



**DATE:** December 7, 2004

**TO:** City Council  
Planning Commissioners

**SUBJECT:** Weekly Update for Period of October 26<sup>th</sup> – December 8, 2004

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The City Planning and Transportation Management Divisions have been working closely in the last few weeks to coordinate efforts and promote the community's awareness and interest in the General Plan Land Use and Circulation Element projects. The following is the first of the weekly updates to let you know of the team's accomplishments, current efforts and work products. This report reflects work activities from October 26<sup>th</sup> to December 8.

#### **Public Outreach**

- **Website:** Staff and consultants have been working on the website, which was launched December 6. Click here to view: [www.shapethefuture2025.net](http://www.shapethefuture2025.net).
- **E-mail:** The following e-mail box has been established for contact with staff on the project: [shapethefuture2025@smgov.net](mailto:shapethefuture2025@smgov.net)
- **WIN System:** The opportunity to obtain automated e-mails about Land Use and Circulation Element activities is now available at [win.santa-monica.org](http://win.santa-monica.org).
- **Discover Santa Monica Guidebook:** The document is currently in production for citywide distribution.
- **Historic Santa Monica Photo Quiz:** A fun look at the evolution of Santa Monica through historic photos.
- **Chamber of Commerce Land Use Committee Meeting:** On November 18, staff conducted an introductory meeting attended by approximately 25 Chamber members, including a slide show on Santa Monica history and past general plans and outlining the Land Use & Circulation Element and Zoning Ordinance process. Planning Commissioner Clarke also attended this meeting.
- **Leadership Series session:** Staff from the Planning and Community Development Department prepared for and attended a leadership meeting on November 30<sup>th</sup>. Information on the project was provided to approximately 30 community members. Planning Commissioners Brown and Hopkins also attended. The program included a slide show on Santa Monica history and past general plans, explanation of the timeline and processes for the current process, introduction to the website and Discover Santa Monica guidebooks, and a fun pre-meeting Historic Photos activity, which will become a regular feature of the community workshops. Received good feedback through City Manager's Office evaluation forms.

- **Motion By the Ocean:** To date, the Circulation Element team has received surveys from about 900 people at meetings and events all over the City, beginning with the May 2004 Santa Monica Festival. The team has visited the meetings of several Boards, Commissions and community groups and has set up booths at Pier Twilight Dance Series and Summer Movie Nights, Third Street Farmers' Market, and more. The "Fishbowl Vote" to spend the City's transportation dollars has polled more than 1400 respondents. A comprehensive list of meetings to date was included in the December 15 Planning Commission packet. Staff provided a presentation at a meeting of the Virginia Avenue Park Advisory Board on December 6, 2004.

**Project Coordination: Interdepartmental, Divisional and Planning Commission**

- **Land Use and Zoning Ordinance Team Meetings:** A policy team, consisting of department representatives from Community and Cultural Services, Resource Management, Environmental & Public Works Management, Finance and Planning & Community Development, met on November 17, 2004 to review key work products. The group will meet approximately once a month in the foreseeable future, and will also include representatives from the Big Blue Bus and City Manager's Office.
- **Circulation Element Team Meetings:** This group, with representatives from Community & Cultural Services, Big Blue Bus, Environmental Programs and Planning & Community Development, began meeting monthly in February 2004 to discuss ideas and inter-departmental cooperation on the Circulation Element and related matters. The meetings during the period of this report were held on November 4, 2004 and December 2, 2004.
- **Staff Meetings:** During this period project staff for both the Land Use and Circulation Elements and Zoning Ordinance met 13 times on October 26, November 1, November 2, November 8, November 9, November 15, November 16, November 22, November 23, November 29, November 30, December 6, and December 7, 2004.
- **Regular Meetings with Planning Commission Chair Barbara Brown:** PCD Director Suzanne Frick and City Planning Manager Amanda Schachter met on November 4, 2004 and December 2, 2004 to discuss upcoming Planning Commission issues.

**Completed Work Products:**

- **Discover Santa Monica Guide**
- **5-Month Project Schedule**
- **December 15, 2004 Planning Commission Packet for policy discussion meeting**

**Works in Progress:**

- **Tool Kit development:** Staff is developing a public outreach kit which includes a pre-meeting activity, process and website display boards, process and timeline handouts, and an interest card for organizations to request a Shape The Future 2025 presentation. The draft Tool Kit will be reviewed with the Planning Commission in January.
- **Community Forums:** A list of just over 100 community organizations, including neighborhood groups, business associations, school parent groups, faith-based organizations and other interest groups is being developed.
- **Youth Involvement Program:** Discussions with the Santa Monica-Malibu Unified School District is underway. The Planning Commission will review the draft program on December 15.
- **Website Improvements:** Motion By the Ocean website updates are under construction. Staff is working with Information Systems to develop a **Discover Santa Monica map** format for posting questionnaires at the Shape The Future 2025 website as they are returned with impressions of walks around the City.
- **Survey instruments:** Staff and consultants are working on surveys for review and discussion with the Planning Commission in January.