

Port of San Diego Public Outreach

Job Nelson

Assistant Vice President, External Relations



PORT of
SAN DIEGO

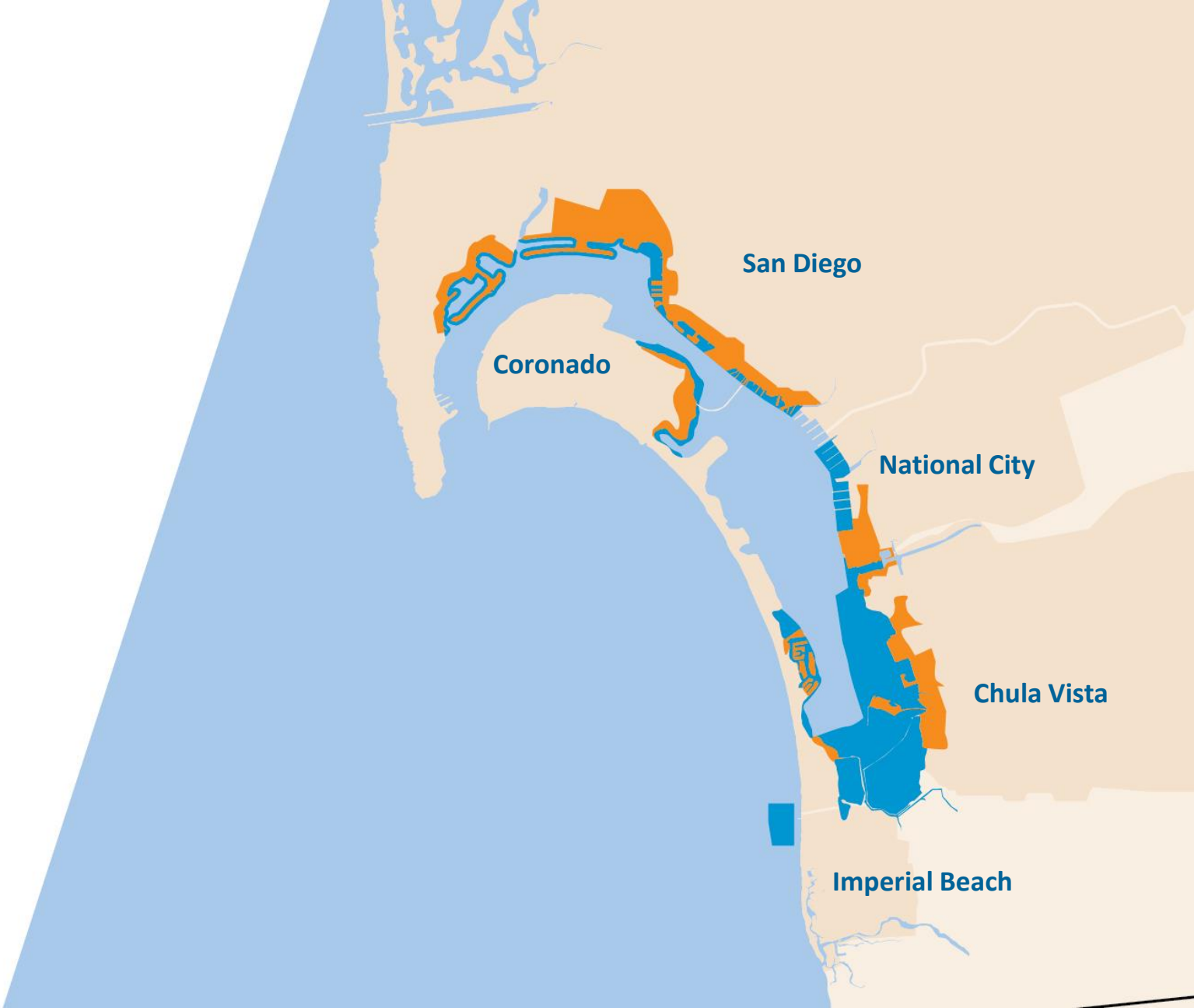
Port of San Diego Jurisdiction

34
miles of waterfront

2,403
acres of land

3,535
acres of water

-  Port Tidelands
-  Submerged Tidelands



The Port Act and Tidelands Trust Doctrine



Details responsibility on behalf of the people of the State of California



Manage San Diego Bay and the Waterfront 'Tidelands'



Promote commerce, navigation, recreation and fisheries





4th

largest of the 11
California ports

2

cargo
terminals

2

cruise
terminals

1 of 17

U.S. strategic
ports



5

public piers

9

museums &
attractions

18

hotels

22

parks

70

artworks

74

restaurants

80+

sponsored events



Outreach Planning

Building Support & Gathering Input



Research



Goals and Objectives

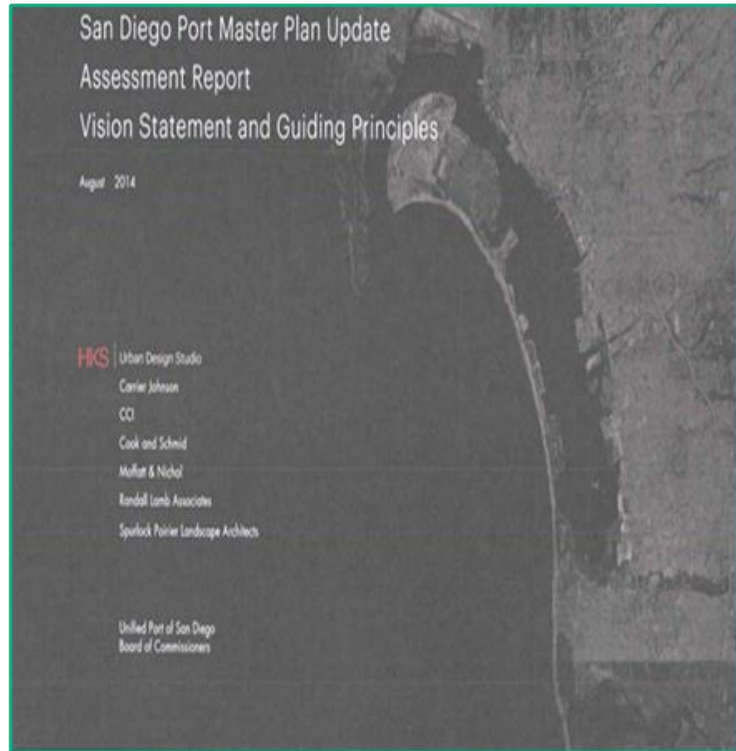


Strategies/Implementation



Port Master Plan Update

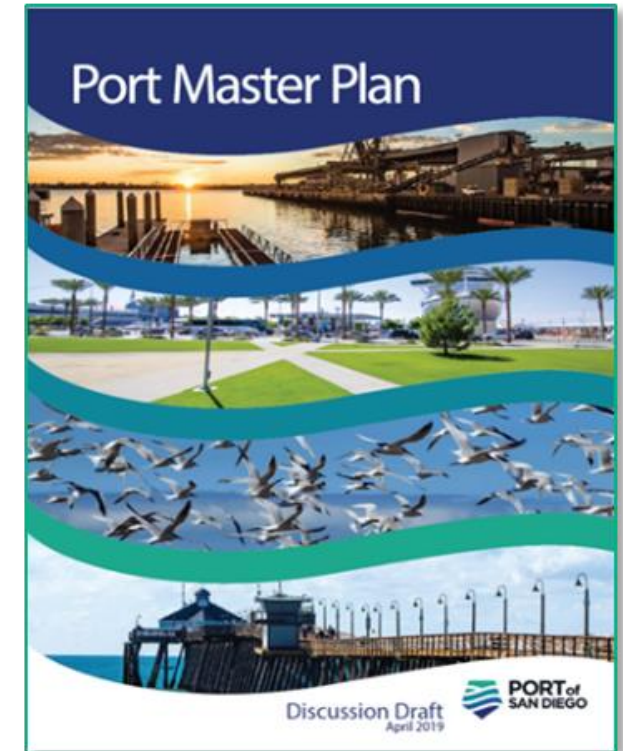
Integrated Planning



**Vision Statement and
Guiding Principles
2013-2014**



**Framework Report
2014-2015**



**Discussion Draft
2016-2019**

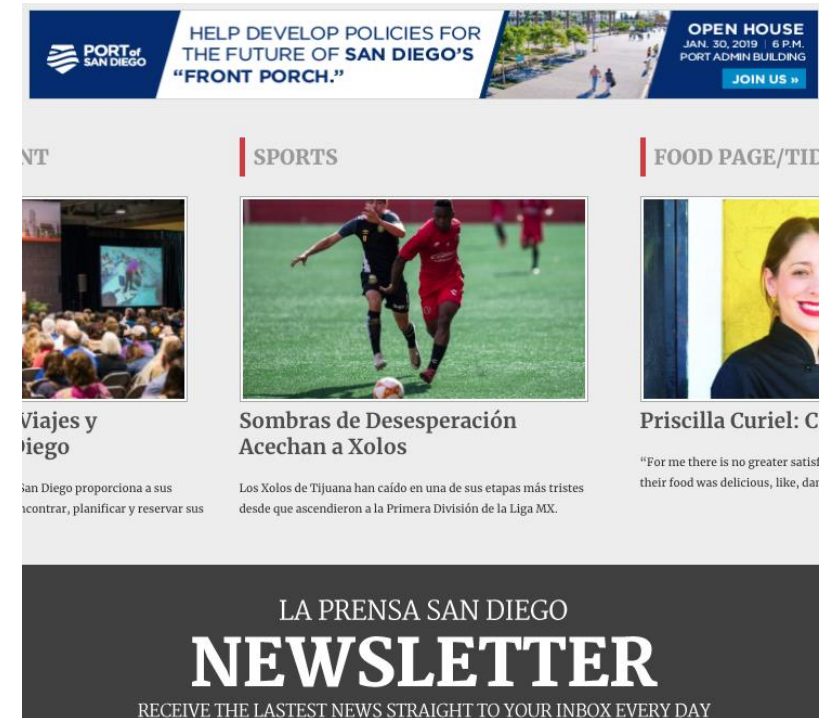
Public Outreach & Stakeholder Engagement

Port Master Plan Update




Public Outreach & Stakeholder Engagement

Port Master Plan Update – Digital Ads



Public Outreach & Stakeholder Engagement

Port Master Plan Update – Social Media



Port of San Diego
Published by Windee Freireich [?] · January 16 · 🌐

The Port of San Diego invites you to an Open House to help guide future planning decisions for the Embarcadero. Share your thoughts on this important area of San Diego's waterfront on Jan. 30. Your feedback will help develop policies within the Port Master Plan Update. Learn more at <https://www.portofsandiego.org/integrated-planning>



OPEN HOUSE
JAN. 30, 2019 | 6 P.M.
PORT ADMINISTRATION BUILDING

PORT of SAN DIEGO
Waterfront of Opportunity

603 People Reached 10 Engagements **Boost Post**

Lynn Walker and Passport To San Diego

Like Comment Share

Write a comment...



Port of San Diego @portofsandiego · Jan 25

Help develop policies for the future of "San Diego's front porch." The Port of San Diego invites you to an Open House to discuss the Embarcadero. Feedback will be used to develop policies within the Port Master Plan Update. Learn more: [portofsandiego.org/integrated-pla...](https://www.portofsandiego.org/integrated-pla...)



PORT MASTER PLAN UPDATE
OPEN HOUSE
JAN. 30, 2019 | 6 P.M.
PORT ADMIN BUILDING

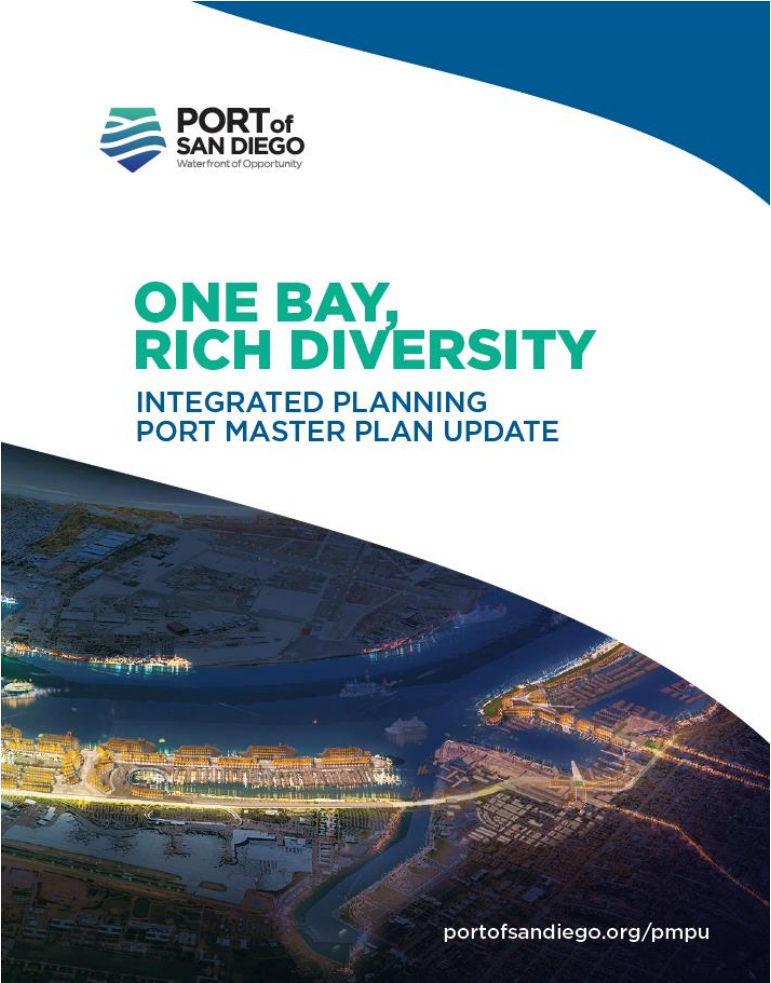
PORT of SAN DIEGO

3 5

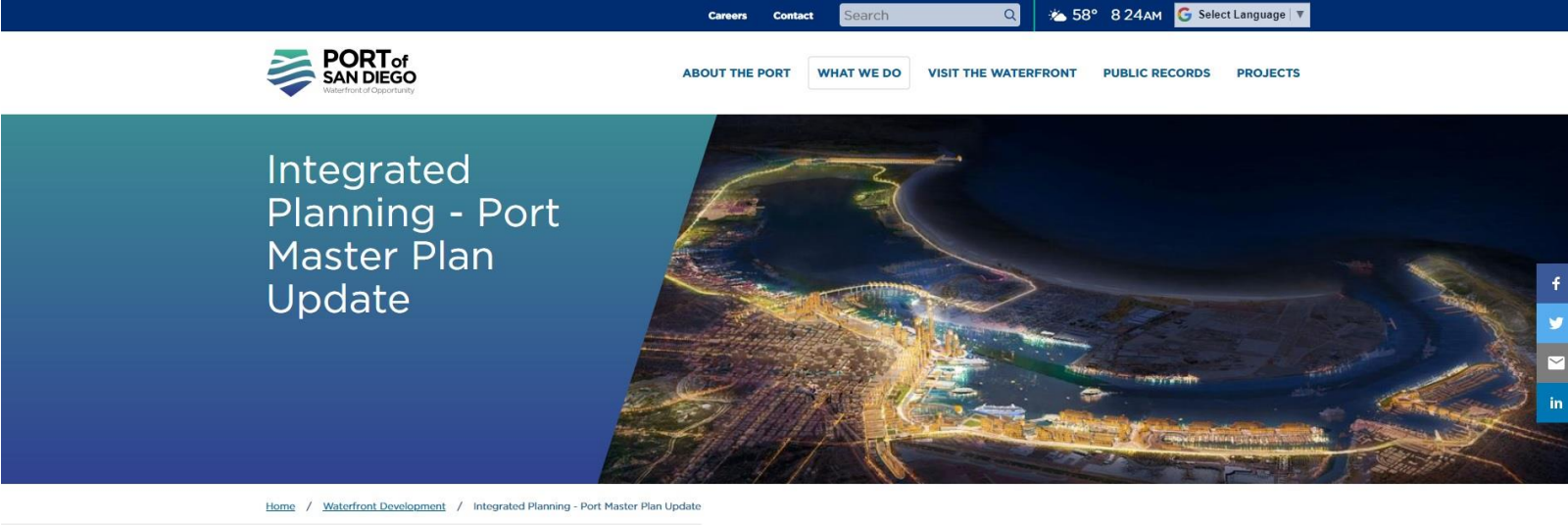
Public Outreach & Stakeholder Engagement

Port Master Plan Update – Collateral & Web Page

Brochure



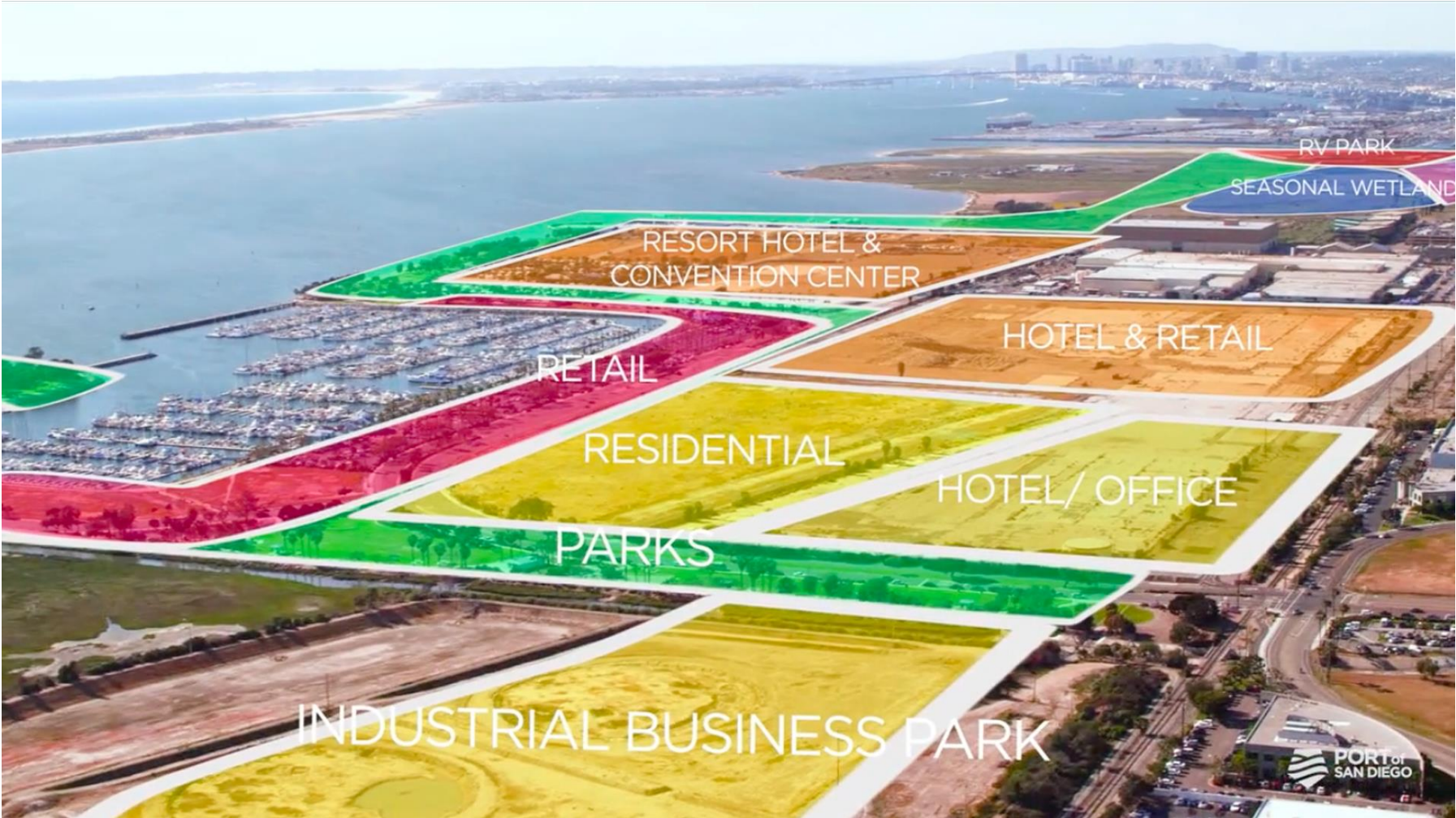
Web Page



The Future of the Port

Public Outreach & Stakeholder Engagement

Chula Vista Bayfront Parks Design



Public Outreach & Stakeholder Engagement

Chula Vista Bayfront Parks Design



Public Outreach & Stakeholder Engagement

Port Master Plan Update – Press Releases & Stakeholder Emails



Chula Vista Bayfront Project Harbor Park and Sweetwater Park Design Workshop

The Port of San Diego and City of Chula Vista invite the public to attend a Design Workshop for two future parks: Harbor Park and Sweetwater Park. These two areas will account for more than half of the new park space planned for the Chula Vista Bayfront project.

This Design Workshop will provide an opportunity for the public and stakeholders to provide their input on how to best balance recreational wants and needs for these spaces with equally important efforts to preserve Chula Vista's natural resources for future generations. Attendees will learn about the differences between these two parks and be able to speak one-on-one with members of the design team about their priorities for each park.



Press
Release

Port of San Diego and City of Chula Vista Invite the Public to a Design Workshop for Two Future Chula Vista Bayfront Parks

Public Outreach & Stakeholder Engagement

Chula Vista Bayfront Parks Design – Earned Media



Chula Vista's Bayfront development includes two waterfront parks. Harbor Park will be the bigger destination spot while Sweetwater Park will showcase the area's local natural resources. Port of San Diego



Public Outreach & Stakeholder Engagement

Chula Vista Bayfront Parks Design – Digital Ads



Public Outreach & Stakeholder Engagement

Chula Vista Bayfront Parks Design – Social Media

 **Port of San Diego**
Published by Windee Freireich [?] · September 20 · 🌐

What do you want in a park? Combined, the future Harbor and Sweetwater Parks will account for more than half of the new park space planned for the Chula Vista Bayfront project. The Port of San Diego and City of Chula Vista want to hear how you envision using these two parks at our upcoming Design Workshop.

The Design Workshop will begin at 6 p.m. on Thursday, Sept. 27, 2018, at the City of Chula Vista Public Library, Civic Center Branch, located at 365 F St. in Chula Vista.

<https://www.facebook.com/events/254514238738948/>



 **Port of San Diego** added an event.
September 19 · 🌐

As part of ongoing outreach efforts for the Chula Vista Bayfront project, the Port of San Diego and the City of Chula Vista invite the public to attend a Design Workshop for the future Harbor and Sweetwater Parks, two areas that will account for more than half of the new park space planned for the Chula Vista Bayfront.

Given their location along this treasured section of the Chula Vista Bayfront, the design of these two parks will be pivotal to guiding the look and feel of ...
Continue Reading



THU, SEP 27

Public Workshop for Future Chula Vista Bayfront Parks ★ Interested

 Windee and Tanya

1,124 People Reached 0 Engagements Boost Unavailable

 Dawn King, Debbie Vigil and 10 others 2 Comments

 **Port of San Diego** @portofsandiego · Sep 20

You can help shape the future of the Chula Vista Bayfront. Join the Port of San Diego & @thinkchulavista at our upcoming Design Workshop to share your vision for the future Harbor & Sweetwater Parks, & help shape the future of the Chula Vista Bayfront. ow.ly/eTUI30ITnso



  3  2 

Public Outreach & Stakeholder Engagement

Chula Vista Bayfront Parks Design – Social Media

HARBOR PARK Activity + Amenity Survey

Please tell us which activities + features the park should include. Mark the circles next to your 4 highest priorities in each category and use blank spaces for additional ideas. Survey responses will help identify community preferences and priorities. Thank you for your time!



- multi-use lawn
- pickup sports
- basketball
- bocce, horseshoes
- playground
- explorational play
- picnic / bbq
- tai chi, aerobics, yoga
- dog run / dog area
- jogging / running loop
- bike path
- bike / equipment rental
- restrooms
- _____
- _____
- _____



- improved beach
- waterfront promenade
- pier / jetty
- boat rental
- kayaking / paddleboard
- swimming
- beach volleyball
- sunbathing
- fishing
- overlook
- boardwalk / deck
- bayside seating terraces
- water taxi connection
- _____
- _____
- _____



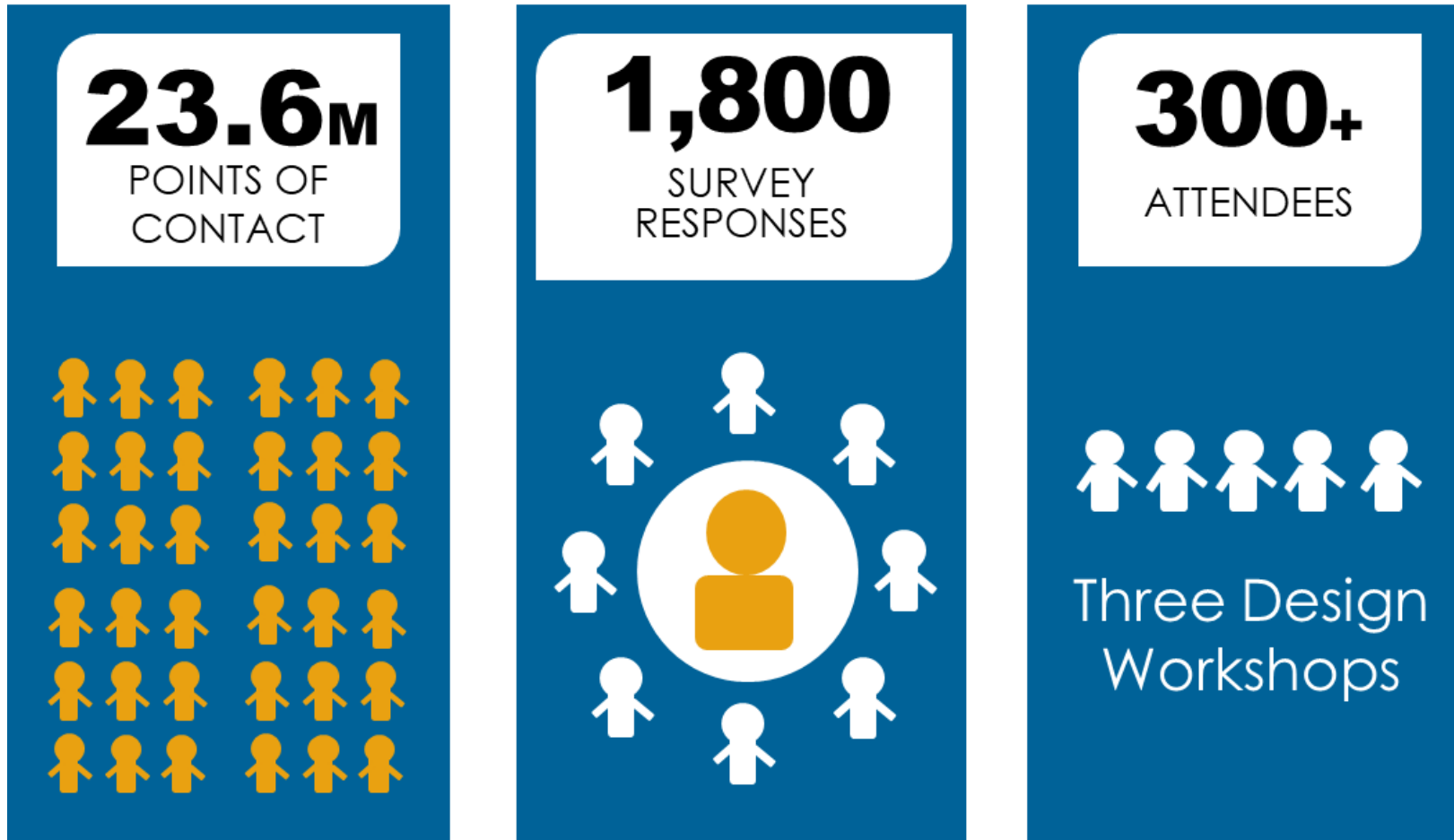
- interactive fountain
- sculptural lighting
- café / restaurant
- beer garden
- food trucks
- shade structures
- rotating art exhibits
- permanent art / sculpture
- historic interpretation
- information kiosks
- display gardens
- stormwater gardens
- _____
- _____
- _____



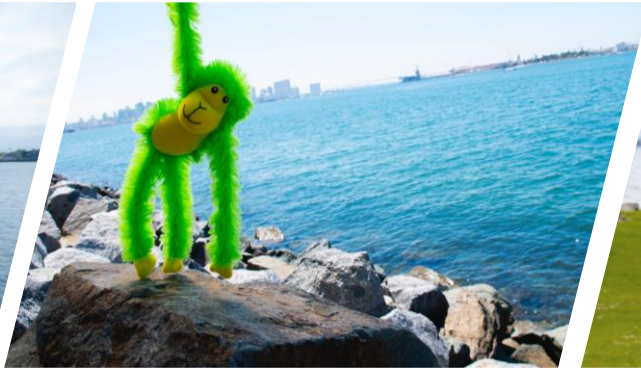
- civic gathering
- performances / concerts
- outdoor movies
- festivals
- open-air stage
- event lighting
- running / walking events
- flower / farmers markets
- fitness classes
- weddings / quinceañeras
- private / corporate events
- conference center exhibits
- _____
- _____
- _____

Public Outreach & Stakeholder Engagement

Chula Vista Bayfront Parks Design



#ThatsMyBay



Thank you



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