

STSD Resources, Tools, & Links

We've collected some resources specific to San Diego regarding the topics essential to the Strong Towns movement. This can help us reach a baseline when organizing, and make us more consistent and efficient in our efforts.

Please feel free to suggest or add anything others consider relevant.

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Strong Towns San Diego

Join our [Email List](#)

Our Media

- strongtownssandiego.org
- [Instagram](#)
- [r/StrongTownsSD](#)
- [Meetup](#)
- [Facebook](#)

Interested in Leadership?

1. Create an account at [Strong Towns Academy](#).
 - a. Finish Strong Towns 101
 - b. Finish Local Conversations Leaders Course
2. Go to 1+ events per month
 - a. Join the Discord after attending an in-person event
 - b. Participate on the Discord
3. Look at the breakdown of the focus areas to find interest area
4. Reach out to Functional Lead of what you want to get involved in.

Functional Lead Positions

| Functional Lead | Description | Reports to: |
|--|---|--------------------------------------|
| Community & Outreach Lead | Welcomes new members, grows membership, organizes introductions, activates participation. | Group Strategy & Mobilization Leader |
| Event & Logistics Lead | Plans in-person meetings, books venues, arranges materials, ensures attendance. | Group Strategy & Mobilization Leader |
| Social Media Coordinator | Runs Instagram, posts updates, schedules content, interacts with the public. | Group Strategy & Mobilization Leader |
| Policy Research Lead | Gathers data on city planning, infrastructure, and policies; summarizes key issues. | Policy & Advocacy Leader |
| Public Engagement & Advocacy Lead | Writes official letters/statements, coordinates public speaking, represents the group at external events. | Policy & Advocacy Leader |
| Tech & Moderation Lead | Manages Discord, subreddit, website, and group access; enforces community guidelines. | Operations & Governance Leader |
| Conflict Resolution Lead | Mediates disputes, enforces rules, ensures a safe and inclusive environment. | Operations & Governance Leader |
| Finance & Fundraising Lead | Tracks any donations, expenses, and organizes fundraising if needed. | Operations & Governance Leader |

San Diego 101:

City Level:

Calendars

[Legislative Calendar](#)

[How to attend and comment at a city council meeting](#)

Agendas

- City of San Diego [City Council](#) Agendas

Committees:

- City of San Diego [Land Use & Housing Committee](#) Agendas
- Typical first committee to hear and steer policy reform
- City of San Diego [Active Transportation Committee](#) Agendas
- City of San Diego [Community & Neighborhood Services](#) Committee Agendas

Commissions

- City of San Diego [Planning Commission](#) Agendas
 - Makes recommendations to City Council
- [San Diego Housing Commission \(SDHC\)](#)
 - San Diego's Public Housing commission
-

[Elected Representatives Information Lookup](#)

[Mobility Board](#)

- The Mobility Division of the Sustainability & Mobility Department furthers the City's goals for equitable, efficient and effective mobility choices that support residents of all ages and abilities.
- [Meeting Calendar](#)

Council Districts & Councilmembers

[Find My District](#)

District 1: [Joe LaCava](#)

District 2: [Jennifer Campbell](#)

District 3: [Stephen Whitburn](#)

District 4: [Henry L. Foster III](#)

District 5: [Marni von Wilpert](#)

District 6: [Kent Lee](#) (Council President Pro Tem)

District 7: [Raul Campillo](#)

District 8: [Vivian Moreno](#)

District 9: [Sean Elo-Rivera](#)

City Communities

[52 Communities and their Plans](#)

The general website page for all the communities.

[52 Communities Agendas Page](#)

To more easily find your community's meeting schedule and agenda.

Government Plans:

[San Diego 2022 Climate Action Plan](#)

- Required reading for this group bffr

[Mobility Master Plan](#) (revised Oct '24)

- Overview of the strategy and policy to increase multimodal mobility across the city. First iteration of this document. Easy to read, non-expert friendly. The thematic profiles, project lists/scoring, and areas of focus are a great place to get an overview of the direction on the MMP.
- Meeting Agendas and Materials: The Mobility Board meets the first Wednesday of each month. Meetings take place in-person at Civic Center Plaza, 1200 3rd Ave, 4th Floor Conference Room, San Diego, CA 92101

[Pedestrian Master Plan Landing Page](#)

- Phase One was completed in 2006, consisting of Volumes 1 & 2A. Phase Two was completed in 2013, consisting of Volume 2B. Very cute.

[SD Vision Zero Website](#)

- Here is the [Strategic Plan](#) (2020-2025) focused on reaching the goal of zero traffic deaths and serious injuries. A great resource to focus on actionable items to increase safety for non vehicle travelers, especially with a low cost lens (tactical urbanism).
- Participate through their [Virtual Open House](#).

[Blueprint SD](#)

- The City's General Plan, builds off of and refreshes the 2008 General Plan. The Plan focuses on three areas of focus: housing, mobility, and sustainability. "City of Villages" idea is the unifying theme guiding Plan strategy. Broken down into 10 elements (chapters) with specific objectives.

[Parks for All of Us](#)

- The website landing page for the City's Master Plan for the Parks. Here's the actual [Master Plan](#).

[Urban Forest Landing Page](#)

- The Five Year Plan was created in 2017 and has not been updated since.

[San Diego Planning Department \(Major Planning Initiatives\)](#)

- Tracking list and current status for current initiatives by priority area (homes, mobility, safety, sustainability, and prosperity)

CAP → Capital Improvement Plans

[Capital Improvements Plan Overview](#)

- All the sections of the plan. Other sections of interest could include: Project Prioritization, Homeless Strategies and Solutions, Community Planning, and Stormwater

[Capital Improvements Plan: Transportation](#)

- An interesting read to learn what projects were completed in 2024, what's planned for 2025, and how much priority and funding is given to each project.
- A good place to check when deciding what to focus on to maximize impact.

[Capital Improvements Plan: Sustainability and Mobility](#)

- The Department of Sustainability and Mobility (SuMo) leads the implementation of the City's Climate Action Plan. Currently focused on the goal of achieving zero emissions municipal buildings and operations by 2035, so all CIP projects align with this goal. Did not "execute any CIP projects in FY 2024," and "did not request any CIP projects for FY 2025."
- A good place to start to see how to move this goal along faster.

[San Diego CAP Implementation Plan](#)

- Outlines the what, how, cost, and needs for the goals of the CAP. Areas of interest might be the tables showing the many CAP actions; a good place to check focus research, outreach, and analysis.

[2023 CAP Annual Report](#)

- The easiest to read and most public friendly document outlining the City's progress in 5 identified strategies to reach CAP goals.

[Capital Improvements Projects process \(Council Policy 80L-14\)](#)

- Establishes the process of prioritization for Capital Projects to optimize the City's resources. The goal is to facilitate an objective methodology that will produce equal and equitable outcomes for communities across the City.

[CAP Annual Work plan Template FY24: SuMo](#)

- What SuMo is currently working on, and which of the 5 strategies those actions support. Great place to see where STSD can find space to build capacity and engagement.

[CAP Annual Work Plan Template FY24: Transportation](#)

- Same as above, but for Transportation.

[Street Paving Map](#)

- Map showing all of the completed and upcoming street pavings in San Diego

San Diego [CIP Project Map Viewer](#)

- The CIP Project Map Viewer uses Geographic Information Systems (GIS) technology to display location and information for hundreds of CIP projects in the planning, design, or construction phases. <https://www.sandiego.gov/cip/project-info>

[County CIP Project Viewer](#)

- The CIP Map for the county of San Diego. Each jurisdiction will maintain its own map.

[Utilities Underground Map](#)

- [Map showing the city's plan to underground utilities](#)

SANDAG

[Board of Directors Manual](#)

- Outlines structure, budget, and role of the Board of Directors for SANDAG

Strong Towns Core Campaigns

City Finance

[San Diego 2025-2029 Five Year Financial Outlook](#)

- Outlines trends and forecasts the financial capabilities of the City. Note that the City is projected to fall short of funds every single year. Pay special attention to the Zero Emissions Municipal Buildings and Operations Policy (ZEMBOP) and the Climate Action Plan from the Department of Sustainability and Mobility (SuMo).

[Proposed FY25 Budget](#)

- \$5.65 billion. Outlines additions and reductions. Even though it might change, it's a good place to start to see what needs attention.

Placemaking

[Ready, Set, Grow San Diego](#)

- The City was awarded \$10 million to increase urban forest coverage.

[City of San Diego - Placemaking](#)

- The city offers permits for placemaking

Buildings and density:

[Single Staircase CBC](#)

- CA 835 mandating the CA Fire Marshall to build a report about changing the single staircase fire code rules for apartment buildings over 3 floors. Report due by 01/26.
- I watched [this](#) video and wanted to see where CA and San Diego are in this process.

[San Diego GIS](#)

- Data specific to the SD area, good for creating layered maps to showcase intersectional variables.

[Zoning & Parcel Info \(Layers of GIS info, including environmental, Coastal, zoning\)](#)

Transportation & Streets

[Beach Bug & FRED](#)

- Programs for Neighborhood Electric Vehicles to reduce traffic and lower GHG emissions. Uses the [Ride Circuit](#) app.

[Complete Streets Policy](#) (Council Policy 900-23)

- Frames how the City will approach development and maintenance of streets.

[Fatal 15: Letter to Mayor Todd Gloria](#)

- Public letter from 8 local organizations to ask that improvements to the Fatal 15 be included in the Budget FY25.

[Ped Safe Guide](#)

- website on how to improve safety for walkers and cyclists. Recommended by City Nerd

Equity

[Build Better San Diego](#)

- Build Better SD is a citywide initiative to enable the faster delivery of public spaces and buildings equitably and sustainably across San Diego. City Council adopted the initiative on Aug. 1, 2022.

[Climate Equity Index](#) (CEI)

- This index gives scores based on indicators used to measure social and environmental inequities for different geographic locations in San Diego. The numbers are then used to provide additional weight when considering projects for the CAP and General Plan. There are 35 indicators in 5 different categories, each given a score 0-100, with a City average of 61. The recommendations are a good place to find actionable ideas.

[San Diego Assessment on FairHousing \(2021-2029 Housing Element\)](#)

- Integration and Segregation Patterns
- Racially and Ethnically Concentrated Areas of Poverty (RECAPs)
- Disparities in Access to Opportunity
- Disproportionate Housing Needs Including Displacement
- Fair Housing Issues, Contributing Factors, and Meaningful Programs/Actions

[CTCAC/HCD Opportunity Area Maps](#)

- The mapping tools are intended to advance the state's affirmatively furthering fair housing (AFFH) objectives. AFFH means combating discrimination and taking meaningful actions that overcome patterns of segregation and foster inclusive communities free from barriers that restrict access to opportunity based on protected characteristics.

[CA HUD: Affirmatively Furthering Fair Housing](#)

- The goal of Affirmatively Furthering Fair Housing (AFFH) is to combat housing discrimination, eliminate racial bias, undo historic patterns of segregation, and lift barriers that restrict access in order to foster inclusive communities and achieve racial equity, fair housing choice, and opportunity for all Californians.

[Mapping Inequality - Redlining in New Deal America \(San Diego link\)](#)

Energy

[San Diego Community Power](#)

- SDCP is a Community Choice Aggregate (CCA) program. CCAs are not-for-profit public agencies that partner with local investor-owned utilities (SDG&E in our case) to deliver

cleaner electricity to their communities. CCAs introduce healthy competition into the energy marketplace and eliminate shareholders who profit on your electricity use.

[SDG&E](#)

- Here is the link to their solar page. I know they're pretty much universally hated by locals but there has to be an opportunity somewhere.

Ways to Take Action

Engage

[Get It Done](#) App

- An app to report issues to the City, such as illegal dumping, dead animals, poor street/sidewalk condition, parking violations, graffiti, etc. The website lists all the reports made, could be an interesting method to find avenues of community engagement (re: tactical urbanism).
- A good tool for increasing engagement in a meaningful and low effort way. I know Strong Towns does city walks for some of their events, this could be used if SDST did any walking events.

[SD Vision Zero Website](#)

- Here is the [Strategic Plan](#) (2020-2025) focused on reaching the goal of zero traffic deaths and serious injuries. A great resource to focus on actionable items to increase safety for non vehicle travelers, especially with a low cost lens (tactical urbanism).
- Participate through their [Virtual Open House](#).

Other Advocacy Groups:

(groups in bold are of special interest and relevance to our work)

[RideSD](#)

- Focused on increasing transit efficacy and ridership in San Diego.

[Livable Communities Initiative](#)

[CA YIMBY](#)

- Current policy framework on California housing initiatives

[YIMBY Action](#)

- Action-oriented national pro-housing group

[San Diego YIMBY Dems](#)

- Local San Diego YIMBY group - (any political affiliation welcome)

[Vibrant Uptown](#)

- Urban-forward group focussing on Hillcrest, Bankers Hill, Mission Hills, University Heights, and Middletown

[Urban Collaborative Project CDC](#)

[I Am My Brothers Keeper CDC](#)

[Carbon Disclosure Project - Cities](#)

- For reporting carbon emissions to create benchmarks and assess progress. A tool for reporting, monitoring, and evaluating.

[Bike Coalition San Diego County](#)

- A California 501(c)(3) nonprofit organization "dedicated to making bicycling better in San Diego." It aims to do this through educational programs, promoting awareness of bicyclists and bicycling issues, reviewing infrastructure improvements, and acting as a voice for bicyclists to elected officials and decision-makers throughout the San Diego region.

[Beautiful PB](#)

- A grassroots non-profit organization that works to create a more sustainable, equitable, and beautiful Pacific Beach.

[Circulate San Diego](#)

- A nonprofit organization that promotes excellent mobility choices and vibrant, healthy neighborhoods in the San Diego region.

[Bike SD](#)

- They are committed to making San Diego a premier biking city by advocating for safe, everyday riding and community-friendly infrastructure

[Neighbors for a Better San Diego](#)

- Group of primarily homeowners focused on issues like gentle density, neighborhood character, and local governance
- Were extremely anti ADU as of late 2024, but slowly came around to the concept of *gentle density*, particularly in single family zoning.
- Primary opportunity to open a meaningful dialogue about urbanism, density, city finances, etc.

Digital Tools

[Urban3 Style San Diego Map](#)

- [Value/sqft for every taxable parcel in San Diego County](#)

[Streetmix](#)

- Streetmix is a web-based application that lets you create and customize your own street scenarios.

[Strong Towns Financial Decoder](#)

- [We've already completed the decoder for 2009-2024. See our post on Instagram](#)

Media

CBS 8 News (KFMB-TV) - desk@cbs8.com

KBC 10 News (KGTV) - tips@10news.com

KPBS News - news@kpbs.org

Fox 5 News & KUSI (bought by Fox 5) - news@fox5sandiego.com

Univision San Diego - kbmp@intravision.com

Voice of San Diego: tbd

Persons of Interest

[Who's Who in San Diego](#)

- STSD created a slide deck to introduce local elected representatives and their key legislative actions, committees, and voting record

[Andrew Bowen](#) - KPBS reporter

- Andrew Bowen covers a broad range of issues across San Diego County, including local government, housing, transportation, infrastructure and climate change.

Jake Gotta - reporter

[Katie Hyson](#) - KPBS reporter

- Reports on racial justice and social equity for KPBS.

Anar Salayev - Executive Director of BikeSD, Mobility Board Member

Manny Rodriguez - President of YIMBY Dems, Co-lead of RideSD

Education & Learning

General Links:

[Strong Towns San Diego Website](#)

- Our central hub

[Strong Towns Website](#)

- Where it all begins

- Here are the official Strong Towns [priorities](#).
- I think a good course of action is to increase the links we have on [this](#) map. Listing the Discord server and subreddit removes barriers to action for potential members of our local chapter.

Youtube Channels

[Strong Towns Central](#)

- Our bread and butter.

[Not Just Bikes](#)

- Urban planning and design from the Netherlands.

[City Nerd](#)

- All things cities and transportation, approaching things with a profound love for urban environments and an analytical bent.

[About Here](#)

- A Canadian perspective, but good information on city design

Podcasts

Local:

[Voice of San Diego Podcast](#)

[KPBS San Diego News Now](#)

[KPBS Freeway Exit](#)

National:

[The Strong Towns Podcast](#)

[Upzoned](#) - by Strong Towns

[The Missing Middle](#)

[The Messy City](#)

[Active Towns](#)

[The War on Cars](#)

[The Urbanist Agenda](#)

Books

Please consider using a public library

- [GET A CITY LIBRARY CARD](#)
- [GET A COUNTY LIBRARY CARD](#)

- [CALIFORNIA'S BOOKSHELF](#) (state project for 300k+ ebooks)

[The Ultimate Strong Towns Reading List](#)

[Strong Towns: A Bottom-Up Revolution to Rebuild American Prosperity](#) by Chuck Marohn

[Confessions of a Recovering Engineer: Transportation for a Strong Town](#) by Chuck Marohn

[Escaping the Housing Trap](#) by Chuck Marohn and Daniel Herriges

[Walkable City](#) by Jeff Speck

[Paved Paradise](#) by Henry Grabar