



Draft Vision Statement and Guiding Principles

November 16, 2021

Presented by

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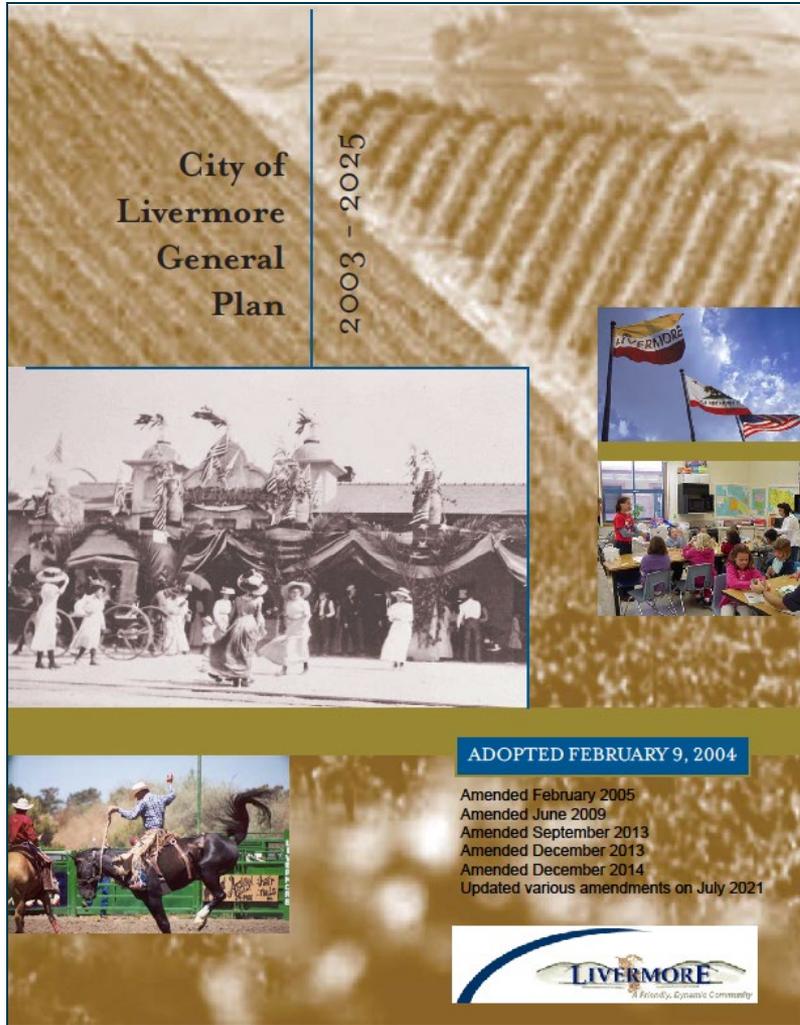
Presentation Overview

- General Plan Update Overview
- Project Update
- Draft Vision Statement and Guiding Principles Overview



General Plan Update Overview

What is the General Plan?



- Fundamental land use and development policy document
- Shows how the City will grow and conserve resources
- Establishes community vision for the physical form of the city
- Guides fair and consistent decision-making

General Plan “Elements”

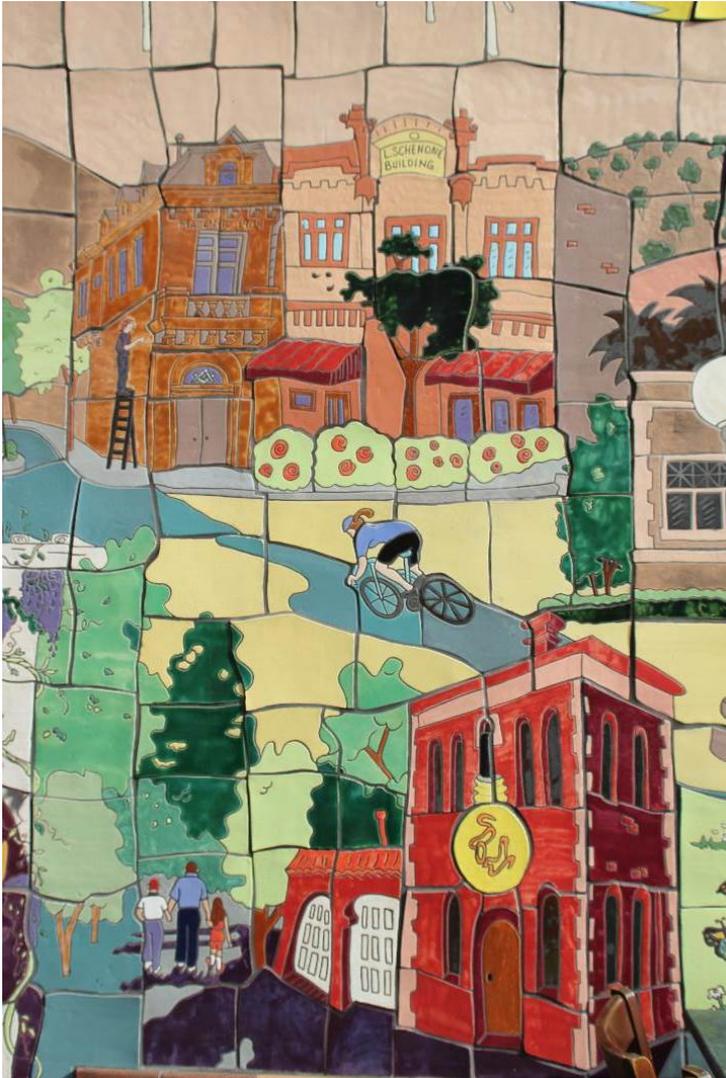
Required:

- Land Use
- Circulation
- Housing
- Open Space and Conservation
- Noise
- Public Safety
- Environmental Justice (for cities that have disadvantaged communities)

Custom for Livermore:

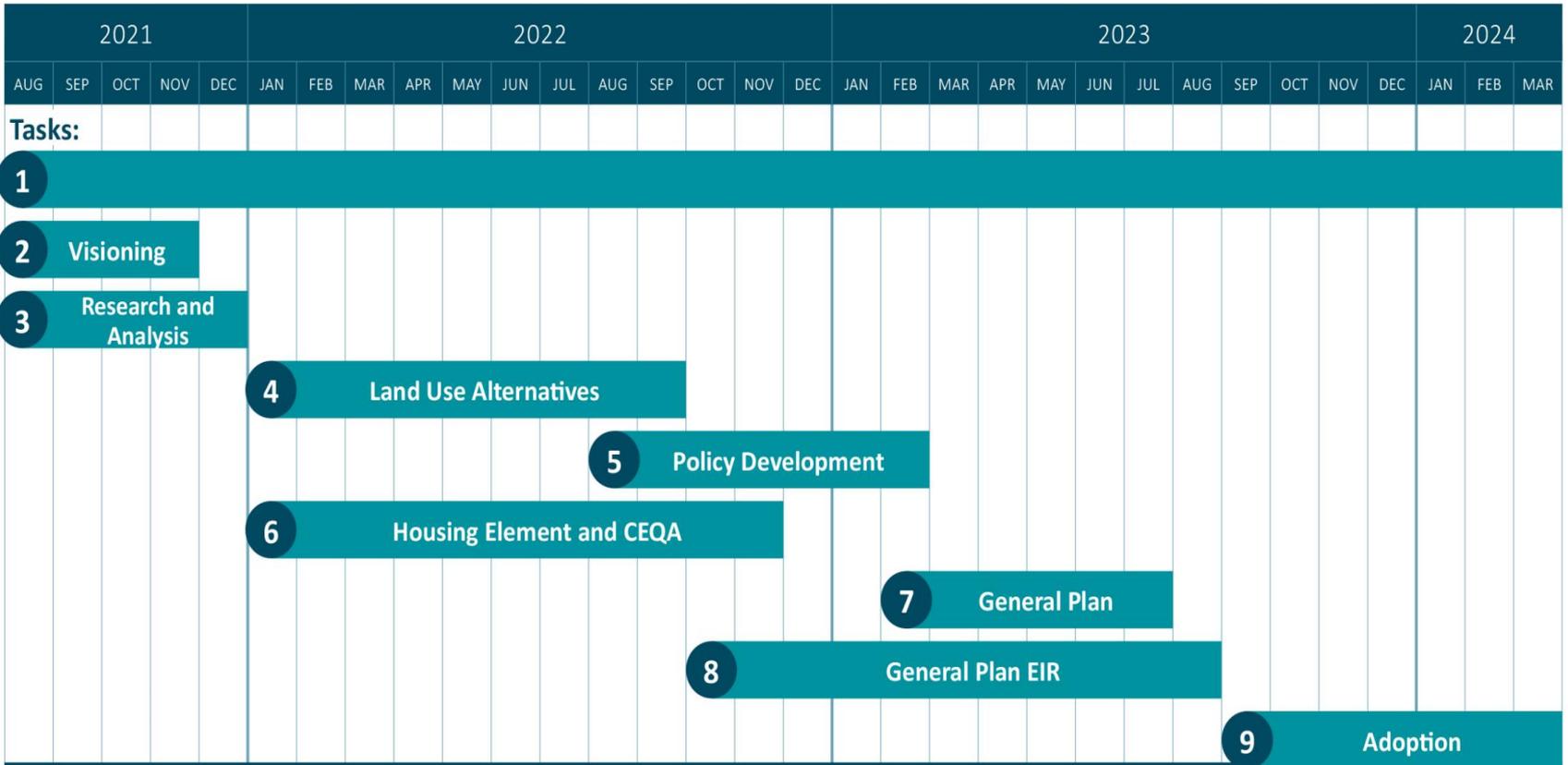
- Community Character
 - Infrastructure and Public Services
 - Economic Development
 - Climate Change
- **Last Full Update: 2004**
(last amended in 2020)

Project Components



- Vision Statement and Guiding Principles
- Existing Conditions Reports
- Land Use Alternatives
- Policy Development
- Housing Element
- Draft General Plan
- Environmental Impact Report (EIR)

Update Schedule



General Plan Update - Progress

Imaginelifermore2045.org



Imagine Livermore 2045

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Find us at the following October events!

Saturday, October 16 – Livermore Pridefest at Downtown

Saturday, October 30 – Dia de los Muertos

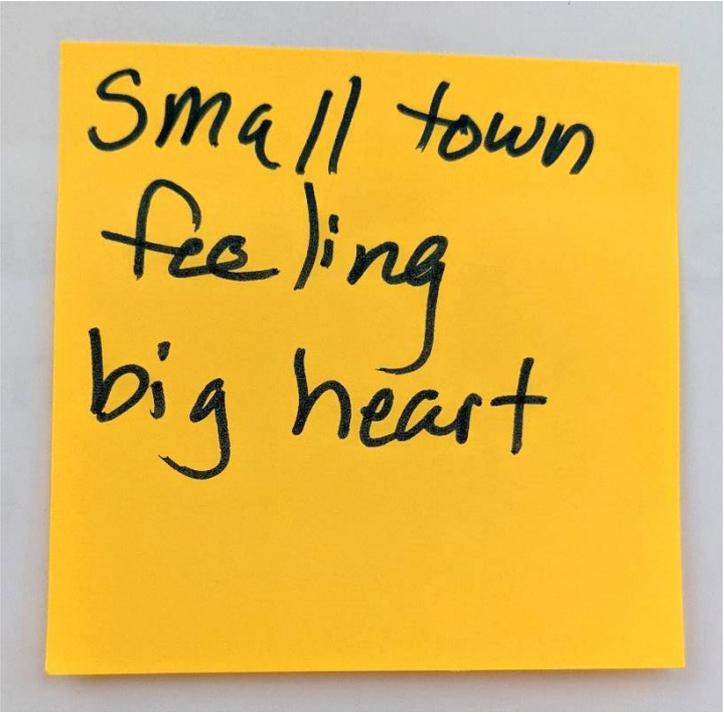
[Go to Get Involved Page](#)

Equity and Inclusion Plan

- **Establishes goals and strategies to achieve equitable and inclusive outreach**
- **Identifies target audiences:**
 - Latinx/Spanish-speaking community and communities of color experiencing segregation
 - Low-income and rent-burdened households (46% of renters)
 - Youth and student population (23% of population is under 18)
 - People with disabilities (8% of population)
- **Establishes process to evaluate success in reaching those groups**
- **Will remain a living document to be updated with what works and what doesn't**



Outreach to Diverse Groups



Small town
feeling
big heart

- Connect with community leaders
- Translate outreach materials
- Meet people where they are
- Variety of event times and activities
- Offer childcare
- Build on existing contacts
- Partner with the School District and La Familia
- GPAC ideas and support

General Plan Advisory Committee

Rules of Procedure

- 19 community members
- Broad and representative
- Public Attendance
- Advisory; provides input and perspective



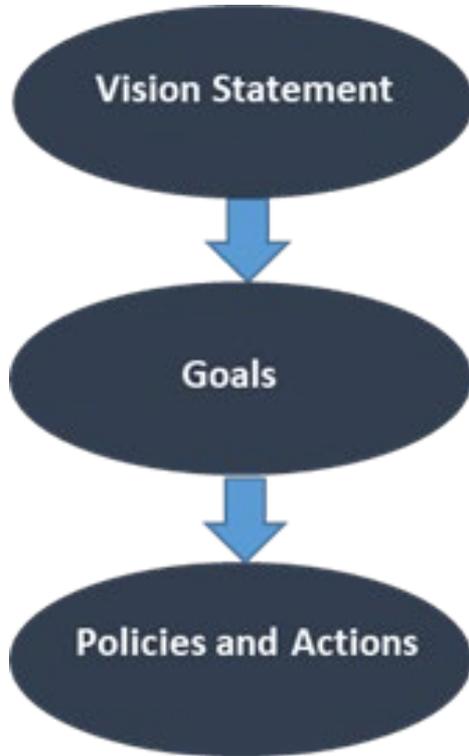
Draft Vision Statement and Guiding Principles

General Plan Vision and Guiding Principles



- Describe the future of Livermore as you would like it to be in 2045
- Express shared community values
- Relate to topics in the General Plan
- Guide preparation of General Plan content
- Guide how the General Plan will be realized
- Are unique to Livermore

From Vision to Policy: Example



- **Vision Statement**
“Livermore maintains a healthy local economy”
- **Goal** (desired outcome)
Increased Local Jobs.
- **Policies and Actions** (directives to achieve the goal)
New land use designations for commercial uses.
Develop a program to attract new businesses to the Industrial Park.

Vision Statement Process



1. Community Input –
September to October
2. Draft Vision and Guiding Principles
3. GPAC Review – October 27
4. Planning Commission Review – Tonight!
5. City Council Direction -
December

Visioning Outreach

Visioning Outreach Activities



- **Six pop-ups**
 1. Thursday 9/9 – Farmers’ Market
 2. Tuesday 9/14 – Marilyn Avenue School Food Pantry
 3. Thursday, 9/30 – Farmers’ Market
 4. Sunday, 10/10 – Rincon Library
 5. Thursday, 10/14 – Farmers’ Market
 6. Saturday, 10/16 – Livermore Pridefest
- **Virtual Workshop – Thursday, 9/23**
- **Civic Center Library Outdoor Open House – Saturday, 9/25**
- **Online Activity – Thursday, 9/9 to Sunday, 10/3**
- **Communitywide Survey (randomly selected sample) – Thursday, 9/9 to Thursday, 9/30**

How many did we engage with?



- Outreach events:
500 people
- Online participants:
80
- Community survey:
450
- Total= 1,030 people

Outreach Materials and Questions



All outreach materials were bi-lingual:

- Business cards with project website
- Flyer advertising community events
- Flyer on the GPU process

Same 4 questions at September events:

- What do you like about Livermore?
- What is your vision for Livermore in 2045?
- What guiding principles should steer the General Plan?
- What key issues should the General Plan address?

Online engagement



- Social Pinpoint Ideas Wall
- 80 participants
- 214 total comments
- Asked the same 4 questions online

Themes of Visioning Outreach

What do you like about Livermore?

- Small town
- Family friendly
- Welcoming
- Inclusive
- Diverse
- Community
- Safe
- Downtown
- Restaurants
- Wineries
- Library
- Schools
- Bankhead Theater
- National Laboratories
- Farmers' Market
- Parks
- Arts and Events
- Open space
- Greenbelt around the city
- Biking
- Walking/hiking



What is your vision for Livermore in 2045?

- Small town feel, family friendly
- Safe and healthy community
- Vibrant downtown
- Strong local economy, economic opportunity
- An accessible transportation system for pedestrians, bicyclists, and public transit
- Variety of affordable housing options
- Protected open space



What guiding principles should steer the General Plan?



- Diversity
- Inclusivity
- Equity
- Safety
- Prosperity
- Balance
- Sustainability
- Family friendly/
welcoming

What key issues should the General Plan address?

- Lack of affordable and diverse housing
- Crime
- Community health
- Climate change
- Managed growth
- Public services and infrastructure level of service
- Traffic/congestion
- Public transit system including BART to Livermore
- Parking
- Negative impacts to city from airport expansion
- Homelessness
- Rent control
- More high-density housing
- No four-story housing developments



Themes of GPAC Feedback

- Generally agreed the Draft Vision Statement and Guiding Principles captured the Livermore essence
- Use more aspirational terminology
- Specific comments on wording as shown in tonight's packet
- No comments on Balance and Equity Draft Guiding Principles



Draft Vision and Guiding Principles

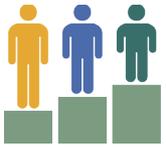
Draft Vision Statement

In 2045, Livermore is a safe and welcoming community, with a big heart, where diverse people share a connection to the city and each other. Residents and visitors enjoy a vibrant, active, clean downtown. Walking, biking, and transit are pleasant and convenient. Livermore maintains a healthy local economy and families of all income levels find diverse housing choices close to well-maintained parks, shopping, and exceptional schools. The community values its agricultural heritage and natural open spaces surrounding the city. Residents remember Livermore's small-town roots as they plan for the future, fostering a close-knit place where civic life and opportunity prosper.

Draft Guiding Principles



- **Balance.** We prioritize well-designed development and thoughtful preservation.



- **Equity.** We provide everyone access to services they need and the opportunities to flourish in healthy homes and neighborhoods.



- **Diversity.** We welcome and celebrate everyone, respect and listen to all viewpoints, and ensure everyone has a voice in City decisions.



- **Sustainability.** We protect open spaces, integrate nature into the urban environment, minimize our negative impacts on the planet, and plan ahead to adapt to a changing climate.



- **Prosperity.** We have excellent City services and infrastructure that support a thriving local economy where people come to work, shop, dine, and spend time at our parks and open spaces, wineries, and cultural venues.

Staff Recommendations

Staff recommends the Planning Commission:

- Review the Draft Vision Statement and Guiding Principles
- Consider the General Plan Advisory Committee feedback,
- Provide input to staff, and
- Recommend the City Council approve the Draft Vision Statement and Guiding Principles for the General Plan Update.

The Planning Commission's action is a recommendation to Council.

Website and Online Activities

Website includes:

- Background information
- Public engagement opportunities
- Events calendar
- Links to documents

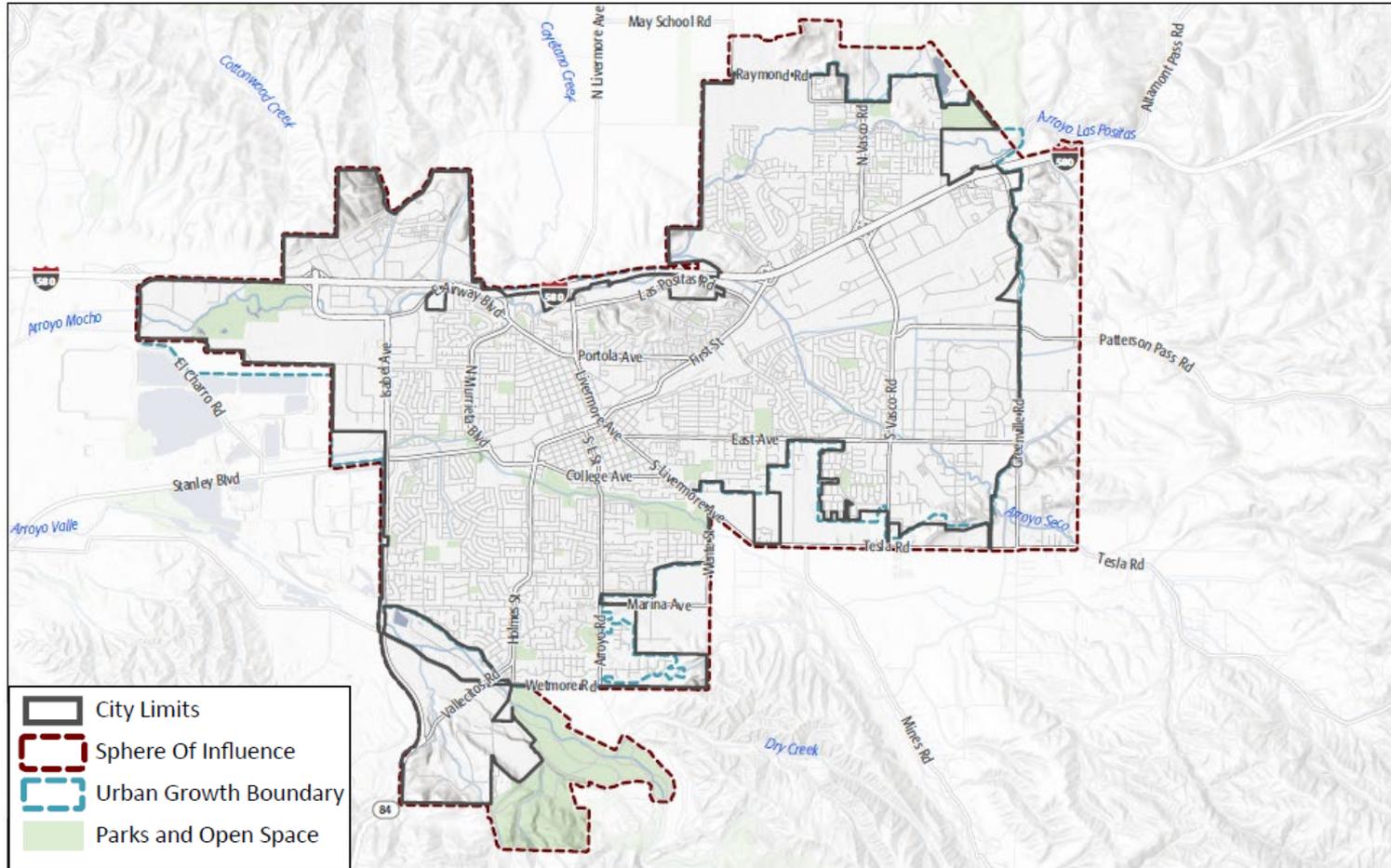
Online Vision activity – September 9 through October 3:

- 80 participants
- Input will be incorporated into the Draft Vision Statement and Guiding Principles

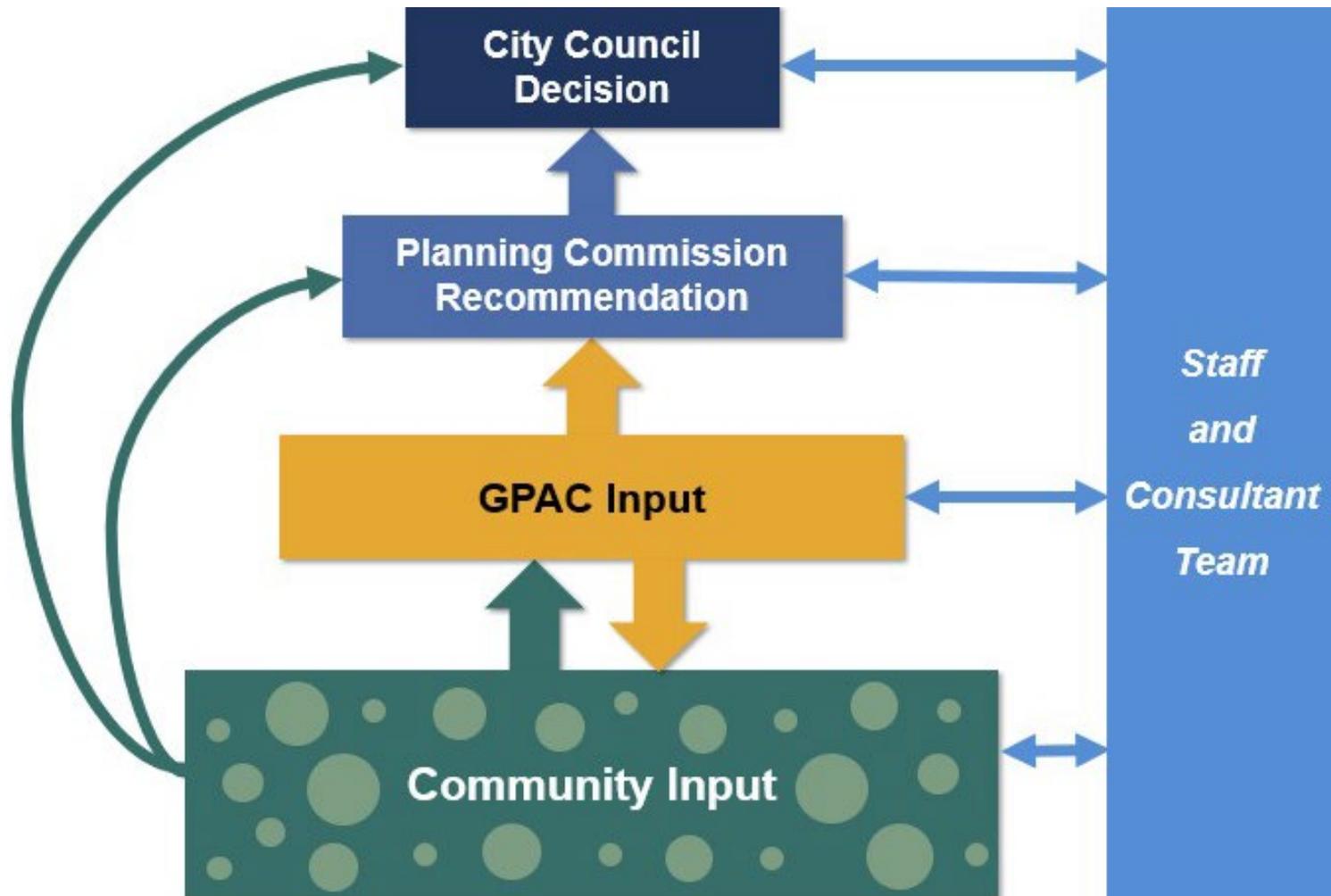
Imagine Livermore 2045 Visioning



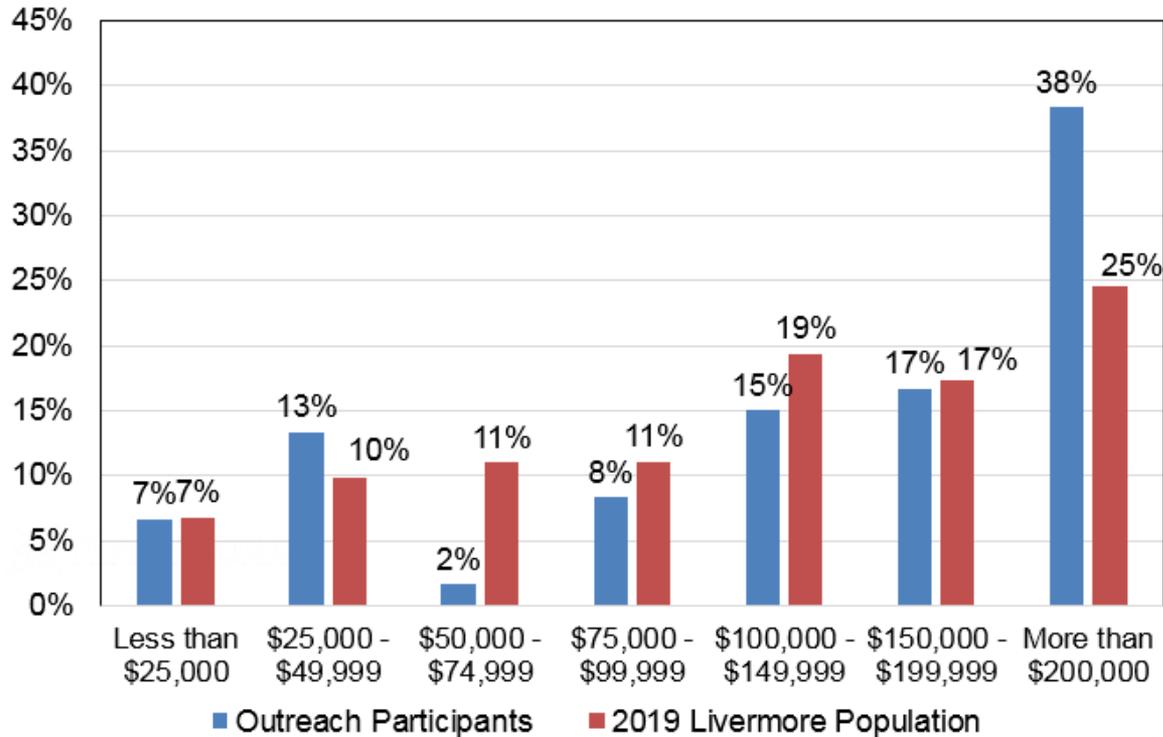
General Plan Boundaries



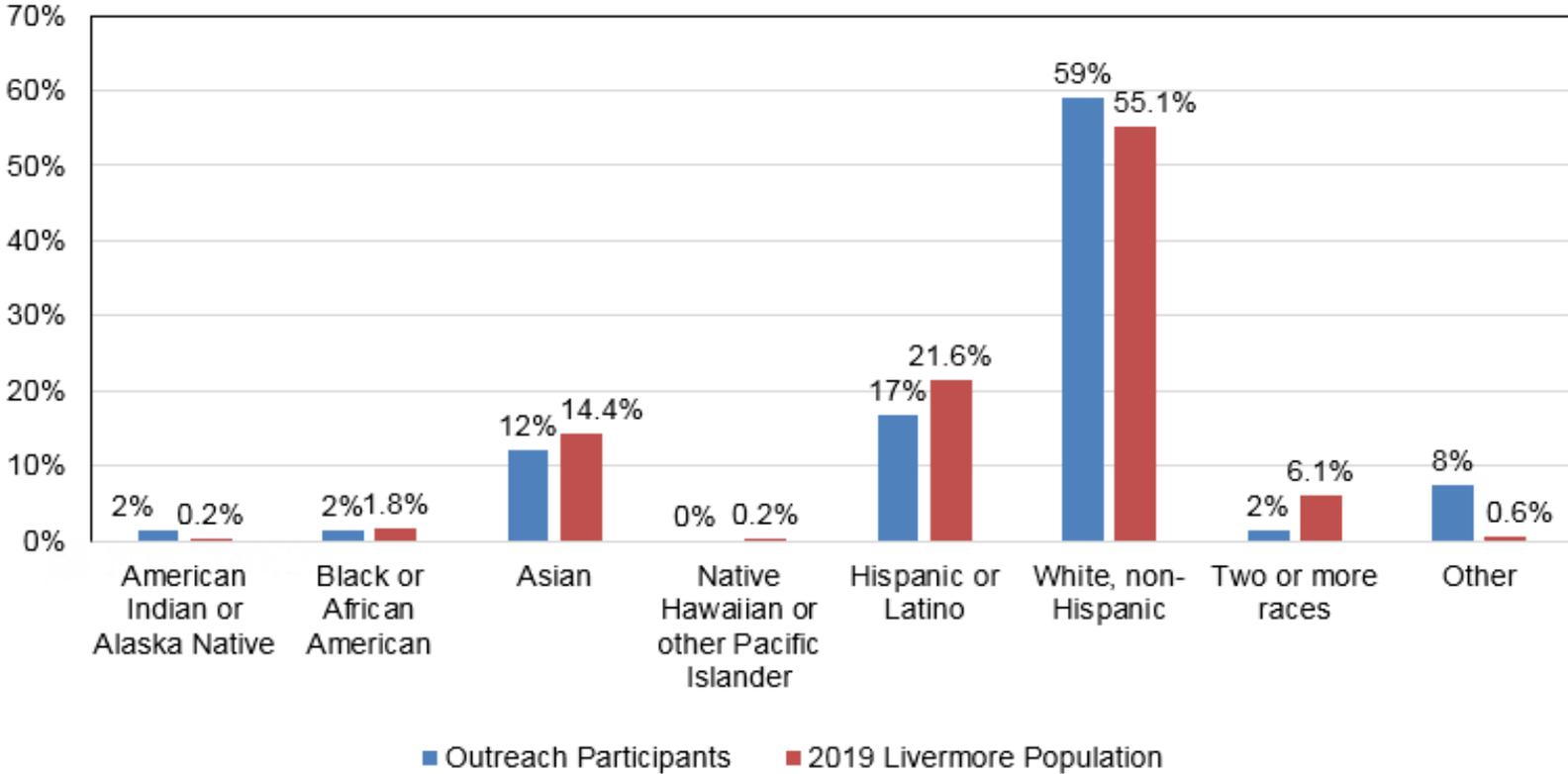
Planning Commission Role



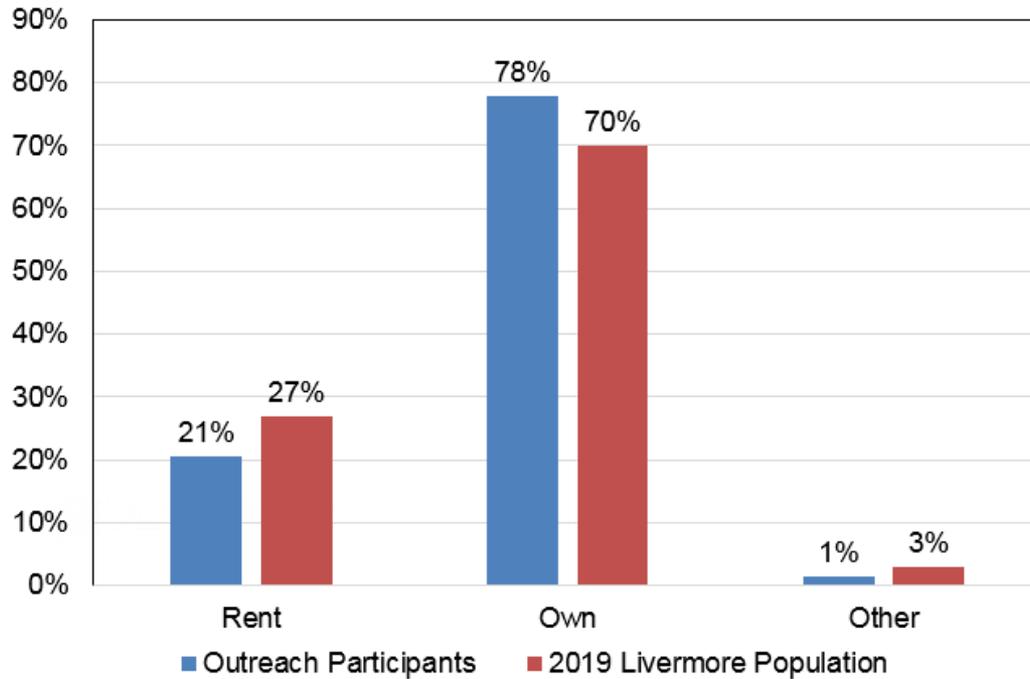
Household Income



Race and Ethnicity



Housing Situation



Opportunities for Public Involvement



- Community Events (12)
- Community Workshops (6)
- General Plan Advisory Committee (24)
- Planning Commission and City Council Meetings (12)
- Online Activities

Due to the COVID-19 pandemic, the format of outreach is dependent on any restrictions due to public health requirements.