HEALTH + SUSTAINABILITY WORKSHOP

July 27, 2017 | 6:00 – 8:00 PM

seaside **2040**
your city. your future.

Agenda

6:00 pm	Welcome
6:00 pm – 6:30 pm	Presentation on Seaside 2040 and health and sustainability.
6:30 pm – 7:20 pm	Small Group Discussions Each workshop attendee will pick a table that focuses on a topic that they are most interested in discussing. The topics are: Environmental Sustainability; Public Health; Economic Development; Affordable Housing; and Arts & Culture.
7:20 pm – 7:45 pm	Other Topics – Workbook Completion
7:45 pm – 8:00 pm	Closing and Next Steps

Workshop Instructions

1 Select a table with the topic that interests you the greatest or you feel is the highest priority. The topics all relate to making the City of Seaside a healthy and sustainable community. The topics are:

- Environmental Sustainability
- Public Health
- Economic Development
- Arts and Culture
- Affordable Housing

2 Review the materials in the workbook for the topic of the table that you selected.

3 Working with the table facilitator, address the following discussion questions:

1. What is your vision for the topic?
2. What are the barriers to achieving that vision?
3. Are there any topics/actions missing from the proposed policy directions?
4. What are the three most important activities for the City?

4 Complete the workbook for your topic by identifying whether the priority of the policy direction is "high", "medium" or "low".

5 Complete the workbook for other topics that are of interest, as time allows, in the workbook. Feel free to move around to other tables to ask questions of City staff and the Consultant team.

6 Return your workbooks to City staff at the end of the workshop.

Workbooks will be collected by City staff at the end of the workshop. Thank you!

Health and Sustainability in Seaside: Workshop Overview

Throughout the community engagement process for Seaside 2040, community members have continually expressed their desire to have a high quality of life for all residents, preserve the natural environment, expand economic opportunities, improve public health and safety, provide safe and affordable housing for all residents, and preserve the natural environment. To a large degree, Seaside residents are expressing their vision for a healthy and sustainable Seaside for existing and future residents.

The design of our communities has a great impact on our health and the well-being of our residents. While the goals of health and sustainability are interwoven across various chapters of the General Plan, our goal here is to ensure future planning efforts consider 10 important characteristics of a healthy and sustainable community:

1. Build for people, not cars
2. Provide opportunity for recreation and interaction
3. Make healthy food accessible
4. Provide good access to needed resources and services
5. Provide safe, healthy, and affordable housing
6. Create clean environments
7. Directly address inequities and economic disparities
8. Prepare for the impacts of climate change
9. Conservation of natural resources
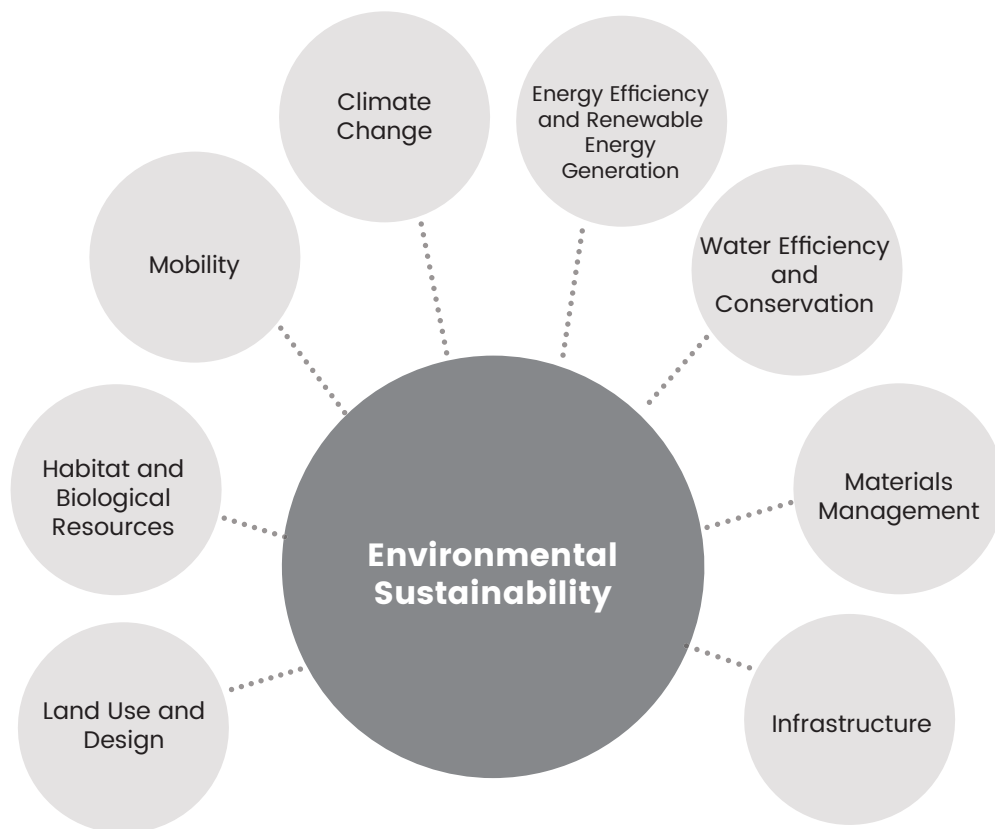10. Protection of open space and habitat

Seaside's community must protect the assets that make it a great place to live, work, and recreate. From global climate change to economic transformation, the City has the opportunity to make choices that will positively impact the community, environment, and economy and make it more healthy, sustainable, and resilient to future change.

Environmental Sustainability

DESCRIPTION

Environmental sustainability is often defined as the ability to meet the needs of the current generation without compromising the ability of future generations to meet their needs. As shown in the graphic below, environmental sustainability covers a wide range of topics, including energy and water conservation, diverting waste from the landfill, preparing for the potential impacts of climate change, reducing greenhouse gas emissions, habitat preservation and biological diversity. Taken together, the City can improve the quality of life for its residents and contribute to a healthier and more vibrant world for future generations.

Climate Change

Energy Efficiency and Renewable Energy Generation

Mobility

Water Efficiency and Conservation

Habitat and Biological Resources

Environmental Sustainability

Materials Management

Land Use and Design

Infrastructure

GENERAL PLAN DIRECTION

Reduce citywide greenhouse gas emissions and address climate change.

high   medium   low

1. Establish greenhouse gas emission reduction targets in line with the State of California.   ◯ ◯ ◯

2. Develop and implement a Climate Action Plan to reduce greenhouse gas emissions.   ◯ ◯ ◯

3. Promote greenhouse gas reduction measures that support local job training and placement in green industries.   ◯ ◯ ◯

4. Develop a community-based model of disaster management and recovery.   ◯ ◯ ◯

5. Recognize that certain populations (e.g., seniors, youth, low income and non-native speakers) may be more negatively impacted by climate change and natural disasters than other segments of the population.   ◯ ◯ ◯

Buildings and landscapes that promote water conservation and efficiency and the increased use of recycled water.

high   medium   low

1. Improve energy and water efficiency of all existing buildings.   ◯ ◯ ◯

2. Expand the recycled water supply and distribution facilities in the City.   ◯ ◯ ◯

3. Improve water conservation and landscaping requirements for new development.   ◯ ◯ ◯

4. Provide adequate water infrastructure and sewage collection infrastructure.   ◯ ◯ ◯

5. Safe and environmentally-sustainable stormwater management.   ◯ ◯ ◯

Energy efficient buildings that use energy from renewable sources.

high   medium   low

1. Require all new residential buildings to use net zero energy by 2020 and all new commercial buildings by 2030, consistent with State goals.   ◯ ◯ ◯

2. Increase educational programs and financing to improve energy efficiency in existing buildings.   ◯ ◯ ◯

3. Retrofit street lights with LEDs that comply with Dark Sky standards.   ◯ ◯ ◯

New construction that meets a high-level of environmental performance.

high   medium   low

1. Encourage innovative, sustainable building practices.   ◯ ◯ ◯

2. Require commercial, mixed-use, and multifamily buildings to be solar ready.   ◯ ◯ ◯

	high	medium	low
3. Promote sustainability through the use of green building techniques for new construction and renovations.	○	○	○
4. Support sustainable land use and transportation systems by redeveloping existing areas of the City and expanding the multimodal transportation system.	○	○	○

A zero-waste program that increases recycling and reduces waste sent to the landfill.

	high	medium	low
1. Expand green waste and recycling programs for all buildings.	○	○	○
2. Promote green purchasing options across all City departments.	○	○	○
3. Ensure construction demolition achieves the State's 50 percent target for material salvage and recycling of non-hazardous construction materials.	○	○	○
4. Support community-based programs that promote food sharing, electronics recycling, and the reuse of consumer goods.	○	○	○

Preserve and enhance the City's natural resources.

	high	medium	low
1. Minimize impacts of development on sensitive habitat.	○	○	○
2. Support a diversity of native species and manage invasive species.	○	○	○
3. Create open space corridors that support natural vegetation communities, scenic vistas, and sensitive habitats.	○	○	○
4. Support open space corridors that support natural vegetation communities, scenic vistas, and sensitive habitats.	○	○	○

Encourage environmental sustainability and awareness.

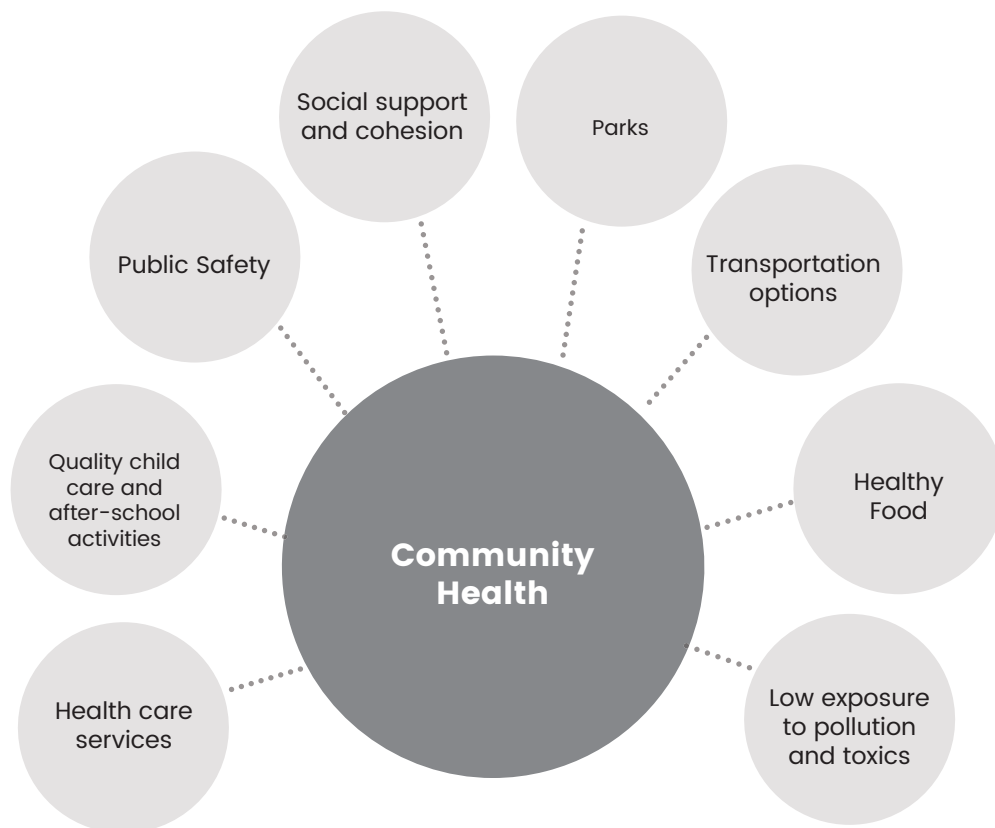|	high	medium	low
1. Promote solid waste diversion, water conservation, and energy efficiency at City parks and recreation facilities.	○	○	○
2. Increase awareness of environmental sustainability practices by encouraging city led campaigns and incentives.	○	○	○
3. Promote environmental literacy classes or urban ecology programs for youth.	○	○	○

ADDITIONAL COMMENTS OR IDEAS

Community Health

DESCRIPTION

A community's overall health depends on many factors. Eating well, staying active, and seeing a doctor can all have positive impacts on health. Community health, however, is also influenced by access to social and economic opportunities, the quality of education, neighborhood conditions, workplace safety, and the cleanliness of water, air, and soil, among others. These conditions influence why some people are healthier than others, and why the places people live and work also matter to community health. The figure below shows examples of key healthy community components.

Social support and cohesion

Parks

Public Safety

Transportation options

Quality child care and after-school activities

Community Health

Healthy Food

Health care services

Low exposure to pollution and toxics

Healthy community design bridges together planning activities (including land use, transportation, and infrastructure) to establish a strong tie with health related items, including but not limited to physical activity, safety, and healthy food access. Healthy community programs can also bring many benefits to Seaside, from better health to new jobs to economic investments. Improving these determinants can also help promote equity and community development over the long term and prepare the City for the potential impacts of climate change.

GENERAL PLAN DIRECTION

Support health equity by promoting access to affordable, quality health care, mental health care, and social services.

high   medium   low

1. Encourage programs and practices that aim to reduce health inequities. ○ ○ ○

2. Promotion of health, wellness, and culturally sensitive services in Seaside. ○ ○ ○

3. Provide incentives for low cost medical clinics and doctor's offices to locate in Seaside. ○ ○ ○

4. Promote flexible use of public facilities to provide health services. ○ ○ ○

Design neighborhoods to encourage a healthy and active lifestyle for all.

high   medium   low

1. Promote pedestrian and bicycle activity as alternatives to driving. ○ ○ ○

2. Develop a safe transportation system that eliminates fatalities and reduces injury collisions. ○ ○ ○

3. Increase access to existing and proposed parks and open spaces. ○ ○ ○

4. Encourage the development of a range of child care facilities. ○ ○ ○

5. Avoid locating new housing, public services and job-intensive uses near environmental pollution, including freeways and toxic waste areas. ○ ○ ○

Healthy and affordable food available to all residents.

high   medium   low

1. Ensure convenient access to affordable, fresh produce in all neighborhoods. ○ ○ ○

2. Support farmers markets, community gardens, and urban agriculture. ○ ○ ○

3. Encourage local food production and distribution from regional sources. ○ ○ ○

4. Avoid concentrations of neighborhood stores and corner stores that sell liquor. ○ ○ ○

5. Educate residents about health-related topics, including eligibility requirements for government nutrition programs, healthy eating, and access to medical services. ○ ○ ○

6. Encourage and promote innovative food microenterprises in Seaside. ○ ○ ○

Enhance the safety and welfare of all residents, employers, and tourists in the City.

high medium low

1. Improve overall public safety in the City.

2. Promote Business and Neighborhood Watch programs to help maintain a safe environment.

3. Encourage regional partnerships that support the coordination of public safety awareness, crime prevention, and community policing strategies in the community.

4. Use Crime Prevention through Environmental Design strategies (CPTED) in new and existing development to improve public safety.

ADDITIONAL COMMENTS OR IDEAS

Economic Development

DESCRIPTION

Economic development is a critical component of a community's well-being and prosperity, and foundational in setting strategies to meet a broad range of objectives, including business growth and investment, job creation and retention, supporting a diversity of employment opportunities, and fiscal stability. The Seaside General Plan addresses a range of topics designed to improve jobs, diversity of non-residential uses and the overall fiscal health of the community. Economic development impacts touch many other topics of the General Plan, including land use, transportation, levels of public services, and education. It is also a key component of creating a healthy and sustainable community.

Seaside is in a unique economic position, largely due to its setting along Monterey Bay, and access to resources, such as the Fort Ord National Monument, California State University Monterey Bay, Monterey College of Law, and the City's commercial corridors, such as Fremont Boulevard and Broadway Avenue. By capitalizing on these resources, Seaside is positioned to strengthen and expand existing business clusters and attract new industries and businesses that will provide more diverse, long-term revenues, and expand a diversity of employment opportunities, from entry level to head-of-household.

GENERAL PLAN DIRECTION

Maintain a healthy business climate.

high   medium   low

1. Support revitalization programs focused on placemaking/beautification (e.g., façade improvements, small plazas, improved landscaping, temporary seating, food trucks, pop-up restaurants and public events).   ◯ ◯ ◯

2. Focus economic development efforts on attracting/retaining a greater range of business types.   ◯ ◯ ◯

3. Pursue publicly-funded catalytic projects and investments that support retail vitality along Broadway Avenue and Fremont Boulevard (e.g., shared public parking garages, streetscape improvements, infrastructure upgrades).   ◯ ◯ ◯

Attract and expand local and regional businesses.

high medium low

1. Retain existing local businesses by connecting them with the City's programs and incentives.

2. Support regional efforts to improve and support business growth and retention and to improve the City's competitiveness and vibrancy as a mixed-use destination on the Monterey Peninsula.

3. Support branding, marketing, and maintenance efforts in commercial areas through the establishment of Business Improvement Associations (BIA) or Business Improvement Districts (BID).

Attract and expand industries that supply markets outside of the region.

high medium low

1. Support the attraction of businesses with a high probability of long-term future demand, such as renewable energy, biosciences, and artificial intelligence.

2. Support efforts to attract desired industries and businesses that supply markets outside of the region (e.g., small-scale, light, and advanced manufacturing, research and development).

3. Promote flexible work spaces that can be shared among multiple commercial/educational tenants.

Utilize Seaside's labor force as an economic development resource.

high medium low

1. Promote job training/placement in industries responsive to future trends and City goals, such as "green" industries focused on environmental sustainability and renewable energy.

2. Align economic development efforts with the labor pool to increase the number of jobs filled by Seaside residents, from entry level to head-of-household jobs.

3. Maintain strong relationships with CSUMB and Monterey College of Law to collaborate on potential expansion, and retain students, employees and instructors as permanent Seaside residents.

ADDITIONAL COMMENTS OR IDEAS

Arts and Culture

DESCRIPTION

Arts and culture plays a key role in defining the character of a City, engaging its diverse communities, and serving as a catalyst for change. From building innovative spaces for arts and culture to supporting diverse programming, the City plays an important role in providing opportunities to cultivate and foster an appreciation for arts and culture and enrich the lives of residents of all ages. The integration of arts and culture into City spaces also provides an important opportunity to support the creative community and to build a reputation as a regional center for arts and culture.

GENERAL PLAN DIRECTION

Visible and strong arts and cultural identity in Seaside.

	high	medium	low
1. Establish new cultural facilities to meet Seaside's desire for art, music, and other cultural activities.	○	○	○
2. Promote arts education and installations that celebrate Seaside's natural environment.	○	○	○
3. Support the transformation of diverse buildings and spaces to support cultural and arts-based community programs.	○	○	○
4. Encourage a broad mix of cultural, arts, and institutional uses, including active and passive recreation, live/work spaces for artists, etc.	○	○	○
5. Support the establishment of cultural programs and public spaces for arts-based community programs.	○	○	○

Identify and conserve cultural resources and historical places.

	high	medium	low
1. Protect and preserve significant cultural resources.	○	○	○
2. Protect and support tribal cultural resources.	○	○	○

ADDITIONAL COMMENTS OR IDEAS

Affordable Housing

DESCRIPTION

When housing becomes scarce and unaffordable, it tends to create instability in a community, with people seeking affordable housing opportunities elsewhere to start a career, raise a family, or settle in for retirement. A sustainable community should offer a range of housing options to accommodate the diverse and changing needs of its current and future residents. A sufficient supply of various types of housing helps moderate prices and allows for mobility within the housing market when a household's housing needs evolves over time. The provision of affordable housing should also consider high quality housing, as well as access to services, employment, and other amenities (e.g., shopping, recreation, and entertainment).

GENERAL PLAN DIRECTION

Well-maintained neighborhoods and housing conditions support an improved quality of life.

high   medium   low

1. Promote the repair, improvement, and rehabilitation of the City's older, multi-family housing.   ○ ○ ○

2. Take steps to reduce overcrowding within older, gentrifies neighborhoods and promote the development of, modern high density affordable housing.   ○ ○ ○

3. Promote the mitigation of residential hazards and safety issues associated with the lack of sidewalks and pre-existing legal non-conforming building code and Zoning Code circumstances.   ○ ○ ○

4. Promote healthy and sustainable housing, including energy efficiency, water conservation and green building design.   ○ ○ ○

Neighborhoods with a range of housing opportunities to meet the existing and projected needs of all socioeconomic segments of the community.

high   medium   low

1. Provide a variety of housing types, sizes, and prices throughout the City.   ○ ○ ○

2. Encourage the creation of smaller and more affordable residential units that are affordable by design.   ○ ○ ○

3. Support the concept of "aging in place" by offering a range of housing types and sizes.   ○ ○ ○

4. Allow the development of accessory dwelling units in appropriate single-family neighborhoods.   ○ ○ ○

Ample new affordable housing available to extremely low, very low, low, and moderate-income households.

high   medium   low

1. Encourage the construction of new high-quality, well-designed multifamily housing and residential mixed-use projects.   ◯ ◯ ◯

2. Partner with non-profit housing developers to acquire and maintain property as affordable housing.   ◯ ◯ ◯

3. Promote a geographic dispersal of new and existing affordable housing.   ◯ ◯ ◯

A City that preserves and enhances housing affordability in the community and protects residents from displacement.

high   medium   low

1. Ensure that units produced for extremely low, very low, low and moderate-income households are maintained as long-term affordable units.   ◯ ◯ ◯

2. Regulate short-term rentals that take housing units off the market for significant periods of time.   ◯ ◯ ◯

3. Require no net loss in the number of residential units during reconstruction or renovation of multifamily housing.   ◯ ◯ ◯

4. During housing redevelopment, provide displaced households with the first right to return to replacement units.   ◯ ◯ ◯

5. Monitor the condominium conversion trends and devise appropriate actions to ensure a stable rental housing inventory.   ◯ ◯ ◯

A diverse housing stock that meets the unique housing needs of special needs groups in Seaside.

high   medium   low

1. Encourage the development of housing that is accessible to special needs residents, especially seniors, disabled veterans, homeless, and foster youth through transitional and supportive housing, ensuring reasonable accommodation and provision of emergency shelters.   ◯ ◯ ◯

2. Foster youth through transitional and supportive housing, ensuring reasonable accommodation and provision of emergency shelters.   ◯ ◯ ◯

3. Provide incentives to support senior housing, assisted living facilities, and housing for persons with disabilities on sites within proximity to supportive services, community facilities, and public transportation.   ◯ ◯ ◯

4. Support a continuum of housing options for the homeless and targeted organizationsa, including emergency shelters, and transitional and supportive housing.   ◯ ◯ ◯

5. Provide a range of supportive services for the homeless with an emphasis on homeless prevention.   ◯ ◯ ◯

	high	medium	low
6. Encourage universal design of housing products and environments, making them usable by a wide range people with different physical and mental abilities.	◯	◯	◯
7. Integrate special needs housing close to transit and public services.	◯	◯	◯

ADDITIONAL COMMENTS OR IDEAS

Please provide comments or ideas for any other topics not in tonight's workshop