



Summer
2017

Public
Engagement
Summary



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1.0 INTRODUCTION

The purpose of this summary is to provide an overview of the Kearny Mesa Community Plan Update Summer 2017 Public Engagement. City staff utilized the months of July and August for outreach in correlation with the existing conditions phase of the Update process.

This outreach process was done to bring awareness and broad participation in the Plan Update, and collect data and community input for the Community Plan.



1.1 Background

The General Plan provides Citywide goals and policies to support the “City of Villages” strategy that focuses growth into pedestrian-friendly, mixed-use activity centers linked to an improved regional transit system. The updated Community Plan will support the General Plan with community specific policies.

The current Community Plan provides a framework to guide development in the Kearny Mesa community. Approved in 1992, with over 10 Amendments adopted, the Community Plan is in need of an update to determine the community’s current and future development potential. The Plan Update aims to reinforce Kearny Mesa as a Subregional Employment Area, as identified in the City of San Diego’s General Plan.

The update will also provide an opportunity to:

- **Reinforce Kearny Mesa’s role as a job center for San Diego**
- **Identify strategies to enhance how people commute**
- **Promote the Convoy Street Corridor as a walkable destination**
- **Identify ways to plan for climate change, and**
- **Encourage the revitalization of key activity centers and increased employment options**

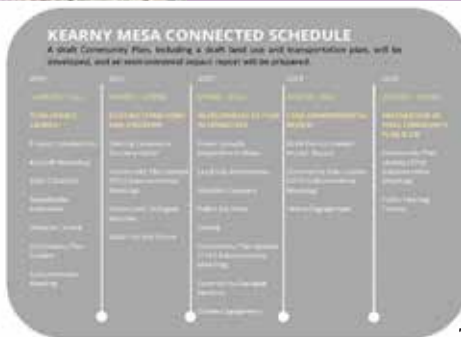
What is a Community Plan?

- Provides direction to guide growth and development
- Designates land for a range of uses needed within the community
- Includes goals, policies, and implementation actions
- Guides public decision-making and public investments



A NEW COMMUNITY PLAN = AN OPPORTUNITY FOR KEARNY MESA

- Reinforce Kearny Mesa’s role as a job center for San Diego
- Identify strategies to enhance how people commute
- Promote the Convoy Street Corridor as a walkable destination
- Be a model community for how to plan for climate change
- Revitalize key activity centers and increase employment options



KearnyMesaConnected.com/

Welcome to the Kearny Mesa Community Plan Update

In this open workshop, we encourage you to:
VISIT All Stations

Learn about the Kearny Mesa community.
SHARE Your Thoughts

Leave your comments on activity boards.
ASK Questions

We are available to listen and answer questions.
COMPLETE an Online Activity

Visit the Kearny Mesa Community Plan Update website: <http://KearnyMesaConnected.com/>

SIGN UP to Stay Involved

The City of

SAN DIEGO

**KEARNY MESA
CONNECTED**

2.0 EXISTING CONDITIONS WORKSHOP

The Kearny Mesa Community Plan Update Workshop was held on Thursday, July 27th from 3:30 to 7:30PM at the City of San Diego Metropolitan Operation Center II Auditorium. The Workshop was designed to allow the public to review, speak with City staff, and provide input on the existing conditions of the Plan Update. The input received at this Workshop will be used to inform subsequent phases of the Community Plan Update.

2.1 Outreach

To promote the event, City staff reached out to the Kearny Mesa Community Planning Group, business owners, residents and community organization leaders through social media, the Kearny Mesa Connected website, email blasts, flyers, public meetings and more. Furthermore, the City has had the help of local employers to inform their employees of the Workshop and other ways to be involved in the process.

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Kearny Mesa Community Plan Update
Open House Workshop
July 27th | 3:30-7:30 PM

City of San Diego Metropolitan
Operations Center II Auditorium

9192 Topaz Way
San Diego, CA 92123

Usted ha sido invitado a participar en un taller público

诚挚邀请您参与公众参与工作坊

You are invited to participate

Quý vị được mời tham gia

GET INVOLVED!

- Learn about the community plan update
- Speak to City staff about important issues and opportunities in Kearny Mesa
- Share your input for the future of Kearny Mesa related to land use, mobility, the Convoy Street Corridor, employment, sustainability, and more

Learn More at
www.KearnyMesaConnected.com

* For questions about accessibility or to request accommodations please contact Elizabeth Dickson with the City of San Diego Planning Department at (619)-235-5221 or edickson@saniego.gov as soon as possible.

2.2 Workshop Structure

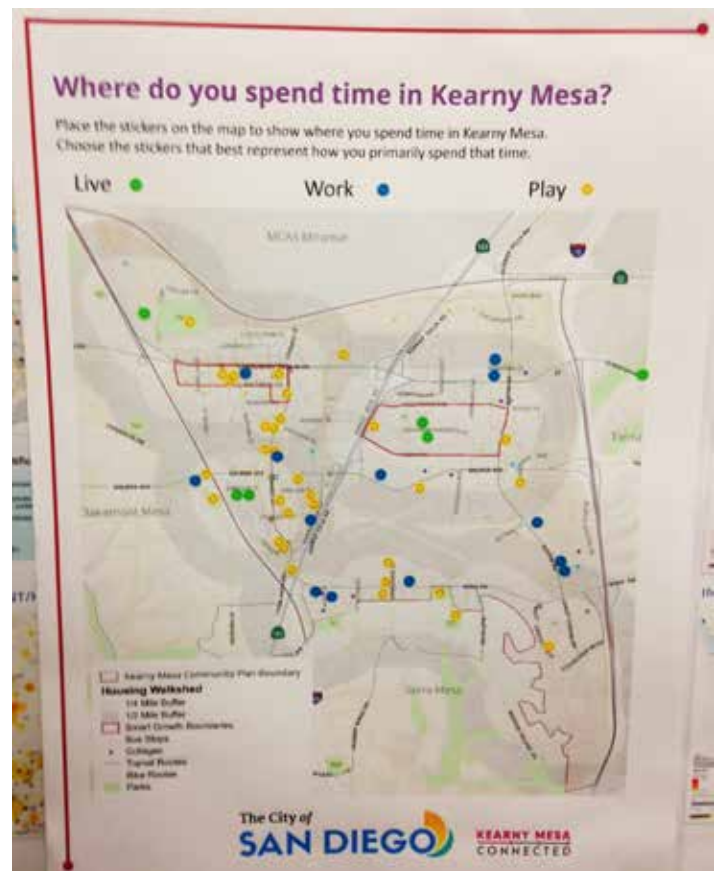
The open house structure of the workshop was designed to be informational and interactive for attendees. Based on vital community elements, and planning constraints and opportunities, 10 stations were positioned throughout the auditorium. Each station included information on existing conditions to the corresponding topic and opportunities for input from attendees and feedback related to next steps.

Station A-Welcome

The first station that attendees approached is the Welcome Station. Attendees signed-up for email updates and received information on the organization of the Workshop and project website so community members can stay informed after the Workshop.

Station B-Existing Conditions

The Existing Conditions Station provided all Plan Update guiding documentation that had been developed so far. This documentation included the City of San Diego's General Plan, the Climate Action Plan, the Kearny Mesa Existing Conditions Map Atlas, and the Bicycle Master Plan. Additionally, this station included an activity to have attendees show where and how they spend their time while in Kearny Mesa.



What are the Climate Action Plan Goals?

CLIMATE ACTION PLAN GOALS

- By 2020: Reduce emissions by 24% below the 2010 baseline
- By 2035: Reduce emissions by 51% below the 2010 baseline

CLIMATE ACTION PLAN STRATEGIES

- 1 ENERGY & WATER EFFICIENT BUILDINGS** Green building techniques include improving the efficiency of mechanical and electrical systems using energy-efficient lighting; and using cool roofing materials.
- 2 CLEAN & RENEWABLE ENERGY** On-Site generation of energy and installing large scale renewables, such as wind and solar, will reduce the burning of fossil fuels and support local job creation.
- 3 BICYCLE, WALKING, TRANSIT & LAND USE** Promoting a compact, mixed-use urban form and designing streets to make it safer and attractive for people to get around without a car are examples of measures that support reducing vehicle miles traveled (VMTs).
- 4 ZERO WASTE** Options for managing waste including source reduction, increased recycling, and gas capture.
- 5 CLIMATE RESILIENCY** Climate resiliency entails developing programs, policies, and processes that accommodate unexpected events.



A Transit Priority Area (TPA) is an area within one-half mile of a major transit stop that is existing or planned.



Station C-San Diego County

San Diego County's Health & Human Services Agency set up a Station to provide information on how the Plan Update relates to public health. The County's program Live Well San Diego is a vision for healthy, safe, and thriving communities. The focus was on the importance of identifying priority needs, planning community improvements, and conducting activities to improve the health, safety, and overall well-being of residents and their communities. The station stressed the importance of locating land uses which encourage active modes of transportation near areas with concentrated employment. The County has properties throughout Kearny Mesa, one which includes their campus style County Operations Center.

Station D-Air Pollution Control District

The Air Pollution Control District set up a station at the Workshop to assist with informing the discussion related to sensitive receptors near industrial and other operations and equipment. Because many businesses within the industrial community of Kearny Mesa require permits from the APCD, their involvement is important to the research process.

Station E-City of San Diego Airports

The Montgomery-Gibbs Executive Airport is currently undergoing their own planning process for a new Master Plan. The Planning Department has been working alongside the Airports Division to correlate the planning processes. Due to constraints in Kearny Mesa from two airports, the Airport Station provided information that is vital to fully understanding the Plan Update.



Station F-Parks & Urban Design

Due to the deficiency of parks in Kearny Mesa, it will be important to offer creative solutions for recreation. The City’s Parks and Urban Design staff members partnered up to offer collaborative solutions for public space, while sparking an interesting conversation about park and urban design potential in Kearny Mesa. This Station included exercises on how the community recreates, tracing on maps as a visual exercises, and information on linear parks. This Station provided a hands on opportunity which helped to create a tangible vision for the future of the Convoy Street Corridor.

Based on the public input collected on Park needs and opportunities, staff was able to determine that about half of the Workshop attendees reported that they do not recreate in Kearny Mesa. There was some reported use of Hickman Field and Centrum Park. However, most that reportedly recreate in Kearny Mesa do so by walking, jogging, biking, or going to a gym during their lunch break during the work day.

Staff also determined that multi-use trails are the most desired amenity that respondents would like to see in new parks. Connecting places of employment, retail and recreation areas with multi-use trails was a major priority reported by Workshop attendees. Also, accessible picnic areas are important for employees to use as a place to go and enjoy a break outside.

WHAT IS A LINEAR PARK?

A type of park that is longer than it is wide with recreation amenities and connects two or more points of interest.

Characteristics of Linear Parks:

- Exist in high density places with access on foot and via transit
- Attractive and interesting, offering changing views and connecting points of interest
- Wide enough to safely allow bikers and pedestrians, where both are expected
- Opportunities to purchase food and pleasant places to take a rest

Examples:

Marth Luther King, Jr. Promenade Heritage Ranch Linear Park

WHAT AMENITIES WOULD YOU LIKE IN A LINEAR PARK?

Shaded seating area	Shaded walkway	Access to walk-up biking	Attractive water features
Access to transit (bikes and cars)	Picnic areas	Playgrounds	Cultural art installations

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Additionally, the types of amenities that the Workshop attendees identified they would like to see in a linear park sparked further discussion. Staff learned that walking, jogging, and biking was of primary interest to participants. Public input collected at the workshop revealed that access to walk-up dining is a top priority. The second and third prioritized amenities for linear parks are shaded walkways and shaded seating, respectively. Shade is a primary factor when considering well-designed parks that foster pedestrian activity and comfort, especially in the sunny, warm climate that San Diego offers.

Furthermore, another highly prioritized amenity is access to transit shelters and stops, which is a key characteristic to successful linear park design. Shelters and stops allow for transit connections that activate space, offer places to rest, and connect points of interest.



Station G-Economic Development

Kearny Mesa is designated as a Subregional Employment Area by the City’s General Plan (2008). The large amount of office, industrial, and commercial in the community accounts for more than 90,000 employees that receive wages paid by companies out of Kearny Mesa¹.

Kearny Mesa’s regional economic influence is one of the many driving factors in the Plan Update process, and the update seeks to strengthen the community’s role as an employment center. This Station featured detailed information on research that has been undertaken to better understand the industry clusters within the community, as well as information on community-wide land use and densities which influence employment potential.

Some of the topics at the Economic Development

Station included:

- Prime Industrial Lands
- Industrial Clusters
- Floor Area Ratio

Attendees were asked where they would like to see changes or improvements in Kearny Mesa.

¹ City of San Diego & AECOM. Kearny Mesa Community Plan Update “Economic Context Report” (May 2017).

Station H-Mobility

The Mobility Station was staffed by four project team members including City traffic engineers, mobility planners and consultants. The station included two easel boards depicting the community's mobility needs and opportunity areas for pedestrian, bicycle, transit, and vehicular travel. Tables at the center of the station included four large aerial maps depicting the roadways and land uses for corridors located along Clairemont Mesa Boulevard, Convoy Street, Ruffin Road, and Aero Drive. Workshop participants were provided with pens, markers, and specialized red and green stickers and encouraged to identify and describe areas of opportunities or constraints within the community.



Feedback ranged from general comments to recommendations for location-specific improvements and included suggestions for all modes of travel. Property owners expressed a desire for better pedestrian and bicycle facilities to facilitate walking and cycling during lunch hours within the community, particularly near the southeastern portion of the community where marked crossing opportunities are limited. Opportunities for pedestrian improvements were identified near restaurant locations within the Convoy District, and near employment areas within the community, such as near the County offices, Kaiser Hospital, and along Ruffin Road. Workshop participants were in agreement of the need for better bicycle infrastructure along the main corridors within the community; however, many mentioned that they did not want that to come at the expense of reducing capacity for motorists. Some people registered concern for cyclists' safety near freeway on-and off-ramps throughout the community. Others expressed the opportunity to enhance roadways with less vehicular traffic for north-south and east-west bicycle corridors, including freeway overcrossings.

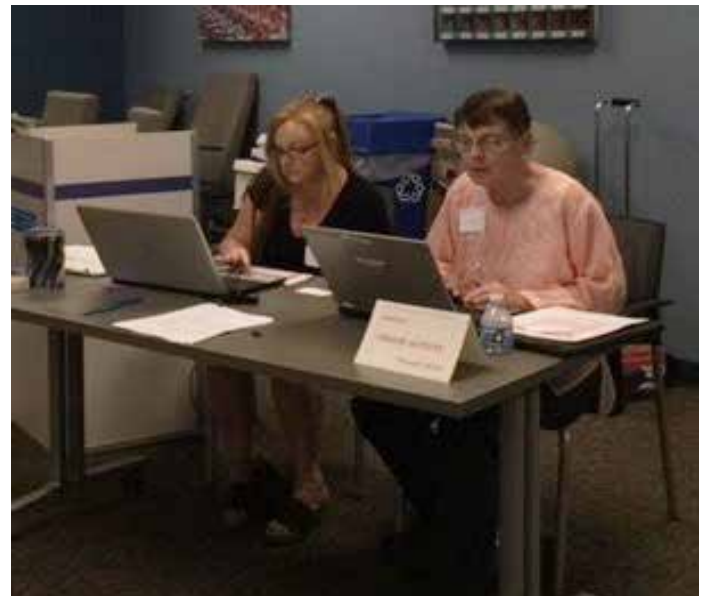
Participants who used transit in the community each day indicated a need for transit stop amenities including benches, shelter, and trash cans. One example of a location-specific comment included the need for a marked crosswalk at the intersection of Balboa Avenue and Kearny Villa Road between an employment center and transit stop. Generally, people were supportive of the potential light rail station and expressed interest in the alignment of this mass transit through the community and how it will interface with existing vehicular traffic volumes, especially during the evening commute times.

The aerial maps containing the handwritten comments were photographed at the conclusion of the workshop.



Station I-Online Activity

The Kearny Mesa Connected Online Activity launched just in time for the Existing Conditions Workshop. The activity asked a series of questions to allow participants to rank and prioritize issues and opportunities within Kearny Mesa. A station was set up with two laptops so that attendees could participate in the activity while at the Workshop. Additionally, handouts were given to direct people to the link for the online activity. Many attendees chose to participate in the online activity on their phones and on their computers at home. The results of this activity are discussed further in Section 3.0 Online Activity.



Station J-New School of Architecture & Design

Students from the New School of Architecture and Design joined the Workshop to share their research and concepts from their classwork assignments. Three groups focused on different areas within Kearny Mesa: Aero Drive, Convoy Street, and Clairemont Mesa Boulevard. Their concepts displayed pedestrian improvements, road diets, mixed use buildings, public spaces, and artwork in the public realm. These students have been working on visualizations and illustrative concepts for potential improvements within Kearny Mesa.



2.3 Workshop Results

The Kearny Mesa Connected Existing Conditions Workshop provided City staff and the Consultant team with insightful community feedback. The open house format allowed approximately 40 participants to spend time at stations covering a range of topics.

City Staff and community members developed a deeper understanding of the identified existing conditions, issues, opportunities, and constraints within Kearny Mesa. Additionally, staff received direction and input on areas that need further exploration as the Plan Update process continues.

3.0 ONLINE ACTIVITY

The Kearny Mesa Connected Online Activity launched in July 2017, and was available through the end of August. This activity asks a series of seven questions, to determine how respondents spend their time in Kearny Mesa, what their commute time looks like, and their priorities for Kearny Mesa. In the final step, after all questions have been answered, the participant is given the option to provide their email to subscribe to email updates related to the Plan Update. Additionally, participants are given the option to provide information on their zip code, gender, and age.



3.1 Outreach

To promote participation in the online activity, the City reached out to the public in a number of ways. At every meeting and through the Plan Update website, there is opportunity for community members to provide their email address to be included in the email updates related to the Plan Update. Regular email blasts are sent to provide information on upcoming meetings and workshops.

Pop-Up outreach events were held at various locations throughout the community. The focus of these events has been to gain participation in the online activity, while having City staff on hand to answer questions, receive feedback, and give participants information on how to stay involved in the process. The pop-up events were intended to be located in areas at times that are typically busy. This is a strategy, where instead of reaching to find community members to come to a workshop, City staff and consultant team members are present where community members are expected to already be located for other reasons.

OUTREACH EVENT LOCATIONS



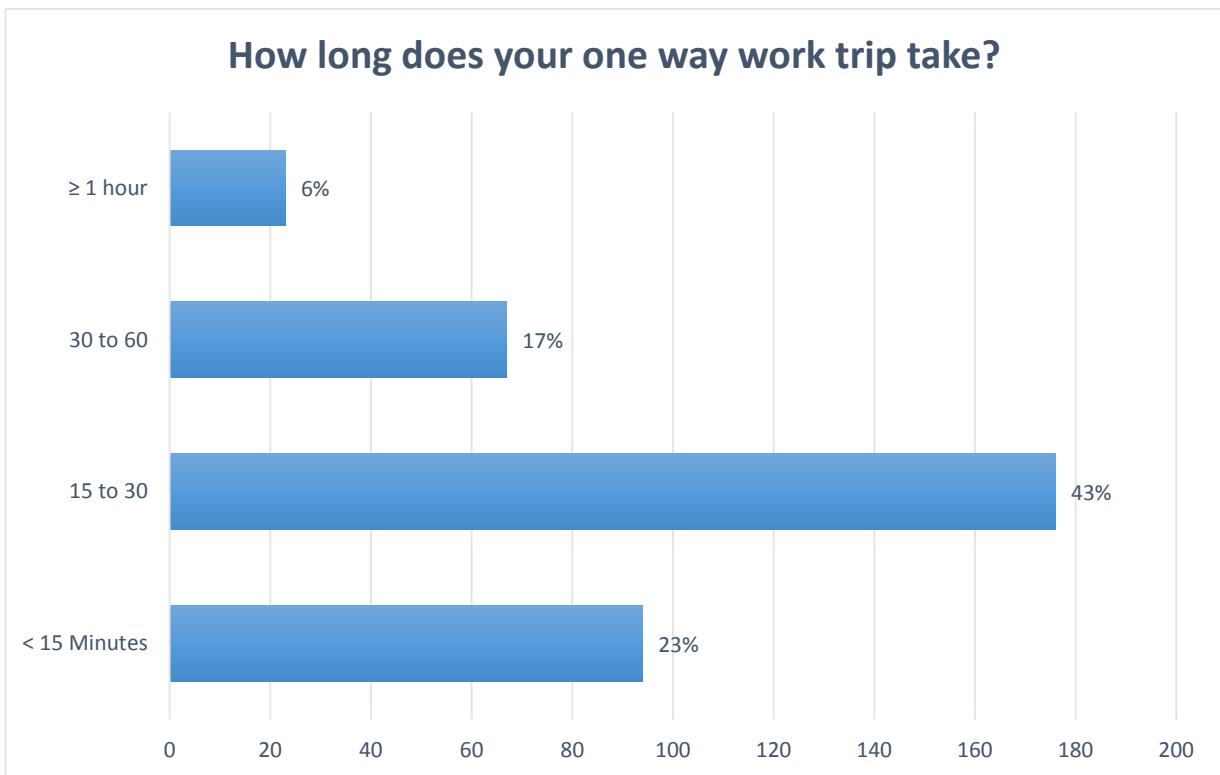
For example: the Zion Market on the weekend, the County Operations Center during weekday lunch, and the library on Saturday. These pop-up events have proven to be successful, as the locations the

3.2 Participation Results

During the five week period when the survey was active, 407 people participated in the online activity. The respondents were identified as 33% employees, 39% visitors, 13% residents, 5% business owners, and 10% property owners. Because participants were able to check more than one category there was some participant overlap between the categories. When asked about the length of the trip to get to Kearny Mesa, 60% of participants traveling to or from Kearny Mesa for work travel during high traffic times, with 43% of these trips taking between 15 and 30 minutes, 23% taking less than 15 minutes, and 23% taking more than 30 minutes.

30% of participants agreed that pedestrian enhancements for better walkability is the number one improvement that could be made to encourage longer stays for a more enjoyable community. Outdoor spaces and restaurants and retail both tied as the number two improvement at 17% of participants.

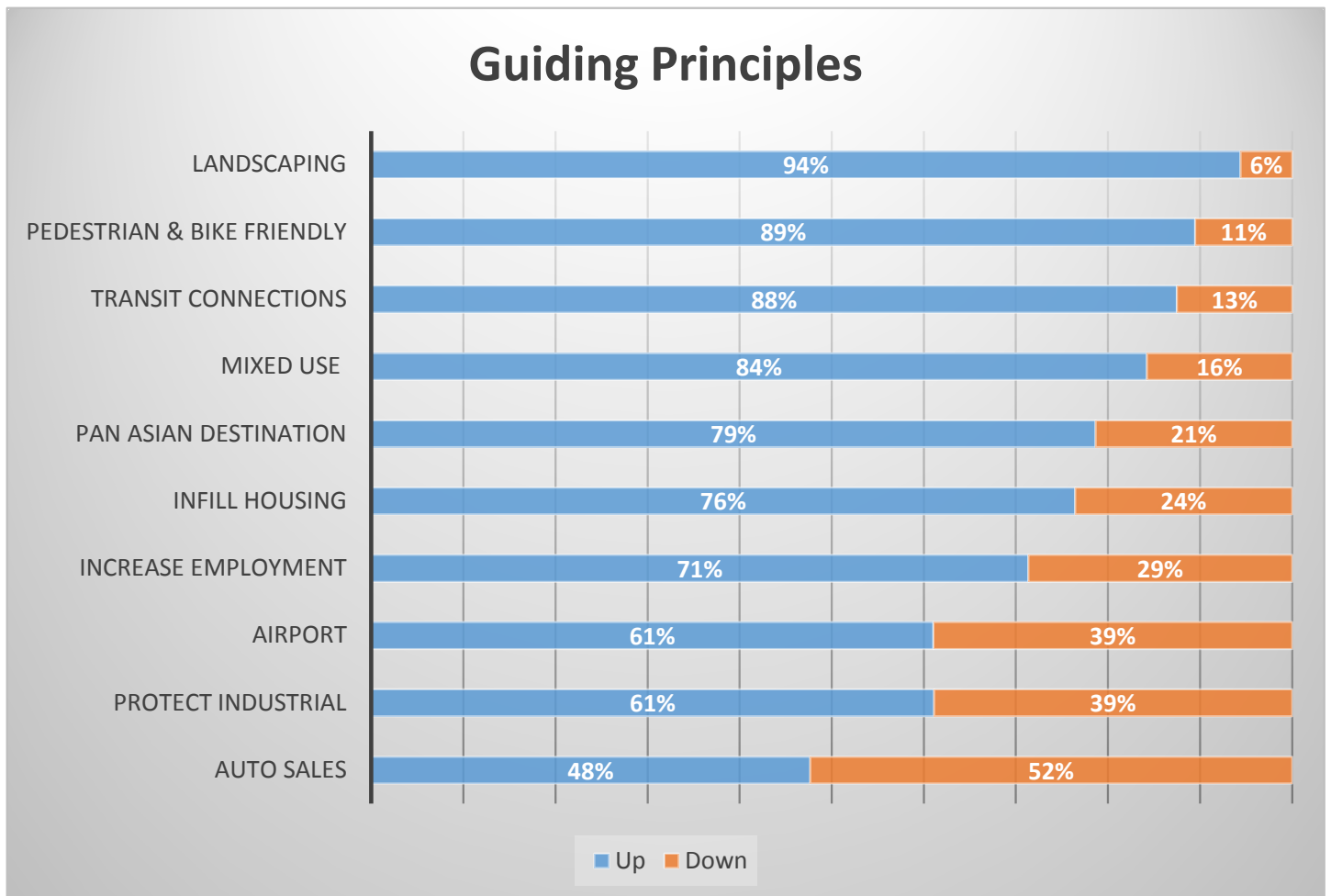
When asked what would improve the appearance of the community, 31% of participants agreed on more trees, 26% agreed on walkability, 23% on high quality architectural design, 12% on connections to neighborhoods, and 8% on signage.



Participants were asked to help to determine the guiding principles of the overall structure of the Community Plan and inform more detailed recommendations by either agreeing or disagreeing with each of a list of topics. In the “Guiding Principles” exercise participants were asked to give a “thumbs up” or a “thumbs down” for specific topics, the topic with the highest amount of “thumbs up” is to provide more trees and landscaping in the public realm, while the topic with the highest amount of “thumbs down” is maintaining Kearny Mesa as a hub for automobile sales and service.

The rankings of the topics are listed below where the blue represents the amount of “thumbs up” and the orange represents “thumbs down”. The wording of each individual topic has been shortened from the online activity to make the chart easier to read.

In addition to the measurable activity results, participants were given the opportunity to provide comments in their own words. The opportunity to provide comments has been an important component of the public engagement activities.



4.0 RESIDENT SURVEY

With the help of a consultant team, a survey was sent out to many of the residents in Kearny Mesa. 292 surveys were returned and the information gained from the results will help to inform the Kearny Mesa Community Plan Update through a better understanding of household, employment, community characteristics, and commute habits. The results also assess the use of, and attitudes toward various transportation modes. Additionally, the survey identified the prevalence of employer-sponsored commute incentives and programs.

4.1 Survey Results

Survey participants were asked to rate Kearny Mesa on a range from “Excellent” to “Very Poor” in the categories of:

- **Kearny Mesa as a place to work**
- **Kearny Mesa as a place to live**
- **The overall quality of life in Kearny Mesa**

Through the survey it was determined that more than 80% of respondents rated Kearny Mesa favorably across dimensions. As a place to work (84%) rated Kearny Mesa as “Excellent” or “Good” and as a place to live (83%) rated Kearny Mesa as “Excellent” or “Good”. The ratings were fairly consistent across subgroups in each of the work/live/overall quality categories.

Additionally, participants were asked about commute and work patterns.

A few notable findings show that:

- **Among those employed, 84% work outside the home with an average commute of 10.5 miles each way**
- **Approximately three out of four individuals who work outside the home commute to a location outside of Kearny Mesa.**
- **32% of commuters who usually drive for their commute would use public transit more often under the right circumstances**

Proximity of transit stops and stations to work and home, and the condition and number of bike lanes and sidewalks were listed as needs for creating the “right circumstances” to using alternative modes of travel.

When asked about workplace incentives, 84% of the respondents have access to free parking at work. Less than one-in-five commuters indicated their employer offers commute benefit programs such as free/discounted transit passes, rideshare matching services, incentives to use alternative modes of travel, and the ability to pay for transit passes pre-tax.



The key take-aways of these results are:

- **Kearny Mesa residents appreciate their community**
- **Most employed residents commute outside of Kearny Mesa**
- **Commuters rarely vary their dominant mode of travel**
- **Facilities were the main barriers to alternative mode use**
- **Awareness of employer-sponsored commute benefits is low**

5.0 CONCLUSIONS

Based on the input from Kearny Mesa community members and stakeholders, prioritization of issues and concerns throughout the community as well as possible opportunities and solutions have been identified. While much of the outreach efforts have been aimed toward gaining community feedback related to the Plan Update, a lot of it was also aimed at increasing community awareness and participation in the process.

The next steps in the plan update process will involve utilizing this community input to form goals and policies that will help guide development to meet the objectives.

