

Union City General Plan Update

Comments on Preliminary Public Review Draft Economic Development Element

EDAT Comments (June 14, 2017):

- Use more proactive language (e.g., promote, partner, be a leader). The City government needs to see itself as a partner to the business community, not just a support function.
 - Made changes to introduction and various policies throughout*
- Recognize the connection between transportation and economic development. Access to transit and corridors for goods movement is a key decision in locating a business.
 - Added call out box to introduction*
- Be flexible to accommodate the changing nature of retail (use the word “transform” instead of redevelop).
 - Changed order of policies to emphasize importance of retail “transformation” and modified language in Policy ED-6.1*
- Add a policy to promote woman-owned and minority-owned businesses.
 - Added Policy ED-7.8*
- Emphasize quality of life and creating quality places as a key component of economic development.
 - Added language to introduction; changed title from “Business Infrastructure and Amenities” to “Business Amenities and Quality of Life” and moved up from section 8 to section 4 to emphasize importance; modified Goal ED-4 and Policy ED-4.1 to emphasize the importance of creating quality places; added Policy ED-5.4*
- Add a policy addressing security issues in business parks.
 - Added Policy ED-5.6*
- Acknowledge the retail leakage.
 - Modified Policy 5.3*
- Add a policy to work with educational institutions to bring them more in line with the skills that businesses need.
 - Modified Policy ED 8.2*
- Modify title of Policy ED-3.3 to say “partner” instead of “cooperate.”
 - Modified Policy ED-3.3*
- Modify Policy ED-7.3 to encourage education of the youth through events such as manufacturing day.
 - Modified Policy ED-7.3 (now Policy ED-8.3)*

- Add “flexible route” to “on-demand transit in Policy ED-8.5.
 - Modified Policy ED-8.5 (now Policy ED-4.5)*
- Add a policy to promote sustainability incentives and programs offered by other agencies.
 - Added new Policy 9.3*

GPAC Comments (June 14, 2017):

- Use more proactive language. Focus on action, not reaction. For example, modify Policy ED-8.3 to be more proactive (e.g., stay on the leading edge of technological changes rather than respond to changes).
 - Made changes to introduction and various policies throughout, including Policy ED-8.3 (now Policy ED-4.3)*
- Reflect the importance of creating experiences in attracting people who want to live, work, and do business in Union City.
 - Same response as above*
- Rethink the format of the Implementation Program timeframes
 - Reformatted implementation programs*
- Leverage regional planning efforts
 - Will address in the Land Use Element*
- Create a culture of inspiration at the City.
 - Modified introduction language and will address in the General Plan Vision Statement and other elements.*
- Encourage citizen engagement in General Plan implementation.
 - Will address in other General Plan elements*
- Modify title of Policy ED-1.8 to reflect focus on hospitality sector.
 - Modified Policy ED-1.8*

Planning Commission Comments (June 15, 2017):

- The format of the Implementation Program section is confusing and should be reformatted.
 - Same response as above*
- Use active verbs to make it clear what the City intends to do with each policy.
 - Added more active language throughout*
- Reflect the connection between mixed use districts and economic development.
 - Added call out box to introduction.*

Comments from Planning Commissioner JoAnn Lew (June 29, 2017): See attached email.

- Comments provided to address minor typos
 - Corrections made in final draft
- ED Element not appropriate place for policy regarding need for increased staffing to support ED goals since City Manager is in charge of hiring staff
 - The ED element is the most logical place for this policy. No change proposed.
- Implementation Program section confusing as it relates to timing
 - Implementation Program section updated to reflect concerns

EDAT Comments (August 2, 2017)

- Add a policy supporting efforts by East Bay EDA and other regional groups to increase visibility of East Bay through marketing and branding efforts.
 - Added policy ED-2.9 to Business Attraction section
- Modify Policy ED-1.5 to expand EDAT's advisory role to review all economic development related issues including discretionary land use applications that have the potential to impact General Fund revenues
 - EDAT provided feedback that they would discuss this issue the next time they discuss the composition and role of EDAT

Comments from Barry Ferrier (August 2, 2017)

- Add a policy supporting creation of a business license fee to fund economic development initiatives
 - Staff is researching the feasibility of creating an economic development fee
- Update Fiscal Health section to make reference to the need to reduce reliance on special taxes
 - Staff will review the existing wording and determine how best to incorporate this language into the draft element
- Update Fiscal Health introduction to reference the City's General Fund
 - Staff will review the existing wording and determine how best to incorporate this language into the draft element

From: Jo Ann Lew
Sent: Thursday, June 29, 2017 11:45 AM
To: Carmela Campbell
Cc: Joan Malloy; Kristine Fitzgerald
Subject: General Plan, Draft ED Element

Hi Carmela,

Here are my comments and questions on the Economic Development Element related to the General Plan update following the GPAC and Planning Commission meetings in June 2017.

1. Overall, I am very pleased with the new format of the ED element and the way the goals and policies are presented.
2. Page 2-3, second sentence under “Fiscal Health” – I recommend replacing the semi-colons with commas. Commas are used to separate items in a series. If one or more items already have commas, use semi-colons to show where the items end. I did not see a comma in any of the listed items in this sentence.
3. Page 2-3, third sentence under “Fiscal Health” appears to be a sentence fragment. Is this sentence related to a strong economic base?
4. Page 2-3, fourth sentence under “Fiscal Health” – I recommend revising this sentence to state “A strong economic base provides the revenues needed to deliver essential police, fire and public works services; city administration; and quality of life services that make the community a desirable place to live and work.”
5. Page 2-4, Policy ED-1.5 – I found this sentence to be confusing and seems to infer that the city should maintain the EDAT in order to be responsive to the EDAT’s needs. I believe the intent is to be responsive to the needs of the business community. If that is the case, I recommend restating this policy as follows: “The city shall maintain an Economic Development Advisory Team (EDAT) to solicit input from and be responsive to the needs of the business community in a manner that helps the city achieve its economic development goals.”
6. Page 2-4, Policy ED-1.6 regarding the City providing adequate staffing and resources to support ED efforts appears to be out-of-scope of the ED element and the Fiscal Health goal. City staffing and resources fall within the purview of the City Manager and the budgeting process. For these reasons, I recommend removing this policy from the ED element.
7. I found the table on pages 2-21 through 2-25 confusing and not useful in understanding the implementation schedule for this element. I look forward to seeing the revised schedule.
8. I look forward to seeing how the revised ED element compares to the updates of other GP elements. I recommend the city maintain a broad perspective as to future development and plan on being open and flexible regarding long-term changes to the regional economy.

Please let me know if you have any questions regarding the aforementioned.

Sincerely,

Jo Ann Lew
Planning Commissioner and GPAC Member