

General Plan 2045: GPAC #1: Initiation and Issues

April 6, 2023



Kimley Horn | Rincon | EPS

Roll Call

Agenda

6:00pm-6:10pm	Welcome
6:10pm-6:25pm	Introductions / “Get to know each other” Exercise
6:25pm-6:45pm	GPAC Overview
6:45pm-7:15pm	General Plan Update Process and Background
7:15pm-7:50pm	Brainstorm on SWOT (Issues and Opportunities)
7:50pm-8:00pm	Public Comment
8:00pm	Closing

Meeting Objectives

- Initiate the General Plan Advisory Committee
- Discuss GPAC roles and responsibilities
- Provide an overview of the General Plan
- Review and discuss the Community Engagement Plan
- Brainstorm key issues and opportunities in the City

Introductions / Get to Know

About Raimi + Associates



- 26 staff in 2 offices
- Leaders in comprehensive planning urban design, health, and sustainability
- Extensive experience in General Plans, TOD, Specific/Precise Plans, Zoning Codes, Downtown Plans
- Successful community engagement in diverse communities
- Numerous State and local awards



General Plan Team

Raimi + Associates

Project Lead, Land Use Element, Zoning Code Update Urban Design, Climate Change, Health and Environmental Justice, Parks, Community Facilities and Community Engagement

Matt Raimi, AICP, Principal | *Principal-in-Charge, Project Manager*

Simran Malhotra, AICP, Assoc. AIA, Principal | *Urban Design and Zoning*

Eric Yurkovich, Principal | *Technical Advisor*

Melissa Stark, AICP, Senior Planner | *Deputy Project Manager*

Troy Reinhalter, LEED GA, Associate | *Land Use Lead*

Gabriela Zayas del Rio, Intermediate Planner/Designer | *Environmental Justice Element*

Adriana Valencia Wences, Engagement Specialist/Intermediate Planner | *Community Engagement*

Kimley-Horn

Transportation and Mobility

Frederik Venter, P.E. | Vice President | *Transportation Planning Project Manager*

Michael Schmitt, AICP, CTP, PTP, RSP₁ | Associate | *Transportation Planner*

Chris Gregerson, P.E., T.E., PTOE, PTP | Engineer | *Transportation Planner*

Anthony Nuti, EIT | Civil Engineer Analyst | *Transportation Planning Analyst*

Tad Stearn | Principal | LCP and LAFCo Specialist

EPS

Economic and Market

Benjamin C. Sigman | Principal | *Principal in Charge*

David Zehnder | Managing Principal | *Advisor*

Luke Foelsch | Senior Associate | *Project Manager*

Ryan Martinez | Associate | *Technical Analysis*

Rincon Consultants

Safety, Open Space, Conservation Noise, Air Quality and CEQA

Megan Jones, MPP | CEQA Principal-in-charge

Kimiko Lizardi | Principal in Charge

Aileen Mahoney | CEQA Lead

Della Acosta | Project Manager

Aubrey Mescher, MESM | Water Quality and Supply

Josh Carman, INCE-USA | Noise

Bill Vosti, MESM | Air Quality & GHG

Introductions

Name, affiliation, and an event or story that exemplifies what you love about life in Marina.

General Plan Update Process



What is a General Plan?

- Long-term policy document to **guide future actions**
- Establishes the **City's direction** for the next 20 years
- Enables the community to come together to develop a **shared vision for the future**
- Updated every 15-20 years
- Preserves and enhances **community strengths**
- Addresses key **topics of concern**

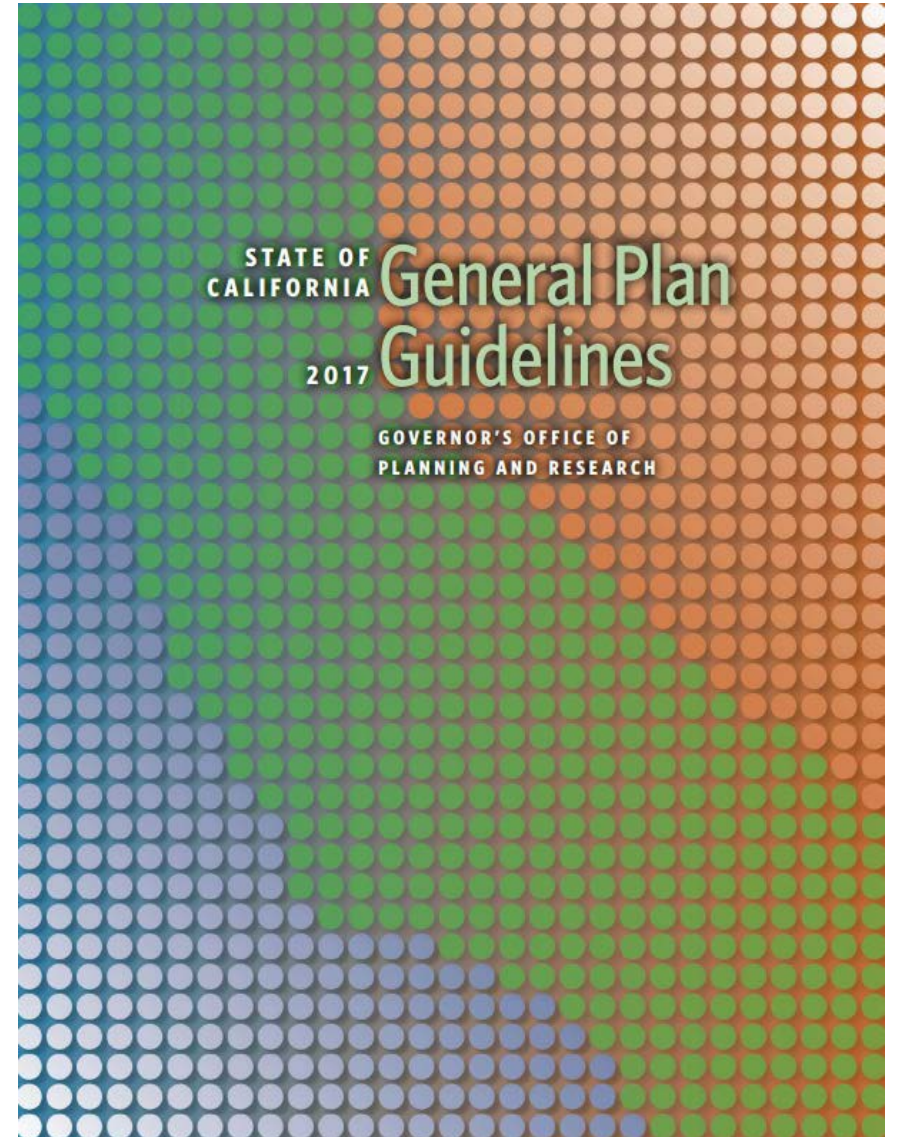
“Vision about how a community will grow, reflecting community priorities and values while shaping the future.”



General Plan Requirements

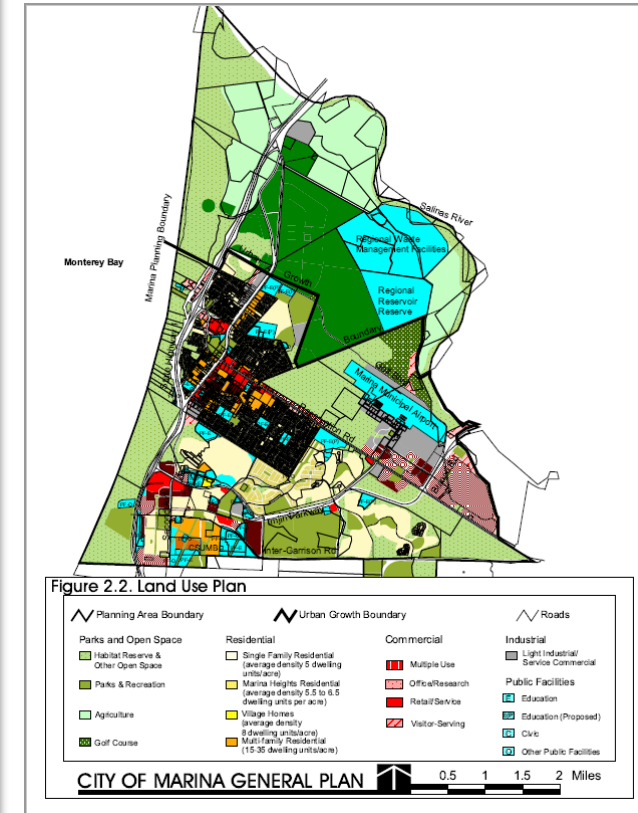
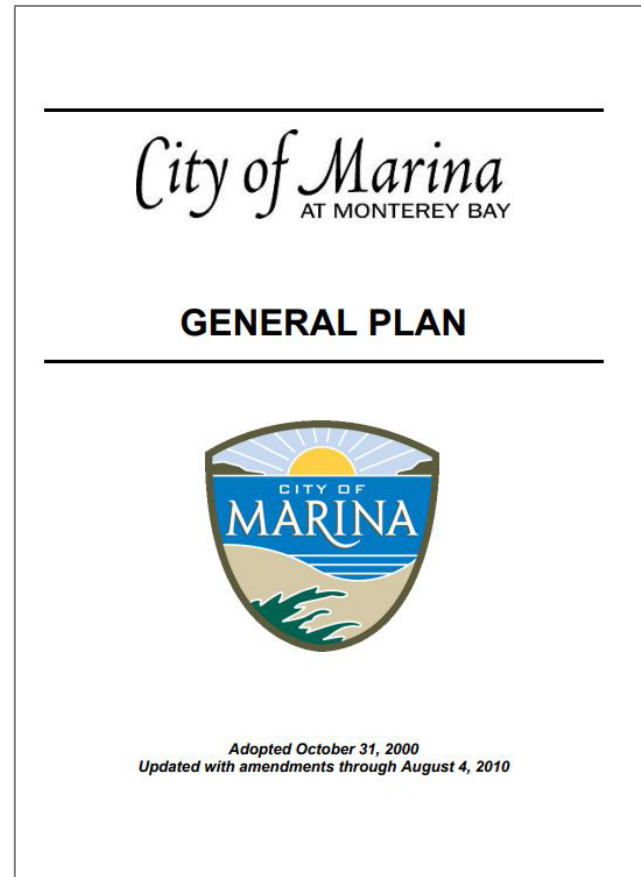
9 Required Elements

1. Land Use
2. Circulation
3. Housing
4. Noise
5. Conservation
6. Safety
7. Open Space
8. Air Quality
9. Environmental Justice



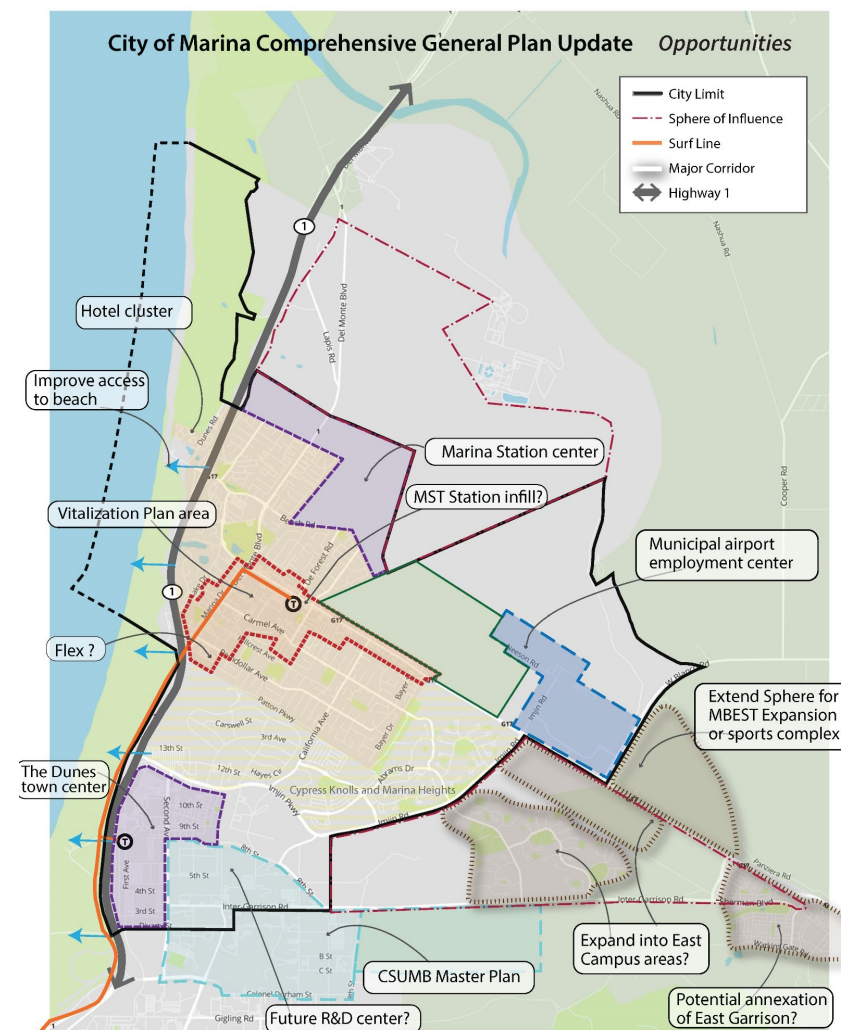
Existing General Plan

- Last comprehensively adopted in 2000; Amended in 2010
- Organized by 3 overarching topics, each with sub-topics
 - **Community Land Use** (open space, housing, commercial uses, etc.)
 - **Community Infrastructure** (transportation, water, stormwater, etc.)
 - **Community Design and Development** (subareas, environmental protection and conservation)
- Implementation

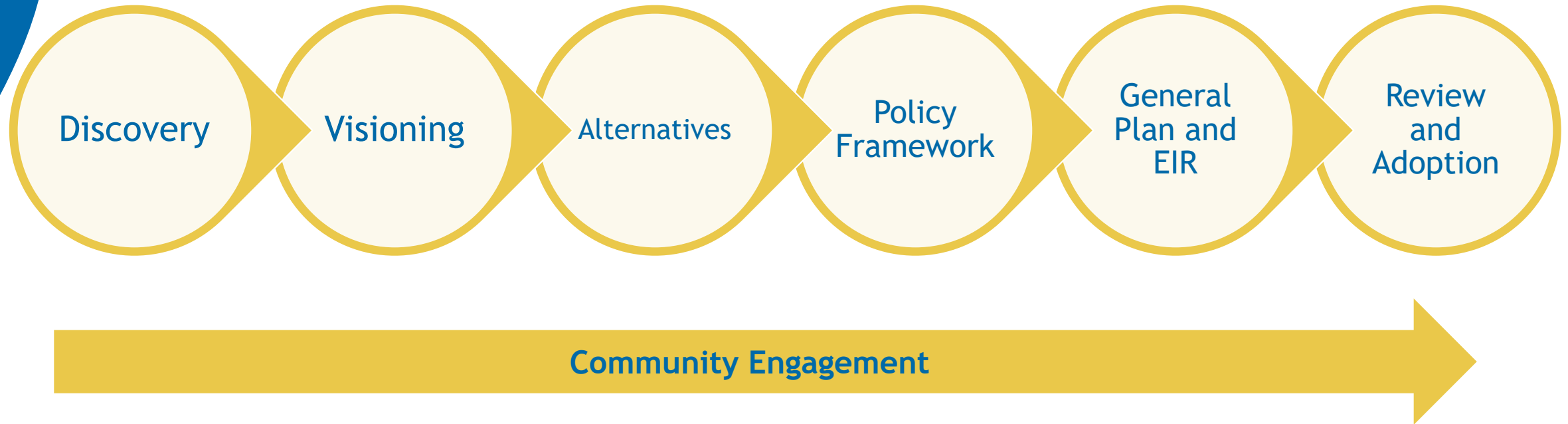


Why Update the General Plan?

- General Plan is out of date; significant new State requirements since 2000
- Hold a “community conversation” about the future
- Address critical topics
 - Type and location of future development
 - Housing affordability
 - Infrastructure and water supply constraints
 - Habitat and biological resources
 - Local jobs and economic development
 - Mobility and trail access
 - Changing demographics
- Incorporate recent planning efforts
- Make the document more usable



General Plan Update Process



January 2023 —————> December 2024

GPAC Overview

Purpose of the GPAC

- Guide General Plan process
- Serve as sounding board for ideas
- Provide high-level guidance on:
 - Vision and Guiding Principles
 - Land use
 - Key policy topics such as transportation, parks and open space, housing, EJ, economic development, and others
- Serve as “ambassadors” for the General Plan by promoting events, talking with residents, and assisting with engagement and outreach
- Represent the community’s interests



Your Role and Responsibilities

1. Attend GPAC meetings
2. Share your ideas – your honest and thoughtful input is critical
3. Review materials prior to meetings (sent via email)
4. Attend public workshops and meetings (strongly encouraged)
5. Talk with neighbors, friends, and constituents to obtain their ideas
6. Be a champion for the project

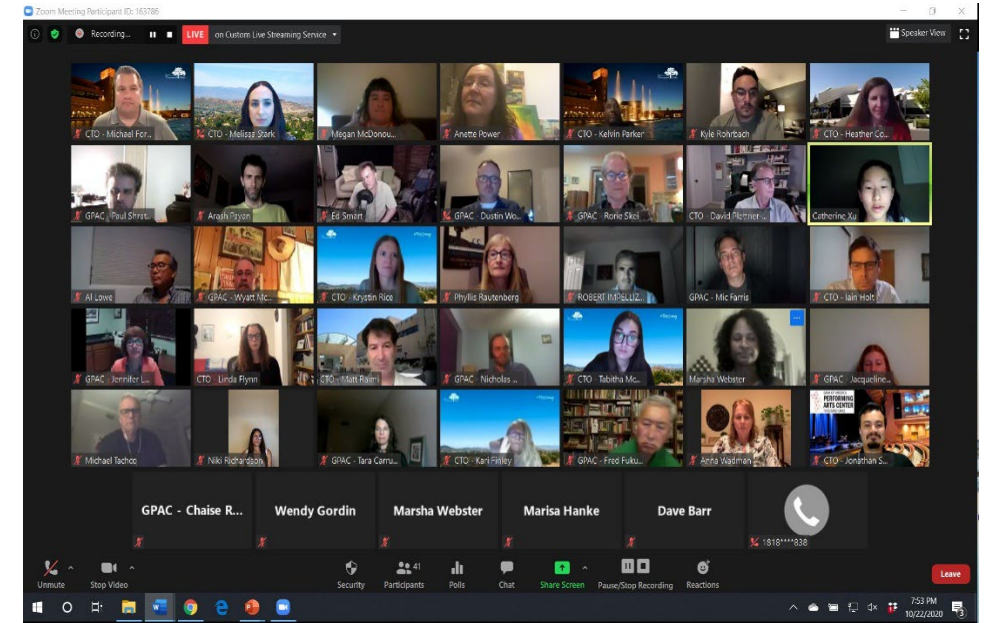


GPAC Membership and Attendance

- Consists of 9 to 13 members
- Quorum is established when at least half of the members are present
- Alternates are not permitted to attend when members are absent
- Missing 2 meetings in a row or a total of 3 meetings may be grounds for dismissal
- Approximately eight to ten GPAC meetings will be held approximately monthly over the next 1.5 – 2 years

GPAC Decision-Making and Conduct

- Brown Act meetings, with time-limited public comments & feedback
- Operate in spirit of consensus
- Structured to allow a free flow exchange of ideas Consultants or city staff lead meetings; no Chair or Vice Chair
- Straw polls/voting for general direction; differences of opinion will be brought to the PC and CC
- Meetings are open to the public; public comment is reserved for end of the meeting



GPAC Ground Rules or “Bylaws”

- ✓ Participate in good faith
- ✓ Respect your fellow members even if you don’t agree
- ✓ Allow space for differences of opinion
- ✓ Be a good listener
 - ✓ Share the floor
 - ✓ Do not interrupt one-another
- ✓ Ask questions for clarification and mutual understanding
- ✓ Do not speak to the press about the General Plan Update
- ✓ If individual members wish to share information with the whole GPAC, such information should be provided to City staff approximately 1 week and not less than 3 days prior to any meeting to allow for duplication and/or distribution



Brown Act Training

Presentation by the City Attorney

- *Agendas for regular meetings must be posted 72 hours in advance (24 hours for Special Meetings)*
- *Serial meetings are prohibited (a meeting that at one time may involve less than a majority but eventually involves a majority) outside of regularly scheduled GPAC meetings*
- *Documents must be available to public at the meeting if prepared by City staff; if prepared by some other person, must be available after the meeting*

Community Engagement Plan

Overview

Engagement Goals

- Inspire the community to share ideas to guide Marina's future
- Offer a wide variety of ways to participate
- Target groups traditionally not involved in the process – youth, students, non-English speakers, etc.
- Empower the public to guide the overall direction of the General Plan
- Conduct culturally appropriate engagement activities and reach a diverse cross section of the community
- Track progress over time



INFORM: Outreach Activities

- Purpose
 - Updates on the project
 - Invitations to specific events
- Activities
 - Logo/branding
 - Email database
 - Social media: Facebook, Instagram, NextDoor
 - Press releases
 - Ads in newspapers
 - Announcements at CC and PC
 - Flyers for engagement
 - Postcard mailed to all residents (April 2023)
- *Translation and interpretation of materials and at events*

Logo and Branding



CITY OF MARINA GENERAL PLAN UPDATE BRANDING SHEET

PROJECT LOGO



Primary Logo

COLOR PALETTE

Pacific Coast

#77bcd5
R:119 G:188 B:213
C:51 M:30 Y:11 K:0

Marina Blue

#0069a8
R:0 G:105 B:168
C:92 M:58 Y:8 K:0

Sunset Orange

#ee8722
R:238 G:135 B:34
C:4 M:56 Y:100 K:0

Stay Golden

#eac84a
R:234 G:200 B:74
C:98 M:18 Y:84 K:0

Cloudy Skies

#515251
R:81 G:82 B:81
C:65 M:57 Y:56 K:34

TYPOGRAPHY

Header 1

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Header 2

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Header 3

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Header 4

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TAGLINE

"Advancing Our Future"

Project Fact Sheet



Marina General Plan 2045 "Advancing our Future"

What is a General Plan?

A General Plan is a State-required vision and policy document that serves as the "constitution" for each jurisdiction in California. It is a forward-looking document that anticipates city needs and challenges through the year 2045. It sets the stage for the future physical, environmental, social, and economic direction of the city. All decisions related to the physical and natural environment must be consistent with the adopted General Plan.

What topics are covered?

State law requires that every General Plan address at least nine core topics, known as "elements." These topics are land use, transportation, infrastructure, parks and open space, housing, climate change, public safety, resource conservation, and environmental justice. The Marina General Plan will address these elements in addition to other topics important to the community, such as urban design and economic development.

Why does it matter?

The City of Marina last updated its General Plan in 2000. Since this time, the City has grown and evolved – new housing has been built, CSUMB has expanded, and new challenges have emerged. This General Plan update is an opportunity for Marina residents to step back, take stock, and chart a course for the future that addresses the issues and challenges of today and tomorrow. These include:

- Creating a comprehensive vision for growth and development in the City
- Planning for natural hazards such as wildfires or erosion
- Conserving critical habitat areas, resources, and species
- Increasing opportunities for parks and open space areas
- Addressing transportation challenges such as traffic congestion, improving the bicycle network, and transit
- Planning the future of the agriculture industry in the City
- Preparing for the potential impacts of climate change
- Maintaining overall identity and quality of life in Marina



What are the steps in the process?

The General Plan update process will take about two years to complete, starting in early 2023 and ending in late 2024 or 2025. The major steps are as follows:



Community Engagement:

Let your voice be heard!

The City of Marina is committed to involving the community and ensuring that the content of the General Plan is guided by the residents of the city. As such, engaging a diverse cross section of the community throughout the project will be critical to success of the project. During the two-year effort, there will be many opportunities for community members to participate in the General Plan update process. The engagement activities will include:



How do I find out more?

There are multiple ways to find out more about the General Plan and to get involved in the process:

- Visit the Marina 2045 project website at www.marina2045.org
- Sign up for the Marina 2045 email list on the website
- Follow the City on Next Door or the Marina 2045 Facebook and Instagram accounts
- For more information about this project, contact Alyson Hunter, AICP, Senior Planner with the City of Marina at: ahunter@cityofmarina.org



Website (marina2045.org)



INVOLVE: Engagement Activities

- **Purpose:**
 - Generate ideas
 - Receive feedback on the Plan content
- 7 types of activities
 1. General Plan Advisory Committee
 2. Community Workshops
 3. Pop-Up Workshops
 4. Stakeholder Interviews
 5. Educational Videos
 6. Surveys and Feedback Forms
 7. Focus Groups

Community Workshops

- **Purpose:** Bring the community together to share ideas and direct the outcome of the Plan.
 - Workshop 1: Educational Workshop on “What is a General Plan?” (*virtual*)
 - Workshop 2: Issues and Opportunities and Vision/Guiding Principles
 - Workshop 3: Environmental Justice Workshop
 - Workshop 4: Develop Land Use and Mobility Alternatives
 - Workshop 5: Select Preferred Direction
 - Workshop 6: Policy Direction on Key Topics
 - Workshop 7: Draft General Plan Open House
- **Status:** Workshops 1 and 2 in late April and May



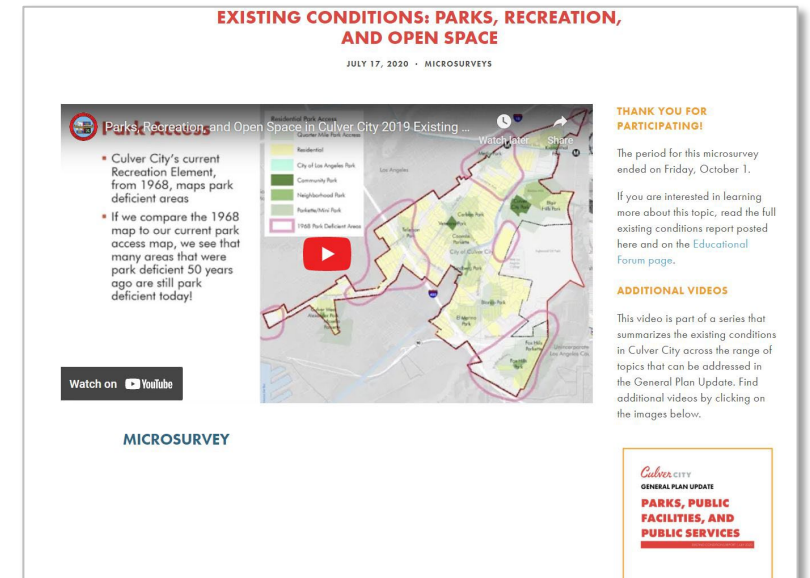
Pop-Up Workshops

- **Purpose:** Reach members of the community who don't typically participate.
 - Inform/educate
 - Visioning
 - Land use alternatives
 - Policy development
- Status: ongoing during the process



Additional Engagement Activities

- Stakeholder Interviews
 - 20+ one-on-one interviews
- Online Surveys
 - 4-6 Surveys to obtain detailed feedback on plan concepts
- Educational Videos
 - 4+ short videos on existing conditions
- Focus Groups
 - In-depth conversations on specific topics or with specific groups
 - Examples: Asian Communities of Marina; Environmental Justice groups; youth



Tracking Progress

- Number of participants attending events
- Demographics:
 - Resident/business owner/other
 - Age (youth, seniors, families)
 - Ethnicity (especially Hispanic and Asian participation)
 - Language spoken at home
 - Renters/owners
 - Length of tenure in the City
 - Location of home or businesses (by Council District)

Outreach Efforts To Date

- **Project website:** contains detailed project information
- **Newsletters:** shared and cross-marketed to more than **25,000** subscribers
- **Social Media:** City and GPU platforms reached more than **120,000** people and garnered over **200,000** impressions
- **Videos:** over **50** GPU videos on YouTube have over **3,000** total impressions
- **Advertising**
 - **Parks and Recreation Activity Guide:** mailed to **42,000 residents**
 - **Digital Screens** inside City Hall
 - **Auto Center Billboard Signs**
 - **Ventura Breeze Ads:** **11,000** copies circulated in over 600 locations
 - **Water bill mailer insert:** mailed to **47,000 residents** in both English/Spanish
 - **Flyers/ Posters:** **15,000** distributed to local businesses and community partners
 - **Coasters:** **10,000** distributed to local businesses and community partners
 - **Stickers:** **25,000** distributed to local businesses and community partners

Initial Engagement Activities

- Email database (complete)
- Project website (complete)
- Stakeholder interviews (April)
- GPAC Initiation (April)
- “What is a GP” workshop (April)
- Issues, Opportunities and Vision workshop (May)
- Educational videos and surveys (May)

SWOT Brainstorm

Strengths, Weakness/Threats, and Opportunities

Thank you!



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