

# SAN YSIDRO COMMUNITY PLANNING GROUP

## NOTICE OF REGULAR MEETING

### Location:

San Ysidro School District Education Center  
4350 Otay Mesa Road [north of Beyer Blvd]  
in San Ysidro, California

**Wednesday, September 13, 2023 at 5:30 p.m.**

**This is an in-person meeting.**

Chairman: Rudy Lopez, Jr. (619) 581-7491  
City Planner: Selena Sanchez Bailon (619) 533-3672

Except for Public Comment, Items Appearing in This Agenda May Be Acted Upon  
Without Further Notice as Allowed by the Brown Act [California Gov. Code, §54950 et.seq.]

**1. Call to Order, Introduction, and Roll Call**

**2. Agenda & Minutes**

- a. **Approval of the Published Agenda.**
- b. **Approval of Minutes.**

**3. Public Comment on Matters Not on the Agenda.**

Any person may address the SYCPG regarding matters which are not shown in this Agenda. Comments and inquiries must be related to the SYCPG purposes (City Council Policy 600-24). The Chair can limit comment to a set amount of time per item, or per speaker. The "Brown Act," a State law, does not allow any discussion of, or action to be taken on, items not properly noticed to the public.

**4. Docket Items:**

a. **ACTION: CUP Application - PRJ-1093210 (Marco Polo Cortes for JJYM LLC).** Make recommendation on a pending Conditional Use Permit application for a California Department of Alcoholic Beverage Control (ABC) Type-21 License to be located at 4575 Camino De La Plaza.

b. **INFO: San Ysidro Parking Study Findings (City of San Diego).** City of San Diego Sustainability & Mobility staff will present findings and recommendations from the San Ysidro Parking Study. As an outcome of this study, the San Ysidro Improvement Corporation is proposing to establish a Community Parking District in San Ysidro and would like to seek input on the formation of a parking district and development of a conceptual plan.

# SAN YSIDRO COMMUNITY PLANNING GROUP

c. **INFO: Border to Bayshore Bikeway (Madai Parra, SANDAG).** Presentation from SANDAG giving an update of the Border to Bayshore Bikeway Project.

d. **Action: Planning Group Recognition Process.** Make a decision as to whether this group shall enter into the process for official recognition pursuant to the City of San Diego's reform of the Community Planning Group program.

## 5. **Communications, Announcements and Special Orders**

### a. **Members of the Public**

### b. **Elected Officials and Public Servants.**

- (1) Carlos Lacarra, San Diego Police Department
- (2) Lucero Maganda, Mayor Todd Gloria
- (3) Gerardo Ramirez, Council District 8 Vivian Moreno
- (4) Andrew Harvey, County Supervisor Nora Vargas
- (5) Myriam Mendoza, State Senate District 40 Steve Padilla
- (6) Mayra Hernandez, State Assembly District 80 David Alvarez
- (7) Other Representatives in attendance

### c. **Chairman.**

### d. **Board Members**

## 6. **Subcommittee Reports**

a. There are no active subcommittees.

## 7. **Representative's Reports**

- a. Community Planners Committee – (Lopez)
- b. Otay Mesa Planning Group - (Wells)

## 8. **Adjournment.**

City Planning Department

# Planning Group Recognition Workshop

July 24, 2023



6:00 PM

**Welcome:** Introduction

6:10 PM

What is the Process?

6:20 PM

Terms and Conditions aka "Operating Procedures"

6:40 PM

Guidelines for Ethical Standards

6:55 PM

**Break**

7:00 PM

Planning Group Participation and Representation Plan

7:25 PM

Completing the Online Application

7:35 PM

Overall Questions

7:45 PM

Workshop Schedule and How to Request Assistance

8:00 PM

**Conclusion**



# Meet the team

## City Planning Department



**Marlon  
Pangilinan**  
Program Coordinator

## Institute for Public Strategies



**Jehoan  
Espinoza**  
Program Manager



**Vania  
Ramirez**  
IPS Staff



**Sam  
Borden**  
IPS Staff



**Iridian  
Vasquez**  
IPS Staff



# What is the process?



# Recognition Process



## Reform

- Amended Council Policy 600-24 with emphasis on diverse, representative planning groups



## Outreach and Support with Non-profit Partner

- Workshops about Planning Groups and the new process
- Assistance and support to groups



## Planning Group Recognition

- Representative groups
- Ongoing training



# Webpage

Includes details on the process:

- Background and Process
- Benefits of serving on a Planning Group
- Online Application Portal
- Schedule

## What are Community Planning Groups (Planning Groups)?

Planning Groups provide community members an opportunity to make recommendations to City decision-makers, including the Planning Commission and City Council, on certain development projects and other long-range planning and zoning regulations. The Planning Department values the efforts of each of the Planning Groups to help ensure representation and input that reflects the people that live in the City's communities.

## What are the benefits of serving on a Planning Group?

Joining your local Planning Group provides an opportunity to become involved in the ongoing planning and development of your neighborhood and community.



Get to know your neighbors, different/shared perspectives and the issues that matter in your community.



Gain a greater understanding of government functions and how Planning Groups influence public policy.



Share your input on development projects and public improvements that are planned in your neighborhood.



Have a say in the long-term future of your community.





# Online Application

- Groups to provide details on membership composition.
- Required documents can be attached.
- Application submitted easily on the webpage.

## Application Process

Application for City Council recognition is open to new and existing Planning Groups interested in representing their communities.

1

Submit online application by 5:00 p.m. on Dec. 31, 2023.

All of the following items need to be completed and attached to the Online Application.

- [Operating Procedures](#)
- [Ethical Standards](#) (if not already covered within the Operating Procedures)
- [Community Representation and Participation Plan](#)

Apply Online Now

2

City staff will review applications starting in January 2024.

3

If multiple applications are received for one Community Planning Area, staff will apply [evaluative criteria](#) including [SANDAG demographic data](#) to provide relevant information to the City Council for their consideration.

4

City Council hearing to consider recognitions in Spring 2024.



# Review and Evaluation

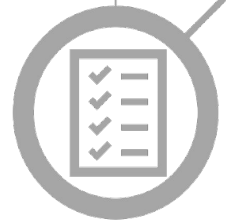
- Based on completion of:
  - ✓ Online application
  - ✓ Operating Procedures
  - ✓ Participation and Representation Plan
- In the case of two or more applications for one community:
  - ✓ Does the application include all member classifications?
  - ✓ What is the proportional make-up of the group based on community demographics related to Race/Ethnicity, Age, and Household Income?



# Evaluative Process

Does the request for recognition include all the following?:

- Completed Application
- Operating Procedures
- Ethical Standards
- CPG Participation and Representation Plan



Does the application identify at least five (5) Strategies for Community Involvement that can be implemented annually by CPG?

Examples are identified, but not limited to those found in Exhibit A - [CPG Participation and Representation Plan](#) of [Council Policy 600-24](#)?



Does the application indicate how the group will engage a broad and diverse cross-section of community members in monthly meetings?



Does the application indicate how the group will elect members who are representative of the community and community interests, including, but not limited to renters, youth, people with disabilities, and intergenerational households?



Does the application indicate how the group will solicit and obtain broad input on projects and initiatives through meaningful, ongoing engagement?



Is there a clear framework/process referenced in bylaws for records management and providing records access to the public?



Are there two (2) or more applications for one community planning area?

If no, skip to next step.



Should the City receive two or more applications for a given Community Plan Area, the application that most closely matches the community demographics ([SANDAG Data Surfer website](#)) and community affiliations ([Council Policy 600-24](#)) will be recommended to City Council for recognition. The City Council retains final authority for certifying Planning Groups.

- Community Affiliations:*
- Property Owner
  - Renter
  - Resident
  - Local Business-person
  - Youth

- Demographics:*
- Age
  - Household Income
  - Race/Ethnicity

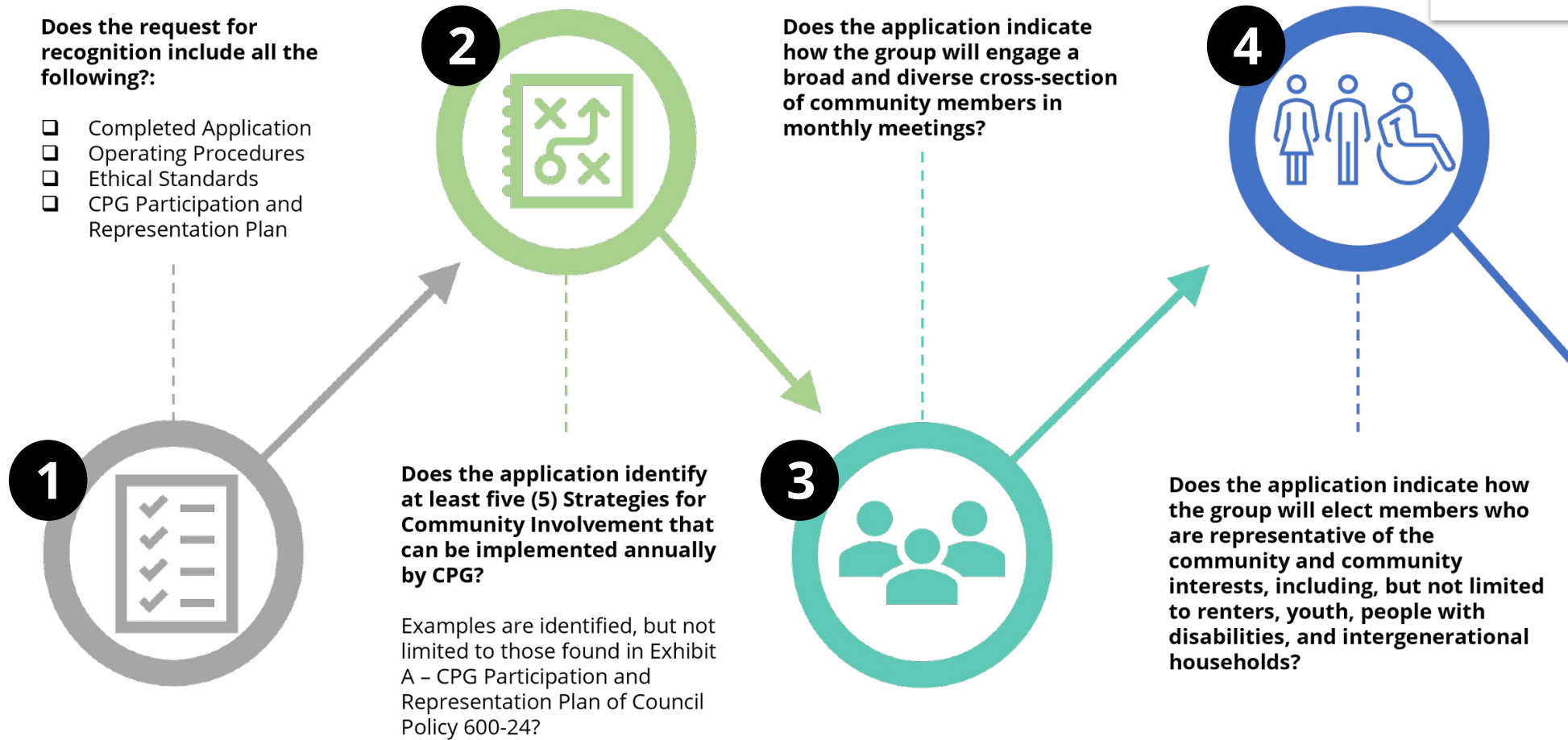


Present Planning Group applications to City Council for consideration.

\*Application is incomplete if it does not meet any of these steps. City staff will contact applicant to address missing requirements.



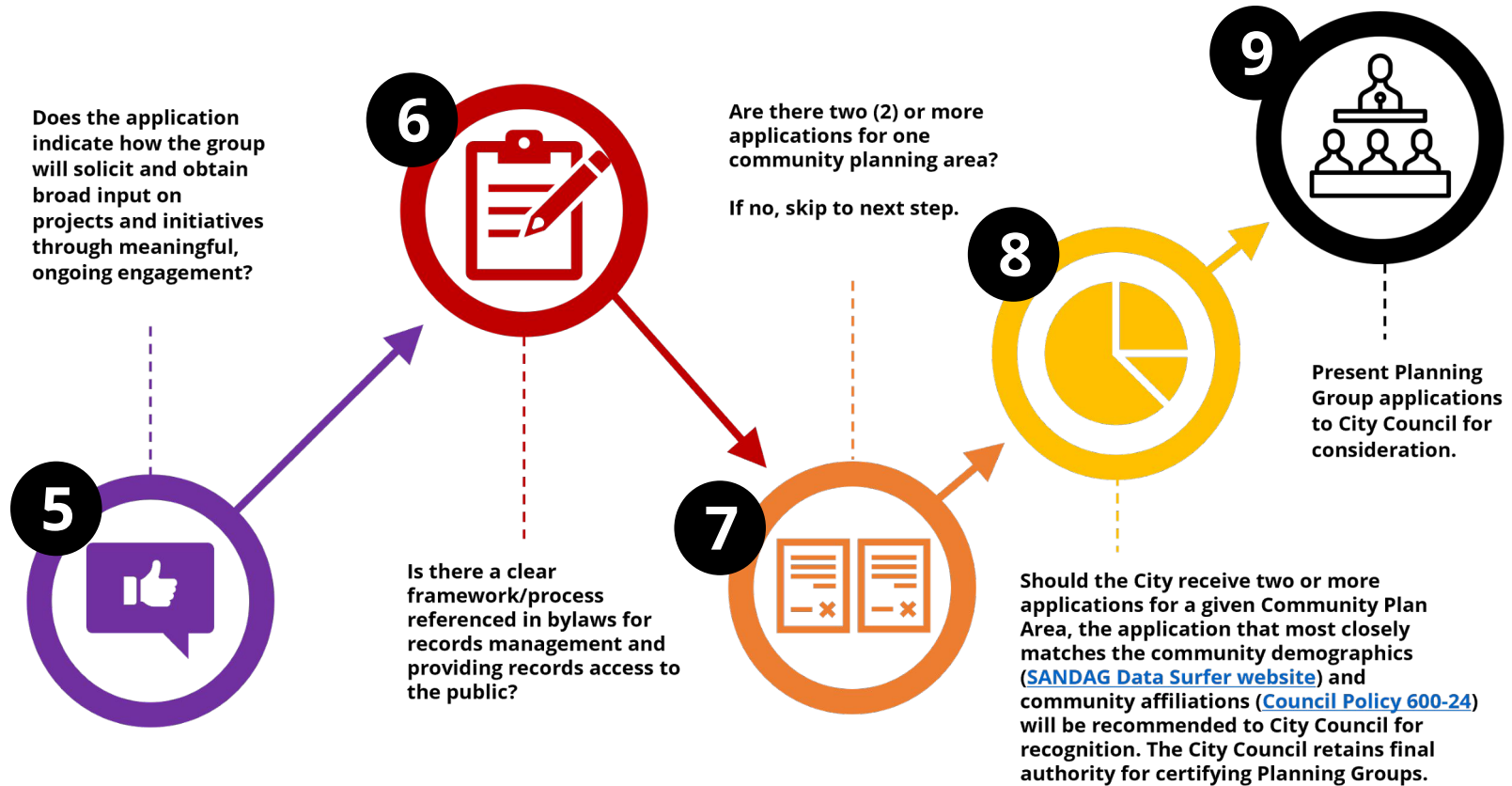
## Evaluative Process



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- Property Owner
  - Renter
  - Resident
  - Local Business-person
  - Youth

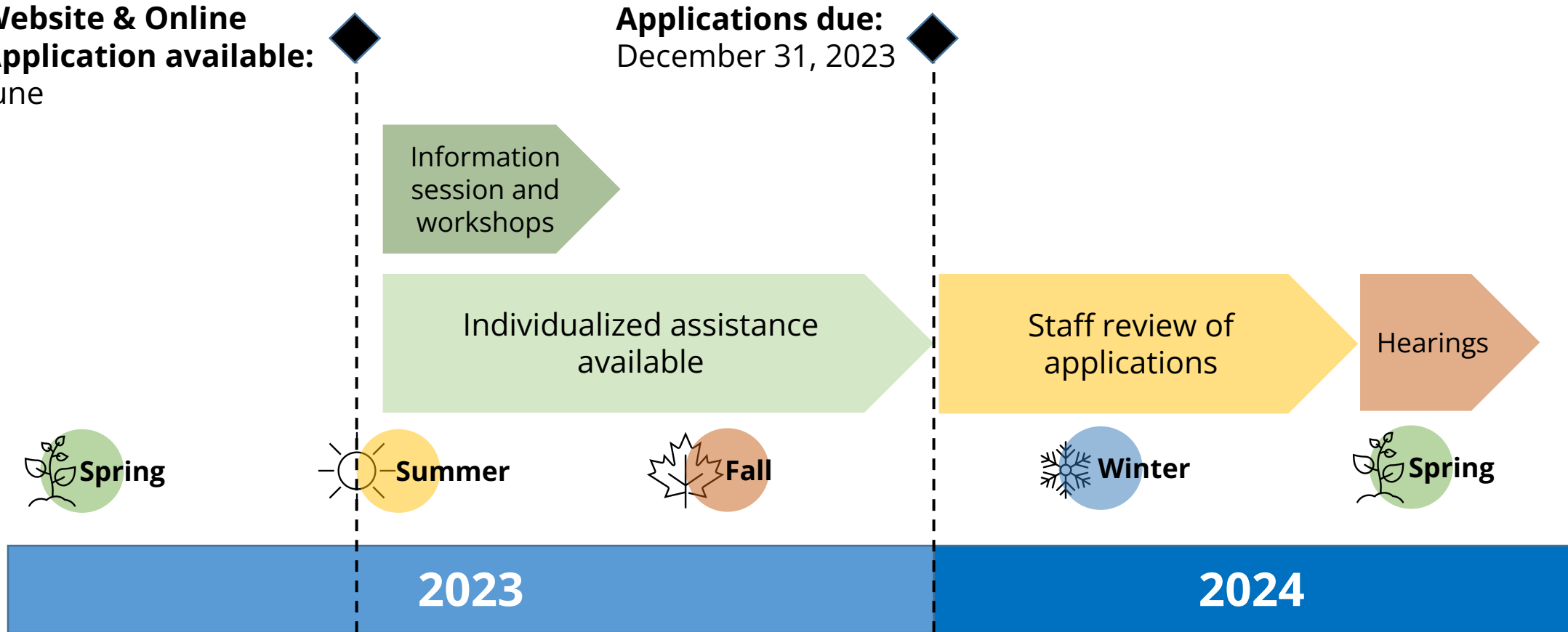
- Demographics:*
- Age
  - Household Income
  - Race/Ethnicity



# Schedule

**Website & Online Application available:**  
June

**Applications due:**  
December 31, 2023





# Terms and Conditions (“Operating Procedures”)



# What are the Terms and Conditions?

- “Operating Procedures” – Sets forth the minimum operating standards for each Planning Group.
- Planning Groups operating will include procedures that reinforce:
  - Following the Brown Act.
  - Being transparent with the public.
  - Being accessible and inclusive of all community members
  - Reflecting the diversity of the communities that they operate





## How are the Terms and Conditions organized?

- Organized under various areas of Planning Group responsibility, similar to adopted bylaws.
- All sections can be tailored to provide Planning Group-specific standing procedures for guidance.



# Suggestions

- **Start a working group.** Go over requirements and assign tasks to work on the required documents.
- **Reference bylaws as a starting point.** Use language in adopted bylaws as a starting point, so long as it does not conflict. The Administrative Guidelines can be also be used for guidance and reference.
- **Review and tailor.** Each section of the Terms and Conditions includes required procedures. Custom or detailed procedures can be added for more guidance.



# Discussion

- *What other ideas do you have about formulating your Operating Procedures?*
- *Are there other standing procedures that should be included or elaborated on?*
- *Questions?*





# Guidelines for Ethical Standards



# Why are Ethical Standards included?

- Operating Procedures must describe ethical standards that guard against potential voting member conflicts of interest and undue influence.
- Section 7.3 of the Terms and Conditions document covers the same ethical standards in the Guidelines for Ethical Standards document.



## Suggestions

- **Review City's Ethics Ordinance.** The City's Ethics Ordinance can be used as a guide.
- **Reference bylaws.** Use language in adopted bylaws as a starting point, so long as it does not conflict.
- **Reference Administrative Guidelines.** The Administrative Guidelines can also be used for guidance and reference.

# Discussion

- *What has been your experience with ethical situations on Planning Groups?*
- *What are some potential ethical issues, concerns or conflicts that could arise and should be addressed in a group's operating procedures.*
- *Questions?*





# Participation and Representation Plan





# What does the Participation and Representation Plan include?

- Overarching Goals of the Planning Group
- Guiding Principles for Public Participation
- Strategies and tools for community involvement
- Evaluating success



# Suggestions

- **Review Appendix.** The Participation and Representation plan was recently revised to include survey techniques, public engagement and information sharing strategies, and a sample flyer and website that can be considered for any plan.
- **Goals and Guiding Principles.** Consider your goals as “desired outcomes” and your guiding principles as describing “what you value.”



# Discussion

- *What engagement tools do you think would be effective in meeting goals for inclusion in your community?*
- *Are there any strategies that you are interested in employing?*
- *Questions?*



Credits: Midjourney.



# Completing the Online Application



# Application Features

- Links to all required documents and demographic data.
- Links to Council District and Community Planning Area maps.
- Ability to multi-select Council Districts, communities, and member affiliations.
- Fill-in fields can be pasted and all required documents can be attached to the application.



# Suggestions

- **Establish a Point of Contact.** Designate who will be filling out the application and collecting information on behalf of the Planning Group.
- **Pre-draft responses.** Draft responses to fill-in questions in a Word document first, then cut and paste them in the fill-in fields when finalized.



## Guidance (Continued)

- **Keep information private.** Ask members to anonymously provide their information related to Race/Ethnicity, Age and Household Income individually on sheets of paper using the ranges provided in the application.
- Have your designated Point of Contact aggregate the responses for each demographic category and attach it to your application.
- **Sample Forms:** Race/Ethnicity, Age, Household Income and Aggregated Responses.



# Questions





# How to Request Individual Assistance

- Visit [www.sandiego.gov/planninggroups](http://www.sandiego.gov/planninggroups).
- Complete online request form.
- Include what you need assistance with.
- Submit request.
- Assistance available until the end of Dec. 2023.



# Resource Links

For more information visit [www.sandiego.gov/planninggroups](http://www.sandiego.gov/planninggroups)

Questions? Email: [SDPlanningGroups@sandiego.gov](mailto:SDPlanningGroups@sandiego.gov)