



**General Plan Advisory Committee
Meeting #2**

April 15, 2021, 6:00-8:00pm

Zoom Link: <https://dyettandbhatia.zoom.us/j/82712234984>

AGENDA

1. Meeting 1 Recap (6:05 – 6:10 pm)

- GPAC Role
- Project Timeline and Approximate Meeting Dates

2. Community Outreach (6:10 – 6:40 pm)

- Outreach Strategy
- Outreach Findings
- Community Outreach Brainstorm
 - Who are other critical stakeholders and community groups we should reach out to?
 - Where should we go for neighborhood and pop-up outreach?
 - What are the best ways to spread word about future events?

3. Draft Vision and Guiding Principles (6:40 – 7:50 pm)

- Purpose
- Vision and Guiding Principles Brainstorm
 - Does this vision statement adequately capture the community's vision?
 - Are there additional topics that should be included?

4. Next Steps/Close (7:50 – 8:00pm)



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April 15, 2021 | 6:00-8:00 PM

The General Plan Advisory Committee (GPAC) is an advisory body appointed by the Fairfield City Council to provide input to the planning team, and engage community members and stakeholders and act as “community ambassadors” in the development of the Fairfield General Plan Update. The second GPAC meeting was held on Thursday, April 15, 2021 on Zoom; 10 of the 13 GPAC members attended the meeting. The purpose of this meeting was to first discuss the project’s community outreach methods and solicit GPAC member input on potential methods or key groups/individuals for future outreach, and second to review the Draft Vision and Guiding Principles with GPAC members and solicit their input to ensure that the Plan’s final Vision and Guiding Principles will effectively lead the update process and reflect the priorities of the community.

MEETING RECAP

- The consultant team opened the meeting with a brief recap of the first GPAC Meeting that covered the role of the GPAC, ground rules for GPAC meetings, and the project timeline.
- The team then gave a brief presentation describing previous and planned community engagement activities for the General Plan Update, including key takeaways from each of the activities held to date. Following this, GPAC members took part in brainstorming session to discuss potential methods for increasing outreach effectiveness and engaging an even wider segment of the Fairfield community moving forward.
- Lastly, the team walked the GPAC members through the Draft General Plan Vision and Guiding Principles. GPAC members provided their input on the Vision Statement and each Guiding Principles, noting positive aspects of the Draft as well as things to change or add.

DISCUSSION SUMMARY

The following summary provides an overview of the key points and major themes that came out of the meeting’s discussions, first summarizing the discussion regarding community outreach, and second summarizing the discussion of the Draft Vision and Guiding Principles.

Community Outreach

- Several GPAC members brought up the idea of doing expanded social media outreach in the future via platforms such as Facebook and Nextdoor. One



proposal was to do a “daily question” format that would ask social media followers for their input regarding one aspect of the project each day. Project staff noted that future social media posts should be shared with GPAC members for members to disseminate via their personal social media accounts in addition to official City social media accounts.

- Members also brought up the need to increase in-person outreach as the COVID-19 pandemic continues to decline. Suggestions for good locations for future outreach included grocery stores, parks, gyms, and other sports facilities.
- Increasing outreach to students was also mentioned by some. One member noted that collaborating with more teachers to inform students about the General Plan could be an outreach avenue. Another noted that Solano College’s radio shows could be a good partner to reach a wider segment of youth in the community.
- GPAC members noted that outreach materials are a particularly important place for ensuring that project language is accessible to all members of the public. Outreach materials that include technical or otherwise hard to decipher language can be a barrier to project participation.

Vision

- GPAC members generally agreed that language in the Draft Vision needed to be clearer and that words that could be misinterpreted should be avoided. In particular, some members noted that words such as “blossomed into a complete city” are unclear. Others noted that Fairfield’s “strengths” are referenced in the Vision but not well defined.
- Important additions to the Vision included: language explicitly emphasizing workforce development, Fairfield’s agricultural resources, environmental sustainability, and community health.

Guiding Principles

- GPAC members discussed the need for terminology in the Guiding Principles to be accessible to a wider range of the public. They emphasized the need to minimize technical language in order to promote inclusivity and community ownership among all segments of the population. One idea proposed to potentially ensure language inclusivity was the idea of a project “glossary,” which would provide definitions of key project terms and ensure everyone’s ability to read project documents.
- A couple of GPAC members noted that language around development, such as “complete neighborhoods” or “existing infrastructure and city services”, should be re-worked to ensure they are not misinterpreted.



- Regarding economic development, it was brought up that the Guiding Principles should emphasize Fairfield's desire to attract businesses that will increase access to daily needs and services for Fairfield residents.
- One GPAC member noted that, in discussing the need to promote a variety of housing, the Guiding Principles should also address the need to preserve existing housing.
- Many GPAC members brought up the need for the Guiding Principles to address Fairfield's food system and agricultural sector from an economic perspective, not just as a matter of open space preservation and environmental sustainability. GPAC members focused in particular on the need to better incorporate small and local farmers into the local economy to promote their viability and the health of the Fairfield community.
- Several members noted that the Guiding Principles should include more language addressing safe and accessible public spaces in Fairfield's future, such as safe places for walking and biking as well as safely designed areas for active or passive leisure.

ATTENDANCE

GPAC Members

- Naomi Gordon
- Anthony Russo
- Gary Walker
- Patricia Young
- Noah Rumbaoa
- Susan Stern
- Deanna Deckard
- Robin Cox
- Leo Callejas
- Barry Williams

City of Fairfield Staff

- Amy Kreimeier, Senior Planner

Consultant Team

- Rajeev Bhatia, Dyett & Bhatia
- Alison Moore, Dyett & Bhatia
- Katherine Stiegemeyer, Dyett & Bhatia
- Roxana Damas, Diversity RD