

**We engage in collaborative *Policy Planning* that helps create a community's long-term vision and shapes effective guiding policies and plans.**

Our planners have extensive experience creating General Plans, Specific Plans, Housing Elements, and Zoning Codes from the visioning process through to the crafting of goals, policies, and actions that ensure successful implementation. We couple our in-house capabilities with quality specialists to create planning documents and policies based on comprehensive analyses and technical expertise.

We recognize that effective stakeholder engagement is a key piece in the delivery of a policy document that is truly representative of a community. We create tailored engagement strategies designed to be interactive and inclusive. The insight gained from the engagement process ensures the plans we author are firmly rooted in a community's identity and long-term goals.

### Climate Initiatives



More now than ever before, jurisdictions must contend with the impacts of climate change when making policy decisions. M-Group has developed innovative strategies and policies to help communities mitigate climate change and become more resilient to changing environmental conditions.

#### Sustainability Element

*City of Sausalito*

M-Group worked collaboratively with the City of Sausalito's Sustainability Commission to develop the Sustainability Element of the city's 2040 General Plan. Located along the bay shores of Marin County, sea level rise is a primary concern for the community. The Sustainability Element provides a framework for climate mitigation and adaptation strategies that will guide City decisions over the next 20 years.



#### Gas Station Ban Ordinance

*City of Petaluma*

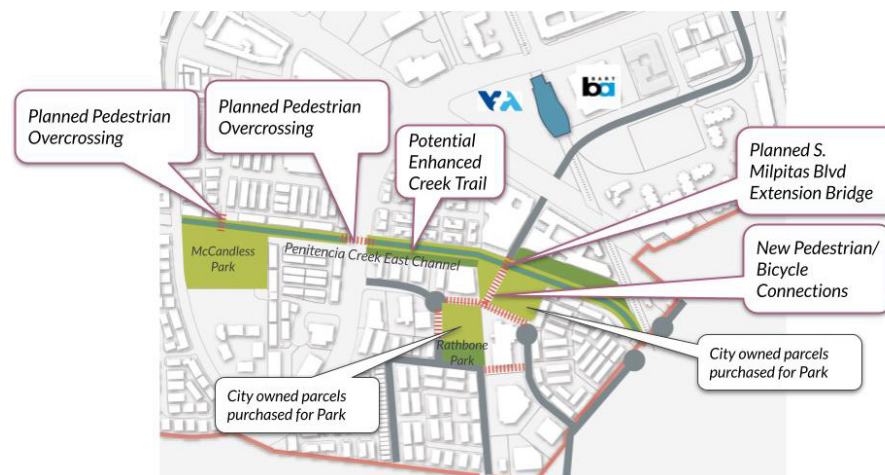
Working as contract planners for the City of Petaluma, M-Group planners worked on a new zoning ordinance that prohibits the construction of new gas stations in the city. With City Council adopting this ordinance in 2021, Petaluma became the first city in the U.S. to permanently ban new gas stations, bringing the city one step closer to reaching carbon neutrality by 2030.



### GENERAL PLAN 2040 AND EIR | CITY OF SAUSALITO



M-Group led a consultant team to update the City of Sausalito's General Plan. The update includes a clear community-driven vision for the next 20 years and adds two new Elements to the General Plan. In addition to updating policies to reflect current conditions and anticipated future needs, a new Waterfront and Maranship Element provides greater focus on the city's susceptibility sea level rise; a new Sustainability Element addresses long-term sustainability and adaptation to the impacts of climate change. The 2040 General Plan was adopted by City Council in 2021 and subsequently won an Award of Merit from the American Planning Association, California Northern Section.



### MILPITAS METRO PLAN | CITY OF MILPITAS

M-Group, as a subconsultant to Urban Field Studio, issued the final draft of the Milpitas Metro Plan for the City of Milpitas. The Metro Plan is a Specific Plan for the area surrounding the Milpitas BART/VTA Transit Center. The plan includes the creation of additional capacity for 7,000 new housing units in the plan area; a strategy for the Great Mall of Milpitas to evolve into a multi-use district; and the creation of a commercial/industrial Innovation District adjacent to the Transit Center. The plan sets forth standards for transportation improvements and pedestrian and bicycle connections throughout the district. The plan also articulates a new direction for City parks planning to focus on providing access to a variety of amenities within walking and biking distance of homes and workplaces.

