

Pacific Beach EcoDistrict: Declaration of Cooperation (Template)



Introduction:

In the summer of 2011, the Development Subcommittee of The Pacific Beach Planning Group decided to create a vision for the PB boardwalk and adjacent land along the oceanfront. The project named the PB Parks Project was undertaken by a group of community volunteers who founded a non-profit organization, beautifulPB. Over the next couple years the scope broadened to a vision for the Pacific Beach EcoDistrict.

Brief description of the EcoDistrict:

The Pacific Beach EcoDistrict is a community committed to advancing sustainability by targeting eight performance areas: community identity, health and well-being, habitat and ecosystem, access and mobility, appropriate development, energy, water, and materials management. Pacific Beach is a place where people come together to set goals, define projects, engage in collaborative efforts, and raise the bar for sustainable practices that are mutually beneficial to residents, businesses and visitors

Commitments:

The following commitments state the actions of EcoDistrict Community Partners to accomplish the EcoDistrict sustainability performance goals and strategies for district investments and community action. These are commitments toward mutual cooperation and not legally binding

EcoDistrict Partner: BeautifulPB

Brief Description of Partner Mission as it relates to community

BeautifulPB is a group of PB residents, business and property owners that are working collaboratively with the local community to create a sustainably beautiful Pacific Beach. We are working to implement a number of community projects and programs that will bring us closer to realizing a PB EcoDistrict.

Beautiful PB collaborated with the community to define the vision for the PB EcoDistrict with a set of guiding principles, and works to implement projects through the support of local community groups. The range of projects and programs that Beautiful PB coordinates and supports will evolve over time.

Specific Listing of EcoDistrict relevant action items to support the EcoDistrict

- Management and oversight of PB EcoDistrict
- Create a fiscally sustainable funding mechanism
- Set EcoDistrict performance metrics
- Include and support partner organizations
- Create Quality and Sustainable Fins of Approval program
- Share knowledge and experience for EcoDistrict model replication

Represented By:
Pacific Beach EcoDistrict

Date

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EcoDistrict Partner: **PB Town Council**

Brief Description Partner Mission as it relates to community

The purposes of this Association are to provide a forum for the discussion of community issues; to communicate the views of the community to the appropriate governmental agencies; and to take action on community issues, specifically, but not limited to: the general betterment and beautification of the community of Pacific Beach; the promotion of the welfare of the residents of the community; the fostering of the cooperative efforts among the business people and residents of the community for the mutual benefit; and the continued improvement of Mission Bay Park.

Specific Listing of EcoDistrict relevant action items to support the EcoDistrict

- Provide a monthly forum for community discussion of any relevant or current topics related to the Eco District
- Provide community notification of events on PBTC web page and newsletters
- Collaborate with Pacific Beach EcoDistrict Community Partners

Represented By:

Date

EcoDistrict Partner: **PB Planning Group**

Brief Description Partner Mission as it relates to community

The Pacific Beach Planning Group is recognized by the City Council to make recommendations to the City Council, Planning Commission, City Staff, and other governmental agencies on land use matters, specifically, concerning the preparation of, adoption of, implementation of, or amendment to, the General Plan or a land use plan when a plan relates within the planning group's area boundaries. The PB Planning Group also advises on other land use matters as requested by the City or other governmental agencies. The City does not delegate legal authority to planning groups to take actions on behalf of the City. Planning groups are voluntarily created and maintained by members of the community within the City. The PB Planning Group operates in accordance with our Bylaws.

Specific Listing of EcoDistrict relevant action items to support the EcoDistrict

- Update the Community Plan with the EcoDistrict Principles
- Develop a review process incorporating the EcoDistrict Principles
- Change City processes to promote the Pacific Beach EcoDistrict
- Provide a forum for public input on EcoDistrict Projects and a conduit for approval
- Collaborate with Pacific Beach EcoDistrict Community Partners

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EcoDistrict Partner: **Discover PB**

Brief Description Partner Mission as it relates to community

Discover Pacific Beach seeks to revitalize and promote the Pacific Beach community physically and economically. Discover Pacific Beach is a not for profit management organization who's main area of focus is management of the Pacific Beach Business improvement District (BID) which formed in 1997. It is the largest BID in San Diego with over 1,400 member businesses. It's boundaries include the commercial corridors of Pacific Beach east to Mission Bay Dr., west to the Pacific Ocean, South to Pacific Beach Drive and North to Turquoise Ave. Discover Pacific Beach has a variety of project and committees populated by business owners and volunteers.

Specific Listing of EcoDistrict relevant action items to support the EcoDistrict

Discover Pacific Beach is committed to promoting and integrating the Eco District Principles throughout these committee projects.

Design and Improvement: The D & I Committee implements projects and programs to seek to improve Pacific Beach's street environment.

Current Programs: Pacific Beach Tuesday Farmers Market, Beach Area Community Court, Bike Friendly Business District, Street Cleaning, Banner Program, Trees and Public Spaces.

Issues Addressed: Street cleaning, new gardens, signage, public safety, pedestrian and bikeable business district, public art

2014 Eco District Projects:

- Bike Friendly Business District: Install 4 bike corrals, brand "bikePB" through banner program, bike maps, encourage bike travel to events and advocate for bike and walk focused infrastructure within the business corridors.
- Grand Median Conversion Project- convert the current landscaping to water resistant landscape and install drip irrigation system. Explore other opportunities to utilize medians for public green space.

Promotions Committee: The Promotions committee implements projects that promote the neighborhood to new customers and businesses. From advertising branding and special events the Promotions Committee seeks to draw new visitors to our neighborhood and gain positive recognition to the Pacific Beach area.

Current Projects: Special Events, Social Media and Website, "It's All Right Here" branding campaign and Shop Local marketing campaigns.

2014 Eco District Projects:

- Promote bike usage at special events i.e. special offers, bike valet and other bike promotions.
- Create Eco District promotions opportunities for Green Business Network participants, Hospitality Farmers' Market Partners and general Eco District Projects

Hospitality Task Force: The Hospitality Task Force is a committee of bar, restaurant, café and hotel owners and managers committed to responsible hospitality practices to increase safety, reduce crime and enhance the Pacific Beach Community.

Current Projects: Providing forum of communication between businesses, residents and police enforcement, RADD Designated Driver Program, Out of Cars into Bars, Your Choice, Choose

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Wisely DUI Prevention Campaign, Hospitality Cares Clean Ups, LEAD training , Community Sponsorships and PB Holiday Parade.

2014 Eco District Projects:

- Farm to Business- Partnership with PB Tuesday Farmers' Market in cross promotion of using local ingredients in local businesses.
- DUI prevention campaign

Organization Committee: The Organization Committee is our Executive/Finance committee consisting of the officers of the Board of Directors/

Current Projects: Budget, HR and Membership Services.

2014 Eco-District Projects

- Eco-Hub- support and advocate for creating an Eco Hub co work-live space.
- Business Recruitment Package- including Eco District Principles as core values in targeting desired businesses.

Represented By:

Date

EcoDistrict Partner: San Diego Chapter of the American Institute of Architects, Committee on the Environment (SD AIA COTE)

Brief Description of Partner Mission as it relates to community:

The Committee on the Environment (COTE) works to advance, disseminate, and advocate—to the profession, the building industry, the academy, and the public—design practices that integrate built and natural systems and enhance both the design quality and environmental performance of the built environment. COTE serves as the community and voice on behalf of AIA architects regarding sustainable design.

Specific Listing of EcoDistrict relevant action items to support the EcoDistrict

- Provide on-call knowledge based advice
- Assist with support for events
- Promote EcoDistrict knowledge and share experiences within the greater San Diego community
- Encourage synergies regarding sustainable efforts within the greater San Diego community

Represented By:

Danielle Buttacavoli, AIA COTE 2014 Chair

Date

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EcoDistrict Partner: San Diego Audubon

Brief Description Partner Mission as it relates to community

San Diego Audubon is committed to fostering the protection and appreciation of birds, other wildlife, and their habitats, through education and study, and advocate for a cleaner, healthier environment. We work throughout San Diego County with a special focus on Mission Bay, which has been designated as a Globally Important Bird Area (IBA) by BirdLife International and the National Audubon Society. San Diego Audubon works to restore coastal dune and salt marsh habitat in the bay to protect the endangered species that live and breed there, including the federally-listed Light Footed Clapper Rail and California Least Tern.

We are working to restore wetlands at the mouth of Rose Creek, just south of Pacific Beach Drive through an effort called the Mission Bay Wetlands Initiative. This project will not only provide crucial habitat for wildlife, it will increase ecosystem services offered by the wetland (water quality improvements and coastline stabilization in the face of climate change, to name a few), and perhaps most importantly create a stronger connection between the local community and this amazing natural resource through increased opportunities for education, research, and recreation.

Specific Listing of EcoDistrict relevant action items to support the EcoDistrict

- Secure funding for a Feasibility Study for wetlands restoration in the bay (an important first step of the Mission Bay Wetlands Initiative)- Completed May 2014 with a \$460,000 grant from the California State Coastal Commission, plus an additional \$25,000 from the US Fish and Wildlife Service
- Work with consultants, community leaders, and local stakeholders to create a range of conceptual restoration alternatives for wetlands at the mouth of Rose Creek, supporting all eight performance areas of the Pacific Beach EcoDistrict
- Work with Pacific Beach Eco District and its community partners to provide a forum for public input on all phases of the restoration planning process

Represented By:
Rebecca Schwartz

Date:
September 9, 2014

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EcoDistrict Partner: **SavePB.org**

Brief Description of Partner Mission as it relates to community

SavePB.org is a group of Pacific Beach residents working together to solve community problems and to promote safety, awareness, respect and enrichment in our community. Our goal is to keep members informed about community issues and effective grassroots actions that can lead to solutions.

On neighborhood issues, we help individuals find, access and communicate with the appropriate agency or find the correct resource to solve the problem.

On community-wide issues, we inform our members about the issues and use our strength in numbers to correspond with public officials and agencies to bring about solutions and improvements.

Specific Listing of EcoDistrict relevant action items to support the EcoDistrict

- Collaborate by communicating to SavePB.org members the EcoDistrict Goals, Principles and Projects, and related public meetings and forums
- Encourage SavePB.org members to provide input and feedback regarding EcoDistrict efforts
- We will announce and encourage participation in EcoDistrict initiatives and activities that align with the SavePB.org Mission Statement.

Scott Chipman

Represented By:

Date

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Surfrider Foundation San Diego County Chapter

9883 Pacific Heights Blvd, Suite D
San Diego, CA 92121
Phone: (858) 622-9661 Fax: (858) 622-9961

Dedicated to the protection and enjoyment of our oceans, waves and beaches.

August 29, 2014

EcoDistrict Partner: Surfrider Foundation San Diego County Chapter

Brief Description of Partner Mission as it relates to community:

The Surfrider Foundation's mission is the protection and enjoyment of our oceans, waves and beaches, through a powerful activist network. We are a grassroots, volunteer based organization and everything we do is geared to protecting our near shore marine environment. The San Diego County Chapter is currently engaged in 7 programs; Beach Cleanups, Hold On To Your Butt, Rise Above Plastics, No Border Sewage, Know Your H2O, Beach Preservation and Ocean Friendly Gardens. More information can be found at www.surfridersd.org.

Specific Listing of EcoDistrict relevant action items to support the EcoDistrict:

- 1) Maintain and grow existing Hold On To Your Butt committee's Ashcan Program, or the installation of ashcans throughout Pacific Beach
- 2) Continue our beach cleanups in Pacific Beach
- 3) Stay updated on beach preservation and water quality issues that impact the Pacific Beach coastline and act accordingly
- 4) Include and support partner organizations

For our oceans, waves and beaches!

Roger Kube

Roger Kube
Chair
Surfrider Foundation
San Diego County Chapter

The Surfrider Foundation is a non-profit grassroots organization dedicated to the protection and enjoyment of our world's oceans, waves and beaches through a powerful activist network. Founded in 1984 by a handful of visionary surfers in Malibu, California, the Surfrider Foundation now maintains over 250,000 supporters, activists and members worldwide. For an overview of the Surfrider Foundation San Diego Chapter's current campaigns, programs and initiatives go to www.surfridersd.org or contact us at info@surfridersd.org or (858) 622-9661.

Pacific Beach EcoDistrict:

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EcoDistrict Partner: Friends of Pacific Beach Secondary Schools (FOPBSS)

Brief Description Partner Mission as it relates to community:

Mission Statement: The mission of the Friends of Pacific Beach Secondary Schools (FOPBSS) is to foster an environment of excellence in education and student activities for Mission Bay High School and Pacific Beach Middle School. FOPBSS assists the schools in the following ways: raises money for projects, programs and teacher grants; coordinates enrichment programs for all students; provides parent volunteers to support school activities; and helps facilitate good communications enabling families to be connected as a school community. The Friends of Pacific Beach Secondary Schools operates in accordance with its Bylaws.

Specific Listing of EcoDistrict relevant action items to support the EcoDistrict

- Communicate to the School Community regarding the Ecodistrict Goals & Principles
- Provide input/feedback regarding the EcoDistrict and efforts and the benefits/issues/concerns from the School Community
- Collaborate with PB EcoDistrict Community Partners
- Participate in EcoDistrict initiatives and activities
- Promote safe routes to schools for walking, biking and skating
- Encourage and support school programs teaching students to be stewards of resource conservation (energy, water and materials) and regeneration of our natural environment (beaches, bays, watershed and public spaces). Also, support/sponsor student programs that advocate for waste reduction, material reuse, recycled water, renewable energy and greenhouse gas emissions reduction.


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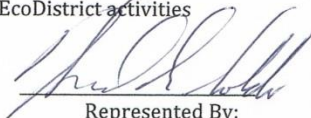
EcoDistrict Partner: Rotary Club of Mission Bay

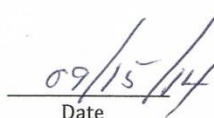
Brief Description of Rotary principles and area of focus as related to the community:

- Rotary's guiding principles emphasize a commitment to community service, fellowship, diversity, integrity, and leadership.
- Rotary supports sustainable projects and activities that fall within six areas of focus: promoting peace, fighting disease, providing clean water, improving maternal health, reducing child mortality, supporting education, and growing local economies.
- The strategic plan of Rotary includes participation in a variety of service activities, increase collaboration with other organizations, and create significant projects both locally and internationally.
- The mission of Rotary is to provide service to others, promote integrity, and advance world understanding, goodwill, and peace through fellowship of business, professional, and community leaders.
- The Rotary Club of Mission Bay is a neighborhood based organization of business, professional, and community leaders, who volunteer and give back to their communities by supporting and implementing local and international projects that enhance peace, prevent disease, increase quality of life, improve health, enhance education, and promote economic and community development.

Specific Listing of Rotary Club of Mission Bay relevant action items to support the EcoDistrict

- Communicate and encourage the EcoDistrict Goals and Principals to the community of Rotarians and members of the Greater Mission Bay Area
- Encourage community engagement and provide input and feedback regarding the EcoDistrict
- Collaborate with other EcoDistrict Community Partners
- Participate in EcoDistrict activities


Represented By:


Date

Pacific Beach is a coastal community within the City of San Diego, abutted to the Pacific Ocean and with a unique set of problems and opportunities. Our team plays an important role in analyzing the issues, working with key partners and stakeholders, and developing a vision of how the area can become a model sustainable urban neighborhood.

The City of San Diego has an excellent opportunity to take a leadership role in Sustainability at the community, city-wide, regional and national level. Planning groups and local professionals have led a grass-roots action to define issues and create an EcoDistrict, with strategies and solutions that can be applied to other neighborhoods with similar problems and issues.



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EcoDistrict Partner : Circulate San Diego

Brief Description Partner Mission as it relates to community:

Circulate San Diego is a regional education and advocacy organization whose mission is to create excellent mobility choices and vibrant, healthy neighborhoods. Circulate SD implements its mission through programs and education at the local and regional level. We have been involved in Safe Routes to Schools programs in communities across the region creating safer walking and biking routes for students and parents and successfully encouraging more families to walk or bike to school. We have also worked with staff and elected officials in San Diego to address specific infrastructure problems impacting the ability to walk, bike, and take transit safely and comfortably. Circulate SD is proud to partner with Beautiful PB on the Connect PB project to expand the network of people aware of the forthcoming Mid Coast Trolley Extension, and increase public dialogue around the planned extension. Circulate is also working with Pacific Beach partners to advance the Vision Zero campaign forward in San Diego.

Specific Listing of EcoDistrict relevant action items to support the EcoDistrict:

- Assist the EcoDistrict with the mobility and access performance area through community workshops, outreach and the Crowdbrite survey.
- Collaborate with PB EcoDistrict Community Partners on neighborhood and transportation concerns
- Participate in EcoDistrict initiatives and activities
- Provide technical assistance relating to road safety and design.

A handwritten signature in black ink, appearing to read "Kathleen Ferrier", is written over a large, light gray circular watermark that spans the middle of the page.

Kathleen Ferrier

November 4, 2014

Represented By:

Date

Pacific Beach EcoDistrict: Declaration of Cooperation (Template)

EcoDistrict Partner: City of San Diego

Brief Description Partner Mission as it relates to community

Specific Listing of EcoDistrict relevant action items to support the EcoDistrict

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EcoDistrict Partner: The following is a partial list of potential partners:

SDUSD

Mission Bay Cluster

Mission Bay High School

Pacific Beach Middle School

Barnard Elementary

Pacific Beach Elementary

Crown Point Elementary

Kate Sessions Elementary

PB Kiwanis

PB Religious Organizations

PB Community Foundation

Friends of Rose Creek

Mission Bay Parks Committee

PB Women's Club

MB Women's Club

City of SD Parks and Recreation

SANDAG

American Legion Family of Pacific Beach

CirculateSD

San Diego Foundation

San Diego Coastkeeper

San Diego Green Building Council

YMCA

Kendall Frost/UCSD

Brief Description Partner Mission as it relates to community

Specific Listing of EcoDistrict relevant action items to support the EcoDistrict

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