SAN RAFAEL GENERAL PLAN 2040
WORK PROGRAM

Presentation to General Plan 2040 Steering Committee
March 14, 2018

Detailed Work Program

• Road map for GP 2040
• Lists milestones and deliverables
• Data collection and analysis tasks
• Key issues to be addressed
• Basis for RFPs and consulting contracts
• Includes community engagement strategy
• CEQA compliance
• Budget and schedule
Major Tasks

<table>
<thead>
<tr>
<th>Year</th>
<th>Task #</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>2017</td>
<td>1</td>
<td>Reconnaissance</td>
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<tr>
<td>2018</td>
<td>2</td>
<td>Community Engagement, Phase One</td>
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<tr>
<td></td>
<td>3</td>
<td>Determine General Plan 2040 Structure</td>
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<td>4</td>
<td>Retain and Manage Technical Consultants</td>
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<td>5</td>
<td>Data Collection and Analysis</td>
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<td>6</td>
<td>Policy Audit</td>
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<td>7</td>
<td>Develop Draft General Plan Maps</td>
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<td>2019</td>
<td>8</td>
<td>Test impacts on Transportation, Air Quality, Noise, GHGs, Public Facilities</td>
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<td>9</td>
<td>Prepare Draft General Plan Document</td>
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<td>10</td>
<td>Prepare Draft EIR</td>
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<td>Community Engagement, Phase Two</td>
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<td>2020</td>
<td>12</td>
<td>Plan Adoption</td>
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<tr>
<td></td>
<td>13</td>
<td>Production of Final Plan and Follow-Up Tasks</td>
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<tr>
<td>On-going</td>
<td>14</td>
<td>Project Management and Administration</td>
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<td>15</td>
<td>Supplemental Plans and Initiatives (*)</td>
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Technical Consultants

Environmental
- CEQA compliance
- Hydrology
- Biology
- Geology
- Air Quality/ GHG
- Noise
- HazMats

Transportation
- Traffic counts
- Modeling/ analysis
- Complete streets
- Bike/ped/transit
- Traffic calming
- Parking
- Technology

Design
- Aesthetics
- Architecture
- Public Space
- Historic Resources

Economics
- Real estate market
- Jobs-housing data
- Economic development
- Fiscal impacts

Engineering
- Utilities
- Civil engineering

Engagement
- Facilitation
- Focused Outreach
- On-Line Technology
Work to be done “in house”

- Managing overall planning process
- Facilitating public input and communication
- Data collection and analysis on other topics
- Policy audit
- Plan Maps
- Developing and evaluating alternatives
- Drafting and vetting the General Plan

Community Engagement Strategy

STEERING COMMITTEE

• +/- 20 meetings
• Sounding board for policies and actions
• Liaison to community organizations and constituent groups
Community Engagement Strategy

COMMUNITY WORKSHOPS

- Three planned
  - September 2018
  - Jan-Feb 2019
  - Summer 2019
- Widely publicized
- Variable formats
  - Town Hall
  - Open house/ stations
  - Breakout groups

COUNCIL AND COMMISSION BRIEFINGS

Periodic briefings to:
- City Council
- Planning Commission
- Design Review Board
- Parks and Rec Comm.
- Citizens Advisory Comm.
- Bicycle-Ped Advisory Comm.
Community Engagement Strategy

NEIGHBORHOOD ASSOC. AND ORGANIZATION MTGS

- “We come to you”
- GP Team member attends regularly scheduled mtg of established organization
- GP is one of several items on agenda

Community Engagement Strategy

SMALL GROUP DISCUSSIONS

- City brings together groups of stakeholders with shared interests
- Useful for discussion of particular topics such as homelessness, sea level rise, Downtown design
Community Engagement Strategy

POP-UP MEETINGS AND MOBILE EXHIBITS

- GP Team sets up exhibit at Farmers Market, shopping center, library, etc.
- Passers-by can “drop in” and offer feedback

Community Engagement Strategy

OUTREACH TO UNDER-REPRESENTED GROUPS

- Non-English speaking residents
  - 19% of San Rafael residents speak English “less than very well”
- Youth
- Young adults and families
- Others?
Community Engagement Strategy

COORDINATION WITH PARTNER AGENCIES

- Consultation and coordination with service providers
- Joint participation in long-range planning and capital facilities planning

MEDIA RELATIONS

- Press releases
- Outreach to Marin IJ and other local media
- Media interviews and contacts
- Working with neighborhood newsletter editors
Community Engagement Strategy

PROJECT WEBSITE

- Intro/Overview
- Project FAQs
- Meetings/Events
  - Agendas and Attachments
  - Workshops
- Documents
  - Past Plans
  - New Materials
- Feedback links
- Contacts
- Email sign-up

ON-LINE ACTIVITIES

Welcome to the San Rafael General Plan 2040 Website!

The General Plan promotes San Rafael’s vision for its future, including policies for the future growth and conservation of the city. It is a strategic blueprint that aligns land use, transportation, housing, open space, conservation, community design, and mobility. San Rafael’s current General Plan was adopted in 2004 and updated in 2007. The General Plan is a development plan that helps the city achieve its vision and values over the long term. It is used to make decisions about land use, transportation, housing, and other policies. The General Plan is a planning tool that guides city officials and the public in making decisions about the city’s future.

This project concluded on October 1, 2015.
Community Engagement Strategy

ON-LINE SURVEYS

1. Do you like La Verne?
   - Yes, I love La Verne
   - No, I love La Verne
   - I don’t have strong feelings

2. How long have you lived in La Verne or the La Verne area?
   - 0 years
   - 1 year
   - 5 years
   - 10 years
   - 15 years

3. What would you like to see more of in La Verne this year?
   - Parks
   - Trees
   - Parks
   - Public spaces
   - Medical facilities
   - Shopping centers
   - Restaurants
   - Public facilities

4. Please rate your level of satisfaction on a scale from 1 to 5 (1 = very satisfied, 5 = somewhat satisfied, 9 = not satisfied, 10 = no opinion) with the following.
   - La Verne as a place to live
   - La Verne as a place to work
   - La Verne as a place to raise a family
   - La Verne as a good place to visit

Community Engagement Strategy

CONTESTS

CARSON ART COMPETITION

What do you think Carson will look like in the year 2040?

- $100
- $75
- Honorable mention

To enter the contest:
Submit art to: Carson Art Competition
Submit art to: CarsonArtCompetitionLab@gmail.com

BICYCLE PHOTO CONTEST

Bicycle Photo Contest

High School Video Contest

High School Video Contest Submission Form

GRADUATE: Apr. 2, 2020

High School Video Contest

On the other hand, the bicycle photo contest is a fun way to capture moments of life's beauty in the city. It's a great opportunity for students to showcase their photography skills and share their perspectives on La Verne's environment. The contest offers several prizes for winners, which can be a great incentive for participation.

For more information about the contest, visit www.CarsonArtCompetitionLab.com.
Committee Feedback

Questions/ comments about:
• Overall work program
• Data to be collected and analyzed
• Community Engagement Strategies

SAN RAFAEL GENERAL PLAN 2040
WORK PROGRAM
Discussion