were delivered, the ads that ran, the articles and op-eds that were written, and the other promotions received, including mention in community newsletters and social media.



Staff recently shared this public outreach approach and materials to the State Department of Housing and Community Development (HCD), who were extremely impressed. In fact, HCD staff indicated that Encinitas staff has demonstrated a far greater effort to engage the community than most other jurisdictions and that this approach is one that could be modeled. Additionally, County Supervisor Dave Roberts opined in his newsletter that he felt the outreach efforts were “forward-thinking and designed to engage all residents.”

B. Community Dialogue Sessions



City staff conducted five Community Dialogue Sessions, one in each community, from the hours of 10 a.m. to 8 p.m. During these events, the public could view information and speak with staff about housing. For folks who could not make one of the Community Dialogue Sessions, make-up sessions were available to the public between the hours of 10

a.m. to 8 p.m. during the week of December 1st.

The Community Dialogue Sessions offered six workstations for members of the public to learn about key issues related to the process of updating the City's housing plan (also referred to as the Housing Element Update). Each station included a series of easy to

read material boards covering varying topics. The material boards are available on our website at www.athomeinencinitasca.info.

Upon entering the session, participants were asked to sign in (optional) and provided a “Station Roadmap” that explained the purpose of the Community Dialogue Session, what to expect at each station, and important facts about the process.

With this information, community members could peruse the stations at their own leisure. City staff was also available to answer any questions, and in many cases facilitated groups through each station and explained the information on the material boards.



C. **Structure of the Upcoming Joint-Meeting**

A study session will be held at a special joint-meeting of the Planning Commission and City Council on February 3rd and February 5th.

The joint meeting is intended to present the findings collected via e-Town Hall relative to where future housing should go, community and site mapping, as well as neighborhood prototype preferences expressed by community participants. Because there is a lot of important information to present, two days are being reserved for this effort; the second day is only required should additional time be needed.

A report summarizing the e-Town Hall findings will be provided, as well as a staff presentation that will cover the main points listed below. The information will be presented for each of the five communities.

- Preferred “Ready-Made” and top “Build-Your-Own” options/sites
- Similarities between “Ready-Made” and “Build-Your-Own”
- Alternative and highly objectionable sites identified by participants
- Community comments about the sites/prototypes¹
- Possible mapping options (sites/housing prototypes) that meet housing needs

The objective of the meeting is for the Planning Commission and City Council to review the findings collected in e-Town Hall, hear public comment, and ultimately identify specific sites and neighborhood prototypes for each community that meets our State housing needs. The identified sites/prototypes will then be analyzed in an Environmental Impact Report, where the results will be available for public comment and returned to the Planning Commission for recommendation, and then City Council for further action.

City staff anticipates the EIR will be available for public review in January/February 2016. Later in 2016, the City Council will then make the final decision as to the exact

¹ Comments will be limited to those made about the sites and neighborhood prototypes. Report back and discussion of the comments provided on “What Community Characteristics do you value?” will be part of a proposed joint-meeting on the Housing Policy Document. Staff anticipates that many of the comments made about community character will likely lead to new or revised policies/programs such as new Design Standards. As such, the comments and policy discussion will be heard together at a separate meeting.

project and ballot measure(s) to place on the November 2016 ballot for the voters. As such, the planning concepts the City Council is being asked to direct for study in the EIR – with input from the Planning Commission – are not the final plan and the Council may decide to put a modified plan on the ballot following the benefit of environmental review.

ENVIRONMENTAL CONSIDERATIONS:

The action before the City Council is statutorily exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15262, Feasibility and Planning Studies. This action involves only ongoing study related to the project scheduling, public participation, and noticing in preparing an update to the City's Housing Plan, and does not have a legally binding effect on any possible future discretionary action. The proposed approach to conducting the process for updating the Housing Plan considers environmental factors, such as climate change and coordinated planning of land use, transportation and housing, pursuant to Senate Bill 375 (Steinberg, 2008). Public input received and technical information prepared during the proposed process will be utilized in preparing an Environmental Impact report for the Housing Plan Update.

ATTACHMENTS:

A – Public Outreach Summary Report

**Attachment A:
Public Outreach Summary Report**

@HOME IN ENCINITAS



**Housing Plan: Public Participation
Activities and Input Received**

January 2015

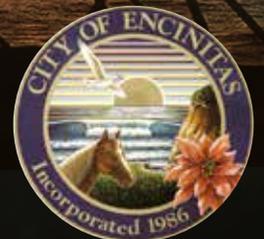


TABLE OF CONTENTS

Why Does Encinitas Need a Housing Plan?..... 3

How Does a Housing Plan Benefit Encinitas?..... 5

Consequences of Not Adopting a Housing Plan..... 5

How We Engaged the Public 6

THE HOUSING ELEMENT is one of the seven mandated elements of the local general plan. It outlines how a local jurisdiction will adequately plan to meet the existing and projected housing needs of everyone in our community.

INTRODUCTION

In early 2013, the City Council adopted the Encinitas Strategic Plan, a document that identifies major needs and opportunities to help focus the City in effectively aligning resources with specific objectives. One of the eight identified Focus Areas in the Strategic Plan is Community Planning, which seeks to maintain safe and livable communities through well-maintained infrastructure and facilities, strong public safety, and significant environmental standards, while achieving diverse and affordable housing for present and future generations. One of the Council-identified goals within this Focus Area is for the City to secure a certified Housing Element, a plan required by state law that outlines how the City will meet its projected housing needs. Based on this direction, the City has embarked on a process to update its Housing Plan. Encinitas is the only city in San Diego County that does not have a certified Housing Plan, which is in violation of state law. In addition, the City is faced with a changing population and demographics, which affects the type of housing that will be needed in the future.

California state law requires each city and county to adopt a general plan for its physical development. The general plan expresses the community’s development goals and policies related to future land uses in the jurisdiction. The housing element is one of the seven mandated elements of the general plan. Housing element law—first enacted in 1969 and significantly strengthened since—mandates that local governments adequately plan to meet the existing and projected housing needs of everyone in the community.

Encinitas is required to accommodate more housing to address existing and future housing needs in our community. Like the rest of the San Diego region, most new housing will be attached and multifamily types. This housing will predominately be sold or rented at market rates and will not be built by the City. Private property owners will decide whether to build housing. As is the case today, a small amount of the housing may be subsidized to assist a portion of those in need of assistance. The Housing Plan will consider additional ways to promote new housing at attainable, market-rate costs beyond density alone.

Understanding the public interest in this issue, City staff developed a Public Participation Plan, which was endorsed by the City Council at its September 17, 2014 meeting. This plan provides a guide for efforts to obtain significant public input on potential sites for future housing before any plan is developed for consideration. The goal of the Public Participation Plan is to hear from the public early in the process and to use this input to develop a plan that includes community-supported solutions.

Part I of this two-part report describes the process that was conducted to engage the public and seek their input on the Housing Plan. This outreach effort occurred in two phases. During the first phase from October 1 through December 1, 2014, outreach focused on educating the public about the Housing Plan update process and ensuring that the community and other stakeholders were made aware of opportunities to provide input. Staff endeavored to be as inclusive as possible by using a variety of communication methods to reach residents, employees, business owners, and property owners. The second phase was conducted from November 10 through December 5, 2014. During this time, the focus was on collecting input from the public about the Housing Plan update. Part II of this report describes the results of the input provided, including an analysis of what this input suggests for moving forward with updating the Housing Plan.

WHY DOES ENCINITAS NEED A HOUSING PLAN?

Encinitas faces a challenge when it comes to meeting local housing needs. Housing costs continue to climb, while the availability and variety of that housing continues to drop. At the same time, the City has a growing population and existing residents have changing needs. Simply put, Encinitas is evolving and needs to create more housing options that meet the community's growing and changing needs.

Why does the housing plan need updating?

1. OUR POPULATION IS CHANGING

Accommodating housing choices will meet the needs of our community.

2. IT PROTECTS OUR QUALITY OF LIFE

Planning for future housing helps avoid negative consequences of unplanned growth and ensures it will provide community benefits.

3. TAX DOLLARS ARE SAVED

With an approved housing plan, Encinitas will be eligible for regional and state grants that can help fund infrastructure improvements and public amenities.

4. IT'S THE LAW

State law requires that we adopt a plan to accommodate the housing needs of everyone in our community.



The Housing Plan for Encinitas has not been updated since the 1990s, and a lot has changed since then. Population growth in Encinitas, and the region as a whole, is projected to continue into the foreseeable future. According to SANDAG's Regional Growth Forecast, economic and population growth in Encinitas will continue at a steady rate into 2050.

In addition to population growth, there are also changes in the way that people live, work and play from that of previous generations. The Millennial generation — people born in the 1980s and 1990s — has been slower to buy single family homes than earlier generations. There are varying reasons for this situation, including rising student debt, cost of housing, and new challenges in securing a mortgage for first-time homeowners. They also often want different things in housing and neighborhoods than are available today. They are looking for pedestrian- and bike-friendly communities with services and amenities nearby. As a result, for this younger generation, multifamily housing near retail locations is in greater demand than single family homes.

At the same time, the Baby Boomer generation is aging and this has impacts on the housing market. The senior citizen population in Encinitas is projected to nearly double by 2035. Many senior citizens will seek to downsize and move into smaller homes in urban areas with easily accessible services, transportation, and amenities.

By 2035, the population in Encinitas is expected to grow by 7 percent. That's 4,236 more people who will need housing. Here are some facts to keep in mind, which demonstrate the need to provide more housing variety and affordability (sources for these facts are included in Appendix A):

- The median priced home in Encinitas is \$769,000 (24 percent higher than the North County Coastal median of \$619,000).
- Only 28 percent of existing households in Encinitas can afford to buy a home in the city at the median price.
- The average rent for a two-bedroom apartment in Encinitas is \$1,869. Only 59 percent of existing households in Encinitas make enough money to comfortably rent a two-bedroom apartment in the city.
- The mean annual Social Security income in Encinitas is \$17,962.
- More than 25 percent of the city's extremely low income residents are aged 65+ years or older.
- The Encinitas Housing Authority Rental Assistance program has more than 600 families on the waitlist, of which over 70 percent are elderly or disabled.
- Currently, there are more than 9,000 baby-boomers (65+) in the city. By 2035, that number will increase by roughly 78 percent.

HOW DOES A HOUSING PLAN BENEFIT ENCINITAS?

Updating Encinitas' Housing Plan can bring benefits to the City. Planning for housing ensures that it is located in places of our choosing and with the community character and amenities Encinitas wants. That way, new housing, which is planned, provides community benefits.

- **Protects Our Quality of Life.** It will help protect our quality of life by avoiding negative consequences of unplanned growth, such as increased parking demand, larger household size, and overburdened public facilities.
- **Maintains Community Character.** A Housing Plan that offers housing opportunities for a diverse community will help the City maintain its organic and eclectic character.
- **Strengthens the Local Economy.** Housing in the right places can help grow our economy organically by supporting local businesses and making the City more fiscally sustainable.
- **Grant Funding for City Projects.** With an approved Housing Plan, grant money is available for City projects. Because our housing policies have not been updated, the City is either currently not eligible or not competitive for a number of grants that could help fund infrastructure improvements and is losing out on hundreds of thousands of dollars or more every year that is going to other local cities. The City must rely on local tax dollars to pay for some projects that could be funded by regional grants, like bike facility improvements, sidewalks, traffic calming features, parks and rail underpasses. Once an updated Housing Plan is approved and certified by the State, the City can take advantage of this available funding, potentially freeing up local tax revenue for other projects.
- **Allows for Informed Decision Making.** Elected officials can make informed decisions about regulations and public investment, while the private sector has a clear public policy to guide them as they plan projects.

CONSEQUENCES OF NOT ADOPTING A HOUSING PLAN

What are the consequences of not adopting a Housing Plan? Adequately planning for all housing needs for everyone in our community — seniors, families, and young professionals at various income levels — is a requirement under state law. A city could face significant repercussions if it fails to comply. These consequences include:

- Potential loss of land use control
- Increasing numbers of housing units that the City will be responsible for in the future
- Ineligibility for a variety of park and infrastructure improvement funds
- Jeopardizing the City's entire General Plan by making it vulnerable to legal challenge

HOW WE ENGAGED THE PUBLIC

The topic of housing in Encinitas has historically been one of significant public interest. Recognizing this, a robust Public Participation Plan was developed to help the City gain input on potential housing locations and types of housing before any plan was developed (see Appendix B). The goal of this plan was to hear from the community and identify interests and concerns to gain enough input from the public to create a plan that reflects community-supported solutions. The plan aimed to reach out to the wide variety of stakeholders in Encinitas, with all age and income groups in mind, to ensure that the community was part of the effort from the onset. The outreach plan sought input from the public on the following:



Each of the five Encinitas communities has its own identity, and the plan took into account that a one-size-fits-all approach to housing will not work. Because of this, the outreach was tailored to fit the unique characteristics of each community. To seek community-specific input, City staff identified potential housing sites in each of Encinitas' five communities and gave the public the opportunity to weigh in on each community. Potential housing sites were selected based on direction given by the City Council to ensure that housing was proportionally distributed throughout the five communities. The methodology for how sites should be identified were presented and endorsed by the City Council in late 2013.

Information about housing sites and types was presented with materials that included visual representations to enhance public understanding. Efforts were also made to seek feedback on community character, what characteristics stakeholders want to preserve, and what characteristics stakeholders want to introduce.

All public input on the Housing Plan update was collected through e-Town Hall, the City's online engagement tool (a small amount of input was also received via the project email mailbox and written correspondence). City staff also hosted five Community Dialogue Sessions during November 2014, one in each of Encinitas' five communities (as well as "make-up" sessions at City Hall from December 1-5, 2014), to provide information about the Housing Plan update and facilitate input on the plan. Participants who attended the meetings were able to learn about housing and provide their input via e-Town Hall at the meeting, or they could do it at a time and location that was convenient to them.

PROMOTION AND PUBLIC INFORMATION

To ensure robust attendance at the Community Dialogue Sessions and participation in the e-Town Hall activity, City staff engaged in a far-reaching effort to promote the issue to the public using a variety of methods to reach many audiences.

Project Name and Graphic Identity

The first step in this effort was to create a recognizable name and graphic identity to help audiences easily identify materials associated with the effort. The name “At Home in Encinitas” was selected, and a dedicated website address was created to lead the public directly to the page on the City’s website, AtHomeInEncinitas.info (screenshot is included as Appendix C).

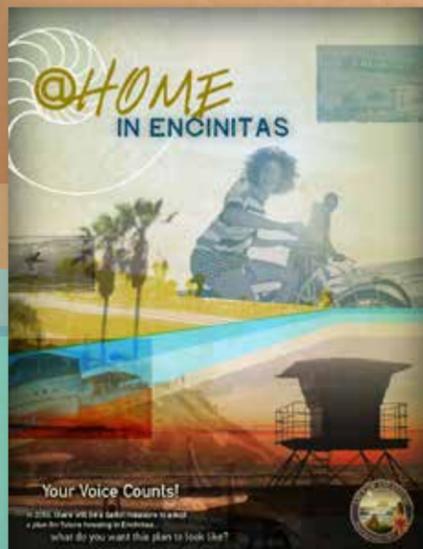


Informational Materials

Using this name and graphic identity, a number of materials were created to share information about the need for a Housing Plan update and promote the upcoming Community Dialogue Sessions and e-Town Hall activity. The following materials were created (samples of materials are included as Appendix D):

- At Home in Encinitas brochure
- Community Dialogue Session promotional flyer (English and Spanish)
- PowerPoint presentation
- Direct mail postcard
- Door hanger
- E-Newsletter template
- Advertisements
- Posters
- e-Town Hall postcard
- Informational materials posted on project website, AtHomeInEncinitas.info

With these materials in hand, City staff embarked on a far-reaching effort to educate the public about the need for an updated Housing Plan and to promote attendance at the Community Dialogue Sessions and participation in e-Town Hall. This effort began in October 2014 and continued until the final week of public input (the week of December 1, 2014).



City staff shared information with Encinitas stakeholders through a variety of methods and tools, which included:

Public Presentations and Briefings

City staff conducted 45 briefings and public presentations with a variety of stakeholders and organizations, including residents, seniors, business groups, employers, and community organizations (a complete list of presentations is included as Appendix E).

Events

City staff attended several community events, including the Encinitas Fall Festival and Moonlight Beach Fest, to distribute project information and encourage attendance at the Community Dialogue Sessions and participation on e-Town Hall. In addition, three “Pop-up Outreach” events were hosted at popular shopping centers to share information and encourage participation. A list of events is included in Appendix F.



Direct E-mail

A comprehensive stakeholder database was created at the beginning of this process. All of those entries with email information (nearly 900) were emailed the project brochure and Community Dialogue Sessions flyer in early October. The list consistently grew during the promotional and public input stages of the process, with more than 1,200 organizations and individuals on the list at the conclusion of the input process. In addition, a series of e-blasts were sent with links to e-Town Hall to direct people to the site and encourage their participation.

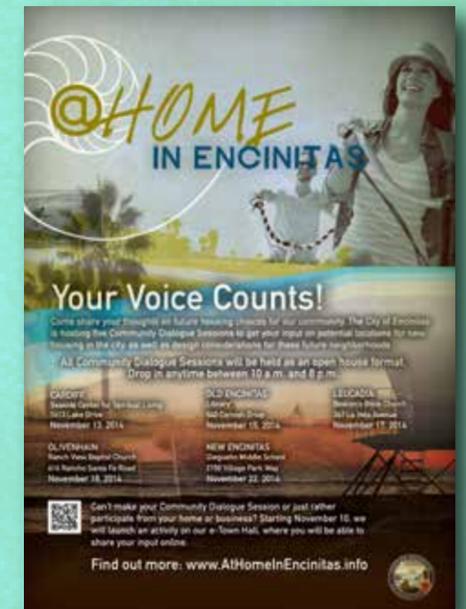
In addition, regular e-blasts were sent to all e-Town Hall registrants (which grew to include 967 registrants over the course of the outreach process) to ensure that they were made aware about the opportunities to provide input on the Housing Plan. Regular e-blasts were also sent to all other lists to encourage participation.

Direct Mail

To ensure broader promotion of e-Town Hall and the Community Dialogue Sessions, a direct mail postcard was sent to all property owners in Encinitas. A total of 21,343 postcards were distributed.

Door Hangers

Door hangers with information about the Community Dialogue Sessions and e-Town Hall were distributed to residents and businesses. More than 13,500 door hangers were distributed over a five-day period in early November 2014.



City of Encinitas e-Newsletters

An e-newsletter explaining the need for a Housing Plan update and including information about how to provide input was sent to all subscribers to the City's various e-news lists (approximately 8,000 subscribers). A series of additional e-blasts with links to e-Town Hall were sent to these same subscribers.

Third Party Informational Distribution

Many of the organizations that received briefings and presentations agreed to distribute information about At Home in Encinitas to their respective memberships. The following groups distributed information on the City's behalf:

- Cardiff School District (Community Dialogue Sessions flyers)
- Encinitas Union School District (Community Dialogue Sessions flyers)
- San Dieguito Union High School District (social media)
- MiraCosta Community College (e-newsletter item and social media)
- Encinitas Chamber of Commerce (e-newsletter item)
- Cardiff 101 Main Street (e-newsletter item)
- Encinitas 101 Main Street (e-newsletter item)
- Leucadia 101 Main Street (e-newsletter item)
- Olivehain Town Council (e-newsletter item)
- Supervisor Dave Roberts (e-newsletter item)
- San Diego North Economic Development Council (e-newsletter item)
- San Diego Housing Federation (included in Weekly Briefing)
- Scripps Encinitas (employee e-newsletter item)
- New Encinitas Network (e-newsletter item)
- Leitchtag Foundation (social media)

Advertisements

Print advertisements were placed in the Coast News and the Encinitas Advocate on both October 24 and November 7. Online advertisements with a direct link to e-Town Hall ran on the Encinitas Advocate and Seaside Courier websites throughout the month of November.

Posters

Posters promoting the Community Dialogue Sessions were posted in twelve popular locations (i.e., coffee shops and libraries) throughout the community.



Portable Variable Message Signs

All five Community Dialogue Sessions were advertised on Portable Variable Message Signs that were located on major traffic corridors.

e-Town Hall Informational Postcard

A postcard explaining e-Town Hall and providing instructions for participation was prepared and distributed at public events, presentations, and "pop-up" outreach sessions.

Social Media

All media coverage, as well as notices about Community Dialogue Sessions and links to e-Town Hall were shared on the City's social media channels. The City has 488 followers on Twitter, 4,330 followers on Facebook, and 231 followers on Instagram.

Media Coverage

At Home in Encinitas received significant media coverage—a total of 14 related articles over a three month period. Staff briefed reporters on the project on September 30 and articles ran in all local publications about the kick-off of the outreach effort, the launch of e-Town Hall, and resident reactions to the effort. In addition, a commentary authored by Planning Commission Chair Kurt Groseclose titled "Your Voice Counts ... and is NEEDED!" was published in the Seaside Courier, Coast News, and Encinitas Advocate. A list of all media coverage is included as Appendix G.

"We want to hear from residents, property owners, businesses, and other stakeholders to decide the best locations for future housing, and most importantly, improve the community characteristics that are most valued by 'Encinitans'"
Kurt Groseclose, Planning Commission Chair,
Seaside Courier Commentary

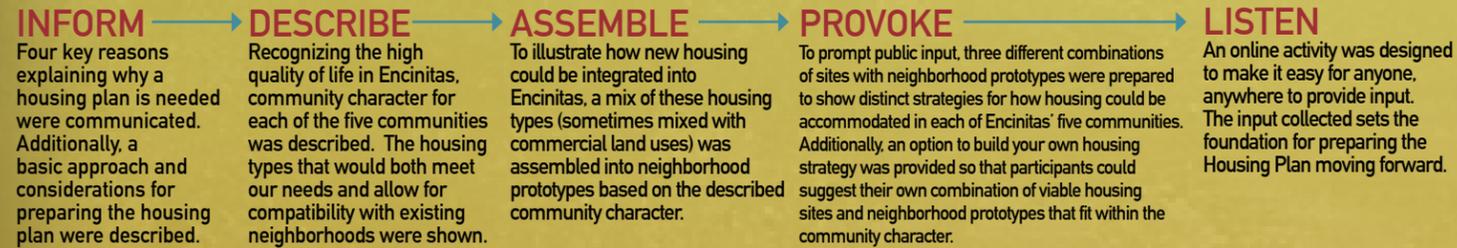
"It [the outreach] makes you feel like you are part of the process, rather than the city dictating the process to you. I felt they [the City] did a great job of communicating what our options are."
Lisa Dietrich, Encinitas Resident, The Coast News



COMMUNITY DIALOGUE SESSIONS AND E-TOWN HALL

Public participation was channeled through Community Dialogue Sessions and into e-Town Hall, the City's online engagement tool.

Our Approach to Public Input



Community Dialogue Sessions

City staff hosted five Community Dialogue Sessions in November 2014 to share information about why a Housing Plan update is needed, potential sites for housing in each community, and housing types. The sessions were designed to make it convenient for the public to participate. They were scheduled in each of the five communities in Encinitas, and the sessions lasted from 10 a.m. to 8 p.m., allowing the public to attend at whatever time was convenient for their schedule. For those who could not attend one of the sessions in November, "make-up" Community Dialogue Sessions were held at City Hall during business hours from December 1-5, 2014.

Staff was present at each of these sessions to help answer questions and walk people through the information provided. The information was presented at six stations with visually engaging displays to help the public easily comprehend the material. Copies of the display boards are included in Appendix H. Computers were available for participants to complete the e-Town Hall exercise at the meeting, or they could complete the exercise on their own time.

Nearly 500 people participated in the Community Dialogue Sessions and "make-up" sessions, as detailed below:

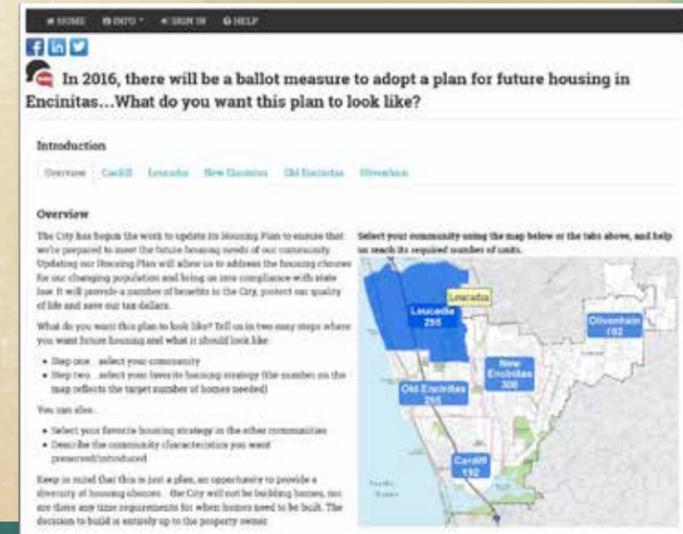


DATE	SESSION	# ATTENDEES
November 13, 2014	Cardiff	61
November 15, 2014	Old Encinitas	115
November 17, 2014	Leucadia	85
November 18, 2014	Olivenhain	25
November 22, 2014	New Encinitas	158
December 1-5, 2014	"Make-up" sessions at City Hall	35
TOTAL		479

e-Town Hall

All input was recorded through e-Town Hall, the City's online engagement tool. This tool has helped the City significantly increase public participation by providing a convenient and easy way for people to share their opinions.

A total of 1,059 visited the At Home in Encinitas topic on e-Town Hall during the public input period of November 10 through December 5, 2014. Of those, 479 participants left 1,325 comments and suggestions about future housing sites in Encinitas. If this volume of public comment were provided at a City Council meeting, it would be the equivalent of 24 hours or oral communications (assuming 3 minutes for each commenter). 82% said they were satisfied with this e-Town Hall activity



"I would love to attend City Hall meetings but my schedule does not allow me the opportunity all of the time. This is a great way to help my voice be heard."
e-Town Hall Participant

EFFECTIVENESS OF PUBLIC PARTICIPATION EFFORT

The City took an especially robust approach to public outreach by using several different methods as reflected in this report. In comparison, many other jurisdictions that have processed updates to their respective Housing Element conducted a few workshops or study sessions and relied on mailing key stakeholder groups, announcements on their website and/or newspaper postings to notice those public meetings; most jurisdictions relied on traditional and common-practice forms of notification.

To supplement traditional methods of reaching the public, the City of Encinitas' approach was broad and strategic; genuine in its effort to seek and rely upon input; and could serve as a model for other California jurisdictions to emulate in updating their Housing Plans in the future. The approach integrated the use of highlighting key messages to capture the attention of the public; visual materials and infographics to promote understanding; technology to enable broader participation; and proactive, broad-based promotion of opportunities for the public to get involved.

This outreach effort provides the City with a strong foundation of public input from which to develop an updated Housing Plan. Because of the robust public participation achieved, a plan can be developed that reflects the vision of those who participated for their community.

EFFECTIVE PUBLIC INVOLVEMENT

- Nearly 500 participants in Community Dialogue Sessions
- More than 1,000 visitors to e-Town Hall
- Nearly 500 completed e-Town Hall activity
- More than 1,300 individual comments received
- 82% satisfaction rate with e-Town Hall



@HOME IN ENCINITAS



**Housing Plan: Public Participation
Activities and Input Received**
Appendices

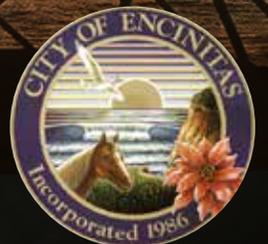


TABLE OF CONTENTS

Appendix A: Sources for Facts

Appendix B: Public Participation Plan

Appendix C: Website Screenshot

Appendix D: Informational Materials

Appendix E: List of Public Presentations

Appendix F: List of Events Attended

Appendix G: List of Media Coverage

Appendix H: Community Dialogue Sessions Display Boards

