



# REPORT TO COUNCIL

## City of Sacramento

# 35

915 I Street, Sacramento, CA 95814-2604  
www.CityofSacramento.org

Staff Report  
August 29, 2006

**Honorable Mayor and  
Members of the City Council**

**Title:** Safe and Affordable Housing Focus Area Report Back: General Plan Status and Future Funding Requirements (M06-046)

**Location/Council District:** Citywide (All)

**Recommendation:** Adopt a **Resolution:** 1) Authorizing the City Manager to appropriate \$612,000 to fund the proposed enhancements to the General Plan Update; and 2) direct staff to report back on the following additions to the General Plan Update: Community Congress, Community Plan Policies, Eastern Study Area Analysis, Future Outreach Activity and Implementation Program.

**Contact:** Steve Peterson, Principal Planner, 808-5981

**Presenters:** Bob Overstreet, General Plan Project Executive, 808-1190; Steve Peterson, Principal Planner, 808-5981

**Department:** Planning

**Division:** Long Range Planning

**Organization No:** 4912

### **Description/Analysis**

**Issue:** During the FY2006/07 Budget Hearings on the Safe and Affordable Housing Strategic Planning Focus Areas, City Council was presented with recommendations for funding necessary to complete the General Plan Update process. The City Council directed staff to return with an explanation as to the General Plan existing budget and scope, proposed additions to the budget and scope, and future report backs associated with implementation and other issues.

- Existing Budget and Scope - The current budget and scope of work (\$2.66 million) addresses mandatory requirements under state law with the exception of the Housing Element and several optional work products approved by the City Council. The optional elements of the General Plan address community design, economic development, preservation, sustainability, environmental justice, community outreach (28 town hall meetings), infrastructure and finance issues.



- Proposed Additions to Budget and Scope - The proposed budget augmentation will fund:
  - City Leadership Workshop;
  - Scientific Public Opinion Survey;
  - Visual Simulations;
  - Regional Master Plan Forum;
  - Fatal Flaw Analysis;
  - Supplemental EIR and transportation analysis for the land use alternatives; and
  - Supplemental Operating Expenses.
- Future Work and Report Back Direction - This report identifies proposed work currently not in the scope and budget for the project. The work not covered in this budget request will be brought back to Council for future direction includes the Community Congress, Eastern Study Area Analysis, Future Outreach Strategy, Community Plan Policies and Implementation Programs.

A detailed response has been prepared and included in the background section of this report (Attachments 1 and 2)

**Policy Considerations:** This report is consistent with the City's Strategic Plan goal of promoting livability, sustainability and providing safe and affordable housing. This report and the recommendations contained herein are also consistent with the City's sustainable budget policy and the Strategic goals of the City Council.

**Commission/Committee Action:** The General Plan Advisory Committee (GPAC) will review and take action on the report at its August 28, 2006 meeting.

**Environmental Considerations:** This report concerns administrative activities that will not have any significant effect on the environment, and that do not constitute a "project" as defined by the California Environmental Quality Act (CEQA) [CEQA Guidelines Sections 15061(b)(3); 15378(b)(2)].

**Rationale for Recommendation:** The supplemental work is outside the existing budget and scope and requires additional consultant and staff assistance to complete. These activities will result in more civic engagement and buy in for the growth alternatives and provide a more scientific understanding of the public and decision makers' core values about growth. If this work is not authorized the General Plan Update will not adequately educate the public and decision makers on the critical implications and trade offs associated with the growth alternatives or provide adequate resources to complete the Update.

**Financial Considerations:** These enhancements to the General Plan Update will require \$612,000 in one time funding from the General Fund. The source of funding is the \$7.5 million growth initiative reserve that was established with the FY2004/05 Comprehensive Annual Financial Report (CAFR). The request is greater than the original \$450,000 estimate due to the addition of several outreach activities including the scientific poll and the operating expenses to support these activities.

A detailed breakdown of the existing General Plan Update and proposed enhancements is provided in Attachment 1 (General Plan Process and Budget) and 2 (Proposed Process Improvements and Budget Implications). In addition, staff has prepared a comparative analysis of City and County General Plan Update costs (Attachment 3). Although the range between cities and counties vary greatly, Sacramento's per capita cost is on the low end of the scale.

A potential additional funding source is the SACOG Civic Engagement Grant of \$100,000. However, staff is not recommending acceptance of this grant at this time since it will add several months to the alternatives schedule due to compliance with federal funding requirements. Staff will work with SACOG to reallocate the grant to future work products.

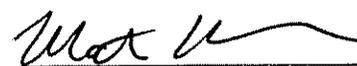
**Emerging Small Business Development (ESBD):** Not applicable at this time.

Respectfully Recommended by:   
Steve Peterson, Principal Planner  
Planning Department

Recommendation Approved by:   
Carol Shearly, Director  
Director of Planning  
Planning Department

Recommendation Approved by:   
Robert G. Overstreet II  
General Plan Project Executive

Recommendation Approved:

  
Ray Kerridge  
City Manager

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**ATTACHMENT 1**

**General Plan Process and Budget**

During the Budget Hearings on the FY2006/07 Proposed Budget Focus Areas the City Council requested staff to report back at a special workshop on the General Plan Update and set aside \$450,000 pending the workshop. The following summarizes the process, status, proposes additional enhancements to the process, and future unfunded requirements.

**General Plan Status**

The General Plan Update, which began in 2004, is a three to four-year effort to comprehensively update the City of Sacramento's General Plan. The update is guided by a technical analysis of existing conditions (Technical Background Report) and the Vision and Guiding Principles Report. The current phase of work (Growth Alternatives) will culminate in Council selection of a preferred growth alternative in March 2007 (see Growth Alternatives Schedule - Attachment 4). Completion of the General Plan Update is anticipated in late 2008.

The Vision and Guiding Principles report (Attachment 5) was informed by the SACOG Blueprint, data collected during our first phase of public involvement by way of Town Hall Forums, City staff, the General Plan Advisory Committee, and Planning Commission. In trying to ensure that growth will provide a livable, sustainable, and vibrant City, the City of Sacramento is undertaking extensive community participation efforts to involve all community stakeholders and groups as part of the update process. These efforts will also ensure the public understanding of and commitment to smart growth.

Two phases of community outreach have been completed within the last two years. These public engagement efforts were designed to be inclusive and to educate as well as inform citizens about the consequences of continuing "business as usual" development practices and to present alternative smart growth options.

During June 2006, the City completed the second phase of town hall forums on the General Plan Growth Alternatives. While the results are not scientific, they are informative. The results largely confirmed recommended opportunity areas as being appropriate places to accommodate growth. Significant public education occurred regarding the types of choices the City will have to make. A majority of attendees support reinvestment in existing communities as a key strategy along with some more limited new growth areas.

**Existing Budget and Scope**

The current budget and scope of work (\$2.66 million) addresses the mandatory requirements under state law and several optional work products approved by the City Council.

*Mandatory Elements* - The state mandatory elements of the General Plan include land use, housing, transportation, resource conservation, open space, public safety and noise. Staff has prepared a separate scope of work and budget request for the housing element update (see staff report under separate cover) because this element was not anticipated for update until 2008. In addition the existing scope includes the Environmental Impact Report required under CEQA and other related studies.

*Optional Elements* - The optional elements of the General Plan budget/scope previously approved by Council address community design, economic development and preservation, sustainability and environmental justice, enhanced community outreach (28 town hall meetings), infrastructure and finance issues.

*Funding* - In 2004, the Council approved an advance of \$2.19 million from the Development Services Fund (Fund 258) to pay for the General Plan contract. Council approved a General Plan Maintenance fee to repay the advanced funding for the General Plan Update over time and to eventually accumulate funding for the next General Plan Update and implementation programs.

*General Plan Contract Amendments* - The original consultant contract amount of \$2,187,691 addressed the state law mandates to maintain an updated and legally adequate General Plan and several of the optional elements. In February 2005, the City Council requested and approved a budget augmentation for expanded community outreach for \$139,772 for the Phase I Town Hall Forums. In summer/fall 2005, approximately \$20,000 was approved for a transportation level of service policy analysis. In May 2006, the City Council approved a \$99,000 augmentation for expanded growth analysis, outreach and youth summits for the Phase II Town Hall Forums. The chart below summarizes both General Plan budget augmentations as well as supplemental operating costs (food, services and supplies for town hall forums) associated with the General Plan update and supplies for the 26 town hall forum meetings.

<b>Agreement #</b>	<b>Recipient</b>	<b>Date/Fiscal Year</b>	<b>Amount*</b>	<b>Total</b>
Initial Agreement	Consultant Team	07/02/2004	\$2,187,691	\$2,187,691
Supplemental #1	EIP Associates	03/01/2005	\$ 139,772	\$2,327,463
Supplemental #2	Fehr & Peers	08/08/2005	\$ 14,493	\$2,341,956
Supplemental #3	Nelson/Nygaard	11/07/2005	\$ 5,334	\$2,347,290
Supplemental #4	EIP Associates	05/16/2006	\$ 99,000	\$2,446,290
Supplemental Expenses	City Planning Dept.	FY 04/05	\$ 83,268	\$2,529,558
Supplemental Expenses	City Planning Dept.	FY 05/06	\$ 130,936	\$2,660,494
<b>Grand Total</b>				<b>\$2,660,494</b>

**ATTACHMENT 2**

**Proposed Process Improvements and Budget Implications**

Several proposed budget and scope additions are needed to ensure that the City develops a successful General Plan that is embraced by residents and businesses in Sacramento. These efforts include a City Leadership Workshop, a regional forum to address coordination and border issues, a scientific poll, and an expanded analysis of growth options as well as more detailed environmental analysis. These tasks and their budget implications are outlined below:

### Summary Table Proposed Budget Augmentation

Phase	Task	Amount	Comments
5	Fatal Flaw Analysis	\$60,000	Qualitative analysis of tradeoffs/benefits for range of growth alternatives.
5	Alternatives Analysis – Transportation I	\$22,000	Modeling of alternatives by Fehr & Peers
5	Alternatives Analysis – Transportation II	\$4,000	Provision of additional transportation maps and graphics from Fehr & Peers
5	Alternatives Analysis - Preferred Alternative	\$52,000	Completion of alternatives process, including the preparation of a preferred land use alternative.
5	Scientific Poll	\$87,000	Citywide public attitudes survey. Does <b>not</b> include larger sample size for Community Plan level analysis, but this could be included for an additional \$15,000.
7	Expanded Environmental Analysis (EIR)	\$45,000	Quantitative analysis of the build out scenario and includes the eastern policy area, but <b>not</b> the portion in the study area (i.e., area from Bradshaw to Mather Airport).
11	Public Involvement Program		
	City Leadership Workshop	\$98,000	2 hour workshop facilitated by the GPAC to consider polling, fatal flaw and Town Hall Forum (THF) results/ Participate in modified THF Exercise #1/ Tabulate results. Includes visual simulations and graphics to illustrate different growth scenarios.
	Regional Master Plan Forum	\$2,500	3 hr. event sponsored by Mayor/Council on border issues/opportunities for coordination with neighboring jurisdictions and regional agencies.
	Various Public Outreach Efforts	\$11,000	Funds for additional General Plan newsletters, news articles, press releases, and media advisories, etc.
12	Project Management	\$103,000	Covers 15 additional months
	Expenses/Admin Fee	\$15,000	Covers copying, printing, and other miscellaneous expenses
	Planning Dept. Services & Expenses	\$106,500	Funds to cover Planning Dept. expenses associated with meetings (e.g., GPAC, TAC, etc.)
	<b>Subtotal</b>	<b>\$606,000</b>	Represents consultant and City costs
	Contingency	\$100,000	Recommended contingency for unforeseen issues that may arise during project. Includes backup funds for project management and for addressing any major regional issues, if needed.
	<b>Total</b>	<b>\$706,000</b>	Represents consultant and City costs
	Budget Reallocation/Savings	\$94,000	Relocation of budget savings resulting from not completing the technical analysis for the Alternatives Report (\$84,000) and city staff assuming work for the web site (\$10,024).
	<b>General Fund Budget Request</b>	<b>\$612,000</b>	Total budget less the \$94,000 savings

The following descriptions provide greater detail on the tasks identified in the Proposed Process Improvements and Budget Implications Summary Table shown on the preceding page.

*Fatal Flaw Analysis (Phase 5)*

The fatal flaw analysis is intended to provide an analysis of the tradeoffs and benefits associated with the range of growth alternatives and to identify any major flaws that might make an alternative infeasible either at a Citywide level or at major opportunity area level. This analysis will include a review of the Town Hall Forum Phase II results to identify areas of general consensus and key differences from the growth alternatives presented. The end result of the fatal flaws analysis will be a 3-4 page report that will identify major benefits/flaws of each growth alternative.

*Cost: \$60,000 for consultant analysis*

*Growth Alternative Analysis – Transportation I (Phase 5)*

This transportation analysis by the consultant team will include modeling of two possible transportation systems for each of the three alternatives. This analysis will provide traffic information, use of different transportation types (i.e. mode split), vehicle miles traveled, and travel times. This analysis will help to identify some of the transportation challenges and trade-offs associated with each of the growth alternatives.

*Cost: \$22,000 for consultant analysis*

*Growth Alternative Analysis – Transportation II (Phase 5)*

This task involves the preparation of a functional classification map in GIS showing the transportation network. It also includes preparation by Fehr & Peers of a series of graphics to illustrate the circulation plans for the alternatives.

*Cost: \$4,000 for consultant analysis*

*Growth Alternatives Analysis - Preferred Alternative (Phase 5)*

Based on information received from the Town Hall Forums, scientific poll, fatal flaw analysis and City Leadership Workshop, staff will develop and analyze a draft preferred land use alternative to present to the City Council in March 2007. The preparation of the preferred alternative will include specific land use and urban form designations for different areas of the City. This preferred alternative will serve as the basis for detailed analyses covering such issues as transportation, environment, housing, economic development, etc.

*Cost Range: \$52,000*

*Scientific Poll (Phase 5)*

City staff would like to reach a broader cross section of the public in order to test public values and attitudes with regard to different growth options. City staff is particularly

interested in identifying residents' specific areas of interest (e.g., safety, parks/open space, traffic, housing, etc.) as well as measuring their threshold of support for different planning proposals. The poll will be conducted by a professional polling agency that has significant experience related to human behavioral science. In particular, the poll will 1) define and categorize the values of opinion leaders as well as the mainstream citizen; 2) use accepted behavioral science to interpret responses and identifying core values that are common to opinion leaders and those in the mainstream; 3) identify and interpret collective attitudes and core values with respect to public policy; and 4) predict behavioral outcomes with a high degree of accuracy. The poll will be conducted by telephone and involve a survey of approximately 1,500 City residents over a two-month timeframe. The poll will be conducted citywide; however, there could be polling for the ten (10) Community Plan Areas with an addition of \$15,000. The results of the survey will be used to confirm and/or refine the preferred growth alternative that is presented to Council for consideration. The survey results will also inform and guide the remaining education and outreach efforts.

*Cost: \$87,000*

#### *Expanded Environmental Analysis (Phase 7)*

The expanded environmental analysis includes several components that were not part of the original scope for the environmental impact report (EIR). This includes an analysis of the complete buildout of the General Plan as well as analysis of the eastern policy area. The eastern policy area was not under consideration for possible annexation when the scope for the General Plan was originally developed. As a result, this area needs to be analyzed in the EIR. Furthermore, additional traffic analysis is needed to fully analyze the implications associated with growth and the ultimate buildout of the General Plan.

*Cost: \$45,000 for consultant analysis*

#### *City Leadership Workshop (Phase 11)*

A City Leadership Workshop on the General Plan growth scenarios is an addition to the process. The workshop will include the Mayor, City Council, City Manager, department heads, the General Plan Advisory Committee as well as the members of all City boards and commissions. The interactive workshop will be designed to discuss values and key trade-offs related to the different growth scenarios. This may involve an interactive exercise where participants will weigh in on different preferences. In addition to the exercises, there will be extensive use of 3-D visual simulations to illustrate the urban form (e.g., the design, scale, and character) associated with various types of development such as compact development, transit-oriented development, mixed-use communities, etc. Other handouts and displays will be used as part of the workshop to illustrate the concepts presented in the growth scenarios. The purpose of the workshop is to help develop a consensus around a preferred growth scenario.

*Cost: \$98,000*

*Regional Master Plan Forum (Phase 11)*

In order to work collaboratively on major regional issues that affect the City's future, a Regional Forum to be convened by the Mayor. The purpose of the Regional Forum is to address border issues and common issues/opportunities for coordination with adjacent jurisdictions many of which are also undergoing General Plan updates and are attempting to implement SACOG's Regional Blueprint (e.g. West Sacramento, Rancho Cordova and Sacramento County). Regional agencies, such as school districts, Regional Transit (RT), the Sacramento Metropolitan Air Quality Management District (SacAQMD), Sacramento Area Council of Governments (SACOG), Sacramento Transportation Authority (STA), and Sacramento Municipal Utility District (SMUD), would also be invited to identify and discuss issues. An outcome for the meeting would be to confirm the major issues and follow-up steps to continue regional cooperation and dialogue.

*Cost: \$2,500 in consultant assistance*

*Various Public Outreach Efforts (Phase 11)*

Given the extended timeframe of the General Plan, additional funds are needed for on-going outreach efforts such as additional issues of the newsletter. Other efforts include producing articles for the neighborhood association newsletters, articles for Neighborhood/Business Associations, news releases for community newspapers, public service announcements, media advisories, general news releases, and follow up

*Cost: \$11,000 in consultant assistance*

*Project Management (Phase 12)*

Additional project management funds for the consultant team are necessary due to schedule changes and a need for greater involvement of senior consultant staff in order to successfully complete the General Plan. As a result of changes in the public outreach process and other technical issues that have arisen, the General Plan schedule has been extended by over a year. Furthermore, consultant involvement in strategic planning efforts related to the preparation of the preferred alternative and General Plan policies is necessary. This translates into additional meetings, conference calls, and expert advice to staff.

*Cost Range: \$103,000*

*Expenses/Administrative Fee*

Due to the additional public outreach, meetings, and lengthened schedule, additional expenses will be incurred. Expenses include additional meetings, conference calls, printing, copying, postage, phone calls, etc. Furthermore, since there are eight sub consultants (Mintier Associates, Fehr & Peers, Economic & Planning Systems, Nolte, Wallace Roberts & Todd, Valley Vision, MMC Communications, Cox & Company) on this project that are providing specialized assistance to the City, there is an expense associated with managing these sub consultants and reviewing their work by the lead consultant (EIP Associates).

*Cost: \$15,000*

*Planning Department Services and Expenses*

City expenses for one time service, food, supplies and equipment for the City Leadership Workshop, Regional Master Plan Forum and Community Congress and ongoing Technical Advisory Committee, Inter-Agency, and General Plan Advisory Committee (GPAC) meetings are included. These expenses also include the Project Executive compensation.

*Cost: \$106,500*

*Contingency*

For large complex projects that last a year or more, it is typical to include an amount as a contingency to address unexpected events, changes or unforeseen issues that arise. This project did not have any contingency originally. Since the current budget has no contingency, staff is recommending that a very conservative \$100,000 be appropriated as a contingency for this project.

*Cost: \$100,000*

**Future Report Back Topics**

Several topics are not addressed in the proposed additions to the budget and scope at his time but have been identified for future workshops and Council direction. These topics include:

*Community Congress* –The proposed Community Congress will inform the public about the selected preferred growth alternative, educate the community about key General Plan issues, and outline the future steps including establishing General Plan and Community Plan goals and policies. This workshop will be an educational and visual experience. There will be presentations with background information (Power Point etc.) as well as visual simulations and other graphics and handouts. The set up of the meeting will also resemble an open house setting with various informational stations. Funds will help in organizing the event, provide educational materials, and continued work on the visual simulations of the City. The cost for this effort is estimated at

\$100,000 - \$150,000. SACOG Civic Engagement Grant funds may be available for this project if Council wishes to fund this activity.

*Community Plan Policies* – The City Council approved approximately \$800,000 for the South Area Community Plan update. However, several areas of the City lack community plans or updated policies to address land use and urban design issues. The General Plan update needs to be coordinated and integrated with these community plans to insure consistent policy direction for major opportunity sites. Such efforts need to be coordinated with local communities through the GPAC and Town Hall Forum process. The East Sacramento, Central City, North Sacramento and East Broadway community plan areas in particular lack updated community plans and will require will are experiencing development pressure. Staff anticipates a report back and workshop in November on the Community Plan policies and integration of this work into the General Plan update. Estimated costs range from \$125,000 to \$200,000 for the additional community plan analysis, policies and a third round of outreach meetings.

*Eastern Study Area Analysis* – While some of the eastern area will be analyzed in the General Plan and EIR, there is a portion that extends from Bradshaw Road out to Mather Airport) which has not be included in the General Plan and EIR analyses. The cost to analyze this area would be \$10,000 - \$15,000.

*2007-2008 Outreach Strategy* – While some funds are available for the final phase of outreach in 2007 – 2008, there is only enough for three town hall forums. Based on this amount, there may not be sufficient funds available depending on the level of outreach that Council would prefer. An additional community congress event or more town hall forums are not included in this budget.

*Implementation Program* - In addition to the costs of completing the General Plan and the zoning code updates, there may be other costs associated with implementation of the General Plan in the future. Implementation programs that will be brought back for future discussion include possible regulatory changes, administrative support, capital improvements, financing and budgeting policies, inter-jurisdictional cooperation, community programs and joint partnerships with the private sector. For example, an issue for future Council consideration is the need for potential new fees to finance parks, police, fire, transportation and the civic improvements necessary to serve future growth.

It is estimated that a report back on the implementation program would occur in time for the FY 2007/08 budget hearings.

**Comparative General Plan Update Costs**

Jurisdiction	Adoption Date	Total Cost	Consultant Contract	Population (County = Unincorp. Area)	Cost Per Capita
<b>City</b>					
Claremont	In Progress	N/A	\$1.1 million	36,350	\$30
Corona	2004	N/A	\$1.1 million	141,800	\$8
Livermore	2004	1.5 million	1.45 million	78,600	\$19
Long Beach	In Progress	N/A	\$950,000 (Land Use and Transportation Element)	487,100	N/A
Modesto	In Progress (still up for bid)	1.5 million	N/D	206,200	\$7
Newport Beach	In Progress	N/A	\$1.2 million	80,800	\$15
Oxnard	In Progress	N/A	\$900,000	186,100	\$5
Riverside	In Progress	N/A	\$1.5 million	255,166	\$6
<b>Sacramento</b>	<b>In Progress</b>	<b>*\$3.3 million</b>	<b>*\$2.6 million</b>	<b>450,000</b>	<b>\$8</b>
Santa Clarita	In Progress	N/A	\$1.4 million	164,900	\$8
Santa Rosa	2002	700,000	340,000	154,400	\$4
Stockton	In Progress	\$2,379,000	\$2,079,000	243,771	\$10
Wheatland	In Progress	\$1.2 million	\$887,111	3,100	\$387
<b>County</b>					
El Dorado	In Progress	\$6 million	N/A	134,000	\$45
Humboldt	In Progress	\$1 million	\$400,000	69,400	\$14
Lake County	In Progress	N/A	\$499,000	44150	\$11
Mendocino	In Progress	\$900,000	\$640,000	60,900	\$15
Monterey	In Progress	\$4.5 million	N/A	105,700	\$43
Placer	1994	\$2 million	\$1.2 million	88,500	\$22
Riverside	In Progress	\$3 million	N/A	477,000	\$6
San Bernardino	In Progress	\$4,850,000	\$4,500,000	299,400	\$16
Tulare	In Progress	\$1.4 million	\$1 million	147,300	\$10

\*Both assume budget augmentation costs including City costs

ATTACHMENT 4

DRAFT - GENERAL PLAN ALTERNATIVES SCHEDULE

Through May 2007

	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07
<b>CITY COUNCIL</b>										
<i>Workshops &amp; Hearings</i>	Aug 29 - Budget Workshop					Jan 31 - Prepared Alternative Workshop		Mar 27 - Selection of Reference Alternatives (1st TIG)	April 24 - Selection of Preferred Alternative (2nd TIG)	
<b>ADVISORY BOARDS</b>										
<b>GENERAL PLAN ADVISORY COMMITTEE (GPAC)</b>										
<i>Monthly Meetings</i>										
<b>CITY/INTER-AGENCY POLICY &amp; TECHNICAL ADVISORY COMMITTEES</b>										
<b>LAND USE ALTERNATIVES WORK PRODUCTS</b>										
<i>Fatal Flaw Analysis</i>										
<i>Synthesis of Alternatives</i>										
<i>Alternatives Report</i>										
<i>Preferred Alternative</i>										
<b>PUBLIC OPINION SURVEY</b>										
<b>CITY LEADERSHIP WORKSHOP</b>					Dec 12					
<b>REGIONAL MASTER PLAN FORUM</b>						Jan 16				
<b>COMMUNITY CONGRESS</b>										May (Date TBD)

**ATTACHMENT 5**

**VISION AND GUIDING PRINCIPLES SUMMARY  
CITY OF SACRAMENTO – 2030 GENERAL PLAN**

**VISION**

- Sacramento will be the most livable city in America.

**GUIDING PRINCIPLES**

**3 Key Statements/Headlines:**

- Sacramento will be a city of complete, mixed-use neighborhoods that are designed with a sense of place and character.
- Our complete neighborhoods will include diverse and affordable places to live, enhanced mobility, and social and economic vitality.
- Our city and its neighborhoods will be supported by integrated City services, which provide for enhanced public health, safety, and environmental sustainability.

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*(Note: the underlined phrases above correspond to each principle and description below. The 9 original Guiding Principles were digested down to 7 and were summarized down to 1 or 2 sentences. Some have been re-named to be more readable/understandable to the lay person )*

**Complete Neighborhoods** [formerly "Land Use"] – Provide for a mix of land uses that result in diverse and complete neighborhoods throughout the city. Sacramento's neighborhoods should be walkable, located near transit and jobs, and contain safe and attractive gathering places that allow for recreation and public interaction.

**Community Design and Character** [formerly "Community Design"] – Create design principles for buildings, streets and public spaces that respect existing neighborhoods; tie both new and infill development to the character, history, and scale of Sacramento; and result in a sense of place for all areas of the community.

**Affordable and Safe Places to Live** [formerly "Housing"] – Ensure that we have safe and affordable dwellings for all residents. Each neighborhood will contain a balanced mix of homes, apartments, and other housing choices, resulting in stable and attractive neighborhoods that reflect the diversity of the community.

**Enhanced Mobility** [formerly "Mobility"] – Create a balanced, integrated, multi-modal transportation system that is efficient, safe, and provides for mobility for all persons in the city and region. Our streets will be more pleasant and accessible to pedestrians, bicyclists, and motorists; and our transit system will be safe and well-integrated with our

neighborhoods and employment centers.

**Economic Vitality and Prosperity** [formerly “Economic Development”] - As the civic, cultural, and economic hub of the region and the Central Valley, Sacramento’s economy will provide a broad range of jobs and business opportunities that are accessible to all residents and provide opportunities for advancement.

**Public Health and a Sustainable Environment** [joined together “Public Safety” and “Environmental Resources”] – Foster safe neighborhoods where City services are coordinated with neighborhood design and participation to reduce crime and nuisances; and through planning & design, resulting in a sustainable environment with improved air and water quality, reduced flooding risks, and protection of critical habitat, open space and agricultural resources.

**Integrated City Services** [joined together “Parks and Recreation” and “Services and Facilities”] - Provide quality public services, facilities, and infrastructure that are distributed and maintained equitably throughout the city. From parks and recreation; to fire and police services; to safe and efficient water delivery, sewer, drainage, and waste collection; to clean, well-maintained and efficient streets; each neighborhood will be adequately served by the City’s Departments and the services they provide.

**ATTACHMENT 6**

**RESOLUTION NO.**

Adopted by the Sacramento City Council

**FUNDING FOR THE GENERAL PLAN UPDATE (M06-046)**

**BACKGROUND**

- A. The General Plan update lays the foundation for the future of our City;
- B. Providing a comprehensive set of land use alternatives that have been thoroughly evaluated is critical to developing a plan that meets the needs of current and future residents and businesses;
- C. Additional scientific data is required to assess public attitudes regarding growth and growth tradeoffs; and
- D. Citizen education and involvement is essential to the successful development and implementation of a new General Plan.

**BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:**

- Section 1. The City shall appropriate \$612,000 to the Planning Department's FY 2006/07 operating budget (101-490-4912) from the growth initiative reserve for work outlined in Exhibit A.
- Section 2. City staff is directed to report back on the following additions to the General Plan Update: Community Congress, Community Plan Policies, Future Outreach Strategy, Eastern Study Area Analysis and Implementation Program.

**Exhibit A**

**Exhibit A**  
**Summary Table**  
**Proposed Budget Augmentation**

Phase	Task	Amount	Comments
5	Fatal Flaw Analysis	\$60,000	Qualitative analysis of tradeoffs/benefits for range of growth alternatives.
5	Alternatives Analysis – Transportation I	\$22,000	Modeling of alternatives by Fehr & Peers
5	Alternatives Analysis – Transportation II	\$4,000	Provision of additional transportation maps and graphics from Fehr & Peers
5	Alternatives Analysis - Preferred Alternative	\$52,000	Completion of alternatives process, including the preparation of a preferred land use alternative.
5	Scientific Poll	\$87,000	Citywide public attitudes survey. Does <b>not</b> include larger sample size for Community Plan level analysis, but this could be included for an additional \$15,000.
7	Expanded Environmental Analysis (EIR)	\$45,000	Quantitative analysis of the build out scenario and includes the eastern policy area, but <b>not</b> the portion in the study area (i.e., area from Bradshaw to Mather Airport).
11	Public Involvement Program		
	City Leadership Workshop	\$98,000	2 hour workshop facilitated by the GPAC to consider polling, fatal flaw and Town Hall Forum (THF) results/ Participate in modified THF Exercise #1/ Tabulate results. Includes visual simulations and graphics to illustrate different growth scenarios.
	Regional Master Plan Forum	\$2,500	3 hr. event sponsored by Mayor/Council on border issues/opportunities for coordination with neighboring jurisdictions and regional agencies.
	Various Public Outreach Efforts	\$11,000	Funds for additional General Plan newsletters, news articles, press releases, and media advisories, etc.
12	Project Management	\$103,000	Covers 15 additional months
	Expenses/Admin Fee	\$15,000	Covers copying, printing, and other miscellaneous expenses
	Planning Dept. Services & Expenses	\$106,500	Funds to cover Planning Dept. expenses associated with meetings (e.g., GPAC, TAC, etc.)
	Subtotal	<b>\$606,000</b>	Represents consultant and City costs
	Contingency	\$100,000	Recommended contingency for unforeseen issues that may arise during project. Includes backup funds for project management and for addressing any major regional issues, if needed.
	Total	<b>\$706,000</b>	Represents consultant and City costs
	Budget Reallocation/Savings	\$94,000	Relocation of budget savings resulting from not completing the technical analysis for the Alternatives Report (\$84,000) and city staff assuming work for the web site (\$10,024).
	<b>General Fund Budget Request</b>	<b>\$612,000</b>	Total budget less the \$94,000 savings