

CITY OF OCEANSIDE

DEVELOPMENT SERVICES



GENERAL PLAN UPDATE GET INVOLVED!

In light of California's aggressive efforts to reduce greenhouse gas emissions, cities across the state are considering how they can continue to grow their local economies and at the same time reduce their carbon footprints. While there is growing evidence that cities can indeed achieve these twin goals, given the cost savings associated with energy efficiency and the entrepreneurial opportunities created by emerging green industries, it will take a thoughtful and concerted approach to capitalize on the economic and technological changes the 21st Century is bringing.

The City of Oceanside has signaled its intent to understand and prepare for these changes by undertaking a General Plan Update (GPU), the first phase of which involves two new General Plan elements addressing economic development and energy/climate action.

The Economic Development Element (EDE) will establish policies that support existing businesses, attract new businesses to the City, facilitate employment readiness, promote job growth, address the housing needs of new business owners and employees, and stimulate the expansion of commercial services for both residents and visitors.

The Energy/Climate Action Element (E-CAP) will outline policies that encourage energy efficiency, renewable energy, alternative transportation, urban forestry, local food sourcing, water conservation, and other sustainable practices. It is anticipated that many of

the sustainability measures promulgated by the E-CAP will result in both cost savings for Oceanside residents and businesses as well as new business and employment opportunities in "clean tech" and related fields.

Public outreach is an essential part of the GPU. To encourage residents and other stakeholders to participate in creating a positive vision of an economically and environmentally sustainable community, City staff has developed a robust public outreach strategy that includes a [GPU webpage](#), online surveys, stakeholder interviews, community workshops, social media postings, a photo contest, and "pop-up" outreach activities at various community events. Stakeholders are encouraged to visit the [GPU webpage](#) and place themselves on the GPU interested parties list. Interested parties will receive regular status updates as well as invitations to upcoming outreach events.

Two online surveys and the photo contest are now posted to the GPU webpage. Two separate community workshops introducing the EDE and E-CAP are tentatively scheduled for October 20 and 27. The GPU team will host a booth at the Thanksgiving Turkey Trot and other holiday-oriented events. Team members are also available to discuss the EDE/E-CAP process with stakeholder groups. Please visit the [webpage](#) or contact Project Manager Russ Cunningham (rcunningham@ci.oceanside.ca.us) for more information.