



REPORT TO GENERAL PLAN 2040 STEERING COMMITTEE

Subject: General Plan Work 2040 Program

EXECUTIVE SUMMARY

A detailed work program has been prepared for General Plan 2040. The work program identifies data to be collected and analyzed, specific technical tasks to be performed, the methodology for updating policies and maps, and strategies for community engagement. It will provide the basis for professional services agreements for consultants to be retained over the next two years, and will guide City staff working on the Plan Update. Fifteen tasks and more than 100 sub-tasks are listed in the work program. A schedule and budget for this work also has been prepared.

This staff report provides the context for the work program and general information on the tasks. The Community Engagement Strategy also is highlighted. **Committee feedback on the work tasks is welcome. If you feel there is specific data that should be collected or analyzed, or specific community engagement tasks that should be considered, please let us know.**

REPORT

Initiation of General Plan 2040

In February 2017, the San Rafael City Council approved the *Summary Report and Preliminary Work Program for San Rafael General Plan 2040*. The report included a [preliminary work program](#) to initiate General Plan 2040. This document provided a strategy for the General Plan Update, and a profile of the major issues to be addressed in each element. However, it was not a detailed task-by-task work program.

In July 2017, the City retained Barry Miller as a part-time contract project manager to manage the General Plan Update. One of Barry's first tasks was to prepare a detailed work program, using the February 2017 Report as a starting point. The detailed work program is intended to provide a "road map" for the General Plan Update, and a basis for Requests for Proposals (RFPs) for consultants to complete some of the technical tasks.¹ The detailed work program reflects available resources (staff, budget, etc.), the desire to complete the Plan by 2020, and the fact that this is intended as a General Plan "Update" rather than a brand new General Plan.

¹ For those who may be unfamiliar with the term, an "RFP" (Request for Proposal) is a document issued by the city that solicits proposals from consultants to perform a particular scope of services. The bidding process is typically followed by interviews with the most qualified and cost-competitive firms, and the selection of a firm for a Professional Services Agreement.

Status of Work Program

The full work program, including the schedule and budget, was approved by resolution by the San Rafael City Council on March 5, 2018. The Council also authorized staff to prepare RFPs for consultants to prepare the Environmental Impact Report (including background studies), and to conduct various tasks relating to traffic and transportation analysis, economics, urban design, and engineering. RFPs also may be issued to assist with meeting facilitation, graphic design, and other aspects of the Plan Update. Staff will be drafting and releasing several RFPs during April 2018.

As we prepare the RFPs, there is an opportunity to request specific data (or analysis) from prospective consultants, provided these requests align with the general description of each task and respect the budgetary limits and schedule for the General Plan Update.

Summary of Work Program

The complete work program is Attachment 4 to this packet. Committee members should not feel obligated to read the entire 90-page document, but may wish to browse it to get a sense of the tasks and work flow. Those who are interested are invited to provide comments at the March 14 meeting, or to submit comments via email before April 2. Your comments will be considered as we draft RFPs.

The Work Program is organized into four phases, corresponding to calendar years 2017, 2018, 2019, and 2020. Phase One (2017) has been completed. Phase Two (2018) is underway. The work program assumes adoption of General Plan 2040 in April 2020. Table 1 provides a summary of the 15 tasks.

Table 1: Summary of General Plan 2040 Tasks

Task	Description
PHASE ONE (2017)	
1	Reconnaissance. This task has been completed. It included retention of a project manager, development of a “project library” of relevant planning documents, recruitment and appointment of the General Plan Steering Committee, initial outreach and engagement (website, branding, etc.), and development of the Work Program.
PHASE TWO (2018)	
2	Community Engagement I. This task includes regular meetings of the Steering Committee, outreach to stakeholders and the community at-large, public meetings and workshops, outreach through Boards and Commissions, the project web-site, focused outreach to under-represented groups, media coordination, and an on-line engagement program.
3	Determine General Plan 2040 Structure. This task will determine the organization of the General Plan, including chapter headings and the issues to be addressed in each chapter.
4	Retain and Manage Technical Consultants. This includes issuing Requests for Proposals and Qualifications (RFP/RFQ), selection of consultants, and negotiation of Professional Service Agreements and consultant work scopes.

Task	Description
5	Baseline Data Collection and Analysis. This covers the collection and analysis of the data needed to underpin General Plan policies and the EIR. It is organized into 17 sub-tasks corresponding to specific topic areas (Economics, Transportation, Land Use, etc.). An “Existing Conditions Report” will be produced at the end of this task.
6	Policy Audit. This is a policy-by-policy evaluation of General Plan 2040, to be completed collaboratively by staff and the Steering Committee. It also includes a review of policies in related City plans (Climate Change Action Plan, Bike-Ped Master Plan, etc.) and the implications of new State laws.
7	Develop Draft General Plan Maps. This includes defining the General Plan’s Land Use categories (densities, uses, etc.), preparing <i>preliminary</i> land use and circulation diagrams for discussion, and preparing other policy-oriented maps and diagrams to be used in the General Plan. Opportunity sites for future change will be identified through this process.
PHASE THREE (2019)	
8	Measure Plan Impacts. This task involves “testing” the impacts of different land use and transportation scenarios on traffic, greenhouse gas emissions, services and utilities, noise, and the environment. Preferred land use alternatives will be determined for sites or areas where they may be different choices.
9	Prepare Draft Plan. This task involves drafting the General Plan document, including goals, policies, programs, and narrative text.
10	Prepare Draft Environmental Impact Report (EIR). This covers all CEQA-related tasks, including noticing and scoping sessions; the EIR Project Description; the discussion of setting, significant impacts, and mitigation measures for each topic area; alternatives to the project; and findings.
11	Community Engagement II. This is the continuation of the engagement strategy through the second half of the project.
PHASE FOUR (2020)	
12	Plan Adoption. This includes steps following publication of the Public Review Draft Plan and EIR, including responses to comments on the Plan and DEIR, revisions to the Plan, and public hearings before the Planning Commission and City Council.
13	Production of Final Plan. This occurs after General Plan adoption, and involves publishing the final documents, including any changes approved during the adoption process.
ON-GOING (2018-2020)	
14	Project Management. This includes tasks associated with administration of the General Plan, including weekly coordination meetings, hiring of temporary staff, processing of invoices, budget tracking, management of mailing lists, grant applications, meeting noticing, and email communication.
15	Supplemental Plans. This task covers parallel long-range planning projects that may take place during the time horizon of the General Plan (potentially including the proposed Downtown Precise Plan).

Summary of Community Engagement Strategy

Work program Tasks 2 and 11 may be of particular interest to Committee members. The tasks provide a strategy for engaging San Rafael residents and businesses in the Plan Update, and ensuring that the Plan and its policies reflect local values and preferences. The strategy aims to make the process as inclusive as possible, with a focus on engaging those residents who often do not participate in civic processes. This includes non-English speaking households, youth and younger families, and renters, among others. Measures to engage those who do often participate also are included.

Key elements of the Community Engagement Strategy include:

- Monthly meetings of the General Plan Steering Committee
- Periodic Briefings, study sessions, and informational reports to the City Council and City Boards and Commissions
- Staff attendance (presentations, discussions, solicitation of feedback) at the regular meetings of established organizations, such as neighborhood and homeowner groups, advocacy groups, interest groups, etc.
- Working with these same organizations to help them outreach to their members on Plan-related topics
- Large community workshops (three are planned, in September 2018, February 2019 and Fall 2019)
- Focus group meetings and small group discussions on specific issues and topics
- Interviews/ direct meetings with service providers, key individuals, and organization representatives
- Press releases and media announcements
- Project website, with regularly updated content and announcements
- E-mails (announcing meetings, newly posted documents, news items, etc.)
- Social media posts (Facebook, Twitter, Instagram) using the City's account
- Following posts and discussion threads on Nextdoor, local blogs, Marin I.J. Forum, etc.
- On-line engagement, including responses to open-ended discussion questions, surveys, and geo-spatial exercises (identifying ideas or opinions using a map, dropped "pins" with notes, etc.)
- Spanish language outreach, including joint efforts with local organizations
- Mobile displays, brochures, exhibits
- Youth outreach, including collaborative efforts with the local school districts, Dominican, and youth organizations
- Contests (send us your best photo, make a video, etc.)
- Outreach to other agencies and organizations, particularly those providing services or addressing planning issues in San Rafael

As a General Plan Committee member, you are an ambassador to the community. We welcome and encourage your thoughts on how to best work with your neighbors or constituents, as well as with the community at large. Your comments and feedback on this topic are encouraged at our Committee meeting on March 14.