



Agenda Item

DATE: MAY 13, 2015

TO: ECONOMIC DEVELOPMENT ADVISORY TEAM (EDAT)

FROM: JOAN MALLOY, ECONOMIC AND COMMUNITY DEVELOPMENT DIRECTOR

SUBJECT: REVIEW OF THE DRAFT GENERAL PLAN BACKGROUND REPORT EXECUTIVE SUMMARY WITH A SPECIAL EMPHASIS ON CHAPTER 3: FISCAL AND ECONOMIC CONDITIONS

A draft Background Report has been prepared as part of the General Plan update process. Attachment 1 includes an Executive Summary of the key findings from the Background Report. **While staff encourages EDAT members to review the entire document, discussion at the EDAT meeting will be focused on Chapter 3: Fiscal and Economic Conditions.**

Background

The draft Background Report includes a “snapshot” of current (2014) conditions and trends that address a wide range of topics including demographics, economic conditions and projections, land use, community health, public facilities, environmental resources, and hazards.

The policy direction contained in the General Plan is based, in part, on data and information collected as part of the plan’s preparation. This information and data is contained in the Background Report. The Background Report is one part of the General Plan and provides decision-makers context for making policy decisions. The second part of the General Plan is the Policy Document, which includes goals, policies and implementation programs. Together the Background Report and Policy Document form the General Plan. The Background Report is purposely policy neutral. Policy direction is provided in the Policy Document.

The Consultant team and City staff are in the process of finalizing the draft Background Report for public review. It is anticipated that the document will be available by mid-May. At that time, an email will be sent to EDAT with an on-line link to the document.

Due to the large size of the Background Report (several hundred pages), hard copies will only be provided upon request.

The Background Report will remain in draft form until adoption of the General Plan, which is anticipated to occur in June 2016. City staff will be accepting public comment on the document until that time.

The City also prepared an Assets, Issues, and Opportunities Summary Report, which is designed to focus community attention on key issues and opportunities that have major policy implications as Union City considers how to grow and change over the next 25 years. The report can be accessed on the City's GP update website (<http://www.uc2040.com/>).

DISCUSSION

The draft General Plan Background Report will inform future phases of the General Plan update process.

The primary focus of the meeting is to familiarize EDAT with the draft Background Report key findings related to the City's economic and fiscal conditions. It is requested that EDAT members provide feedback regarding any important issues which may have been inadvertently left out or not adequately addressed. This portion of the Background Report was prepared by Applied Development Economics, Inc. (ADE). Doug Svensson, ADE President, will be providing an overview of the major findings including the data supporting these findings.

RECOMMEDATION

It is recommended that EDAT review Chapter 3 of the attached draft Background Report Executive Summary and provide any feedback as detailed in the discussion portion of the staff report.

Prepared by:
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Attachment 1: Background Report Executive Summary