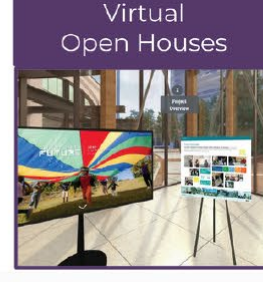
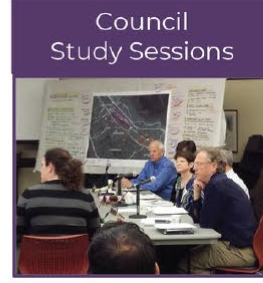
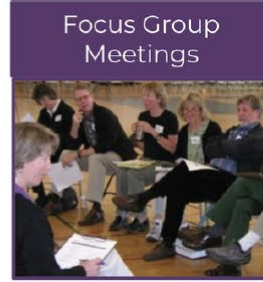
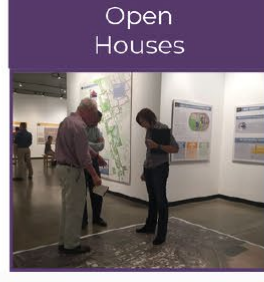
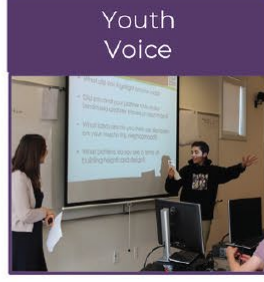
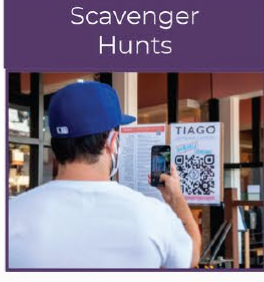
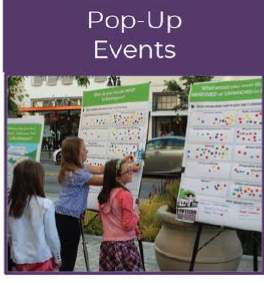
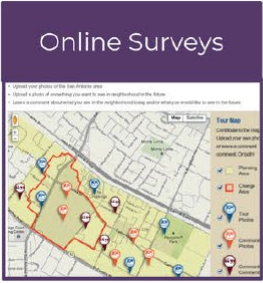
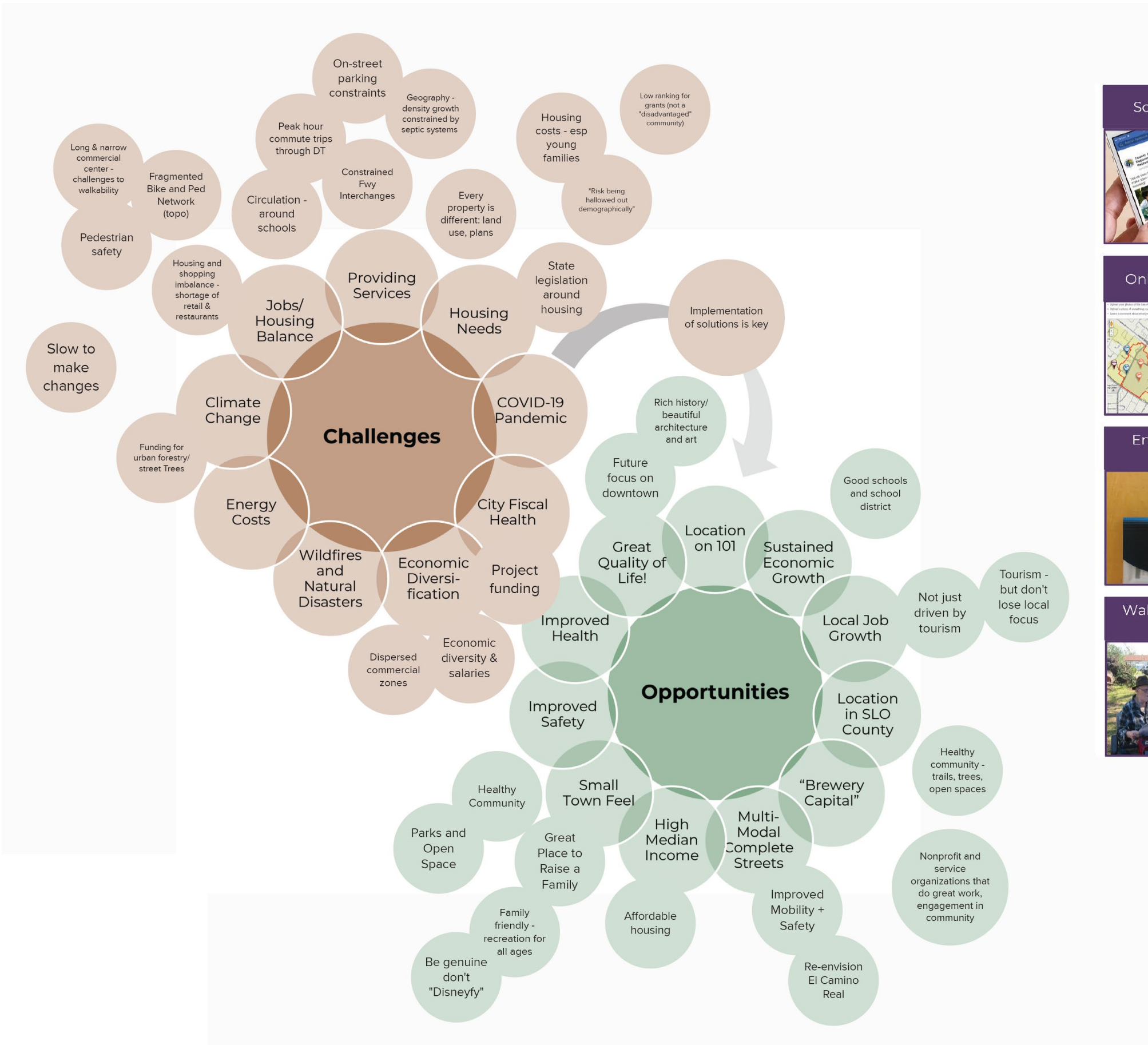


# GPU PHASE 2: DISCOVERY AND VISIONING

City Council Study Session / December 13, 2022



# CITY COUNCIL SCOPING MEETING / January 28, 2022



Several outreach opportunities	No plan van - costly	Partner with school district
Youth design charrettes	Inclusive engagement - playgrounds, youth soccer	Engage Latino community
Think about partnerships with existing youth organizations/schools & internship opportunities to get youth and young adult (college age) input	Utilize community center	Have Spanish Translation Available
Connect to population without tech - print format	QR code for survey and project website	Education on local politics
Multilingual engagement	Engage with community orgs	Religious groups
Engage Local Service Orgs (Kiwanis, Rotary...)	Advertise on Dial-A-Ride vehicle	Dinnertime at Echo
Rotary club	Something that can go viral	"I grew up in Atascadero" FB group
Business owner outreach		



# ENGAGEMENT ACTIVITIES / Community Involvement Strategy



## ATASCADERO 2045 GENERAL PLAN UPDATE

COMMUNITY INVOLVEMENT STRATEGY: 09/27/2022

### I. Introduction

Atascadero is ready to advance the city towards a safe, healthy, sustainable, and equitable future. The General Plan is the City of Atascadero's overarching policy document and will establish direction and programs that support housing for all, improve neighborhood quality and connectivity, foster economic development, and reinforce environmental protection citywide.

The City is committed to designing and implementing an inclusive and dynamic engagement process to ensure the 2045 General Plan Update (GPU) is based on robust and genuine feedback from the community, civic and city leaders, and the private sector. The development of the General Plan will require inclusive engagement across many different platforms detailed in this Community Involvement Strategy.

Atascadero has a history of making and implementing great plans. As the City approaches 2025, residents, business owners, and City leaders can reflect on what has been achieved as envisioned in Atascadero's previous General Plan: new housing types, public and private reinvestments in downtown, development focused within the Urban Services Line, continued protection of hillsides and habitats, and a citywide Bikeway Master Plan. Planning for the next two to three decades will build upon these successes while accounting for the rapid technological and societal changes affecting how people work, shop, recreate, and move around. The COVID-19 pandemic caused many shifts likely to be permanent—particularly work-at-home jobs, online shopping, and home food delivery. These conditions, as well as the impacts of climate change, will be critical topics for discussion with the community as we develop Atascadero's General Plan 2045.

#### Impact of Covid-19 on Outreach

Considering the impacts of the COVID-19 pandemic on group gatherings and distancing, we expect there may be a continued emphasis on virtual engagement due to the ongoing need for social distancing; however, we will also conduct in-person and/or outdoor activities as health and safety protocols. It is possible that even if restrictions on in-person gatherings are loosened, people may continue to choose to keep their distance and prefer methods that allow for online and telephone participation. Our community engagement experts are at the forefront of virtual meetings, online community engagement techniques, and other strategies for interacting with the community during this challenging time, and beyond. The Project Team is committed to **bridging the digital divide** during COVID-19 to ensure that a broad cross-section of Atascadero community members can access and fully participate in all engagement activities.



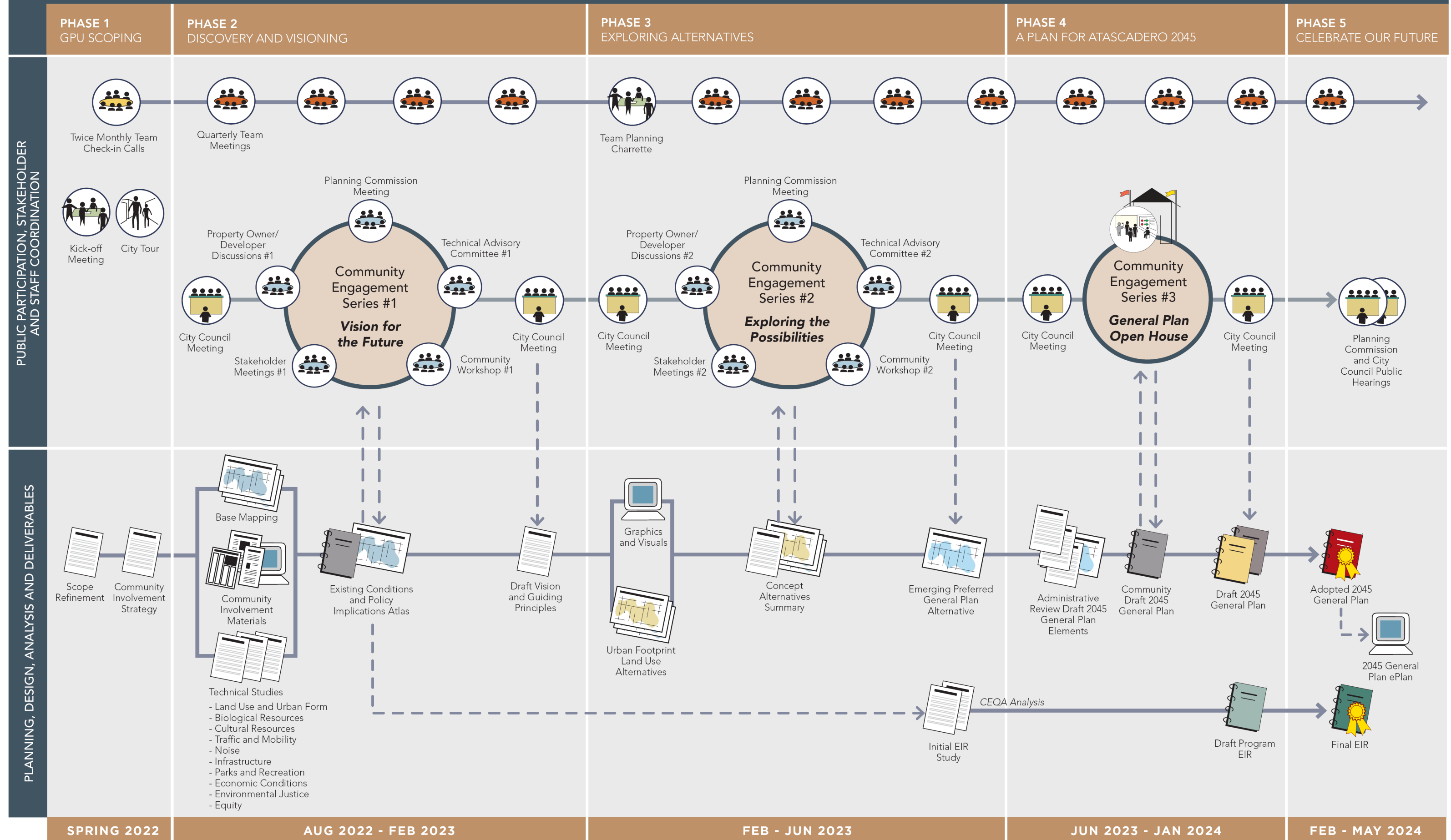
### V. Phases of Engagement Activities

The matrix below outlines each of the tasks in the CIS and details if the engagement activity will be provided in-person, virtually or some combination of both. The Project Team will revisit and update this matrix in accordance with guidance from health officials. The General Plan Update is anticipated to be a two-year planning process. The time frames outlined below are subject to change.

Task / Purpose		Time Frame	In Person	Virtual
Ongoing				
1.	<b>Project Branding:</b> Project branding will be used throughout the General Plan Update process to associate information presented with the City's efforts to facilitate housing and development downtown. The branding will be developed in partnership with City staff to ensure that it is something that the community can relate to and be inspired by.	Summer 2022		✓
2.	<b>Project eNewsletters (3) and eBlasts:</b> Electronic newsletters (eNewsletters) will inform the community of project progress and provide notice of opportunities for community input. Regularly scheduled email blasts (eBlasts) will be sent to people who sign up through existing City databases and meeting sign-in sheets.	Ongoing		✓
3.	<b>Social Media Updates:</b> MIG will prepare up to 20 social media postings about the project for distribution through the City of Atascadero's existing social media accounts.	Ongoing		✓
4.	<b>Online Surveys (3):</b> Three online surveys will coincide with each round of stakeholder and community meetings to elicit as much community input as possible, providing people with different ways to get involved in the planning process.	Ongoing		✓
5.	<b>Interactive Project Portal:</b> A stand-alone General Plan Update website will be created to contain current information on the status of the project, downloadable documents and presentations, and a method to send information and input to appropriate project staff.	Launch Summer 2022, ongoing updates		✓
6.	<b>Other Agency or Stakeholder Group Meetings (10):</b> MIG will coordinate up to 10 meetings with other public agencies throughout the General Plan Update process. These meetings allow for flexible and timely engagement with key groups that may have specific issues or require in-depth conversations that help ensure community workshops are focused and remain on topic and schedule.	Ongoing		✓
Phase 1: General Plan Update Scoping				
1.	<b>Develop Community Involvement Strategy (CIS):</b> This document will identify how best to conduct outreach to all community members regarding the General Plan update (especially people who are not typically involved in the planning process due to language, comfort with a public process, or time). The Strategy will include all components: a schedule, key priorities, structure, public involvement, outreach activities, and identification of key relationships.	Fall 2021 through Winter 2022		✓

# Authentic Atascadero: 2045 General Plan Update

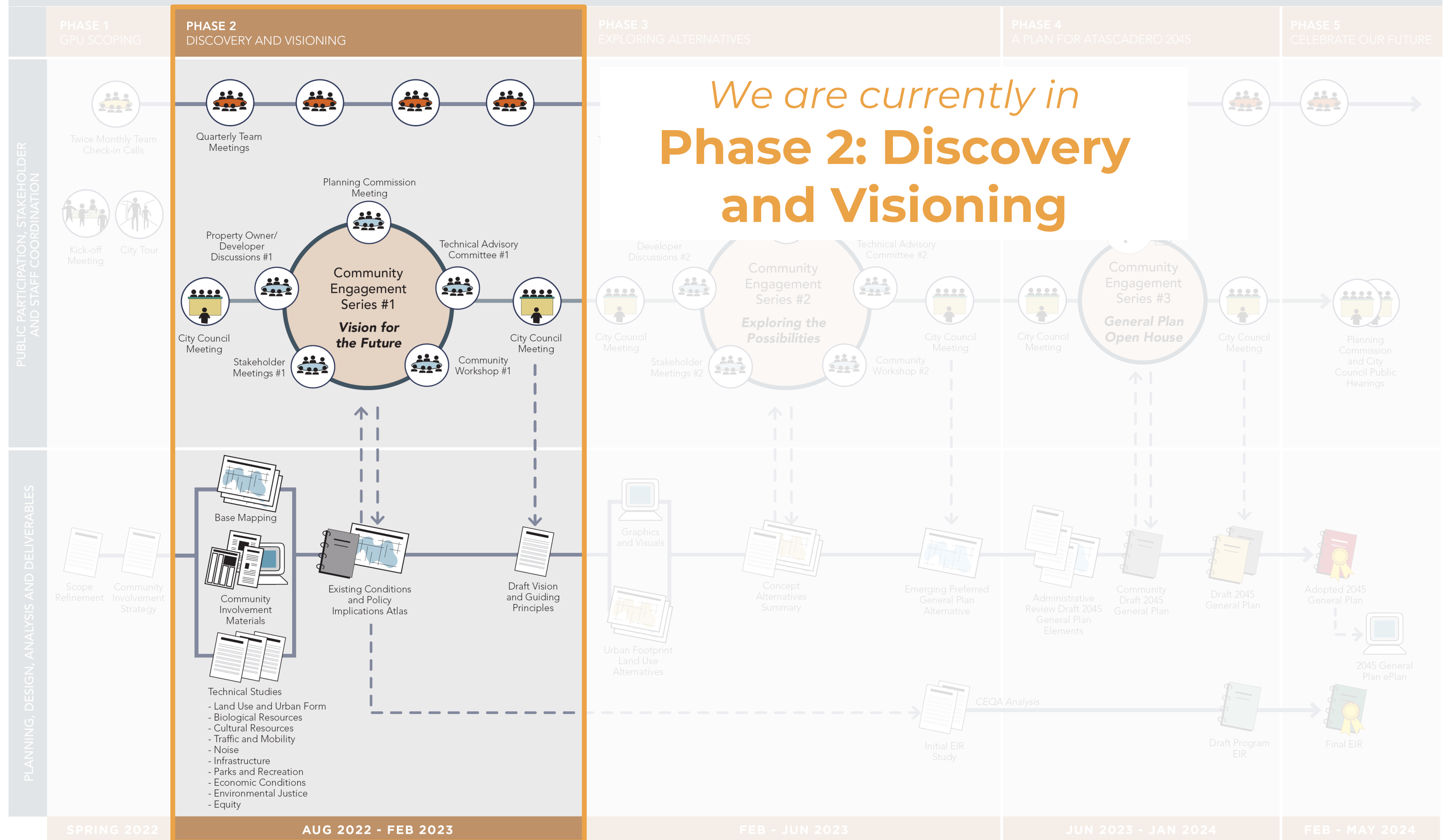
PROCESS SCHEDULE  
REVISED: 12/11/22





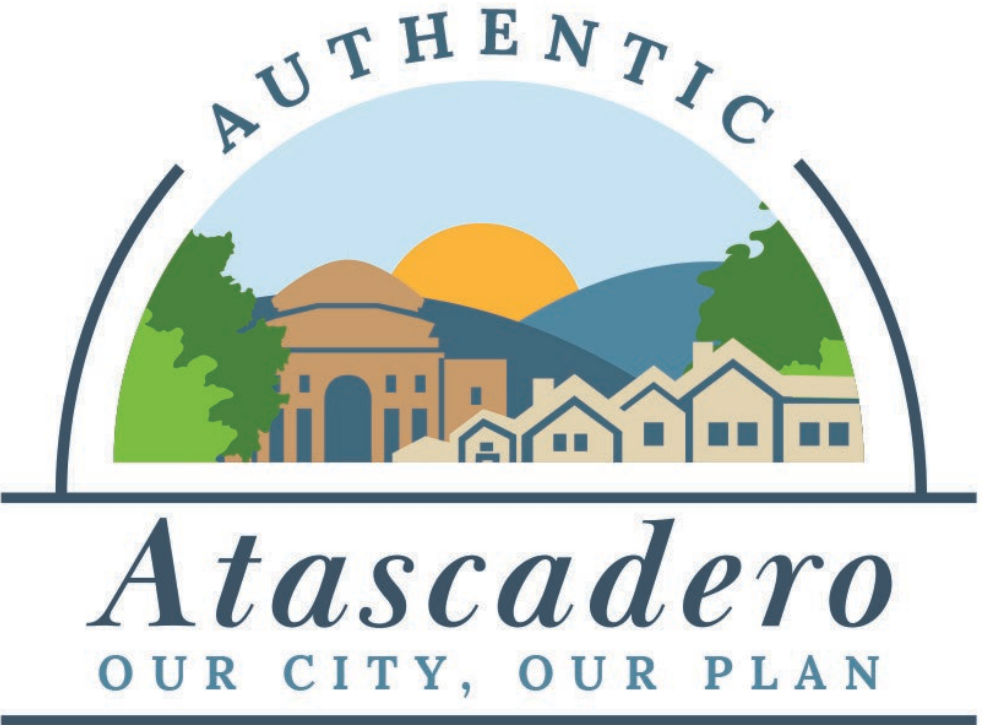
# Authentic Atascadero: 2045 General Plan Update

PROCESS SCHEDULE  
Revised: 12/11/22





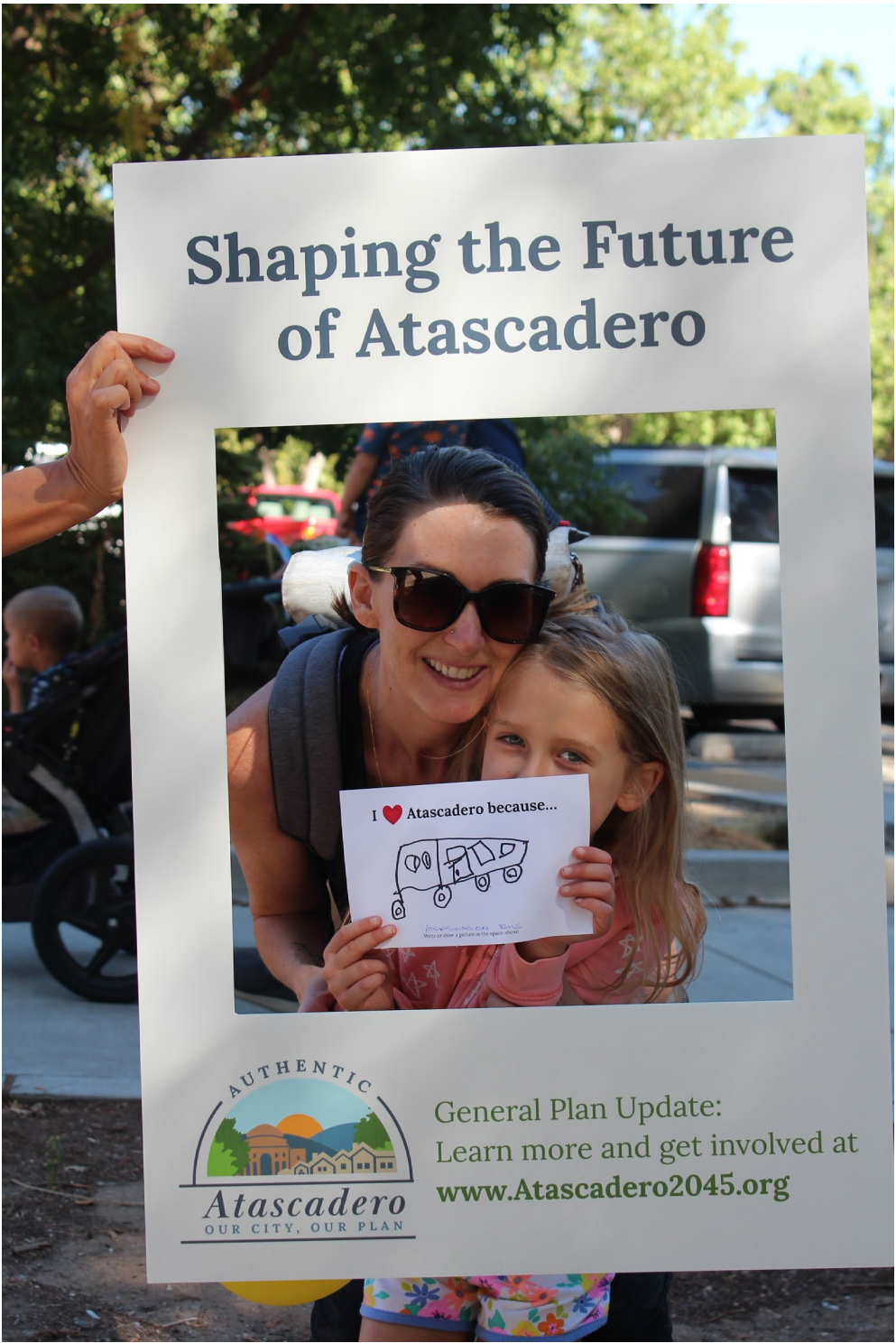
# ENGAGEMENT ACTIVITIES / Project Branding



Help Shape the  
Future of Atascadero

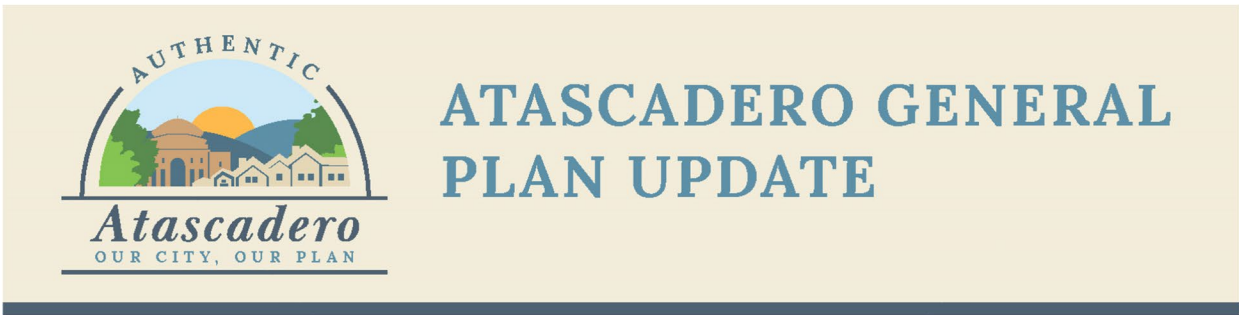


[www.Atascadero2045.org](http://www.Atascadero2045.org)  
#OurCityOurPlan





# ENGAGEMENT ACTIVITIES / Fact Sheet Flyer



## Planning for Our Future

Do you have ideas to share about how Atascadero might look and feel 20 years from now? Maybe even 40 years? The City invites you to participate in shaping our future through the General Plan.

### WHAT IS THE GENERAL PLAN?

The General Plan establishes a framework for all land use and zoning decisions within a community. This framework includes the community's long-term vision for how Atascadero should grow and change over the coming years and decades regarding housing and mobility, economic development and job growth, healthy and resilient neighborhoods, resource conservation, public safety, and equity.

### WHY ARE WE UPDATING THE GENERAL PLAN?

The City of Atascadero's current General Plan was last comprehensively updated in 2002. In this rapidly evolving world, an update creates the opportunity to address current challenges and emerging trends. As the City's overarching policy document, all decisions made by the City Council, Planning Commission, other commissions, and City staff need to be consistent with the vision, goals, policies, programs, and actions included in the General Plan.



Visit [www.Atascadero2045.org](http://www.Atascadero2045.org) for General Plan updates and upcoming events and to share your big vision for the future of our city.



## Timeline

### ★ SUMMER-WINTER 2022: DISCOVERY AND VISIONING

- Prepare Background Reports
- Identify Issues and Opportunities
- Develop Draft Vision and Guiding Principles
- Community Engagement Series #1

### ● WINTER 2022 – SPRING 2023: EXPLORING ALTERNATIVES

- Identify Areas of Potential Change
- Study and Identify Land Use/Transportation Options
- Conduct Initial Environmental Impact Study
- Community Engagement Series #2

### ● SPRING-SUMMER 2023: A PLAN FOR ATASCADERO 2045

- Prepare Draft General Plan
- Prepare Draft Environmental Impact Report
- Amendments
- Public Review of Documents
- Community Engagement Series #3

### ● FALL 2023: CELEBRATE OUR FUTURE

- Adopt Final 2045 General Plan and Environmental Impact Report
- Planning Commission and City Council Public Hearings

## HOW CAN YOU GET INVOLVED?

City leaders want to hear from you about the most important issues to address and prioritize. Over the next twelve months, the General Plan team will host many activities and events — both virtual and in person — to provide opportunities for you to share your ideas.

Watch for updates on:

- General Plan Website [www.Atascadero2045.org](http://www.Atascadero2045.org)
- City's Social Media
- Online and In-person surveys
- Future City Events



Visit [www.Atascadero2045.org](http://www.Atascadero2045.org) for General Plan updates and upcoming events and to share your big vision for the future of our city.





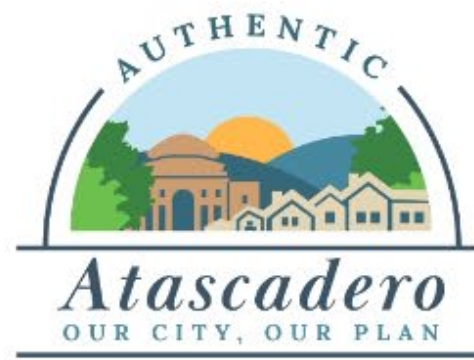
# ENGAGEMENT ACTIVITIES / Project Website and QR Code



[www.atascadero2045.org](http://www.atascadero2045.org)







## ABOUT THE PLAN

### What is a General Plan?

The General Plan establishes a framework for all land use and zoning decisions within a community. This framework includes the community's long-term vision for how Atascadero should grow and change over the coming years and decades regarding housing and mobility, economic development and job growth, healthy and resilient neighborhoods, resource conservation, public safety, and equity.

The City of Atascadero's current General Plan was last comprehensively updated in 2002. In this rapidly evolving world, an update creates the opportunity to address current challenges and emerging trends. As the City's overarching policy document, all decisions made by the City Council, Planning Commission, other commissions, and City staff need to be consistent with the vision, goals, policies, programs, and actions included in the General Plan.

The General Plan touches many topic areas, such as where housing can be built, where new commercial businesses are needed, how the road network can better accommodate cyclists and pedestrians, how parks can be improved, and how public safety is addressed in our daily activities, including exposure of

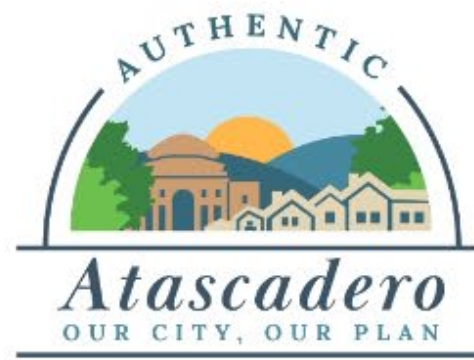


Concert series at Atascadero Lake



Farmers' Market in Atascadero Sunken Gardens





## KEY TOPICS

### What is a General Plan?

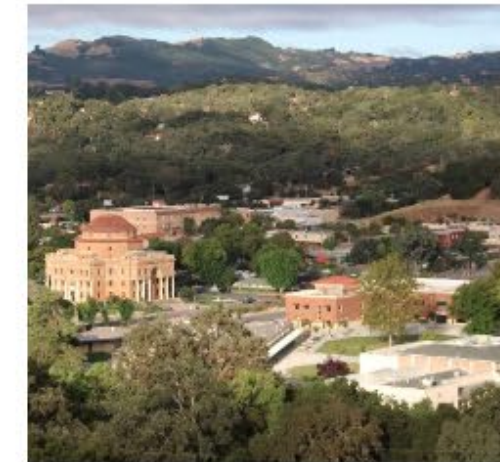
The General Plan Update process is an opportunity to evaluate long-term city growth, resources, public services and facilities, and a host of other topics essential to our quality of life. This includes policy about where housing can be built, where new commercial businesses are needed, how the road network can better accommodate cyclists and pedestrians, how parks can be improved, and how public safety is addressed in our daily activities, including exposure of people to noise and air pollutants.

Each chapter of the General Plan, called an element, has a particular focus.

#### GENERAL PLAN ELEMENTS

- Land Use, Open Space and Conservation
  - Optional - Recreation and Economic Development
- Transportation (Circulation)
- Housing
- Safety and Noise

The City's existing General Plan, adopted in 2002, has many policies and community values that

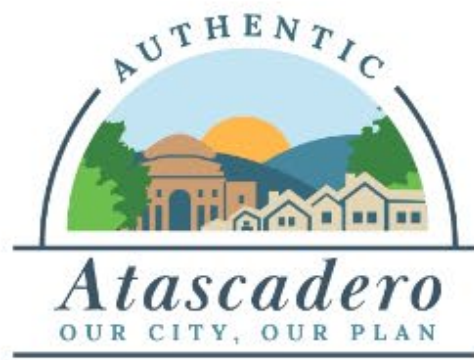


*City Hall and Downtown Atascadero*



*Sunken Gardens*



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## SIGNUP FOR E-NOTIFICATION

You will receive e-Notifications whenever there are new events or major news and information updates posted to the website.

### Email

*Click here to type your email address*



I'm not a robot



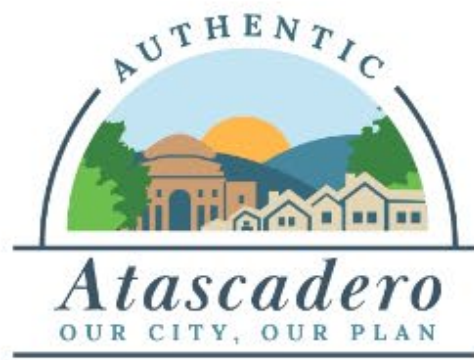
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After you click the "sign up" button, you will receive an email to activate your account. **You must click on the link in the e-mail to activate your account.**

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## EVENTS ARCHIVE: 2022

Showing events for 2022.

### AUG

[Mid-State Cruisers Car Show \(Info Booth\)](#)

Aug 20 2022

10:00am - 3:00pm

[Dancin' in the Streets \(info booth\)](#)

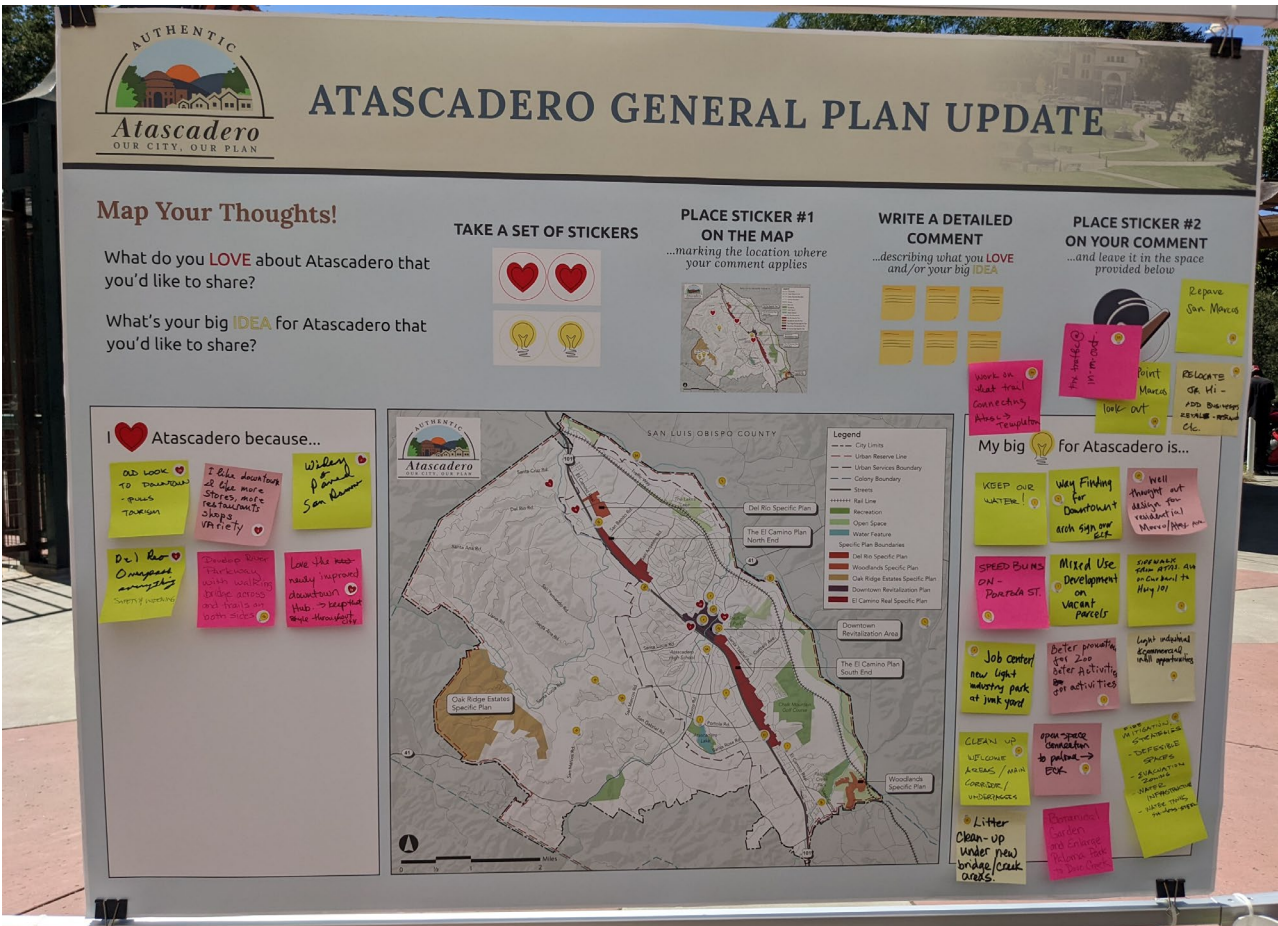
Aug 20 2022

5:00pm - 9:00pm

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# ENGAGEMENT ACTIVITIES / Cruisin' Weekend





# ENGAGEMENT ACTIVITIES / Colony Days Parade





# ENGAGEMENT ACTIVITIES / Initial Stakeholder Discussions

The Project Team has interviewed:

- Atascadero Chamber of Commerce
- Atascadero Greyhound Foundation
- Atascadero Land Preservation Society (ALPS)
- Atascadero TBID
- Atascadero Unified School District
- Kiwanis Club of Atascadero
- Rotary Club of Atascadero
- SLO Beaver Brigade
- SLOCo YIMBY
- StoryLabs
- Atascadero City Councilmembers and Planning Commissioners

**Housing + Commercial Development**

**Challenges / Needs**

**Assets / Opportunities**

**Areas of Development**

**South / Palome Park Area**

**Economic / Jobs**

**Challenges / Needs**

**Assets / Opportunities**

**Public Services**

**Challenges / Needs**

**Assets / Opportunities**

**Mobility, Transportation + Infrastructure**

**Challenges / Needs**

**Assets / Opportunities**

**Parks, Recreation, Open Space + Conservation of Natural Resources**

**Challenges / Needs**

**Assets / Opportunities**

**Salinas River**

**Challenges**

**Opportunities**

**Trails**

**Challenges**

**Opportunities**

**Final thoughts to consider?**

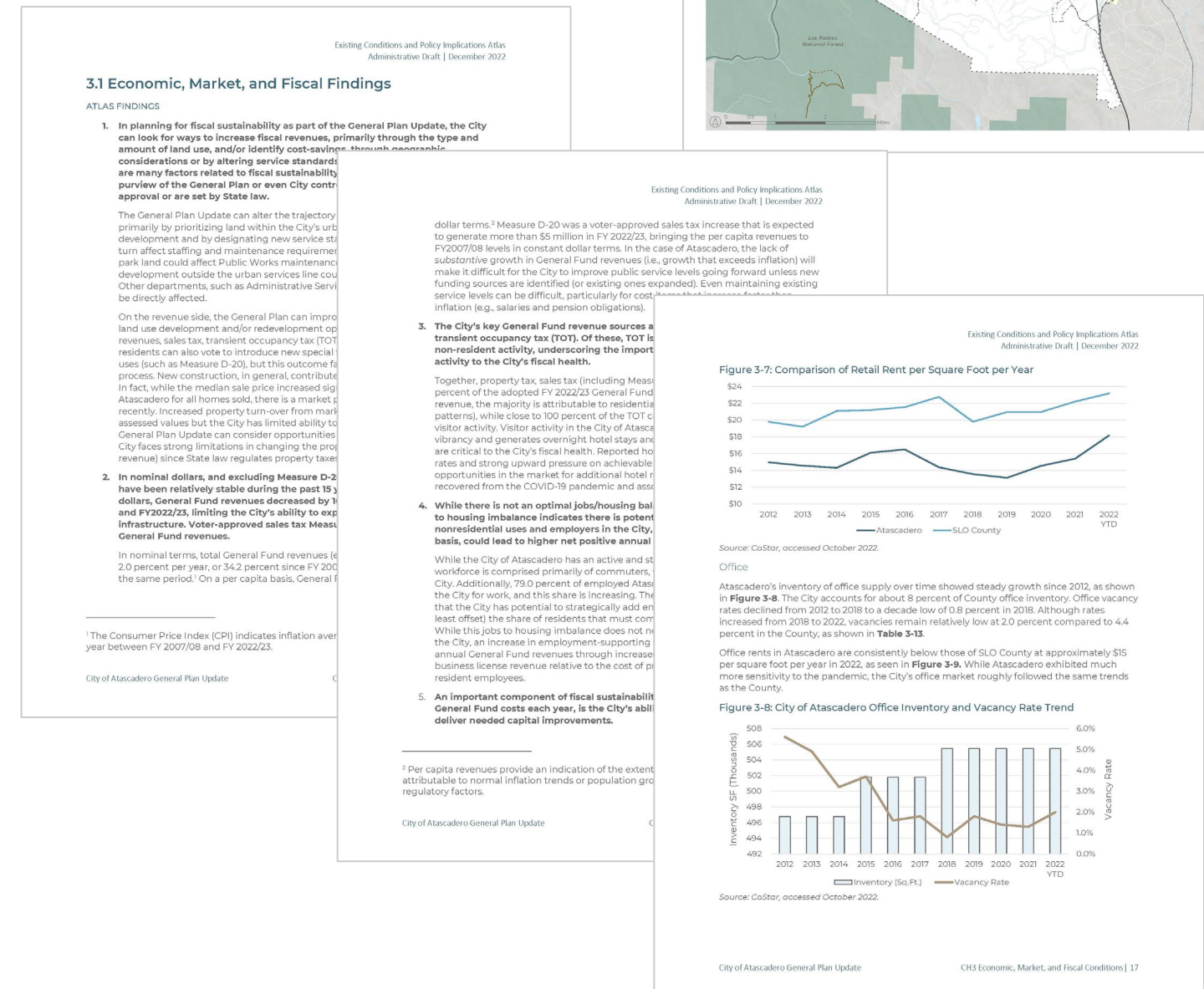
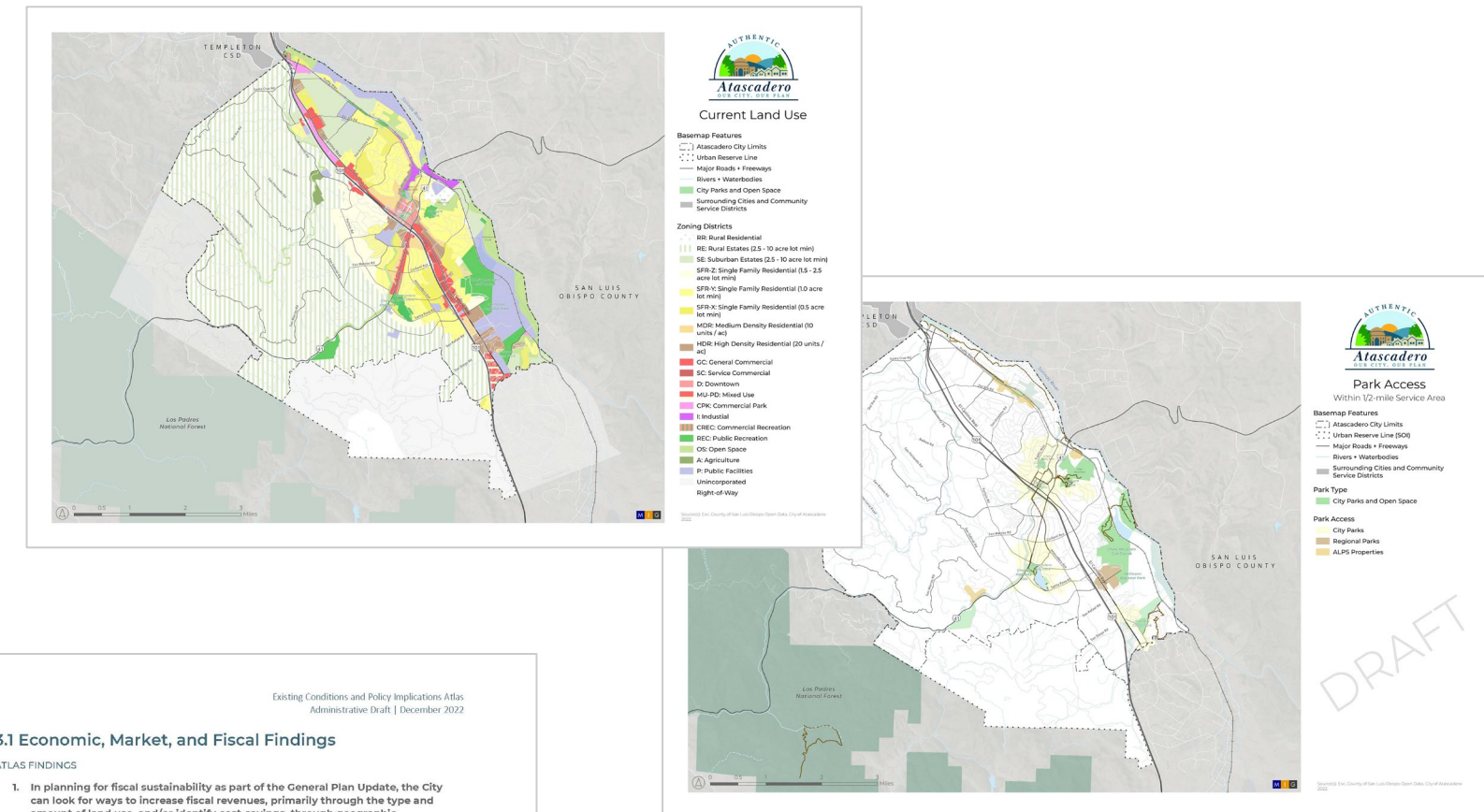


# PROJECT UPDATES / Technical Studies

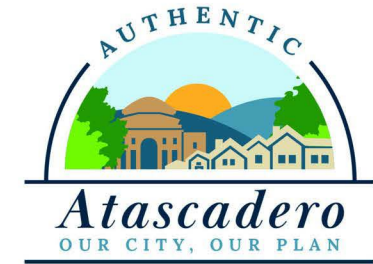
The Project Team is preparing existing conditions and opportunities studies:

- Land Use and Community Form
- Fiscal Conditions and Implications of Land Use Decisions
- Biological Resources
- Cultural Resources
- Traffic and Mobility
- Infrastructure
- Parks and Recreation
- Environmental Justice and Equity
- Noise

*The Technical Studies provide a dual purpose of identifying planning and economic development opportunities and establishing the environmental baseline for the EIR*



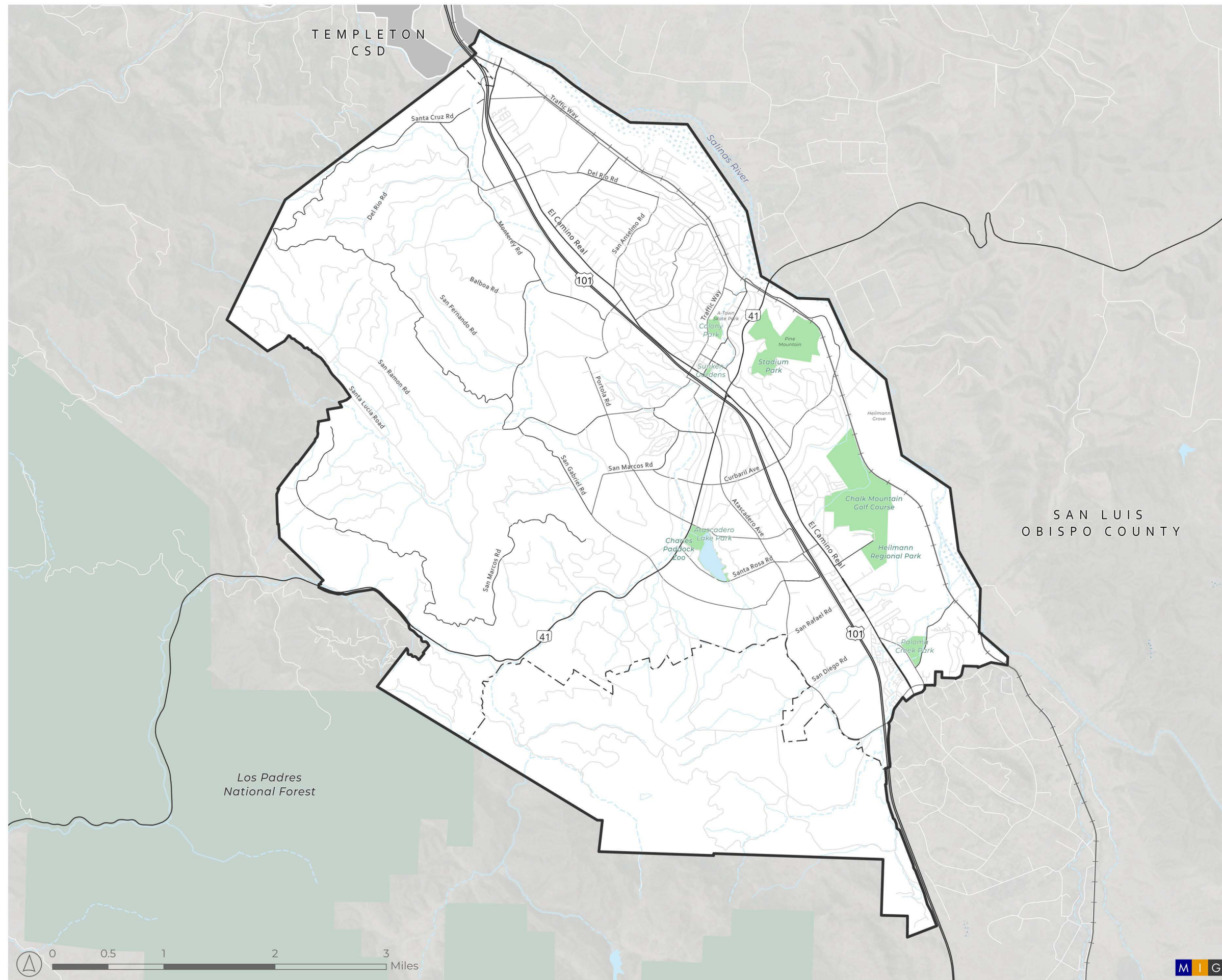




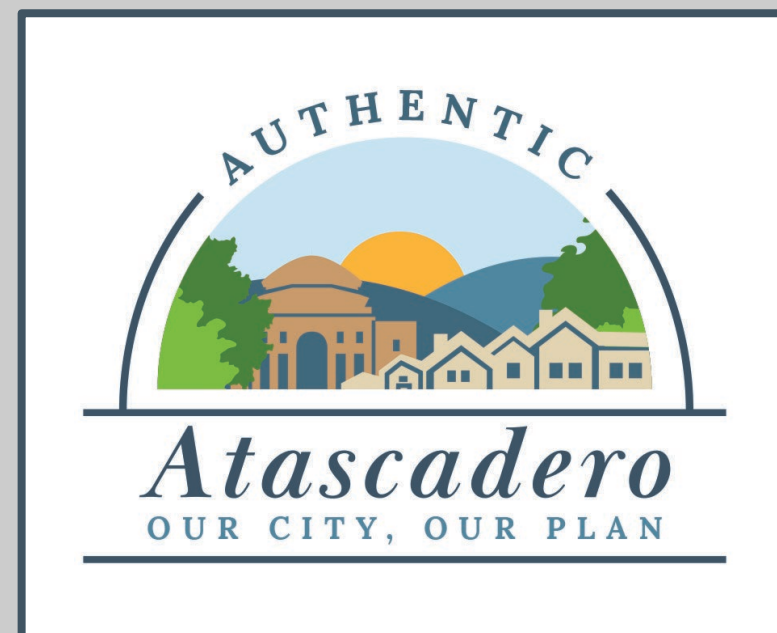
## Planning Area

### Basemap Features

- Atascadero City Limits
- Urban Reserve Line (SOI)
- Major Roads + Freeways
- Rivers + Waterbodies
- City Parks and Open Space
- Surrounding Cities and Community Service Districts







## *DISCUSSION* **ASSETS AND VISION**

What are the strengths, assets and unique qualities that make Atascadero great?

What should be protected or enhanced?

Overall, what is your vision for Atascadero?

What are your two big ideas?



## *DISCUSSION*

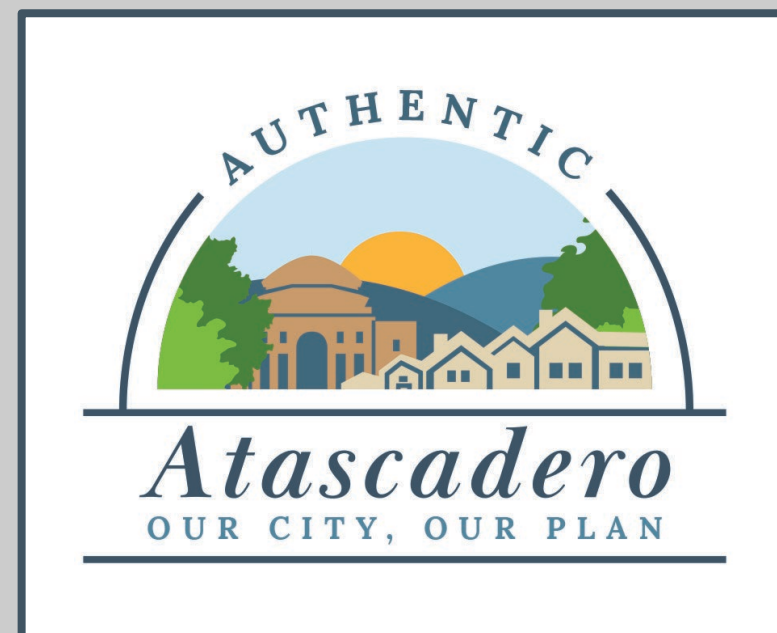
# **CHALLENGES AND OPPORTUNITIES**



What are the most critical challenges or opportunities related to new residential, commercial, and/or employment development in Atascadero?

What are the most critical challenges or opportunities related to public facilities and services in Atascadero?





## *DISCUSSION*

### **NEW DEVELOPMENT AND MOBILITY**

Over the last 10 years, which development projects do you consider to be the most successful? Least successful? Why?

What do you feel are the biggest mobility and transportation challenges the community faces?



## *DISCUSSION*

# **COMMUNITY ENGAGEMENT PROCESS AND ADDITIONAL THOUGHTS**



Who else should we reach out to during this process (stakeholders, community organizations, etc.)?

How can we best reach them?

What else would you like to discuss?

What would you like to be sure the project team is aware of as we move forward?



# NEXT STEPS

- Existing Conditions and Policy Implications Atlas Summary (early Jan)
- Community Engagement Series #1 - Vision for the Future
  - Staff Technical Advisory Committee (STAC) Meeting (mid Jan)
  - Targeted Stakeholder/Community Group Outreach (mid Jan)
  - Community Open House (01/25)
  - Planning Commission Meeting (01/31)
- City Council Strategic Planning Retreat (02/10-02/11)
- Draft Vision and Guiding Principles (02/17)
- City Council Study Session (02/28)