EFFECTIVE COMMUNICATIONS
JUST SAYING...
Defining our ROLES

PLANNER

KISS ME, I'M A TOWN PLANNER

COUNCILMEMBER
PART OF THE SAME TEAM

So Much For Altogether
CAN’T DO CULTURE

CAN DO CULTURE

impossible
The unfortunate truth is that the planning process doesn’t excite everyone!!
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.

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STORYTELLING

What's your story?
CITIES AS CIVIC LABORATORIES

What is your vision of the smart city?

Cities + Tech

Hype Urbanization

Food Production

Social Issues + Technology

Intersection of Cities + Technology

Lightening Talks

Top down

Bottom up

Solutions

Nancy Pope: Government Fictions

Richard Price, Fire Chief

Pulse Point

Joe Mathews: Public Democracy

Robert Vogel: Fake Democracy

Technology meets civic space

“Hot spots:" - shared spaces

- Community
- Environment
- Transparency
- Accountability

- On-demand response
- Day to day governance

95% of humanity will live in cities... how communities shape the future.

UNLEASH THE POTENTIAL OF CITIES

“California, it’s still your best hope for an open mind."

- Karl Marx

“At the frontier... falling back on each other...”

- K. Perrow

“It’s the California dream..."

- Schwarzenegger

95% of humanity will live in cities... UNLEASH THE POTENTIAL OF CITIES

“THE WORLD HEARS IN CALIFORNIA...”

- Karl Marx

“...falling back on EACH OTHER...”

- K. Perrow

“It’s the California dream..."

- Schwarzenegger

HOW COMMUNITIES SHAPE THE FUTURE

ROBERT VOGEL: FAKE DEMOCRACY

JUNE 23, 2012

RESTORING THE CALIFORNIA DREAM

IS OUR DREAM AT RISK?

ROBERT VOGEL: FAKE DEMOCRACY

JUNE 23, 2012

RESTORING THE CALIFORNIA DREAM

IS OUR DREAM AT RISK?
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.
More Land for People, Less for Cars

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

U.S. Army Corps
Of Engineers
Galveston District

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: Berg Oliver 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.
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