

# Appendix D

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## Public Outreach and Engagement Plan

# **Outreach and Engagement Plan**

*for the*

City of Encinitas

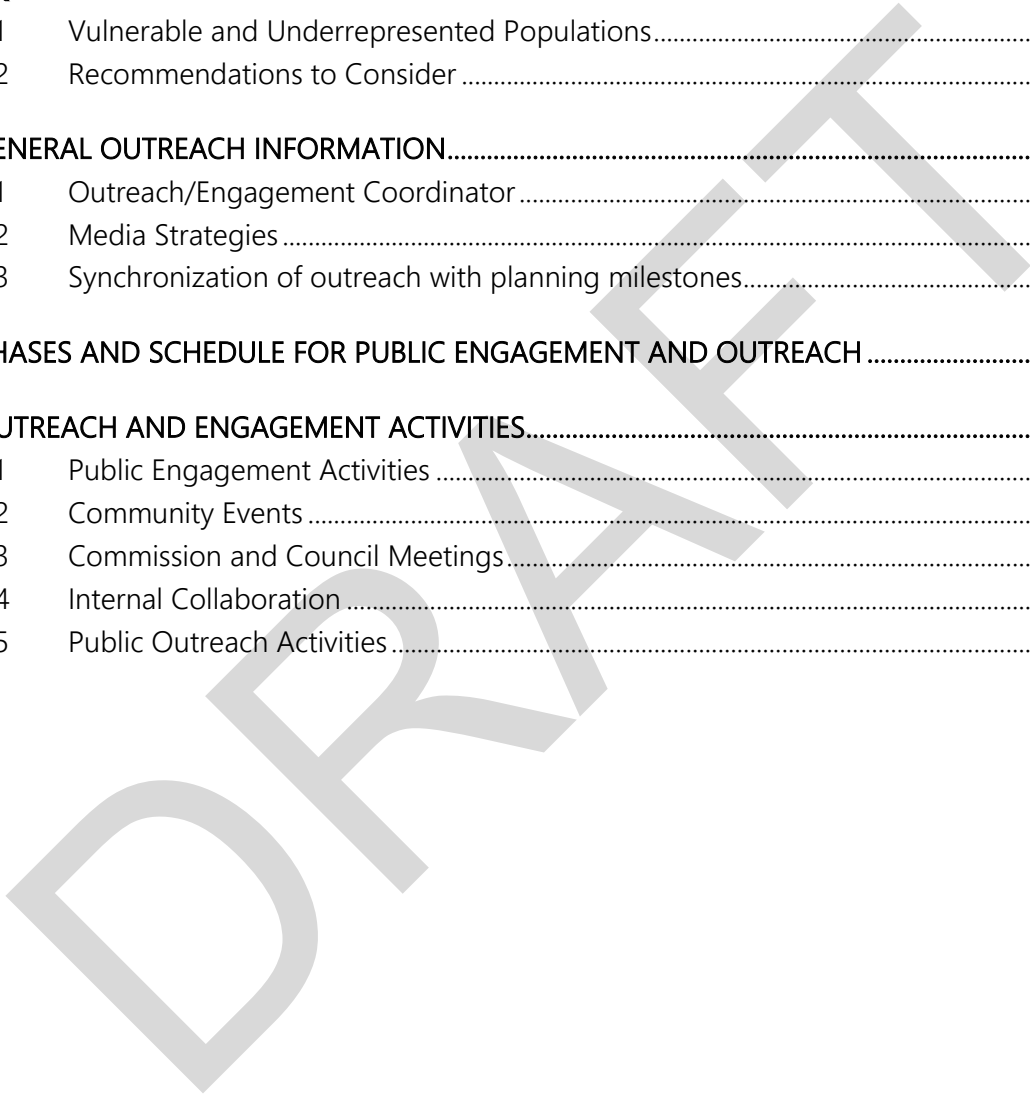
Climate Action Plan Update

Final

December 2023

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# 1 INTRODUCTION

In March of 2011, the City of Encinitas (City) adopted its first-ever Climate Action Plan (CAP). A CAP provides a comprehensive roadmap to address the challenges of climate change within a jurisdiction, primarily through reducing greenhouse gas (GHG) emissions and supporting the community to adapt and build resilience to the impacts of climate change. In January of 2018, the Encinitas City Council approved a comprehensive update to its CAP, which describes how GHG emissions within the city will be reduced in accordance with statewide targets through the implementation of GHG reduction measures. The CAP was revised again in November of 2020 to address increased growth as a result of the City's recently approved Housing Element and incorporate anticipated mobility projects identified in the *City of Encinitas Active Transportation Plan*. The City is now preparing another comprehensive update to its CAP to fulfill its commitment to update the document every five years. This update is intended to build on past successes and provide any necessary revisions, adding or modifying targets, goals, and/or measures to reflect current technologies, policies, and government mandates. Specifically, this CAP update will:

- ▶ **Evaluate Existing GHG Reduction Targets** – Evaluate the City's existing GHG reduction targets to determine whether it would be necessary to update overall emissions targets and whether additional GHG reduction measures would be needed to reach an updated target.
- ▶ **Identify CAP Measures** – Identify candidate measures to reduce or remove emissions based upon early public input and a review of CAPs in the region and around the state. This will include a review of existing CAP measures to determine if any revisions are needed based on the current implementation process and the impact of latest regulations.
- ▶ **Estimate GHG Impacts of CAP Measures** – Estimate the GHG reduction potential of each candidate measure based on previous work in the region and using relevant and appropriate methodologies.
- ▶ **Complete an Implementation Cost Analysis on Draft CAP Measures** – Estimate the implementation costs of draft CAP measures.
- ▶ **Select Final CAP Measures** – Evaluate and select candidate measures to be incorporated into the CAP update based on estimated GHG reduction potential, results of the implementation cost analysis, potential co-benefits, implementation feasibility, and stakeholder and community feedback.
- ▶ **Integrate Social Equity Considerations** – Support integration of social equity throughout the updated CAP.
- ▶ **Develop CAP Implementation Monitoring Procedures** – Evaluate and ensure that monitoring activities are consistent with relevant and appropriate guidance (e.g., the Regional Climate Action Planning Framework [ReCAP]), which includes determining what aspects of existing monitoring efforts could be refined or expanded upon.

The City recognizes the importance of community outreach and engagement as part of the planning and development process for the CAP update. This Outreach and Engagement Plan (Plan) summarizes the strategies to engage the community and other interested parties in the preparation of a successful CAP update, along with the associated California Environmental Quality Act (CEQA) document. The purpose,

goals and guiding principles for public engagement and outreach are described below, followed by a summary of specific outreach methods to be used during the climate action planning process. The outreach and engagement program may evolve and change from that published in the Final Plan at the City's discretion to meet the CAP program needs and accommodate varying circumstances.

## 1.1 PURPOSE

The purpose of this Plan is to ensure that the public and stakeholders have meaningful opportunities to provide input throughout the development of the CAP update. The outreach strategies and activities presented in the Plan are intended to provide local community members, stakeholders, interested parties, and other affected agencies and/or individuals with opportunities to become actively involved throughout the planning process. The outreach program in this Plan will assist the City in both providing timely information to and receiving input from interested parties during the development of the CAP update and CEQA document. It should be noted that the Plan is subject to change throughout the process of preparing the CAP update. Changes and modifications may be necessary to reflect project progress, changes in the project schedule, modifications to adapt to public health and safety needs, and to adjust tools and techniques based on their effectiveness as the City conducts public participation activities for the CAP update.

## 1.2 GOALS AND GUIDING PRINCIPLES

The goals of outreach and engagement are to: (1) involve interested and affected parties in identifying needs, priorities, and values related to the CAP update; (2) create an effective and meaningful outreach process where all members of the community, including those that are often underrepresented in traditional public engagement processes, can participate; (3) build a shared commitment and buy-in across decision makers, the public and stakeholders, and internal City departments; (4) share the purpose, need, and benefits of updating the CAP; (5) promote broad-based understanding of the components of the updated CAP and expand the public's awareness of GHG reduction strategies, policies, and best practices; (6) highlight the importance of complying with relevant laws and regulations and their role in shaping the updated CAP; and (7) provide transparency in the methodologies and approaches for technical analyses that support the CAP update. The rationale for each of these goals includes the following guiding principles, which have been developed to further articulate the purpose of the Plan:

- ▶ **Awareness** – The public and stakeholders must be aware of the planning process before they are able to participate.
- ▶ **Education** – Informing the public and stakeholders about the CAP update, relevant laws and regulations, and the planning process is important for effective participation.
- ▶ **Input** – Individual knowledge and collective perspectives from the public and stakeholders can help the City better understand issues and challenges that face the community.
- ▶ **Equity** – Building capacity and empowering the public and stakeholders to be engaged in the process allows for more equitable outcomes and effective implementation.

- ▶ **Open and public process** – Having a clear process by which the public and stakeholders can participate, review, and provide feedback during the planning process will result in a CAP update that better reflects community priorities.

## 1.3 PREVIOUS ENGAGEMENT

During the process of developing the City's existing CAP, which was adopted by City Council in January 2018 and revised in November 2020, the City engaged the public and stakeholders through a series of community workshops, public meetings, Environmental Commission and City Council meetings, and through a "CAP Workgroup," which consisted of City staff representatives from various departments, including the City Manager's Office, Development Services, Public Works, Human Resources, Information Technology, Finance, and others. Additionally, other information-sharing tools, such as press releases, electronic mail notifications, and a project website, were utilized to keep the public and stakeholders informed. These outreach activities served to educate community members and encouraged their feedback and participation in the public process.

## 2 EQUITY FRAMEWORK

Equity is a primary focus of this Plan. The ongoing participation from individuals and groups that are often underrepresented in planning processes is critical to the City's process for updating the CAP. As identified by the *California Adaptation Planning Guide*, prepared by the California Governor's Office of Emergency Services in June 2020, there are three ways to incorporate equity into the planning process: procedural, distributional, and structural.

- ▶ **Procedural equity** focuses on increasing opportunities for engagement and ownership in decision-making, in all aspects of climate action planning, by the communities that are disproportionately impacted by and most vulnerable to climate change.
- ▶ **Distributional equity** is about fair distribution of resources, benefits, and burdens that result from climate action planning decisions. Distributional equity means prioritizing the allocation of finite resources and designing planning strategies to benefit communities that experience the greatest climate and environmental inequities and have the most unmet environmental health needs, while also ensuring that these communities do not disproportionately experience economic, social, or environmental burdens because of such planning decisions.
- ▶ **Structural equity** involves making planning decisions that recognize and address the underlying structural and institutional systems that are at the root of economic, social, and racial inequities. It is an approach to decision making that overtly seeks to correct past harms and to anticipate and prevent future unintended consequences for disadvantaged social and racial groups. An approach based on structural equity examines whether planning decisions to achieve climate resilience also eliminate poverty, create workforce development opportunities, address racism, increase civic participation and social cohesion, protect housing availability and affordability, increase educational outcomes, and improve public health outcomes.

Procedural equity is a focus of this Plan, which is about creating outreach, engagement, and participation processes that are transparent, fair, and inclusive. In addition, the City will provide opportunities for the public and stakeholders to provide input related to distributional and structural equity that can shape GHG emission reduction measures and priorities.

## 2.1 VULNERABLE AND UNDERREPRESENTED POPULATIONS

Increasing opportunities for participation and ownership in community planning and decision-making for vulnerable communities is essential for creating an outreach and engagement process that is transparent, fair, and inclusive for those who are disproportionately impacted by, and most vulnerable to, climate change. It is also important to make a deliberate effort to engage individuals and groups that are typically underrepresented in the planning process and to address the many barriers to participation. Strategies to advance equitable participation should occur as part of all outreach and engagement activities conducted as part of the City's CAP update, and the following subsections provide an overview of the vulnerable communities and underrepresented groups that should be prioritized.

### 2.1.1 Vulnerable Communities

It is important to consider communities that may be more vulnerable to the impacts of climate change in Encinitas. Some of the vulnerable communities identified in the California Adaptation Planning Guide include:

- ▶ Chronically ill persons, including those with compromised immune systems.
- ▶ Foster children.
- ▶ Incarcerated persons.
- ▶ Linguistically isolated persons.
- ▶ Low-income persons.
- ▶ Persons experiencing homelessness.
- ▶ Persons with disabilities.
- ▶ Persons working outdoors.
- ▶ Renters.
- ▶ Senior citizens, especially those living alone.

This list is provided as a starting point for different groups to consider, but vulnerable communities may not be limited to these groups. Additional special needs groups that may overlap with vulnerable communities, as identified in *Appendix B: Housing Profile Report of Encinitas' Sixth Cycle Housing Element (2021-2029)* include students, migrant day laborers, and large households.

### 2.1.2 Underrepresented Groups

Underrepresented groups include groups that represent or are connected to communities that are typically underrepresented in the planning process, often due to one or multiple barriers to participation. Targeted

outreach efforts and partnerships with groups such as faith-based organizations, cultural and ethnic organizations, neighborhood action groups, community development organizations, providers of homeless services, and other groups is often necessary to drive participation of underrepresented groups. Underrepresented groups to consider include:

- ▶ Youth.
- ▶ Black, indigenous and people of color (BIPOC).
- ▶ Lesbian, gay, bisexual, transgender, queer or questioning, intersex, asexual, and more (LGBTQIA+) people.
- ▶ Refugees/immigrant communities.
- ▶ Tribal/Indigenous groups.
- ▶ Low-income households in vulnerable communities.

## 2.2 RECOMMENDATIONS TO CONSIDER

It should be noted that deliberate efforts to advance equitable participation and engage vulnerable communities and underrepresented populations do not necessarily equate to success. Certain groups are intrinsically more difficult to reach for a variety of factors, and it is not the expectation that the planning process for this CAP update will overcome all barriers to success. However, well-intentioned efforts will be made as steps towards these outcomes. Some recommendations that will be considered to engage and advance equitable participation include:

- ▶ **Geographic targeting.** According to the State's DAC Mapping Tool<sup>1</sup>, there are a couple Census Block Groups that are classified as disadvantaged communities in Encinitas. The City has also applied for a grant to conduct a Climate Equity Study. Results from the study, and tools (such as the DAC Mapping Tool) could be used to identify geographic areas in the city that could benefit most from targeted outreach and engagement opportunities.
- ▶ **Engage other partners.** Partnerships with community organizations can help create connections and build essential relationships with underrepresented individuals and groups and reach vulnerable communities. Targeted outreach efforts to specific groups are also necessary to connect with underrepresented individuals and groups.
- ▶ **Make participation convenient.** Offer multiple opportunities for people to participate at different times and locations, using different tools to encourage more participation.
- ▶ **Accessibility.** Increase the accessibility of events, workshops, and virtual meetings by offering accommodations such as closed captioning and/or interpretative services for non-English speakers.

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<sup>1</sup> <https://gis.water.ca.gov/app/dacs/>

### 3 GENERAL OUTREACH INFORMATION

To ensure broad and comprehensive outreach to the public and interested stakeholders, this Plan includes several components and efforts that will support the overall process, including the designated outreach/engagement coordinator, a summary of the media strategies and the appropriate contact, and how this process will be integrated with the CAP update and other planning processes. Each component or effort is briefly described below.

#### 3.1 OUTREACH/ENGAGEMENT COORDINATOR

The role of the Outreach/Engagement Coordinator will be to serve as a central contact for the public and stakeholders for the CAP update and CEQA document. For this project, the Outreach/Engagement Coordinator is also the Sustainability Manager. The Outreach/Engagement Coordinator will participate in and help coordinate all facets of the implementation of this Plan for the CAP update and CEQA document. Anyone seeking information on the CAP update or CEQA document should contact:

Crystal Najera  
Sustainability Manager  
City of Encinitas  
505 S Vulcan Ave, Encinitas CA 92024  
Phone: 760.943.2285  
Email: cnajera@encinitasca.gov

#### 3.2 MEDIA STRATEGIES

The City will actively engage and alert appropriate media outlets with project updates at applicable milestones throughout the CAP update and CEQA process. Press releases will be circulated to announce public workshops and hearings, and the City will work with local media outlets and encourage them to follow the planning process and include features in local publications. Media strategies will be led by the Outreach/Engagement Coordinator (i.e., Sustainability Manager) and supported by the planning team. Media inquiries should be addressed to the contact listed in Section 3.1.

#### 3.3 SYNCHRONIZATION OF OUTREACH WITH PLANNING MILESTONES

The City is committed to listening and demonstrating responsiveness to the community's input at each step in the planning process. As technical information and draft recommendations are available, they will be discussed with the public and other interested parties and presented on the City's website. Key information will also be discussed at public workshops prior to the release of the draft updated CAP to allow participants to provide input and feedback. This input and feedback will be synthesized and used to guide the final recommendations in the CAP update.

Outreach for the CAP update and CEQA document will be conducted consistent with the overall goals of the City, via the *2023-24 Strategic Planning Framework*<sup>2</sup>. This framework includes six elements that represent the vital areas of focus for the City: (1) Environmental Health and Leadership; (2) Engagement and Education; (3) Mobility and Alternate Modes; (4) Fiscal Stewardship and Effective City Services; (5) Housing and Affordability; and (6) Evolving and Preserving Community Character. Together, these elements and their associated goals are intended to ensure that the City's five unique communities (i.e., New Encinitas, Old Encinitas, Cardiff-by-the-Sea, Olivenhain, and Leucadia) can collectively thrive.

## 4 PHASES AND SCHEDULE FOR PUBLIC ENGAGEMENT AND OUTREACH

This Plan for the City's CAP update is structured into six phases. Each phase of the process highlights opportunities to participate at key milestones to maximize the participation of the public and stakeholders. In addition, the City will actively communicate and conduct outreach to the community throughout the process. The various outreach and engagement activities proposed in relation to each of the six major phases and milestones for the CAP are described below and depicted in Figure 1. It should also be noted that the City is open to receiving public and stakeholder input at any point throughout the entire CAP planning process (which is also visually represented in Figure 1).

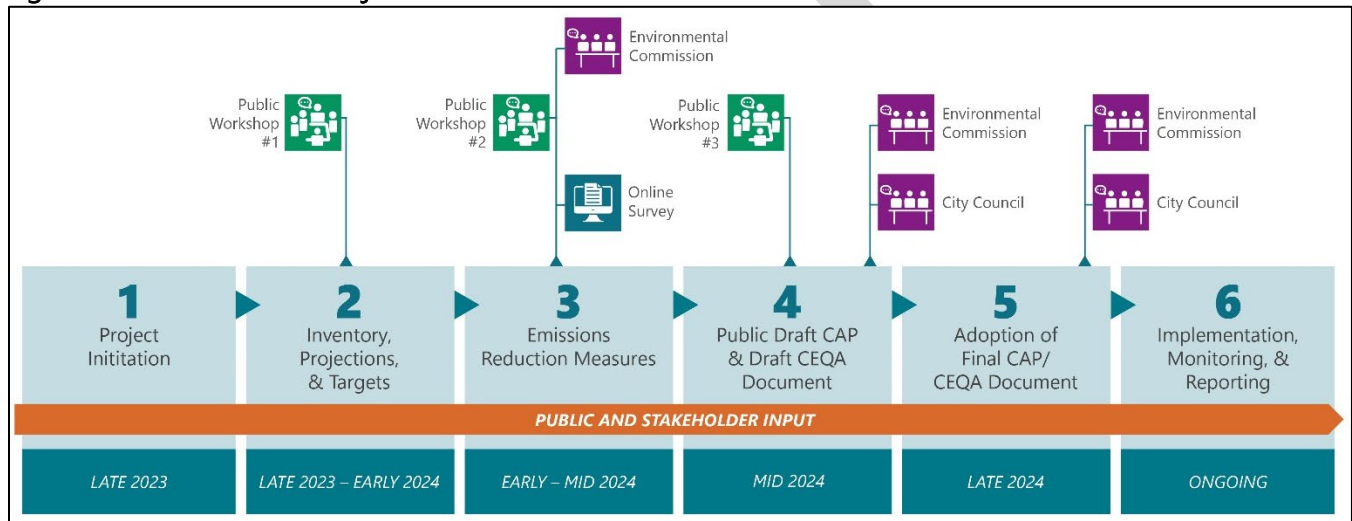
- 1. Project Initiation (Late 2023):** The initial phase includes starting the City's process of updating the CAP, including beginning to develop social equity objectives for the CAP, and developing an outreach and engagement plan to increase awareness and familiarity with the purpose, objectives, and process for preparing the CAP update.
- 2. Inventory, Projections and Targets (Late 2023–Early 2024):** The next phase will evaluate the City's existing CAP GHG reduction measures to determine whether they are outdated, need to be or can be revised, and get community input that will inform the development of GHG reduction measures. The City will also discuss the latest inventory, share a projection of future GHG emissions, and discuss GHG reduction targets as set by the state (i.e., 2030, 2045). Anticipated major participation opportunities during this phase include Public Workshop #1 and a meeting with the Environmental Commission.
- 3. Emissions Reduction Measures (Early–Mid 2024):** This phase will include preparing a list of additional candidate emission reduction measures for the CAP update, estimating the GHG impacts of the measures, and completing an implementation cost analysis of the list of candidate measures under consideration. Anticipated major participation opportunities during this phase include Public Workshop #2 and an online survey, as well as a public meeting of the Environmental Commission to get early input.
- 4. Draft CAP and Draft CEQA Document (Mid 2024):** A Draft CAP will provide an updated CAP document that builds on work during previous phases and packages it in a single document for public review. As part of this phase, the Draft CEQA document will be prepared. Anticipated major participation opportunities during this phase include Public Workshop #3 and during public hearings of the Environmental Commission and City Council. Public hearings could take the form of a presentation and

<sup>2</sup> <https://www.encinitasca.gov/government/annual-reports/2023-24-strategic-planning-framework>

an informational item, or can be structured workshop discussions; however, no official actions from these bodies are required during this phase.

5. **Adoption of Final CAP and CEQA Document (Late 2024):** After public review, revisions may be made to the CAP to prepare a Final CAP that will be brought forward for adoption by the City Council along with a Final CEQA document. Anticipated major participation opportunities during this phase include meetings by the Environmental Commission, and a hearing of the City Council to consider the CAP update for adoption.
6. **Implementation, Monitoring, and Reporting (Ongoing):** Monitoring and reporting are critical components of the climate action planning process. Performing monitoring on a regular basis and reporting the results in a clear manner will allow the City to evaluate progress toward achieving its reduction targets, revise and update reduction measures based on past performance, and regularly reassess emissions projections. Implementation and monitoring procedures will be created during the CAP development process and will measure the effectiveness of different GHG reduction measures. The City already has a Climate Dashboard<sup>3</sup> that has been used to monitor progress since the latest version of the CAP, which may be used and built upon for this CAP update.

**Figure 1 Tentative Project Schedule**



Source: Developed by Ascent in 2023.

## 5 OUTREACH AND ENGAGEMENT ACTIVITIES

The following engagement activities (listed in Section 5.1) will be used by the City at key milestones in the CAP update process. In addition, the City may conduct other ongoing outreach activities throughout the planning process for the CAP update, which are also described (in Section 5.2).

<sup>3</sup> <https://www.encinitasenvironment.org/dashboard>

## 5.1 PUBLIC ENGAGEMENT ACTIVITIES

Broader engagement activities are intended to maximize participation of the public and stakeholders, while also including traditionally underrepresented groups. The following broader engagement activities will occur during various phases of the project.

### 5.1.1 Public Workshop #1

#### PURPOSE

The objectives of Public Workshop #1 are to foster a clear understanding of why the City is preparing a CAP update, present the GHG inventory and forecasts, highlight the gap in emissions reductions needed to achieve targets, and present preliminary GHG reduction measures to meet these targets. Public Workshop #1 will also serve as an opportunity to get feedback on social equity objectives for the CAP. Feedback and comments received at the workshop will be reviewed and used to refine the preliminary list of GHG reduction measures for the City.

#### TIMING

Public Workshop #1 is expected to occur on January 30, 2024, as an in-person workshop with Ascent's attendance.

### 5.1.2 Public Workshop #2

#### PURPOSE

The purpose of Public Workshop #2 is to present the list of candidate GHG reduction measures and the results from an implementation cost analysis of measures and receive feedback from the public.

#### TIMING

Public Workshop #2 is expected to occur in mid-2024.

### 5.1.3 Public Workshop #3

#### PURPOSE

Public Workshop #3 will be aligned with the public review period of the Draft CAP. The objectives of this workshop are to share the contents of the Draft CAP and provide the public an opportunity to provide comments before it is presented to the City Council for adoption.

#### TIMING

Public Workshop #3 is expected to occur in mid-to-late 2024.

## 5.1.4 Online Survey

### PURPOSE

The purpose of the online survey is to gather information and feedback from the public on the candidate GHG emission reduction measures, as well as assess individual understanding about the CAP. The survey results will supplement feedback from Workshop #2 and will be used to inform the development of the final list of GHG emission reduction measures to be included in the Draft CAP.

### TIMING

The survey will be developed and issued in mid-2024, as part of a coordinated effort with Public Workshop #2.

## 5.2 COMMUNITY EVENTS

Adding a table at an existing community event can create an opportunity to engage the general public and reach a broader audience and can help leverage events that are already planned in Encinitas. City staff will seek out a variety of community events that can serve as an opportunity to engage the general public, especially events that have a connection to the CAP update, such as EcoFest, Arbor Day, farmers markets, and other community events.

### TIMING

As needed from project initiation until Public Workshop #2, and at strategic events after that.

## 5.3 COMMISSION AND COUNCIL MEETINGS

### 5.3.1 Project Updates

#### PURPOSE

City staff will update, at a minimum, the Environmental Commission, Planning Commission, and City Council throughout the CAP process. Topics could include reporting on the GHG emissions inventory, reduction targets, stakeholder input, and progress on schedule. The update will be an agenda item provided during a regularly scheduled public meeting. Attendance at other commissions may also be considered, as warranted.

#### TIMING

Presentations will occur at the Environmental Commission, Planning Commission, and City Council meetings coincident with the major milestones of the CAP update process.

## 5.3.2 Adoption Hearings

### PURPOSE

At least one public meeting is anticipated to occur with the Environmental Commission to seek a formal recommendation to adopt the CAP update to the City Council. The City Council will hold a public hearing to consider the Final CAP and CEQA document for adoption.

### TIMING

Environmental Commission meetings and City Council hearings will be held as part of the adoption of the CAP.

## 5.4 INTERNAL COLLABORATION

Internal collaboration is also important to gain feedback on current operational procedures influencing the City's communitywide and municipal GHG emissions, potential reduction strategies, as well as to build a shared commitment and buy-in to emissions reduction measures across City departments. Internal collaboration will allow internal stakeholders to provide feedback on factors influencing the City's GHG emissions, implementation strategies, suggest additional strategies, and help identify strategies that should be prioritized. Regular internal collaboration will be conducted at key points in the process of updating the CAP through the City's already established CAP Workgroup which is an interdepartmental team with representation from all City departments that play a role in implementing the City's CAP. Collaboration will occur both during the City's internal CAP Workgroup meetings, as a group over email, and directly with individual staff, as needed, as the CAP update is developed.

## 5.5 PUBLIC OUTREACH ACTIVITIES

The City uses a variety of platforms to share information and can use these to get the word out about the City's CAP update and to announce opportunities for public engagement. Aside from a dedicated project website, the City may use electronic mail notifications, social media, the City Newsletter, the Environment Newsletter, blog posts, and press releases to share information with the public and stakeholders.

### PROJECT WEBSITE

The City maintains a project webpage on the City's website, which is a highly visible and used as an asset the City has to communicate with its audiences. The project webpage for the CAP will continually be updated to include the latest information, share presentations, technical reports, and announce opportunities to provide public input and project milestones. Project communications and materials should also clearly direct people to the project website.

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## ELECTRONIC MAIL NOTIFICATIONS

An electronic mail (email) list will be used to notify interested parties of upcoming events and new materials posted on the project website. Persons will be added to the mailing list throughout the CAP and CEQA process and may sign up by visiting this City webpage: <https://www.encinitasca.gov/i-want-to/register-for/city-updates> and signing up for “Climate Action Plan” updates or sending a request to the Sustainability Manager at [cnajera@encinitasca.gov](mailto:cnajera@encinitasca.gov).

## SOCIAL MEDIA

Using a variety of platforms enables the City to communicate to multiple audiences. The City is active on Instagram, Facebook, Twitter, YouTube, LinkedIn, and TikTok, and has built a following on these platforms, which can be leveraged to convey important information related to the CAP update.

## CITY NEWSLETTER AND ENVIRONMENT NEWSLETTER

The existing City Newsletter and Encinitas Environment Newsletter will be used by the City to keep stakeholders and the public informed about the CAP update. The City Newsletter is sent out weekly and the Environment Newsletter is sent out periodically, as important sustainably-focused news is available. Each newsletter is sent to anyone who signed up to receive them. Persons can be added to the newsletter mailing list by visiting this City webpage (<https://www.encinitasca.gov/i-want-to/register-for/city-updates>) and signing up for “Climate Action Plan” or “City Newsletter” updates.

## PRESS RELEASES

The City will issue press releases to announce opportunities for public participation and promote key project milestones. Press releases are used to reach local media and can help share information with the public and stakeholders.