

MEMORANDUM

TO: San Benito County General Plan Advisory Committee (GPAC) Members

FROM: Dan Amsden, Project Manager, Mintier Harnish

DATE: July 24, 2009

SUBJECT: **GPAC MEETING: DRAFTING A VISION FOR SAN BENITO COUNTY**

CC: Art Henriques, Planning and Building Inspection Services Director, San Benito County
Michael Kelly, Associate Planner, San Benito County
Larry Mintier, Principal, Mintier Harnish
Jessica Schwartz, Associate, Mintier Harnish

Dear General Plan Advisory Committee members:

The focus of the August 6, 2009, GPAC meeting will be to confirm/expand upon the community input received during Phase I of the General Plan Update, and to develop a vision for the future of San Benito County. These two exercises will allow the GPAC an opportunity to provide feedback and input to County staff and the Consultants.

Task 1: Confirming and Expanding on the Phase I Public Outreach Input

The County held three community workshops and conducted one community survey during Phase I of the General Plan Update (*January-October 2007*). The following is a brief summary of those two efforts:

- Community Workshops. The County held three community workshops in October 2007 that were designed to engage residents and identify issues of community concern. Participants were given blank magazine covers for the mock publication of the San Benito County special edition of "California Today," dated in the year 2030. Participants were instructed to write down or sketch what they wanted such a magazine cover to say about the county in the future. Participants were also asked to list important topics that need to be addressed during the General Plan Update. A summary of the community workshop results is shown in Attachment A.
- Community Survey. The County mailed survey questionnaires to nearly all residential addresses in the county during Fall 2007. The survey was designed to gain insight into residents' vision for the future, inquire about the quality of life in San Benito County and rank priorities for

improvement, find out what types of public amenities are needed, learn where people procure goods and services, and identify any key differences in responses based on place of residence and other demographic characteristics. A summary of the survey results is shown in Attachment B.

The GPAC should discuss the following two questions as a group with County staff helping to facilitate this discussion. The goal is to identify topics or issues that are important to the GPAC but not identified in the public outreach materials.

1. Did the questions asked during the Phase I survey and workshops focus on the correct issues/topics? Are there additional topics/questions that should be answered by the community?
2. Do the results of the Phase I survey and workshops identify all the important topics facing San Benito County in the next 20 years? If not, what additional important issues should be addressed during the General Plan Update?

Task 2: Developing a Vision Statement

A visioning process is a strategy designed to bring community members together to identify key values and goals. The resulting vision statement should provide the broad goals to be achieved in the new General Plan. Starting the General Plan Update process with visioning helps to educate the public about issues facing the community and lays the groundwork for evaluating plan alternatives. Typical features of a successful vision statement include:

- Future-oriented: deriving from reasonable assumptions about the future
- Idealistic: envisioning a future that is beyond the present
- Appropriate: fitting with the county's history, culture, and environmental setting
- Inspirational: encouraging enthusiasm and commitment
- Purposeful: articulating an image of the desired future
- Ambitious: causing the County to stretch to reach it

The following exercise will help the GPAC define/refine a vision for how San Benito County will look in 2030. Please answer the following four questions individually:

1. How should San Benito County change in the future?
2. What should be preserved?
3. What should be expanded and/or enhanced?

Once everyone individually has had a chance to answer the questions, please discuss everyone's answers with the full GPAC. Each GPAC member should summarize his/her responses to the questions. County staff will facilitate this discussion. The goal is to identify common language that the GPAC members include in the vision for the future of San Benito County.

San Benito County General Plan Update

Memo: GPAC Meeting: Drafting a Vision for San Benito County

July 24, 2009

ATTACHMENT A:

Community Workshop Results

ATTACHMENT B:

Community Survey Results