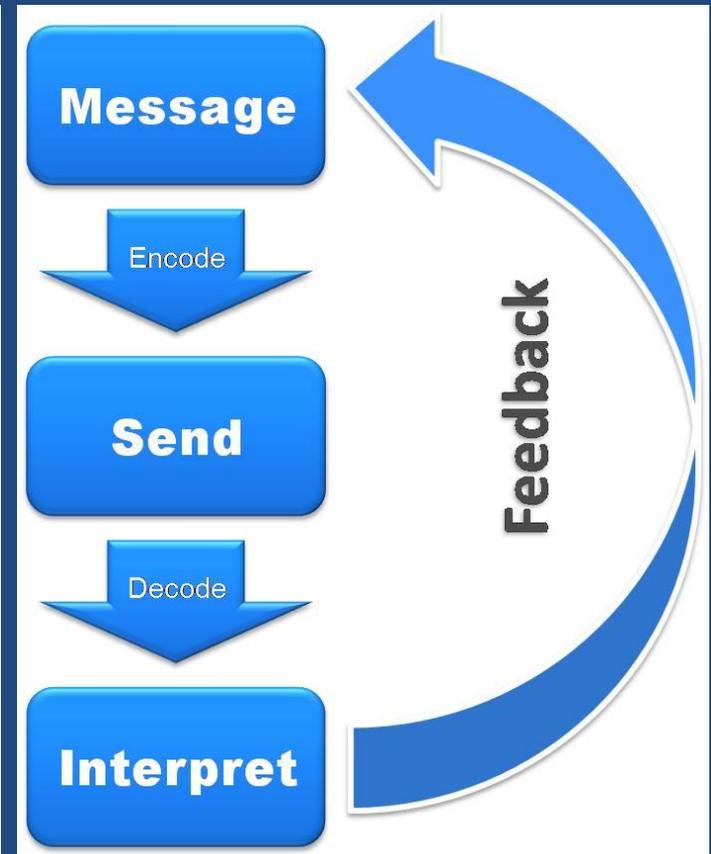
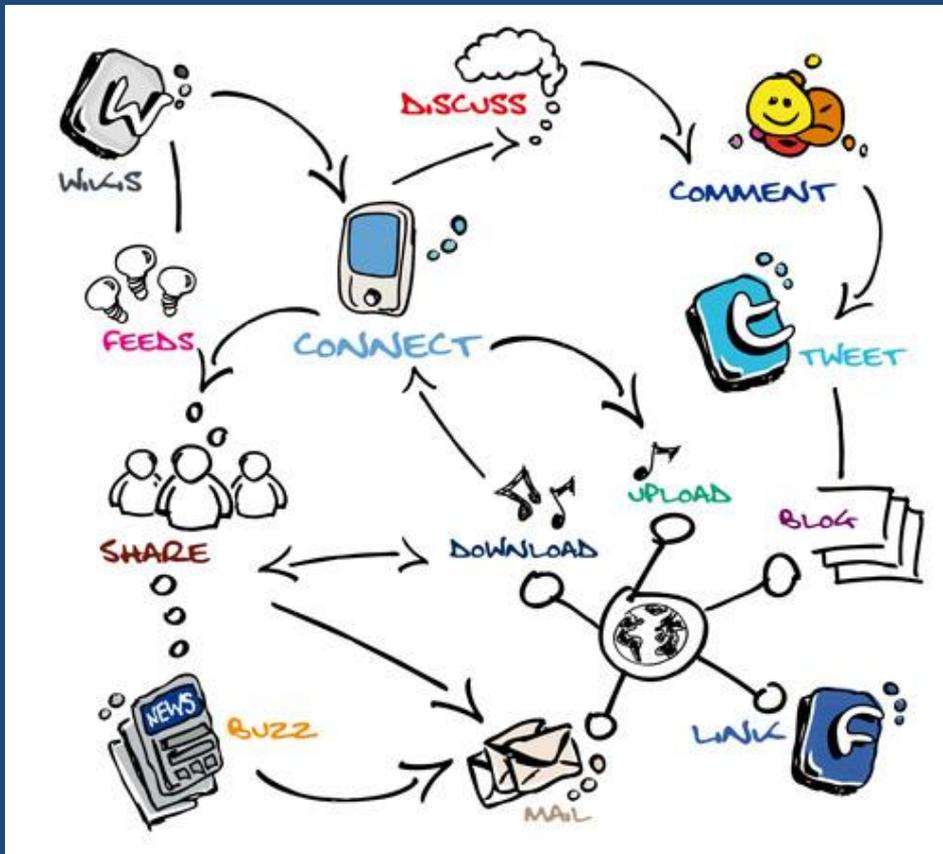
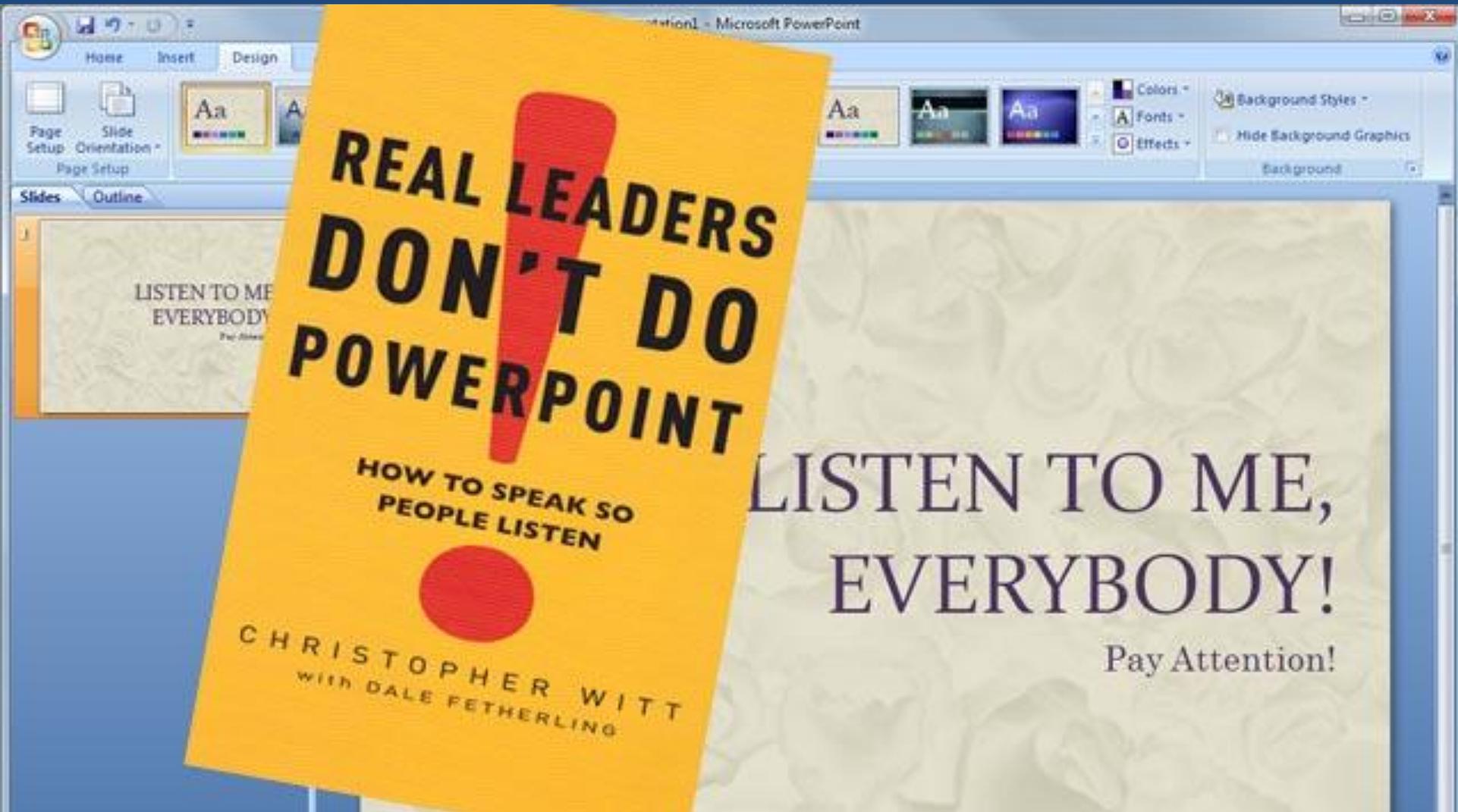


# EFFECTIVE COMMUNICATIONS



JUST SAYING...



**REAL LEADERS  
DON'T DO  
POWERPOINT**

**HOW TO SPEAK SO  
PEOPLE LISTEN**

**CHRISTOPHER WITT  
WITH DALE FETHERLING**

**LISTEN TO ME,  
EVERYBODY!**

**Pay Attention!**

# Defining our ROLES

## PLANNER



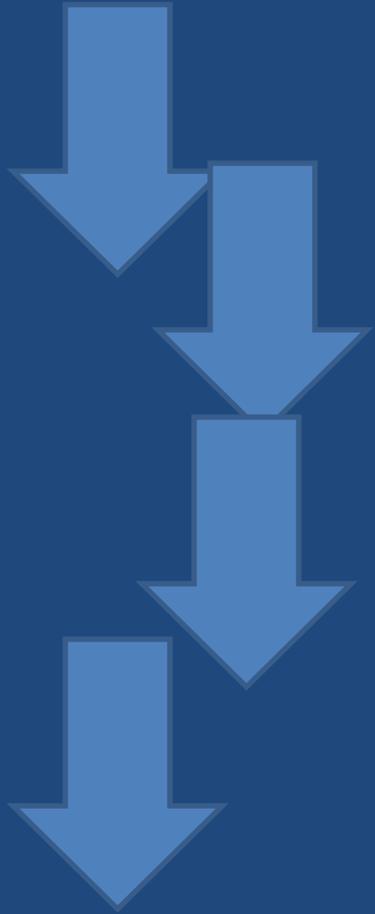
## COUNCILMEMBER

# PART OF THE SAME TEAM

So Much For Altogether



CAN 'T DO CULTURE



CAN DO CULTURE



# RESULTS OVER PROCESS



# KNOW YOUR AUDIENCE



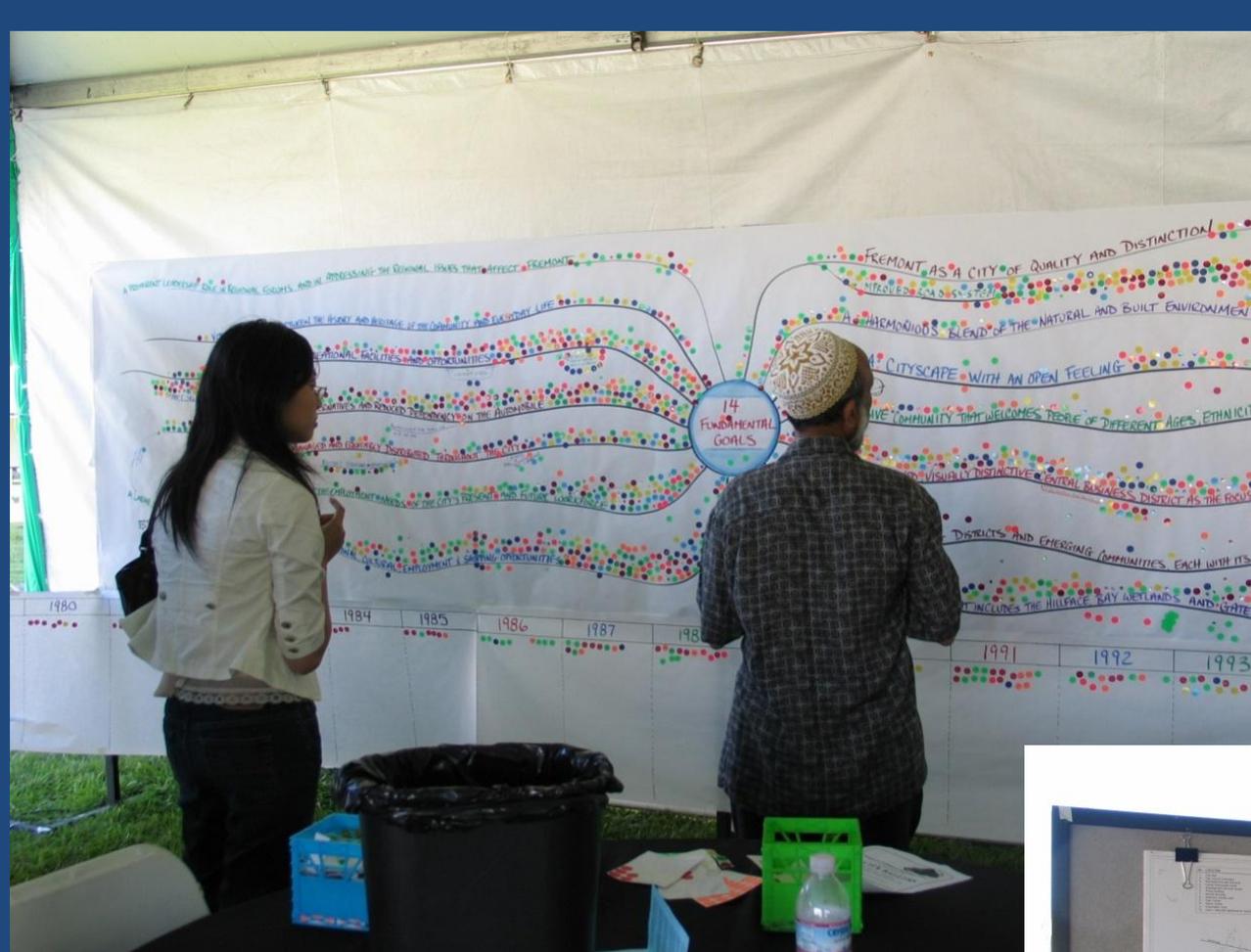
Quality of Life

Well designed buildings

Buzz words – “innovation”

ACRONYMS: Alphabet Soup

*Who am I trying  
to reach?*



CONNECT WITH  
YOUR AUDIENCE



# COMMUNITY LIFE



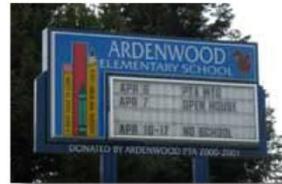
## PUBLIC HEALTH & WELLNESS

In addition to promoting pedestrian and bicycle-friendly development, the General Plan 2030 includes other policies that support public health. For example, the Land Use Element includes a policy encouraging farmers markets and access to fresh produce. The Parks and Recreation Element and the Public Facilities Element include numerous policies promoting outdoor activities and programs that support the health and welfare of seniors, youth and families.

## EDUCATION

Fremont boasts terrific public schools. In every General Plan workshop, residents reiterated the importance of schools in the fabric of Fremont's neighborhoods, and emphasized the critical role Fremont's high-performing schools play in making Fremont a desirable community in which to live and work. The General Plan includes several policies to ensure that the City and Fremont Unified School District work together for the benefit of the community, whether through environmental programs on school campuses or by sharing information on development proposals.

The General Plan also highlights Ohlone College's role in the community and includes policies for continued collaboration between the City and Ohlone, including the possibility of a satellite facility in Fremont's City Center.



# STORYTELLING

What's your story?





# BIG IDEAS

RESTORING the CALIFORNIA DREAM • June 23, 2012 •

= visual map: [www.mapthemind.org](http://www.mapthemind.org) =

# *A Vision for Fremont's Future*

# GENERAL PLAN 2030



# A SUSTAINABLE COMMUNITY

*"Fremont will serve as a national model of how an auto-oriented suburb can evolve into a sustainable, strategically urban, modern city."*

*-Vision Statement for General Plan 2030*



Cities, like people, change over time. Fremont is a classic example: over its 50+ year history it has evolved from an agricultural township to the fourth largest city in the San Francisco Bay Area, home to a highly-educated, diverse population and many successful businesses, large and small.

How should Fremont continue to change and evolve? Based on input from thousands of residents and business people and extensive conversations with the City Council as part of the update of the City's General Plan, the answer is best summarized as follows:

*Fremont will serve as a national model of how an auto-oriented suburb can evolve into a sustainable, strategically urban, modern city.*

This book describes how the new General Plan 2030 will help move the community toward the future it envisions.

# MOBILITY - IT'S NOT JUST ABOUT CARS



Santa Monica: "Green" Parking Garage



Fremont: Bike to Work Day 2010



Mountain View: Outdoor Dining Instead of Street Parking



Stacked Parking

## MORE LAND FOR PEOPLE, LESS FOR CARS



Abandoned Parking Lot

Consistent with the vision of becoming strategically more urban, the Plan allows parking reductions for projects near transit, based on studies showing reduced vehicle ownership and usage in "Transit Oriented Development" (TOD). It also encourages shared parking, parking garages, and other strategies to preserve land near transit for working and living space.

## *What's New* in General Plan 2030?

- Reduce the amount of land devoted to parking for new development projects near transit
- Focus on linking land use decisions to transportation
- Planning for potential rapid bus or streetcar along Fremont Boulevard and other major corridors

# CHANGE AGENTS



# PUBLIC NOTICE - INVITATION



## Public Notice

**U.S. Army Corps Of Engineers Galveston District** Permit Application No: SWG-2010-00945  
Date Issued: 18 January 2011  
Comments Due: 17 February 2011

**U.S. ARMY CORPS OF ENGINEERS, GALVESTON DISTRICT  
AND  
TEXAS COMMISSION ON ENVIRONMENTAL QUALITY**

**PURPOSE OF PUBLIC NOTICE:** To inform you of a proposal for work in which you might be interested. It is also to solicit your comments and information to better enable us to make a reasonable decision on factors affecting the public interest.

**AUTHORITY:** This application will be reviewed pursuant to Section 404 of the Clean Water Act.

**APPLICANT:** Palmetto Transoceanic, LLC (PTO)  
5985 Rogerdale Road  
Houston, Texas 77072-1601

**AGENT:** BergOliver Associates, Inc.  
14701 St. Mary's Lane, Suite 400  
Houston, Texas 77079-2932  
Telephone: 281-589-0898  
POC: David Sherrill

**LOCATION:** The project site is located in waters and wetlands adjacent to Spring Creek, on a 389-acre tract of land, in northwestern Harris County, Texas. Specifically, the site is situated near the Harris and Montgomery County lines, just west of Interstate Highway 45 North and north of the Hardy Toll Road. The project can be located on the U.S.G.S. quadrangle map entitled: Spring, Texas. Approximate UTM Coordinates in NAD 83 (meters): Zone 15; Easting: 264176; Northing: 3333056.

**PROJECT DESCRIPTION:** The applicant is requesting authorization to discharge fill material into 4,888 linear feet of unnamed tributaries which drain into Spring Creek in order to support the construction of a multi-use office park complex and associated infrastructure. The project will avoid 5.0091 acres of jurisdictional adjacent wetlands, 2.80 acres of jurisdictional ephemeral and intermittent headwaters, 0.29 acres of headwater wetlands, and 0.16 acres of a jurisdictional open water pond.

## INVITATION POSTCARD

6"X4" WITH 1/8" BLEED ON ALL SIDES, PRINT READY, CMYK, 300 DPI  
PSD, AI, AND EPS FILES INCLUDED CS3 OR HIGHER + PAPER TEXTURE

### YOU'RE INVITED

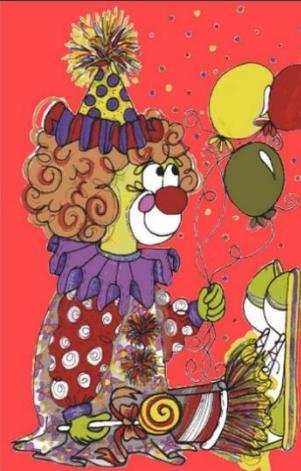
JOIN US IN CELEBRATING  
**JANE'S 25TH BIRTHDAY!** **JULY 1<sup>ST</sup> 2011**

DON'T FORGET YOUR SWIMSUIT FOR SOME FUN IN THE SUN

**25**

- 3:00 LUNCH AND REFRESHMENTS  
POOL PARTY FUN STUFF
- 6:00 DINNER AND DRINKS  
DANCING AND ENTERTAINMENT
- 12:00 LOVE AND HUGS  
BITTERSWEET FAREWELLS

**A WHITE HOUSE  
+ GREEN SHUTTERS**  
123 SYCAMORE ST  
ANYWHERE, US 12345  
PLEASE PARK ON THE STREET



**Let's Celebrate  
Kevin's Birthday!**

At the  
Atlanta Zoo  
Meet at the entrance gate  
July 19th, 10AM

The Josephs

RSVP by 7/15th  
678-555-5432



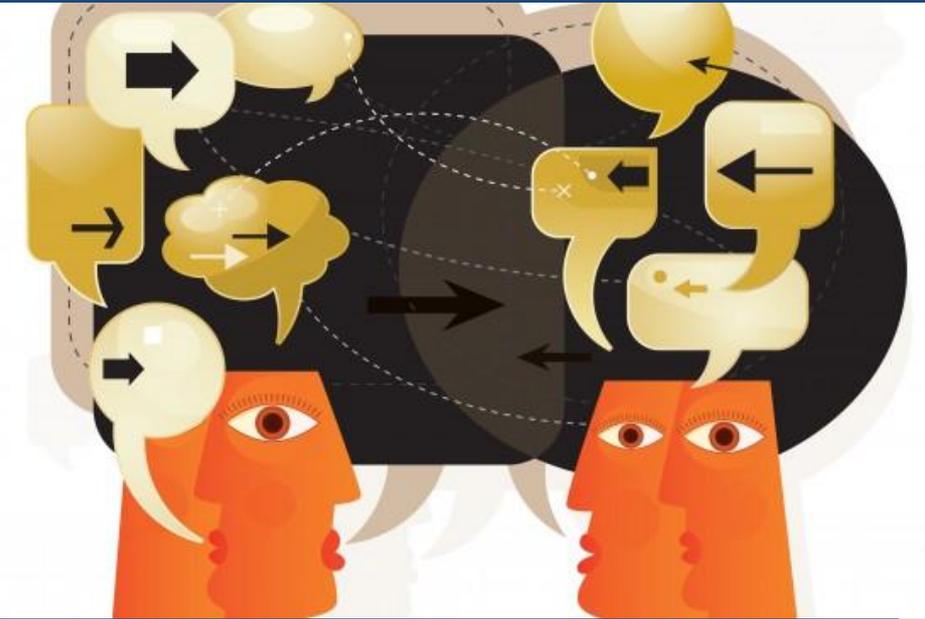
# CONTEXT and SETTING

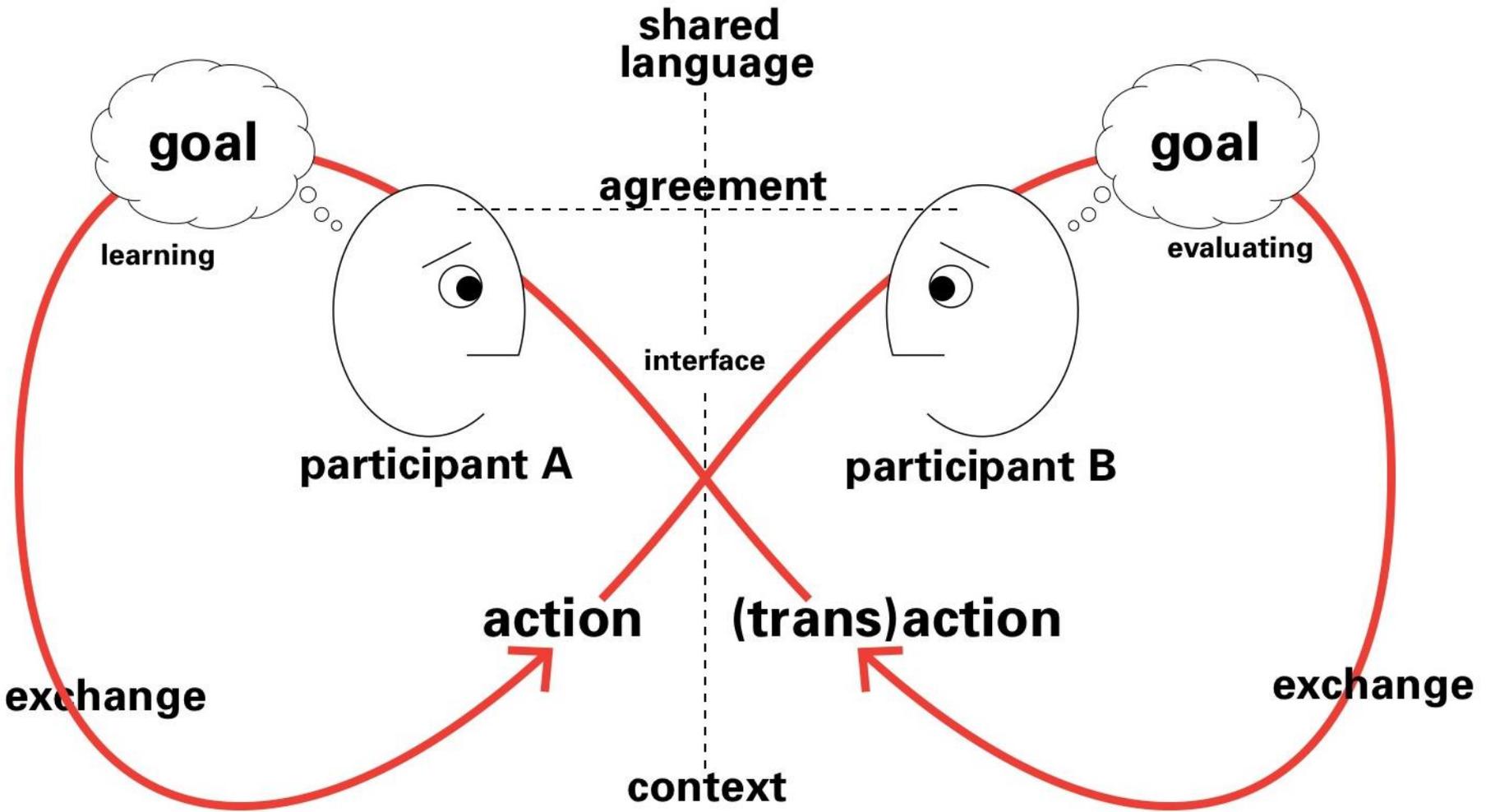
**PROUD MEMBER OF**



**THE ANGRY MOB  
VOTING**

# FRAME THE CONVERSATION





# METRICS FOR SUCCESS



# BUILDING



A CIVIC INFRASTRUCTURE

TEDTALK:  
ANTIDOTE TO APATHY: DAVE MESLIN

