

Economic Development and Energy/Climate Action Elements

The City is starting the process to prepare Economic Development and Energy/Climate Action Elements of the City's General Plan following the City Council's approval of a consultant contract on May 18, 2016.

The Economic Development Element is intended to help the City build a robust and balanced economy that provides a wide range of employment options and expands the City's tax base. It will assess the City's role in the regional economy and establish policies and measures to support the City's long-term economic sustainability.

The Energy/Climate Action Element will build upon the City's existing green projects and programs and satisfy State requirements pertaining to greenhouse gas emissions (GHG). It will address the relationship between energy consumption and GHG emissions and will propose strategies for increasing energy efficiency and the use of renewable energy sources.

Together, these two elements will promote what has become to be known as the "triple bottom line:" a framework that includes economic prosperity, environmental health, and social equity. This framework will subsequently guide the updating of the rest of the City's General Plan elements.

Public outreach for the Economic Development and Energy/Climate Action elements will be initiated this summer, with the development of a project webpage. Other public outreach activities will include stakeholder interviews, online surveys, community workshops, and "pop-up" outreach at scheduled community events (e.g., farmers market).

Stakeholders wishing to be placed on the interested parties list for this project should contact Principal Planner Russ Cunningham @ 760-435-3525 or rcunningham@ci.oceanside.ca.us.

