

Mira Mesa Community Planning Group Community Participation & Representation Plan

The Mira Mesa Community Planning Group (MMCPG) is committed to engaging a broad and diverse cross-section of our community members in monthly meetings and to electing Planning Group members who are representative of the community and community interests, including, but not limited to renters, youth, people with disabilities, and intergenerational households. Soliciting and obtaining broad input on projects and initiatives is critical to the success of our Planning Groups to serve as a recognized advisory body to the City.

The goal of this participation and representation plan is to communicate our MMCPG goals, guiding principles for outreach and communication, and a strategy for meaningful, ongoing engagement.

Our plan is crafted to reflect the unique demographics and characteristics of our community.

Overarching Goal

- Educate community members about the role of our Planning Group and opportunities for involvement.
- Increase and diversify participation in monthly Planning Group meetings and decision-making.
- Communicate about our CPG's work and goals in simple, easy-to-understand language that is accessible for anyone regardless of their background in or knowledge of community planning.
- Obtain meaningful input from a broad range of community members on land use matters (e.g. General Plan and Community Plan Amendments, Community Plan Updates, project reviews, and other land use matters referred to them by the City).
- Be proactive in listening to community needs and effectively communicating these to the City.

Guiding Principles for Public Participation and Strategies for Community Involvement

In the aim of achieving our community participation and representation goals, we plan to do the following.

- Provide all meeting information necessary to encourage community members to participate in a simple and accessible manner.

- Work to communicate in ways that are inclusive, transparent and respectful.
- Consistently share information with community members using a variety of methods
- Ensure a safe, accessible meeting space.
- Share meeting information in digital formats including social media pages and the MMCPG website
- Consistently post printed monthly meeting information at the Mira Mesa Public Library
- Develop a social media policy approved by the MMCPG, with the aim of increasing outreach and involvement.
- Design inclusive and educational language to be included with the MMCPG meeting agendas
- Add educational information, aimed at decreasing barriers to involvement with the MMCPG, as part of the MMCPG website
- Work with the council office and the Mayor's Office to amplify outreach.

Measuring Success

- Monitor month-over-month and year-over-year meeting attendance, number of voters in elections, social media metrics when available, type and frequency of outreach efforts, events attendance lists, change in composition of voting members as evidenced in annual surveys, etc.
- Success should also be qualitatively measured by the intentional efforts made to bring in community members that have historically faced barriers to participation in Planning Groups. Document information in annual report and submit to the City via email: SDPlanningGroups@sandiego.gov within 14 days of the approval of the March minutes.