

KERN COUNCIL OF GOVERNMENTS  
KERN REGIONAL BLUEPRINT VISIONING PROJECT  
COMMUNITY & ECONOMIC DEVELOPMENT DIRECTORS ROUNDTABLE NO. 1

KERN COG CONFERENCE ROOM  
1401 19<sup>TH</sup> STREET, THIRD FLOOR  
BAKERSFIELD, CALIFORNIA  
WEB SITE: [www.kerncog.org](http://www.kerncog.org)

TUESDAY  
SEPTEMBER 12, 2006  
11:30 A.M.

Mr. Hildebrand called the meeting to order at approximately 11:30 a.m. A “sign-in” sheet was provided.

**I. ROLL CALL**

Self-Introductions:	Issac George	Arvin
	Pamela Taylor	Arvin
	Ron Mittag	Wasco
	Vince Zaragoza	Bakersfield
	Jack Stewart	California City EOC
	Patricia Marquez	KEDC

Staff:	Darrel Hildebrand	Kern COG
	Rob Ball	Kern COG
	Raquel Pacheco	Kern COG
	Becky Napier	Kern COG

Others/Visitors: None

**II. PUBLIC COMMENTS:** None

**III. Introduction/Box Lunch**

A box lunch was provided.

**IV. Report/Feedback on 8 –County San Joaquin Valley Blueprint Summit.**

A PowerPoint presentation on the Blueprint Planning Process was used as a backdrop to each item presented. Mr. Hildebrand gave a report on the 8-County San Joaquin Valley Blueprint Summit held June 28, 2006, in Fresno. Over 700 people attended the Summit and represented a diversity of perspectives.

**V. Project Organization & Public Participation Plan.**

Mr. Hildebrand discussed the Kern Regional Blueprint Project Organization & Public Participation Plan adopted May 18, 2006. Mr. Hildebrand explained this document outlines best practices strategies for public outreach and will be used during the Blueprint outreach workshops. Participants were referred to the Kern Council of Governments website, [www.kerncog.org](http://www.kerncog.org) to obtain a copy of the Plan.

**VI. Public Opinion Issue Survey for Kern.**

Mr. Hildebrand introduced the Public Opinion Issue Survey for Kern dated June 2006 published by the Public Policy Institute of California. Top issues discussed in the Survey were air quality, congestion, housing and jobs. Mr. Hildebrand indicated that the entire Survey was on the Public Policy Institute website and encouraged all participants to visit

that site. Mr. Hildebrand handed out a website list that included relevant websites for the Blueprint Project.

VII. Project Overview

Mr. Hildebrand discussed the San Joaquin Valley Blueprint Project/Uplan. He stressed that it is a voluntary, community/regional visioning process. Mr. Hildebrand discussed the relationship of the Blueprint to the various General Plans adopted by cities and counties in the 8-County region. The Blueprint is intended to be an inclusionary process to obtain a vision for the 8-County region from a wide variety of participants.

VIII. Growth Principles Adopted by Valley County's and Cities.

Mr. Hildebrand distributed the San Joaquin Valley Strategies for Sustainable Growth endorsed by the San Joaquin Valley Regional Association of California Counties on October 6, 2005. Mr. Hildebrand also distributed Resolution 2006-3 San Joaquin Valley Strategies for Sustainable Growth endorsed by Mayors during the Central California Mayors Conference.

IX. Data/Performance Measure Requirements for Modeling Tools for Air Quality, Congestion, and Housing Affordability.

Mr. Hildebrand distributed the Uplan Land Use Model Population and Employment Variables that developed information on residential parameters and employment parameters.

The Kern Regional Blueprint Project Draft Subregional Planning Areas map was also distributed and discussed. The map was developed utilizing information from the Planning Directors Roundtable and used logical planning areas, census tracts and area identity. The county was broken up into 8 subregions. Mr. Mittag from Wasco indicated that Wasco would not benefit from a growth perspective by being in the North Central Valley region with McFarland and Delano. Mr. Mittag indicated that most of the employees that work at Wasco State Prison reside in Bakersfield and that Wasco identifies more with Bakersfield and Shafter than with McFarland and Delano.

X. Public Outreach Tools.

Mr. Hildebrand discussed the potential outreach tools to be used including modeling, gaming and charettes. Mr. Hildebrand discussed the Base Case Scenario wherein all General Plans and population projections will be mapped that will show where growth happens and what happens if planning for growth stops today.

XI. Implementation – local plan updates schedules – Housing Elements and Regional Housing Needs Assessment.

Mr. Hildebrand discussed the value of the Blueprint process and the potential ability to coordinate local General Plan Updates and Housing Element and Regional Housing Needs Assessments.

XII. Review of Public Outreach Contract RFP

Mr. Hildebrand informed the participants about the RFP for a Public Outreach Consultant and that only one RFP was received by the deadline date. The participants were informed that the deadline was to be extended to encourage additional proposals.

XIII. Next Meeting

It was agreed that the next meeting would be in 4 weeks on Thursday, October 12, 2006.

XIV. Adjournment - The meeting was adjourned at approximately 1:30 p.m.