E-Polling Questions for Economic Vitality Discussion

General Plan 2040 Steering Committee
July 10, 2019
Economic Vitality Element

- Optional Element, added in 2004
- Recognizes link between core GP topics and the economic and fiscal health of the city
- Many cities include an Economic Element in their general plans to stay competitive and engage the business community in planning
Economic Vitality Element

Currently organized into four goals:

• A sound economy
• A range of goods and services
• Distinctive business areas
• Creative infill development
Includes an Economic Development “Vision”

- Commitment to vitality of businesses
- Value cultural diversity
- Support partnerships
- Encourage economic diversity
- Attract and retain skilled workforce
- Environmentally friendly
- Center for automotive, building trades, technology
- Downtown is “Alive After Five”
- Canal is focus of maritime uses
- Revitalized Northgate
- Sensitively designed mixed use
- Efficient, cost-effective public services
- Workers can secure local affordable housing and convenient goods
1. Recruit and retain businesses that contribute to local economic vitality

A. Very important
B. Somewhat important
C. Neutral
D. Somewhat unimportant
E. Not important
F. Not sure/ need more information
1. Recruit and retain businesses that contribute to local economic vitality
2. Reduce regulatory barriers for businesses and strive for a business-friendly environment

A. Very important
B. Somewhat important
C. Neutral
D. Somewhat unimportant
E. Not important
F. Not sure/ need more information
2. Reduce regulatory barriers for businesses and strive for a business-friendly environment
3. Improve telecommunications infrastructure (fiber optic networks, etc.) to attract business

A. Very important
B. Somewhat important
C. Neutral
D. Somewhat unimportant
E. Not important
F. Not sure/ need more information
3. Improve telecommunications infrastructure (fiber optic networks, etc.) to attract business
4. Promote San Rafael as a retail, cultural arts, and entertainment destination

A. Very important
B. Somewhat important
C. Neutral
D. Somewhat unimportant
E. Not important
F. Not sure/ need more information
4. Promote San Rafael as a retail, cultural arts, and entertainment destination
5. Include businesses in the city’s climate change and greenhouse gas reduction efforts

A. Very important
B. Somewhat important
C. Neutral
D. Somewhat unimportant
E. Not important
F. Not sure/ need more information
5. Include businesses in the city’s climate change and greenhouse gas reduction efforts
6. Preserve the City’s supply of industrially zoned land and recognize its importance in creating jobs, tax revenue, and services for area residents

A. Very important
B. Somewhat important
C. Neutral
D. Somewhat important
E. Somewhat unimportant
F. Not sure/ need more information
6. Preserve the City’s supply of industrially zoned land and recognize its importance in creating jobs, tax revenue, and services for area residents.
7. Promote tourism as a significant contributor to San Rafael’s economy

A. Very important
B. Somewhat important
C. Neutral
D. Somewhat unimportant
E. Not important
F. Not sure/ need more information
7. Promote tourism as a significant contributor to San Rafael’s economy
8. Address the business and service needs of an aging population and growing number of seniors

A. Very important
B. Somewhat important
C. Neutral
D. Somewhat unimportant
E. Not important
F. Not sure/need more information
8. Address the business and service needs of an aging population and growing number of seniors
9. Improve marketing and branding of San Rafael

A. Very important
B. Somewhat important
C. Neutral
D. Somewhat unimportant
E. Not important
F. Not sure/ need more information
9. Improve marketing and branding of San Rafael
10. Promote fiscally responsible decision-making that considers the costs and impacts of new business as well as the revenues and benefits that business will provide.

A. Very important
B. Somewhat important
C. Neutral
D. Somewhat unimportant
E. Not important
F. Not sure/ need more information
10. Promote fiscally responsible decision-making that considers the costs and impacts of new business as well as the revenues and benefits that business will provide.
11. Support programs that provide job training and language skills to foster the success of the local workforce

A. Very important
B. Somewhat important
C. Neutral
D. Somewhat unimportant
E. Not important
F. Not sure/ need more information
11. Support programs that provide job training and language skills to foster the success of the local workforce
12. Create housing opportunities for the local workforce, along with programs to enable workers to live locally

A. Very important
B. Somewhat important
C. Neutral
D. Somewhat unimportant
E. Not important
F. Not sure/ need more information
12. Create housing opportunities for the local workforce, along with programs to enable workers to live locally.
13. Encourage upgrading and continued investment in older shopping centers

A. Very important
B. Somewhat important
C. Neutral
D. Somewhat unimportant
E. Not important
F. Not sure/ need more information
13. Encourage upgrading and continued investment in older shopping centers
14. Increase awareness of the importance of businesses to tax revenue and fund City services

A. Very important
B. Somewhat important
C. Neutral
D. Somewhat unimportant
E. Not important
F. Not sure/ need more information
14. Increase awareness of the importance of businesses to tax revenue and fund City services
15. Improve access from business areas to SMART stations to make rail commuting more viable

A. Very important
B. Somewhat important
C. Neutral
D. Somewhat unimportant
E. Not important
F. Not sure/ need more information
15. Improve access from business areas to SMART stations to make rail commuting more viable
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Thank You!