ECONOMIC VITALITY

- Invest in Education
- Create a Positive Business
 Climate
- Promote a Thriving Downtown
- Support Entrepreneurship
- Encourage Diverse Job Growth
- Sustain a Healthy Tax Base
- Improve Transportation and Infrastructure
- Nurture Arts and Entertainment

ADAPTING TO THE FUTURE

- Prepare for Climate Change
- Live Green and Sustainably
- Restore Natural Systems
- Be Prepared for Disasters
- Embrace Innovation
- Adopt to Economic Shifts
- Create Great Public Spaces
- Accommodate Change

OPPORTUNITY FOR ALL

- Reduce Income Inequality
- End Homelessness
- Integrate Diverse Cultures
- Improve Health and Wellness
- Support Educational Excellence
- Ensure Environmental Justice

San Rafael 2040

THRIVING
CITY

OUR FOUNDATION

Open Space Preservation
Great Neighborhoods
Revitalized Downtown
Sense of Community
Historic Legacy
Quality Public Services

HOUSING OUR GROWING COMMUNITY

- Conserve and Modernize Existing Housing
- Build More Housing
- Increase Housing Choices for the Local Workforce
- Meet Special Housing Needs
- Encourage Aging in Community
- Improve Housing Affordability
- Treat All Residents Fairly

MOBILITY

- Effectively Manage
 Congestion
- Improve Bicycle and Pedestrian Modes
- Enhance Public Transit
- Reduce Neighborhood Conflicts
- Improve Safety for All Modes of Travel
- Use Technology to Improve Efficiency

DRAFT GENERAL PLAN 2040
GUIDING PRINCIPLES

