

# Santa Maria 2040

Pre-Proposal Meeting Q + A  
February 13, 2019

- What is the City's budget for the project? We understand the emphasis on using City Staff resources as well.

There is \$250,000 already allocated toward the project, and another \$250,000 pending. The City is looking at the City of Morro Bay's recent General Plan update for a budget reference, although it has a LCP component that will not be necessary for Santa Maria. A budget for future annexation should also be considered as a separate piece.

- When will the City publish a report with additional data on Santa Maria?

That report will likely be available by the time the RFP evaluation period closes (April).

- How will the City ensure that its community engagement process and final general plan reflects the residents? The City's median income is \$52,000 and there are areas of the City where the median income is below \$40,000. How does the City plan on addressing the economic issues facing its residents? Job creation and education opportunities are concerns that should be addressed to have meaningful outcomes.

This will be challenging and important to consider throughout the process. Area 9 was one of the last areas of land the City annexed, and was originally intended to serve as an economic center for the City. However, Area 9 has developed differently than originally intended; it has mainly been developed as agricultural land. The City experiences a similar issue in its light industrial zones. The City has seen an interesting change in these economies. Most of those zones have been developed for churches and gyms, not light industry. The City will need, and is working on, creating a land use inventory, which will help the city understand what the ratios of industrial, commercial, and residential land uses are, and what land uses conflict. With this information, the City can look at the numbers and evaluate how we can approach this and plan for our future, including planning for public facilities to address Santa Maria's overflowing schools.

- Will the City or the Consultant provide the Spanish edition of the General Plan?

The City would like this component scoped from the consultant.

- Will the results from the City's General Plan Roadshow outreach be available for the consultants to review beforehand?

The information has been posted on this page.

- Will the presentation slides be posted online?

The slides have been posted on this page.

- Are there any progress reports available on the success metrics outlined in the Economic Development Element?

That analysis has been posted on this page.

- How robust are the City's GIS services?  
There is a GIS team with the City, and the Planning Division has a staff member who has an expertise in GIS. The City is updating its GIS layer on existing land uses.
- Are there any plans to develop a Climate Action Plan (CAP)?  
Not at this point, although the General Plan can help setup the CAP by including policies that provide direction for a CAP in the future. Santa Maria is part of Santa Barbara County Association of Governments (SBCAG), which had a Regional Transportation Plan (RTP) and Sustainable Community Strategy (SCS) available as a resource. The Circulation Element will also rely on the State's General Plan Guidelines and take SB743 into account to revisit objectives beyond Level of Service (LoS).
- Are there any plans to involve the Chambers of Commerce Alliance of Ventura and Santa Barbara? It would be helpful to figure out what unique resources and amenities Santa Maria can provide to the area.  
It would be helpful to have the Chamber of Commerce Alliance involved. San Luis Obispo did something similar where they sent staff to Boulder to learn about regionalism.
- Is the City also interested in updating its Zoning Code?  
Not yet. We would like to determine what the City's vision is through the General Plan update prior to updating the Zoning Code.
- Is the City interested in updating its Housing Element?  
Yes. Although the Housing Element was updated recently, staff would like a comprehensively updated General Plan that reflects new housing laws in the Housing Element.
- Will there be a DBE requirement?  
Only if we use state or federal funding. Would include this as part of your scope, just in case we do.
- Is it okay to submit a different budget form than the one included in the RFP?  
See the addendum posted on this page.
- Would the City consider the consultant's recommendations to include services or sections of the plan that were not requested?  
Yes.
- When completing the budget, should the consultant use federal billing rates or the consultant's rates?  
See the addendum posted on this page.
- Are audited rates required in the budget form?  
See the addendum posted on this page.
- To follow up on the question about the updates to policies in the Housing Element, is the City looking to recertify the Housing Element through HCD? If not, would the City like to update the elements that have a relationship to the housing element but without changing the housing element to the extent that recertification is necessary?  
The last two housing element updates were done in-house, with the most recent update certified in 2015. Santa Maria's Housing Element is currently in compliance with HCD, although it does not meet its income targets. The City is On the table for SB-2.

The City would like the current document to live out its lifespan, and the timeline for the Housing Element update in the 8 year timeframe may coincide with the certification of the General Plan update. Information is available from SBCAG includes projections beyond 2040. While the RFP was posted for 2040, that timeline is subject to change.

- Will City require 25 copies of the final General Plan?

This number is subject to change; staff expect most people to use the online edition of the General Plan, but include in scope.

- Should the community outreach budget account for support services, such as childcare, refreshments, and translation?

Yes. When drafting the Downtown Streetscape Plan, City staff provided refreshments and helped setup outreach events. There are quite a few Spanish speaking staff members at the City, and City Staff will help out wherever possible. However, the consultant team should include a Spanish speaker, as Santa Maria's population includes many people who speak Spanish at home.

- Will the City require fiscal analyses of alternatives and a report of these alternatives?

Yes, a fiscal analysis of the land use inventory will be a helpful tool to communicate with decision makers. For example, there are many commercial corridors in the City, and the City does not have data on whether there is an overabundance of these uses. It would be helpful to have a picture of how much commercial land use the City really needs from a fiscal standpoint.

- Will the fiscal analysis need to account for annexation? There are a lot of processes that go into the annexation process with LAFCO. This scope wouldn't include studies/technical analyses for specific annexation areas, would it?

Yes. City leadership is serious about annexation. Show annexation as a separate piece since it can take on its own timeline. Show any work we can do now, keeping in mind that annexation conversations will likely take place later in the process. A technical study of annexation may be helpful when looking at EIR alternatives for the General Plan. The City is looking for a team to help strategize about potential alternatives.