

REPORT TO GENERAL PLAN 2040 STEERING COMMITTEE

Subject: General Plan 2040 Summary of Goals, Policies, and Programs

EXECUTIVE SUMMARY

For more than two years, the General Plan 2040 Steering Committee has been meeting to develop, review, and revise draft goals, policies, and programs. Written and verbal comments received from the Steering Committee, staff, and the public have been used to revise the originally proposed policies for each Element. This content represents the core of General Plan 2040. The Steering Committee will be briefed on the major revisions at its June 10 meeting and will have an opportunity to discuss the revised draft at its meeting.

REPORT

Summary of Attachments

There are two attachments to this staff report:

- A. Attachment 3A is a compendium of the goals, policies, and programs in General Plan 2040, including the Guiding Principles developed by the Steering Committee in 2018. The document is organized by Plan Element, consistent with the Table of Contents presented to the Steering Committee in 2018.
- B. Attachment 3B shows “tracked changes” to the previous versions of each General Plan Element reviewed by the Steering Committee. The Committee was provided with draft sets of goals, policies, and programs for the 2040 Plan at each of its meetings between February 2019 and April 2020. The drafts were discussed at our regular meetings, and written comments were solicited from Committee members. Attachment 3B shows the redlined edits to each draft based on Committee comments.

What is Not Included

Attachment 3A does not include the following components of the General Plan 2040:

- **Neighborhoods Element.** The Neighborhoods Element has been updated in parallel with the other elements of the General Plan. Staff is working directly with neighborhood associations, homeowner groups, and other organizations on this update. Staff anticipates completing this element by the end of June 2020 and is posting text to the website as it is finished.
- **Final transportation metrics and tables.** As the Steering Committee is aware, all cities in California are required by State law (SB 743) to change the way they measure transportation

impacts in environmental documents. The new standards are based on “vehicle miles traveled” (VMT) rather than “level of service” (LOS). LOS will continue to be used in the General Plan (outside of Downtown San Rafael) for transportation planning purposes. Staff is bringing a recommended proposal for VMT standards (and continued use of LOS for non-CEQA purposes) to the City Council on July 6, 2020.

- **Introduction and Context Chapters.** The Introduction and Context chapters of the General Plan are currently in production. These chapters explain the purpose of the General Plan and provide the context (information about the City and major trends). We are including a discussion of how COVID-19 may impact the city in the coming years.
- **Land Use Map and categories.** This information has been previously reviewed by the Steering Committee.
- **Narrative text for each element.** In addition to the goals, policies, and programs, each element includes a few pages of brief narrative at the beginning providing the context for the chapter and explaining major issues. This text is being drafted now. Most of the content is drawn from a series of “Existing Conditions” reports that are on the [project website](#).
- **Maps.** There are approximately 25 color maps that have been prepared for use in the General Plan, showing features such as creeks, parks, and public facilities. All are 8.5” x 11,” except the Land Use Map, which is 11 x 17”
- **Implementation.** The Plan includes an implementation chapter that identifies the responsible party, timeframe, and funding for each program listed in the General Plan in matrix format.

Overview

Table of Contents

A Draft General Plan Table of Contents was presented to the Steering Committee on July 11, 2018. The Plan’s Elements are organized under four major headings:

- Our Built Environment (Land Use, Neighborhoods, Community Design and Preservation)
- Our Natural Environment (Conservation/Climate, Parks/Open Space, Safety, Noise)
- Connecting the City (Mobility, Community Services and Infrastructure, Arts and Culture)
- Opportunity for All (Economic Vitality, Equity/Diversity/Inclusion, Housing)

Guiding Principles

The guiding principles were initially presented to the Steering Committee on May 9, 2018. Following Committee discussion, the principles were reformatted as a diagram and presented again on July 11, 2018. Further revisions were made based on Committee and public comments, and a final set of Guiding Principles was presented in January 2019. The Guiding Principles provide an organizing framework for the General Plan and are intended to be a basic statement of values.

Our Built Environment

This section of the Plan includes the state-mandated Land Use Element as well as the optional Neighborhoods Element and Community Design Element. In the original outline, Historic Preservation was to be included in the Arts and Culture Element; however, based on feedback from the Steering Committee, it is being included with Community Design.

An “audit” of the existing (2020) Land Use Element was presented to the Steering Committee on October 10, 2018. Based on feedback from Committee members, a set of Draft Goals, Policies and Programs for the 2040 Plan was presented in February 2019. These policies were discussed at committee meetings in February and June 2019. Additional policies and programs addressing neighborhoods (moved to this Element from the Neighborhoods Element) were discussed in November 2019. Comments from the Steering Committee were collected throughout 2019 and incorporated into the revised draft.

An “audit” of the existing (2020) Community Design Element was presented to the Steering Committee on August 14, 2019. Based on Committee feedback, a set of draft policies was prepared and presented on February 12, 2020. Feedback on the draft policies was provided by Steering Committee members and by Opticos Design, the City’s Downtown Precise Plan consultant. This feedback was used to develop the revised draft. The draft Historic Preservation policies were developed in March 2020 and discussed during a sub-committee meeting on April 16, 2020. The revised policies incorporate comments from that meeting, and from individual Committee members. Initial feedback on the Draft Downtown Precise Plan also has been considered.

The Neighborhoods Element is currently in production. In General Plan 2020, this chapter was organized alphabetically by neighborhood, with 30 neighborhoods listed. In General Plan 2040, there are 32 neighborhoods listed but the Element has been reorganized to group them into five clusters: North San Rafael, Central San Rafael, Downtown, Point San Pedro Peninsula, and Canal/ Southeast San Rafael. Each cluster (except Downtown) consists of multiple neighborhoods. The text includes overarching text applying to the entire cluster, and then policy recommendations for the individual neighborhoods. The content was developed collaboratively with neighborhood representatives.

Our Natural Environment

This section of the Plan includes the state-mandated Conservation, Open Space, Safety, and Noise Elements. The original outline envisioned that conservation and open space would be combined, and further that the City’s sustainability and climate action plans would be rolled into this chapter. Based on feedback from the Steering Committee, the content was reorganized so that Conservation and Climate Change are included in one element, while open space is now included with the Parks and Recreation Element.

The “Conservation and Climate Change” Element was discussed at several Steering Committee meetings. An audit of the 2020 Conservation Element (and the 2020 Air and Water Quality Element) was presented on February 13, 2019. Committee feedback was used to develop the first set of draft policies, which was presented on September 11, 2019. This draft was discussed (using a small group

format) and additional comments were received in writing. In addition, the Committee was briefed on the Climate Change Action Plan on November 14, 2018. Draft 2040 Plan policies derived from this Element were discussed at a number of meetings, including the September 11, 2019 meeting. We have included a Climate Change “crosswalk” in this Element that indicates how climate-related issues are addressed in other parts of the General Plan (particularly the Mobility Element). The former Air and Water Quality Element has been fully integrated into the new chapter.

The “Parks, Recreation, and Open Space” Element incorporates feedback from multiple Committee meetings. An audit of the 2020 Parks and Recreation policies was presented on April 10, 2019. An audit of the 2020 Open Space policies was presented on February 13, 2019. Proposed General Plan 2040 parks and recreation policies were presented to the Committee on January 8, 2020 and proposed open space policies were presented on September 11, 2019. The Element includes feedback from Committee members at those meetings, as well as the written comments submitted afterwards. Comments from the Parks and Recreation Commission also are incorporated.

An audit of the previous (2020) Safety Element was presented to the Steering Committee on December 12, 2018. Committee feedback (plus integration of the City’s Wildfire Action Plan and Local Hazard Mitigation Plan) was used to develop the first draft of the 2040 Safety Element policies, which was presented to the Steering Committee on April 10, 2019. The Steering Committee also discussed sea level rise on December 12, 2018 and considered proposed sea level rise policies at its meeting on September 10, 2019. Committee feedback from these meetings and from written comments was synthesized to produce the revised 2040 Safety policies.

An audit of the previous (2020) Noise Element was presented to the Steering Committee on March 13, 2019. Committee comments were used to develop Draft 2040 Noise policies, which were reviewed at the Committee meeting on November 13, 2019. Written and verbal feedback was used to revise the Draft 2040 policies, including the Noise Compatibility Table (Table N-1).

Connecting the City

This section of the Plan includes the state-mandated Circulation Element as well as the optional Community Services and Infrastructure Element and Arts and Culture Element.

Discussions of transportation and circulation issues occurred throughout Committee meetings in 2018 and 2019. The Committee discussed the 2020 Circulation Element policy audit at its June 12, 2019 meeting. Draft policies for the 2040 Plan were presented on January 8, 2020. This Element (now called “Mobility”) has been revised to incorporate Committee feedback from that meeting, and from other meetings and discussions that took place during the first half of 2020. Modeling of 2040 traffic conditions has been completed, and a proposal for new VMT standards will be presented to the City Council on June 6.

The Community Services and Infrastructure Element incorporates aspects of the 2020 Plan’s Governance Element and Infrastructure Element. Audits of the existing policies were presented to the Steering Committee on July 10, 2019. Proposed 2040 Plan infrastructure policies were discussed with the Steering Committee on November 13, 2019. Proposed 2040 Plan community services policies were

discussed in a sub-committee meeting on April 22, 2020. The revised draft policies incorporate Steering Committee comments from these meetings as well as comments received in writing. City staff comments also have been incorporated.

An audit of the 2020 Plan Arts and Culture Element was presented to the Steering Committee on March 13, 2019. Comments from the Committee were used to develop the Draft 2040 policies, which were presented to a sub-committee on April 15, 2020. The policies were initially released in February 2020 and were discussed by a focus group of arts organizations and other stakeholders on March 6, 2020. The revised policies incorporate feedback from the focus group as well as the Steering Committee.

Opportunity for All

This section of the Plan includes the state-mandated Housing Element as well as the newly mandated Environmental Justice Element (presented here as the “Equity, Diversity, and Inclusion” Element). It also includes the optional Economic Vitality Element.

An audit of the 2020 Plan economic vitality policies was presented to the Steering Committee on July 10, 2019. The audit was also presented to the Citizens Advisory Committee (CAC). Based on comments from both groups, and written comments received from the Steering Committee, a draft set of 2040 policies was prepared. This was presented to the Steering Committee on February 12, 2020, and to the CAC on March 5, 2020. The initial 2040 draft was revised to incorporate comments from these meetings, as well as written comments received during February and March 2020.

The “Equity Diversity and Inclusion” (EDI) Element is a new addition to General Plan 2040. It responds to state law (SB 1000) requiring California cities and counties to include an environmental justice component in their plans. The topics that must be covered by this element go beyond environmental justice and address broader issues of equity and inclusion; thus, this element has been more broadly titled. A draft of this Element was sent to the Steering Committee in April 2020 and was discussed at a sub-committee meeting on April 23, 2020. Comments were received at that meeting and in writing in late April and May. These comments were used to prepare the attached 2040 Draft.

The 2015-2023 Housing Element is included in the compendium of policies to present a more complete picture of this part of the 2040 General Plan. The Element was not included in the General Plan Update since it is updated based on a schedule set by the California legislature. The Element was last updated in 2014 and is scheduled to be comprehensively revised in 2021-2022. A few minor amendments to the existing text have been proposed to maintain internal consistency.

NEXT STEPS

Committee member feedback on the Draft policies should be provided by the end of June 2020. We will consider this feedback as the Public Review Draft Plan is assembled.

Attachments:

3A: Compendium of General Plan 2040 Goals, Policies, and Programs

3B: 2040 Goals, Policies and Programs showing Tracked Changes