



City of Hercules
CALIFORNIA

June 24, 2026

Horizon 2050

HERCULES GENERAL PLAN

General Plan Advisory Committee

Meeting Agenda

1. Welcome and Introductions
2. Overview of the General Plan Update and the GPAC
3. Issues and Opportunities Discussion
4. Suggestions for Engagement and Outreach
5. Public Comment
6. Next Steps

Introductions

City Staff and Consultants

- Tim Rood (Community Development Director)
- Seana Field (Senior Planner)
- Ron Whitmore (R+A/Alta)
- Michelle Hernandez (R+A/Alta)



GPAC Members

At Large Members

- Darlene Almeida
- Stephanie Buquis
- David Davenport
- Hector Garcia
- Richard Mitchell
- Harjinderpal Pannu
- Rachit Paudel
- Steve Lawton: Hercules Historical Society
- Sylvia Jimenez: Planning Commission
- Sam Ahmad: Finance Commission
- Kaitlyn Azevedo: Community and Library Services Commission

General Plan Advisory Committee (GPAC)

Introductions

Let's get to know each other! In 60 seconds or less per person 😊....

- What is your name?
- How long have you lived in Hercules?
- Where have you focused your time and energy in the community?
- What aspect of the General Plan are you most interested in?

Overview of the General Plan Update and the GPAC

Project Overview

- General Plans 101
- Consultant Team
- Project Phases



Hercules' General Plan Update

What is a General Plan?

- Long-term policy document required by State law to **guide future development**
- Reflects the community's **shared vision** for the next 25-30 years
- Preserves and enhances **community strengths**
- Addresses **community challenges**

Hercules' Horizon 2050 GPU

- Focused update of key elements: Land Use, Circulation, Economic Development, Open Space and Conservation, and Noise
- Reflect and build on recent City initiatives, plans, and Housing Element update
- Ensure compliance with State law
- Align future land uses with Hercules Hub, New Town Center, and MTC/ABAG PDA projects
- Focus on infill, multimodal mobility, infrastructure improvements, and streamlining entitlement

Why is the General Plan important?

Role of the General Plan

- **Authority.** Other land use plans, policies, zoning, and entitlements as well as capital improvements must be consistent with the General Plan.
- Policies may relate to a wide variety of matters under local jurisdiction, which guide future decision-making.
- **Implementation.** Primarily through consistency requirements; implementation actions require allocation of staff time and funding; progress captured through Annual General Plan Progress Report.

Touches Most of City Government

- Covers a wide range of topics impacting all departments
- Reflects existing City policies and plans
- Sets new direction for policies
- Can set standards for public services
- Can identify major infrastructure and other public projects
- Can be tied to departmental workplans and the CIP

Consultant Team



Raimi + Associates

Project Management, Community Engagement, Land Use + Open Space, Urban Design and Regulations (from Berkeley Office)



Ron Whitmore
Principal-in-Charge



Matt Raimi
Advising Principal



Mitali Ganguly
Project Manager



Michelle Hernandez
Land Use & Engagement



Vatsal Shah
Planner + GIS Lead



Christian Ledezma
Graphics + Website

**Strategic
Economics**
Market, Feasibility, &
Econ Dev Element



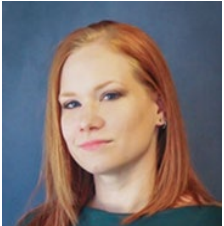
Fehr & Peers
Transportation,
Circulation
Element



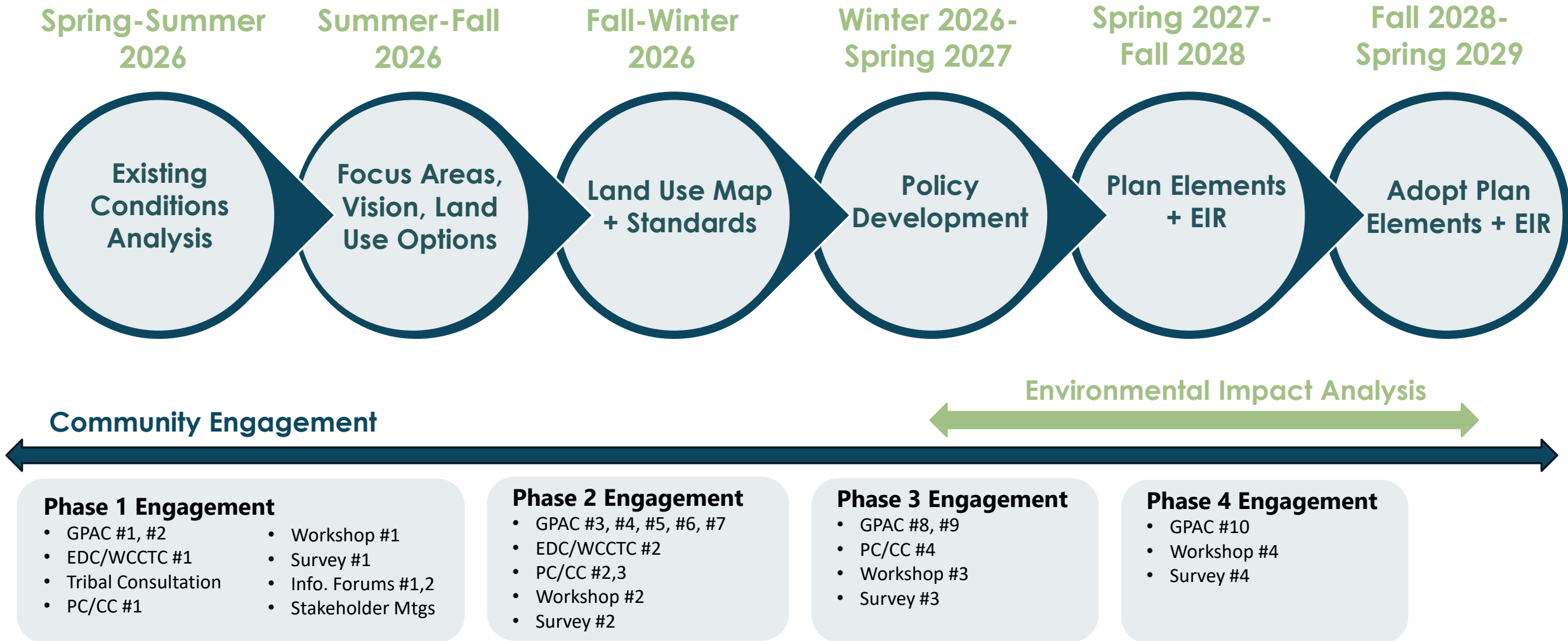
**BKF
Engineers**
Infrastructure



**Rincon
Consultants**
CEQA/ EIR, Noise Element



Phases in the General Plan Update



GPAC Roles and Responsibilities

- Purpose of the GPAC
- GPAC Basics
- Ground Rules

General Plan Advisory Committee Guidelines

Purpose and Role of the GPAC

There are three main partners in the Hercules General Plan Update (GPU) project: first, the community, whose values and vision are the plan driver; next, City staff, who provide local knowledge and experience; and finally, the consultant team, which brings independent subject matter expertise. City staff and the consultant team work closely together as the "GPU Team."

Input from across the community is important throughout the planning process. But it is impractical for the GPU Team to regularly collaborate with the community at large, so it's helpful to have a smaller, representative group to work with. That's where the General Plan Advisory Committee (GPAC) comes in.

The GPAC has two primary roles:

- **Ambassadors:** GPAC members will advise on project outreach and engagement, provide added "eyes and ears" in the community, and act as ambassadors to facilitate broad participation in the General Plan update process.
- **Sounding Board:** The GPU Team will discuss key issues, focus areas, development options, and policy direction with GPAC members, who will help ensure that updates to the General Plan are aligned with community priorities.

The GPAC is purely advisory and is not a decision-making body; as such, it is not subject to the Brown Act. In contrast, the Planning Commission and City Council have important related roles. The Planning Commission will make recommendations related to the GPU to the City Council, and the City Council will provide direction at key points in the process and ultimately adopt the updated General Plan. Both the Planning Commission and City Council will rely heavily on GPAC input.

GPAC Basics

- There will be approximately ten GPAC meetings, typically on the fourth Wednesday of the month, from 6:30 to 8:30pm. Meetings will be held every two to three months, though meetings may occur more or less frequently depending on the project phase.
- GPAC meetings will be in-person and open to the public.
- GPAC members have equal standing; there will not be a chair or a vice-chair.
- Members of the GPU Team will prepare meeting materials and facilitate GPAC meetings.
- Homework may be necessary. When the GPU Team shares materials in advance of a meeting, it is important for GPAC members to review them before the meeting.
- GPAC members are strongly encouraged to assist with community engagement activities, including spreading the word about, assisting at, and attending events.

GPAC Purpose

- **Ambassadors:**
 - Advise on project outreach and engagement
 - Provide added “eyes and ears” in the community
 - Spread the word about participation activities
- **Sounding Board:**
 - Discuss key issues and ideas
 - Provide feedback on focus areas, development options, and policy direction
 - Ensure that updates to the General Plan are aligned with community priorities
- The GPAC is purely advisory and is not a decision-making body.

GPAC Basics

- GPAC meetings will be held every two to three months, though meetings may occur more or less frequently depending on the project phase.
- Meetings will be held in-person and are open to the public.
- All GPAC members have equal standing.
- Members of the GPU team will prepare meeting materials and facilitate GPAC meetings.
- Homework may be necessary, and GPAC members should review materials in advance of a meeting.
- GPAC members are strongly encouraged to assist with community engagement activities.
- Please speak only on your own behalf, and please disclose potential conflicts of interest.

Ground Rules

Be a good listener:

- Share the floor and allow everyone the opportunity to speak and share their ideas
- Be an attentive, active listener, and build on each other's ideas
- Seek to understand diverse viewpoints
- Do not interrupt one another
- Refrain from side conversations while others are speaking

Participate in good faith:

- Recognize all/various forms of knowledge
- Allow space for differences of opinion
- Ask questions for clarification and mutual understanding
- Be curious, keep an open mind, and allow your perspective to evolve based on others' ideas and opinions

Be professional and respectful:

- Build and maintain safety for everyone
- Disagree without being disrespectful
- Keep interactions positive and encouraging

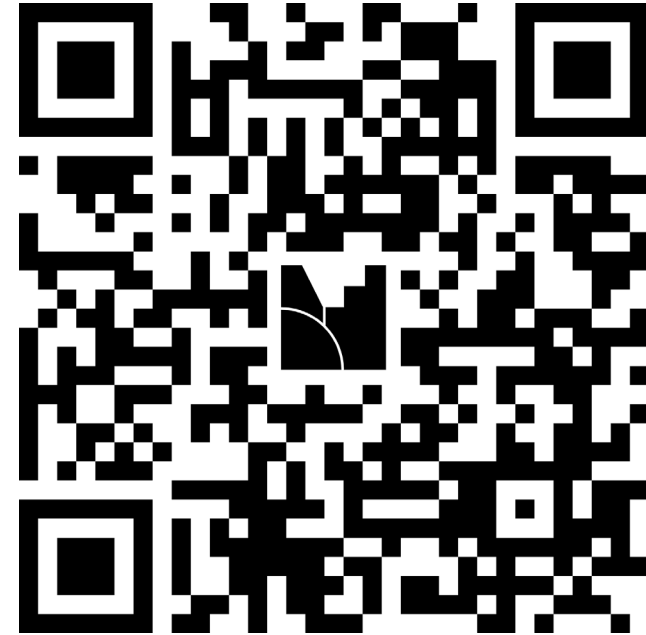
Question & Answer



Issues and Opportunities Discussion

Discussion Questions / Mentimeter Poll

- What do you love about Hercules and want to preserve?
- How would you like Hercules to change between now and 2050?
- What challenges does Hercules face in that horizon?
- What opportunities should Hercules take advantage of?



Or use this link:
www.menti.com/alhr34i9ur94

Engagement and Outreach

Project Engagement Goals

- Identify and solicit input from a **diverse group of stakeholders** to establish a firm understanding of community concerns and desires.
- Provide a **variety of opportunities** for the community to participate, including both in-person and digital outreach, and ranging from high-level input, such as at workshops, to deeper dives into specific topics.
- Promote a **culture of open dialogue** with stakeholders and ensure consistent messaging and transparency throughout the process.
- Determine methods to **provide regular updates** throughout the project, to keep the community informed, interested, and invested in project outcomes.

Planned Engagement Approach

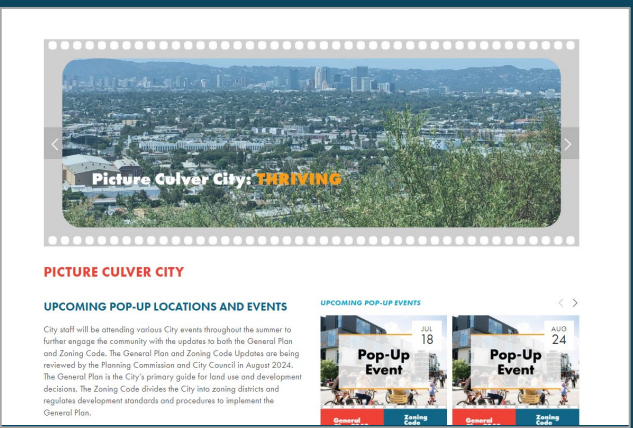
Communications/Outreach Tools

- Project website
- Citywide notifications (mailers, City newsletters & e-blasts)
- Fact sheets
- Flyers for events

Engagement Approaches

- GPAC meetings
- Online surveys
- Community workshops/open houses
- Informational forums
- Meetings with agencies, boards, commissions, committees, local Tribes
- Stakeholder meetings
- Planning Commission and City Council meetings

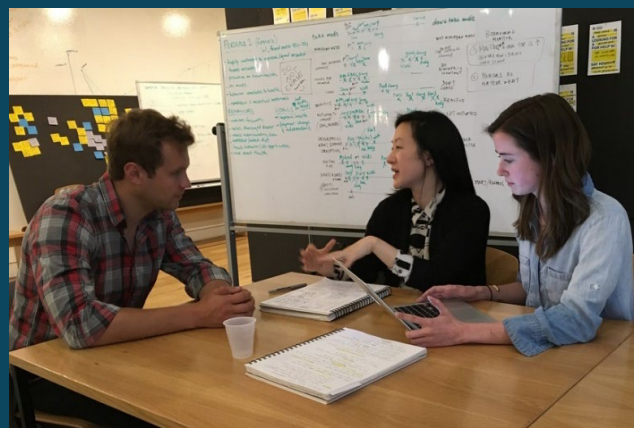
Key Engagement Events



Project Website



GPAC Meetings (10)



Stakeholder Meetings (10)



Community Workshops (4)

**Land Use Alternatives Questionnaire
Marina General Plan Update**

Overview of Areas of Discussion

The land use alternatives are focused on six (6) Areas of Discussion. These Areas of Discussion are:

Where are the alternatives?

- 1 Cypress Knolls & 3rd Avenue
- 2 8th Street Area
- 3 Airport/UCMBEST
- 4 CSUMB Parking
- 5 Beach Road Gateway
- 6 Abrahams/Preston Park



Online Surveys (4)



Informational Forums (2)

Ambassador Opportunity!

- Survey #1 is still live!
- Opportunity to spread the word to friends, family, and community networks

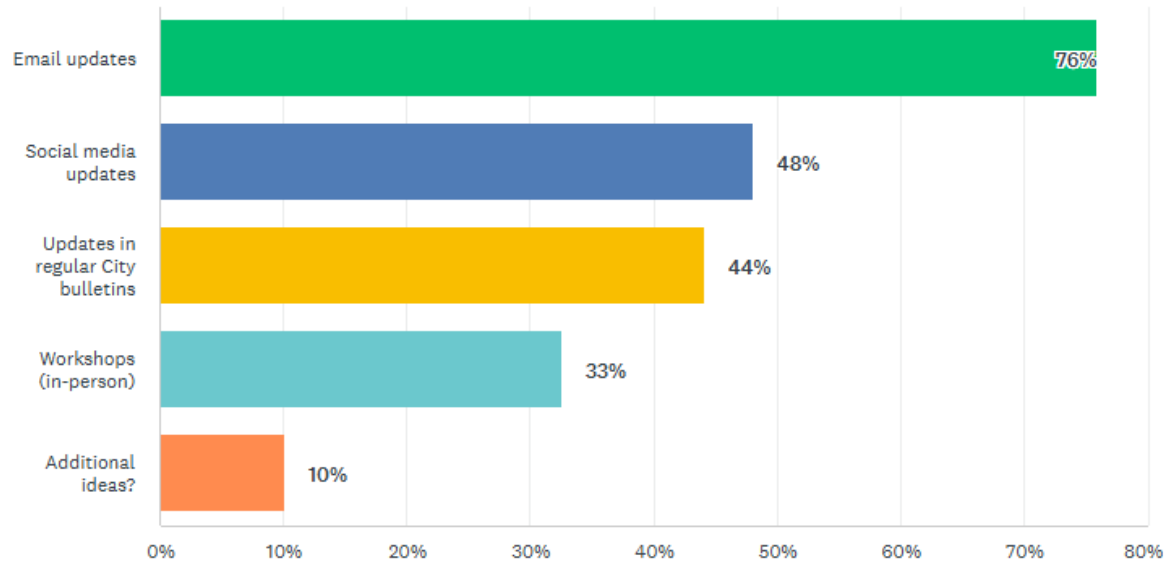


www.surveymonkey.com/r/HerculesGP-Survey1

Survey #1 Initial Feedback

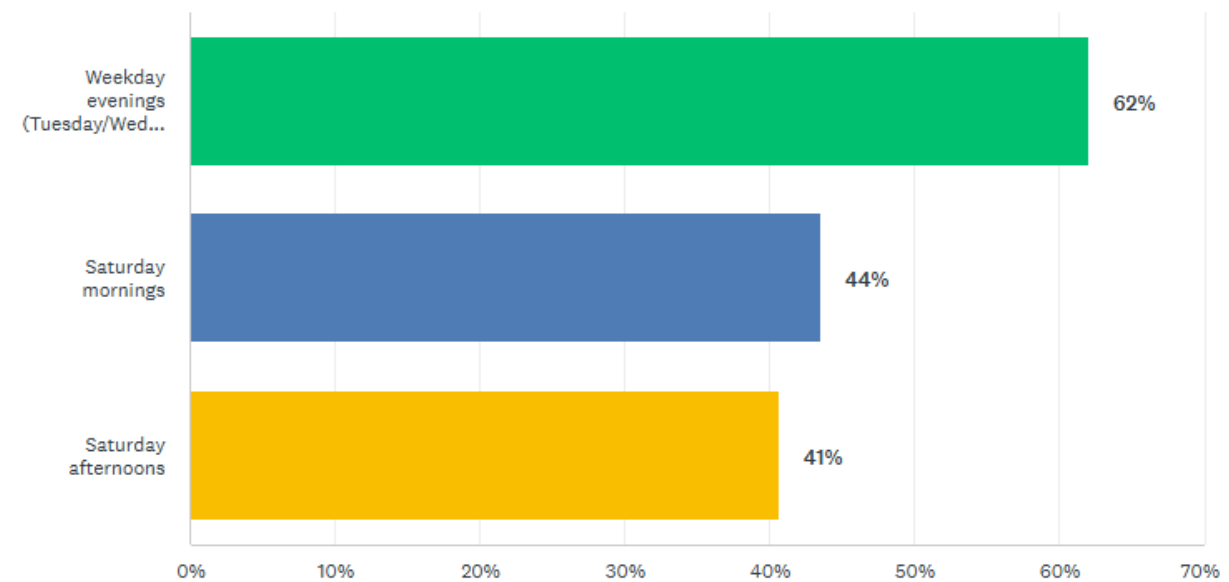
We'd like to continue to keep you informed and get your input as we consider ...

Answered: 129 Skipped: 10



For events such as workshops, which days and times work best for you?

Answered: 108 Skipped: 31



Discussion

- What are the best ways to keep people updated about the GPU?
- What are the best ways to engage the community in the General Plan Update process?
- What has and hasn't worked in the past?

A Bright Future
FOR HERCULES IS ON THE HORIZON

Scan me with your phone!

The City of Hercules is launching **Horizon 2050**, an update to its General Plan that will serve as a blueprint for how to grow and evolve over the next 25 years.

Your Voice Matters!

- ① Apply to be a part of the General Plan Advisory Committee (GPAC)
- ② Scan the QR code to fill out a quick survey and learn more about the project

www.hercules2050.com
generalplan@herculesca.gov

Horizon 2050
HERCULES GENERAL PLAN

Public Comment

Public Comment Guidelines

- Comment on items that are within the purview of the GPAC
- Focus on agenda items
- Limit comments to 3 minutes or less
- Follow the GPAC Ground Rules

Related GPAC Ground Rules

- Disagree without being disrespectful
- Keep interactions positive and encouraging
- Refrain from side conversations while others are speaking

Public Comment

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Digital ▼

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Next Steps

Next Steps

- **Issues, Opportunities, and Vision**
 - Existing Conditions Analysis
 - Related agency meetings and Tribal consultation
 - Workshop #1 (Fall 2026)
- **Upcoming GPAC Meetings**
 - Meeting #2: focus areas and development vision for consideration by PC and City Council
 - After Workshop #1 and Survey #1 closes
 - Meetings #3 and #4: land use options for focus areas



Thank you!

