

Serra Mesa Planning Group's Responses to Questions on Application for Planning Group Recognition, September 2023

How will your Planning Group be accessible to all members of your community? Examples:

1. Website – SMPG maintains a webpage, established in 2017, with pertinent information and documents at <http://www.serramesa.org/smpg/>.
2. Community Newsletter – The Serra Mesa Community Council publishes an online bimonthly newsletter, Serra Mesa Observer, available at <http://www.serramesa.org/smcc/observer-newsletter/>. SMPG first began submitting articles to the Observer in 1992 and will continue to do so.
3. Constant Contact & Social Media – The Serra Mesa Community Council maintains a Constant Contact account and has authorized SMPG to use this account. SMPG sends out and will continue to send out email notices of meetings, events, and other information to 1,300+ subscribers. Anyone can sign up for notices at <http://www.serramesa.org/>. Additionally, meetings are announced on NextDoor.
4. Brochure – SMPG's brochure, first introduced in 2005, is distributed at community events, e.g., 92123 Event on September 16th at the Serra Mesa Recreation Center. SMPG will expand the distribution of the brochure adding the library, coffee shops, and other key places.
5. Community Partnerships and Events – The meeting agenda of the Serra Mesa Community Council includes a report from SMPG. SMPG has participated in major community events and will continue to do so. The most recent ones are the SMCC sponsored 92123 Event, and the Serra Mesa-Kearny Mesa Library sponsored National Night Out.
6. SMPG Meetings – Community members can participate in SMPG meetings in person or online (uses high quality equipment). The online option has resulted in an increase in participation in meetings and positive feedback.

How will your Planning Group fairly represent all members of your community?

Serra Mesa is a geographically diverse community with areas around the stadium, multifamily housing, military housing, shopping center, I-805, and hospital complex. The new bylaws stipulate a preference for two representatives, one homeowner and one renter, from each of the six elementary school district areas; a business representative; and a non-profit person. These categories provide for geographic, homeowner, renter, business and non-profit representation. The representation should result in a fuller understanding of diverse viewpoints.

In the past, whenever possible, SMPG has notified affected residents of projects/issues by distributing information door-to-door. This has resulted in additional input from residents and better representation. SMPG will continue to distribute information door-to-door, but will, also, brainstorm other methods of communication, e.g., large banner at key places and times.