



STAFF REPORT

TO: Parks, Recreation, Marina, and Cultural Commission

FROM: Terry Blount, AICP, Planning Manager

DATE: March 2, 2010

SUBJECT: General Plan Update Work Program

RECOMMENDATION:

For your information and future participation.

BACKGROUND:

Last summer staff made presentations to the Planning Commission and City Council regarding the Update to the City's General Plan. In June, staff discussed the status of the Update with the Planning Commission. At that meeting staff presented a more detailed process of how the General Plan Update could be carried out. The major components of the Update would be:

- General Plan Audit (Internal Review)
- Advisory Group (Task Force)
- Public Participation and Outreach
- General Plan Formulation

A similar presentation was made to the City Council in July of last year. The Council agreed with the Commission that the process outlined was the appropriate way to proceed.

On February 17th of this year, staff presented the attached draft Work Program at a joint meeting of the City Council and the Planning Commission. At that meeting the Council and the Commission provided feedback, asked for clarification, and requested some minor changes be made. Staff is currently preparing the final version of the Work Program.

DISCUSSION:

At the joint meeting, staff recommended the detailed, comprehensive Work Program outlined below. It lays out all the specific tasks required, outside expertise needs,

budget, and timeline. Staff engaged the services of Baird + Driskell Community Planning and put together a draft Work Program that is the most cost-effective and time-efficient method of proceeding with the Update process.

As part of the development of the Work Program, interviews were conducted with City staff and Councilmembers to identify the:

- major recent successes the City has achieved and would like to see continue,
- special challenges the City faces, and
- possible opportunities in responding to future challenges that could be addressed in the General Plan Update.

Additional interviews will be conducted with the Planning Commission and other stakeholders. These interviews help ensure that the Update process considers all the issues that need to be covered.

The overall approach and structure for the General Plan Update, as described in the attached Work Program, is similar to the approach discussed previously with both the Planning Commission and the City Council. The Work Program provides greater detail on specific tasks, establishes a recommended budget, and lays out a community involvement process over a two year timeframe. The intent is to achieve a quality process and work products at a very reasonable public cost. Below are key aspects of the approach that provided a checklist of items for the City Council and the Planning Commission to provide feedback and direction on. Based on the directions provided by the Council and the Commission, staff is making modifications to the Work Program.

(1) **Overall Approach for the Update.** Pages 3-8 of the Work Program describe the key aspects, including the use of recent plans, directions on product quality and purposes, and ways to enhance community authorship. The Work Program identifies that two additional elements (“optional elements”) be included in the Updated General Plan — Arts and Cultural; Economic Development and Fiscal.

(2) **Roles and Responsibilities.** The graphic on page 5 of the Work Program (Roles and Responsibilities At-A-Glance) identifies the responsibilities of the various participants in the Update process. These are consistent with the previous directions provided by the Planning Commission and City Council. One change recommended is the formation of a City Advisory Team (CAT) since many of the required elements cover topical areas outside the expertise of the Planning Division staff. The CAT could also include pertinent individuals from outside agencies and organizations.

(3) **Three-Phases for the Update Process.** The process graphic on page 7 illustrates the phases and schedule over the two year timeframe. The Phases are described in more detail on pages 9-17 of the Work Program. During Phase II there are two “workshop modules” (each a series of four workshops) proposed to involve members of the community and key stakeholders in considering key policy issues, evaluating alternative policy strategies, and confirming strategic policy directions.

(4) **Staffing and Management.** The staffing and management approach is described

on pages 18-19 of the Work Program. It is recommended that a combination of City staffing and selected consultant add-ons as needed for the technical work be used. The work on the General Plan Update will be the responsibility of the Community & Economic Development Department (Planning Division). The Planning Manager would serve as the overall Project Manager responsible for the day-to-day management of the project and assuring the schedule and budget are respected with oversight by the Assistant City Manager.

The Planning Manager will provide status reports on the General Plan Work Program, budget and other administrative issues for the City Manager, City Council, and the Planning Commission. Consultant assistance will be needed in the following areas:

- Community outreach activities.
- General Plan and EIR data collection and analysis, policy and programs development, and product preparation assistance (with the work being done “in-house” in coordination with City staff).
- Map preparation and GIS.
- Traffic analysis.
- Noise analysis.
- Air quality and climate change analysis.
- Fiscal analysis.
- Economic development analysis.

(5) **Budget.** The budget for the Update is described on pages 20-22. The total budget proposed is approximately \$280,000, which includes a 20% contingency. A contingency is included as unanticipated issues may evolve out of the public participation process that will need to be addressed, or if the assumptions that have been made concerning the level of effort to address certain issues prove low. Monitoring of the budget will occur throughout the process and check-ins with the Planning Commission/City Council will provide an opportunity for discussion of budget allocations.

ATTACHMENTS:

General Plan Update Work Program (Draft)