



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



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

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
- Demographic Analysis
 - Health and Wellness Indicators
 - Equity and environmental justice
 - Land Use Analysis
 - Evaluation of Community Services and Facilities
 - Parks and Recreation Needs
 - Arts and Cultural Assessment
 - Sustainability “crosswalk” with CCAP

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

Community Engagement Strategy

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

Community Engagement Strategy

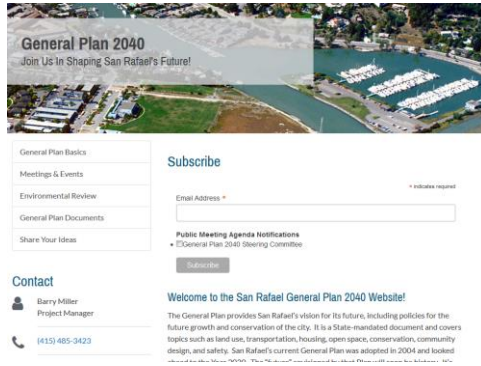
MEDIA RELATIONS



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

Community Engagement Strategy

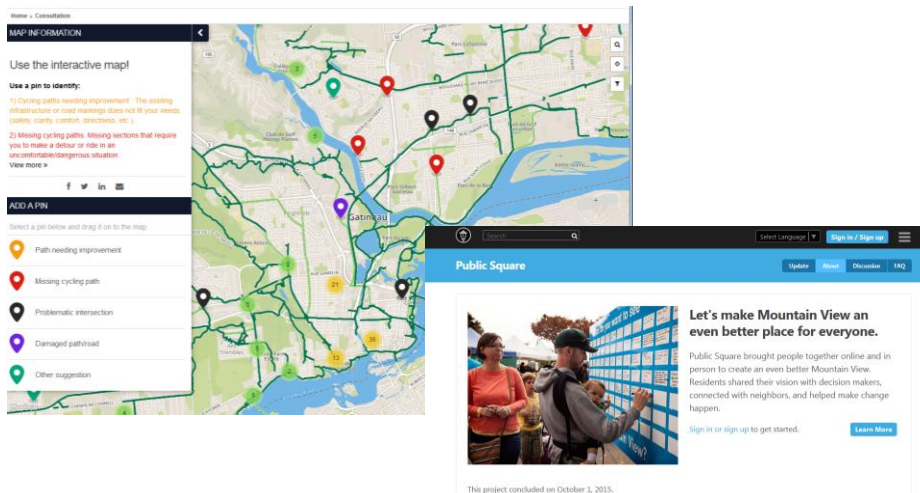
PROJECT WEBSITE



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

Community Engagement Strategy

ON-LINE ACTIVITIES



Community Engagement Strategy



ON-LINE SURVEYS



The City of La Verne is updating its General Plan, which provides goals, policies, and guidelines for the City for the next ten to twenty years. By answering the following questions, you can help the City and the General Plan Update team gain a broad perspective of views and values in the community. Your opinion and input are greatly appreciated. Please complete one survey per person.

This survey has multiple pages. Please click "Next" at the bottom of each page to move to the next page in order to complete the entire survey. Thank you!

1. Do you live in La Verne?

Yes, I live in the City

No, I live in another City

No, I live in the unincorporated area in the vicinity of La Verne.

2. How long have you lived in La Verne or the La Verne area?

<3 years

3-5 years

6-10 years

11-15 years

15+ years

*** 7. What would you like to see more of in La Verne? (Pick up to three)**

Shops Jobs

Restaurants Public gathering places

Entertainment/cultural facilities Medical services

Variety of housing choices Bike lanes

Professional offices Walking paths/trails

Parks/recreation Public Transit

Other (please specify): _____

*** 8. Please rate your level of satisfaction on a scale from 1 to 5 (1 – very satisfied, 2 – somewhat satisfied, 3 – mixed, 4 – somewhat dissatisfied, 5 – very dissatisfied, N/A – No Opinion) with the following:**

	1 - Very Satisfied	2 - Somewhat Satisfied	3 - Mixed	4 - Somewhat Dissatisfied	5 - Very Dissatisfied	N/A - No Opinion
La Verne as a place to live	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Verne as a place to work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Verne as a place to bring your out of town friends and family to visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Verne's physical appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of parking in the Old Town area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic flow in and through the City	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance of streets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Emergency medical services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Police services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activities for youth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Community Engagement Strategy



CONTESTS

CARSON ART COMPETITION

General Plan Update

Students are invited to create a work of art that showcases what they imagine Carson will look like in the future. **What do you think Carson will look like in the year 2040?**

Attention Kido!

The contest is open to Carson residents and students in grades K – 12

Submit either:

- Paintings & Drawings
- Collages
- Mixed Media

To enter the contest:

Register and upload a photo of your work to: CARSON2040.COM/ARTCONTEST

Submission Deadline Extended to:
Wednesday, February 28 @ 6PM
No late entries will be accepted.

Prizes:

1 st Place	\$100	\$100
2 nd Place	\$75	\$75

• Winning Prizes will be distributed and presented during the City Council Meeting.

Evaluation Criteria:

- Relevance to "Carson in the Future" theme
- Originality and creativity
- Completeness

CARSON

For more information about the contest Contact: Pauline Velasco at pvelasco@carsonredgroup.com

Planning Department Invites the Public to Vote Online Photos from the Bicycle Master Plan Photo Contest

November 28, 2016
Bicycle Planning, News, Planning

Bicycle Photo Contest

Winning photos will become part of the Bicycle Master Plan and Department documents.

SILVER SPRING, MD - The Montgomery County Planning Department, part of The Metropolitan Council of Governments' Planning Commission, invites the public to vote online for the best photos from the Bicycle Master Plan Photo Contest. Votes can be cast any time between November 18 and December 8, 2016. To participate, choose your favorite image from each of the five categories. The winner in each category will have the chance to have their chosen image included in the master plan document and other publications produced by the Planning Department.

[View online on the Bicycle Master Plan Photo Contest](#)

WATER IN THE MID-TOWN DISTRICT?
LATEST WATER STATS
CONSERVE OUR WATER
PROTECT OUR WATER
WAT LIT!

Home » High School Video Contest Submission Form

High School Video Contest Submission Form

Complete Guidelines
Your video should be based on this year's theme: "It's Not A Dream".
Questions about the contest should be sent to stjacob@carsonredgroup.com

Directions for entering the High School Video Contest:

1. Download and fill out the entry/notice form for EACH team member. After filling out the form, scan as a PDF. The entry/notice form can be found here.
2. Upload your video to YouTube.
3. Fill out the form below.
4. Upload all of your team members' entry/notice forms. Make sure the form is completely filled out. Only PDF's of the entry form will be accepted.

DEADLINE: April 3, 2017

High School Video Contest

Contact Email: _____

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