

## - PROPOSED COMMUNICATIONS PLAN -

# Outreach Summary Report General Plan Update Advisory Committee February – May 2010

# <u>Publicize Completion of Draft Outreach Report, Public Review Period, GPUAC Public Meeting & City Council Meetings</u>

- Press releases
- City website
- Pasadena-In-Focus article (cover of March-April issue, to go out first week of March)
- General Plan E-Blasts
- General Plan Facebook Page
- Neighborhood Connections
- Request organizations to publicize through emails, newsletters, etc. (Chamber of Commerce, Pasadena Heritage, HOA's, etc.)

#### Access to Hard Copy and On-Line Outreach Report & Appendix

- Hard copy at Permit Center, Central Library and all branch libraries.
- Hard copy at Community Centers (Senior, JRC, Villa Parke, Victory Park & Robinson Park).
- On-line version at City website.
- Outreach Report portion to be available in English and Spanish.

#### Outreach to Commissioners and City Council

- Hard copy of Outreach Report & Appendix distributed to City Council.
- Draft Outreach Report presented to City Council at beginning of review period.
- Special email from the Mayor sent to all Commissioners at beginning of review period on the Outreach Report - to request their comments on the report and attendance at the GPUAC Public Meeting.
- Reminder email sent to all Commissioners before GPUAC Public Meeting.
- GPUAC Public Meeting towards end of review period.
- Final Outreach Report presented to City Council after any new comments are incorporated.



## - PROPOSED FORMATION OF GENERAL PLAN TEAMS -

# General Plan Update Advisory Committee January 2010

### Proposed Teams & Member Structure

The individual teams will require a significant time commitment. Teams may meet frequently (several times monthly) and may also require additional tasks (e.g. reviewing materials at home, etc.).

- <u>Land Use Team</u> 2-3 GPUAC members; 2 Planning Commission members; 2-3 staff persons
- <u>Mobility Team</u> 2-3 GPUAC members; 2 Transportation Advisory Commission (TAC) members; 2-3 staff persons

Staff and the teams will compare the outreach report to existing city documents and plans for consistency. The team will produce a redline version of each General Plan element highlighting significant areas of conflict, making recommendations for changes to minor areas of conflict and proposing draft content for new areas that are currently not addressed. The Planning and TAC Commissions will appoint team members at an upcoming meeting.

- Outreach Team 2-3 GPUAC members; 2 staff persons
   This team will work with staff in developing and implementing the outreach for the General Plan Update as it continues to move forward.
- <u>Sustainability Team</u> 2-3 GPUAC members; 2 staff persons
   This team will work with staff and the Environmental Advisory Commission (EAC) in developing criteria to measure sustainability factors. This team will also function as a link between GPUAC and the EAC on sustainability issues.



#### - CALENDAR & SCHEDULE -

# General Plan Update Advisory Committee January – May 2010

#### January 2010

- Thu 14 GPUAC Meeting, cancelled
- Tue 26 Special GPUAC Meeting, follow-up items on General Plan Workplan and Schedule
- Thu 28 State of the City, General Plan participation

#### February

- Thu 11 GPUAC Meeting, presentation of draft Outreach Summary Report
- Thu 25 GPUAC Meeting, final Outreach Summary Report; informational discussion on Pasadena's General Plan

#### March

- Week of Mar 1 public distribution of draft report
- Thu 4 Review period of draft report begins
- Mon 8 City Council Meeting, present draft report
- Thu 11 GPUAC Meeting, discussion on City Mobility Plans
- Wed 31 Special GPUAC Hearing at Council Chambers

#### April

- Mon 5 Review period of draft report ends
- Thu 8 GPUAC Meeting, review any new comments; finalize report for Council
- Thu 22 (tentative) Joint GPUAC-Environmental Advisory Commission (EAC)
   Meeting, discussion on sustainability

#### May

- Mon 10 City Council Meeting, present final report
- Thu 13 discussion on utilities and the City's Water and Energy Integrated Resource Plans (IRPs)