



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”

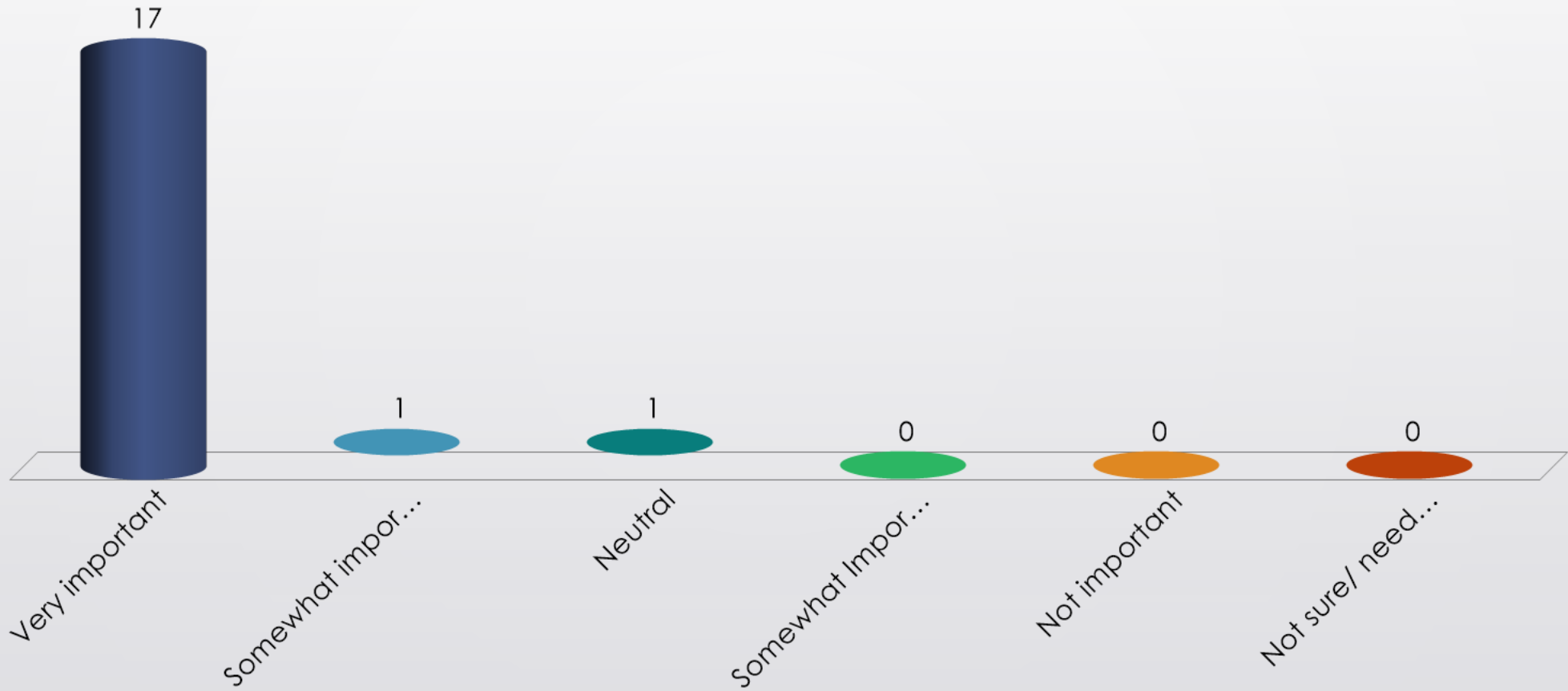
- Commitment to vitality of businesses
- Value cultural diversity
- Support partnerships
- Encourage economic diversity
- Attract and retain skilled workforce
- Environmentally friendly
- Center for automotive, building trades, technology
- Downtown is “Alive After Five”
- Canal is focus of maritime 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**

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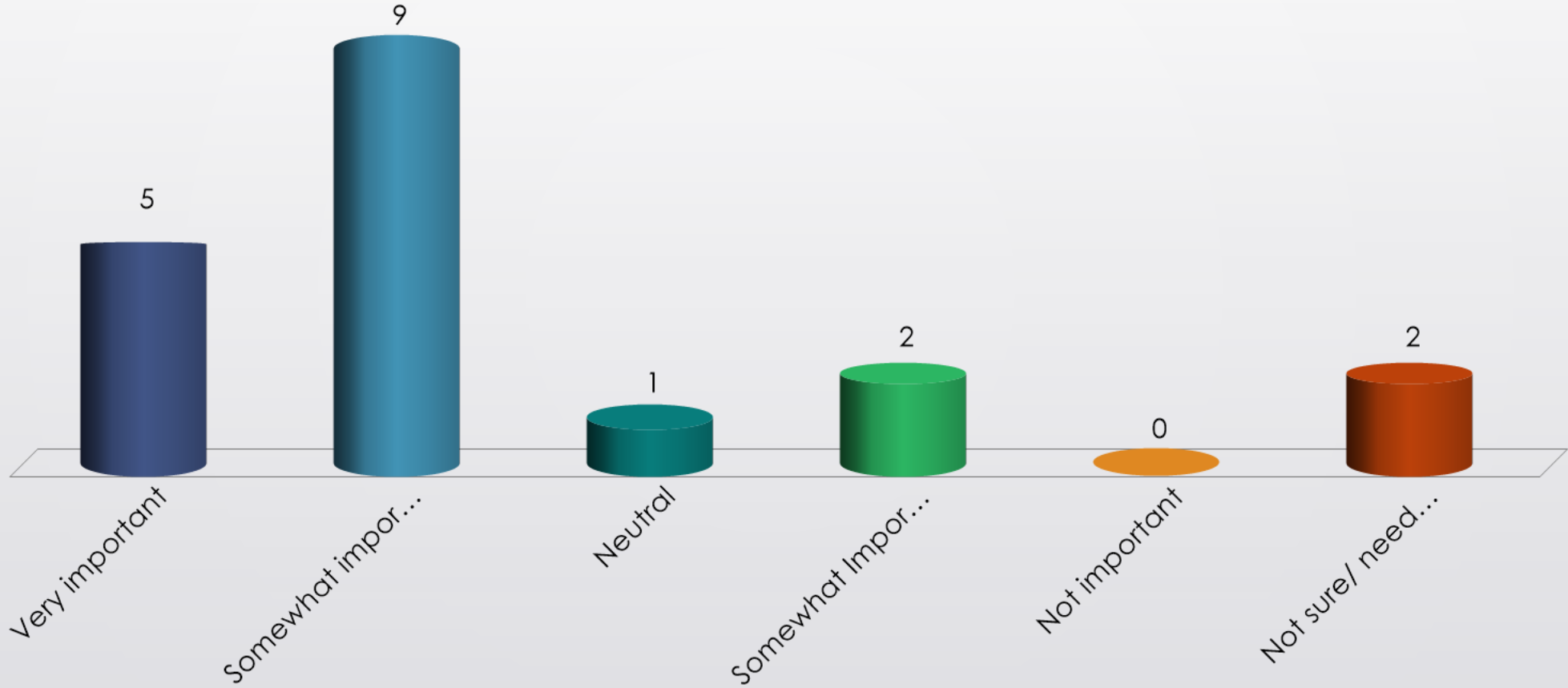




2. Reduce regulatory barriers for businesses and strive for a business-friendly environment

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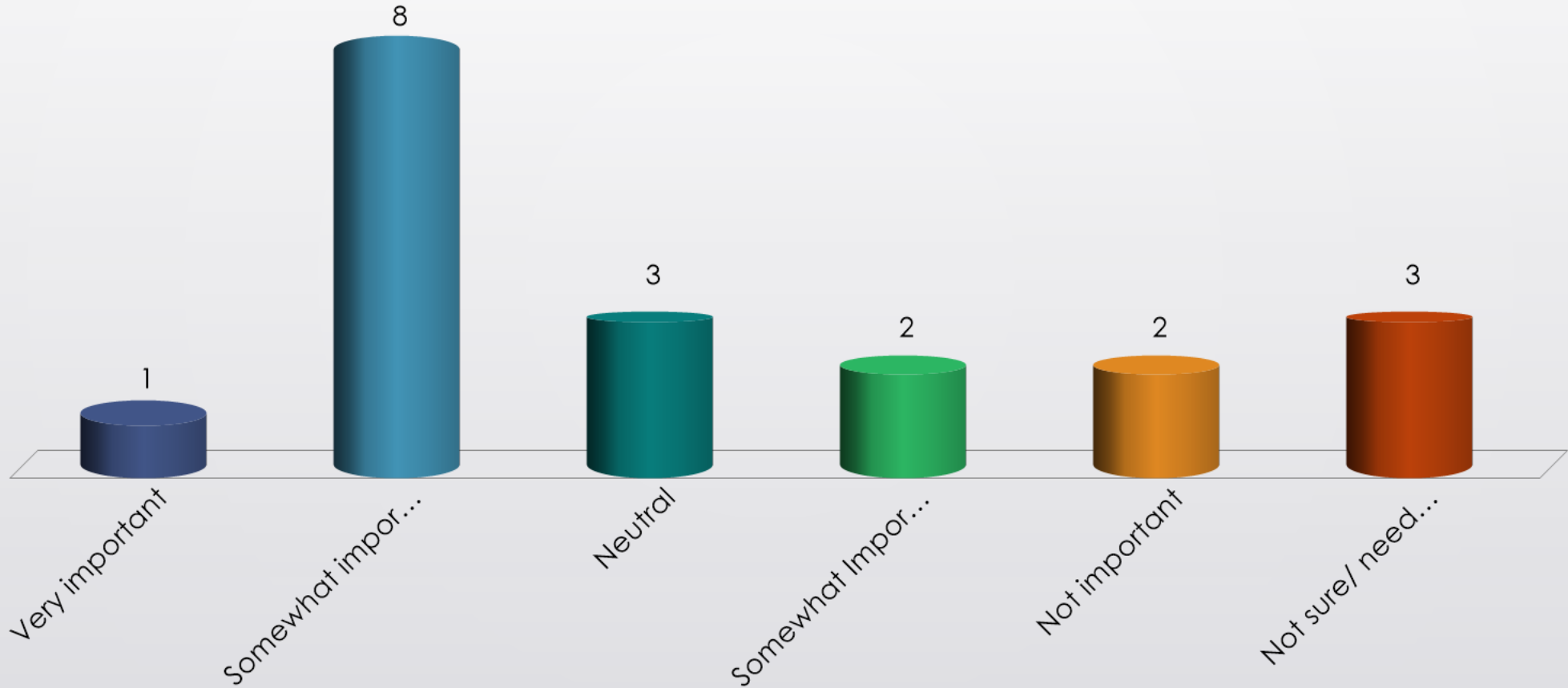




3. Improve telecommunications infrastructure (fiber optic networks, etc.) to attract business

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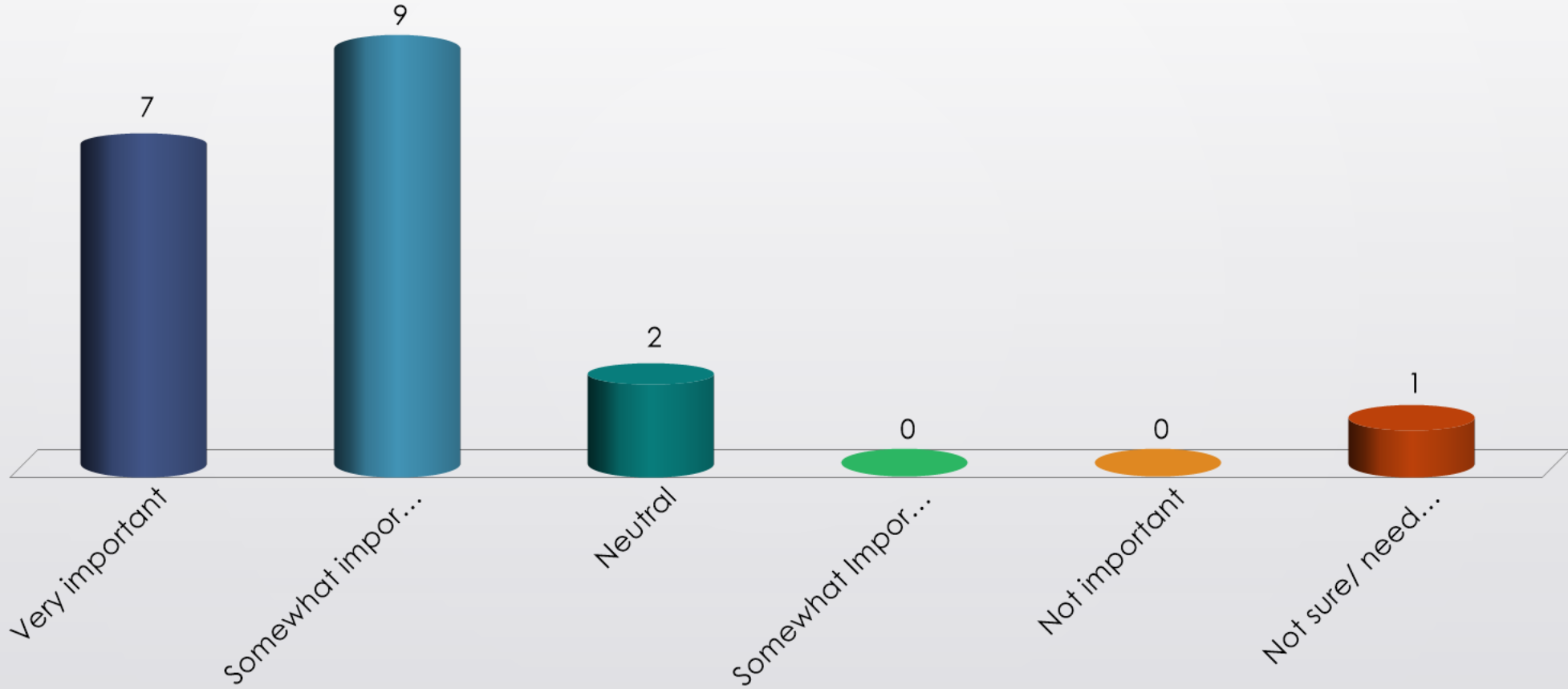




4. Promote San Rafael as a retail, cultural arts, and entertainment destination

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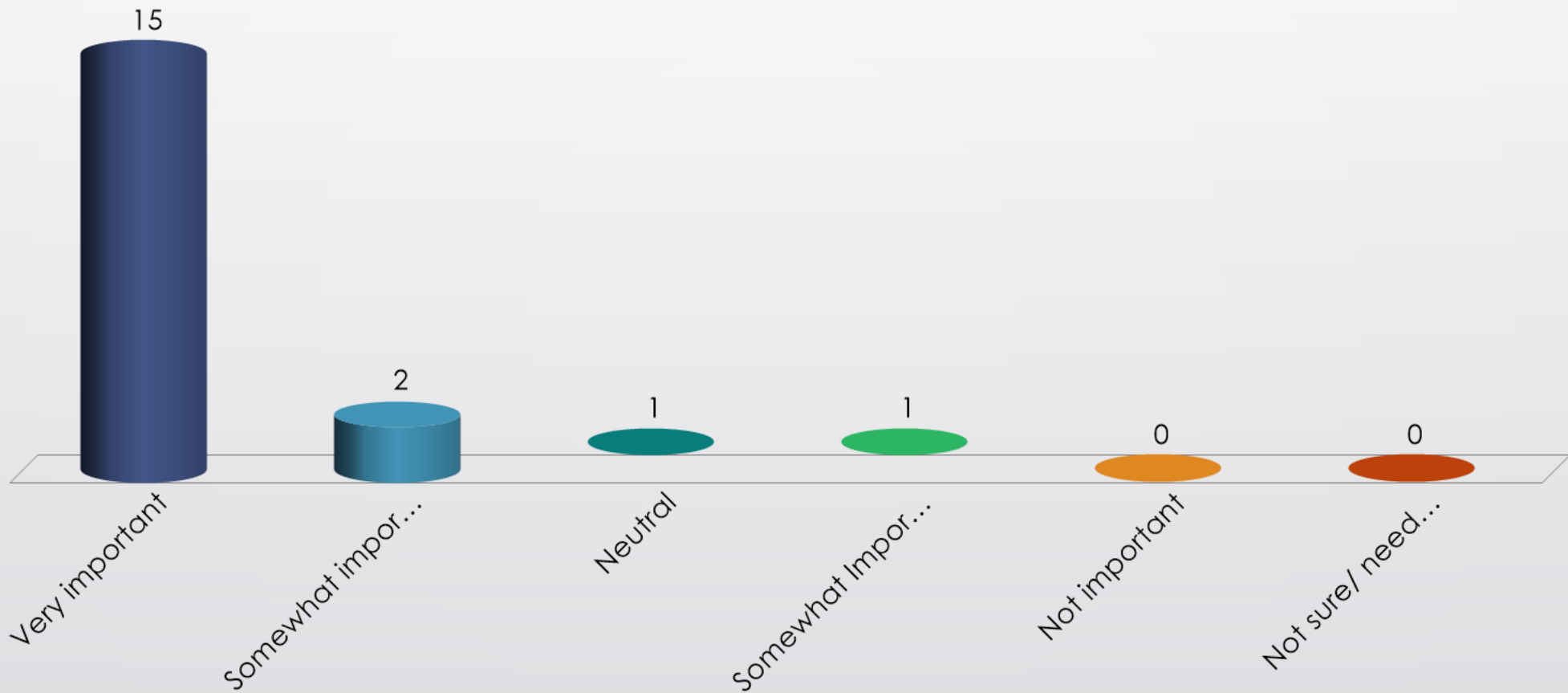




5. Include businesses in the city's climate change and greenhouse gas reduction efforts

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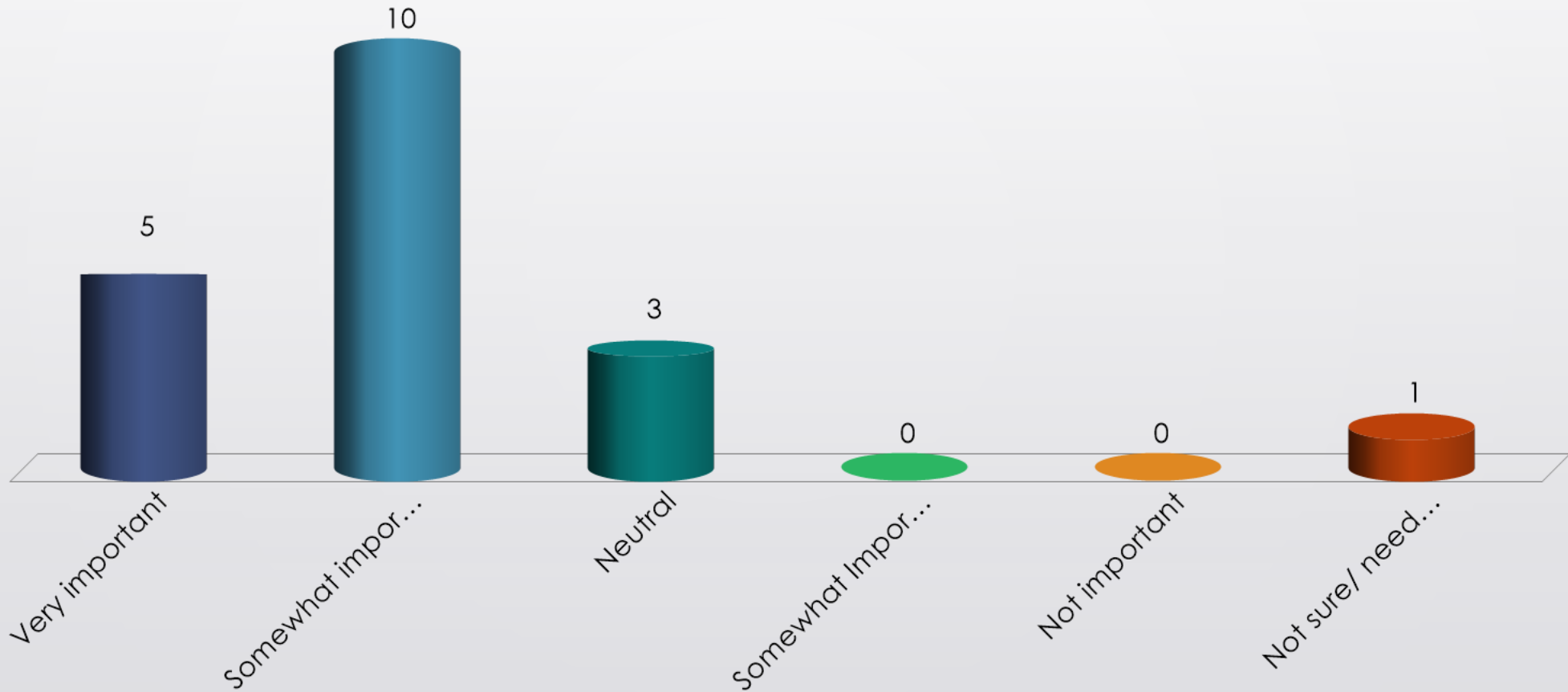




6. Preserve the City's supply of industrially zoned land and recognize its importance in creating jobs, tax revenue, and services for area residents

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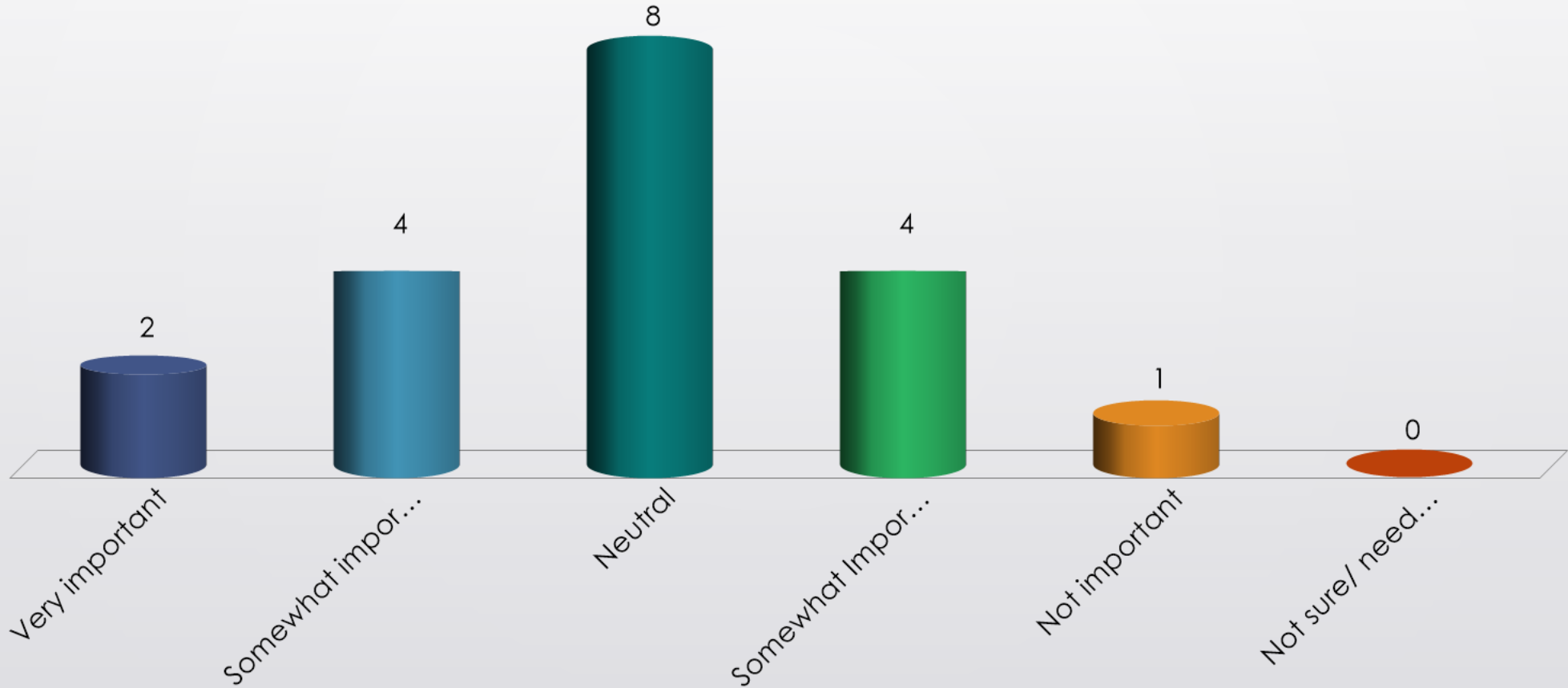




7. Promote tourism as a significant contributor to San Rafael's economy

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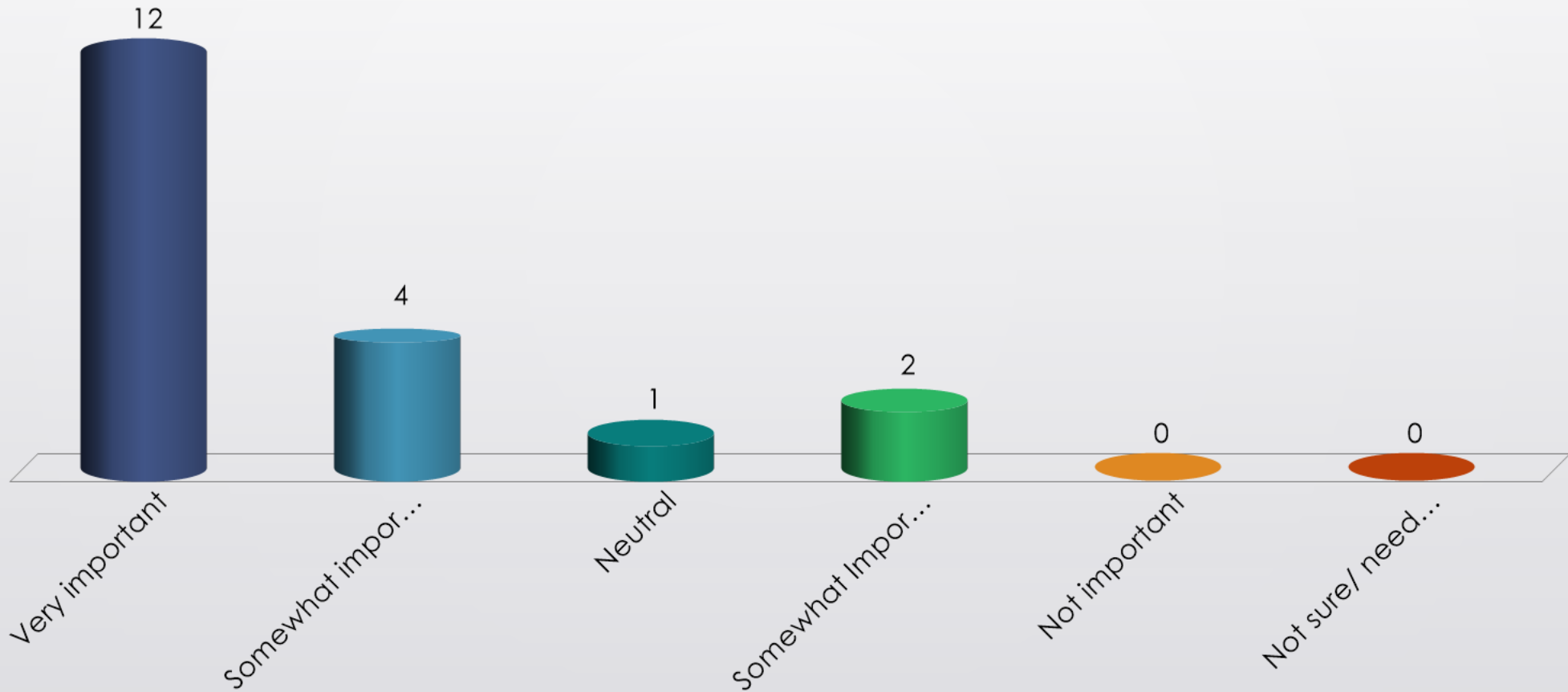




8. Address the business and service needs of an aging population and growing number of seniors

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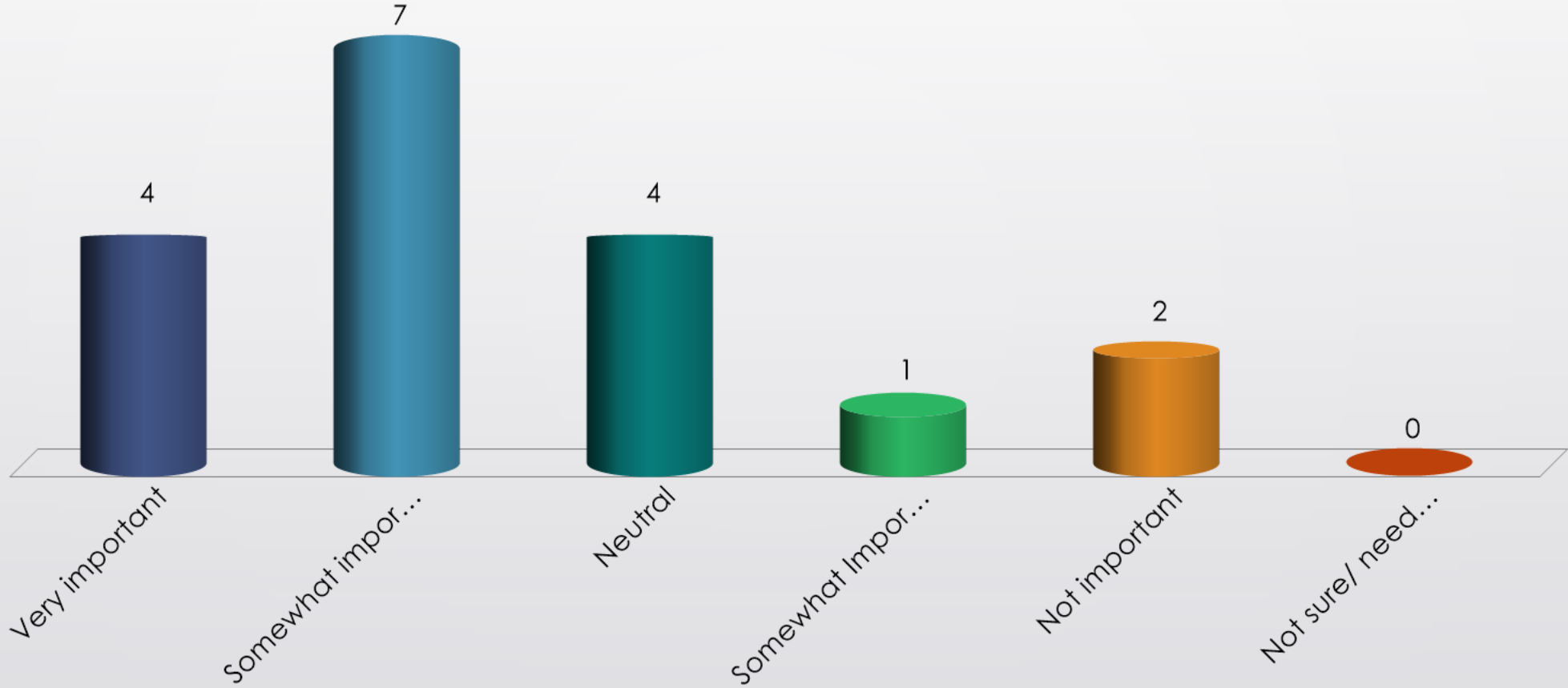




9. Improve marketing and branding of San Rafael

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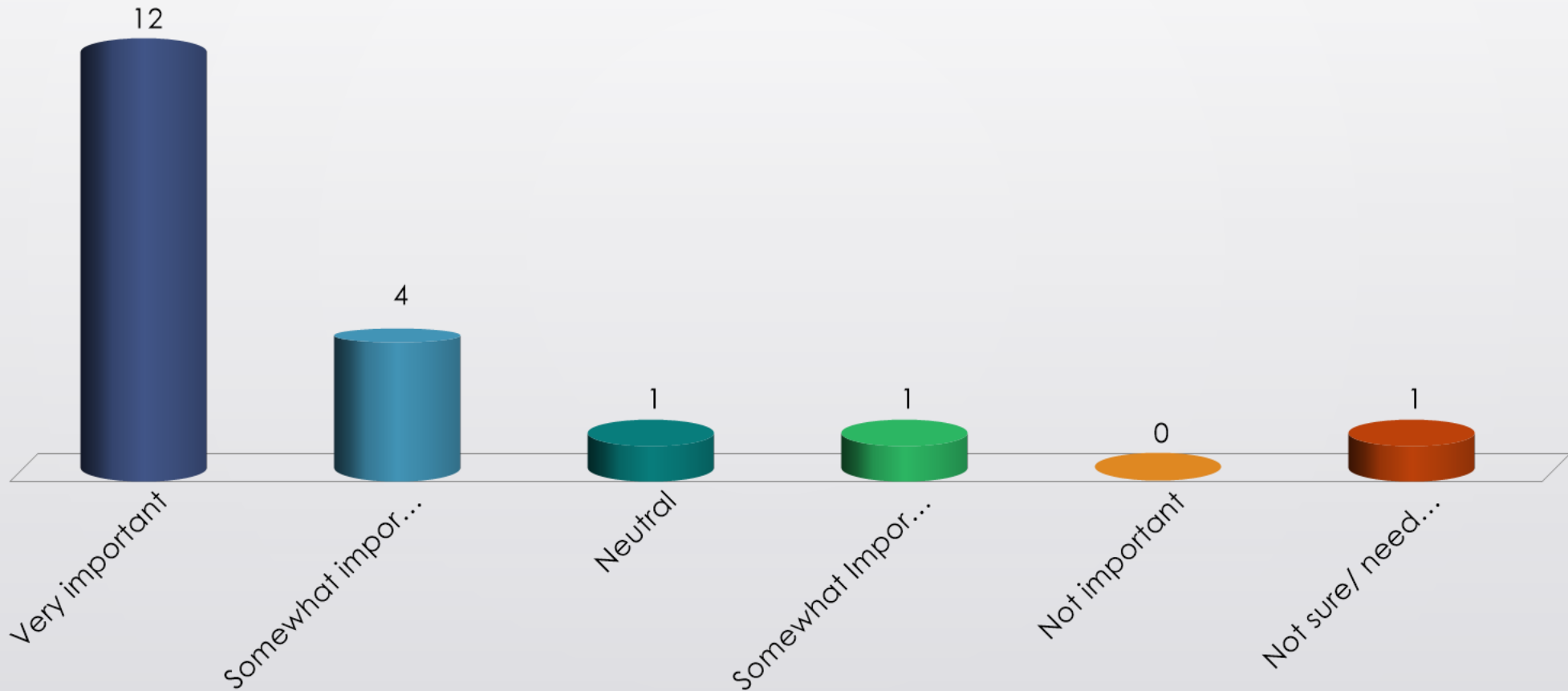




10. Promote fiscally responsible decision-making that considers the costs and impacts of new business as well as the revenues and benefits that business will provide

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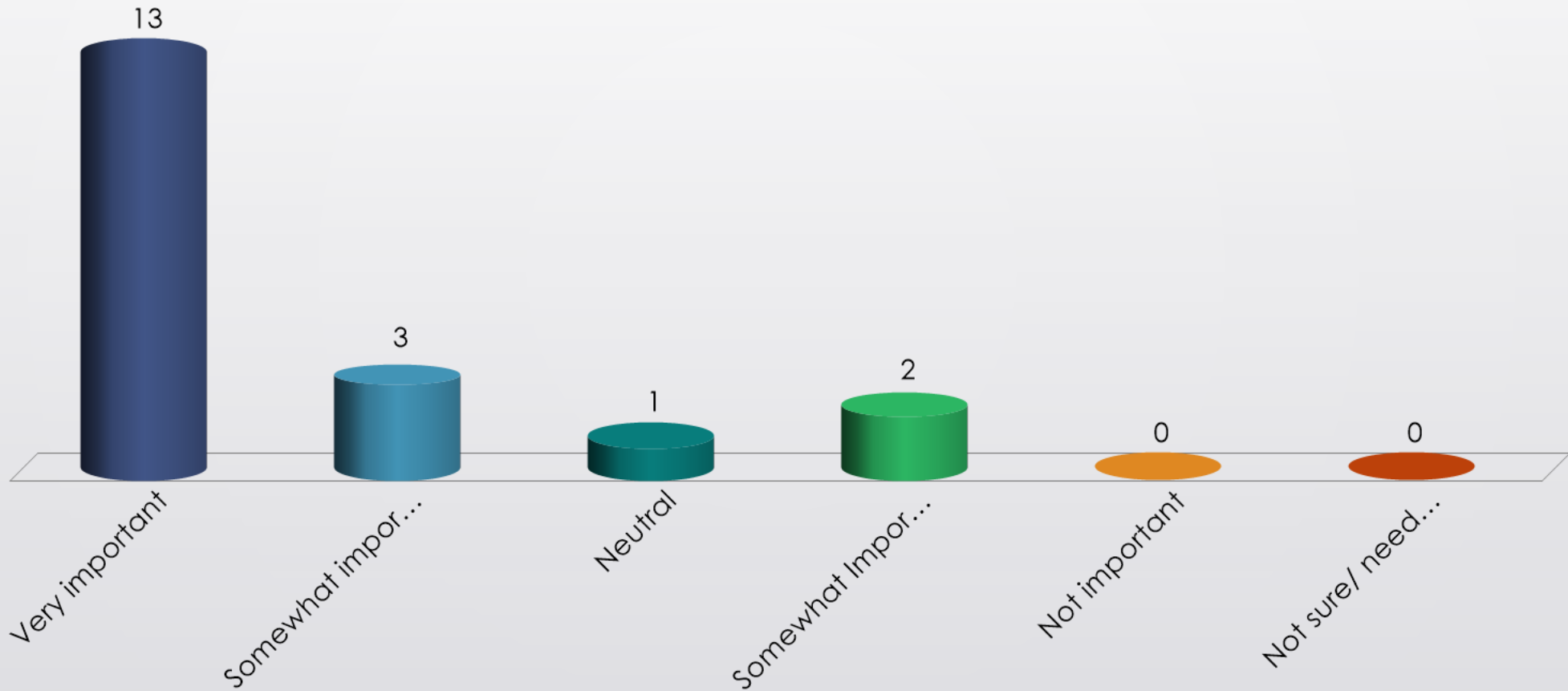




11. Support programs that provide job training and language skills to foster the success of the local workforce

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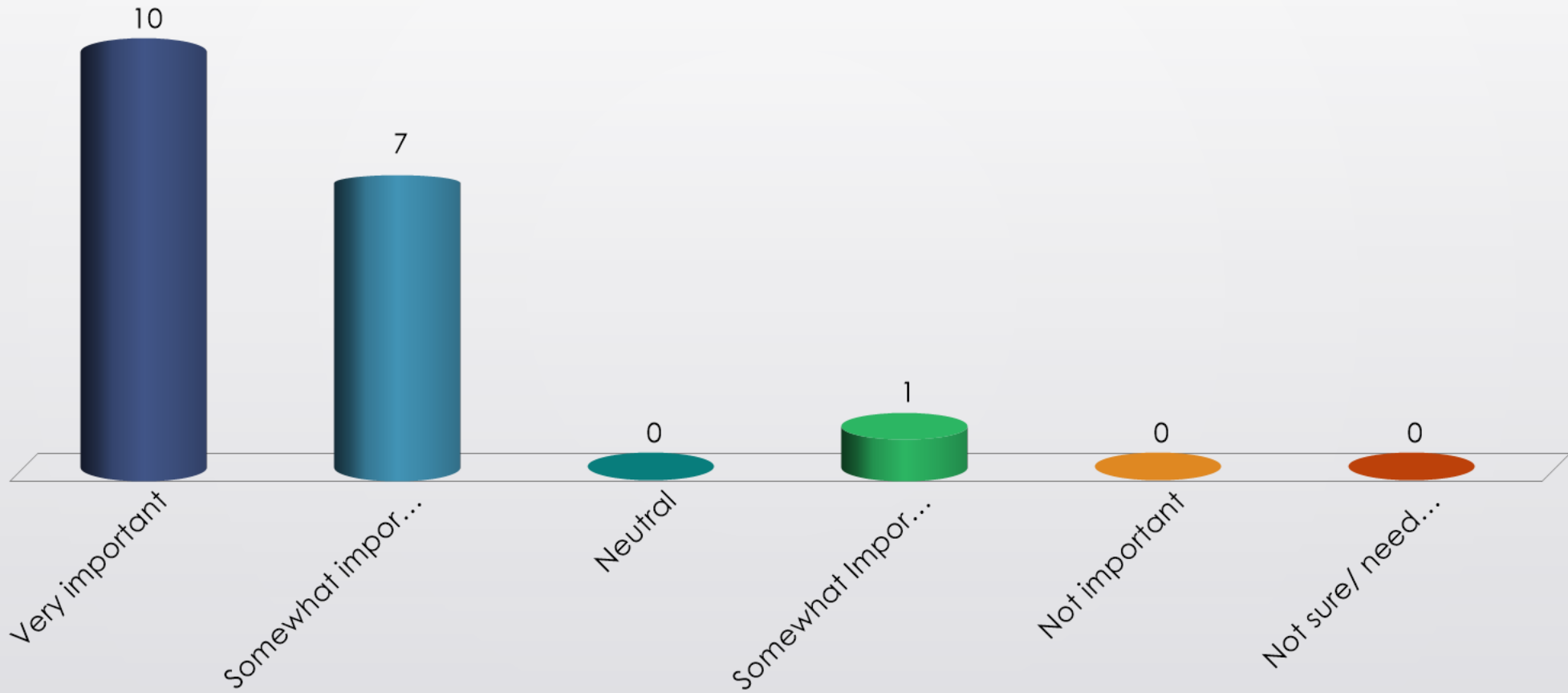




12. Create housing opportunities for the local workforce, along with programs to enable workers to live locally

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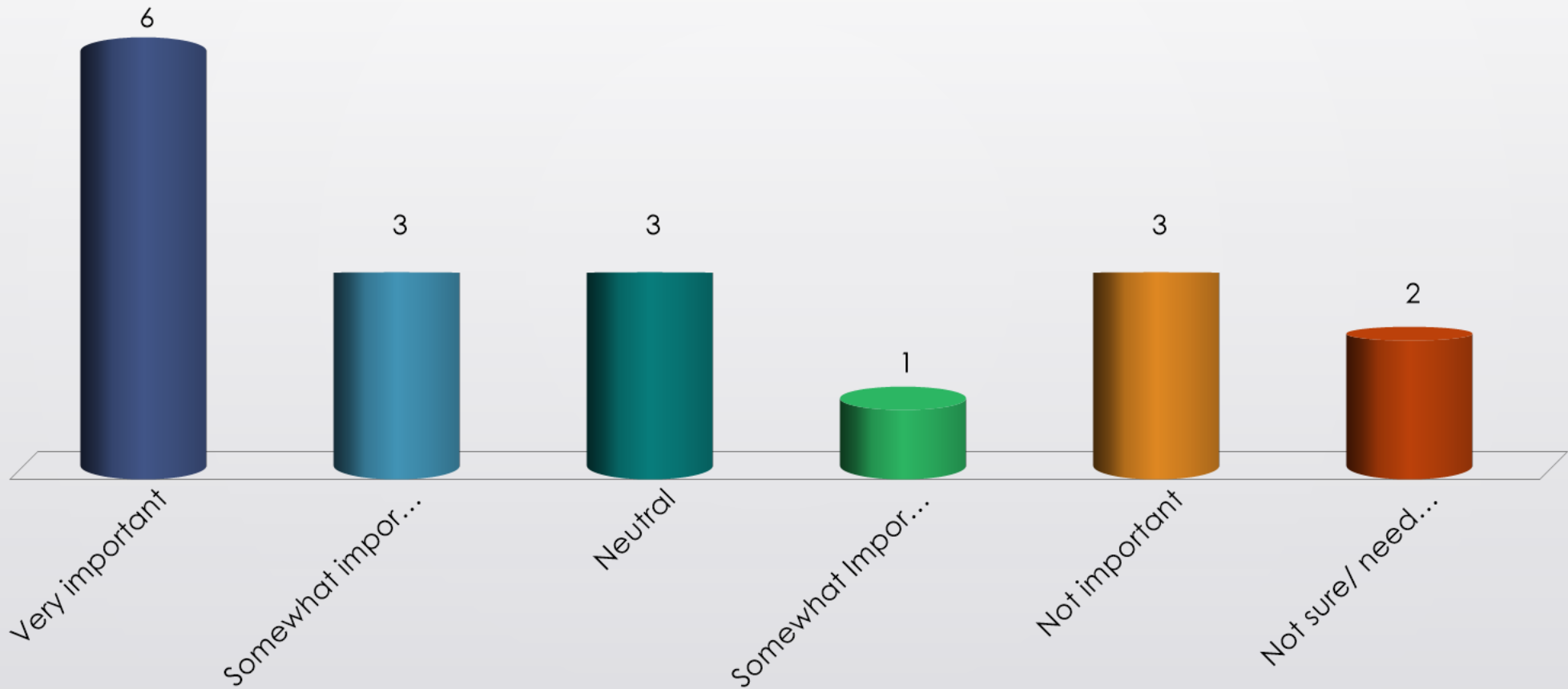




13. Encourage upgrading and continued investment in older shopping centers

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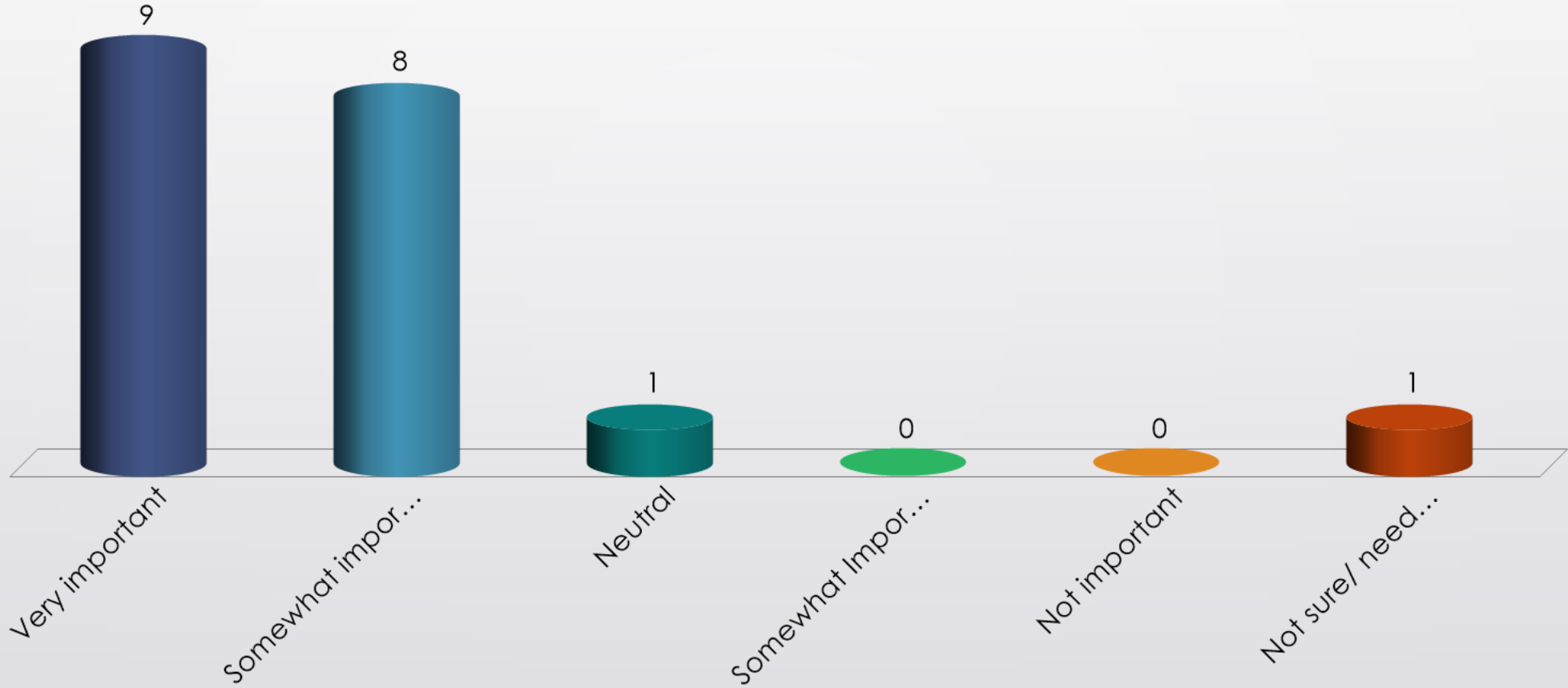




14. Increase awareness of the importance of businesses to tax revenue and fund City services

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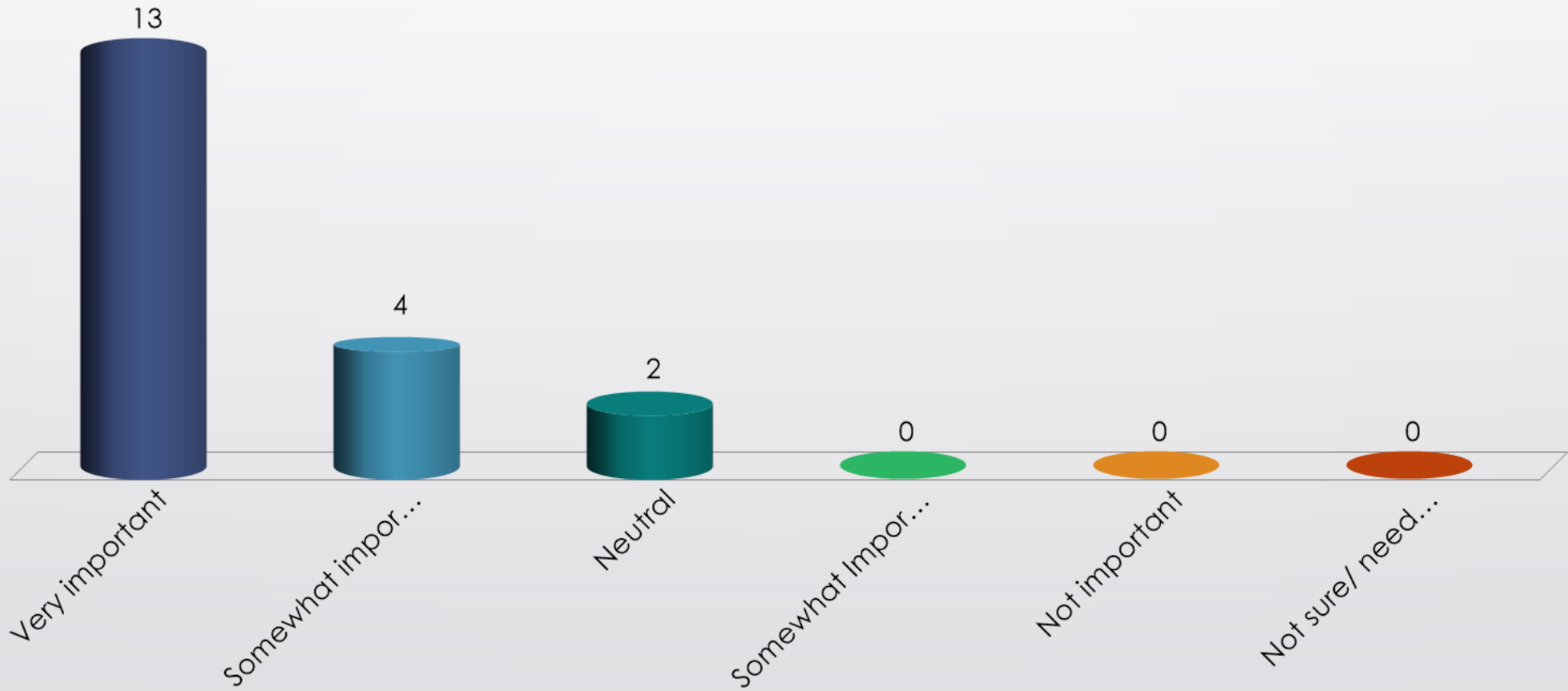




15. Improve access from business areas to SMART stations to make rail commuting more viable

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Thank You!