

City of South San Francisco

Draft Community Engagement Plan

General Plan Update 2040



WHAT IS A GENERAL PLAN AND WHY SHOULD I GET INVOLVED?

State law requires every city and county in California to prepare a “General Plan” for its future growth and development. A General Plan covers topics such as land use, transportation, housing, parks and open space, natural resources, and public services. The General Plan planning process includes the preparation of long-range (20–25 year) comprehensive, thoughtful and strategic citywide goals and policies to address pressing issues—such as social and economic opportunities, housing affordability, traffic congestion, climate change, and environmental sustainability. This General Plan 2040 Update project presents an opportunity to build upon the City’s past work, including the Downtown Station Area Specific Plan and the East of 101 Mobility Plan, and think boldly about community needs. Through an inclusive and equitable community engagement process, the General Plan will allow the City to set the course to meet its objectives while preserving the character and quality of life that makes the City a unique and special place to live. In summary, the purpose of the General Plan is to:

- Prepare a long-term policy document to guide the future actions (policy choices + development applications) of South San Francisco;
- Preserve and enhance community assets;
- Address topics of concern; and
- Enable the community to come together to develop a shared vision for the future.

One of the most critical aspects to a General Plan update is to effectively involve the community in the decision-making process. This engagement plan outlines a transparent process across multiple outreach platforms and activities. It’s important that all interested community members and stakeholders be involved in the planning process to share their lived experience and knowledge of the City, and offer input and direction that will help shape the future of South San Francisco.

ENGAGEMENT PLAN OBJECTIVES

The engagement effort will be systematic and inclusive, centered on key objectives including:

- Gathering equitable input from diverse community members;
- Offering various methods of community participation;
- Promoting a culture of dialogue between residents;
- Systematically analyzing community input to share the input received and ensure that all community groups and perspectives are represented; and
- Ensuring engagement materials are visually attractive and easy-to-understand for diverse, multilingual residents.

City staff and consultant team will listen, inform, and translate the community's and stakeholder's viewpoints and vision, and continually report back on how the information gathered will be shared and used.

The engagement activities will occur throughout the planning process during key phases, including the preparation and review of:

- Visioning and identification of Guiding Principles, Key Issues and Opportunities;
- Land Use and Mobility Alternatives;
- Goals and Policy Direction for the General Plan; and
- the Draft General Plan, Environmental Impact Report, and Zoning Code.

PLANNED COMMUNITY ENGAGEMENT ACTIVITIES

- **General Plan 2040 Interactive Website** – A project website will provide clear two-way communication and the common thread throughout the engagement process, connecting the community to project updates and deliverables, upcoming events, and meeting summaries. The site will include an interactive component to encourage the community to share their stories and complete surveys or provide feedback through interactive activities.
- **Community Advisory Committee (CAC) Meetings** – The City formed a CAC to provide high-level feedback on the project issues; the vision and guiding principles; land use and transportation alternatives; and climate adaptation, economic development, social equity, and other key policy topics. The CAC also serves as a sounding board for public engagement.
- **CAC Community Forums** – To dive deeper into key topics identified by the CAC, Community Forums will examine emerging themes that could shape the future of South San Francisco. Forums may cover topics, including: climate adaptation, sustainability, economic development, social equity, housing, and transportation. The forums may bring local and regional experts together with community members to share insights and answer questions related to the latest trends impacting the City.
- **Stakeholder and Focus Group Meetings** – Meetings will be held with representatives of a range of community groups, business leaders, advocacy organizations and community leaders early in the engagement process to help identify key assets and opportunities. To ensure that multiple perspectives are represented, specific focus group meetings will be held with community members that represent a range of socio-demographic backgrounds, including youth, the Spanish and Chinese speaking populations, Filipino groups, and other groups not traditionally involved in General Plan processes. The meetings will be facilitated in English, Spanish, Chinese, or other languages as appropriate.
- **Community Workshops** – Interactive citywide workshops will be held throughout the City, planned around the key phases of the planning process. Activities may include mapping exercises or real-time balloting to equally gather input from every workshop participant.
- **Pop-Up Meetings** – To meet with community members at times and locations convenient for everyone, “pop-up” workshops or “intercept” meetings will be held at popular locations and well-attended events in South San Francisco. Accessible materials will be prepared for three distinct pop-up workshops during the visioning, alternatives, and draft plan phases of the project.
- **Neighborhood Meetings** – Meetings will be held in neighborhoods throughout the City to provide an overview of the planning process, increase awareness about outreach activities and Citywide workshops, and discuss key issues and new opportunities within the neighborhood.
- **City Council and Planning Commission Joint Study Sessions and Committee Meetings** – Meetings will be held with decision makers throughout the process at key phases to gather input and provide direction.

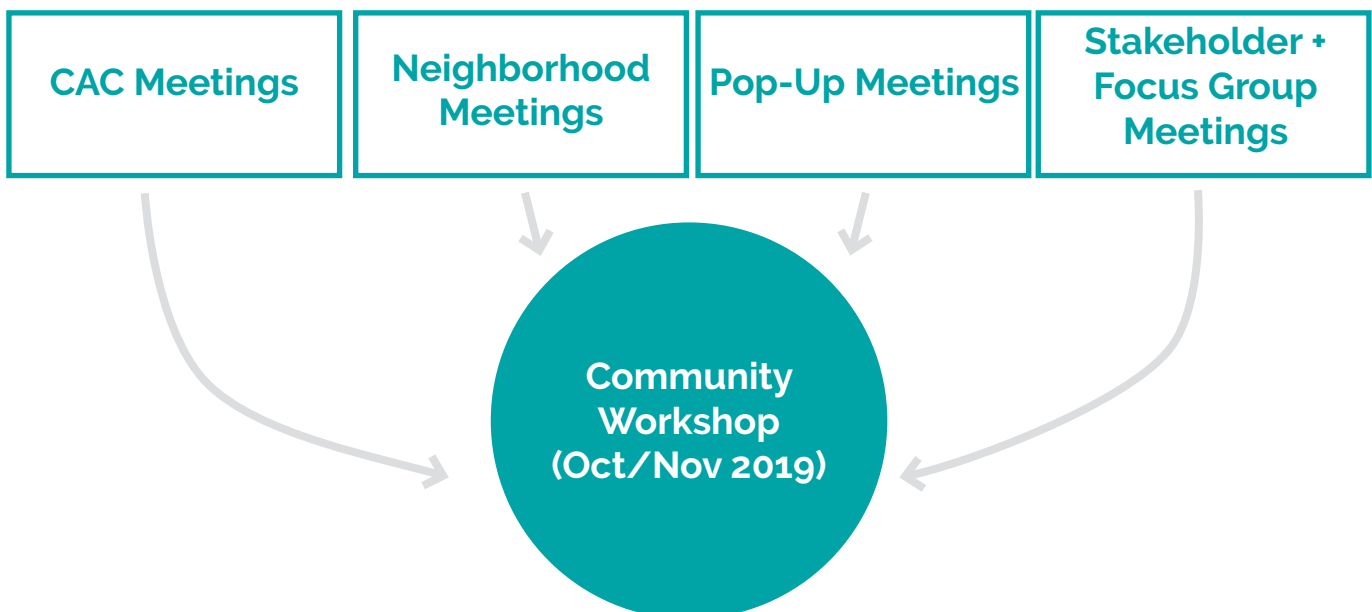
PROJECT WORKFLOW

The following graphic outlines the anticipated engagement activities in each of the key phases of the project.

Engagement Phases and Activities

Phase 1 Issues, Vision, + Guiding Principles	Phase 2 Land Use + Mobility Alternatives	Phase 3 Policy Direction	Phase 4 General Plan + Zoning Code Draft + Adoption
Engagement Activities • CAC Meetings • City Council + Planning Commission Joint Study Sessions • Stakeholder + Focus Group Meetings • Neighborhood Meetings • Pop-Up Meetings • Community Workshop Key Deliverables • Vision + Guiding Principles • Existing Conditions Reports • List of Key Issues Approximate Time Frame • Summer – Fall 2019	• CAC Meetings • Neighborhood Meetings • Pop-Up Meetings • Community Workshops • Planning Commission, City Council + Commission Meetings • Land Use and Mobility Alternatives • Preferred Land Use and Mobility Plan • Winter – Summer 2020	• CAC Meetings • Pop-Up Meetings • Community Workshops • Planning Commission, City Council + Commission Meetings • Policy Frameworks for Each General Plan Element • Spring – Fall 2020	• CAC Meetings • Community Workshops • Committee + Commission Meetings • City Council + Planning Commission Hearings • Public and Final Draft General Plan, Climate Action Plan, Environmental Impact Report, Zoning Code • Digital General Plan • Fall 2020 – Fall 2021

Phase 1: Vision, Guiding Principles + Key Issues



HOW TO GET AND STAY INVOLVED

There are multiple opportunities to get involved in the General Plan Update process, including:

- **Get on the project email list** – sign up through the project website or at a community event to receive the latest project and community event updates throughout the project.
- **Check out the project website** – stay tuned to the project website where project deliverables, summaries and photos from past events, and updates on upcoming events and project deliverables will be posted. Interactive surveys and activities will also be administered through the project website.
- **Keep an eye out for General Plan newsletters, postcards, and flyers** – periodically the City will email newsletters, mail postcards, and post flyers at key locations throughout the city to advertise upcoming community events and project updates.
- **Visit the City’s social media channels** – updates will be regularly be posted through the City’s Facebook, Twitter, and Nextdoor social media platforms.
- **Attend public meetings and workshops** – meet with your friends, neighbors, and colleagues and share your ideas at the many events planned throughout the next two years.
- **Complete online surveys** – interactive online surveys will also be administered to provide convenient access to the planning process

HOW YOUR FEEDBACK WILL BE USED

Community input gathered throughout the planning process will be recorded and compiled to ensure the Community Advisory Committee, City staff, and decision-makers have a full understanding of public opinion when drafting, reviewing, and adopting the General Plan, Environmental Impact Report, and Zoning Code.

FOR MORE INFORMATION...

For more information or if you have questions or comments to share please:

Visit the South San Francisco General Plan 2040 project website at <http://www.ssf.net/departments/economic-community-development/planning-division/general-plan>

or

Contact

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