



# Balanced programs. Powerful advocacy.

## Education, Empowerment, and Advocacy

C-3's 2019 activities will be curated to support our targeted advocacy missions through education, experience, and balanced dialogue. Board members will be working side by side with C-3's membership to plan and execute five breakfast dialogues and four Urban Crawls annually.

### 2019 Calendar

- 03.19 // Breakfast Dialogue A1
- 04.19 // Urban Crawl A1
- 05.19 // Breakfast Dialogue B1
- 06.19 // Urban Crawl B1
- 07.19 // Breakfast Dialogue A2
- 08.19 // Urban Crawl A2
- 09.19 // Breakfast Dialogue B2
- 10.19 // Urban Crawl B2
- 11.19 // Wild Card Event
- 01.20 // Member Mixer

- (A.) Mission Valley Advocacy Topic
- (B.) Mission Bay Advocacy Topic

### Core Activities

#### Breakfast Dialogues

The Breakfast Dialogue series is offered five times annually and focuses on programs, initiatives, and ideas that serve the public good, working to better our collective quality of life.

#### Urban Crawls

C-3's Urban Crawl Program is an experiential-based event designed to engage C-3 members and prospective members in exploring what is happening in our communities related to the built environment, design, landscaping, transportation, and more.

#### Advocacy Campaigns

C-3's advocacy efforts include coordination with other citizen-based non-profits, hosting forums and workshops, and testifying at public hearings and committee meetings.

# C-3: The Road Ahead

### A New Approach to Our Mission

Since 1961, Citizens Coordinate for Century 3 (C-3) has sought and successfully advocated for the highest standards in urban design, community planning, and access to public open space. As a member-supported nonprofit organization, we play the crucial role of uniting citizens to jointly craft solutions to the challenges we face in our city and region.

In 2019, C-3 is setting out in a new strategic direction that will bolster our purpose, leverage our core competencies, move our audience to action, and modernize our current and future business models.

We invite you to make your voice heard and join our reinvigorated mission to preserve and improve our region's built and natural environments.

### A Strategy for A Sustainable Future

#### Membership

Our members are among the most informed and influential citizens in the region. C-3 is committed to supporting and strengthening our membership by directly engaging members in our important work.

#### Partnership

We know we can't do it alone. This year, we plan to work more closely in partnership with other organizations aligned with our mission.

#### Visibility

We honor the near 60 year history and legacy of C-3 by striving to become a more visible and effective advocacy organization.





## Our legacy and our future.

### MISSION AND PURPOSE

C-3 is dedicated to preserving and improving our region’s built and natural environment. Our objective is to influence critical policy, planning, and design issues through education, empowerment, and advocacy.

Citizens Coordinate for Century 3 (C-3) has a rich history of advocacy and civic participation in the San Diego region. The organization was founded in 1961 by Lloyd Ruocco and Esther Scott with the support of Hamilton Marston and Ellen Revelle. Their objectives were to conserve and promote “a handsome & functional community” through research, education, and coordinated citizen action.

In its almost 60 years of existence, C3 has worked with its all-volunteer Board of Directors and members to promote principles of good design and planning to achieve a healthy environment, strong economy, and social progress in the San Diego/Tijuana region. Exemplary projects include advocating to stop the expansion of Highway 163, expand public park space on the waterfront, and protect County environmental lands from encroaching development.

C-3 has consistently organized monthly Breakfast Dialogues for decades exploring themes of a healthy environment, good design, transparent civic participation, and access to open space.

In 2018, the Board engaged in a seven-month strategic planning process with Pat Libby Consulting to set a strategic direction for C-3 based on an examination of our organization’s purpose (its “why”), core competencies (including history), the audience for our work, and our current and future business model.

#### With this plan, C-3 aspires to:

- Attract more members and engage them in our work
- Be a more visible advocacy organization
- Work more closely in partnership with other organizations aligned with our mission.



# Get Involved!

## A. Mission Valley / Stadium Site

The stadium site is the largest developable public property in the city. How can we affect the process so that the City, SDSU, and the Trustees engage the public?

## B. Mission Bay Planning

The City of San Diego is in the midst of a multi-faceted planning effort relating to several parts of Mission Bay Park. How might expiring leases create an opportunity to reconsider land uses such as development, recreation, and conservation around the bay?

## C. Development & Marketing

How can C-3 achieve its goals for membership, sponsorship, communications, and future advocacy opportunities?

### JOIN ONE OF OUR THREE MEMBER WORKING COMMITTEES:

We cannot achieve our mission and purpose without the talent, knowledge, and commitment of our diverse membership. As C-3 launches into this new chapter, we look to our members to directly participate in the planning and execution of our reinvigorated educational programs and influential advocacy work through our new Member Working Committees: Mission Valley Planning Advocacy, Mission Bay Planning Advocacy, and C-3 Development & Marketing.

Whether you’re a seasoned land planning professional or just passionate about the future of San Diego, we want to hear your voice! When you join one of our three Member Working Committees, you will collaborate with civic leaders, diverse professionals, and dedicated champions for healthy communities and environments. Each topic-oriented committee will shape the strategy for a C-3 advocacy mission and participate in the planning of educational and community-oriented programs supportive of that mission. Get involved and take a part in shaping the future of our region!

[www.c3sandiego.org](http://www.c3sandiego.org)

### JOIN TODAY

Annual memberships start at \$30.

