

**COUNTY OF SACRAMENTO
CALIFORNIA**

For the Agenda of:
January 31, 2006
Timed: 9:30 A.M.

To: Board of Supervisors
From: Department of Planning and Community Development
Subject: Report Back On Funding The General Plan Update Public Outreach Program
Contact: Leighann Moffitt, (916) 874-5584

Overview

On December 6, 2005, the Board of Supervisors directed the Planning Department to develop an enhanced public outreach program for the update of the County General Plan. The Planning and Economic Development Departments have identified initial funding of \$75,000 to start this outreach program in this fiscal year. Planning will solicit and engage in consultant services, thereby refining a final work program and total project cost. Currently, Planning anticipates a total cost of \$250,000 to respond to Board direction. This program is related to the need to engage the community in a strategy to implement Blueprint principles including accommodating additional employment, retail and housing growth in various commercial corridors, along with other General Plan issues and growth strategies.

Recommendations

1. Commit \$75,000 from the Economic Development Fund to initiate the first phase of a Public Outreach Program for the General Plan Update.

Measures/Evaluation

The initial phase of the program will include: engaging in consultant services; designing a public outreach program; working with an advisory committee to refine the approach; advertising; and, as funding allows within the initial amount, to conduct some stakeholder or community meetings.

Fiscal Impact

The Planning Department anticipates a program cost of \$250,000. This program cost will be substantiated by engaging in consultant services. Initial funding of \$75,000 to begin the program and pay for services through the end of Fiscal Year 2005-06 will come from the Economic Development Fund. The remainder of funding will come through a request for funding in the Planning Department 2006-07 budget.

BACKGROUND:

The County has been engaged in updating the General Plan through workshops before the Board of Supervisors. The initial scope of work called for a minor update of the General Plan focused on modifying policy language in response to changing conditions and to address issues with policies that were not achieving intended results. However, in late 2005 the update scope changed significantly and was expanded to address changing growth expectations within the unincorporated County as a result of SACOG's Blueprint project. The County Board decided to develop strategies to attract significantly greater regional employment, retail and housing growth within the unincorporated County in order to contribute to implementing the Blueprint objective of restraining outward regional sprawl over the 25-year planning horizon and beyond. The Board recognized the need to more proactively engage citizens in the development and refinement of these growth strategies.

DISCUSSION:

The Planning Department intends to engage in consultant services to proactively engage interested citizens and groups in the growth management strategies of the draft General Plan. Anticipated components of an expanded outreach and information program include:

§ Develop and Organize the Outreach Program

Description: Refine a scope and costs; engage in professional consultant services; and identify an advisory committee to provide input from a citizen and business perspective.

§ Public Information, Advertising, and Marketing Campaign

Description: Conduct a public information and marketing campaign with the goal of reaching a greater number and variety of community members. Use input from an advisory committee, consultant and staff to target outreach such as to: chambers of commerce or other business/trade associations; community/neighborhood groups and advocates; environmental organizations; and Community Councils and CPAC's.

§ Public Workshops

Description: Interactive public workshops that emphasize involvement and input from the attendees.

§ Analysis and Summary of Workshop Results/Board Workshop:

Description: A written and oral report for submission and presentation to the Board of Supervisors including participation by the consultant, advisory committee members and County staff.

Measures/Evaluation:

The public outreach program will engage a greater number of citizens in the County General Plan, particularly regarding the plan's growth accommodation strategies. The precise number of meetings is yet-to-be-determined, but the program should achieve outreach to far more public members than currently being reached and will provide for a more interactive process. A final report will be prepared to summarize community responses and recommendations for Board and staff consideration and use.

FINANCIAL ANALYSIS:

The budget will include a phase one scope of work based on the initial availability of \$75,000 from the Economic Development Fund. The total program is expected to cost \$250,000, with the phase two amount funded from the Planning Department's 2006-07 budget. Consultants will be requested to respond with a program that meets the objectives within that budget. Any suggested components above the budgeted amount are required to be optional components for County consideration. The long-term objectives of a refined General Plan policy framework and the implementation programs such as corridor planning efforts that are used to implement the Plan are to attract additional financially positive development including employment and retail uses. In the long term, while County funds will be used to conduct the outreach, it is hoped that a General Plan developed with citizen input and support will ultimately result in growth with positive revenue captured within Sacramento County.

CONCLUSION:

Initial funding to begin the General Plan update public outreach program in the current fiscal year has been identified from the Economic Development Fund. The remainder of the program will be recommended for funding as part of the Planning Department's fiscal year 2006-07 budget. Planning will return to the Board to execute a contract for professional services that includes a more detail scope of work for the program.

Respectfully submitted,

APPROVED:

ROBERT SHERRY, Director
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TERRY SCHUTTEN
County Executive

By: _____
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