



DATE: February 11, 2005

TO: City Council
Planning Commissioners

SUBJECT: Project Update: January 22 through February 11, 2005

Update on Land Use Element and Circulation Element progress through February 11, 2005:

Public Outreach

Staff attended the following meetings:

- North of Montana Association (1/24) - Shape the Future 2025 & Motion by the Ocean
- The Shores Resident Association (1/26) - Shape the Future 2025 & Motion by the Ocean
- Bayside District Corporation (1/27) - Shape the Future 2025
- Yale Street Neighbors (2/1) – Motion by the Ocean
- Friends of Sunset Park (2/2) - Shape the Future 2025 & Motion by the Ocean
- Santa Monica High School PTSA (2/8) - Shape the Future 2025
- Convention and Visitors Bureau (2/9) - Shape the Future 2025
- John Adams Middle School PTSA (2/10) Shape the Future 2025 & Motion by the Ocean
- Fire Department training sessions (2/10,11 & 14): Shape the Future 2025 & Motion by the Ocean

The **January 22 community workshop**, attended by about 200 community members, has helped build momentum for the project. Planning and Community Development Department staff and the consultant team facilitated group discussion and staffed the Issue Board stations. Good feedback was received and will soon be available for the public to view on-line (see below).

We are hearing from the community: Visits to the website and e-mails to the project mailbox have increased – more than a third of the total “hits” have been within the last seven days. Staff continues to get new requests from community groups for presentations at their meetings. All comments received on the website are being printed for inclusion in the Working Principles report. Discover Santa Monica Guidebooks are being sorted and scanned for the webpage. Approximately 600 questionnaires have been returned to date.

The **February 5th Bicycle Workshop** was a great success and Transportation Management Division staff received valuable feedback on how to improve bicycling in Santa Monica from 55 attendees. The former chair of the San Francisco Bicycle Coalition spoke about the hurdles they had to overcome and the great network of paths and lanes the group helped foster in San Francisco. People were also able to practice

putting their own bikes on a Santa Monica Big Blue Bus bike rack as well as consider different options for accommodating bicycles on different types of streets in Santa Monica and get information about the planned Exposition Right-of-Way bicycle path.

Shape the Future 2025 staff continues to meet with teachers and administrators from schools and after school programs (CREST) and to provide materials for classrooms participating in the **Youth Planning Program**. A meeting with pre-school administrators who heard about the project from STF2025 staff at a Childcare Task Force meeting and are interested in adapting the program for pre-school children was held today (2/11). The time and date for the Youth Planning Forum have been set. The event will occur at Santa Monica High School cafeteria and Barnum Hall on April 21, 2005.

Project Coordination: Interdepartmental, Divisional and Planning Commission

- Project team/joint meetings were held: 1/24, 1/25, 1/31, 2/1, 2/7, 2/8, 2/10
- Planning Commission Policy Discussions on the draft Phone survey and on the timing of technical data availability held on 2/2.
- The monthly Circulation Element meeting with participation from Shape the Future 2025 staff, was held on February 3, 2005.

Completed Work Products:

- The **Seascape newsletter** with Shape the Future 2025 insert was distributed beginning January 31. Staff received positive feedback on the insert.
- **Santa Monica Library** staff, working together with the Shape the Future 2025 and Motion by the Ocean teams, has created an **educational display** at the temporary main library, which went up last week. The display consists of a top shelf with the sign, surveys, and booklets and two additional shelves with appropriate titles from the collection. Library staff reports that the display seems to be working well and that books and materials have been utilized and restocked a few times in the last week.
- **Website updates** since the last update bulletin include: posting of meeting summaries for all community meetings held through February 8, the first newsletter. Posting of photos, comments and participants' work products from the January 22 workshop WIN e-mails have been sent out regarding recent updates.

Works in Progress:

- **Phone survey.** Staff is incorporating the Planning Commissions comments from the February 2nd discussion, and it is anticipated that the survey will be administered in early March.
- **Internet Survey.** The survey will be on-line next week.

- Staff is preparing to attend additional **community and board/commission meetings**, including (through end of February) Landmarks Commission 2/14; Commission for the Senior Community 2/16; Airport Commission 2/23; Main Street BID 2/24; League of Women Voters 2/26.
- **Neighborhood Traffic Workshop.** Motion by the Ocean is busy planning and promoting its second workshop on neighborhood traffic, which will take place on March 5, 2005.
- City TV has completed taping and is currently editing the **Shape the Future 2025 DVD**, to be distributed free of charge and aired on City cable channels. So far, 19 requests to receive the DVD have been received at the project e-mail box.