

# **City of Del Mar Local Coastal Program Amendment Public Involvement Plan**

September 30, 2015

---

**Prepared by:**  
Katz & Associates, Inc.  
Environmental Science Associates (ESA)

## Table of Contents

I. Introduction .....	1
II. Participants .....	4
III. Public Involvement Process and Timeline .....	5
IV. Communications Framework.....	0
V. Conclusion.....	4

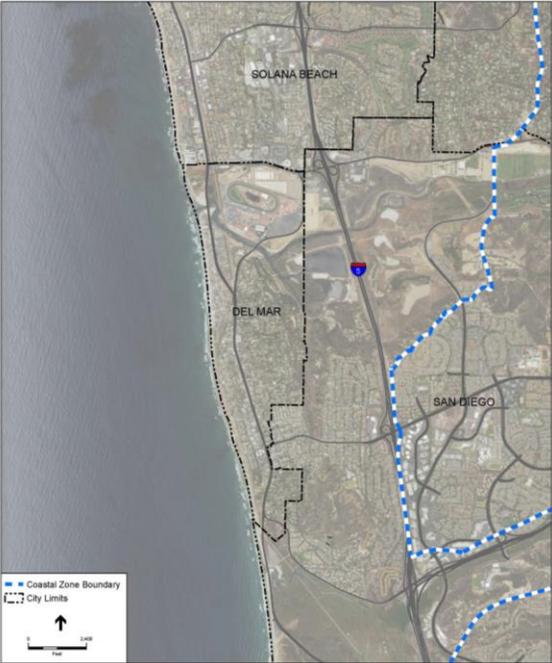
# I. Introduction

The City of Del Mar has prepared this Public Involvement Plan to establish the action plan for engaging the community and stakeholders in the preparation of the Local Coastal Program Amendment (LCPA). The Public Involvement Plan establishes a comprehensive communications program for engaging stakeholders, community members and the general public in the LCPA Project. The City’s commitment to a transparent, comprehensive and inclusive planning process as outlined in the City of Del Mar Communications Plan informs this Public Involvement Plan. Outreach for the LCPA Project emphasizes using a variety of coordinated communication programs to disseminate project information and collect public input. All community members and stakeholders interested in participating in the project can register their contact information on the stakeholder contact database by contacting the Planning and Community Development Department at [coastalplanning@delmar.ca.us](mailto:coastalplanning@delmar.ca.us) or (858) 755-9313.

## About the Project

Development in the City is primarily regulated by the Local Coastal Program (LCP), the Del Mar Municipal Code, and the Community Plan. The LCP includes a Land Use Plan and Implementing Ordinances. The City’s amendment will incorporate retreat, protection, and accommodation strategies into its current LCP. The LCPA will specifically target Sea-level Rise coastal flooding impacts, including storm surge, erosion and sedimentation, to its most vulnerable coastal resources, visitor-serving amenities and residences.

**Figure 1. Coastal Zone Map**



The amendment is anticipated to add a new chapter to the LCP Implementing Ordinances specific to Sea-level Rise with modifications to existing Implementing Ordinances provisions, LCP Land Use Plan policies, boundaries of applicable Overlay Zones and the Post-LCP Permit and Appeal Jurisdiction Map. A corollary amendment to the City's Community Plan and the Del Mar Municipal Code may also be required.

The purpose of the LCPA includes the following four end goals:

1. Understand the degree of vulnerability posed to Del Mar's beaches, lagoons, bluffs, visitor-serving amenities and residences by examining the magnitude of risks and sensitivities associated with Sea-level Rise and coastal flooding. A Vulnerability Assessment will be prepared by early 2016 using the best available science on Sea-level Rise, which examines historical erosion and storm data, and creates a model of the current and projected Mean High Tide Line. This assessment will serve as the foundation for the LCPA and necessary technical studies.
2. Evaluate how expected Sea-level Rise impacts will affect California Coastal Act resources, people, development, infrastructure and natural resources located in areas vulnerable to Sea-level Rise. A Risk Assessment will be prepared by early 2016 and will prioritize areas to target Sea-level Rise strategies as part of an Adaptation Plan.
3. Create an Adaptation Plan that identifies effective shoreline accommodation, protection and retreat strategies through rigorous analysis of Sea-level Rise and community/stakeholder input. The Plan will prioritize adaptation strategies based on ability to protect coastal resources and to implement *Safeguarding California: Reducing Climate Risk* principles. Once designed by mid-2016, the Adaptation Plan will be integrated into the LCP and will serve as the City's long-range planning guide for Sea-level Rise management.
4. Consolidate the findings from the prior three objectives into an updated LCPA that would include land use policies and implementation measures related to Sea-level Rise and coastal flooding impacts.

Following action on the LCP amendment by the City of Del Mar City Council in early 2017, the LCP amendment is scheduled to be submitted to the California Coastal Commission in spring 2017 for review.

## **Planning and Study Topics**

A number of planning and study topic areas will be addressed in the LCPA. Table 1 provides a brief description of these areas for reference.

<b>Table 1. Planning and Study Topic Areas</b>	
<b>Planning and Study Topic Area</b>	<b>Description</b>
Sea-level Rise	Increases in the Global Mean Sea Level as a result of ongoing climate change
Vulnerability Assessment	Examines the magnitude of risks and sensitivities associated with Sea-level Rise, storm surge, and coastal flooding to understand the degree of vulnerability posed to Del Mar's beaches, lagoons, bluffs, visitor-serving amenities and residences
Risk Assessment	Evaluates how expected impacts will affect people, development, infrastructure and natural resources
Adaptation Plan	Provides guidance for fully integrating considerations of climate change and variability in policies, programs and operations
Land Use	Involves the management and modification of natural environment into built environment
Zoning	Restrictions by an authority on the way land within its jurisdiction can be used

## **Public Involvement Objectives**

For this project, success relies on the involvement of community members and stakeholders in all phases of the planning process, including issue identification, goal setting and alternatives assessment. Specific objectives for public involvement are to:

- Engage the diversity of Del Mar residents in the process
- Engage stakeholders and their perspectives in the process
- Conduct a process that incorporates multiple channels for participation
- Solicit input, ideas and feedback to inform and shape all stages of the planning process
- Share project information and studies with the public
- Report on decisions made throughout the process to the public

## **Contents**

This Public Involvement Plan includes three sections, following this Introduction:

- **Participants:** A list of community members, stakeholder organizations and agencies with a potential interest in the project
- **Public Involvement Process and Timeline:** A description of the steps of the planning process
- **Communications Framework:** Descriptions of the programs to be implemented by the City of Del Mar to engage stakeholders and the public in the project

## II. Participants

### City of Del Mar Residents

The City recognizes the value of resident involvement and the wealth of information and resources that the residents of Del Mar possess. Residents of Del Mar are the highest priority targeted audience for the project and engaging those residents in the LCPA development process is one of the main objectives of this Public Involvement Plan. All interested residents will be included in a comprehensive contact database. The database will serve as a tool for distributing project information and announcements, including e-blasts, a project fact sheet, community meeting invitations and LCPA process updates.

### Organizations and Agencies

The City has a comprehensive database of stakeholders, organizations and agencies. The existing database will be reviewed to identify any gaps where individuals or organizations with a potential interest in the LCPA are missing. This database will be combined with the resident database to develop one larger project contact database. The database will be augmented as additional stakeholders and interested members of the public are identified throughout the project. All community members and stakeholders interested in participating in the project can register their contact information on the stakeholder contact database by contacting the Planning and Community Development Department at [coastalplanning@delmar.ca.us](mailto:coastalplanning@delmar.ca.us) or (858) 755-9313 in order to receive project alerts.

In Table 2 below, categories of stakeholders with a potential interest in the project are listed in the left column. For each category, an initial list of stakeholder organizations and agencies is shown in the right column.

<b>Table 2: Organizations and Agencies</b>	
<b>Category</b>	<b>Organizations and Agencies</b>
Del Mar	Sea-Level Rise Stakeholder-Technical Advisory Committee (STAC) San Dieguito Lagoon Committee Sustainability Advisory Board (SAB) Business Support Advisory Committee Del Mar Lifeguards Del Mar Thoroughbred Club Businesses Interest Groups
State and Federal Government and Resource Agencies	California Coastal Commission Ocean Protection Council 22nd District Agricultural Association State Assembly Member, District 78 State Senator, District 39 California Department of Transportation California State Lands Commission California State Parks Regional Water Quality Control Board California Department of Fish & Wildlife U.S. Fish & Wildlife Service U.S. Army Corps of Engineers

Local and Regional Governments	City of Solana Beach City of Encinitas City of Carlsbad City of San Diego County of San Diego San Diego County Supervisor District 3
Nonprofit Organizations	Del Mar Foundation Del Mar Village Association The San Diego Foundation Coastal Community Foundation Surfrider Foundation, San Diego Chapter San Dieguito River Valley Conservancy Friends of San Dieguito River Valley Sierra Club, San Diego Chapter Scripps Institute of Oceanography, School of Marine Sciences Climate Collaborative Network San Diego Coast Keeper
Other Public Agencies	San Dieguito River Valley Joint Powers Authority San Diego Association of Governments North County Transit District San Diego Gas & Electric San Diego Water Authority
Media	Sandpiper Community Journal Del Mar Times Coast News San Diego Union-Tribune

### III. Public Involvement Process and Timeline

Outreach activities will take place during the four steps of the LCPA planning process:

- **Step 1: Project launch and community forum**
- **Step 2: Potential vulnerabilities and risks assessment**
- **Step 3: Adaptation Plan development**
- **Step 4: LCP amendment**

The process and timeline chart, shown on the next page, outlines how public involvement programs will synchronize with planning tasks at each step of the process. The general timing is identified within the 4-step planning process. Alterations to the process schedule may require updates to the chart.

**Figure 2. Public Involvement Process Chart**

## Del Mar Local Coastal Plan Amendment Public Engagement Process

Process	<b>1</b> Project Launch	<b>2</b> Potential Vulnerabilities and Risks Assessment	<b>3</b> Adaptation Plan Development	<b>4</b> LCP Amendment
Dialogue Focus	Purpose, need, process steps, & timeline	Potential vulnerabilities and risks; Adaptation approached	Adaptation Plan accomodation, protection, and retreat strategies	Final LCP Amendment
Community Member & Stakeholder Engagement Activities	Public Engagement Strategy  Sea-level Rise Stakeholder-Technical Advisor Committee Meetings  Community Forum  Website Page  Email Notifications	Sea-level Rise Stakeholder-Technical Advisor Committee Meetings  Community Workshop  Stakeholder Briefings  Email Notifications	Sea-level Rise Stakeholder-Technical Advisory Committee Meetings  Community Workshop  Stakeholder Briefings  Email Notifications  Citywide Online Survey (Optional)	Sea-level Rise Stakeholder-Technical Advisor Committee Meetings  City Council and Planning Commission Hearings  CA Coastal Commission Hearing  Written Notices  Email Notifications

## IV. Communications Framework

Public involvement is a priority for the LCPA project and requires a multi-pronged approach to reach different community members and stakeholder groups with different methods. Some programs will reach residents and specific stakeholders and some will reach the general public at large. This section describes the outreach programs used to engage community members, various stakeholders and the public at each step of the project planning process outlined in Section III. In addition to creating a variety of opportunities for the collection of community feedback, these programs are focused on providing early, comprehensible and accessible project information to the public.

Prior to the launch of outreach activities at each step in the project, a variety of alerts may be used to inform the community about public participation opportunities, project milestones and availability of draft documents for review. These alerts may include media advisories, social media postings (Facebook, Twitter, NextDoor), project Web page postings, email updates to the project contact database and notifications on the City's website, newsroom and Engage Del Mar (mySidewalk) page. All community members and stakeholders interested in participating in the project can register their contact information on the stakeholder contact database by contacting the Planning and Community Development Department at [coastalplanning@delmar.ca.us](mailto:coastalplanning@delmar.ca.us) or (858) 755-9313 in order to receive project alerts.

### Community Forums and Workshops

**Timing:** Steps 1-3

Community Forum: January 2016 – Introductory informational program

Community Workshop: Spring 2016 – Potential vulnerabilities, risk assessment and adaptation approaches

Community Workshop: Fall 2016 – Adaptation Plan

**Purpose:** Coordinated in relation to each project milestone, community forums and workshops will offer the public an opportunity to learn about the project, speak one-on-one with project team members, and provide feedback on the LCPA.

**Description:** Three community forums and workshops are planned at each of the major milestones of project development. The workshops will build off of each other, whereby the team will demonstrate how options and recommendations have been shaped by input received during prior meetings and input programs. Activities such as walking tours, breakout discussion groups, community fairs/open houses, real-time polling and prioritization activities may be considered for the workshops. Project team members will provide informative presentations and serve as resources for participants. To maximize the accessibility for people with different schedules and commitments, the community meetings will be scheduled on a weekday evening or a Saturday. For each meeting, an input summary will be developed.

**Targeted Participants:** All community members and stakeholders; general public

## **Sea-Level Rise Stakeholder-Technical Advisory Committee**

**Timing:** Steps 1-3

**Purpose:** The Sea-Level Rise Stakeholder Technical Advisory Committee (STAC) works with City staff and a technical consultant to oversee the preparation of the LCP amendment. STAC will provide oversight and ensure the amendment process is open, inclusive and develops consensus amongst the many stakeholders involved. In addition, STAC will assist in the review of technical studies and Sea-level Rise planning scenarios; assist the community in prioritizing vulnerable coastal resources; and provide input and policy recommendations to the City Council. The City's website contains information about the STAC ([www.delmar.ca.us/499/Sea-Level-Rise-Stakeholder-Committee](http://www.delmar.ca.us/499/Sea-Level-Rise-Stakeholder-Committee)).

**Description:** Appointed by the City Council, the Sea-Level Rise Stakeholder-Technical Advisory Committee (STAC) consists of 9 members with experience in or who may be affected by Sea-level Rise and coastal flooding issues. In particular, STAC representation was sought from individuals within the following classifications:

1. Technical expertise in Sea-level Rise, dynamic modeling and coastal engineering, including researchers and practitioners.
2. Individuals directly impacted by Sea-level Rise, including property owners in the City with property in beach areas and bluff-tops, and users of City beaches and trails.
3. Broader interest in coastal resources including representatives from citizen groups, nonprofits and regional organizations.
4. Biologist experienced in wetland preservation and restoration.
5. Representative(s) from the 22nd District Agricultural Association and/or the North County Transit District.
6. Member(s) from City advisory committees, including the San Dieguito Lagoon Committee, Parks and Recreation Committee and/or the Sustainability Advisory Board.

The STAC will follow the City's Standard Operating Principles for Advisory Committees and Boards ([www.delmar.ca.us/140/About-City-Advisory-Committees](http://www.delmar.ca.us/140/About-City-Advisory-Committees)). Members will be expected to attend committee meetings, as well as public outreach programs, to directly hear and gather input from the community. Each meeting will be generally held on a Thursday pursuant to the schedule adopted by the committee (typically once per month) and last approximately one and a half hours. All meetings will be open to the public and will include a public comment period. Action minutes from each meeting will be developed.

Potential STAC outreach activities include hosting an information booth at the Climate Action Plan sustainability workshop on September 24, 2015. STAC activities will be coordinated with other related activities in the City as possible.

**Targeted Participants:** STAC members

## **City of Del Mar Website**

**Timing:** All Steps

**Purpose:** Content on the City's website will serve as an introduction to the project and an online library of project information, project documents, meeting materials and information on community involvement opportunities.

**Description:** A project Web page is embedded in the City's website ([www.delmar.ca.us/sealevelrise](http://www.delmar.ca.us/sealevelrise)) and will serve to communicate information, publicize public participation opportunities, track project milestones, and post working studies and draft documents. The Web page will be launched in the first step of the project and will be continually updated throughout the course of the planning process.

**Targeted Participants:** All community members and stakeholders; general public

## **Engage Del Mar (mySidewalk)**

**Timing:** All Steps

**Purpose:** The City's Engage Del Mar Web page, also known as "mySidewalk," implements the online component of this Public Involvement Plan. It will be used to alert the public of outreach activities at each step in the project, as well as engage the public in discussions related to the project. This method makes public involvement possible through all the steps of the project, regardless of an individual's ability or inclination to attend community meetings.

**Description:** mySidewalk is a fun, easy online notifications board and discussion forum used by cities throughout the nation. The City's mySidewalk can be accessed at <https://mysidewalk.com/sidewalks/18673/del-mar-ca>. Notifications and discussion topics hosted by the City will be posted periodically throughout the project process in line with in-person engagement activities. Similar to in-person meetings, participants will be able to see other community member's input during the activities. At the conclusion of each mySidewalk discussion, input will be summarized in tandem with input received during the parallel in-person programs.

**Targeted Participants:** All community members and stakeholders; general public

## **Email Notifications**

**Timing:** All Steps

**Purpose:** Email notifications will serve to alert community members and stakeholders with an interest in the project of public outreach activities, availability of project information and major milestones.

**Description:** Email notifications will be distributed periodically throughout all the steps of the project to keep interested parties aware of public engagement opportunities and major project milestones. Email notifications will be distributed to the project's stakeholder contact list. The stakeholder list will be continuously updated as community members register their contact information on the stakeholder contact database by contacting the Planning and Community Development Department at [coastalplanning@delmar.ca.us](mailto:coastalplanning@delmar.ca.us) or (858) 755-9313 or signing-in at a public meeting or other in-person engagement activity.

**Targeted Participants:** All community members and stakeholders; general public

## **Informational Materials**

**Timing:** Step 1

**Purpose:** Informational outreach materials will provide project information, answer questions, address stakeholder interests, and serve as a takeaway at public meetings and community events.

**Description:** Project information documents, such as fact sheets and frequently asked questions (FAQ) documents, will be prepared and updated at project milestones to communicate project progress. The documents will include information necessary to public topic areas of interest. Informational materials will be made available at public outreach events as well as on the City website, Del Mar Library, and Del Mar Community Connections.

**Targeted Participants:** All community members and stakeholders

## **Citywide Survey**

**Timing:** Step 3

**Purpose:** A citywide survey may be used to encourage input on the adaptation strategies under consideration for the Adaptation Plan.

**Description:** If used, the survey will be a value-based survey, developed to explore goals and priorities as related to the Adaptation Plan. The survey will be administered via an online tool and distributed to the project contact database. A link to the survey will also be posted on the City's website for wider accessibility. The results of the survey will inform the strategies adopted in the Adaptation Plan.

**Targeted Participants:** All community members and stakeholders; general public

## **City Council and Planning Commission Hearings**

**Timing:** Step 4

**Purpose:** City Council and Planning Commission hearings will give City officials an opportunity to provide guidance and a course of action during the process. The hearings will cover both planning topics and updates on the public involvement program. The hearings are also another opportunity for the public to stay informed about project progress and make comments.

**Description:** Hearings are scheduled to take place at the end of the process as part of regularly scheduled Planning Commission and City Council meetings or special meetings. Hearings will include reports on the public input and the STAC and staff's recommendations for the LCP amendment. Written notices will be distributed prior to hearings.

**Targeted Participants:** City officials

## **Stakeholder Briefings**

**Timing:** Steps 2 and 3

**Purpose:** Briefings to key community and stakeholder groups provide an opportunity to increase key stakeholders' understanding of the project and minimize misinformation.

**Description:** Briefings can take the form of presentations during regularly scheduled group meetings, or at one-on-one special meetings scheduled specifically to review project information.

**Targeted Participants:** All community members and stakeholders

## **V. Conclusion**

The Public Involvement Plan will assist with ensuring stakeholders, community members and the general public are engaged in the LCPA Project. Informed by the City of Del Mar Communications Plan, the variety of communications programs outlined in this Public Involvement Plan will serve to disseminate project information and collect public input, fulfilling the City's commitment to a transparent, comprehensive and inclusive planning process. All community members and stakeholders interested in participating in the project can register their contact information on the stakeholder contact database by contacting the Planning and Community Development Department at [coastalplanning@delmar.ca.us](mailto:coastalplanning@delmar.ca.us) or (858) 755-9313.