Presentation Overview

- Schedule Update
- Visioning Workshop Summary Report
- Visioning Survey Results
- General Plan Advisory Committee Update
- Next Steps
Summary of the Process

Community Outreach (ongoing)

- Identify Community Priorities
  - Happening Now!
- Existing Conditions Report
  - Happening Now!
- Issues and Opportunities Report
  - Happening Now!
- Land Use Alternatives Analysis and Report
- Draft General Plan
- Environmental Review
- Public Hearings
Visioning Workshops

- Hosted three Visioning Workshops in Fall of 2017
- Advertised at the following locations
  - Project website
  - La Verne City Manager Monthly Newsletter
  - City’s new NextDoor account
  - City Facebook Page
  - Police Department Facebook Page
  - Flyers at City Hall and key locations throughout the community
  - Bilingual flyers sent home through Bonita Unified School District
  - Direct emails
- Over 100 participants across the three Workshops
- Summary Report available on project website
Visioning Workshop #1: Assets, Vision, and Challenges

- Post-it activity (plus replication at mobile home community)
- Opportunity area mapping
  - Preserve and protect natural open space in north La Verne
  - Improve restaurant and retail offerings along Foothill and Arrow
  - Give special attention to development along Arrow and around the new Gold Line station
  - Create new multimodal connections throughout the community and improve traffic
• Guiding Principles (>5 votes)
  • Maintain safe and quiet small-town atmosphere
  • Increase alternative transportation opportunities in La Verne and to surrounding areas including adding additional bike lanes and trails
  • Attract and retain businesses and industries that provide high-quality and high-tech jobs
  • Attract new shopping and dining options
• Draft vision statements
• Mapping activity of major places and locations
Visioning Workshop #3: Circulation and Mobility Planning

• Mobility Mapping
  • Areas underserved by transit
  • Where bike routes should go
  • Intersections/roadways where you think there is a lot of traffic
  • Areas you think need more parking

• Let’s Design our Streets!
  • Existing roadway configuration
  • Puzzle pieces to design roadway
  • Understanding of trade-offs
Visioning Survey Results

• Available online during January and February 2018

• Broad distribution to La Verne community members:
  • Posted multiple times on City NextDoor and Facebook accounts
  • Direct email to individuals who registered on the website
  • Direct email to attendees of the Visioning Workshops
  • Pop-up notice on project website
  • Advertised at City Hall
  • Advertised at State of the City Address

• Received over 900 responses
**Survey Participant Profile**

**Do you work in La Verne?**

- Yes, I own my own business: 10%
- Yes, I work for someone else: 30%
- No, I am a student: 5%
- No, I am retired: 5%
- No, I work in: 50%

**How long have you lived in La Verne or the La Verne area?**

.model

**Do you live in La Verne?**

- Yes, I live in the City: 80%
- No, I live in another City: 20%
- No, I live in the unincorporated area in the vicinity of La Verne: 0%
Quality of Life

How would you rate the quality of life in La Verne?

96% responded that the Quality of Life in La Verne is Excellent or Good
How do you feel about the way La Verne has changed over time?

80% responded that they are very satisfied or somewhat satisfied about the way La Verne has changed over time.

For people who responded with some concerns, they mentioned:
- Increased crime
- Increased discount stores
- Traffic
- Too much growth and development
What would you like to see more of in La Verne?

<table>
<thead>
<tr>
<th>What would you like to see more of?</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurants</td>
<td>54%</td>
</tr>
<tr>
<td>Walking Paths/Trails</td>
<td>35%</td>
</tr>
<tr>
<td>Entertainment/Cultural Facilities</td>
<td>33%</td>
</tr>
<tr>
<td>Shops</td>
<td>28%</td>
</tr>
<tr>
<td>Parks/Recreation</td>
<td>18%</td>
</tr>
<tr>
<td>Bike Lanes</td>
<td>17%</td>
</tr>
<tr>
<td>Other</td>
<td>16%</td>
</tr>
<tr>
<td>Jobs</td>
<td>12%</td>
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<tr>
<td>Public Gathering Places</td>
<td>10%</td>
</tr>
<tr>
<td>Public Transit</td>
<td>10%</td>
</tr>
<tr>
<td>Variety of Housing Choices</td>
<td>8%</td>
</tr>
<tr>
<td>Medical Services</td>
<td>6%</td>
</tr>
<tr>
<td>Professional Offices</td>
<td>3%</td>
</tr>
</tbody>
</table>
In general, people are very satisfied or somewhat satisfied with most aspects of daily life in La Verne.

**Very Satisfied**
- La Verne as a place to live
- Fire Services
- Emergency Medical Services
- Police Services

**Somewhat Satisfied**
- La Verne’s physical appearance
- La Verne as a place to bring your out of state friends/family
- Availability of daily goods/services
- Existing parks & recreation facilities

**Less Satisfied**
- La Verne as a place to work
- Activities for seniors
- Activities for youth
- Community gathering/events
# General Plan Priorities

## Very Important, Important or Somewhat Important

- Retain the community’s small-town character
- Economic growth/job creation
- Attract shops and restaurants
- Improve existing housing/neighborhoods
- Work with ULV to improve Old Town
- Improve the overall road system
- Preserve scenic views
- Preserve and protect historical structures, facilities, and other locations
- Maintain the City’s financial sustainability
- Maintain a high level of quality recreation, leisure, and social programs and facilities
- Maintain public safety services

## Low Importance or Not Important

- Locate new housing with convenient access to public transportation
- Expand housing choices
- Make local efforts to address climate change
- Make walking/biking around the community easier
- Increase amount of parks/open space facilities
- Support the success of the Gold Line extension
## General Plan Priorities

<table>
<thead>
<tr>
<th>General Plan Priorities</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preserve and improve the physical condition of the community</td>
<td>365</td>
</tr>
<tr>
<td>Create a stronger sense of place and revenue base by improving the Old Town area</td>
<td>287</td>
</tr>
<tr>
<td>Improve the fiscal viability of the City</td>
<td>257</td>
</tr>
<tr>
<td>Conserve natural resources through protecting water supply, wildlife habitat, and open space</td>
<td>253</td>
</tr>
<tr>
<td>Enhance and expand public services and amenities, such as public safety and parks</td>
<td>196</td>
</tr>
<tr>
<td>Attract and retain quality jobs in a variety of industries</td>
<td>184</td>
</tr>
<tr>
<td>Improve pedestrian and bicycle connections and make it easier to get around the City without a car</td>
<td>150</td>
</tr>
<tr>
<td>Expand recreation programs, including for youths and seniors</td>
<td>114</td>
</tr>
<tr>
<td>Expand types of housing and range of affordability of housing</td>
<td>94</td>
</tr>
<tr>
<td>Strengthen coordination and partnerships with residents and local organizations</td>
<td>89</td>
</tr>
<tr>
<td>Strengthen coordination and partnerships with local agencies and neighboring jurisdictions</td>
<td>40</td>
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</tbody>
</table>
Key words to describe the future of La Verne...

- Thriving
- Quaint
- Place to Live
- Growth
- Charming
- Strong
- Old Town
- Vibrant
- Maintain
- Safety
- Community
- Beautiful
- Small Town
- Quality
- Safe
- Housing
- Family
- Traffic
- Friendly
- Crime
- Clean
- Quiet
- Green
- Hometown
- Financially
- Sustainable
GPAC Update

• Staff has worked with key stakeholders to identify specific representatives
• Representatives are geographically diverse and represent a range of interests
• Our recommendation is to move forward with a **15-member GPAC** composed of representatives from the following groups, as previously directed by the City Council:

  - 2 City Council Members
  - 1 Planning Commissioner
  - Mobile Home Parks
  - Senior Advisory Committee
  - Youth Representative
  - Business Community (Chamber of Commerce)
  - Open Space
  - University of La Verne
  - Social/Community Engagement
  - Youth and Family Action Committee
  - Developer
  - Active Transportation Group
  - Downtown Business Improvement District
  - Historical Society
<table>
<thead>
<tr>
<th>Task</th>
<th>Timeline</th>
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<tbody>
<tr>
<td>Existing Conditions Report</td>
<td>March/April 2018</td>
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<tr>
<td>Issues and Opportunities Report</td>
<td>April 2018</td>
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<tr>
<td>Land Use Alternatives Report</td>
<td>Summer 2018</td>
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<tr>
<td>Community Open House #1</td>
<td>Summer 2018</td>
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<tr>
<td>Fiscal Impact Analysis</td>
<td>Fall 2018</td>
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<tr>
<td>Kick-off Environmental Review</td>
<td>Fall 2018</td>
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<tr>
<td>GPAC Meetings/General Plan Policy Development</td>
<td>Throughout 2018</td>
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</tbody>
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