



TOWN OF YUCCA VALLEY GENERAL PLAN & EIR



DESIGN.
COMMUNITY &
ENVIRONMENT

THE INTERVIEW TEAM

OUR TEAM: *Roles & Expertise*

Brian Judd

Vice President Community Planning & Design



Principal-in-Charge: A seasoned professional with extensive experience in multiyear comprehensive plans, Brian Judd will direct the General Plan Update and oversee its progress. Brian's trusted judgment, thoughtfulness, strategic thinking and managerial skill lead projects to successful execution. Brian's experience structuring the Ontario General Plan as a governance tool will be a valuable resource as the Town initiates its General Plan framework.

Steve PonTell

President, *La Jolla Institute*



Interagency Facilitator: Steve will focus his efforts on advancing a better understanding of the critical elements and relationships necessary for the Town to achieve long-term economic competitiveness. Steve's expertise will be used to establish strategic partnerships between the Town and other agencies that are mutually beneficial, in light of the current economy. Steve's current clients include the County of San Bernardino; The Four Corners Coalition; and the Ventura Auto Center.

Wendy Grant, AICP

Senior Planner



Project Manager: As the project manager, Wendy Grant will orchestrate all facets of the General Plan Update process and ensure that its various moving parts operate in unison. Intimately familiar with government administration and sensitive to detail, she will be the primary contact with the Town and be responsible for community outreach, element writing, and the project's day-to-day operations. Wendy's work on the Palm Springs and Menifee General Plans

Jerry Ogburn

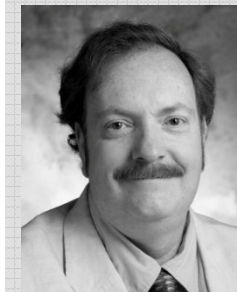
Senior Design Advisor



Focus Area Concepts: Jerry has extensive experience leading interdisciplinary teams in the creation of well-designed and feasible community development solutions. Jerry will bring his professional planning and urban design experience to the preparation of detailed land use concepts in the Town's Focus Areas, which will be used to engage the public in a dialogue about future aspirations for the Town and will also serve as a foundation for the Land Use Plan.

Steve Gunnells, AICP

Senior Economist



Senior Economist: Uniquely skilled as an economist and community planner, Steve Gunnells will conduct the market and economic analyses to support the General Plan Update and write the economic development element for the General Plan. His recent work in the region, including several market studies, will be invaluable in crafting realistic economic development policies that will establish Yucca Valley as a fiscally sustainable town.

Jason Pack

Principal, *Fehr & Peers*



Transportation Manager: Jason manages Fehr & Peers Inland Empire office. Jason will lead the transportation planning effort for the General Plan. He has worked on a wide variety of transportation projects, from general plans and specific plans to detailed corridor and interchange operations studies. Additionally, he has applied or developed travel demand forecast models on over 50 projects in the State of California.

OUR TEAM: *Roles & Expertise*

Nicole Vermilion
Senior Planner



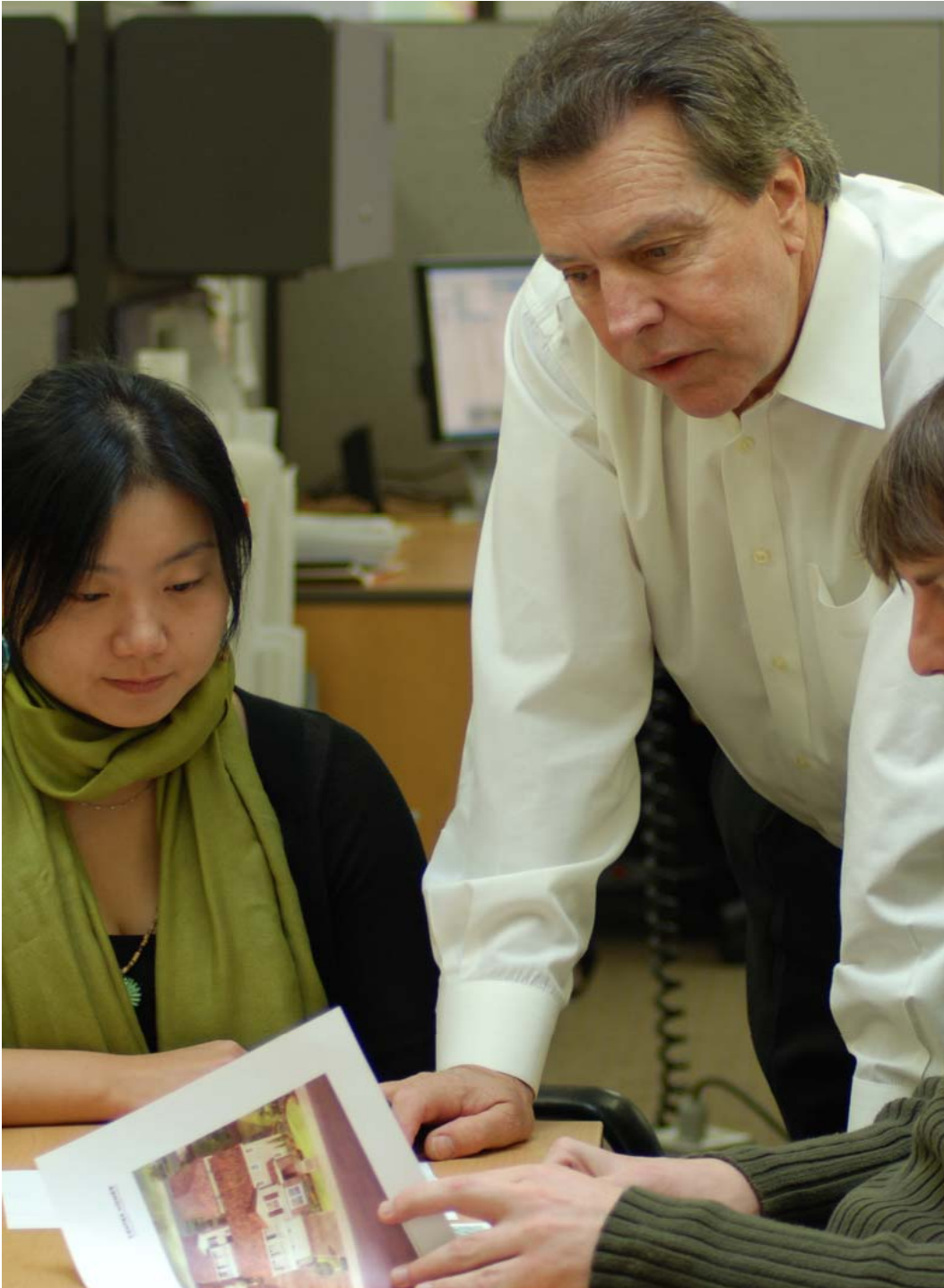
Air Quality, Greenhouse Gas Emissions, and Noise Advisor: Nicole is an air quality and noise specialist and an expert on global climate change as it relates to CEQA analysis, AB 32, and SB 375. Nicole has performed numerous greenhouse gas emissions inventories, including the citywide emissions inventory for the Ontario Plan. Nicole is involved in nearly every one of the firm's CEQA projects and closely follows the rapid changes in requirements and the latest information on CEQA thresholds and analysis.

Julian De La Torre, P.E.
Senior Project Engineer, MSA



Infrastructure Advisor: Julian was born and raised in the Coachella Valley, is registered as a Civil Engineer and brings over 23 years of experience as a designer, engineer, and project manager. He has served as project manager for a wide variety of projects including: the 1,200- home residential and golf resort project of Escena in Palm Springs, the 800- home residential project Talavera in Indio, and the 700,000 square foot Arrowhead Water Bottling Plant in Cabazon.

*For the past three decades, we have **guided clients** through their decision-making processes, providing them with the **information** and the **analysis** to make the best choices. Because we engage in the **full continuum of the planning and development process**, from policy to **environmental review** to on-the-ground project implementation, our approach to any project is rooted in **systems-based thinking**.*



WHAT WE BRING

- Extensive General Plan experience
 - RCIP
 - Ontario
 - Temecula
 - Palm Springs
 - Fontana
 - San Bernardino
- Integrated Team – Design, Planning, Economic & Environmental Services
- Demonstrated responsiveness to schedule demands
- Big picture thinking; we view General Plan as a municipal tool, not an individual department effort
- Implementation-oriented solutions

OUR APPROACH

OVERVIEW



- Opportunity to further refine identity of Yucca Valley
- Four key elements of creating community:
 - Social
 - Physical
 - Economic
 - Environmental
- Establish foundation for self-governance

SOCIAL



- Establish community trust
- Forge strategic partnerships
 - Agencies
 - Municipalities
 - Stakeholders
- Identify community aspirations & priorities; craft Vision from the results
- Cultivate ambassadors of the General Plan

PHYSICAL



Image ©2011 DigitalGlobe
Image ©2011 GeoEye
Image USDA Farm Service Agency
Image County of San Bernardino

- Add value to land plan
- Define activity centers & gateways
- Create cohesive community; link distinct neighborhoods
- Evaluate role of corridors; Highway 62 corridor is one of Town's most valuable economic assets
- Implement multi-modal transportation solutions

ECONOMIC



- Create a fiscally sustainable plan
- Maintain and grow economic value
- Attract investment into the community that will influence:
 - quality of life
 - new job opportunities
 - potential for business growth
 - sense of safety
 - amenities
- Create a self-sustaining cycle of reinvestment and prosperity

ENVIRONMENTAL



- Consider environmental implications of land use decisions
- Identify environmental constraints early on to reduce need for costly mitigation
- Incorporate environmental and sustainability concepts into GP; reduce potential for opposition from State and community
- Reduce potential for litigation

GOVERNANCE



- More than a policy document
- Multi-departmental tool for decision making & administration
- General Plan should:
 - “work how you work”
 - be easily accessible to the public and city staff
 - contain streamlined content that is easy to understand
 - clearly separate goals & policies from implementation programs
- Can guide Town’s annual budgeting process and tie back to Vision

GP STRUCTURE



- More than a policy document
- Update mapping, exhibits & other graphics
- Clear and consistent writing style
- Key issues:
 - Land use designations
 - Intensities for multi-family
 - FAR for commercial and industrial
 - Opportunities for mixed use
- Streamlined & Implementable

EMPHASIS ON IMPLEMENTATION: planning that leads to **action**

City of Anaheim General Plan Update



Downtown Anaheim



Platinum Triangle

City of Temecula General Plan



Harveston Lake Community

City of Rancho Cucamonga General Plan Update



Victoria Gardens



City of Rancho Mirage Highway 111 Specific Plan



The River



OUTREACH TOOLS

PUBLIC OUTREACH: *Connecting with the Community*

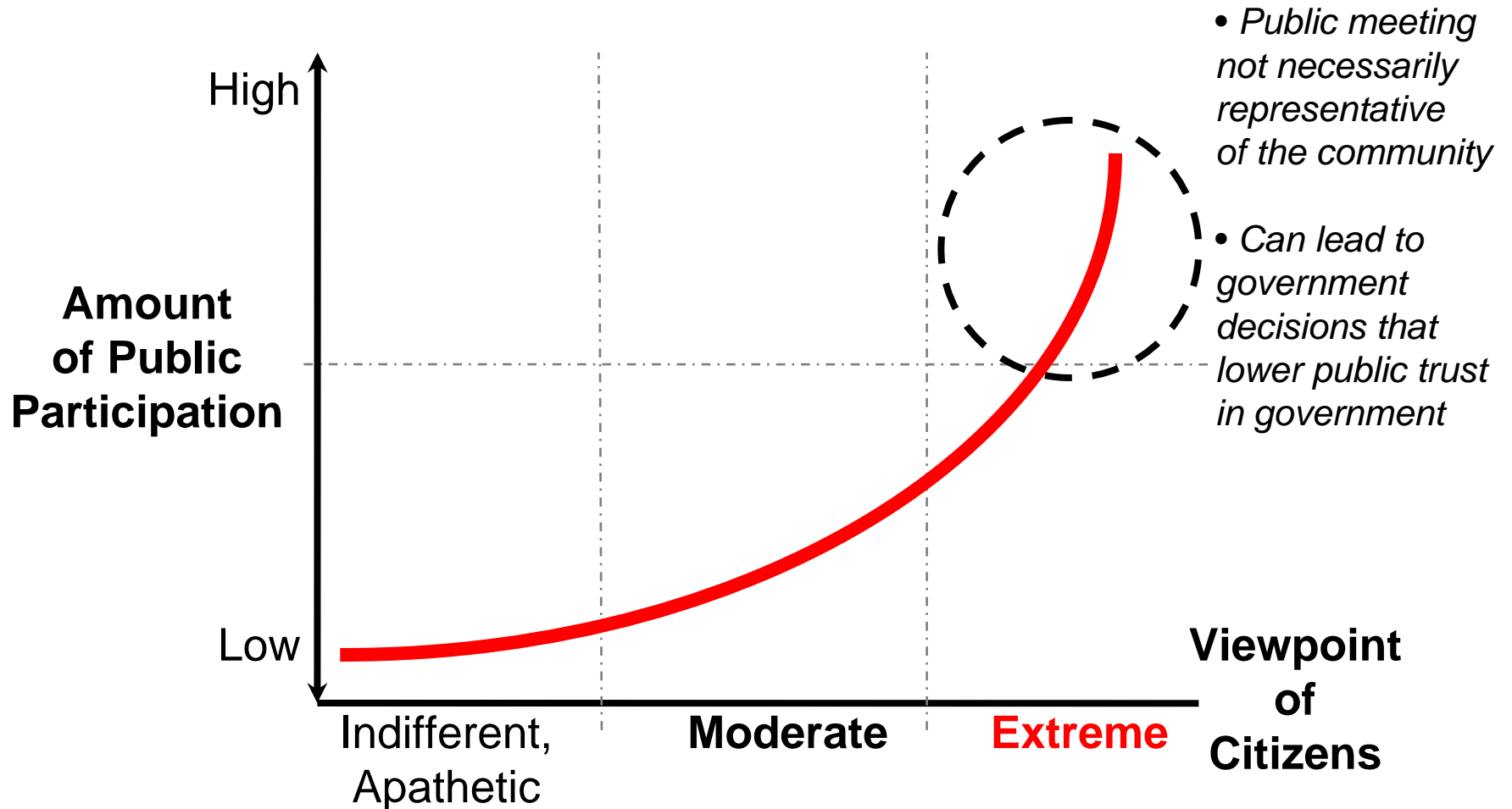
- Town Council Interviews
- Community Visioning Workshops
- Interagency Interviews
- Telephone Survey
- Open Town Hall
- General Plan Advisory Committee
- Focus Area Charettes
- Go out to the Community; host outreach at local events or popular locations



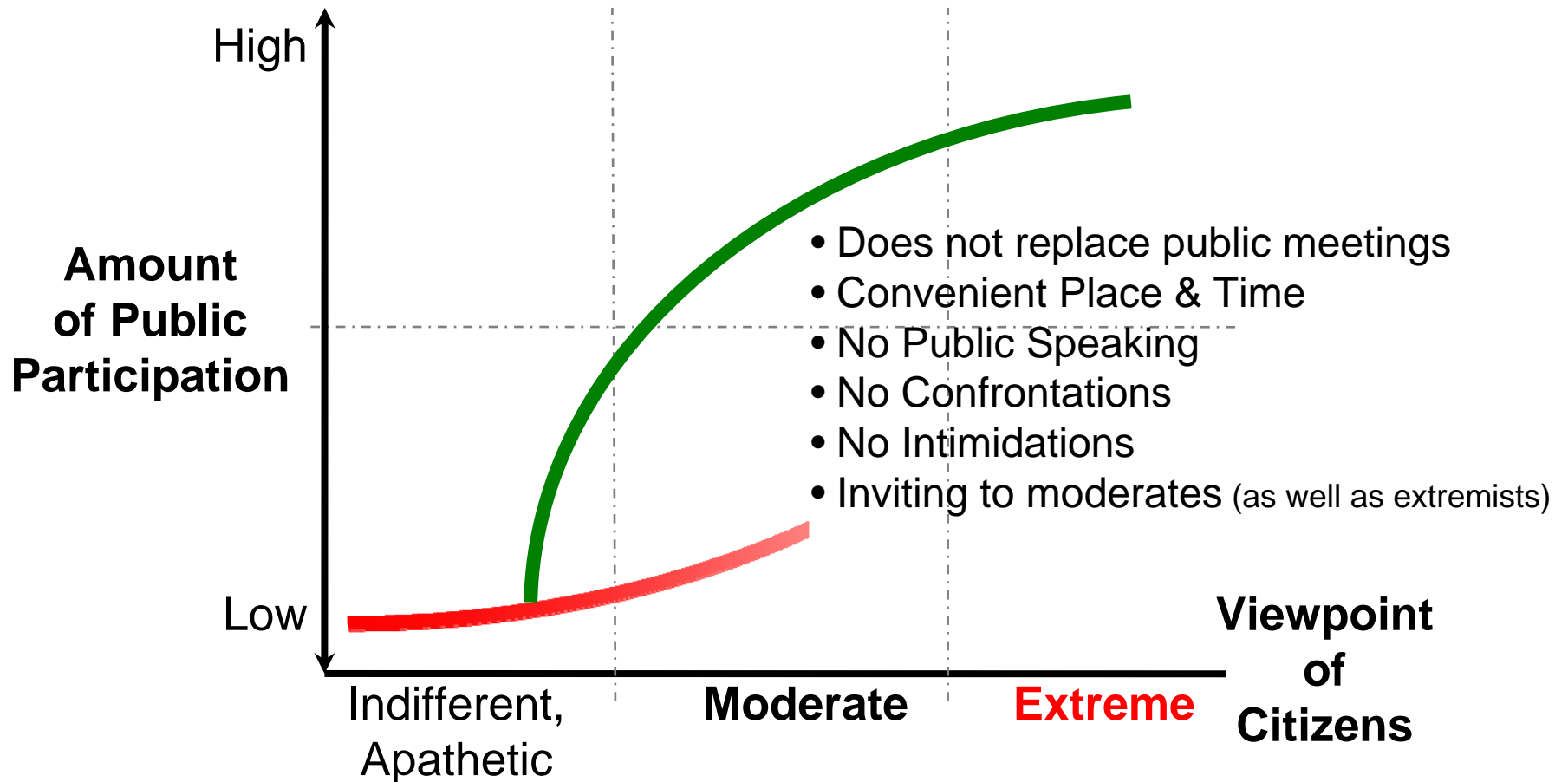
PUBLIC PARTICIPATION: *Public Hearing Biases*



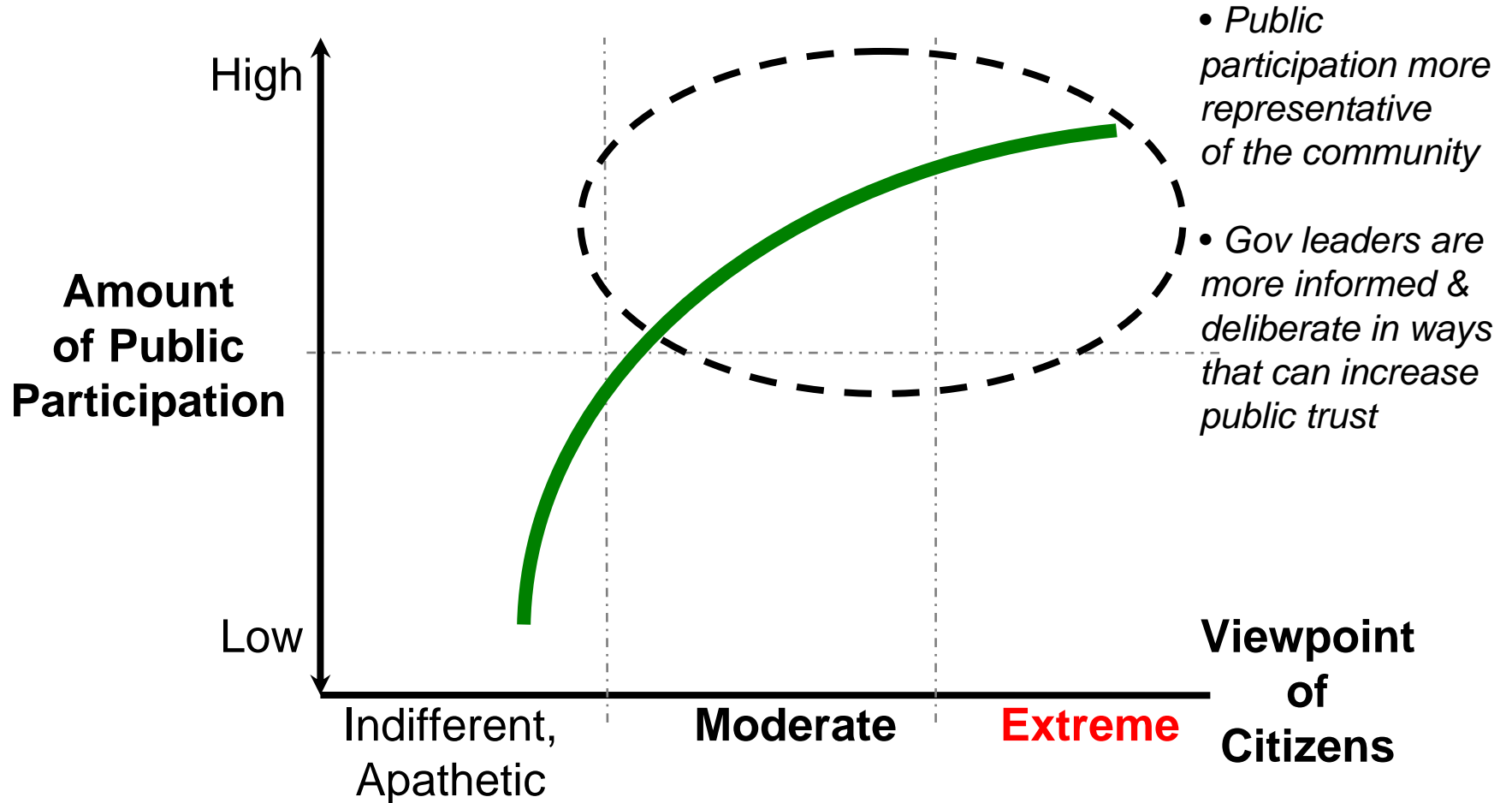
PUBLIC PARTICIPATION: *Public Hearing Biases*



PUBLIC PARTICIPATION: *Online Public Forum*



PUBLIC PARTICIPATION: *Augment & Diversify*



FAIRNESS vs. ACTIVIST RIGHTS: *Order & Decorum*

Conventional In-Person Public Hearings

- Participants limited to 1 statement
- Participants speak for 2-3 minutes
- Participants state name & sometimes address – but info is not verified
- Chairperson of meeting monitors for appropriate content
- Chairperson can have unruly participants removed from chambers

In contrast to blogs, participants can't dominate & intimidate by posting multiple comments or directly responding to other comments.

Peak Democracy Online Public Comment Forums

- Participants limited to 1 statement (but can edit statement while topic is open)
- In addition to text, participants can add video, photos, presentations, links
- Participants register name, street address & email address – that is geo-code verified
- Peak Democracy battery of software & staff monitor for inappropriate content
- Peak Democracy & government agency can move inappropriate comment to a separate web page
- Peak Democracy offers participant opportunity to fix inappropriate content
- Easy, convenient, fair & civil for community
- Government leaders get feedback in advance of public meetings – minimizing surprises, optimizing preparation, improving deliberation, & increasing public trust

EXAMPLE: City of Berkeley

Peak Democracy

http://www.opentownhall.com/portals/30/Forum_259/Issue_609/statements?a=100

FEA - About FEA - C... Most Visited - FEA - About FEA - C... News Center

Peak Democracy


OPEN TOWN HALL
Berkeley, California

Forums Electeds

Should the City Council Support the Resettlement of One or Two Guantanamo detainees to Berkeley?
 Overview»
 Authored by elected officials [Wengraf](#) and [Wozniak](#)

Inside Berkeley

Click map or menu to select region



Around Berkeley (181)

Inside Berkeley (171)

- District 1 (17)
- District 2 (6)
- District 3 (14)
- District 4 (9)
- District 5 (16)
- District 5 (50)
- District 7 (17)
- District 8 (42)

Outside Berkeley (10)

Search
Download
Pending (9)

This forum has

- 525 Attendees
- 181 Participants
- 9.1 Hours of Public Comment
- Our Free Speech Guarantee

Inside Berkeley, 171 people write this:

Click bars or numbers to select statements

Yes	55
No	111
Neutral	4
Maybe	1
Total:	171

Semi-anonymous in District 3 February 15, 2011, 11:11 AM

I say yes

I live in the Le Conte neighborhood. I would elaborate but do not have the time and am up against the 11:30 deadline.

Semi-anonymous in District 3 February 15, 2011, 10:59 AM

I say yes

CLEARED OF ALL WRONGDOING !

GUANTANAMO A HORRIFIC experience - we should make restitution, as possible, to innocent victims

Semi-anonymous in District 6 February 15, 2011, 9:53 AM

I say no

Debating this issue is a waste of our City's resources. The City government should be focused on the improvement of our City and this certainly does not meet that criteria.

Semi-anonymous in District 7 February 15, 2011, 12:50 AM

I say yes

I say yes, only because these men pose no threat to the community. Many Guantanamo detainees have been successfully moved to other countries without harm to those communities. However, I cannot see the U.S in the near future (say, the next 1-2 years) lifting the ban on repatriation of Guantanamo detainees to the U.S, only because the backlash of citizens would be too great.

Stephanie Thomas in District 5 February 14, 2011, 11:15 PM

I say yes

Done

EXAMPLE:

City of Palo Alto

City of Palo Alto Website - Open City Hall

http://www.cityofpaloalto.org/knowzone/open_city_hall/default.asp?pd_url=hi

FEA - About FEA - C... Most Visited FEA - About FEA - C... News Center

City of Palo Alto Website - Open ...

CITY of PALO ALTO

TEXT VERSION

SEARCH FOR:

Home | Living In Palo Alto | Business In Palo Alto | Visiting Palo Alto | Environment In Palo Alto | Arts, Parks & Recreation | **Know Zone** | Departments | Emergency Information

Know Zone Home Previous Page

OPEN CITY HALL

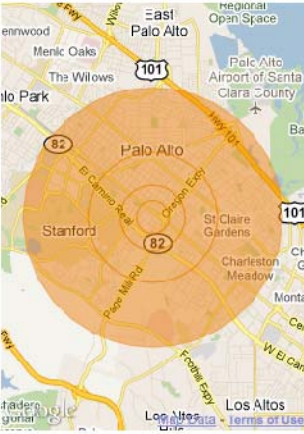
Home Subscribe Mike Alvarez Cohen Admin Sign Out Help

Choose Your Favorite Fountain

Overview»

Within 2 miles of the fountain

Click map or menu to select region



Around Palo Alto (419)

Around the fountain (419)

Within 2 miles (340)

- Within 1/4 mile (44)
- 1/4 to 1/2 mile (55)
- 1/2 to 1 mile (105)
- 1 to 2 miles (136)
- More than 2 miles (79)

Search

Download

Done

This forum has

- 1323 Attendees
- 419 Participants
- 21.0 Hours of Public Comment

Within 2 miles of the fountain. 340 people write this:

Click bars or numbers to select statements

Szabo Proposal	116
Reed/Madden Proposal	205
Oldland Proposal	19
Total:	340

Semi-anonymous 1 to 2 miles January 18, 2011, 11:54 AM

Reed/Madden Proposal

I really do like the Szabo design, but I am concerned that it might be less conducive for birds who want to use the fountain undisturbed. If the water is not to be used by birds, then I would prefer the Szabo design, but I would really rather have a design that is usable by small birds. When there are birds using a community fountain, it seems so much more as if the fountain should be there and have life as an integral part of the community. I hope this consideration for birds is taken in whatever design that is chosen.

Thanks so much!

Jeanne D. Kennedy 1/2 to 1 mile January 18, 2011, 11:53 AM

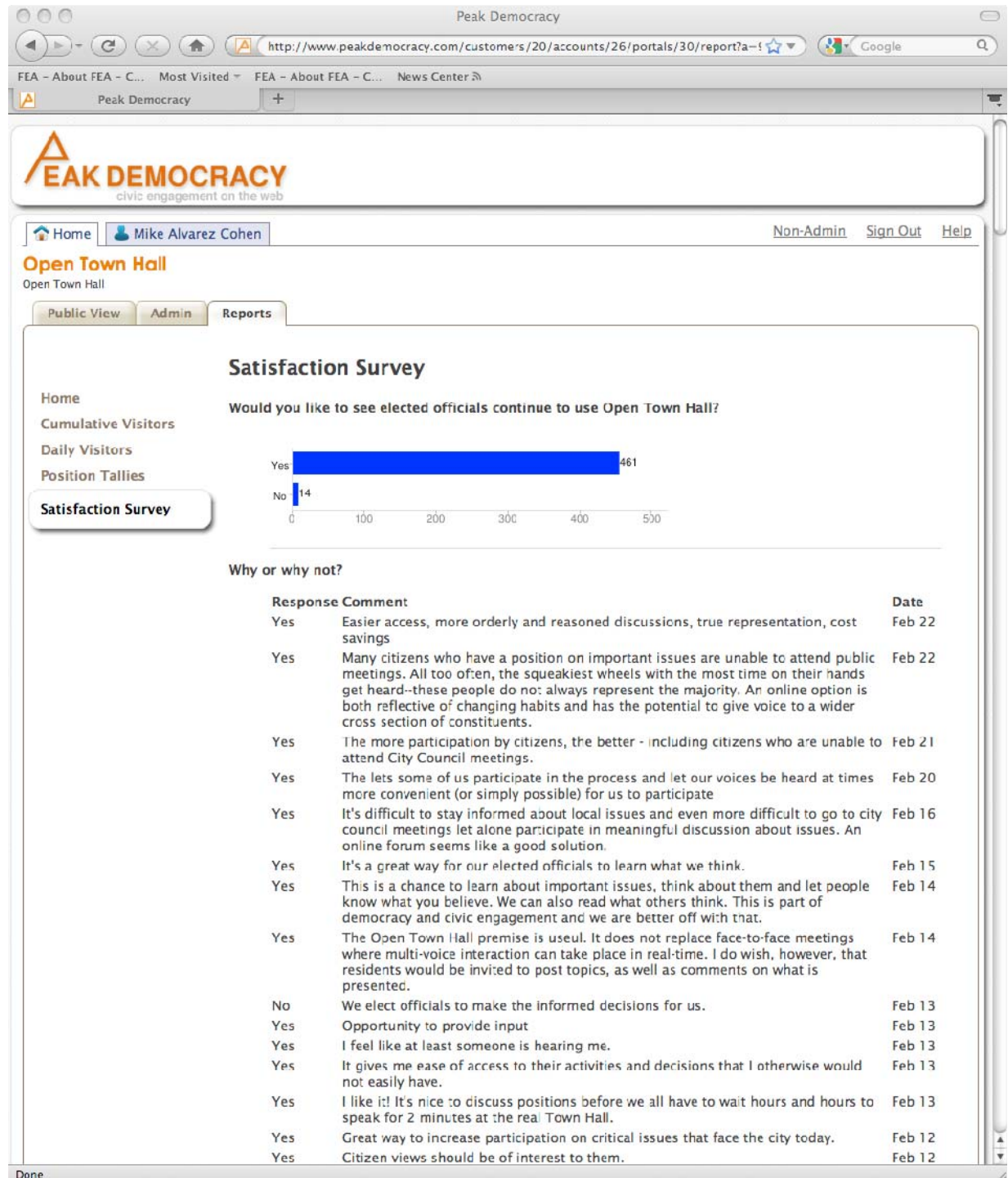
Reed/Madden Proposal

I like the sense of keeping the old fountain but updating it. In particular, raising the edge to add a seating arrangement is good. The idea of having a saying in steel letters is excellent and it might be a nice idea to have a contest to decide the best one. However, the one that is suggested is certainly fine.

Jeanne Kennedy

USER SURVEY:

What people are saying about using the online forum



FAIRNESS vs. ACTIVIST RIGHTS: *Order & Decorum*

1. Setup: Forums can be setup within hours
2. Formats: Yes,No,Neutral; Option A,B,C...; Open-Ended
3. Topic Sources: council & commission agenda items; topics of interests
4. Users: learn about a topic, review opinions, post a statement (& video)
5. Semi-anonymity: optional for users unless government toggles off
6. Support: optional for users unless government toggles off
7. Search: by keyword, or by jurisdiction (polygon jurisdictions)
8. Reports: for distribution at meetings & public records archiving
9. Subscriptions: for notification of topics & statements (FB, Email, RSS)
10. Social media integration: interfaces with Facebook & Twitter
11. Mirroring: on other web sites such as local newspapers
12. Admin Tools: posting topics; analyzing participation & user surveys