



CITY OF MOORPARK GENERAL PLAN UPDATE

GENERAL PLAN ADVISORY COMMITTEE HANDBOOK



COMMUNITY DEVELOPMENT DEPARTMENT

SEPTEMBER, 2020



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1. Purpose of this Document

The comprehensive General Plan update is a major community-wide effort that involves and affects everyone. The purpose of this document is to summarize the roles and responsibilities of the General Plan Advisory Committee (GPAC) to community members, so their involvement in the General Plan update is clearly defined and understood. In addition, the paper provides a set of rules and procedures for the GPAC, which will act as the committee's by-laws. For more information, please visit <http://moorparkgeneralplan.com/> or contact the Community Development Department at (805) 517-6200.

2. What is the General Plan Advisory Committee?

The General Plan Advisory Committee is an ad-hoc committee responsible for providing input, feedback, and recommendations to city staff, the consultant team, the Planning Commission, and ultimately the City Council on key components of the General Plan. These key areas include the community vision, opportunity areas, the land use plan, and other elements. Another core function of the GPAC is to develop the draft goals and policies to implement the vision, for consideration by the Planning Commission and City Council. The long-term goals and policies associated with each element of the General Plan will guide the City's decision-making process over the next 30 years. These goals and policies provide an important link between the City today and our community vision of Moorpark in 2050, identifying the specific actions necessary to achieve that vision.

Below is some additional direction on what the Moorpark GPAC is responsible for, as well as a description of what the GPAC is not responsible for.

The GPAC is responsible for the following duties:

- **Provide recommendations to decision makers.** The GPAC provides advisory recommendations to the Planning Commission and City Council on key General Plan components, such as the proposed vision and priorities, goals and policies, areas requiring attention (geographic and policy), and updates to the land use plan.
- **Provide a public forum for other members of the public.** As an ad hoc committee, meetings of the GPAC are not subject to the requirements of the Brown Act. However, meetings will be conducted to a high standard of transparency. GPAC meetings will be public, noticed, and include a published agenda. The agenda and meeting materials will be available to the GPAC and public no less than 72 hours prior to each meeting. Meetings will be recorded, with past meetings available on the City's website. A portion of each meeting will be dedicated to receiving public comment on items on and off the agenda.
- **Seek community benefit and convey the community's perspective.** The GPAC is a group of individuals who are able to convey community concerns, opinions, attitudes, values, interests, and expectations. Irrespective of their individual viewpoints or preferences, GPAC members seek the benefit of the entire community in their recommendations and work to build consensus between divergent viewpoints for the betterment of Moorpark.
- **Identify critical issues and relevant information.** The GPAC assists the City Council, Planning Commission, city staff and the consultant team in identifying critical issues that must be addressed in the planning process. The GPAC also provides information that is valuable to the process or issues and opinions that should be taken into consideration.
- **Identify and suggest resolutions to potential conflicts.** The GPAC identifies areas of existing or potential conflicts and finds ways to build consensus and constructively resolve these issues.
- **Expand public awareness and participation.** GPAC members serve as ambassadors for the General Plan project and expand public awareness and knowledge about the General Plan and related material. GPAC members also leverage their relationships to keep community organizations and interested citizens informed about the status of the planning process and encourage additional public participation.
- **Consider ideas and review material.** The GPAC serves as a sounding board for ideas, items, and draft products presented by city staff and its consultants.
- **Refine policy consistent with the Vision.** The GPAC reviews and refines policies consistent with the City's vision during General Plan policy deliberations to support the Planning Commission and City Council.

What the GPAC is NOT:

- The GPAC is a supplement, not a replacement, for the Planning Commission and the City Council.
- A decision-making body, except as it may offer “steering” advice and recommendations to city staff and the consultant team regarding the General Plan, as well as recommendations to the Planning Commission and City Council.
- A place to discuss projects currently under consideration, except as they may relate in broad strokes to future General Plan land use direction and policy.
- A forum for political position taking.
- A substitute for the public hearing process required by law.

3. General Plan Advisory Committee Membership

The GPAC consists of 15 regular members, including the Chair. Three at-large members also participate in the meetings but are non-voting members unless appointed by the City Manager to fill the vacancy of a regular member. The following table provides a list of GPAC members as recommended by the City Manager and appointed by the City Council. The responsibilities of the GPAC will terminate with City Council adoption of the General Plan, estimated to occur in 2022.

Table 1. List of GPAC Members

Chair and Regular Members

1. Mark Di Cecco (Chair)
2. Sharon Noel
3. Ashley Humes
4. Theresa Hagman-Lawson
5. Anthony O'Hagan
6. Robert Jacobs
7. John Novi
8. Moorpark College - Julius Sokenu (primary) and John Loprieno (alternate)
9. R Reddy Pakala
10. Mike Winters
11. Terri Hilliard-Olson
12. Alondra Serna
13. Alejandro Castro
14. John Billin
15. Isabelle Becker

At-Large Members

1. Matthew Eason
2. Catherine Kniazewycz

4. Meeting Topics and Dates

The GPAC is expected to meet 14 times during the General Plan update process, with meetings held periodically through Winter, 2021. Meetings will begin at 6:30 PM and are expected to last approximately 1-3 hours each. GPAC Members will also need to devote time to review agenda reports and draft documents in advance of scheduled meeting. Meetings will take place either remotely via video conference or at City Hall. The specific meeting location will be provided in advance and published in the agendas at least 72 hours before each meeting. GPAC meetings will be broadcast live online and on Moorpark TV. A recording of each meeting will be available online.

The following table provides a tentative schedule for each meeting along with preliminary topics to be considered

by the GPAC. While the date of the first GPAC meeting is confirmed, the remaining meeting dates are shown only with an estimated target month in order to provide for flexibility as the General Plan is prepared. The dates and meeting topics are subject to change based on adjustments made by the City to the project scope, schedule, or other circumstances beyond the City's control. The final project schedule is currently being developed. As a result, the GPAC meeting schedule will be updated. Please identify any scheduling conflicts as soon as possible, ideally with substantial lead time (e.g., a planned 2-week trip or busy period at your place of business).

Table 2. GPAC Tentative Schedule and Proposed Topics

Meeting	Date / Location	Meeting Topics
GPAC Meeting 1	October 1, 2020 Community Center, Apricot Room and Remotely via Zoom	Kickoff and Orientation
GPAC Meeting 2	October 2020 Community Center, Apricot Room and Remotely via Zoom	Input for Vision Statement
GPAC Meeting 3	November 2020 Community Center, Apricot Room and Remotely via Zoom	Review Existing Conditions Report and Findings
GPAC Meeting 4	November/December 2020 - TBD	Confirm Vision and Guiding Principles
GPAC Meeting 5	January 2021 - TBD	Opportunity Areas/Input for Land Use Concept
GPAC Meeting 6	February 2021 - TBD	Review/Refine Land Use Concept
GPAC Meeting 7	March 2021 - TBD	Input for Element Goals & Policies: <i>Housing</i>
GPAC Meeting 8	May 2021 - TBD	Finalize Review of Land Use Alternatives/Input for Final Plan
GPAC Meeting 9	June 2021 - TBD	Input for Element Goals & Policies: <i>Conservation, Recreation, Open Space, Safety</i>
GPAC Meeting 10	August 2021 - TBD	Input for Element Goals & Policies: <i>Land Use and Economic Development</i>
GPAC Meeting 11	September 2021 - TBD	Input for Element Goals & Policies: <i>Circulation and Infrastructure</i>
GPAC Meeting 12	October 2021 - TBD	Input for Element Goals & Policies: <i>Noise and Environmental Justice</i>
GPAC Meeting 13	October 2021 - TBD	Implementation
GPAC Meeting 14	November 2021 - TBD	Review Draft General Plan and Provide Final Recommendations

Note: The specific meeting topics and order are subject to change

5. Participation in the General Plan Advisory Committee

The following is a summary of important considerations to keep in mind as you undertake your commitment to the City of Moorpark and its General Plan update.

Representing the GPAC

Individual GPAC members must be careful not to represent their own views or recommendations as those of the entire GPAC body unless the majority has officially voted on the issue. Public statements should contain no promises binding the GPAC, Planning Commission, nor the City Council.

Maintaining Community Perspective

Although GPAC members have been purposely selected, in part, because they represent clearly defined groups, professions, geographic areas, and other interests to assure that all interests are voiced and considered, each member should represent the overall public interest and not that of an exclusive group or subset. Ultimately, GPAC members are representatives of the community and their feedback should represent the sentiments of the larger population, not solely their own as individuals. To properly represent the community, members must be accessible to the public to receive input on the sentiment/opinions of fellow Moorparkians.

Promoting Public Participation

GPAC members will be asked to promote community attendance at workshops and meetings to provide input at various milestones in the General Plan update process. GPAC members are encouraged to attend the community workshops as well, as their presence and leadership will encourage the stakeholder groups that they are most closely tied to participate in the process. GPAC members will be asked to help promote events through their social media outlets and personal connections to the community at-large. City Staff will provide GPAC members with materials, talking points, and draft language that they can use to help market the events and programs (including materials provided on the City's General Plan website).

Establishing a Good Relationship with Other Members

On many occasions, the success of the GPAC will depend upon the degree of cooperation among the individual members. In order to build a consensus around common goals and objectives, individual members will often first have to reconcile contradictory viewpoints and show a willingness to objectively consider the issues. Members are encouraged to work towards compromise and consensus with the overall Committee and respectfully discuss consensus and differences of opinion.

Another way of developing this cooperation is for each member to do their part to ensure that meetings proceed in an orderly manner. The Chairperson is primarily responsible for seeing that meetings are conducted in an expeditious and thorough fashion. However, each member can help by becoming familiar with the basic rules of parliamentary procedure (such as Roberts Rules of Order) and by adequately preparing for meetings.

Be Conscious of your Relationship to Elected and Appointed Officials and City Staff

Good relations with elected and appointed officials and city staff are necessary for the successful operation of any Committee. It is important that each member respect the authority of those who, in the end, will be charged with the final responsibility for action taken by the City.

To avoid placing the city staff in a compromising position and to facilitate effective communication, your actions as a member should be done with the approval of the body. Any communication intended for city or consultant staff on business matters should be sent only through the City's Community Development Director or designee, who is the staff liaison appointed to this advisory group.

Other Important Points to Consider

GPAC participants shall always show respect for other individuals' viewpoints and shall allow other members adequate time to present their views before making comments. It is essential to be open and honest at all times,

welcome new members and see that they become acquainted with their duties, and strive to minimize political action among members.

Be aware that, in the public's eye, GPAC members represent the City. Comments and actions of the GPAC, therefore, should express sensitivity to the diverse viewpoints held within the City. Membership on the GPAC does not entitle participants to exercise undue influence upon individuals in the community.

6. Rules and Procedures

1. **Transparency and Access to the Public.** All meetings of the General Plan Advisory Committee will be open to the public. The GPAC is an ad hoc committee and not subject to the requirements of the Brown Act, however the meetings will be held in accordance with the Brown Act requirements for transparency and to facilitate public engagement.
2. **Chair.** The City Manager shall recommend and the City Council shall confirm a Chairperson to serve as the representative for the GPAC. The Chairperson is responsible for managing the meeting, facilitating discussion, and gaining consensus from the GPAC on various components of the General Plan. Should the Chairperson leave his or her position on the GPAC for any reason, a new Chair would be selected by the City Manager from the GPAC members. The GPAC Chair would also serve as the official representatives of the GPAC and shall attend meetings with other committees, the Planning Commission or City Council, if requested. However, all GPAC members will act as "ambassadors" of the General Plan to the community and are encouraged to share their knowledge about the process to ensure the community's exposure and ability to participate in the planning process is as far-reaching as possible.
3. **Roberts Rules of Order.** In the absence of a rule herein to govern a point or procedure, *Robert's Rules of Order, Newly Revised*, shall be used as a guide.
4. **Roll Call/Quorum.** Before proceeding with the business of the GPAC, the Secretary shall call the roll of the committee and the names of those present shall be entered in the minutes. The order of roll call shall be alphabetical with the Chair called last. Unless otherwise provided for by law, a majority of the GPAC shall constitute a quorum sufficient to do business.
5. **Public Comments.** Any member of the public may address the GPAC on any item within the subject matter jurisdiction of the GPAC which is not listed on the Agenda. Speakers will be heard in the order that the speaker cards were received by the Secretary. All speaker cards for Public Comments must be received prior to the Chair's call for speaker cards for the Public Comments agenda item. A limitation of 3 minutes may be imposed upon each speaker. This limitation will be extended to six (6) minutes for a speaker who utilizes a translator to ensure that non-English speakers receive the same opportunity to directly address the GPAC. Speaker cards must be presented in person by the person wishing to speak. The passing of time from one speaker to another or speaking in place of another speaker is not allowed. No speaker will be allowed to speak after all speaker cards are called. By majority vote of the GPAC present and voting, the number of speakers and time permitted for comments may be modified at any single meeting.
6. **Conduct of Committee**
 - 6.1. **Decorum and Order:**
 - (A) Any Committee member desiring to speak shall address the Chair and, upon recognition by the Chair, shall confine himself/herself to the item under debate.
 - (B) A Committee member desiring to question the staff shall address his/her question to the Community Development Director, as appropriate, who shall be entitled either to answer the inquiry or to designate some member of his/her staff for that purpose.

(C) A Committee member, once recognized, shall not be interrupted while speaking unless called to order by the Chair, a point of order is raised by another Committee member or the speaker chooses to yield to questions from another Committee member.

(D) Any Committee member called to order while he/she is speaking shall cease speaking immediately until the question of order is determined. If ruled to be in order he/she shall be permitted to proceed. If ruled out of order he/she shall remain silent or shall alter his/her remarks so as to comply with the rules.

(E) Committee members shall accord the utmost courtesy to each other, to City employees, and to the public appearing before the GPAC. They shall refrain at all times from rude and derogatory remarks, abusive comments and statements as to integrity, motives or personalities.

(F) The right of a Committee member to address the Committee on a question of personal privilege shall be limited to cases in which his/her integrity, character, or motives are assailed, questioned or impugned.

(G) Any Committee member may move to require the Chair to enforce the rules. The affirmative vote of a majority of the Committee present and voting shall require him/her to so act.

- 7. Provision and Review of Materials.** Meeting materials will be distributed to GPAC members approximately three days prior to scheduled meetings. Prior to each meeting, members are expected to review the provided materials and be ready to discuss key issues and opportunities with the group. Some meetings may require more or less preparation. Materials will be provided electronically for all GPAC meetings.
- 8. Timeliness.** The General Plan preparation is subject to a constrained time schedule. GPAC members need to have read provided materials in advance of each meeting and be prepared to discuss and make recommendations and decisions in a timely manner, allowing the process to move forward according to the adopted schedule. Committee meetings should be conducted formally with care to avoid long conversations on non-critical tangents, resulting in delayed action.
- 9. Limitations on Directing the City.** GPAC members are encouraged to review and comment on relevant department programs as they pertain to the implementation of the General Plan. However, while operating in the capacity of the GPAC, members must not become involved in the administration or operation of City departments, and should not direct the administrative staff or its consultants to initiate programs, conduct studies, or establish official policy without approval of the City Council and/or the City Manager.
- 10. Community Input and Requests.** Community input is a very important component of the General Plan process. GPAC members will need to carefully consider input from a wide range of stakeholders. GPAC members should bring other stakeholder comments to the table, as appropriate. GPAC members that receive requests from the community for information or presentations about the General Plan should advise the Community Development Director prior to any commitment to providing information or presentations.
- 11. Simple Majority Voting.** Where consensus cannot be reached on major decisions by the full committee, the GPAC shall form its recommendations based on the affirmative vote of a simple majority of the GPAC membership in attendance, provided there is a quorum. On decisions regarding recommendations to city staff, dissenting members may submit a separate report to ensure both sides are represented for City Council consideration. It is important to reiterate that the GPAC will not be a policy-setting body. Rather, the GPAC is an advisory committee, providing recommendations to city staff for their consideration on specific work productions and subject areas.
- 12. Implied agreement.** It is hoped that agreement can be reached by the full GPAC for as many issues as possible. Where a committee member does not agree with the direction being taken by the committee, they

are expected to offer a constructive alternative approach(es). Concerns and issues should be brought up early in the process so that they can be addressed to the extent possible. Lack of comment will be considered agreement with the majority opinion.

- 13. Conflict of Interest.** The Political Reform Act is intended to prevent conflict of interest by requiring designated public officials to disclose financial interests which could potentially cause conflicts. You may be required to disqualify yourself from making, participating in, or attempting to influence any governmental decision which will affect your financial interests, including those required to be reported on a statement of economic interest where appropriate. The Fair Political Practices Commission explains what a conflict is and when disqualification is required by law. If in doubt, the city staff liaison will assist in acquiring legal clarification.
- 14. Attendance and Absence.** In accepting appointment to the GPAC, each member accepts responsibility for devoting sufficient time to the project to effectively represent the views of the community. Attendance is required at every GPAC meeting. Approximately 14 meetings are scheduled over the duration of the General Plan update. Members shall notify city staff prior to a scheduled meeting if they are unable to attend and request an excused absence. Two unexcused absences may constitute grounds for dismissal from the GPAC, subject to approval by the City Manager.
- 15. Research.** Any research requested by an individual Committee member that results in a written response from staff will be copied to all GPAC members.
- 16. Questions or Concerns.** If members have questions or are concerned with particular issues, the Planning Manager, Community Development Director, and/or City Manager should be contacted to review the matter.

7. Roles and Responsibilities of Other Entities

While the GPAC is one of the primary channels for the community to participate in the General Plan update, five other entities also play a role in the preparation and adoption of the General Plan: City Council, Planning Commission, city staff, consultants, and other members of the general public. Below is a list of roles and responsibilities for each entity or group.

CITY COUNCIL - Legislative body directing the affairs of the City

- Authorized the preparation of the General Plan update and approved the budget.
- Provides overall policy direction for the General Plan.
- Resolves policy issues and major budget/scope adjustments as necessary throughout the project.
- Adopts the updated General Plan as recommended by the Planning Commission or as modified by the City Council.
- Certifies the Program Environmental Impact Report (EIR) that accompanies the General Plan.
- Conducts public study sessions and/or hearings on the General Plan and EIR.

PLANNING COMMISSION - Chief advisory body on community planning and development matters

- Advises the City Council on recommendations for approval, modification, or deletion of goals, policies or implementation proposed through the General Plan update.
- Conducts public study sessions and public hearings on the General Plan and EIR.
- Receives a monthly report from staff regarding the activities the GPAC and provides direction to staff.

CITY STAFF - Key city resources facilitating the preparation of the General Plan and providing technical and logistical support

- Provides input regarding professional, technical, administrative, and policy insights and implications on topics discussed.
- Manages consultant team's work program and products.
- Oversees the project scope, schedule, and budget, including modifications and compliance.
- Reviews and modifies consultant products as necessary to ensure consistency with city policy and practice.
- Arranges for logistics and support of each GPAC meeting.
- Distributes materials for the GPAC prior to scheduled meetings.
- Prepares and presents staff reports as appropriate.
- Helps coordinate and lead public outreach efforts as well as communication and coordination with other stakeholders, organizations, and agencies.
- Keeps consultant team informed of current City activities and issues that relate to the General Plan.

CONSULTANT TEAM - Advisors hired by the City to provide technical support and serve as an extension of city staff during the duration of the General Plan update process

- Complies with the adopted scope of work.
- Submits draft documents identified in the scope of work to city staff for review, revision, and distribution as required.
- Prepares technical reports as specified in the scope of work.
- Provides input regarding professional, technical, and policy insights.
- Assists in clarifying issues, providing options, and evaluating the implications of topics being discussed.
- Recommends methods to resolve policy issues when conflict arises.
- Advises on schedule or procedural matters.
- Presents consultant-prepared work products to decision-makers, city staff, and the public.
- Documents meeting deliberations in the form of summary notes on key outcomes and decisions (note that neither city staff nor the consultant will provide detailed minutes, recordings, or transcripts).
- Helps coordinate, lead, and summarize results from public outreach efforts.
- Coordinates with agencies and other organizations outside of City Hall in the preparation of work products.

OTHER MEMBERS OF THE PUBLIC - Those members of the public that are not already represented on the GPAC, including local residents, property owners, business owners, employees of Moorpark businesses, service providers, governmental agencies, and nongovernmental organizations

- Provide input—through public outreach events, venues, tools hosted or distributed by the city—on how they want the City of Moorpark to be maintained and improved over the next 30 years.
- Provide feedback on draft products distributed for public review; e.g., the Vision, Land Use Plan, General Plan, and EIR.
- Encourage participation from and attendance by others in the General Plan update process.



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