

*2<sup>nd</sup> Annual  
“Vitalize Alpine”  
Conference:*

*Group  
Leader  
Packet*

**Date:**

March 17, 6:00-8:30 PM  
March 18, 8:30 AM to 4:30 PM

**Location:**

Boulder Oaks School  
2320 Tavern Rd, Alpine



www.SterlingInsights.com  
619-659-1234

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### **Workshop Sponsorship & Design**

The design of this event and assembly of the enclosed materials includes contributions from each of the revitalization subcommittees and many interested citizens. The overall process is guided by Sterling Insights, a strategic planning consultancy located in Alpine.

#### **Event production is being managed by the following Revitalization Community Development Subcommittee Members.**

|                           |                |
|---------------------------|----------------|
| Joe Forlenza, Chairperson | Carol Morrison |
| Gary Weinstein            | Don Tarr       |
| Allegra Pajot             | George Barnett |
| Paul Rohal                | Pat Cannon     |
| Lisa Haws                 | Carol Morrison |
| Mindi Lassman             |                |

#### **For information about using this packet with your group:**

|              |              |
|--------------|--------------|
| Joe Forlenza | 619-699-3782 |
| Paul Rohal   | 619-445-7333 |

#### **To volunteer for the Support Team or donate food/beverages:**

|                |              |
|----------------|--------------|
| Allegra Pajot  | 619-531-2110 |
| Carol Morrison | 619-445-2544 |

## 2006 Alpine Revitalization: Group Leader Packet

[www.4Rcommunity.com](http://www.4Rcommunity.com)

**Dear Community Group Leader, Business Operator, and Land Owner,**

We are pleased to invite your group to participate in the 2<sup>nd</sup> Annual “Vitalize Alpine” conference. This effort was launched in 2004 by County Supervisor Dianne Jacob and has been getting results in Alpine ever since.

### **The goals for Revitalization are:**

- Create more economic, social, and environmental health in Alpine.
- Engage all community groups and businesses to collaborate, clarify and update a shared vision for Alpine.
- Support action to achieve the vision.
- Provide Supervisor Jacob with input to help us find capital improvement funds for key improvements the Alpine community wants.



### **The intent of the 2005 event**

was to start an inclusive process to create a shared vision for Alpine. Fifty delegates participated representing 50 community groups, whose members included 25% of Alpine’s population. Committees on dozens of different goals formed and worked all year. They are producing concrete results to improve Alpine’s environment and social life. A project list is attached.

You can follow Revitalization news and download documents on Alpine’s Revitalization website at:

[www.4Rcommunity.com](http://www.4Rcommunity.com). There you can leave comments on projects or contact any of the committee leaders.

In the 2005 event we worked hard to imagine what Alpine could look, sound, and feel like in 2015. That work was just a first attempt. It needs more Alpine residents and business people to update it and make it better.



We reach out once again to all community groups to participate, and make a special invitation to all business and landowners. Your participation is so important. The participation goal is once again to engage 100 delegates representing 100% of Alpine. Great effort is being made to ensure that every association, group, business and interested individual is able to participate.

This effort is not sponsored by the Alpine Planning Group, though some APG members will attend it.

Building on last year’s success, the 2006 event theme is “Sustainable Economic Development” and it’s role Alpine’s in long-term success.

### **This year’s event will:**

- Celebrate our revitalization progress from 2004 to date

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- Refine and update the vision for Alpine including project lists
- Help us learn about our regional economy and “sustainable economic development” including tools used in the most successful small towns.
- Generate ideas to help make Alpine’s economy recession and disaster proof
- Get input and priorities from Alpine businesses into the process



By using the tools and materials in this packet you will be making the vision of Alpine a reality. The information and activities here are intended to guide your group or business to develop your own “Vision of Alpine” through a self-directed mini-workshop. Once developed, you can send a representative to carry your priorities to the conference.

### **What if you don’t get involved?**

Life will go on, to be sure. Choices will get made without you about all kinds of things. Not everyone has time and energy to participate. But, wouldn’t you like to get your group’s priorities into the mix? For those issues that have an impact on where you shop, or your route to work, or the kinds of jobs and business opportunities available in Alpine, don’t you want to weigh in?

In the Revitalization process you have a way to get your voice heard on issues that are important to you. And, you can

find others who, like you, want to work to make Alpine as great as it can be.

**About the Revitalization Team-** The workshop was developed by a team of residents and will be facilitated again by Joe & Rita Sterling, Sterling Insights, Inc., who live in Peutz Valley.

The Sterlings have designed and facilitated community development and revitalization efforts in the San Diego region for over 10 years. They do not work for the County, and are not connected to any developers or other special interest groups. To learn about their company go to their website at [www.SterlingInsights.com](http://www.SterlingInsights.com).

### **Thank you in advance for your participation and community spirit.**

Alpine’s community spirit was demonstrated when neighbors organized to help each other after the devastating 2003 fires and again in the 2005 “Vision of Alpine” event. Here is another opportunity to turn that spirit toward creating a bright future in Alpine.

Warmly,  
2006 “Vitalize Alpine” Workshop Team

### ***So, what do I do now?***

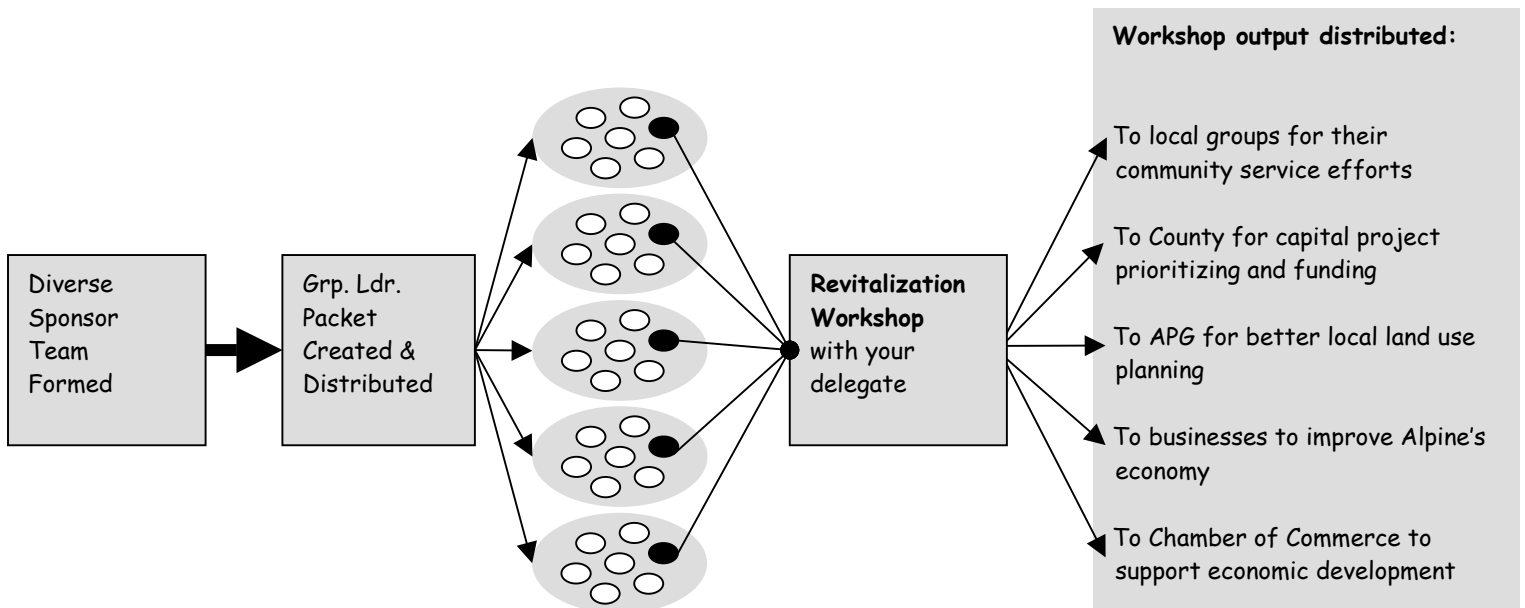
- Explore the references in this packet
- Learn about how other towns became stronger economically, socially, and environmentally.
- Run the “mini-workshop” process to create your group’s vision for Alpine.
- Develop a list of actions your group can take, perhaps in collaboration with others, to improve Alpine.
- Send your delegate to the workshop in March with your vision and priorities.
- Take action

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## 1. How it works

The diagram below illustrates how the work you do with your small group will be included in the annual conference and what happens after that.



### Community Groups Meet prior to the Revitalization Workshop

- Each group conducts a mini-workshop and sends a representative with their vision/priorities.
- Develop improvement action items the group can accomplish on their own or with other groups.



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### 1. Progress: 2004 to date

The products from the 2005 event can be found at the Revitalization web site: [www.4Rcommunity.com](http://www.4Rcommunity.com) in the section called [Events - Alpine Vitalization](#). The documents include:

- Alpine vision statement;
- Specific economic, social, and environmental vision elements;
- Project lists for each vision element;
- Conceptual maps of Alpine's town-center reflecting the vision elements;
- Participant photos and graphics created at the event.

The 2005 event was designed, facilitated, and documented as a community service by the Alpine strategic planning firm Sterling Insights, Inc. with guidance from a diverse team of 10 community volunteers (619-659-1234 [www.SterlingInsights.com](http://www.SterlingInsights.com)).

The results of all the Revitalization Sub-Committees can be found in the Project Matrix maintained by Alpine Revitalization Steering Committee chaired by Supervisor Dianne Jacob. The latest version of the Matrix (January 20, 2006) is available to download at:

[www.4Rcommunity.com](http://www.4Rcommunity.com) in the section called Alpine Project Matrix.



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### Revitalization Projects Matrix – January 2006

For a status report on each project download the full matrix from [www.4Rcommunity.com](http://www.4Rcommunity.com)

To contact the lead person for a particular project, call the chair person of the category.

#### **Parks and Recreation - Passive**

**Stephanie Wells: 619-445-0020**

- Education center at Wright's Field
- Purchase of Wright's Field
- String of Pearls: Pocket Parks
- Linking trails to Alpine
- Signature Trail
- Create Alpine Nature & Art Center
- Alpine Botanical Garden & Art Center
- Deer Creek Park
- Creation of Parks and Recreation Master Plan for Alpine

#### **Public Safety/Public Health**

**Neville Connell: 619-659-0458**

- Providing annual up-dates to the Community Wildfire Protection Plan
- Forming neighborhood Fire Safe Councils
- Designing and operating Vegetation Management Projects around Alpine
- Working to provide CERT training, funding & organization
- Working to have a new Sheriff's Substation
- Working to have a plan for homeless workers
- Provided an analysis of air pollution in Alpine and the County
- Established Emergency Centers and Fire Safe Zones
- Established emergency radio operators network (RACES) in Alpine
- Provided an analysis of Traffic Circulation within Alpine during emergencies

#### **Parks and Recreation - Active**

**George Barnett: 619-659-0345**

- 30-acre park
- Cooperation with GUHSD regarding new high school

#### **Roads and Infrastructure**

**Gay de Gero: 619-659-0457**

- Trails – staging area
- Parking
- Change of Alpine Blvd from Collector to Town Collector
- Safe school routes
- Transit (shuttle)
- Coordination/ efficiency of transportation

#### **Youth and Community Services**

**Pat Cannon: 619-445-2722**

- New Post office
- Business Park catering to intellectual capital
- Community services complex North of Interstate 8
- People oriented Park
- Plaza for festivals

#### **Community Development**

**Joe Forlenza: 619-699-3782**

- Alpine Blvd.: Clarify centerline for the right-of-way along Alpine Blvd.
- Town Center: Establish vibrant village core
- Collaborate with Viejas Band of Kumeyaay Indians
- Farmers' Market
- Historic Sites
- Parks and Trail
- Support local businesses
- Beautification: Conduct a range of programs including, but not limited to, a focus on Alpine Creek.

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### 3. Instructions for Pre-event Mini-Workshops

#### Overview

This mini-workshop is a series of simple but carefully structured exercises for your group to do together. All of the businesses and community groups in Alpine that could be reached have been given the same instructions. They are designed to help you have a structured conversation about the future. They will also help your group create a vision for Alpine and a set of priorities. The process includes brainstorming about projects your group can do to bring your vision to life right now. The vision, priorities, and project ideas are what your group brings to the conference along with all the other groups.

If you are going to be the facilitator of your group's activities, relax, you'll do fine. This process was successfully conducted last year by over 25 of Alpine's community groups and it produced wonderful results. You can see the combined "Vision Elements" of all the groups combined at [http://4rcommunity.com/?page\\_id=12#20050219](http://4rcommunity.com/?page_id=12#20050219). If you follow the instructions for the process, you'll be amazed at what your group produces. Have fun with it!

**Total Activity Duration:** It can be done in under an hour. Once you get started your group will want to take two or three!

#### Materials:

- Print copies of the Individual Vision exercise and the three worksheets (pages 10, 14, 15, 16 of this packet) for all your group members. If you can make copies of the whole packet for all members that's even better.
- Pens/pencils/paper for everyone
- Tables and chairs for all participants set up in groups of 5-7.
- A flip chart and markers (if you have them)

**Roles:** One person to facilitate the process  
Everybody else is a participant

**Timing:** The following timing works well for up to 20 participants. Timing may be longer or shorter with more or fewer participants. See the written instructions for each step for details. Once your group gets going they won't want to stop!

| <u>Step</u> | <u>Duration</u> | <u>Activity</u>  |
|-------------|-----------------|--|
| 1.          | 10 min.         | Introduction & Ground Rules                                |
| 2.          | 20 min.         | Individual Vision Exercise                                 |
| 3.          | 20 min.         | Share-a-Vision (individuals share with small group)        |
| 4.          | 30 min.         | Synthesis (small groups synthesize individual work)        |
| 5.          | 20 min.         | Small groups report out to each other                      |
| 6.          | 30 min.         | Pull together themes from the vision work and action plans |
| 7.          | 30 min.         | Dialogue to reflect on what the group has done so far.     |
|             |                 | Adjourn  |

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## Step 1. Introduction & Ground Rules:

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Welcome to our Mini-Workshop for the 2<sup>nd</sup> Annual “Vitalize Alpine” Conference. Our work today will feed into a larger Conference being held in March that will bring together the work of all the groups like ours and businesses throughout Alpine.

### **Ground Rules:**

- 1. This is about the future of Alpine.** We are here to envision a successful future for Alpine that includes a robust local economy, a vibrant social life, and a healthy environment. The goal is to imagine all these things coming together so that Alpine gets better with each generation. It’s not just about economics. It’s not just about the environment and buildings. It’s not just about social or political life. It’s about how they all work together.
- 2. Trust the process.** We are applying a proven process that has been used for solving complex challenges like those facing Alpine. Last year 25 different community groups ran this mini-workshop on their own very successfully. Follow the instructions. We won’t have enough time or information to work out all the details. This activity is about getting good dialogue going and getting our best thinking out. **“Good enough for now”** is all we need.
- 3. Discovery vs. Debate.** This activity is more about discovering what we collectively imagine and feel than it is about debating who is right or wrong. Ask questions to understand each other better.
- 4. Monitor your airtime.** Make sure everyone has an opportunity to be heard.
- 5. Allow the Facilitator to do his/her job.** I am going to give you certain written instructions to follow, and I will have to monitor the time so that we move through the whole process in the time we have. It’s very important to complete each step. It’s my role to keep us on time and to keep the process moving. So, please help me do my job by starting and stopping when I tell you to.

**Here comes the first assignment!** This is an individual activity. You’ll have 20 minutes to respond to the instructions on the handout. Write and draw your responses. You won’t have enough time to respond to all the questions, so just respond to the ones that are most important to you. In 20 minutes I’ll give you the next step.

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### Step 2. Individual Vision Exercise Handout (this page only)

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***It's February 2015*** and you have been showing a family visitor around Alpine for a week. Your visitor is very observant and points out all the great things about Alpine. As she talks with locals, everyone describes how much Alpine improved between 2005 and 2015. There is a really positive momentum in town. The quality of life is high regardless of age or economic situation. Children you've watched grow up in Alpine are thriving as young adults. Together you see how Alpine has become even more wonderful *since 2005*.

**Below are questions your visitor asked. Skim the questions then write or draw responses to as many as you can in 20 minutes. You'll get a chance to share your work with the group after you're done.**

#### **What kinds of jobs, services, and products is Alpine famous for in 2015?**

What are the three biggest employers around Alpine? What does Alpine import? What does it export to the rest of the County, and beyond? What types of small businesses are most important to the local economy? What do the local farms/nurseries produce? How has healthcare changed in Alpine? How has housing changed? Where do the young, the old, and the day laborers in Alpine live? What has the town center become? How has traffic changed Alpine? Economically, what town would you like Alpine to emulate?

#### **What is Alpine's reputation for energy, water and the environment in 2015?**

What kinds of vehicles/fuels are used in Alpine? Where does Alpine get its electricity? How much is from solar or wind power? What is done to protect Alpine's air, water and soil quality? What is Alpine's ecology and biological diversity like in 2015? How has Alpine taken care of its various watersheds? Energy-wise and ecologically, what other town compares well to Alpine?

#### **What are the best parts of social and civic life in Alpine in 2015?**

What community service opportunities exist? How easy is it to get involved? How has the town center changed to make it attractive as a place to walk and talk? What kinds of entertainment and nightlife exist in Alpine? What are the local politics like in 2015? What makes the schools so great? What are the adult learning opportunities? What are the annual cultural events/festivals?

#### **What about the ups and downs between 2006 and 2015?**

No matter what happened to the regional economy, things in Alpine just kept moving along. What made Alpine so recession proof? No matter what disasters happened in Alpine, California/Baja, or else where in the world, Alpine businesses and families managed to get through it really well. What made Alpine's businesses and families so disaster proof?

#### **What did your group do between 2006 and 2015 to make Alpine so great?**

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### Step 3. Share-a-Vision:

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#### **How to Share your work:**

The next step is to take turns sharing your work with the others at your table. The reports will go quickly if you each take a turn sharing your response to the first group of questions. When everyone has had a turn, go around again sharing your response to the second group of questions. Keep going around until everyone has shared all of their work. Show your pictures, words, let your teammates know how wonderful it is in 2015 and why.

#### **How to listen to each person's report:**

Listening to each report carefully, try to understand what your tablemates are envisioning for a wonderful future in Alpine. Ask questions for clarification only. Listen for themes among the different reports. There will be time later to discuss the different themes and ideas that each person produced.

You will have a total of 20 minutes for all the reports at your table.

### Step 4. Synthesis:

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In your small group, talk about what you heard in your reports – similarities, differences, and surprises. In particular, capture what your group said about Alpine's economy and what they did to make Alpine so great.

- Do the best you can to make a very full description of **Alpine's Sustainable Economy** – what happens here, how it works, who it employs, what gets imported and exported into/out of Alpine. Describe examples where Alpine businesses profit and grow by doing good in social and or environmental terms. Highlight all the ideas that improve Alpine's **Resiliency** what makes it recession-proof and disaster-proof? These two will be important to bring to the March event.
- Make a combined list of the **various projects and activities** that your group members did to make Alpine great (looking back from 2015). This list will be very important to your group later and will help your group form goals.

Select one person from your table who will be the scribe. Use the materials at your table (pen, paper, flip chart) to gather the various responses your team produced in the Individual Vision exercise. This activity is NOT about getting everyone to agree, but simply to bring all the individual reports together. Capture the similarities, and the differences. Note any surprises.

You will have a total of 30 minutes to do this activity.

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### Step 5. Team Reports:

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**Each team has 5 minutes to present their table's work:**

Make your team's work come to life. Show your pictures, words, tell your group how wonderful it is in 2015 and why. In particular describe what the economy is like, and the list of projects your group was involved in to make Alpine so great.

**How to listen to each team's report:**

Listening to each report carefully, try to understand what the other teams are imagining for a wonderful future in Alpine. Ask questions for clarification only. Listen for themes among the different reports. There will be time later to discuss the different themes and ideas that each team produced.

Each table will have 5 minutes to make their report.

### Step 6. Themes & Action Plans

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**“What message do we want to take to the workshop in March? And, are there projects to improve Alpine that we want to do ourselves or with other groups in town?”**

**NOTE TO FACILITATOR:** It's important to keep the remaining steps moving on time even though the group will want to keep talking at some points. The goal is to get the list of vision elements, the themes for a resilient Alpine economy, and your group's list of potential action items. You can always talk some more at another time, but getting a first pass at these now is key.

To fill in each worksheet, the group chooses the strongest ideas that have come up so far. You have 10 minutes to complete each worksheet below.

**Vision Worksheet: Economic, Environmental, Social**

Based on what you've done so far, what is the vision of Alpine that you'd like your delegate to carry forward to the event in March?

**Resiliency Worksheet**

What makes Alpine recession-proof and disaster-proof. Fill in the worksheet for your delegate to carry forward.

**Action Items Worksheet**

What are the action items your group will consider undertaking to improve Alpine on your own. Fill in the Action Items worksheet for your group to prioritize and act on at another meeting.

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### Step 7. What just happened? Take a moment to reflect!

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**NOTE TO FACILITATOR:** This is a brief structured dialogue to help the group notice and reflect on what it just did. For some this may be the most collaborative and creative process they have ever done with a group.

**(5 min.)**

#### **What did you see and hear during this meeting?**

Ask the group to organize the future ideas from each team by theme:

- List on paper the economic, social, and environmental vision elements
- Make a list of the resiliency ideas (recession-proof/disaster proof)
- List the actions that each team described

What is common? What are the differences? What are your group's priorities? How was it working together on an image of the future? What was surprising?

**(10 min.)**

#### **How do you feel about the things you saw and heard?**

Ask the participants to describe the feelings they have about the future that they collectively are describing on the lists. Also, how do they feel about working together in this way? Capture their reflections on another chart page.

**(10 min.)**

#### **What are the implications of the kind of future we have described?**

Consider the lists, the report outs about the future. What will it take to make that positive future come to pass? What does that mean for your group? What would be the upside to all of you to create that future? Would there be a downside? Capture the implications on a chart page.

**(5 min.)**

#### **What have we decided?**

Based on everything we've done today, what have we decided to do? Who is going to carry the message forward? What are our next steps?

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**VISION & SUSTAINABLE ECONOMY WORKSHEET**

What kinds of jobs, services, and products is Alpine famous for in 2015?

What is Alpine's reputation regarding energy and environment in 2015?

What are the best parts of social and civic life in Alpine in 2015?

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**RESILIENCY WORKSHEET**

What makes Alpine so recession-proof?

What makes Alpine so disaster-proof?

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**POTENTIAL GROUP PROJECT ITEMS**  
**(this is for your group to prioritize and act on later)**

What could your group do to improve the **Economics** (jobs, products, services) in Alpine?

What could your group do to improve the **Social & Civic** life in Alpine?

What could your group do to improve the **Environment** and **Energy** use in Alpine?

What could your group do to make Alpine **Recession Proof** and **Disaster Proof**?

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### 4. Revitalization Effort Defined

A Message from Supervisor Dianne Jacob (copied from the County of San Diego web site).

[www.co.san-diego.ca.us/cnty/bos/sup2/legislation/leg040713.html](http://www.co.san-diego.ca.us/cnty/bos/sup2/legislation/leg040713.html)

**DATE:** July 13, 2004                      **TO:** Board of Supervisors

**SUBJECT:** Establishing an Alpine Revitalization Committee

**SUMMARY:**

Today's action will authorize the Chief Administrative Officer to take the necessary steps to establish and activate a Revitalization Committee for the unincorporated community of Alpine.

**RECOMMENDATION:**

Chairwoman Dianne Jacob:

Authorize the Chief Administrative Officer to take the necessary steps to establish and activate a Revitalization Committee for the unincorporated community of Alpine.

**FISCAL IMPACT:**

This action can be accomplished with existing resources.

**BACKGROUND:**

On February 20, 1996, the Board of Supervisors activated a Community Revitalization Program for several unincorporated communities of San Diego County. The purpose of the Revitalization Programs was twofold: one, to improve services and facilities in unincorporated communities, and two, to strengthen the relationship between the County and these communities. Since these programs were established, the County has been better able to gauge what changes and improvements were most important to each community, and County dollars have been invested in accordance with specific priority lists established by working groups within each unincorporated area.

In District Two, four Revitalization Committees are active, in Ramona, Spring Valley, Lakeside, and the Backcountry. These committees each have sub-groups, which meet periodically to establish goals in specific areas determined by the larger community, and to work with County staff to achieve those goals. Through the Revitalization Committees in these areas, residents can be directly involved in changing their community, from working on a group that raises funds for a new library, to seeking grant funds that can be used to build a new teen center, to organizing a trash clean up day.

Now, Alpine residents would like to formalize a similar relationship with the County. Several energetic and visionary individuals in Alpine are already working hard on projects that are important to the community, such as funding and building a new library, making Alpine more pedestrian-friendly, and seeking land that could one day be developed into a park. These and other goals need more community involvement, and establishing a Revitalization Committee in Alpine is a perfect way to connect individuals both to each another, and to potential resources for achieving their collective goals.

Building consensus, working on projects cooperatively, and implementing a vision for Alpine's future requires the involvement of the entire community. Today's action, if approved, will set that process in motion, by authorizing the Chief Administrative Officer to take the necessary steps to establish a Revitalization Committee for Alpine.

I urge your support!

Respectfully submitted,

**DIANNE JACOB**

Chairwoman, Second District

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[www.4Rcommunity.com](http://www.4Rcommunity.com)

### 5. References: County & APG Documents, Online Links, Reading List for economic, environmental, and social sustainability

In order for Alpine's citizens to help the town improve we will all need to learn new things. Different folks are passionate about different aspects, so we all don't need to learn all of it! The following are a list of web links, APG and County documents and a reading list to support your group in being as informed as possible. Knowledge and information is power! It's time to stretch and work out those brain muscles! What do we need to learn so we can cultivate the vibrant and sustainable economy, environment, and social life we and our children deserve to enjoy?

We've organized this section into key categories. Please contact Joe Sterling at 619-659-1234 (Joe@SterlingInsights.com) if you have other materials you'd like to see on this list. You will find additional links and downloadable documents at [www.SterlingInsights.com/tools.htm](http://www.SterlingInsights.com/tools.htm).

#### County Documents & Links:

Supervisor Dianne Jacob  
County Administration Center  
1600 Pacific Highway  
San Diego, CA 92101  
(619) 531-5522  
(619) 696-7253 fax  
[dianne.jacob@sdcounty.ca.gov](mailto:dianne.jacob@sdcounty.ca.gov)

#### **County Directory**

[www2.sdcounty.ca.gov/lu/county\\_Directory/listing.asp](http://www2.sdcounty.ca.gov/lu/county_Directory/listing.asp)

#### **San Diego Association of Governments (SANDAG)**

<http://www.sandag.org/>

#### **City of San Diego, Sustainable Communities Program**

<http://www.sandiego.gov/environmental-services/sustainable/respect.shtml>

**What about the General Plan Update (GP2020), Alpine Community Plan, and Design Review Guidelines?** The rules, guidelines, and policies in these documents will influence Alpine's future. Some are more changeable than others. This process overall will help us confirm the aspects of those rules we want to keep, highlight aspects for amendment, and improve everyone's understanding. **Learn about these documents at:**

#### **County General Plan GP2020**

<http://www.co.san-diego.ca.us/cnty/cntydepts/landuse/planning/GP2020>

#### **Alpine Community Plan**

[www.co.san-diego.ca.us/cnty/cntydepts/landuse/planning/GP2020/comm/alpine.htm](http://www.co.san-diego.ca.us/cnty/cntydepts/landuse/planning/GP2020/comm/alpine.htm)

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### Alpine Planning Group (APG) Documents & Links:

#### APG Charter

Our mission is to advise and assist the Director of Planning, the Planning and Environmental Review Board, the Zoning Administrator, the Planning Commission and the Board of Supervisors in the preparation, amendment and implementation of community and sub-regional plans. The Alpine Planning Group operates according to the **I-1 Policy** adopted by the County Board of Supervisors. See the text of the I-1 Policy at [www.alpineplanninggroup.org/apgi1policy.htm](http://www.alpineplanninggroup.org/apgi1policy.htm).

For meeting dates and times of the Alpine Planning Group or any one of its subcommittees see the APG website, Alpine Sun newspaper or East County Herald newspaper:  
[www.alpineplanninggroup.org](http://www.alpineplanninggroup.org)

#### Subcommittees

|                     |  |
|---------------------|--|
| Circulation         | <a href="http://www.alpineplanninggroup.org/circulationindex.htm">www.alpineplanninggroup.org/circulationindex.htm</a>     |
| Communications      | <a href="http://www.alpineplanninggroup.org/communicationindex.htm">www.alpineplanninggroup.org/communicationindex.htm</a> |
| Facilities/Services | <a href="http://www.alpineplanninggroup.org/facilitiesindex.htm">www.alpineplanninggroup.org/facilitiesindex.htm</a>       |
| Private Actions     | <a href="http://www.alpineplanninggroup.org/pacindex.htm">www.alpineplanninggroup.org/pacindex.htm</a>                     |
| Public Facilities   | <a href="http://www.alpineplanninggroup.org/publicindex.htm">www.alpineplanninggroup.org/publicindex.htm</a>               |
| Recreation/Parks    | <a href="http://www.alpineplanninggroup.org/recreationindex.htm">www.alpineplanninggroup.org/recreationindex.htm</a>       |
| Trails              | <a href="http://www.alpineplanninggroup.org/trailsindex.htm">www.alpineplanninggroup.org/trailsindex.htm</a>               |

#### 2005 APG Members

|                 |  |
|-----------------|--|
| Bailey, Brad    | <a href="mailto:brad.bailey@AlpinePlanningGroup.org">brad.bailey@AlpinePlanningGroup.org</a>         |
| Benson, Doug    | <a href="mailto:doug.benson@AlpinePlanningGroup.org">doug.benson@AlpinePlanningGroup.org</a>         |
| Cannon, Pat     | <a href="mailto:pat.cannon@AlpinePlanningGroup.org">pat.cannon@AlpinePlanningGroup.org</a>           |
| Easterling, Jim | <a href="mailto:jim.easterling@AlpinePlanningGroup.org">jim.easterling@AlpinePlanningGroup.org</a>   |
| Fitz, Jane      | <a href="mailto:jane.fitz@AlpinePlanningGroup.org">jane.fitz@AlpinePlanningGroup.org</a>             |
| Forlenza, Joe   | <a href="mailto:joseph.forlenza@AlpinePlanningGroup.org">joseph.forlenza@AlpinePlanningGroup.org</a> |
| Holmes, Ned     | <a href="mailto:ned.holmes@AlpinePlanningGroup.org">ned.holmes@AlpinePlanningGroup.org</a>           |
| Goddard, John   | <a href="mailto:john.goddard@AlpinePlanningGroup.org">john.goddard@AlpinePlanningGroup.org</a>       |
| Lenz, Cheryl    | <a href="mailto:cheryl.lenz@AlpinePlanningGroup.org">cheryl.lenz@AlpinePlanningGroup.org</a>         |
| Mowry, Jim      | <a href="mailto:jim.mowry@AlpinePlanningGroup.org">jim.mowry@AlpinePlanningGroup.org</a> (Chairman)  |
| Price, Mark     | <a href="mailto:mark.price@AlpinePlanningGroup.org">mark.price@AlpinePlanningGroup.org</a>           |
| Rohal, Paul     | <a href="mailto:paul.rohal@AlpinePlanningGroup.org">paul.rohal@AlpinePlanningGroup.org</a>           |
| Urdahl, Larry   | P. O. Box 819, Alpine, CA 91903-0819   |
| Waitley, David  | <a href="mailto:david.waitley@AlpinePlanningGroup.org">david.waitley@AlpinePlanningGroup.org</a>     |
| Wood, George    | <a href="mailto:george.wood@AlpinePlanningGroup.org">george.wood@AlpinePlanningGroup.org</a>         |

## 2006 Alpine Revitalization: Group Leader Packet

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[www.4Rcommunity.com](http://www.4Rcommunity.com)

### Reading List:

**NOTE:** The web links and reading list are intended to offer a broad survey of best practices but not suggest a particular path for Alpine. These resources will help us gain the mental building blocks with which we can craft a uniquely Alpine balance to economic, social and environmental vigor and sustainability. Let us know if you find other resources you really find valuable.

*Building Communities from the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets*

by John P. Kretzmann, and John L. McKnight (1997, Institute for Policy & Research, Northwestern University) Provides approaches and tools to make the best of a communities capabilities through collaboration, appreciation for strengths, and turning dialogue into action.

*Economic Renewal Guide: A Collaborative Process for Sustainable Community Development*

by Michael J. Kinsley. Excellent hands-on manual with how-to instructions. Enters the sustainability conversation through the door of improving local economic conditions.

*Toward Sustainable Communities, Resources For Citizens And Their Governments*

by Mark Roseland (1998, New Societies Publishers). Good overview of sustainability principles including land use, urban design, transportation and traffic management. Well illustrated too.

*The Key to Sustainable Cities: Meeting Human Needs, Transforming Community Systems*

by Gwendolyn Hallsmith (2003 New Society Publishers). Offers a systems approach to sustainability. Gwendolyn is the mayor of Burlington, VT, which is one of the more successful cities that have undertaken an integrated approach to environmental, social and economic development.

*The Long Emergency: Surviving the Converging Catastrophes of the 21<sup>st</sup> Century*

by James Kunstler (2005, Atlantic Monthly Press). Offers a less than optimistic view of the future of fuel prices, climate change and infectious disease. Take two aspirin before reading, and balance by reading your favorite optimist. Credible, provoking, and good for motivating action.

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### Online Links:

**NOTE:** The web links and reading list are intended to offer a broad survey of best practices but not suggest a particular path for Alpine. These resources will help us gain the mental building blocks with which we can craft a uniquely Alpine balance to economic, social and environmental vigor and sustainability.

### General Reference:

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Library of Articles for Communities from Rocky Mountain Institute  
<http://www.rmi.org/sitepages/pid177.php>

Restorative Solutions for Cities and Towns  
<http://www.rmi.org/sitepages/pid14.php>

Calvert Henderson - Quality of Life Indicators  
<http://www.calvert-henderson.com>

Institute for Sustainable Communities  
[www.iscvt.org](http://www.iscvt.org)

Earth Charter  
[www.earthcharter.org](http://www.earthcharter.org)

### Town, City, and Regional Examples:

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Sustainable Communities Network. Case Studies  
[www.sustainable.org/casestudies/studiesindex.html](http://www.sustainable.org/casestudies/studiesindex.html)

Burlington, VT - Burlington Legacy Project  
[www.cedo.ci.burlington.vt.us/legacy](http://www.cedo.ci.burlington.vt.us/legacy)

Bay Area Alliance for Sustainable Communities  
[www.BayAreaAlliance.org](http://www.BayAreaAlliance.org)

Regenerating the Cuyahoga Valley  
<http://www.rmi.org/sitepages/pid1087.php>

Long Term Plan for Greater Vancouver, Canada - Sustainability  
Cover: <http://www.citiesplus.ca/images/CoverTOCIntro.pdf>  
Context: <http://www.citiesplus.ca/images/ContextOfOurVision.pdf>  
The Plan – part a: [http://www.citiesplus.ca/images/DevelopingThePlan\\_a.pdf](http://www.citiesplus.ca/images/DevelopingThePlan_a.pdf)  
The Plan – part b: [http://www.citiesplus.ca/images/DevelopingThePlan\\_b.pdf](http://www.citiesplus.ca/images/DevelopingThePlan_b.pdf)  
Conclusions: <http://www.citiesplus.ca/images/LegacyConclusionMakingOfThePlan.pdf>

### Things that make you go, Hmmm....:

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US Human Health Services Dept. – Avian Flu Pandemic Information & Planning  
<http://www.pandemicflu.gov>

World Economic Forum – Report on Global Risks, Feb. 2006 – terrorism, oil prices, pandemic influenza, fiscal crises, HIV/Aids, Tuberculosis, earthquake, climate change  
[http://www.weforum.org/pdf/CSI/Global\\_Risk\\_Report.pdf](http://www.weforum.org/pdf/CSI/Global_Risk_Report.pdf)

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### **5. Invitee List: Who is invited and how was the list developed?**

In keeping with Supervisor Jacob's intent that all groups, businesses and neighborhoods in Alpine have a voice in the revitalization process, every association, business and group that we can find has been invited.

Our goal this year, as it was in 2005, is 100 participants representing 100% of Alpine's population.

Since we have a limited amount of space for this event, we may suggest that some groups combine their mini-workshops so that one delegate can bring the visions and priorities of the combined groups.

In 2005, over 100 Alpine community groups were invited by phone or in person to participate. Fifty groups participated sending 50 delegates to the event.

On the following pages is a directory of the associations and groups that attended in 2005. We look forward to having *even more* of Alpine represented in 2006.

Please contact Yolaine Stout at the Alpine Community Foundation (619) 445-4443 or [ystout11@cox.net](mailto:ystout11@cox.net) if you know of a group that is not on the list.

A number of wonderful uses for community directories are suggested in:  
[Building Communities from the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets](#) by John P. Kretzmann, and John L. McKnight.

## 2006 Alpine Revitalization: Group Leader Packet

[www.4Rcommunity.com](http://www.4Rcommunity.com)

| "Vision of Alpine" Workshop - February 19, 2005 |                                   |                               |                                      |    |          |                                    |
|---|-----------------------------------|-------------------------------|--------------------------------------|----|----------|------------------------------------|
| Your Name                                       | Your Organization's Name          | No. of Members<br>- Residents | Did You Hold A<br>Mini-<br>Workshop? |    | Phone    | Email Address                      |
|   |                                   |                               | Yes                                  | No |          |                                    |
| Pat Cannon                                      | Alpine Chamber of Commerce        | 400                           | X                                    |    | 445-2722 | Alpinechamber@alpine.sdcoxmail.com |
| Hugh Cowan                                      | Alpine Church of Spiritual Living | 50                            | X                                    |    | 445-1400 |                                    |
| Yolaine Stout                                   | Alpine Community Foundation       | 35                            | X                                    |    | 445-0770 | Ystout11@cox.net                   |
| Laurie Hallihan                                 | Alpine Creek Center Businesses    | 20                            |                                      | X  | 659-3239 | Alpinehal@cox.net                  |
| Peggy Perry                                     | Alpine Design Review Board        | 5                             | X                                    |    | 445-9951 | Perryfamily1@cox.net               |
| Tina Woolly                                     | Alpine Feed                       | 1                             |                                      | X  | 445-2232 | c/o Lisa Ochoa                     |
| John Cooley                                     | Alpine High School Citizens Com   | 20                            |                                      | X  | 445-7642 | Deliajohncooley@cox.net            |
| Bill Waterworth                                 | Alpine Historical Association     | 100                           | X                                    |    | 659-3946 | Billjoanalpine@cox.net             |
| Gary Weinstein                                  | Alpine Jewish Connection          | 30                            | X                                    |    | 659-8857 | Info@alpinelibraryfriends.org      |
| Gary Weinstein                                  | Alpine Library Friends Assoc      | 25                            | X                                    |    | 659-8857 | Info@alpinelibraryfriends.org      |
| Paul Rohal<br>/ APG Member                      | Alpine Planning Group             | 15                            |                                      | X  | 445-7333 | Rohal@cox.net                      |
| Vince Oslie                                     | Alpine Squares                    | 25                            |                                      | X  | 445-8144 |                                    |
| Christy Scott                                   | Alpine Sun                        | 10                            |                                      | X  | 307-3787 | Teamscott1@cox.net                 |
| Ann Pierce                                      | Alpine Union School District      | 200                           |                                      | X  | 445-0187 | Apierce619@cox.net                 |
| Darren James                                    | Alpine Village Apartments         | 100                           |                                      | X  | 659-9418 | ldjames@netzero.net                |
| Carol Morrison                                  | Alpine Woman's Club               | 85                            | X                                    |    | 445-2544 | Edmor@cox.net                      |
| Nina Gould                                      | Alpine Writers Group              | 18                            | X                                    |    | 445-5249 | Earthwoman3@earthlink.com          |
| Miro Davis                                      | Art Docent Coord – Creekside      | 15                            | X                                    |    | 445-6365 | Mirodavis@earthlink.net            |
| Noelle Collins                                  | Back Country Land Trust           | 35                            |                                      | X  | 590-2258 | Noellecollins@bclt.org             |
| Mary Ellen Sousa                                | Carveacre Ranch Estates HOA       | 150                           | X                                    |    | 659-3231 | Mesousa@interwork.sdsu.edu         |
| Don Tarr  | Crown Hills HOA                   | 1,000                         | X                                    |    | 659-1378 | dandatarr@isp.com                  |
| Joan Huijing                                    | Dunbar Lane Task Force            | 360                           |                                      | X  | 443-6597 |                                    |
| Bud Huijing                                     | Dunbar Lane Task Force            | 1                             |                                      | X  | 443-6597 |                                    |
| Marty Van Sandt                                 | Dunbar Lane Task Force            | 1                             |                                      | X  | 561-0176 | Joedriver@cox.net                  |
| Nina Fernandez-Gould                            | El Rancho Nopal                   | 1                             |                                      | X  | 445-5249 | Weecare@kidsorganics.com           |
| Gay Ellen de Gero                               | Eltinge Place Neighbors           | 50                            |                                      | X  | 659-0457 | Gedegero@cox.net                   |
| Will Micklin                                    | Ewiiapaayp Band of Indians        | 7                             |                                      | X  | 445-6315 | Wmicklin@leaningrock.net           |
| Mike Courson                                    | Friends of Peutz Valley, Inc.     | 300                           | X                                    |    | 445-5500 | Mcourson@sbcglobal.net             |
| Allegra Pajot                                   | Japatul Neighborhood Association  | 75                            | X                                    |    | 659-3452 | Alpajot@earthlink.net              |
| George Wood / APG Member                        | Kiwanis                           | 100                           |                                      | X  | 659-1410 | Georgewood@cox.net                 |
| Al Haven  | Kiwanis                           | 1                             |                                      | X  | 445-5891 | Alhaven@cox.net                    |
| Sr. Millcent Peaslee                            | La Providencia                    | 1                             | X                                    |    | 445-4570 | Laprovda@adnc.com                  |

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| "Vision of Alpine" Workshop - February 19, 2005 |                                      |                               |                                      |    |          |                            |
|---|--------------------------------------|-------------------------------|--------------------------------------|----|----------|----------------------------|
| Your Name                                       | Your Organization's Name             | No. of Members<br>- Residents | Did You Hold A<br>Mini-<br>Workshop? |    | Phone    | Email Address              |
|   |                                      |                               | Yes                                  | No |          |                            |
| Sr. Pat Hanson                                  | La Providencia                       | 1                             | X                                    |    | 445-4570 | Laprovda@adnc.com          |
| John Cooley                                     | Palo Verde Ranch HOA                 | 350                           |                                      | X  | 445-7642 | Deliajohncooley@cox.net    |
| Lisa Ochoa                                      | Rancho el Girasol                    | 15                            |                                      | X  | 445-5398 | Jellybean11234@yahoo.com   |
| George Barnett                                  | Revitalization – Active Parks        | 31                            |                                      | X  | 659-0345 | Bigg88882@cox.net          |
| Cheryl Lenz / APG<br>Member                     | Revitalization – Passive Parks       | 15                            | X                                    |    | 561-0315 | Chs2na@cox.net             |
| Kymberly Mueller                                | Revitalization–<br>Comm Developmt    | 1                             | X                                    |    | 445-2667 | Manon@starband.net         |
| Paul Rohal / APG<br>Member                      | Revitalization–<br>Comm Developmt    | 1                             | X                                    |    | 445-7333 | Rohal@cox.net              |
| Joe Forlenza / APG<br>Member                    | Revitalization–Comm<br>Developmt     | 24                            | X                                    |    | 244-2878 | Josephacpa@aol.com         |
| George Barnett                                  | San Diego County<br>Herald-News      | 5                             |                                      | X  | 659-0345 | Bigg88882@cox.net          |
| Bill Weaver                                     | Self                                 | 1                             |                                      | X  | 659-8206 | b.weaver@usa.com           |
| Martin Ochoa                                    | Simply Animals                       | 1                             |                                      | X  |          | c/o Lisa Ochoa             |
| Lisa & Nancy                                    | Sky Hunters                          | 1                             |                                      | X  |          | c/o Lisa Ochoa             |
| Stephanie Wells                                 | So Cal Ctr - Youth, Nature &<br>Arts | 5                             |                                      | X  | 445-0020 | Alpinebotanical@cox.net    |
| Becky Kirkwood                                  | Soroptimist Intl of Alpine           | 30                            | X                                    |    | 445-6201 | Beckybardoo@yahoo.com      |
| Laurie Hallihan                                 | State Farm Insurance                 | 3                             |                                      | X  | 659-3239 | Alpinehal@cox.net          |
| Christopher Fuller                              |                                      | 1                             |                                      | X  |          |                            |
| Joe Sterling                                    | SterlingInsights                     | 1                             | X                                    |    | 659-1234 | Joe@sterlinginsights.com   |
| Rita Sterling                                   | SterlingInsights                     | 1                             | X                                    |    | 659-1234 | Rita@sterlinginsights.com  |
| Ken Dawson                                      | Tavern Road Neighbors                | 1                             |                                      | X  | 445-4648 | Kendawson@mac.com          |
| Marianne Rohal                                  | Tavern Road Neighbors                | 1                             |                                      | X  | 445-7333 | Marroh@cox.net             |
| Glenn Jacoby                                    | Tavern Road Neighbors                | 350                           |                                      | X  | 445-5200 | Glenelen@cox.net           |
| Tim Cardoza                                     | US Forest Service                    | 35                            | X                                    |    | 445-6235 | Timcardoza@yahoo.com       |
| Lisa Haws                                       | Viejas Tribal Government             | 500                           |                                      | X  | 659-2341 | Lhaws@viejas-nsn.gov       |
| Pastor Gay<br>Beauregard                        | Alpine Church of Spiritual<br>Living | 50                            |                                      | X  | 445-6459 | GLBeau@cox.net             |
| Pastor Jim Mowry /<br>APG Member                | Alpine Community Church              | 100                           |                                      | X  | 445-2110 | Jjmowry@cox.net            |
| Joyce Nygaard                                   | Art Docent – Creekside               | 1                             | X                                    |    |          | Alialpine@hotmail.com      |
| Jolie Anne Bazler                               | Back Country Homeschoolers           | 15                            | X                                    |    | 659-9696 |                            |
| Jolie Anne Bazler                               | Back County La Leche<br>League Grp   | 5                             | X                                    |    | 659-9696 |                            |
| Dorrie Immenschuh                               | Laguna Mountain Volunteers<br>Assoc  | 15                            | X                                    |    |          |                            |
| Dawn August                                     | Coldwell Bankers                     | 2                             | X                                    |    | 445-6246 |                            |
| Linda Richards                                  | C.H.I.R.P.                           | 10                            |                                      | X  |          | Richards 12@mindspring.com |
| Dick Grant                                      | Alpine Town Homes                    |                               |                                      |    |          |                            |