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chapter eight

HEALTHY + SUSTAINABLE COMMUNITY

Reducing energy consumption, using water more efficiently, improving healthy food access, and encouraging active transportation are important building blocks for promoting a healthy and sustainable environment and lifestyle for Seaside residents. The City will play a vital role in lowering greenhouse gas emissions and protecting residents from potential climate change impacts, including more frequent heat waves and rising sea levels.

This chapter covers: disadvantaged communities, healthy food, health care, community safety, air quality, energy and water conservation, solid waste reduction, green building, greenhouse gas reduction, and climate resilience. It also contains relevant goals and policies.

Statutory Requirements

Community health and sustainability are not required General Plan elements. This Element is consistent with Section 65303 of the State of California Government Code, which allows local jurisdictions to adopt additional elements to those required by state law. The California Office of Research and Planning General Plan Guidelines include guidance on healthy communities and social equity, environmental justice, and community resilience, which expands the focus of the General Plan beyond the physical environment to include social, equity, health, and economic impacts of a city's policies and programs.

California recently adopted Senate Bill 1000 (SB 1000), which will require cities to develop an Environmental Justice element, or related environmental justice goals and policies to reduce the unique or compounded health risks in "disadvantaged communities." Elements may address the reduction of pollution exposure, the improvement of air quality, and the promotion of public facilities, food access, safe and sanitary homes, and physical activity in disadvantaged communities. This Element covers all of the newly required topics.

Setting the Scene

Place, income, living conditions and education are all significant contributing factors to the health of a community. How we plan and prioritize growth for the future can determine how healthy residents are in the long term. The City's physical, social, and economic environments combine to make specific individuals and groups more vulnerable to long-term changes and short-term shocks.

As the City grows, it must also 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.



Produce for Seniors at the Oldemeyer Center.

Disadvantaged Populations

A disadvantaged population or community may mean many different things. The California Environmental Protection Agency (CalEPA) defines a disadvantaged community as an area that is a low-income area and that is disproportionately affected by environmental pollution. The California Health Disadvantage Index (HDI) emphasizes the cumulative burden of social, economic, and environment conditions that may lead to unequal, inequitable, or disparate outcomes on a specific group of neighborhoods.

Although the City has relatively low pollution levels, there is a concentration of neighborhoods and individuals that struggle with chronic under or unemployment, high poverty levels, and poor health conditions in this community. As shown in Figure 41, Seaside has one community (Zip Code: 93955) that is identified by the HDI as “most disadvantaged.”

Figure 41: Disadvantaged Communities

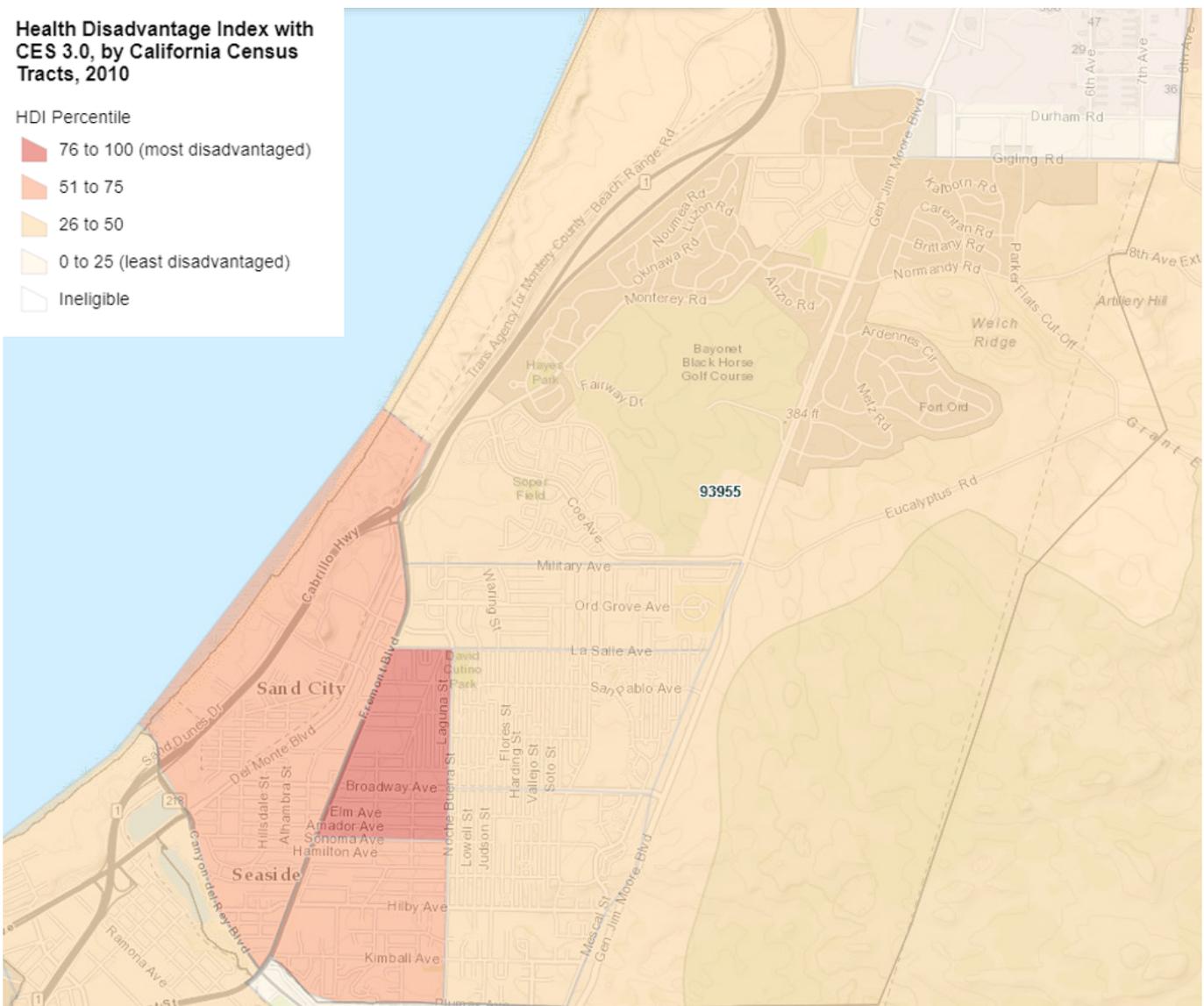
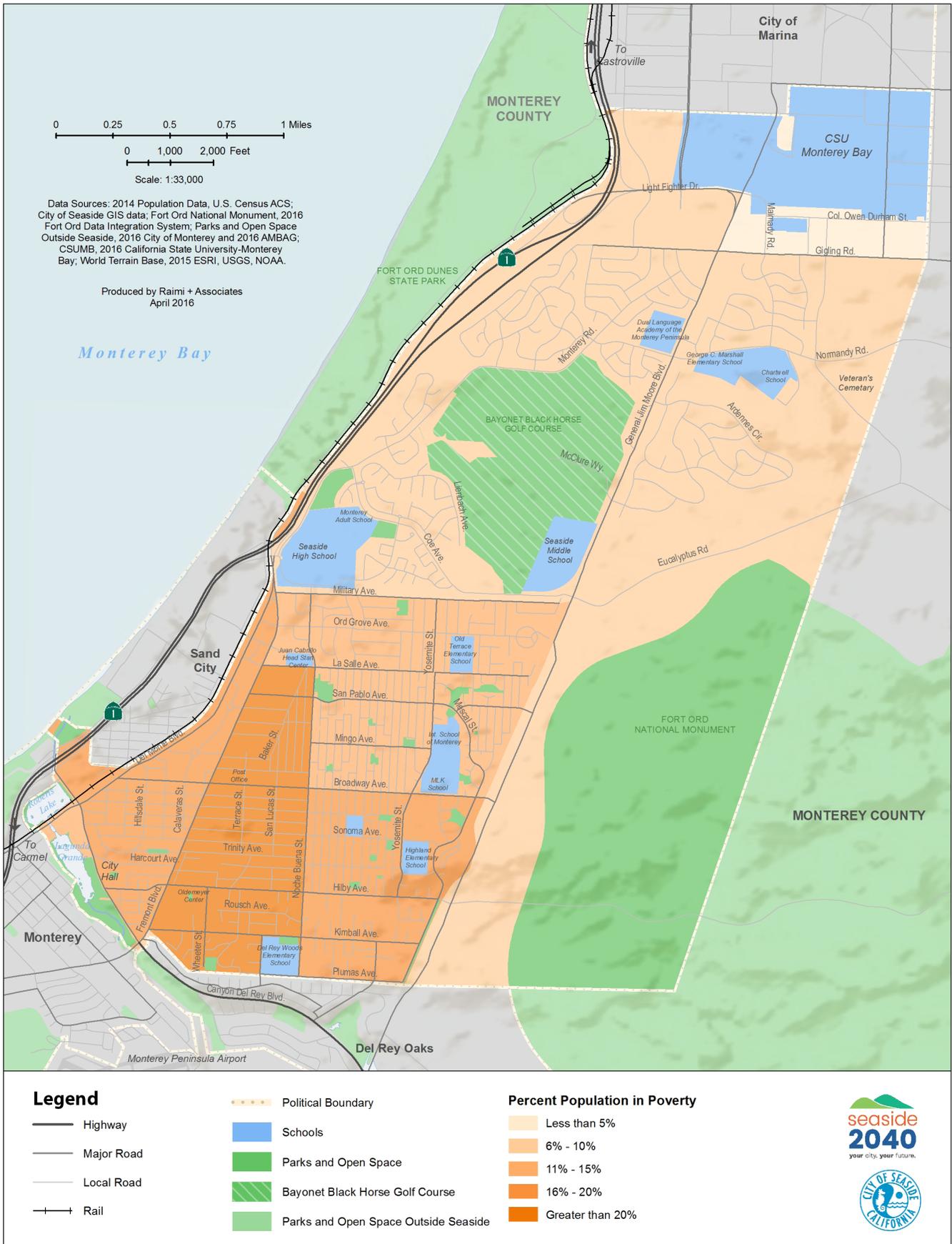


Figure 42: Population in Poverty

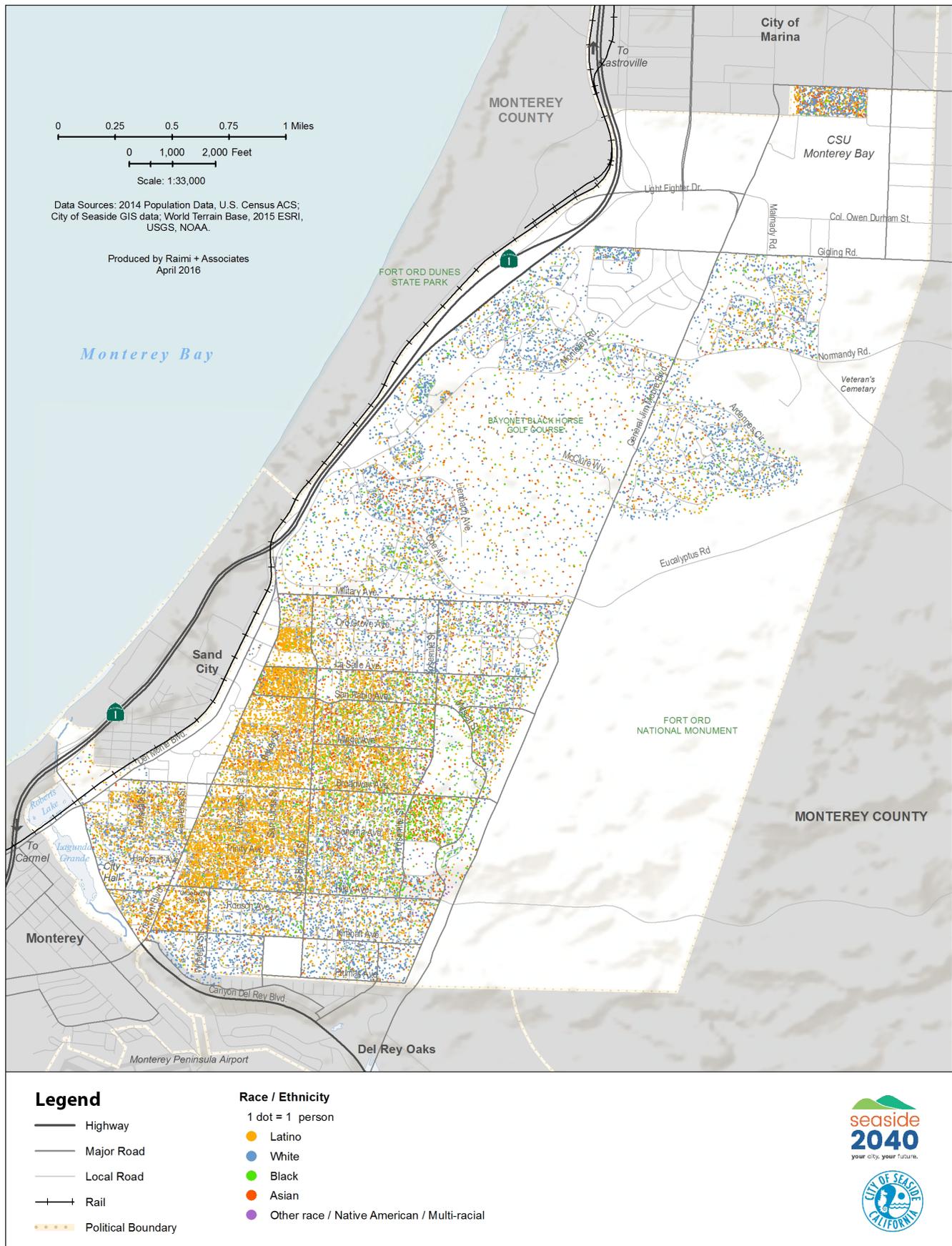


Additionally, citywide median incomes have fallen and the percentage of the population under 200 percent of the poverty level has risen steadily since 2009, increasing from 32 percent in 2009 to 45 percent in 2014. While there are people in poverty across the City, there is a concentration in the Terrace neighborhoods as shown in Figure 42.

Residents in these neighborhoods are more likely to be people of color as shown in Figure 43. Educational levels among people of color in Seaside, particularly Latino residents, are significantly lower than their White counterparts in the City. Furthermore about 20 percent of the City's residents speak Spanish, but not English fluently. Many of these residents and households are linguistically isolated, serving as a barrier to jobs, to obtaining quality health care, and to civic engagement. Poverty, income inequity, and gaps in education opportunity and attainment affect community health, and are also several factors affecting an individual's sensitivity to climate change.

Goals and policies throughout this Element and others attempt to address the existing disparities among Seaside residents. This Element incorporates policies and actions for healthy food access and community resilience in the most vulnerable populations. The Parks, Open Space, and Conservation Element identifies the need and approximate location of new parks in Terrace neighborhoods.

Figure 43: Race/ Ethnicity

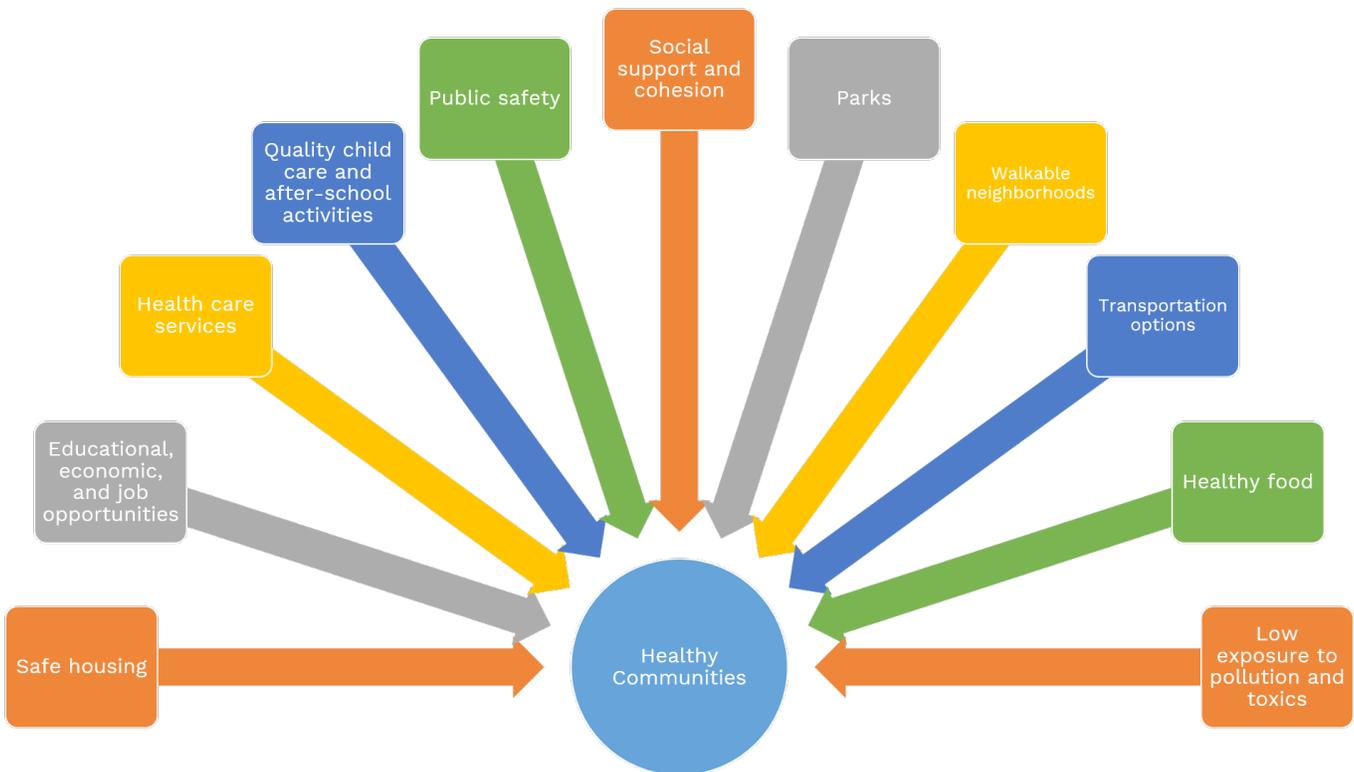


Community Health

A community's overall health depends on many factors. Eating well, staying active, and seeing a doctor all influence health. 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 and air, among others. These conditions influence why some people are healthier than others, and why where people live and work matter to community health. Figure 44 shows examples of key healthy community components.

Healthy community programs can 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. This section describes these health conditions citywide.

Figure 44: Example of Healthy Communities Components



Overall Health Conditions

Seaside's leading causes of death are similar to those in Monterey County and California. The top three causes – cancer, heart disease, and stroke – share some of the same risk factors. Identifying which risk factors are associated with certain causes of death can help prevent disease and keep people healthier.

Key risk factors in Seaside's leading cause of death include poor diet and lack of physical activity. In Seaside, 35.6 percent of youth ages 12-17 are obese or overweight.³⁵ This is similar to the County, which is the 4th highest County in the state. Twenty-seven percent of adults 18 years and older in Seaside were obese.³⁶

Better access to nutritious food and more opportunities for physical activity could reduce Seaside residents' vulnerability to these diseases. Poverty, low levels of education, and lack of access to health care may also contribute to these health conditions.

Access to Healthy Food

Healthy communities provide access to affordable and healthy food at grocery stores, produce markets, community gardens, and farmers' markets. Residents of communities with access to a full-service grocery store tend to eat more fruits and vegetables, have lower body weights, and lower rates of chronic diseases. Local food production can also reduce the distance food is shipped, lowering the environmental footprint of food production and distribution.

Residents in Seaside have relatively good access to food stores with healthy choices. There are seven grocery stores, which are concentrated along Fremont Boulevard, and most residents are within a short walk or drive of a grocery store or neighborhood market.³⁷ The City also houses over seventy restaurants and fast food establishments. These eateries are concentrated along Fremont Boulevard and Broadway Avenue.³⁸

Food security is also important for community health and wellbeing. "Food security" is defined as having access to enough food for an active, healthy life for all people at all times. Food insecurity can lead to undernourishment and malnutrition, which coincide with fatigue, stunted child development, and other health issues. Approximately 7 percent of adults age 18 and over in Seaside do not have the consistent ability to afford adequate amounts of food, which is lower than Monterey County.³⁹ Households that lack "food security" can obtain supplemental assistance from government programs, such as the CalFresh program and the Women Infants and Children (WIC) program. There are over twenty certified CalFresh vendors and three WIC vendors in Seaside. These vendors are generally located along Fremont Boulevard.⁴⁰

Access to Health Care Facilities and Insurance

Healthy communities provide access to health care facilities and medical professionals. Health care access plays a role in preventing disease and maintaining good health. Seaside has two licensed health care facilities – the Seaside Community Health Center and Planned Parenthood. The Seaside Community Health Center expanded in 2017 and anticipates to see an additional 8,000 patients.⁴¹ As of 2017, Seaside now has a mobile health clinic that serves the homeless and underserved population.

The City is located within a Health Professional Shortage Area (HPSA) for nurses and dental professionals. A Health Professional Shortage Area is a federal designation given to areas that demonstrate a shortage of healthcare professionals, including primary care professionals, dentists, and mental health professionals.⁴² Existing Seaside neighborhoods have also been designated as a Medically-Underserved Area (MUA).^{43, 44}

Additionally, a significant number of Seaside residents are uninsured. Between 2010 and 2014, about 35 percent adults between the age of 18 and 64 and about 16 percent children under the age of 18 were uninsured in Seaside.

Community Safety

Healthy communities are safe, clean, and attractive. They include active neighborhoods, parks, and streets supported by good environmental design.

A variety of factors can impact community safety, including the concentration of liquor stores, underemployment, the presence of gangs, and lack of youth and family activities. Crime can have health, social, and behavioral implications for victims and their families, resulting in negative impacts on the neighborhood and community. Violent crimes, such as homicides, physical assaults, rapes, and sexual assaults affect the health outcomes of communities. While poverty crimes and violence can also have a broad impact on the rest of the community. The perception of crime can also impact individual health, businesses, and social cohesion.

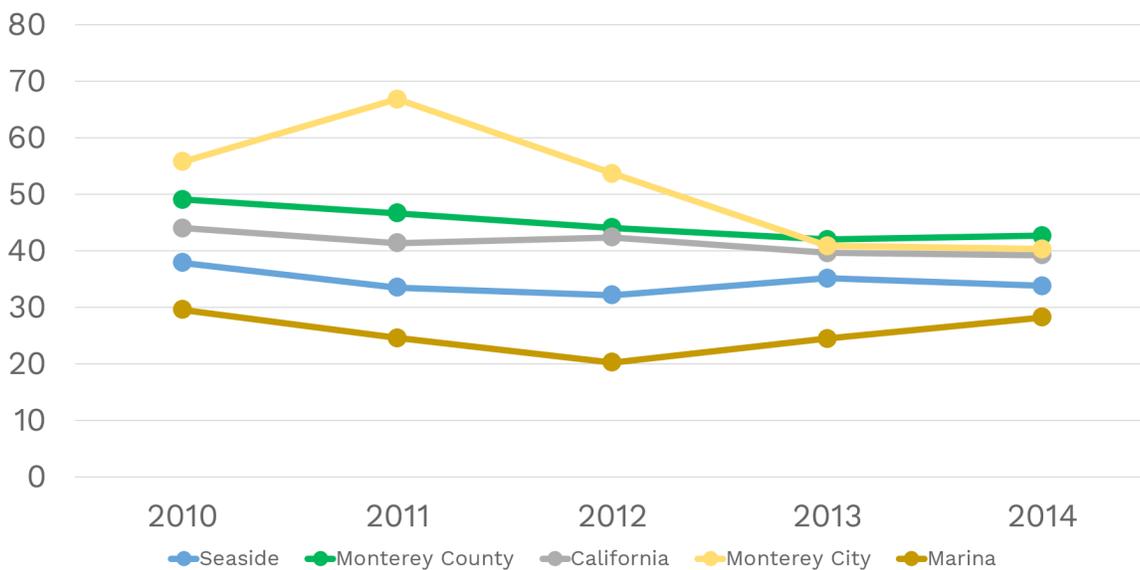
While community safety had been a critical concern for Seaside residents, the City of Seaside has consistently experienced lower violent and property crime rates per 10,000 residents than the City of Monterey, Monterey County, and California, as shown in Figure 45.

Air Quality

Air quality depends on weather and is sensitive to climate change. Atmospheric warming associated with climate change has the potential to increase ground-level ozone in many regions, which may present challenges for compliance with ozone standards in the future. The impact of climate change on other air pollutants, such as particulate matter is less certain. However, climate change research continues to address these uncertainties.⁴⁵

Seaside is located in the North Central Coast Air Basin (NCCAB), which comprises all of Monterey, Santa Cruz, and San Benito Counties. Certain population groups, however, are more sensitive to air pollution than the general population. Children, the elderly, and acutely or chronically ill persons, especially those with cardio-respiratory diseases, are more likely to be impacted by poor air quality.

Figure 45: Violent Crime Rate per 10,000 Residents



Environmental Sustainability

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. Sustainability is a cross-cutting issue that centers on environmental, social, equity and economic considerations. In specific terms, taking a sustainability approach means conserving energy and water, diverting waste from the landfill, preparing for the potential impacts of climate change, and reducing greenhouse gas emissions, among others.

Energy

Energy consumed by residential and commercial buildings accounts for nearly 51 percent of all greenhouse gas emissions in Seaside. Improving energy efficiency and encouraging renewable energy is an essential component of the City's path towards sustainable development, lower greenhouse gas emissions, and a resilient community. Energy efficiency is one of the most cost-effective strategies to reduce energy use, while leading to lower energy costs and healthier homes, schools and businesses. Similarly, generating electricity from renewable energy, such as wind and solar, can reduce demand for fossil fuels and decrease emissions of carbon dioxide and air pollutants. Both renewable energy generation and energy efficiency programs also help to create local, green jobs that support the City's economic development. Policies in this Element seek to support energy efficiency, renewable generation, and green job creation. The Community Facilities and Infrastructure Element provides additional policies related to the City's energy transmission system.

Water

Seaside has very low water use. Homes, businesses, and the City have implemented water efficiency and conservation initiatives, including programs to increase the use of smart irrigation controllers and low-flow toilets and to buyback lawns. Seaside residents and businesses consume around 1,090 acre-feet per year (AFY). This is equivalent to per capita water consumption of approximately 30 gallons per person day. As a comparison, The Monterey Peninsula had the lowest per capita water consumption of any region in the State at nearly 60 gallons per person per day.

As described in the Community Facilities and Infrastructure Element, water supply limitations significantly affect development opportunity and have the potential to create water shortages for existing customers if new supplies are not developed. A portfolio of new water sources is under development by California American Water, Seaside Municipal Water Service, or the Marina Coast Water District; however, until these projects are implemented, water supply availability may constrain new development and redevelopment. Furthermore, California recently came out of one of the most severe droughts on record. Though droughts are a natural part of the climate, climate change has the potential to significantly alter the patterns of water availability and demand in the future. Moving forward, the City will maintain its commitment towards water conservation and water efficiency throughout the community.



Electric Vehicle charging at City Hall.

Solid Waste

The City of Seaside currently contracts with Green Waste Recovery to collect solid waste, recyclable materials, organics (including yard trimmings and food waste), and construction and demolition debris. In 2014 and 2015, the Monterey Regional Waste Management District received 31,874 tons of materials from Seaside. Approximately 32 percent of these materials were diverted from the landfill and 68 percent were disposed of in the landfill.

Recycling and composting are important steps in reducing the environmental impact of homes and businesses. However, the majority of energy use and carbon emissions from the goods we buy and the food we consume relate to the production, transportation, and selling of these products. A sustainable community continues to invest and support in its waste diversion program, but it also makes smart and sustainable decisions about product purchasing, use, and production of goods and services.



Greenwaste containers.

Green Building

Seaside's homes and businesses affect our health and environment by efficiently using energy and water resources, reducing waste and pollution, and protecting health. Green building is the practice of creating and using healthier and more resource-efficient models of construction, renovation, maintenance, and demolition for buildings.

Seaside is required to implement the California Building Code, the latest requirements governing design and construction of buildings to achieve safety and sustainability in new and remodeled development. The California Building Code includes the first-in-the-nation mandatory green building standards, CALGreen. CALGreen is an evolving set of standards that reduce greenhouse emissions from buildings, promote environmentally responsible, cost-effective, healthier places to live and work, and reduce energy and water consumption. CALGreen is updated every four years to respond to the environmental directives of the State, incorporate new technologies and practices, and address new topics.



Seaside e-waste recycling.

Climate Change

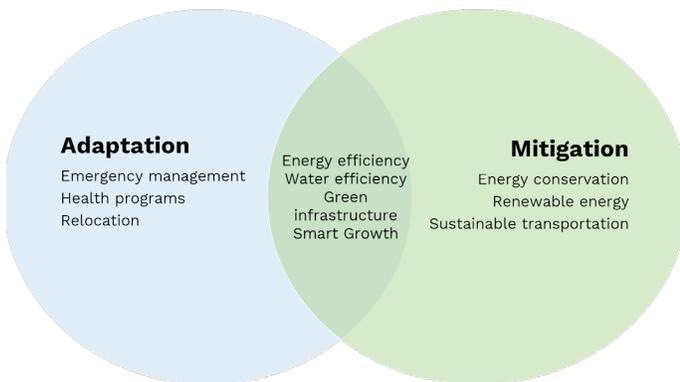
Climate change is one of the most significant environmental challenges facing Seaside. The potential impacts of climate change on people, ecosystems, buildings, infrastructure, and the economy make achieving healthy and sustainable community goals more difficult to achieve.

Although climate change is global, the potential effects reverberate to the local and regional scale, and are anticipated to affect the ways Seaside and other cities operate into the future. Climate change poses risks to human lives from increased wildfires, poorer air pollution, longer more intense heat waves, and rising sea levels. Cities have the authority to reduce the impacts of greenhouse gas emissions from new development, and to plan ahead to alleviate the worst effects of climate change by minimizing potential risks.

Although climate change affects everyone, not all people are impacted equally. People of color, immigrants, refugees, and lower-income populations experience increased exposure and sensitivity to climate hazards and a reduced capacity to adapt. As Seaside plans and implements their response to climate change, an opportunity exists to create stronger, more equitable and sustainable communities for everyone.

Seaside can incorporate two approaches to address climate change: it can reduce the impacts of climate change through policies and programs that lower greenhouse gas emissions (mitigation measures), and it can take steps to address the impacts of climate change by preparing infrastructure, people, and ecosystems to adapt to change (adaptation or resilience measures). As illustrated in Figure 46, many greenhouse gas reduction and adaptation measures overlap. These include measures, such as urban forestry and energy efficient programs, reducing emissions and making Seaside more resilient to changing climate conditions.

Figure 46: Climate Change Mitigation and Adaptation



Source: Adapted from the Center for Clean Air Policy

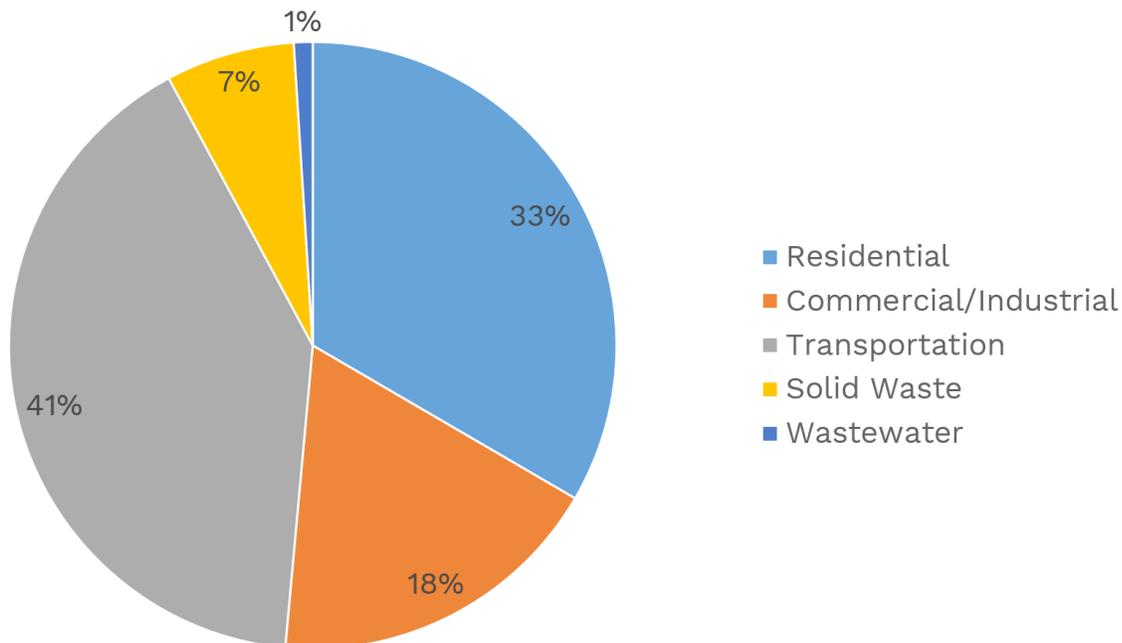
Greenhouse Gas Emissions (Mitigation)

The Seaside greenhouse gas emissions inventory provides a snapshot of emissions for 2010 to quantify the main sources of emissions from municipal operations and the community as a whole. The purpose of the inventory is to:

- Identify and understand the sources and quantities of emissions within a local government’s jurisdictional boundary;
- Create an emissions baseline that can be used by the City to measure progress towards emissions reductions targets;
- Use the baseline to prioritize and evaluate potential government actions; and
- Make informed policy decisions related to greenhouse gas emissions reduction.

In 2015, total greenhouse gas emissions in Seaside were approximately 83,000 metric tons of CO₂ (MTCO₂). On a per person basis, this is approximately 2.4 MTCO₂ per Seaside resident, less than the Monterey County average of 6 MTCO₂. These emissions account for direct emissions from the on-site combustion of fuels and the combustion of fuel in vehicles, indirect emissions associated with electricity consumption, and emissions from solid waste generated and water consumed by Seaside. Figure 47 shows the greenhouse gas emissions by source.

Figure 47: Greenhouse Gas Emission Sources



Source: AMBAG Energy Watch

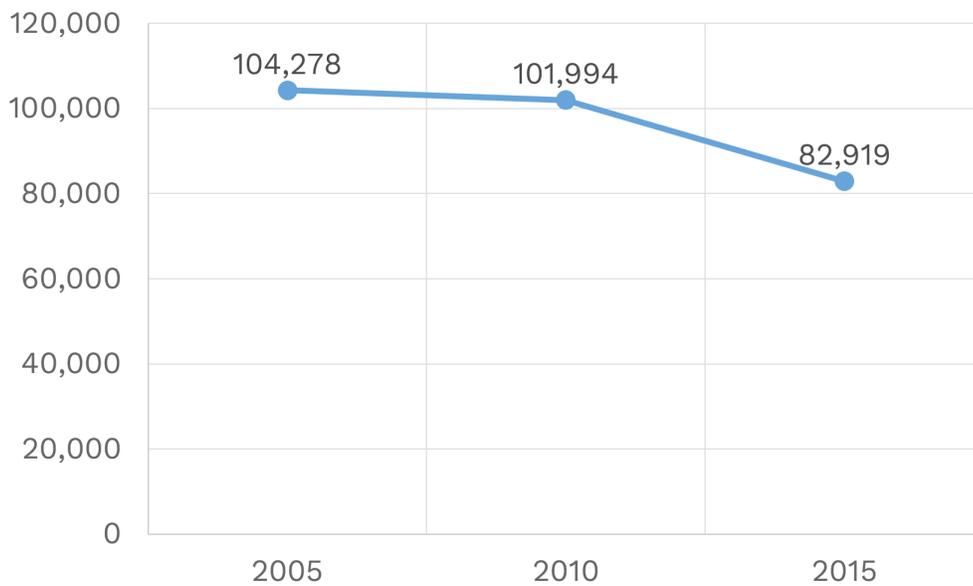
Since 2005, Seaside’s greenhouse emissions decreased by 20 percent as shown in Figure 48. Lower electricity and natural gas usage, in addition to PG&E efforts to increase renewable energy generation, reduced residential emissions by 23 percent and commercial emissions by 25 percent. Transportation emissions declined 12 percent because of improvements in vehicle fuel efficiency and less driving. Solid waste emissions decreased by 38 percent. These reductions help place Seaside on course to meet the emissions reduction targets set by the State.

Cities play an important role in reducing greenhouse gas emissions. Cities regulate many activities that contribute to greenhouse gas emissions, including land use and transportation planning, implementation of building codes, and control of municipal operations. Seaside can take numerous steps to reduce greenhouse gas emissions including:

- Lowering vehicle miles traveled;
- Increasing the amount of renewable energy used;
- Reducing energy and water uses in buildings, street lights, and parks; and
- Capturing carbon dioxide in urban forests.

While responding to the impacts resulting from climate change may be the primary reason to reduce greenhouse gas emissions, Seaside businesses and residents can realize co-benefits from mitigation strategies, such as better health outcomes, lower energy costs, improved access to transportation options, and better resource efficiency.⁴⁶

Figure 48: Total Greenhouse Gas Emissions 2005–2015



Source: AMBAG Energy Watch

Climate Change Adaptation

Climate change presents Seaside with a series of overlapping challenges and opportunities. Climate change impacts pose an immediate and growing threat to California's economy, environment, and to public health. Cities like Seaside will continue to experience the effects of climate change, including the increased likelihood of droughts, coastal flooding, wildfires, and heatwaves, as well as gradual sea level rise.⁴⁷

These climatic changes may result in significant social, economic, and environmental issues and opportunities for residents and businesses in Seaside in the long term, including:

- **Public human impacts:** Seaside will experience longer, more frequent, and more severe heat waves, increasing the risk of heat-related morbidity in vulnerable populations. An increase in regional wildfires will further worsen air quality.
- **Coastal impacts:** Maintenance costs for beaches and storm protection infrastructure may require costly upgrades and increased maintenance costs. The City may experience additional flooding around Robert's Lake.
- **Drought:** Changes to the amount of timing of rainfall, as well as the decline in Sierra snowpack and regional groundwater levels, will threaten already limited regional water supply. Changes in precipitation can impact the production of staple crops, impacting the quantity and quality that is available, potentially increasing price.

The Safety Element provides additional details on these climate hazards and their potential impacts on Seaside.

Despite these projections, Seaside's coastal location also presents significant opportunities. More extreme heat days across the region could increase local recreational and beach tourism, providing increased revenue for local businesses and the City.

The coastal setting will also help minimize the impacts of climate hazards on Seaside's most vulnerable residents. More extreme heat days can pose a serious threat to human health, resulting in an increase in emergency department visits and hospitalizations⁴⁸ and deaths.⁴⁹ Seaside is projected to experience fifteen extreme heat days per year due in part to its cooler coastal location, which is significantly less than other parts of the region.⁵⁰

While climate change affects everyone in a community, not all people are impacted equally. People of color, immigrants, and lower-income populations experience increased exposure and sensitivity to climate hazards and a reduced capacity to adapt. Cities that begin planning now will have the best options for adapting to climate change.

The impacts of climate change are already being felt in some places, but they are relatively small at this time. However, the longer cities wait, the greater the costs of these impacts. As Seaside begins to plan for and implement their response to climate change, an opportunity exists to create stronger, more equitable communities for everyone. Many of the actions needed to reduce the impacts of climate change will provide additional benefits to the community, including increased public safety, reduced greenhouse gas emissions, and greater economic stability.⁵¹

Goals and Policies

Goal HSC-1: A City that supports health equity for all residents by promoting access to affordable, quality health care, mental health care, and social services.

Intent: To promote community health programs and services, including access to medical care and social and economic opportunities. To achieve this, the City will collaborate with Monterey County agencies, the Monterey Peninsula Unified School District, and community-based organizations to improve health outcomes by expanding and leveraging resources, capacity, and programs that promote health equity.

Policies:

- **Health equity.** Encourage programs and practices that aim to reduce health inequities. Partner with public and private health partners to work towards ensuring a healthy and sustainable lifestyle for all Seaside residents and workers.
- **Health in All Policies approach.** Integrate a Health in All Policies approach to governance that aligns with County initiatives, policies, and strategies.
- **Partnerships for health.** Support partnerships with local health service providers, the County Public Health Department, schools, and other community-based organizations to promote health, wellness, and preventative care.
- **City actions and programs.** Promote and address the health and wellness of the public through the City's actions, policies, programs and publications.
- **Educational materials about health.** Provide information about existing health care facilities through City-sponsored events, publications and activities.
- **Culturally-sensitive services.** Encourage health care providers to provide culturally-sensitive health care services (e.g., multi-lingual providers).
- **Regulatory incentives.** Allow the City to provide financial and regulatory incentives for low cost medical clinics and doctor's offices to locate in Seaside.
- **Flexible spaces.** Promote the flexible use of community centers, libraries, and schools to provide important health services to Seaside residents. Consider novel health care alternatives, like pop-up vaccinations or pop-up health screenings and mobile health clinics.
- **Regional presence as sustainability partner.** Play an active role in AMBAG and the development and implementation of the Sustainable Communities Strategy. Encourage land use patterns that encourage walking, conserve land, energy, and water resources, support active transportation, reduce vehicle trips, and improve air quality

Goal HSC-2: Neighborhoods designed to encourage a healthy lifestyle for people of all ages, income levels, and cultural backgrounds.

Intent: To design neighborhoods in Seaside that have positive impacts on the health and the well-being of residents in the near and long term. To achieve this, the City will integrate and promote health as part of planning and designing the built environment.

Policies:

- **Neighborhood design.** Design neighborhoods to promote pedestrian and bicycle activity as alternatives to driving. This policy is implemented through the Land Use and Community Design Element.
- **Active transportation.** Prioritize transportation system improvements that encourage walking, biking and transit use in the areas with the highest need. This policy is implemented through the Mobility Element.
- **Vision zero.** Strive for a safe transportation system that eliminates traffic-related fatalities and reduces non-fatal injury collisions. This policy is implemented through the Mobility Element.
- **Housing options and affordability.** Promote development of a variety of housing types that meet the needs of residents of all income levels. This policy is implemented through the Housing Element.
- **Park access.** Increase access to existing and proposed parks and open spaces throughout historic Seaside neighborhoods and former Fort Ord lands. This policy is implemented through the Parks, Open Space, and Conservation Element.
- **Social connectedness.** Design neighborhoods to facilitate social connectedness, siting parks and other public spaces, and placemaking activities in central, easily-accessible locations. This policy is implemented through the Land Use and Community Design Element.
- **Childcare services.** Encourage the development of a range of child care facilities including family day care homes and public and private childcare centers in order to fulfill the variety of childcare needs of Seaside families. This policy is implemented through the Land Use and Community Design Element.
- **Community engagement.** During neighborhood planning processes, encourage continuous participation by those who will be affected by the plan, including residents, property owners, and businesses, as well as the general public and interested groups. If possible, pursue public-private partnerships to implement projects and ensure long-term sustainability and benefits to the community.
- **Health Equity.** Encourage programs and practices that aim to reduce health inequities. Partner with public and private health partners to work towards ensuring a healthy and sustainable lifestyle for all Seaside residents and workers.
- **Coordination with regional agencies.** Integrate a Health in All Policies approach to governance that aligns with County initiatives, policies, and strategies.
- **Health-promoting uses.** Prioritize health-promoting uses in new development including neighborhood markets, grocery stores, medical centers, pharmacies, parks, gyms, and community gardens.

Goal HSC-3: Healthy and affordable food available to all residents.

Intent: To provide access to affordable and healthy food at grocery stores, produce markets, community gardens, and farmers' markets. To achieve this, the City will provide easy access to healthy and affordable food, promote regional food, and support local food enterprises.

Policies:

- **Healthy food.** Ensure convenient access to affordable, fresh produce in all neighborhoods, including grocery stores, farmers' markets, and community gardens, particularly in underserved areas of Seaside.
- **Community gardens.** Support the use of public and private vacant lots and public facilities for growing food for personal consumption and enhancing social cohesion, as feasible or appropriate.
- **Urban agriculture.** Encourage residents to grow food (fruits and vegetables) and raise chickens and bees so long as there are not significant negative impacts to local adjacent property owners
- **Local food production.** Encourage local food production and distribution from regional sources in Monterey County to reduce the distance food travels and pollution associated with transporting food.
- **Farmers' market.** Explore opportunities to encourage a regular weekly certified farmers' market in Seaside.
- **Food procurement.** Encourage healthy food and nutrition choices at City facilities and City-sponsored events.
- **Youth food programs.** Work with the Monterey Peninsula Unified School District and other Seaside schools to create or implement educational programs for kids about healthy eating, such as edible school yards and healthy cooking classes.
- **Liquor stores.** Be cognizant of potential concentrations (e.g. multiple stores on the same block or intersection) of liquor stores and corner stores that sell liquor.
- **Food Insecurity.** Educate residents about eligibility requirements for government nutrition programs, such as WIC and CalFresh.
- **Food businesses.** Encourage and promote innovative food microenterprises in Seaside and create economic development opportunities for entrepreneurs.



Example of a community garden.

Goal HSC-4: Neighborhoods that enhance the safety and welfare of all residents, employers, and tourists in the City of Seaside.

Intent: To promote safe, clean, and attractive healthy communities with active neighborhoods, parks, and streets supported by good environmental design. To achieve this, the City will promote programs, partnerships, and community design to improve community safety. Additional public safety policies are included in the Safety Element.

Policies:

- **Crime prevention programs.** Promote Business and Neighborhood Watch programs to help maintain a safe environment.
- **Community relations.** Continue to foster positive, peaceful, mutually-supportive relationships between Seaside residents and the police.
- **Community and recreational programs.** Encourage the development and operation of community and recreational facilities, programs, internships and block-party neighborhood events as pre-emptive strategies to reduce youth-related crime and to serve all phases of life (e.g., children, families, senior citizens)
- **Regional public safety partnerships.** Encourage regional partnerships that support the coordination of public safety awareness and crime prevention in the community.
- **CPTED.** Use Crime Prevention through Environmental Design strategies (CPTED) in new and existing development to improve public safety.
- **Lighting.** Improve lighting and nighttime security across all City neighborhoods.
- **Protect sensitive receptor uses.** Discourage development of sensitive land uses – defined as schools, hospitals, residences, and elder and childcare facilities – near air pollution sources – including freeways and polluting industrial sites.
- **Neighborhood schools.** Support the expansion of high quality, early education and K-12 schools with parental engagement.
- **Recreational facilities.** Encourage the location of recreational centers in areas not subject to environmental hazards and in areas where they are easily accessible by public transportation.

Goal HSC-5: High-quality educational and expanded workforce opportunities for all Seaside residents.

Intent: To expand access to educational opportunities and career and vocational training that can increase economic opportunity for all residents and strengthen the regional economy. To achieve this, the City will focus on making training and educational resources available to the most disadvantaged residents, improving health outcomes and reducing inequities for Seaside residents.

Policies:

- **Enrichment programs.** Promote free or low-cost child and family enrichment programs and afterschool supplemental education programs.
- **Job training and placement.** Promote job training and placement in industries responsive to future economic trends and the City's economic goals, such as "green" industries focused on alternative energy technologies, applied robotics, ag-tech, advanced manufacturing, computer hardware, software, and data services, telecommunications, scientific research and cannabis research and testing.
- **Regional coordination for workforce training and development.** Work with regional partners to support job training and workforce development.
- **Early Childhood Education.** Support a high quality, universal system of early childhood education, especially in low income communities.
- **Youth training and employment.** Support participation in youth training and employment programs as a strategy to improve educational attainment and generate professional aspirations.
- **College pathways for disadvantaged students.** Work with CSUMB as well as other colleges and universities, and regional partners to expand the number of disadvantaged students from Seaside that attend and graduate from 2-year and 4-year colleges. Strive to create incentives for City residents to attend CSUMB.
- **Town-gown partnerships.** Maintain strong "town-gown" relationships with regional institutes of higher learning, including CSUMB, UCSC, Monterey College of Law, Panetta Institute of Public Policy, Middlebury Institute of International Studies, Naval Postgraduate School, and others, and collaborate on potential expansion as appropriate.
- **Regional institutes of higher learning student retention.** Promote efforts to retain students from regional institutes of higher learning as permanent Seaside residents and members of the local workforce after graduation.
- **Regional education coordination.** Coordinate with local and regional educational institutions, including the Monterey Peninsula Unified School District, Monterey Peninsula College, CSUMB, and Middlebury Institute of International Studies, to provide community services and programming that promote educational opportunities.
- **County partnership.** Partner with the network of Monterey County Free Libraries to promote educational programs that teach children, teens, and adults with low literacy to improve reading skills, improve English conversational skills, and homework support.
- **University library access.** Coordinate with CSUMB, MPC and MIIS to offset demand for local libraries and encourage public access to university library resources.
- **Adult education.** Support the creation of adult education and training programs, including English language classes, vocational training, and financial literacy programs that empower residents to save, budget, build credit, and explore investment opportunities.
- **Child care services.** Support expansion of affordable and high quality child care options for working parents and those pursuing higher education.

Goal HSC-6: Citywide greenhouse gas emissions

Intent: To meet greenhouse gas reduction targets set by the State. To achieve this, the City will quantify total emissions produced by Seaside and formalize strategies for reducing greenhouse gas emissions.

Policies:

- **Reduction targets.** Establish greenhouse gas emission reduction targets in line with those of the state that call for reducing greenhouse gas emissions as follows:
 - 1990 levels by 2020
 - 40 percent below 1990 levels by 2030
 - 60 percent below 1990 levels by 2040
- **Reduction measures.** Implement greenhouse gas reduction measures to achieve greenhouse gas reduction targets through the development of a Climate Action Plan or similar.
- **Monitor emissions.** Monitor and report greenhouse gas emissions so that reductions can be tracked in a transparent, consistent, and accurate manner.
- **Reduction programs.** Use the emissions inventory and monitoring tools to identify, prioritize, and update programs that effectively contribute to greenhouse gas reductions.
- **Municipal emissions.** Prioritize municipal policies and programs that reduce the City's carbon footprint, such as purchasing alternative fuel vehicles, pursuing solar installation, implementing green purchasing, and retrofitting existing buildings.
- **Green jobs.** Promote greenhouse gas reduction measures that support local job training and placement in green industries focused on environmental sustainability, renewable energy, renewable-related technologies, and bioremediation.
- **Sustainable Communities Strategy.** Collaborate with regional and State partners to implement the Sustainable Communities Strategy to reduce greenhouse gas emissions, balance jobs and housing, and develop transportation systems that support all modes of circulation.

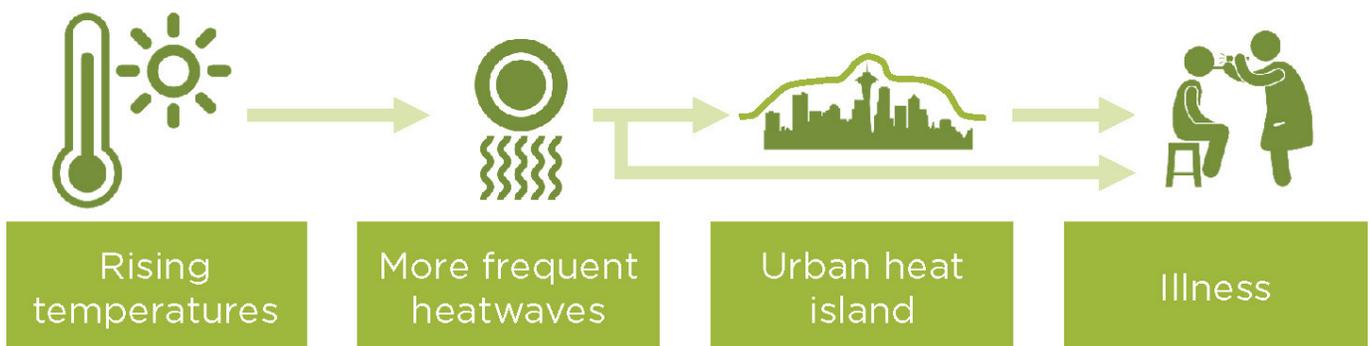
Goal HSC-7: A resilient community that is prepared for the potential impacts of climate change.

Intent: To prepare for the impacts of climate change, including immediate and growing threats to the economy, environment, and to public health. To achieve this, the City will prepare to have the best options for adapting to climate change and to leverage new opportunities as they arise. Additional climate resilience policies are included in the Safety Element.

Policies:

- **Inclusive planning.** Support fair and inclusive climate change planning and implementation in which residents, businesses, and community-based organizations have the knowledge and power to collaborate in climate planning processes.
- **Equitable distribution of resources.** Prioritize programs that ensure the benefits of climate action programs are fairly distributed and prioritized to those most in need, particularly populations most likely to be impacted by climate change.
- **Regional partnerships.** Establish partnerships with State, federal, regional, and local agencies to collaborate and better understand the regional impacts of climate change and developing multi-jurisdictional solutions.
- **Knowledge building.** Work with the Monterey County Health Department to distribute information on climate change impacts to vulnerable populations, including actions they can take to reduce exposure to unhealthy conditions.
- **Disaster management.** Develop a community-based model of disaster management that effectively integrates a multi-hazard warning system.
- **Climate change education.** Educate the community, particularly the most vulnerable populations, about climate change, flood control, and community preparedness to increase resilience around hazardous events

Figure 49: Impacts of Extreme Heat on Public Health



Goal HSC-8: Buildings and landscapes that promote water conservation, efficiency, and the increased use of recycled water.

Intent: To address water supply limitations that significantly affect development opportunities in the City and that have the potential to create water shortages for existing customers. To achieve this, the City will reduce potable water used by buildings and landscapes in Seaside, focusing on water conservation, water efficiency, and recycled water use. Additional water policies are included in the Community Facilities and Infrastructure Element.

Policies:

- **Partnerships.** Partner with the Marina Coast Water District, California-American Water Company, and the Seaside Municipal Water System to promote and implement water conservation measures, leak detection, and water efficient fixtures.
- **Outreach programs.** Perform outreach efforts to residential and commercial owners to increase awareness of existing water efficiency incentive programs through the City's website and other media methods.
- **Funding sources.** Continue to support and implement third-party programs and financing sources, such as the PACE program, to improve energy and water efficiency of existing buildings.
- **Reduced water use.** When feasible, augment regional conservation programs with City resources to encourage reduced water use in homes and businesses.
- **Recycled water distribution.** Continue to expand the recycled water supply and distribution facilities in the City.
- **Water innovation.** Encourage innovative water recycling techniques such as rainwater capture, use of cisterns, and installation of greywater systems.
- **Conservation design requirements.** Continuously update and improve water conservation and landscaping requirements for new development.
- **Education.** Promote education on policies and practices to encourage residents and businesses to conserve water.



Example of recycled water used for outdoor irrigation.



MCWD at Park-ing Day.

Goal HSC-9: Energy efficiency buildings that use energy from renewable sources.

Intent: To improve energy efficiency and encourage renewable energy that will lower greenhouse gas emissions, support green job creation, and create a more resilient community. Energy efficiency is one of the most cost-effective strategies to reduce energy use, while leading to lower energy costs and healthier homes, schools and businesses. To achieve this, the City will improve community-wide access to renewable energy in a way that meets community needs while positioning the community for a sustainable energy future.

Policies:

- **Net zero buildings.** Explore a requirement for all new residential buildings to use net zero energy by 2020 and all new commercial buildings by 2030, consistent with State goals.
- **Energy efficiency education.** Increase educational and outreach efforts to residential, commercial, and institutional building owners to increase awareness of PG&E and EnergyWatch programs, rebates, and incentives and to improve energy efficiency in existing buildings.
- **Funding sources.** Support and implement third-party programs and financing sources, such as a PACE program and CalSolar, to improve energy and water efficiency of existing buildings and to generate renewable energy locally.
- **Efficiency upgrades.** Promote energy efficiency upgrades, such as weatherization and lighting retrofits for qualified households.
- **Renewable energy.** Encourage the installation of renewable energy generation sources in the design and development of new development to reduce energy costs and support resource conservation.
- **Dark Sky.** Partner with PG&E to retrofit street lights with LEDs that comply with Dark Sky standards.
- **MBCP Joint Powers Authority.** Continue to participate as a member of Monterey Bay Community Power Joint Powers Authority to provide cleaner and more cost effective electricity to Seaside residents and businesses.
- **Audits and upgrades.** Partner with local residential and business associations to create a policy requiring energy disclosure, audits, and/or upgrades at time of sale of residential and commercial properties.

GOAL HSC-10: A City that supports programs and partnerships that address the diverse child care needs of its community.

Intent: To increase the number and distribution of childcare facilities throughout the City. To achieve this, the City will continue to support and integrate child care programs in the City and work with local partners to improve child care access.

Policies:

- **Child care facilities.** The City will encourage the development of a range of child care facilities including family day care homes and public and private childcare centers in order to fulfill the needs of Seaside residents and employees.
- **Child care integration.** The City should coordinate and integrate childcare programs with housing and social programs, wherever feasible.
- **Child care siting.** Consider siting childcare facilities as part of the redevelopment of downtown and in or near major new employment centers with office and R&D jobs, wherever feasible.
- **Child care availability.** The City will include incorporate child care into City-sponsored recreation, workshops and community engagement activities, wherever feasible.

Goal HSC-11: New construction that meets a high-level of environmental performance.

Intent: To ensure that new homes and businesses in Seaside supports healthy environment design. To achieve this, the City will promote efficient use of energy and water resources, reduce waste and pollution, and protect health. Buildings can create healthy living and working conditions and meet a high-level of environmental performance.

Policies:

- **CalGreen.** Ensure future development meets the mandatory elements of CalGreen.
- **Sustainable building practices.** Encourage innovative sustainable building practices when homes are renovated and new buildings are constructed.
- **Red list materials.** Encourage new construction and additions to avoid “Red List” materials and chemicals due to health concerns.
- **Solar-ready buildings.** Require commercial, mixed-use, and multifamily buildings to be solar ready by providing a solar zone and infrastructure such as solar panel standoffs and conduit.
- **Passive solar techniques.** Encourage new development to reduce building energy use by:
 - Maximizing interior daylighting.
 - Using cool exterior siding, roofing, and paving materials with relatively high solar reflectivity to reduce solar heat gain.
 - Planting shade trees on south- and west-facing sides of new buildings to reduce energy loads.
- **Education and training.** Partner with CSUMB and Rancho Cielo to encourage long-term green technology education and training.

Goal HSC-12: A zero-waste program that increases recycling and reduces food scraps and green waste sent to the landfill.

Intent: To ensure the City provides leadership in waste management services to the community. To achieve this, the City will provide quality services to hard to reach populations, including multifamily and commercial buildings, and work to reduce the negative health and environmental impacts of waste. Additional solid waste policies are included in the Community Facilities and Infrastructure Element.

Policies:

- **Commercial and multifamily recycling.** Promote GreenWaste Recovery’s recycling programs expanding outreach to commercial and multifamily residences, including programs that convey the lifecycle effects from green purchasing and recycling.
- **Food and green waste.** Work with GreenWaste Recovery to expand green waste programs so they collect food waste and green waste from commercial and residential uses.
- **Green purchasing.** Promote green purchasing options across all City departments. Consider the lifecycle effects from purchases.
- **Recycled and locally-sourced materials.** Encourage new construction projects to use recycled and locally-sourced building materials in projects.
- **Salvage and recycle construction materials.** Ensure construction demolition achieves the State’s 50 percent target for material salvage and recycling of non-hazardous construction materials.
- **Waste containers.** Promote waste reduction, recycling, and composting by making separate containers available in gathering areas of City-owned facilities.
- **Community reuse.** Support community-based programs that promote food sharing, electronics recycling, and the reuse of consumer goods.