Port of San Diego
Public Outreach

Job Nelson
Assistant Vice President, External Relations
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


Discussion Draft 2016-2019
Public Outreach & Stakeholder Engagement

Port Master Plan Update

8 AWARDS

9.4M POINTS OF CONTACT

310 WORKSHOPS, PUBLIC EVENTS & STAKEHOLDER MEETINGS

1,000+ ATTENDEES

Workshops

Open Houses
Public Outreach & Stakeholder Engagement

Port Master Plan Update – Social Media

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.

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...
Public Outreach & Stakeholder Engagement

Port Master Plan Update – Collateral & Web Page

Brochure

Web Page

Integrated Planning - Port Master Plan Update

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.

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

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

Chula Vista’s new bayfront park begins to take shape

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

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

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/

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
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!

**recreation**
- 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

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

**special features**
- 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

**events + activities**
- 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

---

PORT of SAN DIEGO
Public Outreach & Stakeholder Engagement

Chula Vista Bayfront Parks Design

- 23.6M Points of Contact
- 1,800 Survey Responses
- 300+ Attendees

Three Design Workshops
Thank you