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Blueprint Planners Workshop

AGENDA

- Date:** Wednesday, August 1, 2007
- Time:** 1:30 – 3:00 PM
- Place:** COG Ash Conference Room

Purpose: To engage local planners in the Blueprint planning process. This meeting will continue the discussion of developing Blueprint Principles, Goals and Performance Measures.

1. **Welcome and Introductions**
2. **Review “Blueprint Draft Valley-Wide Performance Measures”**
See enclosure
3. **Identify Blueprint Principles, Goals, Performance Measures**
See materials attached to minutes.
4. **Other Items**
5. **Adjourn**

The Regional Blueprint Planning Program has been managed since 2005 by Caltrans to fund Metropolitan Planning Organizations and Regional Transportation Planning Agencies to undertake collaborative processes leading to the development of blueprint plans that:

FOSTER A MORE EFFICIENT LAND USE PATTERN THAT

- Supports improved mobility and reduced dependency on single-occupant vehicle trips
- Accommodates an adequate supply of housing for all incomes
- Reduces impacts on valuable habitat, productive farmland, and air quality
- Increases resource use efficiency, and
- Results in safe and vibrant neighborhoods

PROVIDE CONSUMERS WITH MORE HOUSING AND TRANSPORTATION CHOICES

IMPROVE CALIFORNIA'S ECONOMIC COMPETITIVENESS AND QUALITY OF LIFE

Source: Regional Blueprint Planning Program, Caltrans website



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Blueprint Planners Workshop

Meeting Notes

Date: Wednesday, July 11, 2007

Time: 3:30 – 5:00 PM

Place: COG Sequoia Conference Room

Purpose: To engage local planners in the Blueprint planning process. This meeting continued the discussion on developing *Blueprint Principles, Goals and Performance Measures*.

Attending: Karana Hattersley-Drayton, Chris Acree, Ralph Kachadourian, Ken Okereke, Will Tackett, Darrell Unruh, Danielle Thiesen, Dwight Kroll, David Berggren, John Wright, Keith Bergthold

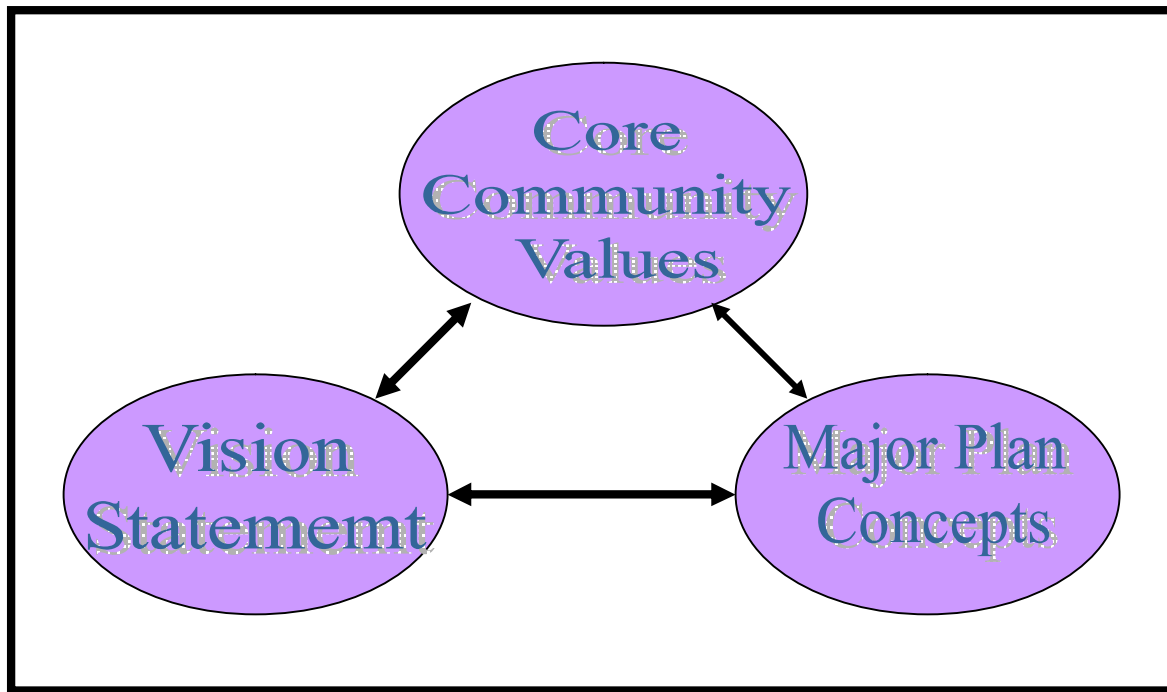
1. John Wright provided background on Partnership for SJV and BRAC relationship to the Blueprint.
2. John Wright discussed the evolution of Values → Vision and talked about the importance of moving forward to the next task of defining Principles → Goals → Performance Measures.
3. John Wright reviewed items in the agenda package pertaining to the task at hand and called attention to the format he developed (see attached) that includes identifying major plan concepts, followed by the associated indicators, goals, strategies/actions. The content for the format will be derived from the earlier work on Values → Vision. (See COG website for Blueprint Vision www.fresnocog.org)
4. Another thought was to use the Sustainable Communities' "3 Es" to help guide the identification of "Major Plan Concepts".
5. Participants expressed concerns about how best to cover the breadth of issues that relate to the values and vision.
6. Other issues that should be considered as we move forward include: economic vitality and fiscalization of land use.
7. Discussion on how to address socio-economic issues in a document that will deal primarily with the built environment.
8. The group agreed that we should move forward using the format that John Wright had developed and agreed to work on specific portions and submit their work before the next meeting. Interests were expressed in working on plan concepts as follows:
 - "Healthy and Sustainable Environment" – Chris Acree
 - "Integrated Transportation System" – Keith Bergthold, Ralph Kachadourian
 - "Sustainable Growth" – John Wright, Dwight Kroll
 - "Community Identity/Community Character" – Karana Hattersley-Drayton, Danielle Thiesen, Will Tackett
 - "Economic Vitality/Global Competitiveness" – Keith Bergthold

Good resource documents are available on our website at www.fresnocog.org then go to "Documents", then down to "Other Documents" – CCRL California Regional Progress Report and the Partnership's Strategic Action Plan.

Those who were unable to attend the meeting and wish to work on one of these groups are encouraged to contact the team members above to get involved. For contact information or to submit your "homework", contact Barbara Steck at bjsteck@fresnocog.org . ***Please have your notes to me by Monday, July 30th in so that we can have them copied for our meeting on August 1st.***

- Next Meeting: Wednesday, August 1st; 1:30 – 3:00 PM; Fresno COG Ash Room

Fresno County Blueprint



Fresno Blueprint Underlying Themes and Community Values



Values → Principles → Goals → Performance Measures

Vision Statement

Fresno County will be composed of unique cities, communities and a diverse population in a connected high quality environment that is supported by:

- ◆ *A vibrant economy built on competitive strengths, and world class education*
- ◆ *A healthy and sustainable environment where air, aquifers, surface waters, forests, soil, agriculture and wildlife resources are enhanced and protected.*
- ◆ *Cultural and Community Stewardship where all people enjoy fundamental rights as members of a free society, where the community takes ownership of problems and their solutions.*

*The form of the Fresno/Madera Region envisions a system of high capacity multi-modal transportation corridors that interconnect the metro area with the rural areas and the state.**

Format for Blueprint Phase II – Goals, Objectives, Measurable Outcomes

Major Plan Concepts

Mission statement for Healthy and Sustainable Environment:

Enable residents to enjoy a healthy and enhanced environment by removing adverse impacts of poor air quality, water quality, degradation of land, and the loss of wildlife resources. (Or do we want separate mission statements for air, water, land and wildlife?)

Indicators:

1.

Goal 1:

- **Strategy/Action**

Goal 2:

- **Strategy/Action**

Goal 3:

- **Strategy/Action**

Mission statement for Transportation:

Build innovative transportation systems to increase travel choices and improve mobility, regional and state goods movement, air quality, and economic prosperity. The form of the Fresno/Madera Region envisions a system of high capacity multi-modal transportation corridors that interconnect the metro area with the rural areas and the state.

Indicators:

1.

Goal 1:

- **Strategy/Action**

Goal 2:

- **Strategy/Action**

Goal 3:

- **Strategy/Action**

Mission statement for Sustainable Growth:

Build an integrated framework for sustainable growth in the region, by identifying appropriate areas for growth and economic development, long term farmland, and natural resources.

Indicators:

1.

Goal 1: Identify and preserve important farm land within Fresno County

- **Strategy/Action - Develop and implement strategies for protecting and directing growth away from important agricultural land.**
- **Strategy/Action - Complete the farmland preservation study funded under the SJ Valley partnership grant.**
- **Strategy/Action – Amend County land development regulations to significantly restrict the creation of rural residential development in areas important farm land.**

Goal 2:

- **Strategy/Action**

Mission statement for Community Identity/Community Character:

Indicators:

1.

Goal 1:

- **Strategy/Action**

Goal 2:

- **Strategy/Action**

Goal 3:

- **Strategy/Action**

Other Issues???