

GENERAL PLAN UPDATE WORK PLAN

This document outlines Permit Sonoma's proposed work plan to complete the General Plan Update for Sonoma County. This effort includes the planning work to prepare a draft General Plan update as well as the associated programmatic Environmental Impact Report for California Environmental Quality Act (CEQA) compliance.

Task 1: Audit

The first task is to review the existing General Plan and minimum requirements for a General Plan update under current (and immediately foreseeable) State law. Staff will complete a General Plan "audit" to evaluate the current plan, regional and State-level plans that are relevant to Sonoma County, and applicable regulations affecting General Plan updates.

The County's General Plan follows a traditional policy framework:

Overarching Goals establish very broad direction.

Example: Goal NE-1 Protect people from the adverse effects of exposure to excessive noise..."

Objectives give structure to the Goals with more narrowly defined areas.

Example: Objective NE-1.1: "Provide noise exposure information so that noise impacts may be effectively evaluated..."

Policies define how to meet each Objective.

Example: Policy NE-1h: "Prepare and consider a noise control ordinance..."

Implementation Programs are specific and concrete actions for each Policies

Example: Program #2: "Adopt a Noise Ordinance"

Permit Sonoma prepares a General Plan Annual Report each year to satisfy State reporting requirements, but the report is a high level overview and focused primarily on housing policy implementation to demonstrate the County's compliance with the Regional Housing Needs Allocation per California Government Code Section 65400(b)(1). A more comprehensive look at policies and programs is needed to assess the status of the General Plan. The audit will:

- Identify where the current General Plan is not compliant with overriding (State) regulations
- Clarify roles and responsibilities for implementation and verify that assignments are relevant
- Summarize the status of all programs as:
 - Still applicable, likely to remain in the plan
 - Modification needed to remain applicable
 - Obsolete because the program is complete, redundant, or otherwise inappropriate.
- Verify that adopted policies are appropriate as General Plan-level direction
- Assess for internal consistency, redundancy, and broader consistency with more recently adopted plans

Reviewing each Policy and Program in the General Plan will help complete Task 3: Major Issues as staff will flag policies associated with known hot-button issues in the community today. Staff will also

comment on implementation challenges for policies. The audit will function as a table that will be a reference point for the community, staff, and consultants working on the plan.

Staff is currently completing the audit and will be ready to present the results to the Board in April 2020.

Deliverable: General Plan Audit

Timeframe: April 2020

Task 2: Outreach Preparation

The bulk of the scoping work for the General Plan is associated with community outreach. Several months will be dedicated to hosting community outreach activities in different forms throughout the county. Task 2 involves hiring an engagement consultant to prepare outreach tools and establish an outreach process that staff will implement. The consultant will be hired through Permit Sonoma using General Plan Administration funding. The goals for this task include:

1. Branding for the General Plan update and community notification (media advertisements).
2. Work through community stakeholders and partners to connect with hard-to-reach populations and make sure that underrepresented groups are aware of the planning process and have meaningful opportunities to participate (Permit Sonoma is prepared to provide Spanish-language translation and will explore other opportunities to expand our reach).
3. Develop materials and a program for outreach activities in Task 4. The program must include:
 - a. A range of outreach activities that allow staff to reach community members at their comfort level. This will include large-format workshops, pop-up tabling events, presentations at meetings, small-group meetings, and neighborhood “chats”.
 - b. Online engagement, including:
 - i. Dedicated website
 - ii. Online surveys to supplement and complement in-person outreach
 - c. Accessibility compliant to County standards.
 - d. Outreach locations that cover the County broadly and equitably
 - e. Schedule for all outreach activities
 - f. Materials for community “ambassadors” to assist with outreach

Deliverable: Community Engagement Plan update to the Board (on consent)

Timeframe: June 2020

Task 3: Focus Topics

County staff, coordinated through Permit Sonoma, will prepare an initial assessment of focus issues for the General Plan to guide discussions with the community. The preliminary issues assessment will be completed by:

1. Reviewing the General Plan audit (Task 1)
2. Holding a Planning Agency workshop in April 2020
3. Meeting with key bodies in the County, such as (in alphabetical order, not by significance):
 - Agricultural Industry Representatives
 - ALUC
 - Area Agency on Aging/Human Services
 - Countywide BPAC/Sonoma County Bicycle Coalition
 - Chamber(s) of Commerce

- Cities: Planning Commission/Council ad hoc meetings; staff at SCTA/RCPA/ PAC
- Municipal Advisory Councils/Citizens Advisory Commissions, and related bodies
- Community Action Partnership
- Creative Sonoma/EDB
- Development industry groups/Labor
- Health/Police/Fire Districts/Schools/Child Care-First 5
- Hispanic and other prominent minority community associations
- Home Sonoma County
- LAFCO
- Major social services providers
- Tribal governments

Deliverable: Preliminary focus issues identified

Timeframe: June 2020

Task 4: Outreach

Following the Planning Agency meeting in April 2020, staff will begin outreach in the community to gather input on focus topics for the General Plan update. Outreach will proceed in two steps (Tasks 4.1 and 4.2):

Task 4.1 Centralized + Online Workshops on Broad Topics

There are broad topics that the update will need to address that are relevant countywide. The first set of community workshops will be organized around broad themes. The workshops will be centrally-located in the Santa Rosa area with online engagement through surveys that will bring in wider participation. The broad themes, subject to change and refinement, are (in alphabetical order):

- | | |
|----------------------------------|-------------------------------------|
| • Accessibility/Circulation | • Economy and Tourism |
| • Agriculture/Food | • Growth Management and Development |
| • Culture, History, & Community | • Open Space/Scenic Qualities |
| • Ecology/Sustainability/Climate | • Safety & Health Equity |

Surveys for each topic area will be organized around the same discussion questions as the in-person workshops and the results of both will be made available online following the close of the surveys and workshops. Input from these workshops and surveys will give nuance to the broad themes. Permit Sonoma staff will use this input to refine materials and engagement exercises for local outreach throughout the county (Task 4.2) where staff can dig deeper into the focus issues that are arising.

Task 4.2 Workshops in Our Communities

Following the broad workshops in Task 4.1, outreach efforts will focus on local activities that are more accessible and relevant to the county's communities and neighborhoods, where people live and work. The type of engagement will vary depending on the location; staff generally will build on established events, community gatherings, and frequented venues to increase exposure. Permit Sonoma anticipates local engagement (workshops, meetings, coffee chats, event tabling, etc.) in the following (alphabetical):

- | | |
|-------------------|------------------------------|
| • Cazadero area | • Geyserville/Lytton/Jimtown |
| • Cloverdale/Asti | • Guerneville/Monte Rio |
| • Forestville | • Healdsburg |

- Kenwood/Glen Ellen/Eldridge
- Larkfield-Wikiup/ Fulton/Mark West
- Occidental/Graton/Freestone/Bodega
- Petaluma/Penngrrove/Bloomfield
- Windsor/Airport Area
- Rohnert Park/Cotati
- Santa Rosa
- Sebastopol
- Sonoma/Springs/Temelec

As Permit Sonoma completes the local engagement activities, a more detailed list of focus topics will begin forming. Staff will prepare a final community-wide survey on these topics of interest, which will be published concurrently with local engagement activities.

Deliverable: Community Engagement

Timeframe: June-December 2020

Task 5: Scope/Financing

Permit Sonoma will prepare a final presentation to the Board of Supervisors summarizing the following:

1. Baseline or mandatory updates to comply with current State law for General Plan updates.
2. Structural changes to the document for readability and clarity.
3. Policy issues or topics that should be the focus for the update with anticipated budget and scope/timeline impacts identified.
4. Best practices for General Plans (e.g. figures and reference materials) to aid comprehension.
5. Optional items with anticipated budget and scope/timeline impacts identified.

Permit Sonoma will seek Board direction to proceed with a defined scope for the General Plan update, with the necessary appropriations to complete the work. Based on Board direction, staff will prepare a request for proposals and recruit a consultant team that is prepared to complete the update.

Deliverable: Scope for the General Plan Update

Timeframe: February/March 2021

Task 6: Consultant Recruitment

Consultant recruitment may include a Request for Qualifications prior to a Request for Proposals. Staff will determine the best approach and complete the necessary steps to onboard a consultant team. The preferred vendor will be presented to the Board for authorization to proceed.

Deliverable: Consultant contract presented to Board

Timeframe: March-May 2021

Task 7: Commencement

With Board approval to proceed with the preferred vendor, Permit Sonoma will complete the necessary contracting steps and begin the planning process for the General Plan update. Permit Sonoma anticipates that from contract commencement, the update will be completed in four years and implementation work will begin immediately thereafter. Given this timeline, funding for the General Plan update will need to be secured through July 2025.

Deliverable: Contract for planning work commences

Timeframe: June 2021