

GENERAL PLAN UPDATE

SCOPING WORK PLAN

PRESENTED FOR DISCUSSION AT BOARD OF
SUPERVISORS

MARCH 17, 2020



Background

- 2008 General Plan (GP) Adopted
- 2008 Admin fee adopted to fund the GP Update
- June, 2019 BoS approves 2019-21 Work Plan:
 - ▣ 1 year of **GP SCOPING** to end June 2021
 - ▣ 5 Year **GP UPDATE** with consultant support
 - ▣ 2 Years of **GP IMPLEMENTATION**

Why Scoping?

- Expansive territory (1,650 sq. miles unincorporated)
- Dated policy document with significant implementation
- Multiple new policy requirements
- Large number of “desired” outcomes/goals/hopes
- Community engagement is pivotal and needs preparation
- Right-sizing funding and ensuring support for the GPU
- Folds into the GPU and improves the process
 - ▣ Defines the RFP, and ensures community involvement
 - ▣ Sets expectations so that consultants can be evaluated
 - ▣ Limits unanticipated changes in the GPU

Proposed “Scoping” Work Plan

- **Overview.** Audit the existing Plan and requirements
- **Outreach.** Develop methodology for outreach
- **Major Issues.** Identify preliminary issues
- **Outreach.** Robust outreach to identify focus areas
- **Financing.** Describe desired scope and cost
- **Recruitment.** Recruit consultants per the desired scope
- **Commencement.** Begin the update!

Audit

□ Evaluate Programs and Policies:

- ▣ Retain/Review – continue to be appropriate, updates may be desired
- ▣ Revise – need updating due to new information
- ▣ Possible Removal – complete/redundant/problematic/not GP-level
- ▣ Codify – programs/policies that could function better as code
- ▣ Further Discussion – flags challenging policy areas/topics

□ Purpose and Benefits:

- ▣ Organizes an extremely large policy document
- ▣ Identifies structural changes that will need to be a focus
- ▣ Flags where we experience challenges today
- ▣ Reviews State guidance on GP updates
- ▣ Summarizes relevant non-GP plans/documents
- ▣ Can become a powerful engagement opportunity

Outreach: Two Phases

- Develop a detailed outreach work plan
 - ▣ Outreach material
 - ▣ Ambassador program
- Engagement Benchmarks and Best Practices
 - ▣ Consistent online information and exercises
 - ▣ Dedicated website and branding
 - ▣ Scheduling throughout the year for advanced notice
 - ▣ Small-group stakeholder meetings
 - ▣ Central workshops on broad themes (with online)
 - ▣ Local workshops

Outreach – Stakeholder meetings

- Explore topics in greater detail to frame discussions
- Stakeholder examples:
 - ▣ Area Agency on Aging/Human Services
 - ▣ Countywide BPAC/Sonoma County Bicycle Coalition
 - ▣ Environmental, resiliency, and climate action groups
 - ▣ Health/Police/Fire/Schools/Child Care-First 5/Social Services/Community Action
 - ▣ Housing Groups and Home Sonoma County
 - ▣ Industry Representatives, Creative Sonoma/EDB, Chamber(s) of Commerce
 - ▣ LAFCO and Cities: Planning Commission/Council ad hoc meetings; and staff
 - ▣ Major institutions (SC Airport and ALUC, universities, hospitals)
 - ▣ Minority community associations and Hard to Reach Populations
 - ▣ Municipal Advisory Councils/Citizens Advisory Commissions, and related bodies
 - ▣ Tribal governments

Outreach – Centralized Workshops

□ Explore Broad Topics:

- Accessibility/Movement
- Agriculture/Food
- Culture, History, & Community
- Ecology/Sustainability/Climate
- Economy, Financial Health, and Investment
- Growth Management and *Housing*
- Open Space/Scenic Qualities
- Safety, Health, Equity, and Quality of Life

□ Paired with online engagement

□ Informs local discussions

Outreach – Local Workshops

- Explore topics more deeply
 - Close to home
 - Paired with online surveys
 - Menu of outreach options
- Cazadero area
 - Cloverdale/Asti
 - Forestville
 - Geyserville/Lytton/Jimtown
 - Guerneville/Monte Rio
 - Healdsburg
 - Kenwood/Glen Ellen/Eldridge
 - Larkfield-Wikiup/ Fulton/Mark West
 - Occidental/Graton/Freestone/Bodega
 - Petaluma/Penngrove/Bloomfield
 - Rohnert Park/Cotati
 - Santa Rosa
 - Sebastopol
 - Sonoma/Springs/Temelec
 - Windsor/Airport Area

Outreach – Local Workshops

- Explore topics more deeply
- Close to home
- Paired with online surveys
- **Menu of outreach options**
- Traditional workshops
- Tabling at major events
- Outdoor picnics and GP events
- GP update HQ at Permit Sonoma
- Ambassador program
 - ▣ Toolkits
 - ▣ Guides
 - ▣ Questionnaires
 - ▣ Data to support discussion
- Local comment boxes

Scope/Financing

- Base scope requirements (\$1.7M)
- Expanded scope options
 - ▣ Consultant qualifications
 - ▣ Schedule impacts
 - ▣ Cost
- Recommended options for PC/Board consideration
- Draft RFP
- Board presentation and direction on scope of RFP
- Finalize and Publish RFQ/RFP

Consultant Recruitment



- Commence GPU with consultant by July 2021

Planning Agency Engagement

- Planning Agency in **April 2020**:
 - ▣ Review Audit and outreach plan (central and local)
- Planning Commission/BZA in **May 2020**:
 - ▣ Presentation of engagement plan
- Planning Agency in **July 2020**:
 - ▣ Feedback from central workshops and report-back
- Planning Agency in **October 2020**:
 - ▣ Summary of online survey data and initial local outreach
- Planning Commission/BZA in **February 2021**:
 - ▣ Review the draft scope/financing considerations
- Planning Agency in **April 2021**:
 - ▣ Consultant pre-proposal workshop with PA – Q&A

Board of Supervisors Engagement

- Board Meeting in **May/June 2020**:
 - ▣ Review Audit
 - ▣ Review discussion topics for outreach (central and local)
- Individual Supervisors Engaged during Outreach through **June-December 2020**
 - ▣ Attending workshops/meetings
 - ▣ Facilitating discussions
- Board Workshop in **March 2021**:
 - ▣ Summary of Engagement
 - ▣ Menu of enhanced scope options
 - ▣ Draft RFP
- Board Hearing **June 2021**:
 - ▣ Consultant contract
 - ▣ Authorization to begin GPU

Funding

- 2008: Projected \$6 million for GPU and implementation
 - ▣ \$3.5 million estimated for the update
 - ▣ 50-50 cost-share with admin fee account and general fund
 - ▣ Projection anticipated a staff-led update
 - ▣ Approach revised to rely on a consultant team
 - ▣ Base scope is feasible with \$3.5 million
 - Enhanced scope may be desired; costs need to be evaluated
 - Tribal Element
 - Enhanced Environmental Justice Element
 - Climate change
 - Significant land use reform
 - Enhanced engagement

Next Steps & Discussion

- Discussion:
 - ▣ Input on the approach
 - ▣ Guidance on engagement and stakeholder groups
 - ▣ Discussion on broad themes and framing
 - ▣ Guidance/direction on Board involvement