



2019 AAPA COMMUNICATIONS AWARDS PROGRAM

Classification: 5. Community Education/Outreach

Port Category: 3

Submission: Chula Vista Bayfront Parks: Port of San Diego & City of Chula Vista

Submitted May 2019

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The Chula Vista Bayfront project is one of the last truly significant large-scale waterfront development opportunities in Southern California. The project seeks to transform a largely vacant and underutilized industrial landscape into a thriving recreational, residential and resort destination on the Chula Vista waterfront of San Diego Bay. When complete, the public will enjoy parks and open space, a shoreline promenade, walking trails, RV camp sites, shopping, dining and more. While providing long-awaited, enhanced shoreline recreation and an active, commercial harbor in the southern portion of San Diego Bay, the Chula Vista Bayfront project will also establish ecological buffers to protect wildlife habitat, species and other coastal resources.

When complete, the Chula Vista Bayfront project will bring 70 acres of new park space (100 acres total, including the redesign of existing parks). At 46 acres combined, the two projects involved in the Chula Vista Bayfront Parks outreach process, Harbor Park and Sweetwater Park, will account for nearly half of that total parkland and more than half of the new park space created during this major investment in the Chula Vista waterfront.

The Port of San Diego and City of Chula Vista are executing a comprehensive awareness campaign focused on promoting and increasing inclusive public engagement in a three-part public outreach process to help guide the design vision for the future Harbor and Sweetwater Parks.

To continue the Port's dedication to transparency, public outreach and best practices in stakeholder engagement, in mid-2018 the Port's Marketing & Communications Department retained consultant Nuffer, Smith, Tucker (NST) to assist with strategic community outreach, promoting opportunities to engage with the design process for the future Harbor and Sweetwater Parks.



I. Challenges & Opportunities

Submission requirements: What are/were the entry's specific communications challenges or opportunities?

Combined, Harbor Park and Sweetwater Park will account for more than half of the new park space planned for the Chula Vista Bayfront project. As such, the design of these two parks will be pivotal to guiding the look and feel of these new spaces for Chula Vista residents and regional visitors to enjoy for years to come.

Based on U.S. Census data, the estimated population of the City of Chula Vista is 270,000 persons. Approximately 31% of the population are foreign-born and 58% speak a language other than English at home. In 2015, the most common non-English language spoken in Chula Vista was Spanish, with approximately 41% of the overall population being native Spanish speakers.

Research Takeaways

- Given the pivotal role these two parks will play in defining the character of the public spaces along the Chula Vista waterfront, an aggressive objective of 270,000 total touch points was set for this outreach process based on the total population of the City of Chula Vista.
- Given the high propensity of Spanish speakers in the City of Chula Vista, proactive steps to provide messaging and collateral materials in multiple languages were recommended to expand the potential audience for the outreach process.

II. Supporting Our Mission & Business Operations

Submission requirements: How does the communication used in this entry complement the organization's overall mission?

The Port of San Diego is a public benefit corporation, established by the State of California in 1962. The Port is the trustee for 6,000 acres of water and land around San Diego Bay and is governed by seven Commissioners from five member cities, including the City of Chula Vista.

The mission assigned within the Port Act, the organization's founding document, is to develop the bay "for multiple purpose uses for the benefit of the people." Fast forward to present day and the mission still prioritizes "providing economic vitality and community benefit" and has been complemented by a brand promise to "enrich the relationship people and businesses have with the dynamic waterfront of San Diego Bay, providing prosperity and a more remarkable way of life."

In order to fulfill this mission and promise, the Port has partnered with the City of Chula Vista to transform the underutilized landscape at the sites for the future Harbor and Sweetwater Parks into thriving recreational and educational destinations that welcome residents and visitors alike to connect with the waterfront in new, exciting and memorable ways. While each park will be unique, they will be inherently connected and offer the community a full spectrum of ways to engage with the waterfront in complementary spaces.

- Harbor Park will provide signature amenities, recreational opportunities and programming in its much larger available acreage.
- Sweetwater Park will connect visitors with the bayfront's ecology and provide environmental educational opportunities and family/child-oriented recreational exploration.

Through extensive community outreach, the designs of these parks will not only deliver these broad visions, but also remarkable community benefit by featuring the elements and opportunities residents and stakeholders expressed the most interest in seeing become part of their neighborhood.

III. Planning & Programming Components

Submission requirements: What were the communications planning and programming components used for this entry?

The Port's Vision, Mission, Brand Promise and Brand Foundation are all central to the planning process of marketing, communications efforts and public engagement.

Vision Statement: We are an innovative, global seaport courageously supporting commerce, community and the environment.

Mission Statement: The Port of San Diego will protect the Tidelands Trust resources by providing economic vitality and community benefit through a balanced approach to maritime industry, tourism, water and land recreation, environmental stewardship and public safety.

Brand Promise: Enrich the relationship people and businesses have with the dynamic waterfront of San Diego Bay, providing prosperity and a more remarkable way of life.

Brand Foundation: The Port of San Diego is where San Diego greets the world. On behalf of the State of California, Port of San Diego is an innovative champion for the 34 miles of San Diego Bay waterfront along Chula Vista, Coronado, Imperial Beach, National City and San Diego.

The Port is a protector of the environment and our communities, an innovator for businesses and a host to visitors and residents. Self-funded, the Port reinvests the revenues from hundreds of businesses on our dynamic waterfront, creating prosperity and a remarkable way of life for all.

These guiding statements help determine what the Port should be supporting operationally – commerce and community, tourism and recreation, prosperity on the waterfront – and also provide a framework for how to convey Port messaging: innovative, courageous, remarkable. In alignment with these guiding statements the following goal, objectives and target audiences were identified:

Goal: Engage the community in a robust, transparent and accessible outreach process that provides the design team with sufficient feedback and direction to create a final design that is universally supported by the community and stakeholders.

Objectives:

- Garner public attendance between 50 and 100 individuals at each of the design workshops.
- Generate more than 270,000 touch points between the Chula Vista Bayfront Parks outreach process and the community, exceeding the estimated population of Chula Vista by engaging residents on multiple occasions.

Target Audiences: The following target audiences were identified based on the location of the future parks and the importance of these spaces for the waterfront:

- Stakeholders – City of Chula Vista staff and elected/appointed officials, Board of Port Commissioners, RIDA (neighboring project developer), Sun Communities, Inc. (neighboring project developer), Port tenants, community organizations, etc.
- City of Chula Vista residents.

The Port of San Diego and the City of Chula Vista are committed to a transparent and open outreach process through which community members can share their vision for these important park spaces and continue to help shape the future of the Chula Vista Bayfront.

IV. Action Plan & Outputs

Submission requirements: What actions were taken and what communication outputs were employed in this entry?

Based on the Port’s research, goals, objectives and target audiences, a plan was developed for a campaign that would encompass all three phases of the design outreach process and would align with the contracted design team’s necessary timeframes to complete deliverables and meet their contract deadlines.

The plan was designed to drive attendance and elicit feedback at a series of public design workshops, while generating multiple points of contact with the identified target audiences through tactics including messaging and collateral material development, public Design Workshops, media relations, paid advertising, social media promotion and others.

Strategies:

- Ensure a consistency of messaging and Port branding for all deliverables at each stage in the outreach process.
- Use the Design Workshops as a way to both inform the design process and communicate the Port’s commitment to public outreach and community involvement.
- Leverage the external networks of community organizations and community leaders to drive attendance and deliver Chula Vista Bayfront Parks messaging.
- Communicate each stage of the design process and the impact of community input clearly to clarify how participation will enhance the process.

Tactics:

Messaging

A messaging platform was developed specifically for these Design Workshops that highlighted:

- The role of the two parks in the Chula Vista Bayfront project.
- The outreach that has already been conducted to guide the overall design process.
- The Port's dedication to community input.
- How that input will shape the design of these two community assets.

This messaging was used by the design team for stakeholder presentations and served as the foundation of the Design Workshop presentations and all collateral and outreach materials.

Collateral Material Development

The messaging platform was used to create collateral materials to educate the public and aid discussions at both stakeholder meetings and Design Workshops. Collateral materials included:

- Double-sided information sheet with general information about each park in both English and Spanish.
- Design Workshop invitation (digital graphic and print flyer).
- Print and digital surveys in both English and Spanish.

Survey Responses

The design team and the Port worked together to create both hard copy and digital surveys that could be taken in person at the Design Workshops and online through the Port website, portofsandiego.org. The surveys were developed in both English and Spanish to maximize engagement opportunities for the strong Spanish-speaking population in the City of Chula Vista. As of April 2019, more than 1,800 surveys have been completed to help guide the design of the future parks.

Media Relations

Local print, TV and online outlets were engaged to amplify the Chula Vista Bayfront Parks messaging. The team drafted pitches specifically aimed at securing placement of each event in local community calendar listings, as well as encouraging media and community attendance. Key messages for the Chula Vista Bayfront Parks were also written in Spanish so interviews could reach Hispanic audiences. Earned media placements were secured with nearly every major area media outlet, resulting in approximately 23 million points of contact throughout the outreach process' three Design Workshops.

Advertising

In order to reach the largest number of people possible within the Port's target audiences, paid digital advertisements with the region's most widely circulated newspaper, the San Diego Union-Tribune, targeted Chula Vista residents by age and zip code. In addition, digital advertising was done on the City of Chula Vista's local community paper website, The Star-News, to tap into its audience of highly engaged local residents. Based on the outreach campaign's research, digital advertisements with regional Spanish-language publications were done to reach this important audience of Spanish speakers. Ads used specific calls-to-action to educate target audiences about the project and drive event attendance with consistent messaging across collateral materials. Branded graphics for the digital advertisements were developed with a consistent look and feel to tie each Design Workshop together visually. As of April 2019, the campaign has successfully garnered more than 600,000 points of contact through advertising.

Social Media

To engage the Port of San Diego's large audiences across its social media platforms, a social media plan for each event was developed to encourage attendance at the workshops, highlight valuable content and promote opportunities to provide input for those unable to attend. A calendar of social media content that aligned with the meeting timeline and promoted both attendance at the event and participation in the digital survey available on the Port's website was also utilized. The content included consistent messaging and designs across platforms. Social media posts were boosted on priority platforms like Facebook with paid advertising to provide key messages to wider target audiences. In addition to this content, the Port also created event pages for each of the Design Workshops to drive attendance. In total, social media efforts added more than 127,000 points of contact to the overall campaign.

Leveraging External Networks

To capitalize on the existing audiences of the stakeholder networks engaged in these parks and the Chula Vista Bayfront Project, outreach to community organizations and community leaders were conducted prior to each event to help promote the Design Workshops. It was requested that the invitation be sent out via newsletters, social media or other means of communication. By leveraging these networks, the Chula Vista Bayfront parks outreach effort garnered more than 130,000 points of contact. Additionally, the Port sent regular updates via email to a 700-member list of subscribed Chula Vista Bayfront Project stakeholders. The Port also regularly updated the Chula Vista Bayfront Project page on its website with new content resulting in an average increase in page views of 108% during public event promotion.

V. Outcomes & Evaluation

Submission requirements: What were the communications outcomes from this entry and what evaluation methods were used to assess them?

The Chula Vista Bayfront Parks outreach plan was designed to drive attendance and feedback at a series of public Design Workshops and generate multiple points of contact with the identified target audiences.

Evaluation:

- Attendance at Design Workshops: Attendance counts at the three Design Workshops thus far have exceeded 300 people combined – achieving the high-end goal of in-person engagement across three public Workshops. Additionally, more than 1,800 surveys have been received in addition to feedback provided verbally and at stations at the Workshops, ensuring the design team has ample input to move forward with design options that reflect the wants and needs of the community.
- Touch points within the community: To date, the campaign has made more than 23.6 million points of contact with target audiences, well above the estimated total population of the City of Chula Vista which was established as a performance benchmark. This indicates those within the Port’s target audiences were likely served Chula Vista Bayfront Parks messaging and Port branded material on more than one occasion.


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December 21, 2018

WATERFRONT DEVELOPMENT

Port of San Diego and City of Chula Vista Invite the Public to Next Phase of Design Workshops for Chula Vista Bayfront Parks

CONTACT: *Brianne Mundy Page, 619.348.1518, bpage@portofsandiego.org*



[Download full size image](#)



In the second phase of ongoing outreach efforts for the future Harbor and Sweetwater Parks on the Chula Vista Bayfront, the Port of San Diego and the City of Chula Vista invite the public to attend two Design Workshops to review and provide input on design options for the two parks.

The future Harbor and Sweetwater Parks will account for more than half of the new park space planned for the Chula Vista Bayfront and, given their location, their design will be pivotal to guiding the look and feel of these new spaces for Chula Vista residents and regional visitors to enjoy for years to come. While each park will be unique, they will be connected and will offer the community a full spectrum of ways to engage with the waterfront in complementary spaces.

In order to allow for a complete discussion of each park space, workshops will be hosted separately for Harbor Park and Sweetwater Park.

Harbor Park Design Workshop

The Harbor Park Design Workshop will begin at 6 p.m. on Thursday, Jan. 10, 2019, at the [City of Chula Vista Public Library, Civic Center Branch, located at 365 F St. in Chula Vista.](#)

Sweetwater Park Design Workshop

The Sweetwater Park Design Workshop will begin at 6 p.m. on Tuesday, Jan. 29, 2019, at the [City of Chula Vista Public Library, Civic Center Branch, located at 365 F St. in Chula Vista.](#)

These Design Workshops are the second phase of a three-part public outreach process providing the community the opportunity to help guide the design vision for the future Harbor and Sweetwater Parks. Each workshop will begin with a presentation on the feedback gathered in the fall of 2018 from the first Design Workshop and community survey, how that feedback was incorporated into the design options for each park and the features of each design option. Attendees will then have an opportunity to provide input that will be used to create a final design. Members of the public are welcome and encouraged to attend both workshops. Following each workshop, a survey will be posted online at portofsandiego.org/chulavistabayfront allowing for additional feedback opportunities.

The parks' design teams, KTU+A and Jacob Petersen with Petersen Studio, were selected for their extensive urban park and waterfront design expertise – with an emphasis on local landscape architecture and natural resource management experience. KTU+A's award-winning, local portfolio includes the recently-completed Southcrest Trails Park in southern San Diego, the University of San Diego Paseo de Colachis and the Canyonlands City Heights Trail in San Diego. Jacob Petersen's award-winning projects span the country – from the Waterfront Park on North Harbor Drive in San Diego to Discovery Green in Houston and Elizabeth Caruthers Park in Portland's South Waterfront District.

This outreach process is the continuation of years of thoughtful conversation with the community and stakeholders to set guidelines for the various projects along the Chula Vista Bayfront, including more than 100 public meetings to date. The Port of San Diego and the City of Chula Vista are committed to a transparent and open outreach process through which community members can share their vision for these important park spaces and continue to help shape the future of the Chula Vista Bayfront.

The Chula Vista Bayfront project envisions a vibrant, innovative destination in the San Diego region – a unique and welcoming place for people to live, work and play. When the project is complete, the public will enjoy more than 200 acres of parks, a shoreline promenade, walking trails, RV camping, shopping, dining and more. While providing long-awaited, enhanced shoreline recreation and an active commercial harbor in the South Bay, the Chula Vista Bayfront project will also establish ecological buffers to protect wildlife habitat, species and other coastal resources.

For more information or to sign up for updates, visit portofsandiego.org/chulavistabayfront.

ABOUT THE CITY OF CHULA VISTA

The City of Chula Vista is located at the center of one of the richest cultural, economic and environmentally diverse zones in the United States. It is the second-largest City in San Diego County with a population of 268,000. Chula Vista boasts more than 50 square miles of coastal landscape, rolling hills, mountains, parks, a marina, and miles of trails. Chula Vista is a leader in conservation and renewable energy, has outstanding public schools, and has been named one of the top safest cities in the country. Established neighborhoods, contemporary communities, startups, corporations, entertainment venues, a U.S. Olympic and Paralympic Training Site, and historic downtown all contribute to Chula Vista's attraction for both families and businesses. A promising future includes implementing smart city technology citywide, developing the 535-acre Chula Vista Bayfront, and planning for a new university on 385 acres. Visit chulavistaca.gov.

ABOUT THE PORT OF SAN DIEGO

The Port of San Diego serves the people of California as a specially created district, balancing multiple uses on 34 miles along San Diego Bay spanning five cities. Collecting no tax dollars, the Port manages a diverse portfolio to generate revenues that support vital public services and amenities.

The Port champions Maritime, Waterfront Development, Public Safety, Experiences and Environment, all focused on enriching the relationship people and businesses have with our dynamic waterfront. From cargo and cruise terminals to hotels and restaurants, from marinas to museums, from 22 public parks to countless events, the Port contributes to the region's prosperity and remarkable way of life on a daily basis.

ABOUT PORT OF SAN DIEGO WATERFRONT DEVELOPMENT:

Port of San Diego Waterfront Development contributes to the continuous prosperity of the local economy.

From Real Estate to Aquaculture and Blue Tech, the Port invests in major redevelopment and community infrastructure, so businesses in our region have the opportunity to stay competitive in the global marketplace.

Quick Links 

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Accessibility

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Contact the Port

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Procurement Services

Report Stormwater Pollution

Stay Informed 

Get notified of upcoming news and events.

Fields indicated by an asterisk (*) are required.

First Name

Last Name

Email *

SIGN UP

 Administration Building

3165 Pacific

Highway

San Diego, CA

92101

(619) 686-6200

8:00 a.m. - 5:00

p.m.

Closed on alternate

Fridays.

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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.

The Chula Vista Bayfront parks design team includes KTU+A and Petersen Studio, who were selected for their extensive urban park and waterfront design expertise with an emphasis on local landscape architecture and natural resource management experience.

Thursday, Sept. 27, 2018 | 6 p.m.

City of Chula Vista Public Library

Civic Center Branch

365 F St. Chula Vista, CA 91910

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Chula Vista Bayfront Harbor and Sweetwater Parks Outreach



Chula Vista Bayfront Project Harbor Park and Sweetwater Park Surveys

We want to hear from you! You still have time to tell us what you'd like to see in the future Harbor and Sweetwater Parks on the Chula Vista Bayfront!

Go to portofsandiego.org/chulavistabayfront and fill out the surveys by Friday, October 26 at 5 p.m. Don't forget there are two surveys – one for Harbor Park and one for Sweetwater Park. The presentations that were given for each park at the September 27 Design Workshop are also available to view. They contain examples of the types of activities and amenities to choose from in the surveys.

Your input will help the Port of San Diego and the City of Chula Vista determine 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. We look forward to your feedback!



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Chula Vista Bayfront Harbor and Sweetwater Parks Outreach



Chula Vista Bayfront Project Harbor Park Design Options Survey

Thank you to everyone who joined the Port of San Diego and the City of Chula Vista for the January 10, 2019 Design Workshop for the future Harbor Park on the Chula Vista Bayfront! If you weren't able to attend or didn't have a chance to complete the survey, the presentation and the survey are available on portofsandiego.org/chulavistabayfront. Your input will be used to create a final design. We look forward to your feedback!

The future Harbor Park, along with the future Sweetwater Park, will account for more than half of the new park space planned for the Chula Vista Bayfront. Given their location, their design will be pivotal to guiding the look and feel of these new spaces for Chula Vista residents and regional visitors to enjoy for years to come. Your input will help the Port of San Diego and the City of Chula Vista determine 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.



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Chula Vista Bayfront Harbor and Sweetwater Parks Outreach



Chula Vista Bayfront Project Harbor Park and Sweetwater Park Design Workshops

The Port of San Diego and City of Chula Vista invite you to attend two Design Workshops to review and provide input on design options for the Chula Vista Bayfront's future Harbor Park and Sweetwater Park.

The workshops will give the public and stakeholders an opportunity 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 feedback gathered thus far – through a community survey and during the first workshop held in September 2018 – and how that feedback was incorporated into the development of design options for each of the parks. In order to allow for a complete discussion of each park space, workshops will be hosted separately for Harbor Park and Sweetwater Park.

The first workshop will focus on the design options for Harbor Park and the second workshop will focus on the design options for Sweetwater Park.

Members of the public are welcome and encouraged to attend both workshops.

Harbor Park Design Workshop

Thursday, Jan. 10, 2019 | 6 p.m.

City of Chula Vista Public Library

Civic Center Branch

365 F St.

Light refreshments will be served.

Sweetwater Park Design Workshop

Tuesday, Jan. 29, 2019 | 6 p.m.

City of Chula Vista Public Library

Civic Center Branch

365 F St.

Chula Vista, CA 91910

Light refreshments will be served.

For more information, visit portofsandiego.org/chulavistabayfront. Following each workshop, a survey will be posted online for additional feedback opportunities.

These workshops are the second phase of a three-part public outreach process offering the community the opportunity to help guide the design vision for the future parks.



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Chula Vista Bayfront Harbor and Sweetwater Parks Outreach



REMINDER: Final Day to Take Harbor Park Survey #2

Friendly reminder, today is the last day to take the second survey regarding the future Harbor Park. Both the survey and the presentation from the second Harbor Park Design Workshop that was held on January 10 are available online at portofsandiego.org/chulavistabayfront. Your input will be used to create a final design. We look forward to your feedback!

The future Harbor Park, along with the future Sweetwater Park, will account for more than half of the new park space planned for the Chula Vista Bayfront. Given their location, their design will be pivotal to guiding the look and feel of these new spaces for Chula Vista residents and regional visitors to enjoy for years to come. Your input will help the Port of San Diego and the City of Chula Vista determine 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.



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Chula Vista Bayfront Harbor and Sweetwater Parks Outreach



Sweetwater Park Design Options Survey

We want to hear from you! There's still time to take the Sweetwater Park Design Options Survey.

As part of our continued public outreach efforts, we are seeking your input during the design phase for the Chula Vista Bayfront's future Sweetwater Park. The Port of San Diego and the City of Chula Vista held a second Design Workshop for Sweetwater Park last week. If you weren't able to attend or didn't have a chance to complete the survey at the workshop, the presentation and survey are now available on the Port's website at portofsandiego.org/chulavistabayfront. Your input will be used to create a final design. The survey will be available through Wednesday, April 3. We look forward to your feedback!

The future Sweetwater Park, along with the future Harbor Park, will account for more than half of the new park space planned for the Chula Vista Bayfront. Given their location, their design will be pivotal to guiding the look and feel of these new spaces for Chula Vista residents and regional visitors to enjoy for years to come. Your input will help the Port of San Diego and the City of Chula Vista determine 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.

VI. Appendix: SOCIAL MEDIA

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



Chula Vista Bayfront Project
Harbor Park and Sweetwater Park Design Workshop

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/eTUIJ30ITnso



Chula Vista Bayfront Project
Harbor Park and Sweetwater Park Design Workshop

PORT of SAN DIEGO | CITY of CHULA VISTA

3 Retweets | 2 Likes

Port of San Diego @portofsandiego · Oct 1

Thanks to all who joined us to discuss the balance between the various uses envisioned for the future Harbor & Sweetwater Parks. Complete the design survey online at portofsandiego.org/chulavistabayf... & sign up for the interest list for the next opportunity to help guide the design process. – at Chula Vista, CA



City of Chula Vista

5 Retweets | 8 Likes

Port of San Diego Retweeted

City of Chula Vista @thinkchulavista · Sep 24

Give us & the @portofsandiego your input at a design workshop for Harbor Park & Sweetwater Park THIS Thursday, 9/27 at 6 pm at the #ChulaVista Civic Ctr Library. These parks will account for over 50% of the new park space planned for the Bayfront project!
portofsandiego.org/chulavistabayf...



2 Retweets | 8 Likes

Port of San Diego @portofsandiego · Sep 26

Be part of the discussion!
Port of San Diego and City of Chula Vista Invite the Public to a Design Workshop for Two Future Chula Vista Bayfront Parks 6 p.m. on Thursday, Sept. 27, 2018, at the City of Chula Vista Public Library, Civic Center Branch
facebook.com/events/2545142...



2 Retweets | 4 Likes

VI. Appendix: DIGITAL ADVERTISING

El Latino San Diego

Chula Vista Bayfront Project **March 20 - 6 p.m.** Sweetwater Park Design Workshop

PORT of SAN DIEGO CITY OF CHULA VISTA

NOTICIAS PORTADA DE LA SEMANA SECCIONES GALERÍAS EDICIÓN IMPRESA

TRENDING Adiós a Christian Bach; la villana de las telenovelas falleció a consecuencia de un paro respiratorio

ENTRETENIMIENTO **Adiós a Christian Bach; la villana de las telenovelas falleció a consecuencia de un paro respiratorio**

Dolorosa separación sufre familia de El Congo por orden de deportación, pero en medio del oscuro túnel, se vislumbra luz de esperanza

EDUCACIÓN Mayor supervisión y control en el manejo de las finanzas de escuelas charter o autónomas en CA, si aprobarse Inminente ley

REPORTES ¡Dignos campeones! Los jugadores de CRMS obtienen su primer trofeo en una década, es un justo premio a su esfuerzo: Entrenador

Serving the communities of Chula Vista and National City

THE STAR NEWS

Chula Vista Bayfront Project **March 20 - 6 p.m.** City of Chula Vista Public Library Civic Center Branch

PORT of SAN DIEGO CITY OF CHULA VISTA

CHULA VISTA NATIONAL CITY LETTERS TO THE EDITOR COLUMNS SPORTS ARTS & EATS CALENDAR OBITUARY FILE FBN PUBLIC NOTICES

TRENDING NOW Friends hope to rock the bowl

RAIDERS advance to SoCal regional championship game

Phillips Events - March 4, 2019

Friends hope to rock the bowl

Chula Vista joins efforts to examine energy options

Workers comp schemer sentenced to two-plus years

Alleged fire starter has April trial set

Chula Vista Bayfront Project
Sweetwater Park Design Workshop

March 20 - 6 p.m.
City of Chula Vista Public Library Civic Center Branch

PORT of SAN DIEGO Waterfront of Opportunity

CITY OF CHULA VISTA

Chula Vista Bayfront Project
Sweetwater Park Design Workshop

PORT of SAN DIEGO Waterfront of Opportunity

CITY OF CHULA VISTA

Chula Vista Bayfront Project

PORT of SAN DIEGO Waterfront of Opportunity

CITY OF CHULA VISTA

Chula Vista Bayfront Project
Taller de diseño para Sweetwater Park

Marzo 20 - 6 p.m.
Biblioteca pública en la ciudad de Chula Vista

PORT of SAN DIEGO Waterfront of Opportunity

CITY OF CHULA VISTA

The San Diego Union-Tribune

Hit by a train, Thrift Trader owner works to rebuild his life

By John Williams - Contact Reporter

Jeff Clark works out at the gym almost every day. (Eduardo Contreras/Union-Tribune)

Chula Vista Bayfront Project

Help guide the final design for Sweetwater Park

Join the Port of San Diego and the City of Chula Vista

Wednesday, March 20 at 6pm

City of Chula Vista Public Library Civic Center Branch

PORT of SAN DIEGO Waterfront of Opportunity

CITY OF CHULA VISTA

Chula Vista Bayfront Project
Sweetwater Park Design Workshop

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Chula Vista Bayfront Project

Harbor Park and Sweetwater Park Design Workshops

The Port of San Diego and City of Chula Vista invite the public to attend two Design Workshops for the future Harbor and Sweetwater Parks.

These Design Workshops 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.

Harbor Park
Thursday, Jan. 10, 2019 | 6 p.m.

City of Chula Vista Public Library
Civic Center Branch
365 F St. Chula Vista, CA 91910

Sweetwater Park
Tuesday, Jan. 29, 2019 | 6 p.m.

City of Chula Vista Public Library
Civic Center Branch
365 F St. Chula Vista, CA 91910

portofsandiego.org/chulavistabayfront

CHULA VISTA BAYFRONT PARKS

Harbor Park and Sweetwater Park: Pivotal to guiding the look and feel of the Chula Vista Bayfront

When complete, the entire Chula Vista Bayfront project will bring 70 acres of new parks (more than 200 acres total, including existing parks). With a combined 46 acres, the future Harbor and Sweetwater Parks will account for more than half of the new park space created during this major investment in the Chula Vista waterfront. As such, their design will be pivotal in setting the look and feel of these new spaces for Chula Vista residents and visitors to enjoy for years to come.

Connecting Two Unique Park Spaces

While each park is unique, they are connected and will offer the community a full spectrum of ways to engage with the waterfront in complementary spaces.

Harbor Park will provide signature amenities, event and activity programming, and recreational opportunities in its much larger available acreage.

Sweetwater Park will connect visitors with the bayfront's ecology and provide environmental educational opportunities, and family- and child-oriented recreational exploration.

The Impact of Public Input

Through the solicitation of public input on the design of these two future parks, the Port of San Diego and City of Chula Vista are continuing years of thoughtful conversation with the community and stakeholders to set guidelines for the various projects along the Chula Vista Bayfront. A series of Design Workshops will help the design team learn how to best balance the recreational wants and needs of the community in a way that will create a welcoming, warm environment for visitors, with equally important efforts to preserve Chula Vista's natural resources and improve/protect waterfront access for future generations.

An Award-Winning Design Team

KTU+A and Petersen Studio were selected after a highly-competitive, public solicitation process in which 13 firms from across the country submitted proposals. Their collective experience includes extensive urban park and waterfront design expertise, with an emphasis on local landscape architecture and natural resource management. Their award-winning projects in San Diego and throughout the country include the recently-completed Southcrest Trails Park in southern San Diego, the Canyonlands City Heights Trail in San Diego, Waterfront Park on North Harbor Drive in San Diego, and Discovery Green in Houston.

About the Chula Vista Bayfront Project

The Chula Vista Bayfront project envisions a vibrant, innovative destination in San Diego - a unique and welcoming place for people to live, work and play. When the Chula Vista Bayfront project is complete, the public will enjoy more than 200 acres of parks, a shoreline promenade, walking trails, RV camping, shopping, dining and more. While providing long-awaited, enhanced shoreline recreation and an active, commercial harbor in the South Bay, the Chula Vista Bayfront project will also establish ecological buffers to protect wildlife habitat, species and other coastal resources.

LOS PARQUES HARBOR PARK Y SWEETWATER PARK

Los parques Harbor Park y Sweetwater Park son centrales para inspirar los paisajes y el ambiente de Chula Vista Bayfront

Cuando se complete todo el proyecto Chula Vista Bayfront habrá cerca de 290,000 metros cuadrados de nuevos parques (casi un kilómetro cuadrado en total, contando los parques que ya existen). Con una extensión combinada de 187,000 metros cuadrados, los futuros parques Harbor y Sweetwater tendrán más de la mitad de las nuevas áreas de parques creadas durante esta gran inversión en la costa de Chula Vista. Por esto, su diseño será central para inspirar los paisajes y el ambiente de estos nuevos espacios para que visitantes y residentes de Chula Vista los disfruten por muchos años.

La conexión entre dos parques individuales y únicos

Aunque los parques son únicos están conectados y ofrecerán a la comunidad muchas formas de disfrutar la costa en espacios que se complementan.

Harbor Park es de mayor tamaño y ofrecerá amenidades exclusivas, espacios de recreación y programas.

Sweetwater Park conectará a los visitantes con la ecología costera y ofrecerá educación ambiental y exploración recreativa orientada a familias y niños.

El impacto de la participación pública

Al solicitar la participación pública para el diseño de estos dos parques futuros, el Puerto de San Diego y la Ciudad de Chula Vista están continuando años de conversaciones profundas con la comunidad y las partes interesadas para fijar parámetros para los diversos proyectos a lo largo de Chula Vista Bayfront. Una serie de reuniones de diseño ayudará al equipo diseñador a entender cómo equilibrar los deseos y necesidades recreativas de la gente para crear un ambiente cálido y acogedor, haciendo todo lo necesario también para preservar los recursos naturales de Chula Vista, y mejorar y proteger el acceso futuro a la costa.

Un equipo de diseño reconocido y premiado

Se seleccionó a KTU + A y Petersen Studio luego de un proceso de licitación pública altamente competitivo en el cual trece empresas de todo el país presentaron sus propuestas. Su extensa experiencia conjunta en proyectos de parques y senderos en San Diego y por todo el país incluye a Southcrest Trails Park recientemente terminado en el sur de San Diego, Canyonlands City Heights Trail en San Diego, Waterfront Park en North Harbor Drive en San Diego y Discovery Green en Houston.

Acerca del proyecto Chula Vista Bayfront

El proyecto Chula Vista Bayfront concibe un destino vivo e innovador en San Diego, un lugar único y acogedor para que la gente viva, trabaje y se divierta. Cuando se complete el proyecto Chula Vista Bayfront, el público disfrutará de casi un kilómetro cuadrado de parques, un andador costero, senderos, espacio para campers y RVs, compras, restaurantes y más. Mientras que ofrecerá la recreación costera que tanto se ha esperado y un puerto comercial activo en South Bay, el proyecto Chula Vista Bayfront también establecerá zonas de salvaguarda ecológica para proteger el hábitat de la vida silvestre, las especies y otros recursos costeros.

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!



recreation



waterfront



special features



events + activities

- | | | | |
|---|---|---|--|
| <input type="radio"/> multi-use lawn | <input type="radio"/> improved beach | <input type="radio"/> interactive fountain | <input type="radio"/> civic gathering |
| <input type="radio"/> pickup sports | <input type="radio"/> waterfront promenade | <input type="radio"/> sculptural lighting | <input type="radio"/> performances / concerts |
| <input type="radio"/> basketball | <input type="radio"/> pier / jetty | <input type="radio"/> café / restaurant | <input type="radio"/> outdoor movies |
| <input type="radio"/> bocce, horseshoes | <input type="radio"/> boat rental | <input type="radio"/> beer garden | <input type="radio"/> festivals |
| <input type="radio"/> playground | <input type="radio"/> kayaking / paddleboard | <input type="radio"/> food trucks | <input type="radio"/> open-air stage |
| <input type="radio"/> explorational play | <input type="radio"/> swimming | <input type="radio"/> shade structures | <input type="radio"/> event lighting |
| <input type="radio"/> picnic / bbq | <input type="radio"/> beach volleyball | <input type="radio"/> rotating art exhibits | <input type="radio"/> running / walking events |
| <input type="radio"/> tai chi, aerobics, yoga | <input type="radio"/> sunbathing | <input type="radio"/> permanent art / sculpture | <input type="radio"/> flower / farmers markets |
| <input type="radio"/> dog run / dog area | <input type="radio"/> fishing | <input type="radio"/> historic interpretation | <input type="radio"/> fitness classes |
| <input type="radio"/> jogging / running loop | <input type="radio"/> overlook | <input type="radio"/> information kiosks | <input type="radio"/> weddings / quinceañeras |
| <input type="radio"/> bike path | <input type="radio"/> boardwalk / deck | <input type="radio"/> display gardens | <input type="radio"/> private / corporate events |
| <input type="radio"/> bike / equipment rental | <input type="radio"/> bay-side seating terraces | <input type="radio"/> stormwater gardens | <input type="radio"/> conference center exhibits |
| <input type="radio"/> restrooms | <input type="radio"/> water taxi connection | <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

VI. Appendix: SURVEYS



Mail completed forms to:
 Port of San Diego
 Marketing and Communications
 3165 Pacific Highway
 San Diego, CA 92101

Sweetwater Park Survey



SWEETWATER 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!



play + recreation

- nature themed playground
- adventure play + skills
- low + high ropes course
- obstacle course
- climbing wall + bouldering
- log + rock balance course
- zip lines + climbing ropes
- hiking + jogging trails
- bike trails
- outdoor exercise equip. area
- trail par-course equipment
- restrooms

- _____
- _____
- _____
- _____
- _____



education + discovery

- interpretive signage + panels
- interpretive hike talking points
- orienteering course
- geocaching + compass areas
- group education pavilion
- small talk education areas
- "do touch" wetland garden
- "do touch" wetland pier
- "do touch" sprayground
- education beach at marsh
- san diego bay boating panels

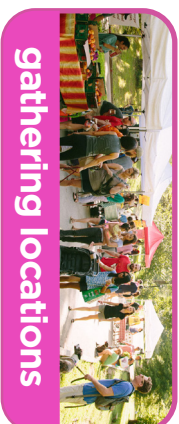
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arts + viewing nature

- interactive + hidden art
- rotating art locations
- permanent art + sculpture
- map plaza + viewscopes
- wildlife viewing blinds
- viewpoints + overlooks
- dunes + natural landforms
- native plant + processes garden
- pollinator + butterfly gardens
- runoff + water quality gardens
- Living Coast activity kiosk

- _____
- _____
- _____
- _____
- _____



gathering locations

- native plants growing grounds
- green house + volunteer center
- multi-use meadow for play
- multi-use plaza for gathering
- multi-use field for small festivals
- open-air stage + seating terrace
- area for organic farmers markets
- multi-use area for fitness classes
- rent-able plaza + overlook
- small shade shelters for picnics
- allowed event rentable shelters

- _____
- _____
- _____
- _____
- _____



Mail completed forms to:
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 Marketing and Communications
 3165 Pacific Highway
 San Diego, CA 92101

Harbor Park - Activity and Amenity Park Survey

Let us know which activities and features you would like the park to include by marking the circles next to your 4 highest priorities in each category. The park cannot include everything on the list and survey responses will help identify community preferences. Write additional ideas in blank spaces at the bottom. We appreciate your input!

WATERFRONT

Please Select Your Top 4 choices for Waterfront Features:

- Improved Accessible Beach
- Waterfront Promenade
- Pier/Jetty
- Boat Rental/Boat Houses
- Kayaking/Paddleboard
- Swimming
- Beach Volleyball
- Sunbathing
- Fishing
- Overlook
- Boardwalk/Deck
- Bayside Seating Terraces
- Water Taxi Connection

RECREATION

Please Select Your Top 4 Choices For Recreation:

- Multi-Use Lawn
- Pickup Sports
- Basketball
- Bocce / Shuffleboard
- Playground
- Explorational Play
- Picnic / BBQ
- Tai Chi / Yoga
- Walking/Running Loop
- Bike Path
- Bike/ Equipment Rental
- Fitness Equipment
- Restrooms

SPECIAL FEATURES

Please select your top 4 choices for special features:

- Interactive Fountain
- Inviting Night Lighting
- Cafe/Restaurant
- Beer Garden
- Food Trucks
- Shade Structures
- Rotating Art Exhibits
- Permanent Art/ Sculpture
- Historic Interpretation
- Reading Room/Book Drop
- Information Kiosks
- Display Gardens
- Rain Gardens

EVENTS & ACTIVITIES

Please Select Your Top 4 Choices For Events & Activities:

- Civic Gathering
- Performances/Concerts
- Outdoor Movies
- Festivals
- Open-Air Stage
- Event Lighting
- Swim / Bike / Run Races
- Farmers Markets/Seasonal
- Fitness Classes
- Weddings/Quinceneras
- Private/Corporate Events
- Conference Center Exhibits
- Augmented / Virtual Reality

Do you have any additional ideas? Please include them below.

Your answer

SUBMIT

Never submit passwords through Google Forms.

Sweetwater Park Survey

Please tell us which activities and features the park should include. Mark the squares 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!

PLAY & RECREATION

Please Select Your Top 4 Choices For Play & Recreation

- Nature-Inspired Playground
- Adventure Play & Skills
- Low Ropes Course
- Bouldering (Low Height)
- Log & Rock Balance Course
- Climbing Nets
- Hiking Trails
- Bike Trails (Paved / Unpaved)
- Nature Themed Exercise Area
- Trail Par-Course Equipment
- Measured Running Loops

EDUCATION & DISCOVERY

Please Select Your Top 4 Choices For Education & Discovery

- Interpretive Signs & Panels
- Interpretive Hike Talking Points
- San Diego Bay Boating History Panels
- Orienteering Course
- Geocaching & Compass Areas
- Group Education Pavilion
- Small Talk Education Areas
- "Do Touch" Wetland Garden
- "Do Touch" Wetland Pier / Bridge
- "Do Touch" Sprayground
- Education Beach at Marsh

ARTS & VIEWING NATURE

Please Select Your Top 4 Choices For Arts & Viewing Nature

- Interactive Art
- Kinetic Art
- Nature-Inspired Art
- Map Plaza & Viewscopes
- Wildlife Viewing Blinds
- Viewpoints & Overlooks
- Dunes & Natural Landforms
- Native Plant Gardens
- Pollinator & Butterfly Gardens
- Water Quality / Rain Gardens
- Shuttle & Information Kiosk

GATHERING & SHELTERS

Please select your top 4 choices for Gathering & Shelters

- Native Plant Growing Grounds
- Open-Sided Greenhouse
- Multi-Use Meadow for Play
- Multi-Use Plaza for Gathering
- Multi-Use Field for informal play
- Open-Air Plaza & Seating Terrace
- Multi-Use Area for Fitness
- Sheltered Overlooks
- Shade / Picnic Shelters
- Restrooms

Do you have any additional ideas? Please include them below.

Your answer

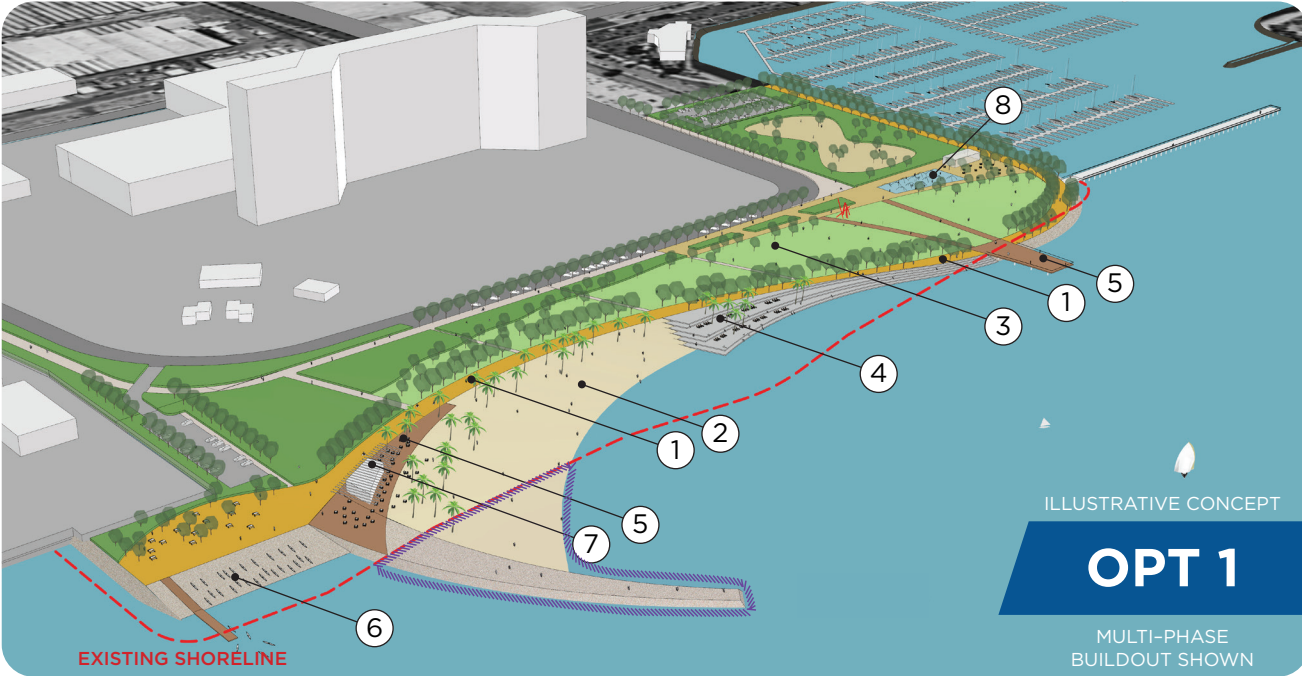
SUBMIT

Never submit passwords through Google Forms.

HARBOR PARK

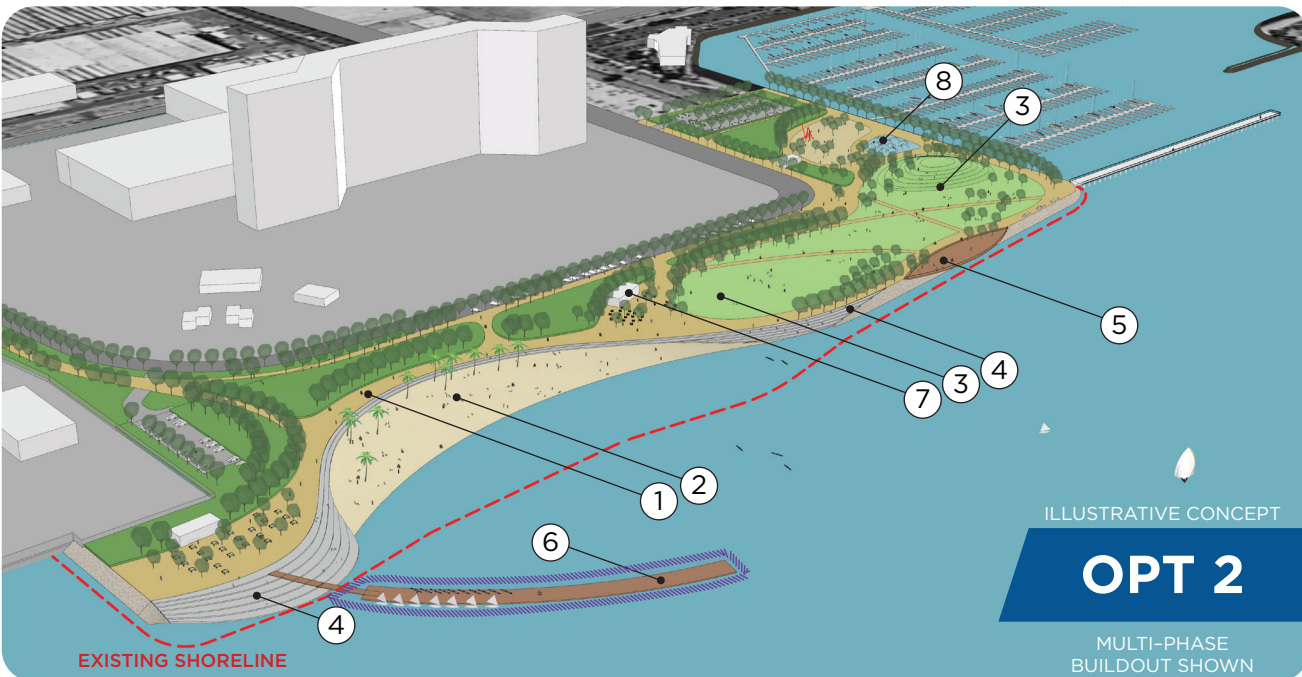
Design Options Survey

Let us know whether you **love, like, or dislike** key features within each design option. Write additional ideas and comments in blank spaces provided for each option. Your feedback will inform the final design and help us prioritize features and phasing options. Harbor Park will be implemented in multiple phases. Improvements beyond the existing shoreline would be subject to environmental review. Images below show the park fully realized. We appreciate your input!



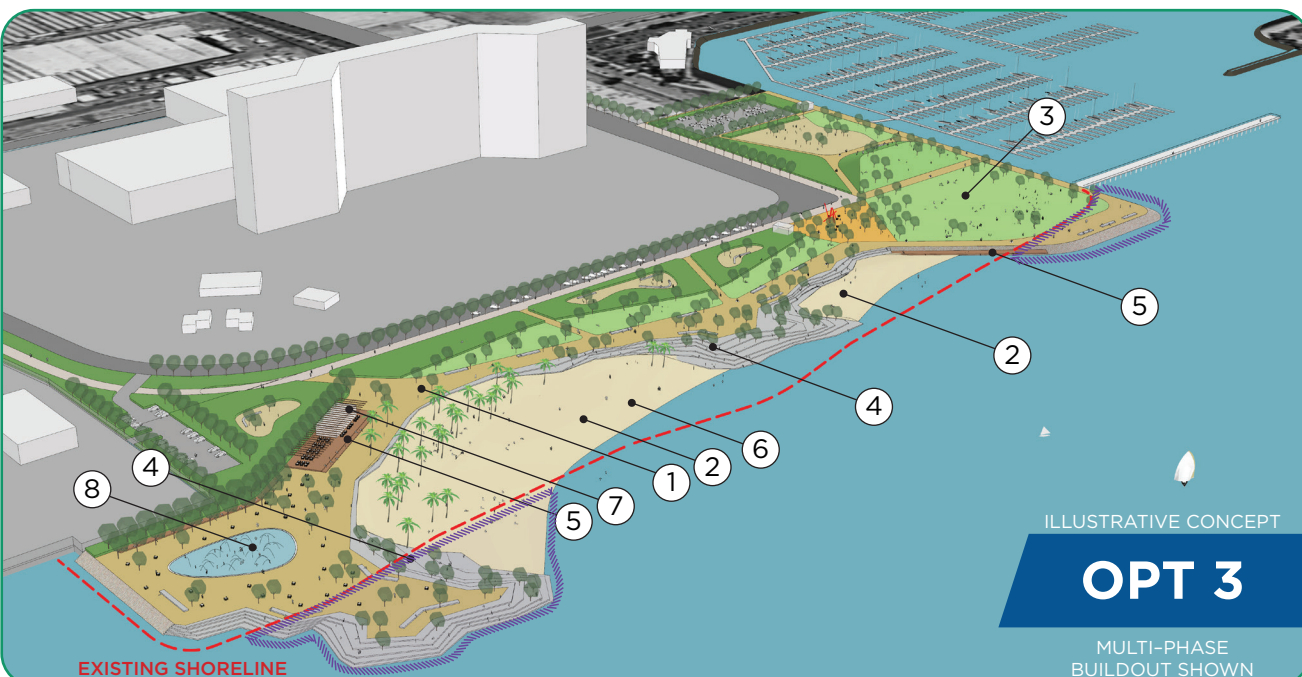
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| ② beach | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ③ multi-use lawn | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ④ bayside terraces | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ⑤ wood deck | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ⑥ boat launch | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ⑦ café | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ⑧ fountain | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ⑨ overall character | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

best features: _____



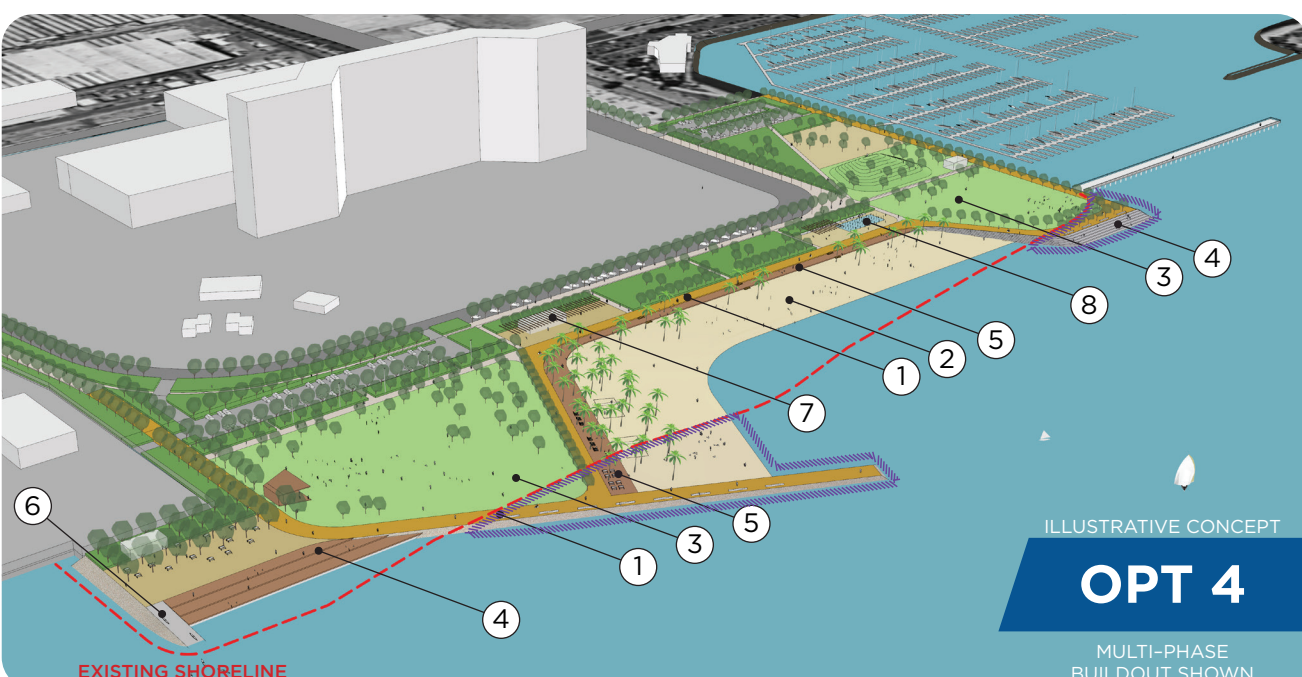
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best features: _____



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| ⑨ overall character | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

best features: _____



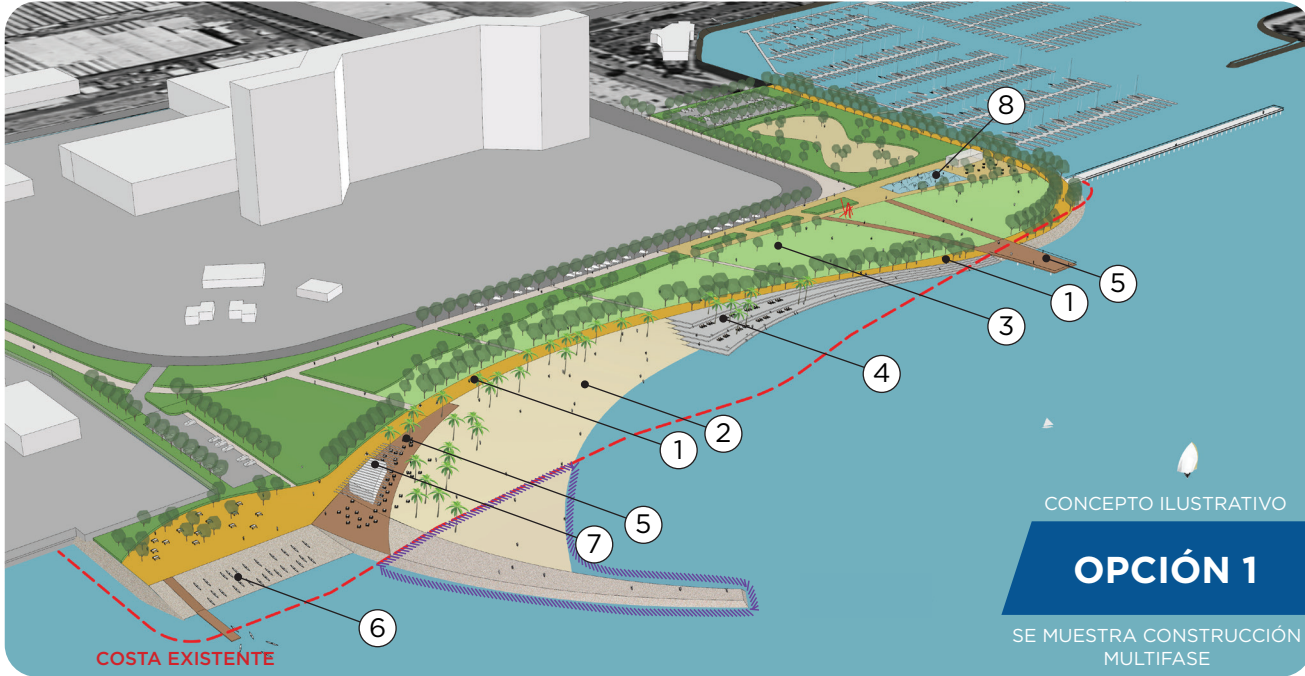
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| ⑧ fountain | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ⑨ overall character | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

best features: _____

HARBOR PARK

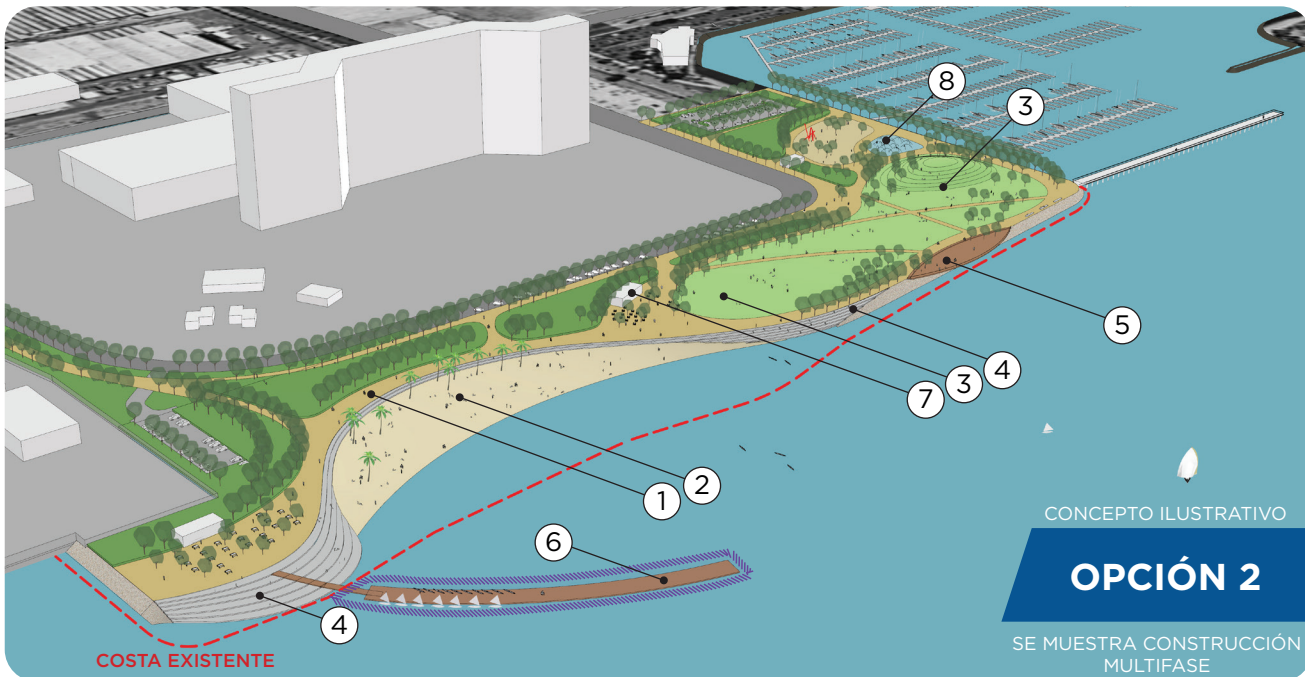
Encuesta de opciones de diseño

Háganos saber si encuentra excelentes, le gustan o si no le gustan las características clave de cada opción de diseño. Escriba ideas y comentarios adicionales en los espacios en blanco proporcionados para cada opción. Sus comentarios informarán el diseño final y nos ayudarán a priorizar las características y las opciones de fase. Harbor Park se implementará en varias fases. Las mejoras más allá de la línea de costa existente estarían sujetas a revisión ambiental. Las imágenes de abajo muestran el parque totalmente realizado. ¡Apreciamos sus comentarios!



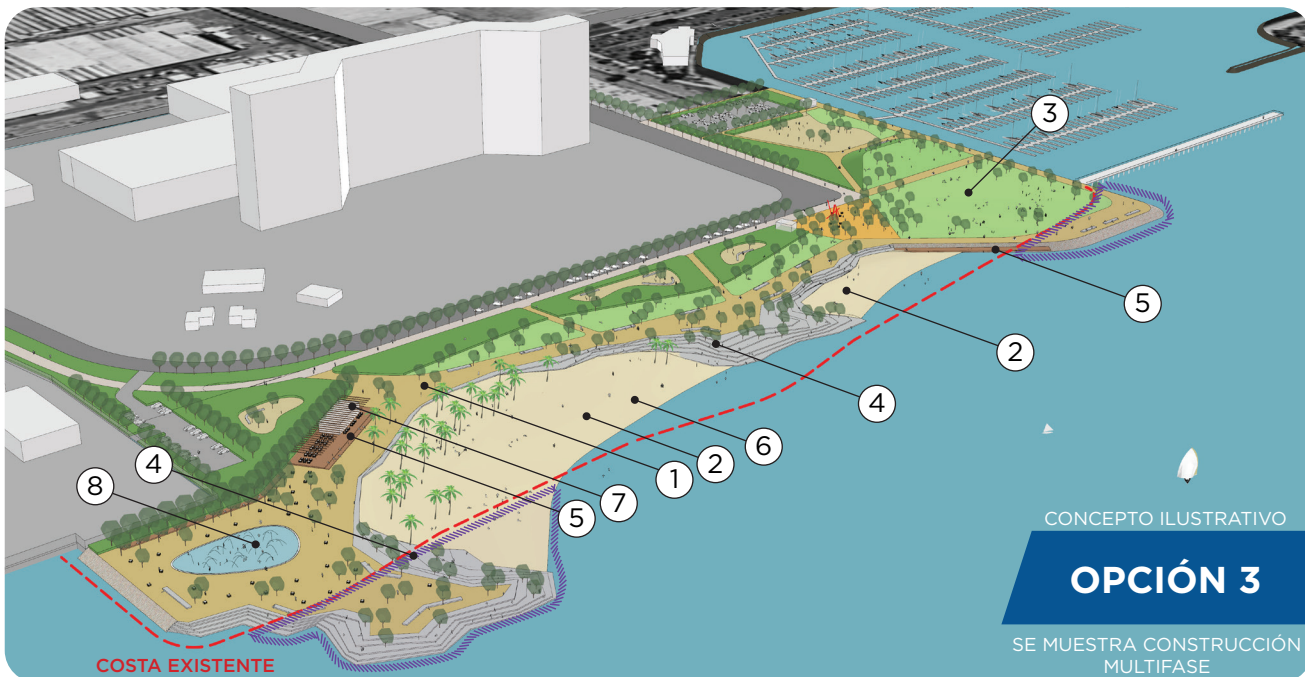
- | | encanta | gusta | disgusta |
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| ② Playa | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ③ Césped multiuso | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ④ Terrazas junto a la bahía | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ⑤ Cubierta de madera | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ⑥ Lanzamiento de botes | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ⑦ Café | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ⑧ Fuente | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ⑨ Carácter general | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Mejores características: _____



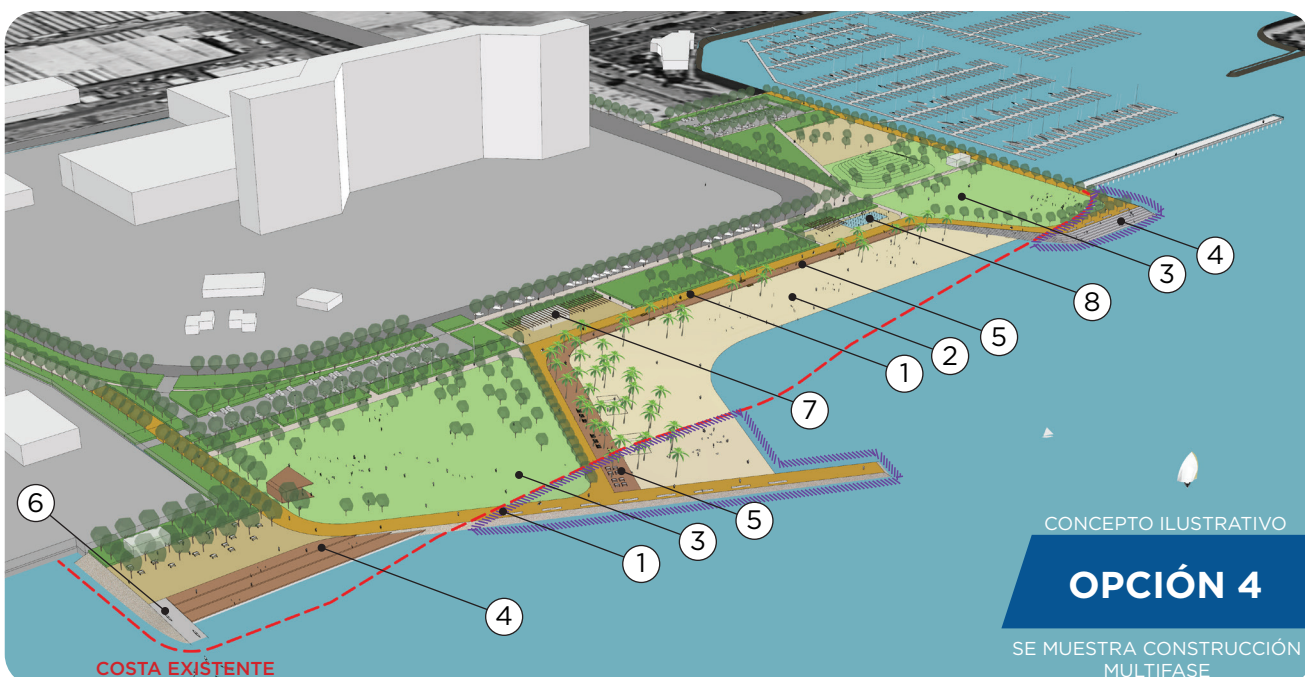
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| ④ Terrazas junto a la bahía | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ⑤ Cubierta de madera | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ⑥ Lanzamiento de botes | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ⑦ Café | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ⑧ Fuente | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
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Mejores características: _____



- | | encanta | gusta | disgusta |
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| ⑤ Cubierta de madera | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ⑥ Lanzamiento de botes | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ⑦ Café | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ⑧ Fuente | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ⑨ Carácter general | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Mejores características: _____



- | | encanta | gusta | disgusta |
|-----------------------------|-----------------------|-----------------------|-----------------------|
| ① Paseo marítimo | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ② Playa | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
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| ⑧ Fuente | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ⑨ Carácter general | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Mejores características: _____

Please select your reaction to each of the differences between the alternatives. Generally, try to select just one "love it" per each alternative element so that we can find clear community priorities. Write in any major reason for your love or dislikes.

ALTERNATIVE 1



Celebrate time and changes through life cycles including human cycles, seasonal, tidal and natural biological cycles. Be inspired and encouraged to extend your own health through increased activity.

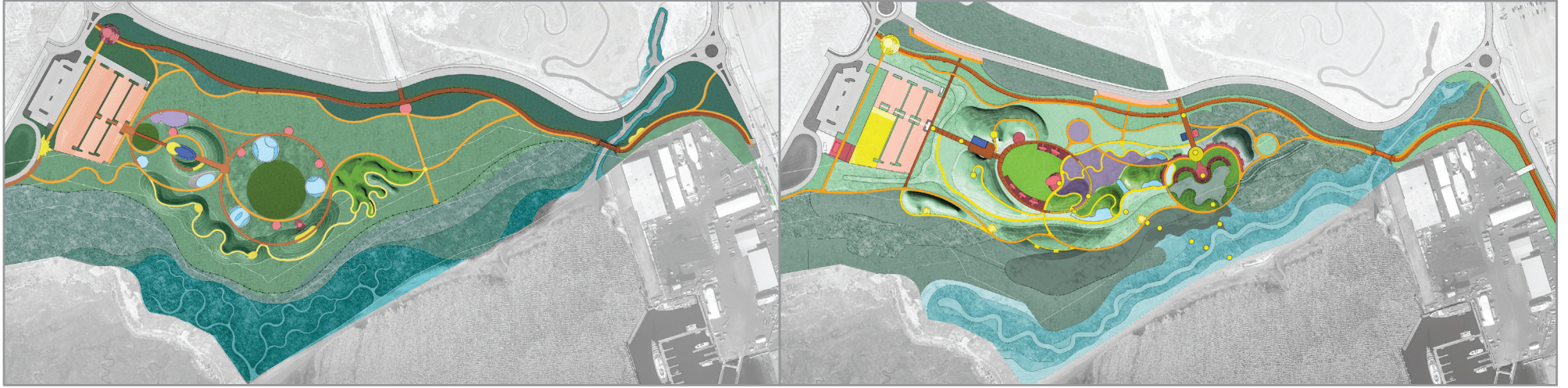
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<input type="radio"/>	Like it	<input type="radio"/>
<input type="radio"/>	Dislike it	<input type="radio"/>

General comments:

ALTERNATIVE 2

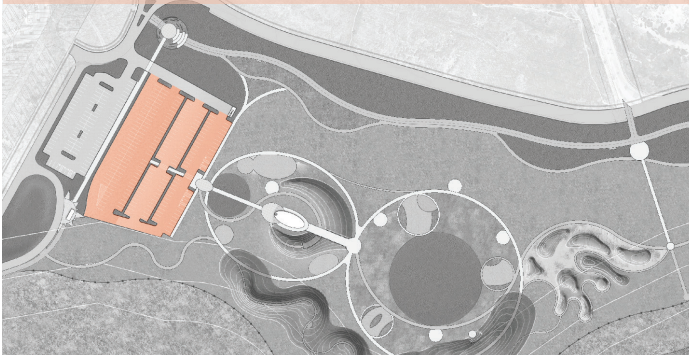


Walk through and learn about eco-tone edges of different habitats and immerse yourself into the views, sounds, smells, and character of the bay's natural habitats. The concept also supports a volunteer and environmental education program.



PARKING

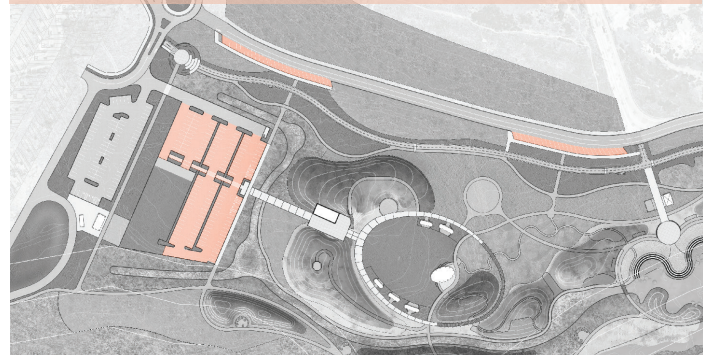
One consolidated parking lot



<input type="radio"/>	Love it	<input type="radio"/>
<input type="radio"/>	Like it	<input type="radio"/>
<input type="radio"/>	Dislike it	<input type="radio"/>

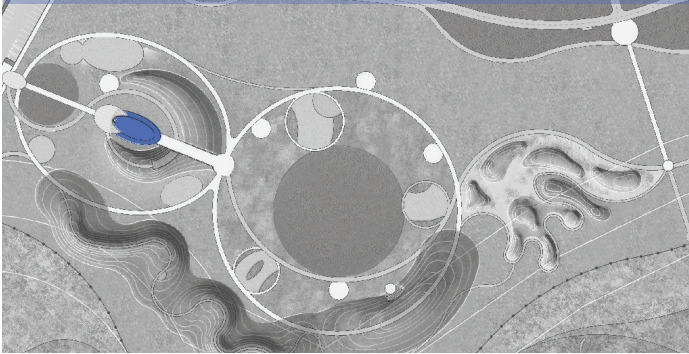
General comments:

Three distributed parking lots



RESTROOMS

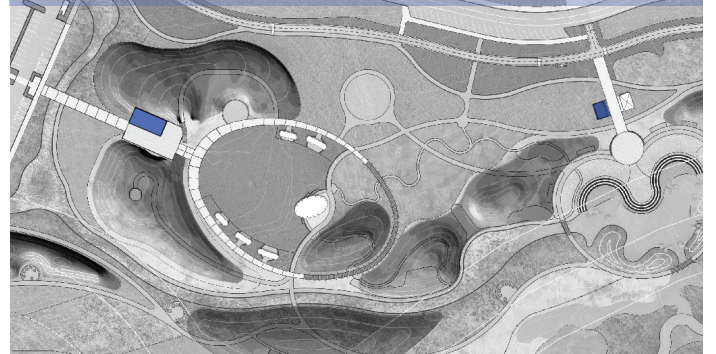
One central restroom



<input type="radio"/>	Love it	<input type="radio"/>
<input type="radio"/>	Like it	<input type="radio"/>
<input type="radio"/>	Dislike it	<input type="radio"/>

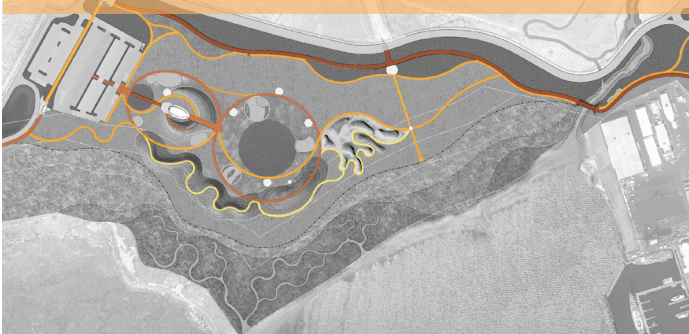
General comments:

Additional composting restroom to the south



TRAIL TYPES (HARD, FIRM, AND SOFT SURFACES)

Higher quantity of hard surface trails



Please comment on the mixture of trail types, quantity of trails, and their general distribution to different areas of the park

<input type="radio"/>	Love it	<input type="radio"/>
<input type="radio"/>	Like it	<input type="radio"/>
<input type="radio"/>	Dislike it	<input type="radio"/>

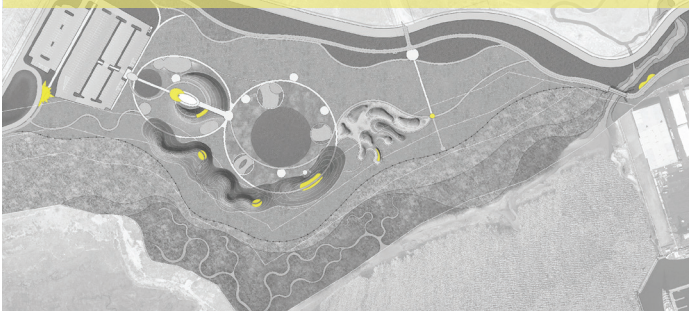
General comments:

Less formal walks but more informal trails



OVERLOOKS / INTERPRETIVE OPPORTUNITIES

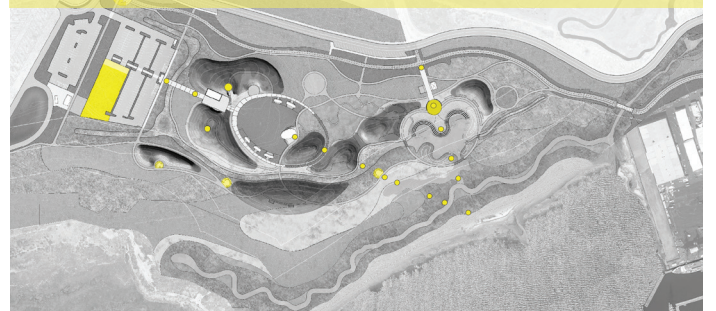
Focus is on bay views and healthy activity education



<input type="radio"/>	Love it	<input type="radio"/>
<input type="radio"/>	Like it	<input type="radio"/>
<input type="radio"/>	Dislike it	<input type="radio"/>

General comments:

Focus is on habitats and environmental education



ADVENTUROUS FUN		
<p>Skills-building playgrounds and special play structures</p>	<p>○ Love it ○</p> <p>○ Like it ○</p> <p>○ Dislike it ○</p> <p>General comments: _____</p> <p>_____</p> <p>_____</p>	<p>Nature-inspired playgrounds and open play areas</p>
STRENGTH AND SKILLS		
<p>Exercise equipment and challenge courses</p>	<p>○ Love it ○</p> <p>○ Like it ○</p> <p>○ Dislike it ○</p> <p>General comments: _____</p> <p>_____</p> <p>_____</p>	<p>Agility, discovery, and orienteering courses</p>
MEADOWS AND PLAY AREAS		
<p>Drought-tolerant long grass meadow with coastal dune grasslands</p>	<p>○ Love it ○</p> <p>○ Like it ○</p> <p>○ Dislike it ○</p> <p>General comments: _____</p> <p>_____</p> <p>_____</p>	<p>Non-native and native grasslands and coastal dunes</p>
GROUP SOCIAL AREAS AND PICNIC AREAS		
<p>Group picnicking and gathering</p>	<p>○ Love it ○</p> <p>○ Like it ○</p> <p>○ Dislike it ○</p> <p>General comments: _____</p> <p>_____</p> <p>_____</p>	<p>Naturally-formed seating areas and small picnic areas</p>
NATURAL AREAS		
<p>Fewer variations of native plantings</p>	<p>○ Love it ○</p> <p>○ Like it ○</p> <p>○ Dislike it ○</p> <p>General comments: _____</p> <p>_____</p> <p>_____</p>	<p>Creation of several natural habitats</p>
BAY EDGE HABITAT CREATION		
<p>Laid-back beach edge with north end inlet channels</p>	<p>○ Love it ○</p> <p>○ Like it ○</p> <p>○ Dislike it ○</p> <p>General comments: _____</p> <p>_____</p> <p>_____</p>	<p>South end inlet channel with subsequent water areas in outer buffers</p>

SWEETWATER PARK

ENCUESTA DE OPCIONES DE DISEÑO

Por favor, seleccione su reacción a cada una de las diferencias entre las alternativas. En general, intente seleccionar sólo una para "preferencia" por cada elemento alternativo para que podamos descubrir prioridades claras para la comunidad. Escriba cualquier razón importante para su preferencia o disgusto.

ALTERNATIVA 1



Celebre el tiempo y los cambios a través de los ciclos de vida, incluidos los ciclos humanos, los ciclos biológicos estacionales, de marea y naturales. Inspírese y anime a mejorar su propia salud a través de una mayor actividad.

<input type="radio"/>	Me encanta	<input type="radio"/>
<input type="radio"/>	Me agrada	<input type="radio"/>
<input type="radio"/>	Me desagrada	<input type="radio"/>

Comentarios generales:

ALTERNATIVA 2

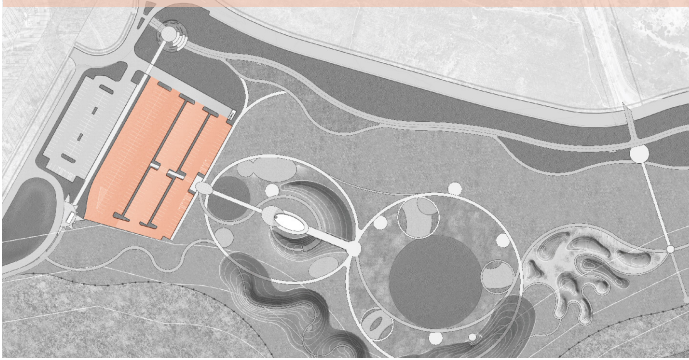


Recorra y aprenda sobre los bordes ecológicos de los diferentes hábitats y sumérjase en las vistas, los sonidos, los olores y el carácter de los hábitats naturales de las bahías. El concepto también apoya un programa de voluntariado y educación ambiental.



ESTACIONAMIENTO

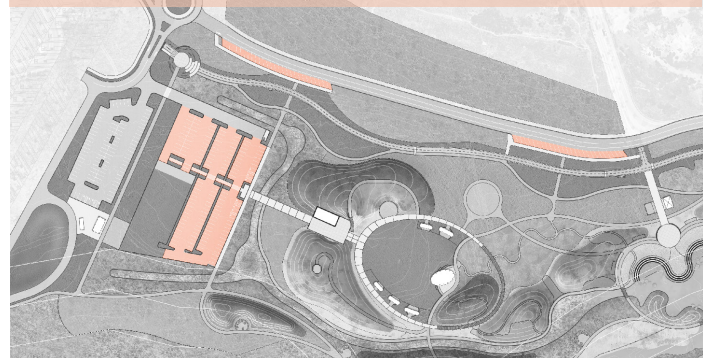
Un sitio de estacionamiento consolidado



<input type="radio"/>	Lo prefiero	<input type="radio"/>
<input type="radio"/>	Me agrada	<input type="radio"/>
<input type="radio"/>	Me desagrada	<input type="radio"/>

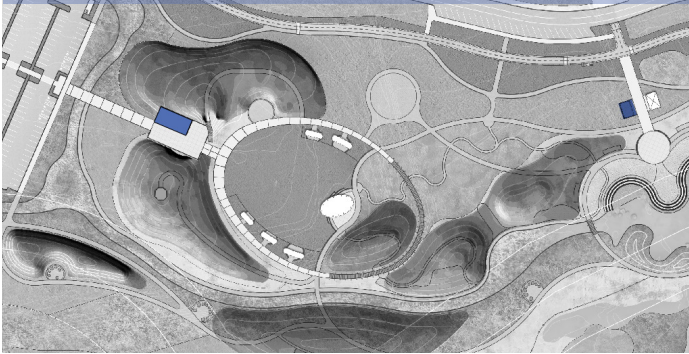
Comentarios generales:

Tres sitios de estacionamiento distribuidos



BAÑOS

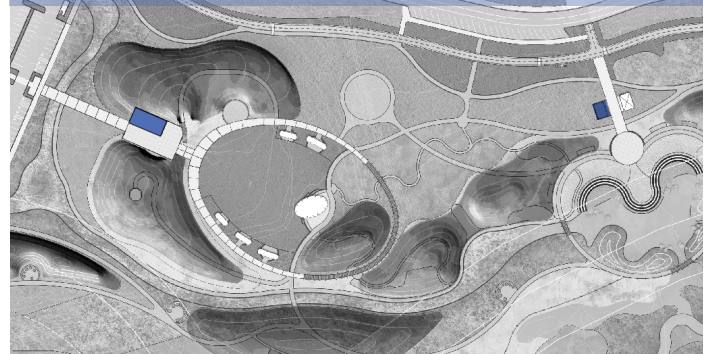
Un baño central



<input type="radio"/>	Me encanta	<input type="radio"/>
<input type="radio"/>	Me agrada	<input type="radio"/>
<input type="radio"/>	Me desagrada	<input type="radio"/>

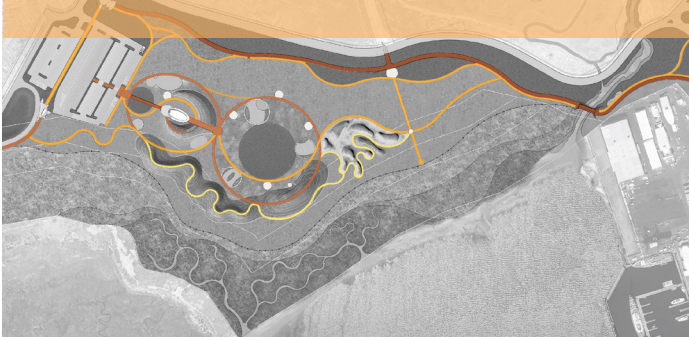
Comentarios generales:

Un baño adicional de compostaje en el área sur



TIPOS DE SENDERO (SUPERFICIES DURAS, FIRMES Y SUAVES)

Mayor cantidad de senderos de superficie dura



Por favor comente sobre la variedad de tipos de senderos, cantidad de senderos y su distribución general en diferentes áreas del parque.

<input type="radio"/>	Me encanta	<input type="radio"/>
<input type="radio"/>	Me agrada	<input type="radio"/>
<input type="radio"/>	Me desagrada	<input type="radio"/>

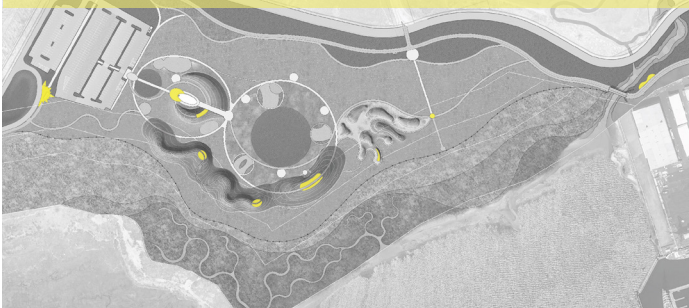
Comentarios generales:

Menos áreas de paseo formal pero más senderos informales



MIRADORES/OPORTUNIDADES INTERPRETATIVAS

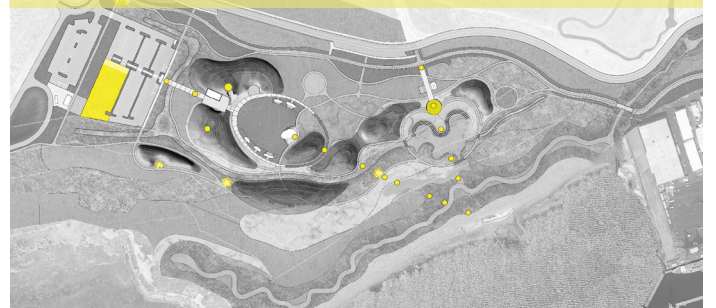
Enfoque en vistas a la bahía y educación sobre actividades saludables



<input type="radio"/>	Me encanta	<input type="radio"/>
<input type="radio"/>	Me agrada	<input type="radio"/>
<input type="radio"/>	Me desagrada	<input type="radio"/>

Comentarios generales:

Enfoque en hábitats y educación ambiental



DIVERSIÓN Y AVENTURA

Áreas de juego para desarrollar habilidades y estructuras de juego especiales

- Me encanta
- Me agrada
- Me desagrada

Comentarios generales:

Áreas de juego inspiradas en la naturaleza y zonas de recreación



FORTALEZAS Y HABILIDADES

Equipo para ejercicios y recorridos de desafío

- Me encanta
- Me agrada
- Me desagrada

Comentarios generales:

Recorridos de agilidad, descubrimiento y orientación



PASTIZALES Y ÁREAS DE JUEGO

Pastizal de hierba larga tolerante a la sequía con pastizales costeros de dunas

- Me encanta
- Me agrada
- Me desagrada

Comentarios generales:

Pastizales no nativos y autóctonos y dunas costeras



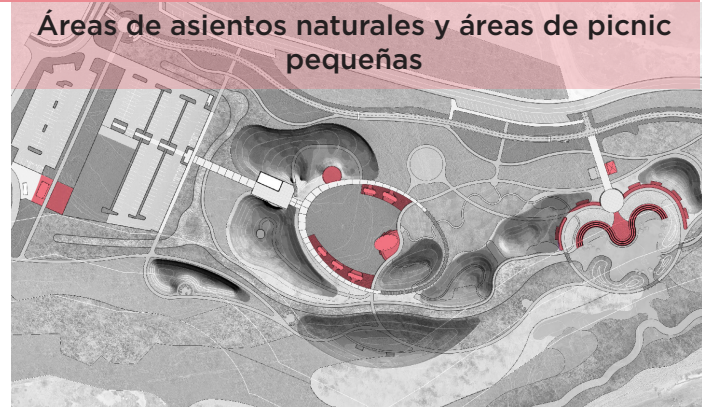
ÁREAS SOCIALES Y DE PICNIC

Picnic en grupo y puntos de reunión

- Me encanta
- Me agrada
- Me desagrada

Comentarios generales:

Áreas de asientos naturales y áreas de picnic pequeñas



ÁREAS NATURALES

Menos variaciones de plantas nativas

- Me encanta
- Me agrada
- Me desagrada

Comentarios generales:

Creación de varios hábitats naturales



CREACIÓN DE HÁBITAT AL BORDE DE LA BAHÍA

Borde de la playa tranquilo con canales de entrada al extremo norte

- Me encanta
- Me agrada
- Me desagrada

Comentarios generales:

Canal de entrada al extremo sur con áreas de agua subsiguientes en barreras externas



VI. Appendix: EARNED MEDIA COVERAGE

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NEWS Facebook Twitter Email

Chula Vista seeks public input on future bayfront parks in online survey

Posted: 11:36 AM, Oct 05, 2018 Updated: 11:36 AM, Oct 05, 2018
By: Mark Saunders



REPLAY: FOX 5 MORNING NEWS FOX 5 TV SCHEDULE SEARCH CONTACT US

FOX 5 NEWS SEEN ON FOX 5 CONTESTS BE OUR GUEST ENTERTAINMENT SPORTS WEATHER 62° INTERACT WITH US! FOX 5 SANDIEGO

Port of San Diego, City of Chula Vista to host design workshop for Harbor Park

POSTED 6:18 AM, JANUARY 10, 2019, BY CITY NEWS SERVICE

FACEBOOK TWITTER REDDIT PINTEREST LINKEDIN EMAIL

CHULA VISTA, Calif. – The Port of San Diego and city of Chula Vista will hold a public workshop Thursday to take feedback on the design of the future Harbor Park.

The workshops are the second phase of the port's public outreach efforts regarding the design of the park. The port will hold another workshop regarding the design of Sweetwater Park, which will be located near Harbor Park on the Chula Vista Bayfront.



An aerial photo of the Chula Vista Bayfront highlights the areas where the future Sweetwater and Harbor Parks are planned. (Photo: Port of San Diego)





SOUTH COUNTY

Chula Vista's new bayfront park begins to take shape



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

Almost 100 attendees had a chance to tell designers what features they'd like to see in Sweetwater Park, a 51-acre space east of E Street that connects the Living Coast Discovery Center to Bayside Park

By GUSTAVO SOLIS

MARCH 26, 2019
8:40 AM



CHULA VISTA — The Port of San Diego and the city of Chula Vista held a public design workshop March 20 for one of two signature parks connected to the city's billion-dollar Bayfront development project.

Almost 100 attendees had a chance to tell designers what features they'd like to see in Sweetwater Park, a 51-acre space east of E Street that connects the Living Coast Discovery Center to Bayside Park.

Unlike Harbor Park, which will be much larger and feature amenities designed to make it a destination where families can spend hours, Sweetwater Park will appeal to people who want to connect with nature and explore the natural resources.

Port Commissioner Ann Moore, who represents Chula Vista, said this environmental component makes Sweetwater Park special.

ADVERTISING



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“I know all the parks are special in their own way but Sweetwater Park is particularly special because it is adjacent to very sensitive habitat,” Moore said.

Residents who didn’t attend the meeting still have a chance to [weigh in on the park’s design elements online](#). The Port of San Diego will accept input until April 3.

“I think it’s great that they are getting public input,” said Chula Vista resident Michael Cronin.

Designers envision Sweetwater Park as a place where people can connect with the area’s natural wetland habitat and San Diego Bay. The mock-ups showed walking and hiking trails and several outlook points featuring views of the bay, Coronado and downtown San Diego.

During Wednesday’s workshop, [designers presented the audience with two design options and asked them to choose elements from each one](#). The main point of the workshop was for designers to get a clear idea of which design features are most popular so they can begin prioritizing the final design.

“We do not have the budget to do everything as shown, so you need to help us prioritize the elements we bring in,” said designer Mike Singleton. “So it’s very important for you not to say, “love it” on everything.”

Both design concepts had a parking lot, public restrooms, trails and activity areas. One design featured more active elements, such as playgrounds and outdoor gyms, while the other design tried to highlight the area’s natural elements with more lookout points and hiking trails.

Hope Dills, another Chula Vista resident, liked elements from each design but said she preferred the more natural version.

“I love nature,” she said.

The Port of San Diego plans to return to Chula Vista in June for a follow-up workshop during which designers will reveal updated versions of Sweetwater and Harbor parks. Residents will have another chance to provide feedback on those designs.

Contact Gustavo Solis via [Email](#) or [Twitter](#)

Workshop of ideas for Sweetwater Park future

By **Abraham Jewett** - March 14, 2019



The Chula Vista Public Library Civic Center branch will host the second of three public design workshops for the creation of Sweetwater Park at 6 p.m. on Wednesday, March 20.

The workshop will give residents of Chula Vista an opportunity to review how their initial suggestions, made at the first meeting in September of 2018, look drawn out.

Chula Vista Mayor Mary Casillas Salas said it is important that members of the public continue to provide input.

"It's their park, it's as simple as that," she said. "One of the things we want to ensure when you have the development of the bayfront, is that it remains an asset for the people who live in the area and they're not excluded from really enjoying the park for all its beauty and all its potential."

Sweetwater Park is just one piece of Chula Vista's Bayfront Master Plan, which, working with the Port of San Diego, aims to transform 535 acres of vacant space on the city's waterfront.

The plan overview, which can be found on the Port of San Diego's official website, is to turn the space into "a thriving recreational, residential and resort destination."

Additionally, the anticipation is that an estimated 20,000 new jobs will open up and \$2.1 billion will come into the region each year as a result of the redesigned space.

Salas said she expects the economic impact to leak out and expand beyond Chula Vista.

"I think that it will be an economic driver, not only of those 20,000 jobs that are on the bayfront, but all the spin-off business like supply chains that service the hotel and convention center," she said. "I think it's going to be good for the economy of this whole South Bay region."

Sweetwater Park, along with Harbor Park, will take up more than half of the project's park space, according to the Port of San Diego website, and each has its own flair.

Sweetwater Park is meant to be family friendly and centered around nature, while Harbor Park will be more active and lively with room for events.

Ann Moore, the Port of San Diego commissioner representing Chula Vista, said there are rules put in place which must be followed to ensure each park stays true to its creative vision.

“The Sweetwater park is sort of more natural,” she said. “It’s supposed to be able to blend more into the surroundings because it is surrounded by habitat and more sensitive public open spaces.”

The Sweetwater park is being designed by KTUA, an award-winning local landscape architecture firm which, along with Peterson Studio (designing Harbor Park), was chosen from a total of 13 firms which responded to a nationwide public solicitation from the city.

“They were both selected because of the extensive experience they have in creative urban parks and waterfront design experience,” Moore said. “They’re both highly regarded, really top of the line firms.”

The Bayfront Master Plan is more than a decade in the making, and was formally approved by the California Coastal Commission in 2012.

Moore said residents should be excited that the plan, which involved more than 100 public forums in the lead-up to the proposal, is finally starting to find its legs.

“We are getting closer with each thing we do to actually having this become a reality,” she said. “This is just a really exciting time to be a Chula Vista resident.”
