

Accessibility to all members of community 500 words

Website: The Pacific Beach Planning Group maintains its own website, PBplanning.org, which not only has monthly meeting agenda with date, location, and time. It also resources for other non-profit groups with websites, PB community plan, bylaws, election forms and other public notices. Presentations such as the Terminal One update are put on site for review. And a contact form to obtain community information is monitored by the Chairperson. (see below example)

Library: Meetings are located at the Pacific Beach local library and are open to all. Agendas are posted at the library and our Website.

Relationships with other local groups are key to our participation and influence. The PB Town Council and the PBPG have held 2 joint "town Hall" meetings. Examples were with the Diamond slow street and our recent Capital Improvement Plan (CIP) process input.

The Diamond slow street resulted in a vote used by our council member to judge the overall community opinion even though the overall result was split at 28-28.

At the CIP "town hall" a survey was taken on all needed CIP projects for the PB area, and a resultant report was used to complete the City's survey and to provide input to CM La Cava's budget recommendations. Furthermore, even unnamed data has been reviewed and PG board members have gone out to locations to evaluate traffic congestion suggestions.

Frequently newspaper articles report these events: <https://sdnews.com/joint-meeting-between-pbtc-and-pbpg-focuses-on-traffic-safety/> (see below example)

PB Planning group also participates on multiple community boards including the Discover PB (Business Improvement District), PB Recreation Group, Pacific Beach Town Council. The PBPG usually has membership with Beautiful PB but not at this time.

Events outside of Planning Group meetings: The PBPG regularly attends Discover PB's Beachfest with a tent to provide information on what the Community Planning Groups do and achieve to people walking of the boardwalk in Pacific Beach. PBPG also attends Concerts on the Green in Kate Sessions Park on Community night annually with an information booth.



Pacific Beach Planning Group

The Official Planning Group for the Coastal Community of Pacific Beach



General Meeting on Nov 8 2023 at 6:30pm in the PB Taylor Library Community Room



Iain Richardson
20231105
General

Click [here](#) for a copy of the agenda

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LINKS

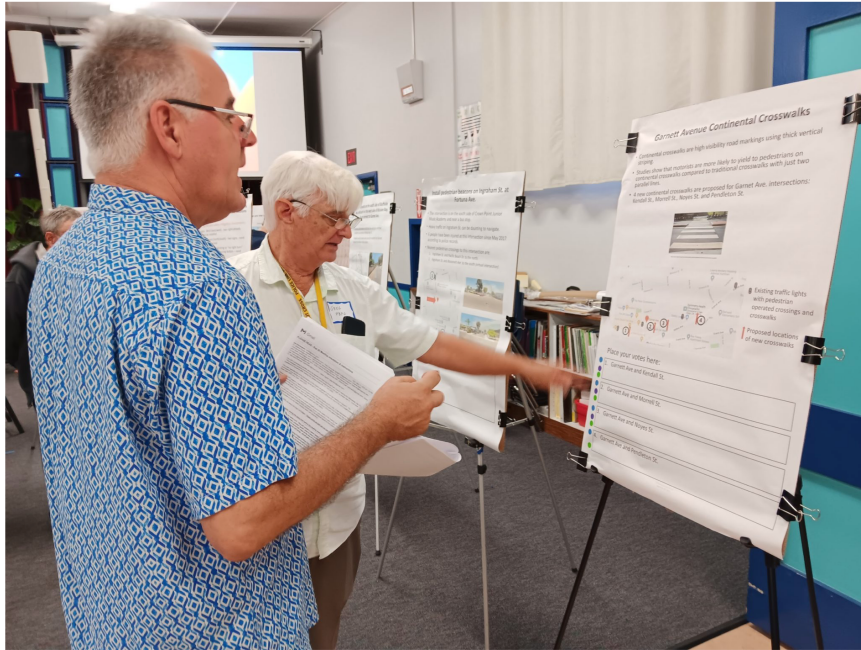
- [Beautiful PB](#)
- [City Council District 1](#)
- [City of San Diego Planning Department](#)
- [Discover PB](#)
- [Pacific Beach Town Council](#)
- [PB Historical Society](#)

Joint meeting between PBTC and PBPG focuses on traffic safety

by **Dave Schwab** — September 26, 2023 in Beach & Bay Press - Top Stories, SDNews - Top Stories Reading Time: 3 mins read

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Traffic safety was the No. 1 priority for Capital Improvement Projects at a recent joint meeting between Pacific Beach Town Council and Pacific Beach Planning Group to select a preferred list of community infrastructure projects to be funded in this year's City

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Jenica
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STAY INFORMED
LOCAL NEWS UPDATE

Represent community / diverse interests

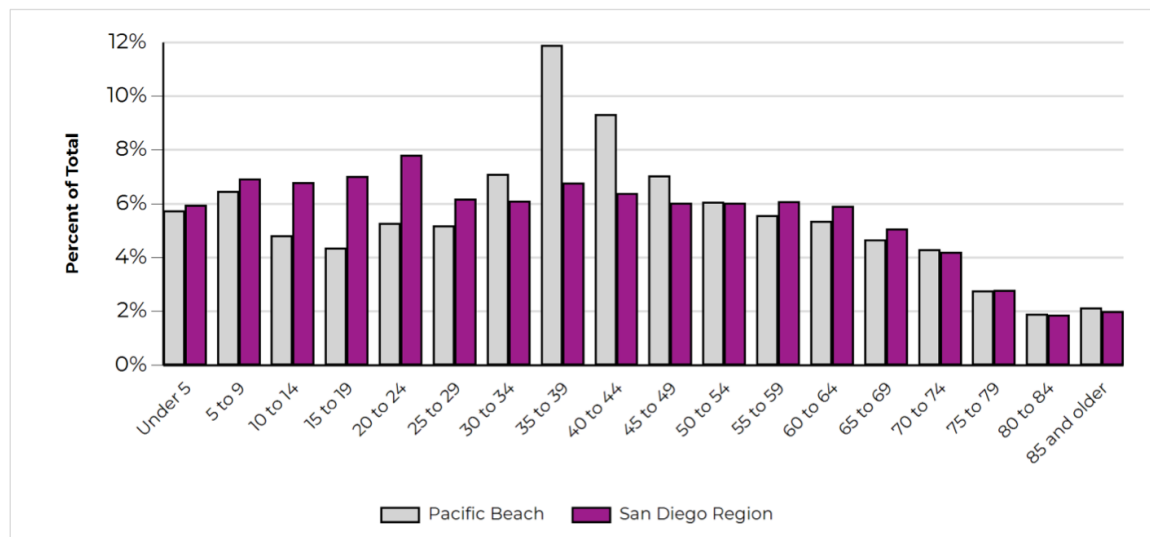
Represent Diverse interests

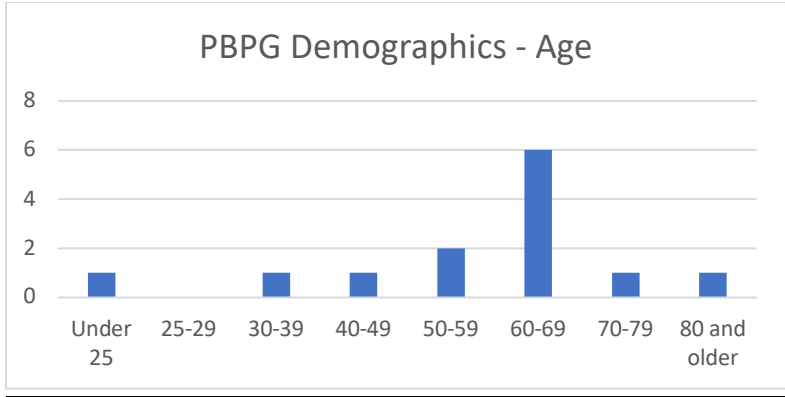
The Pacific Beach Community Planning Group (PBPG) represents 48,954 residents as of 2021 SANDAG data.

Pacific Beach's reputation as a teen and university hang-out belies its true character of a diverse population of all age groups from children to over 85 years. While we are overrepresented by the 60-69 category, it may be expected since working families have a difficult time coming to evening meetings. We have actively reached out to other groups to recruit younger members and have seen some growth in this demographic with even an "under 25" board member. We hope that via word of mouth that the younger generation will feel more welcome and their ideas about their future community will be actively listened to by the group. Planning is for the future and their input is absolutely needed and necessary.

With regard to gender, we are underrepresented by females with only 23% while the area is 49% female. Pacific Beach is also 68% Caucasian per SANDAG data which is reflected in the PBPG data of 76% representation. American Indian representation in SANDAG data was .3% where the PBPG data reflects 8% of the CPG. Two or more races were also represented by 8% not compared in the SANDAG data. The diversity of professional experience from artist to attorney is vast and noted in our excel sheet demographics attached to application.

Population by Age





Pacific Beach residents are of many socioeconomic backgrounds while it doesn't exactly match SANDAGS data we would like to recruit members from the 3 lower tiers of income. Our most common income was in the 75-99K income bracket which matches SANDAG data. Mean income cannot be calculated with the data parameters given by the City of San Diego.

Household Income

Households by Income Category (2010 \$, adjusted for inflation)

	Less than \$15,000	\$15,000- \$29,999	\$30,000- \$44,999	\$45,000- \$59,999	\$60,000- \$74,999	\$75,000- \$99,999	\$100,000- \$124,999	\$125,000- \$149,999	\$150,000- \$199,999	\$200,000 or more
% of Total	7%	10%	13%	11%	11%	15%	10%	6%	7%	9%

Median Household Income

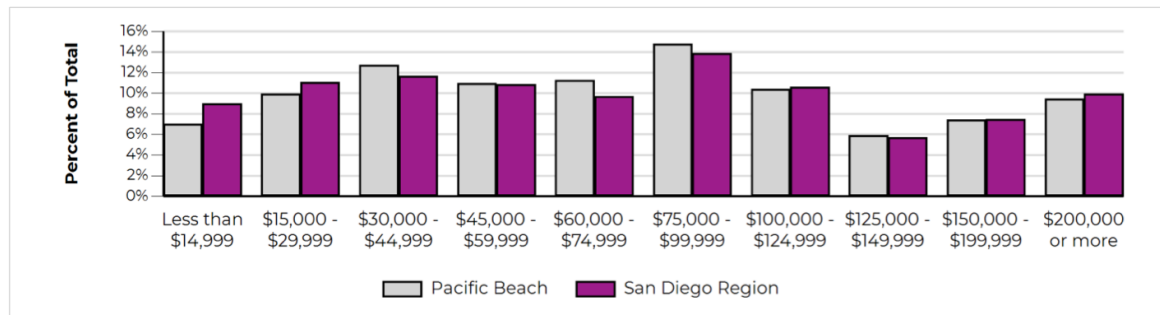
2021

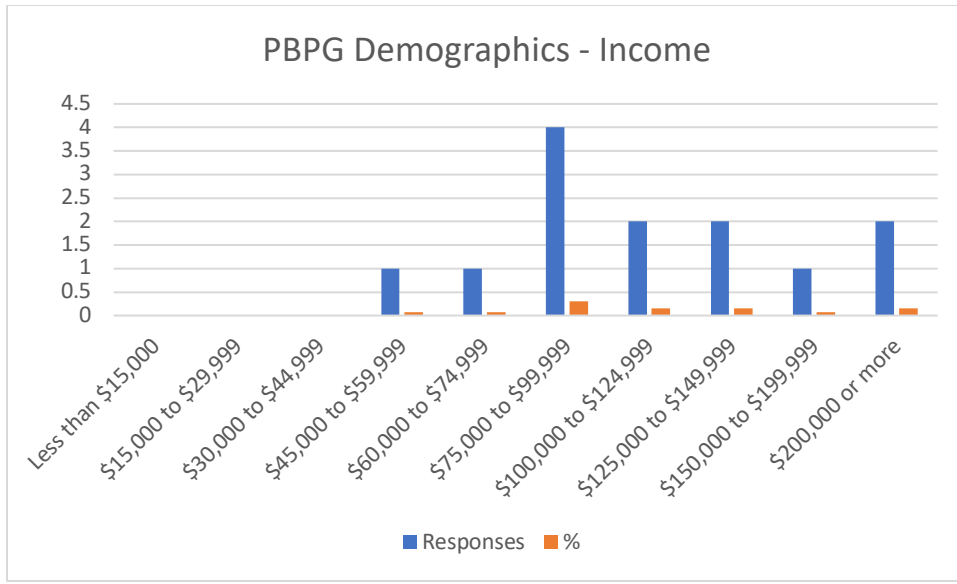
Adjusted for Inflation (2010 \$)

\$72,418

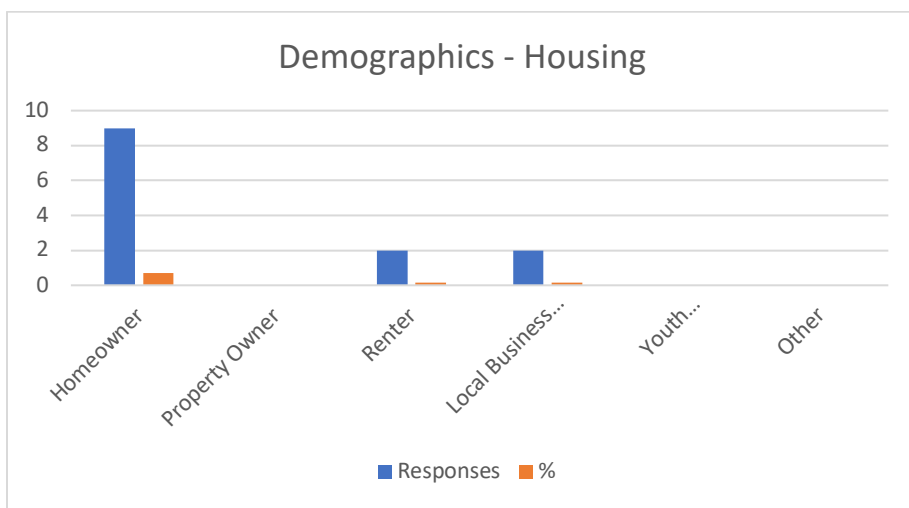
Not adjusted for inflation (current 2020 \$)

\$89,668





While the demographics for home occupation and time lived in Pacific Beach were not in the SANDAG data, our data is presented in our excel sheet and here in graphic form. Looking at the SANDAG data, only using “multi-family” as potential renters, 38% are renters. This likely is a underestimate given whole homes certainly have renters but given this comparison to the PBPG of 2/13 or 15%, renters are underrepresented. Local businesses are represented at 15% as well and are not captured in the SANDAG data. There is a perception of renters being more transient and possibly less interested in future planning, but the PBPG recognizes this is inaccurate. The planning groups chair has gone to many meetings of the community to actively recruit new board members who rent in Pacific Beach. Given the constraints of our budget, advertising in newspapers is unlikely but we are considering social media as an alternative to get the word out. As for how long a board member has lived in PB, the numbers skew towards fewer years and this is likely due to our current active efforts at new recruitment.



PBPG Demographics - Duration

