



beautifulPB

WHO ARE WE?

We are a public non-profit charity formed by a group of PB residents, businesses, and property owners who are collaborating with the local community to create a sustainably beautiful Pacific Beach.

WHAT DO WE DO?

We are working to implement a number of community projects and programs that will bring us closer to realizing a Pacific Beach EcoDistrict.

WHAT IS THE PACIFIC BEACH 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.

Our community has defined the vision for the Pacific Beach EcoDistrict with a set of guiding principles, towards implementation of projects with the support of local community groups.

HOW ARE WE FUNDED?

We are currently funded through personal charitable donations and funding grants. We're pursuing alternative funding strategies, and welcome your collaborative thoughts and ideas.



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OUR PROJECTS:

| <i>Projects: Current and Future</i> | <i>Status</i> |
|--|--|
| <i>Current Project</i> – PB Parks – community plaza and park space that promotes community identity | To be submitted for SANDAG funding grant in 2014 |
| <i>Current Program</i> – Pacific Beach EcoDistrict – ongoing public engagement to define and prioritize projects to implement the EcoDistrict principles | EcoDistrict workshops on 6/2013, 12/2013, 4/2014 |
| <i>Future Project</i> – Historic Highway 101 | |
| <i>Current Project</i> – Neighborhood Greenways – network of safe bicycle and pedestrian paths that also promote positive identity | Open house to gain community feedback on network planned for Fall 2014 |
| <i>Current Project</i> – Pedestrian murals – artwork at school intersection crossings to promote safety for children | 1 st mural planned for 9/20/2014 |
| <i>Current Project</i> – PBDIGS – community garden at Pacific Beach Drive | An idea coordination with the City of San Diego |
| <i>Future Project</i> – Stormwater Pilot Project – | An idea in coordination with the City of San Diego |
| <i>Future Program</i> – Water report program | An idea in production and coordination |
| <i>Future Program</i> – Energy report program | An idea in production and coordination |
| <i>Current Program</i> – ConnectPB CirculateSD/SD Foundation Foundaton | Collaboration with |
| <i>Future Program</i> – Funding Mechanism | Community Benefits District |
| <i>Future Program</i> – Entry Monument Signage | |
| <i>Future Program</i> – Strive for 5 – community recognition of businesses within PB that demonstrate achievement of high quality and sustainability goals | An idea in production and coordination |





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CURRENT PROJECTS WE SUPPORT:

| <i>Project or program</i> | <i>Primary organization</i> |
|---|--|
| <i>Current Project – Rose Creek Safe, Clean and Green Program</i> | San Diego Earthworks and the Rose Creek Watershed Alliance (link on website is not found, is this still active?) |
| <i>Current Project – Rose Creek Wetland Restoration</i> | San Diego Audobon Society |
| <i>Future Project – YMCA (I think we should remove this from our website – unless they demonstrate their sustainability and community goals, I think it’s premature to show our support?)</i> | YMCA, PB Middle School, City of San Diego |
| <i>Current Program – Connect PB</i> | Circulate San Diego and The San Diego Foundation |
| <i>Future Project – Bicycle Business District</i> | Discover PB |
| <i>Future Program – Parking Management Strategy</i> | Discover PB |
| <i>Future Project – Mid-Coast Trolley</i> | SANDAG |
| <i>Current Program – Beach Cleanups</i> | San Diego Surfrider, PB Town Council |
| <i>Current Program – Beach and Bay Monitoring</i> | San Diego Coastkeeper |
| <i>Current Program SD Green Business Network</i> | City of San Diego |
| <i>Future Porgram – beautifulART</i> | PB Town Council |



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WHAT IS OUR MESSAGE?

1. Raising awareness of *who we are* vs. *what we do*
2. Simplifying the message
3. Specific messaging related to specific projects and programs

HOW DO WE RAISE OUR EXPOSURE + COMMUNICATE OUR MESSAGE?

| <i>Social Media</i> | <i>Visible projects and programs</i> | <i>Events</i> | <i>Swag</i> |
|---|--|---|--|
| Email blasts <ol style="list-style-type: none"> 1. To whom? 2. How often? 3. With what info? | Strive for 5 (?): <ul style="list-style-type: none"> – Stickers in storefronts recognizing achievements in quality and sustainability | What events are we committed to attending? <ol style="list-style-type: none"> 1. Content and info needed at table 2. Content and info to gather from community | For raising awareness: <ol style="list-style-type: none"> 1. Promotional cards 2. Stickers |
| Twitter <ol style="list-style-type: none"> 1. What content? 2. How often? | Beautiful PB Signs: <ul style="list-style-type: none"> – Located along streets at pedestrian murals and EcoTrails | What events are we committed to hosting/coordinating? Objective of event? <ol style="list-style-type: none"> 1. Review info 2. Gain feedback 3. Fundraising | For distribution of info: <ol style="list-style-type: none"> 1. Fliers 2. Info packet |
| Facebook <ol style="list-style-type: none"> 1. What content? 2. How often? | Published reports and info: <ul style="list-style-type: none"> – Consistent template | Event materials: <ol style="list-style-type: none"> 1. Canopy tent 2. Table 3. Info displays 4. Swag | For raising funds: <ol style="list-style-type: none"> 1. Tshirts 2. Specialty brews |
| Press Releases <ol style="list-style-type: none"> 1. List of media contacts? 2. Process? | | | |