



# General Plan Advisory Committee

Meeting 4 | Vision Statement

October 21, 2021

# Agenda



- ❑ **Project Update**
- ❑ **Public Outreach Activities**
- ❑ **Vision Statement and Discussion**
  - ❑ **Review Public Input**
  - ❑ **Preliminary Draft Vision Statement: Review and Comment**
  - ❑ **Next Steps**
- ❑ **GPAC Reports/Announcements**
- ❑ **Directors Report**
- ❑ **Adjourn to November 18 Meeting**

# Project Update



# Project Update



- ❑ **Existing Conditions Analyses: Early November**
- ❑ **Issues and Visioning**
  - ❑ **GPAC Input: October 21**
  - ❑ **Public Review**
  - ❑ **GPAC Finalizes with Guiding Principles: November 28**
  - ❑ **Planning Commission and Mayor and City Council Review: Early 2022**
- ❑ **Next Step: Develop Updated Land Use Plan**
  - ❑ **GPAC Preliminary Discussion Areas of Conservation and Change: December Meeting**
  - ❑ **Community Workshops: January to March 2022**
  - ❑ **Plan Analysis and Refinement: March to July 2022**
  - ❑ **Select Preferred Plan: GPAC Meeting July 2022**

# Public Participation Activities and Process



# Public Participation Activities



## Completed Community Visioning Workshops

WARD	DATE & LOCATION	PARTICIPANTS
1	Aug. 13 - Ruben Campos Community Center	24
2	Aug. 26 - Shandin Hills Golf Course Sept. 21 - St. John's Episcopal	13 33
3	Aug. 12 - Lytle Creek Community Center	12
4	Aug. 21- Lutheran Church of Our Savior	22
5	Sept. 10 - Shandin Hills Golf Course	37
6	Sept. 11 - Shandin Hills Golf Course	33
7	Sept. 20 - Cathedral of Praise	48
Citywide	Sept. 28 - Virtual (held via Zoom online platform)	14
<b>Total</b>		<b>236</b>

# Public Participation Activities



## Completed Pop-Ups

POP-UP	DATE AND LOCATION	PUBLIC INPUT
1	June 26 - San Bernardino FoodFest, Downtown Court Street Square	13 surveys; 1,034 public comments
2	July 27 - Back to School Extravaganza, San Manuel Stadium	23 surveys
3	Sept. 26 - UPLIFT San Bernardino Community Block Party, Eastpointe Neighborhood	26 surveys
4	Oct. 2 - Downtown San Bernardino, Annual Rendezvous Back to Route 66	73 public comments

## Upcoming Pop-Ups

- Nov – Veterans Day Parade (downtown)
- Dec – Winter Wonderland (downtown)

# Public Participation Activities



## Completed Stakeholder Interviews

FOCUS GROUP	DATE	STAKEHOLDERS/REPRESENTATIVES
City Council	June 30, July 8	City Council
SBD International Airport	Sept. 23	Executive team
San Manuel Band of Mission Indians	Oct. 5	Executive team
Public Health	Oct. 6	County of San Bernardino Public Health; Loma Linda University; Common Spirit Health (St. Bernardine and Community Hospitals); Inland Empire Health Plan; Loma Linda Hospital
Faith-Based	Oct. 12	Inland Empire Concerned African American Churches; New Hope Church; Greater New Jerusalem COGIC; 16 <sup>th</sup> St Church; Temple Church
Community-Based Organizations	Oct. 13	Inland Congregations United for Change; Inland Equity Partnership; ONH Cares; Project Fighting Chance; SBCUSD Family Engagement Center; UPLIFT San Bernardino; HTHF; CAPS SBC; Job Corp; Urban Conservation Corp
SBC Unified School District	Oct. 14	Community Engagement Department; School Police; Facilities Planning & Development
Local Artists	Oct. 18	The Little Gallery of San Bernardino; Arts Connection; The California Arts Project at CSUSB; Greene; Music Changing Lives; The Garcia Center; SB Symphony; and other local artists.
Development	Oct. 7	Downtown property owners



# Public Participation Activities



## Completed Initial Community Survey

**186** total surveys received between March 23<sup>rd</sup> to October 18<sup>th</sup>, 2021

- 62 surveys received in-person
- 124 surveys received online
- Community survey focused on perceptions about the City.
- Promoted via project website and distributed at pop-up events.

# Public Participation Activities



## In Progress **Community Guide to Planning Initiative**

### Updates:

- 56 participants registered to participate in the program.
- The first session occurred Sept. 29 and was held simultaneously in-person and on-line with a total of nine participants.
- A video recording of the first session is provided on the project website at [FutureSB2050.com/participate](https://FutureSB2050.com/participate)

# Vision Statement



# Vision Development



## Definition

- Articulation of the core values and desires of the community as they relate to the General Plan. The Vision will guide and inform the development of more specific policies later in the planning process
- An image of the future we wish to create
- Succinct description of community values

# Vision Development



## Characteristics of the Vision

- Future oriented
- Idealistic
- Appropriate
- Inspirational
- Purposeful
- Ambitious

# Vision Development



## Relationship of the Vision Statement to Guiding Principles

- Vision guides the future
- Guiding Principles instructs how the General Plan goals and polices will be written to achieve the Vision
- Examples
  - Vision: *We support a robust and resilient economy*
    - Guiding Principle: *Designate lands for the development of businesses and industries that provide job opportunities and contribute tax revenue at levels sufficient to fund the services desired by San Bernardino's residents*
  - Vision: *We are proud of our accomplishments in becoming a diverse and inclusive city.*
    - Guiding Principle: *Allocate resources and facilities equitably to achieve a comparable level of service and access for all neighborhoods and populations within San Bernardino.*

# Vision Development



## Considerations

- Input received in Community Workshops (August – September 2021)
  - “Imagine that you would be transported 20 to 30 years in the future...”
    - Land use and community character
    - Neighborhoods and housing
    - Circulation and mobility
    - Economic vitality
    - Public services and infrastructure
    - Environment and climate
    - Health and safety
    - Fair and equitable city

# Vision Development



## Considerations

- 1,481 individual comments received (Document distributed to GPAC)
- Many specific ideas that will inform subsequent development of General Plan goals and policies
  - “Parks with a pool and games”
  - “Tech jobs, hospital, government”
  - “Community Benefits Agreements”
  - “More gated communities”
  - “Community events”
- Input received through other outreach/engagement activities



# Draft Vision Statement



## Organization and Content

- Draft Vision distill high-level concepts
- Organized by ten topics
  - Our Community
  - Our Economic Prosperity
  - Our Equitable City
  - Our Community Services and Parks
  - Our Mobility and Infrastructure
  - Our Environment
  - Our Healthy Community
  - Our Safe Community
  - Our Arts and Culture
  - Our Commitment for the Future

# Draft Vision Statement



## GPAC Review and Discussion

- Do the visions accurately reflect aspirations for the future and community values? (Avoid “wordsmithing”)
- Do they fully address desired futures? What should be added?
- What should be modified or deleted?

# Draft Vision Statement



## Our Community

San Bernardino is a community of choice, recognized as one of the best cities to live, work, and play in the Inland Empire. Our city's rich history grounds our vision for the future. We take pride in the unparalleled beauty of our location, its close-proximity to the San Bernardino mountains, and access to recreation and regional destinations. The vitality of our downtown provides a powerful economic anchor for our community and a destination from visitors from across the region. Our diverse neighborhoods and business districts are thriving and offer opportunities for housing, jobs, entertainment, and recreation for all. Our community offers a compact mix of uses that are connected to schools, parks, community facilities, and places for shopping and entertainment for all. Our residents are proud to be members of this community and safe, know, talk, and socialize with their neighbors.

# Draft Vision Statement



## Our Economic Prosperity

We support a robust and resilient economy, thriving local businesses, and the growth of living-wage jobs ensuring household prosperity and revenues supporting services benefiting all residents. Our diversified economy leverages the presence of a revitalized downtown, City and County government centers, San Bernardino Airport, Cal-State San Bernardino and Valley College, recreational assets, and transit connecting us internally and to the region. We have an economy where new businesses are nurtured and grow, existing businesses are supported and expanded, and emergent and innovative industries are attracted to the City. We offer a diverse range of distinctive businesses catering to a wide range of needs and increase spending locally. People who live in the City can meet all of their needs within the City. Our development policies and regulations provide capacity to accommodate development generating revenue to support the facilities and services desired by San Bernardino's residents. We partner with our public educational institutions, public sector institutions, healthcare systems, and businesses to maintain a workforce trained with the essential skills to support an evolving and healthy economy.

# Draft Vision Statement



## Our Equitable City

We embrace and celebrate the diversity and inclusiveness of our City and respect our differences. We promote equity by reducing disparities, minimizing environmental justice burdens, extending community benefits, promoting fair housing for all, providing access to services, parks and healthy foods, and improving socio-economic opportunities for under-served and under-represented populations. Our residents actively participate in civic governance, shape public decision-making, and have access to information and materials that reflect the local languages.

# Draft Vision Statement



## Our Community Services and Parks

Our parks, art and cultural facilities, libraries, and educational facilities are safe, well-maintained, and easily accessible, enriching the health of every resident. Outdoor and indoor recreation spaces highlight the City's assets, including community gardens, park exercise equipment, and active programming. We have a network of parks and greenways that connect our neighborhoods with our surrounding mountains and open spaces. We facilitate and encourage access to high-quality physical and mental health care and essential social services. San Bernardino is noted for its excellent schools and is a premier location for hands-on educational experiences embracing technological innovation.

# Draft Vision Statement



## Our Mobility and Infrastructure

Our transportation systems and utility infrastructure support our neighborhoods and business districts, promoting efficiency and employing best practices for environmental sustainability and carbon reduction. While we drive low-polluting energy-efficient automobiles, we often walk, bicycle, and use transit from our homes to visit our neighbors, schools, cultural facilities, parks, businesses, and places of employment. Our compact urban form makes it easy to travel without using automobiles. Traffic flows smoothly throughout the community. We are connected to surrounding communities and the region through a network of rail transit facilities. Our mobility and utility infrastructure are adaptable to change and embrace technological innovations and “Smart City” improvements supporting a robust economy and lifestyle for residents, while minimizing impacts on the environment and climate.

# Draft Vision Statement



## Our Environment

Protection of environmental quality is a high priority. We preserve our mountains, canyons, waterways, and open space resources, protecting our habitats, weaving nature into the city, and promoting land development practices and mobility infrastructure that reduce our carbon footprint. Our buildings are models of green architecture employing best practices of energy and water efficiency and avoiding the use of non-renewable and toxic materials.



# Draft Vision Statement



## Our Healthy Community

We are among the healthiest residents in the Inland Empire. We have easy access to parks and recreational facilities, healthy foods, health facilities, and arts and cultural events enriching our physical and mental health. We avoid or minimize negative health impacts and improve opportunities for San Bernardino's residents to lead healthy lives and promote mental health. Our network of health navigators makes it easy to get information on resources and health services in the City.

# Draft Vision Statement



## Our Safe Community

We ensure that all residents feel safe, connected, and welcome. We reduce risk and improve the ability of individuals, communities, economic systems, and the natural and built environments to withstand, recover from, and adapt to changes from natural hazards, human-made disasters, climate change, and economic shifts.

# Draft Vision Statement



## Our Arts and Culture

San Bernardino values the cultural and artistic expression of our residents and arts organizations anchored in our community. Art, music, poetry, and performances enrich the lives of everyone and contributes to our community identity, including public buildings, parks, public spaces, and streets.

# Draft Vision Statement



## Our Commitment for the Future

Our residents, business community, and elected officials work together and are committed to assure that our shared visions for San Bernardino's livability, quality of life, development, economy, culture, and environment are achieved and maintained for current and future generations.

# Draft Vision Statement



## Next Steps

- Draft Vision Statement will be edited to reflect GPAC discussion and posted on the project web-site
- Revised Vision Statement will be posted on the project web-site and distributed to local stakeholders and organizations and comments requested
- Revised Vision Statements and comments received will be reviewed and final version developed at November meeting
- Guiding Principles will be integrated into the Vision Statement at November meeting

