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MEMORANDUM

DATE August 13, 2009
TO GPAC Members
FROM Chad Markell
RE **Reviewing General Plan Goals, Policies and
Implementing Strategies**

Based on our work to date, Town staff and DC&E have prepared General Plan policy alternatives for the updated General Plan. The documents you will be reviewing include:

Existing General Plan Goals, Policies and Implementing Strategies

According to the direction from the Town Council at the outset of this project, we will carry forward as much as possible from the Town's existing General Plan, adopted in July 2000. We are providing the existing policies to you so you can reference the relevant goals, policies and implementing strategies that already address the four focus areas and understand the context into which the new goals and policies will fit.

Proposed General Plan Goals and Policies

Based on DC&E's work with the GPAC and Town staff, as well as our experience completing General Plan updates for other Bay Area communities, we have prepared a set of proposed Goals and Policy Alternatives for consideration by the GPAC. Some of these proposed Goals and Policies alternatives would replace similar existing Goals and Policies, while other alternatives are intended to support or add to the existing Goals and Policies. The proposed Goals and Policies address a wide variety of ideas and options that are open to the Town. Not all of these alternatives will be included in the development of the Draft General Plan. It is your charge as GPAC members to help identify those Goals and Policies most appropriate to include in the General Plan Update.

As you review the proposed policy alternatives, please keep in mind direction you have heard from the community through all of the workshops and community panels to ensure that the community's desires are being adequately addressed.

Reviewing Goals and Policies

In reviewing both the existing and proposed Goals and Policies, we ask that you keep in mind the following general guidelines:

- ◆ A **Goal** is a description of the general desired result that the Town seeks to create through the implementation of its General Plan.
- ◆ A **Policy** is a specific statement that guides decision-making as the Town works to achieve a goal. Such policies, once adopted, represent statements of Town regulation. Therefore, policies should focus on issues the Town has the authority or responsibility to regulate. A policy is on-going and requires no further implementation. The General Plan policies set standards that will be used by Town staff, the Planning Commission and Town Council in their review of land development projects and in decision-making about Town actions. Therefore, the strongest and clearest policies *require* or *prohibit* rather than *promote* or *discourage*.

Implementing Strategies

An Implementing Strategy is an implementation measure, procedure, or technique intended to help to achieve a specified goal or policy. The Town must take additional steps to implement each implementing strategy in the General Plan. An implementing strategy is something that can and will be completed. After the GPAC reaches agreement on the new or revised Goals and Policies that should be included in this General Plan update, Town staff will work to develop a set of realistic and achievable implementing strategies that will be included in the Draft General Plan.