



Health and Environmental Justice (HEJ)



Public Health - A state of complete physical, mental, and social wellbeing, not just the absence of disease or infirmity. (World Health Organization)

Environmental Justice - The fair treatment and meaningful participation of people of all races, cultures, and incomes with respect to the development, adoption, implementation, and enforcement of environmental laws, regulations, and policies. (Government Code §65040.12).

A. Introduction

The way we design and build the human environment has a profound impact on both public health and environmental justice. Planning decisions related to transportation systems, density and intensity of uses, land use practices, and street design influence: how much we walk, ride a bicycle, drive a car, or take public transportation; the level of our stress; the types of food we eat; and the quality of our air and water – all factors which affect our health. For example, the more we drive, the more our vehicles emit harmful gases and particles into the air, which can lead to respiratory problems such as asthma. A compact, mixed-use development pattern that reduces reliance on automobiles and increases public transit opportunities can improve air quality and respiratory health¹.

In addition, the presence or absence of sidewalks and bike routes, heavy traffic, hills, street lights, enjoyable scenery, and observations of others exercising all impact our level of physical activity². Regular physical activity is important to build and maintain healthy bones, muscles, and joints and to help reduce the risk of developing heart disease, diabetes, high blood pressure, colon and breast cancer, obesity, and depression and anxiety. Eliminating barriers to physical activity and increasing access to parks and open space and quality recreational facilities and programs increases the likelihood that people will exercise³.

¹ Jackson, Richard. (n.d.). Creating a healthy environment: The Impact of the built environment on the public health. Sprawl Watch Clearinghouse Monograph Series. Retrieved August 27, 2009 from <http://www.sprawlwatch.org/health.pdf>.

² King, AC, et. al. (2000). Personal and environmental factors associated with physical inactivity among different racial-ethnic groups of US middle-aged and older-aged women. *Health Psych*; 19(4):354-364.

³ Kahn, E.B. (2002). The effectiveness of interventions to increase physical activity. *American Journal of Preventative Medicine* 22: 87-88.



Problems with environmental justice are often related to procedural or geographic inequity. Procedural inequity occurs when the planning process is not conducted in a uniform way. An example of this would be conducting public meetings at locations and/or times that make it difficult for certain individuals or groups to participate in a worthwhile fashion. Geographic inequity occurs when undesirable or unhealthy land uses are concentrated within one part of a city, creating a disproportionate burden on the residents in that area. Geographic inequity also refers to a situation in which desirable public amenities are not equitably distributed, leaving portions of a city underserved.

The purpose of this Health and Environmental Justice Element is to identify public health risks and environmental justice concerns and improve living conditions to foster the physical health and well-being of National City’s residents. The hope is that the City’s commitment to preventative health measures will become evident in decreases in the occurrence of diabetes, asthma, heart disease, cancer, and other physical and emotional ailments. Public health and environmental justice are themes that are tied to all of the General Plan elements, so it is important to cross-reference other sections of this document for a complete picture of National City’s efforts to improve health and equality.

The Health and Environmental Justice element is not a state-mandated element. However, by including this element in the General Plan, the City hopes to give prominence to National City’s health and environmental justice priorities. The authorization for this optional element is contained within Section 65303 of the California Government Code, which permits local jurisdictions to adopt additional elements beyond the mandatory elements when they relate to the physical development of the jurisdiction.

B. Existing Setting

Most health statistics are not available at the planning area level for this General Plan. The San Diego County Community Health Statistics Unit mainly provides demographic and health data at a regional level. National City is located within the “South Region” of San Diego County, which also includes the communities of Chula Vista, Coronado, South Bay, and Sweetwater. Most of the health information within this section applies to the South Region. However, where available, statistics specific to National City’s 91950 zip code are discussed.



RESPIRATORY HEALTH AND AIR QUALITY

There are two main breathing disorders that are tied to environmental air quality that can serve as indicators for the respiratory health of National City: asthma and chronic obstructive pulmonary disease (COPD). Environmental risk factors for both of these conditions include outdoor air pollution and cigarette smoke.



Asthma – An inflammatory disorder of the airways, which causes attacks of wheezing, shortness of breath, chest tightness, and coughing.

Chronic Obstructive Pulmonary Disease – A breathing disorder that gets worse over time which can cause coughing that produces large amounts of mucus, wheezing, shortness of breath, chest tightness, and other symptoms.

According to 2005/2006 fiscal year (FY) data, overall asthma hospitalization rates for the South Region are just slightly higher than countywide rates (74 persons per 100,000 population versus 70 persons per 100,000 population).⁴ However, children under 17 within National City's 91950 zip code suffer disproportionately from asthma symptoms than children in the rest of San Diego County. According to 2005 data, children's asthma hospitalization rates for National City are approximately 57% higher than the County average (247 children per 100,000 children versus 140 children per 100,000 children)⁵.

According to 2005 data, the South Region has a higher rate of hospitalizations that are attributed to COPD than San Diego County (108.8 per 100,000 versus 95.7 per 100,000)⁶. Figure HEJ-1 identifies COPD hospitalization rates by zip code to provide a better picture of how this disease specifically affects National City⁷. In 2004, National City experienced 200.1 to 300 hospitalizations per 100,000 persons for COPD, which is higher than surrounding communities. Eastern San Diego County is the only other area in the county that shares such a high rate of hospitalizations for COPD.

Hospitalization rates may be higher in certain areas either because there is an actual higher incidence of these disorders in those areas or because there is less adequate management of these disorders, resulting in a greater rate of hospitalization.

Because of the link between respiratory illnesses and air pollution, federal and state clean air standards have been established for common outdoor air pollutants to protect

⁴ San Diego Regional Asthma Coalition (2008). San Diego County asthma report card.

⁵ Office of Statewide Health Planning and Development. (2005). Children's asthma hospitalization rates by zip code.

⁶ County of San Diego Health and Human Services Community Health Statistics Unit (2009). County of San Diego Community Profiles by Region and Subregional Area: South Region.

⁷ County of San Diego Health and Human Services Community Health Statistics Unit. (2006). Health Indicator Maps. Retrieved August 31, 2009 from http://www.sdcounty.ca.gov/hhsa/programs/phs/community_health_statistics/index.html.



***Ozone** – A gas composed of three oxygen atoms linked together. At ground level, it is formed by chemical reactions of nitrogen oxides (NOx) and volatile organic compounds (VOCs) in the presence of sunlight. NOx and VOC emissions are mostly the result of human activities such as fossil fuel combustion and solvent use. Ozone can cause coughing, throat irritation, pain, burning, or discomfort in the chest when taking a deep breath, and chest tightness, wheezing, or shortness of breath.*

public health and the environment. The federal standards, known as National Ambient Air Quality Standards (NAAQS), are established by the Environmental Protection Agency (EPA) pursuant to requirements of the federal Clean Air Act (CAA). Each area of the nation with air pollution levels violating NAAQS are designated as non-attainment areas and must submit a plan outlining the combination of local, state, and federal actions and emission control regulations necessary to bring the area into attainment. San Diego County is currently designated as a non-attainment area for ozone⁸.

In California, the California Air Resources Board (CARB) is responsible for meeting the State requirements of the federal CAA, administering the California CAA and establishing the California Ambient Air Quality Standards (CAAQS). The California CAA, as amended in 1992, requires all air districts in the State to endeavor to achieve and maintain the CAAQS. The CAAQS are generally more stringent than the corresponding federal standards and incorporate additional standards for sulfates, hydrogen sulfide, vinyl chloride, and visibility reducing particles.

Air quality issues are locally regulated by San Diego County's Air Pollution Control District (APCD). The APCD is an extension of the CARB. The APCD has air monitoring stations in downtown San Diego and Chula Vista. There are no air monitoring stations in National City. As such, the measurement of air quality within National City is reflective of a larger region, and it does not measure specific locations (the port, freeways, gas stations, etc.) where local sources could be contributors to higher levels of pollutants.

Table HEJ-1 displays data on how often and by how much the air surrounding National City, measured in downtown San Diego and Chula Vista, violated state and federal ozone laws between 2004 and 2008. Chula Vista exceeded the federal 8-hour standard twice and the state 8-hour standard six times. Downtown San Diego did not exceed the federal standard, but did exceed the state standard once. Both Chula Vista and Downtown San Diego are far below the number of days that exceeded state and federal standards countywide. This is likely because these coastal cities, like National City, benefit from the prevailing eastern wind currents that carry some of the air pollution away from the coast to inland locations such as Alpine and El Cajon.

⁸ San Diego County Air Pollution Control District (2007). Eight Hour Ozone Attainment Plan.

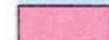
Selected Chronic Disease Medical Encounter Rates, San Diego County by Community

Chronic Obstructive Pulmonary Disease (COPD) Hospitalization Rates, 2004

Legend

-  HHSA Regions
-  Community (SRA)

COPD, Hosp Rates, 2004

-  0.0 - 50.0
-  50.1 - 100.0
-  100.1 - 150.0
-  150.1 - 200.0
-  200.1 - 300.0

*Rates per 100,000 population

Data Source: Hospital Discharge Data,
(CA OSHPD), CoSD, HHSA,
Community Epidemiology,
SANDAG, Current Population
Estimates, 9/27/2006.

Prepared by: County of San Diego,
HHSA, Public Health Services,
Community Health Statistics Unit.
June, 2008.

0 5 10 20 30 40 Miles



Figure HEJ-1
Chronic Obstructive
Pulmonary Disease (COPD)
Hospitalization Rates, 2004



BACK SIDE OF FIGURE



TABLE HEJ-1
Ozone
Number of Days Exceeding Federal and State Standards (2004-2008)*

Station	# of Days Exceeding Fed 8 hr Stnd >8.4 parts per hundred million (pphm)**					# of Days Exceeding State 8 hr Stnd >7.0 parts per hundred million (pphm)					Max 8 hr Concentration				
	2004	2005	2006	2007	2008	2004	2005	2006	2007	2008	2004	2005	2006	2007	2008
Chula Vista	1	0	0	1	0	State standard adopted in 2006		0	2	4	9	8	7	9	8
Downtown SD***	0	0	0	0	0			0	0	1	8	7	9	8	9
Countywide	8	5	14	7	11			68	43	65	10	9	10	9	11

* Data excludes measurements taken during the 2007 fires, as they emitted huge amounts of pollutants, mainly particulate matter, and led to the area being out of compliance. The event was rare enough that the data from that time was withdrawn from calculation.

** Federal 8 hr standard was revised to >7.5 pphm on March 12, 2008, to become effective March 12, 2009.

*** Downtown San Diego monitoring station was moved in 2005 from 12th Avenue to Beardsley Street. 2004 and 2005 measurements are taken from the 12th Avenue monitoring station.

Source: Air Pollution Control District (2008). Five year air quality summary: 2004-2008. Retrieved August 27, 2009 from <http://www.sdapcd.org/air/reports/smog.pdf>.



Particulate Matter
– A complex mixture of extremely small particles and liquid droplets made up of a number of components including acids, organic chemicals, metals, and soil or dust particles.

Particulate matter (PM) is another pollutant of concern for San Diego County. Like ozone, PM is formed in the air by a chemical reaction and mainly comes from combustion sources like vehicles, diesel engines, and industrial facilities. Smoke from wildfires and dust also contains PM. Once inhaled, PM can affect the heart and lungs and cause serious health effects. Scientists have observed higher rates of hospitalizations, emergency room visits, and doctor's visits for respiratory illnesses or heart disease during times of high PM concentrations. During these periods of high PM levels, scientists have also observed the worsening of asthma symptoms and acute and chronic bronchitis.

There are two categories of PM: PM₁₀ particles, which are less than 10 micrometers in diameter and PM_{2.5} particles, which are less than 2.5 micrometers in diameter.

Table HEJ-2 identifies data regarding PM measurements taken at the San Diego and Chula Vista monitoring stations from 2004 to 2008 for both PM₁₀ and PM_{2.5}. The highlighted cells identify the incidences in which standards were exceeded. According to CARB, most areas of California exceed the current state PM standards from a few to many times each year.

Over the past two decades, air quality in San Diego County has improved significantly due to state and federal regulations controlling emissions from mobile sources of air pollution, such as vehicles, and local controls on emissions from industrial sources, such as factories and power plants, commercial sources, such as gas stations and dry cleaners, and residential sources, such as water heaters and furnaces. The APCD's 2007 Air Quality Management Plan was designed to reduce ozone concentrations to below the level of the federal standard in 2009⁹. The standard has not been met.

⁹ San Diego County Air Pollution Control District (2007). Eight Hour Ozone Attainment Plan.



**TABLE HEJ-2
Particulate Matter Measurements**

Particulate Matter (PM ₁₀) Annual Arithmetic Mean and Maximum 24 hr Sample (2004-2008)*										
Station	Annual Arithmetic Mean Fed Stnd is 50 micrograms/m ³ ** State Stnd is 20 micrograms/m ³					Max 24 hr Sample Fed Stnd is 150 micrograms/m ³ State Stnd is 50 micrograms/m ³				
	2004	2005	2006	2007	2008	2004	2005	2006	2007	2008
Chula Vista	26	27	26	25	26	44	52	51	51	53
Downtown SD***	33	28	24	30	29	68	76	71	55	58
Particulate Matter (PM _{2.5}) Annual Average and Maximum 24 hr Sample (2004-2008)*										
Station	Annual Average Fed Stnd is 15 micrograms/m ³ State Stnd is 12 micrograms/m ³					Max 24 hr Sample Fed Stnd is 35 micrograms/m ³				
	2004	2005	2006	2007	2008	2004	2005	2006	2007	2008
Chula Vista	12	12	11	11	12	33	34	30	46	33
Downtown SD***	14	11	13	12	14	43	32	63	52	42

* The data excludes measurements taken during the 2007 fires.

** EPA revoked the Federal Arithmetic Mean standard for PM10 as of December 17, 2006, due to lack of available evidence linking health problems to long-term coarse particle pollution.

*** Downtown San Diego monitoring station was moved in 2005 from 12th Avenue to Beardsley Street. 2004 and 2005 measurements are taken from the 12th Avenue monitoring station.

Source: Air Pollution Control District (2008). Five year air quality summary: 2004-2008. Retrieved August 27, 2009 from <http://www.sdapcd.org/air/reports/smog.pdf>.

SURROUNDING LAND USES



The majority of land within the planning area located west of I-5 is under the jurisdiction of the San Diego Unified Port District (Port) and the US Navy. Most of the existing land uses located within the Port’s jurisdiction can be classified as marine industrial, which includes activities such as shipping, warehousing, manufacturing, and distribution. The Port Master Plan (2010) designates most of the 250 land acres in its National City Bayfront Planning Area for marine-related industrial and marine terminal uses.



On-going and planned uses west of I-5; therefore, pose undesirable impacts on non-industrial and sensitive land uses throughout the planning area. Industrial uses are responsible for the generation of point and non-point source emissions. Distribution activities generate a substantial amount truck traffic that contribute to high levels of diesel emissions and air quality concerns in other areas of the city. Additionally, the heavy concentration of marine-related and



military facilities has created substantial barriers to public coastal access across most of National City’s bayfront.

PUBLIC HEALTH AND FITNESS

Physical Activity



Regular physical activity is critically important for the health and well-being of people of all ages. Millions of Americans suffer from health problems that can be prevented or improved through regular exercise; these problems include: heart disease, obesity, diabetes, stress, and depression¹⁰. According to the San Diego County Health and Human Services Community Health Statistics Unit, there is a low percentage of people (18 years of age and older) engaging in moderate and vigorous physical activity within both the South Region and San Diego County as a whole. Refer to Table HEJ-3.

**Table HEJ-3
Physical Activity and Exercise (Adults 18+ yrs)***

Region	Walked for Transport or Fun/Exercise**	No Physical Activity**	Engaged in Moderate Physical Activity**	Engaged in Vigorous Physical Activity**
South Region				
2005	79%	11%	15%	18%
2007	Data not avail.	13%	14%	20%
San Diego County				
2005	79%	10%	16%	15%
2007	Data not avail.	14%	17%	20%

*% is proportion of people who replied with indicated response to question. Respondents were asked a series of questions related to walking and physical activity to determine whether level is none, some, moderate, or vigorous over a seven day timeframe.

** Percentages are rounded to the nearest whole number.

Source: UCLA Center for Health Policy Research, California Health Interview Survey, <http://www.chis.ucla.edu/> (accessed 5/2009); SANDAG, Current Population Estimates, 8/06, 4/08.

Prepared by County of San Diego (CoSD), Health & Human Services Agency (HHS), Public Health Services (PHS), Community Health Statistics, 6/26/2009.

To understand physical fitness levels among children, Table HEJ-4 identifies the percentage of 5th, 7th, and 9th graders in National City meeting the healthy fitness zone for six out of six physical fitness indicators: aerobic capacity, body composition, abdominal strength, trunk extensor strength,

¹⁰ U.S. Department of Health and Human Services (2002). Physical activity fundamental to preventing disease. Retrieved August 28, 2009 from <http://aspe.hhs.gov/health/reports/physicalactivity/>.



upper body strength, and flexibility. There is a lower percentage of fifth graders, attending public schools in National City, who meet fitness standards in comparison to San Diego County and California. Seventh and ninth grade scores are better than County and State scores for the reporting academic year (2008-2009).

TABLE HEJ-4
National City Students Meeting the Healthy Fitness Zone for
6 out of 6 Physical Fitness Areas (2008-2009)*

School	5 th Grade**	7 th Grade**	9 th Grade**
Sweetwater High School	--	--	45%
National City Middle School	--	42%	--
Granger Junior High		43%	53%
Olivewood Elementary	18%	--	--
Las Palmas Elementary	12%	--	--
Kimball Elementary	28%	--	--
Palmer Elementary	18%	--	--
Harbison Elementary	16%	--	--
John Otis Elementary	25%	--	--
Central Elementary	11%	--	--
El Toyon Elementary	28%	--	--
Lincoln Acres Elementary	22%	--	--
For Comparison Purposes:			
San Diego County	31%	38%	42%
State of California	29%	34%	38%

Source: California Department of Education Dataquest. Retrieved April 15, 2010 from: <http://data1.cde.ca.gov/dataquest/>

*The physical fitness test is required to be administered to students in grades 5, 7, and 9 only.

**Percentages are rounded to the nearest whole number.



Heart Disease – A broad term that includes more specific heart conditions such as coronary heart disease which can lead to heart attacks and other serious conditions. Heart disease is the leading cause of death for both men and women in the United States.

Overweight – A condition in which a person's body mass index is between 25 and 29.99.

Obesity – A condition in which a person's body mass index is 30 or higher.

Physical inactivity is one of the main risk factors in developing heart disease, along with tobacco use, obesity, excessive alcohol use, heredity, and diets high in salt, saturated fats, and cholesterol. According to the County of San Diego Health and Human Services Community Health Statistics Unit, in 2004, National City experienced a relatively high rate of death from coronary heart disease (191 deaths per 100,000 population compared to 133 deaths per 100,000 population countywide).

Obesity is a major risk factor for cardiovascular disease, certain types of cancer, and Type 2 diabetes¹¹. Exercise and regular physical activity can help to alleviate overweight and obese conditions. Highly walkable neighborhoods have been associated with a decrease in weight and waist size for individuals who increased their levels of physical activity during a one-year period¹². In 2007, the percentage of overweight and obese individuals was slightly higher in the South Region than county-wide (22% of individuals were overweight in the South Region compared to 18% countywide and 25% of individuals were obese compared in the South Region compared to 22% countywide)¹³.

Diabetes is a disease in which the body does not produce or properly use insulin. Insulin is a hormone that is needed to convert sugar, starches, and other food into needed energy. The more fat tissue a person has, the less sensitive his or her body is to insulin. As a result, there is a strong link between Type 2 diabetes and obesity. A healthy diet and regular physical activity is crucial to maintaining a healthy weight and reducing the risk for diabetes. In 2004, National City had the highest rate of deaths from diabetes in San Diego County (41 persons per 100,000 population compared to 18 persons per 100,000 population countywide)¹⁴. Refer to Figure HEJ-2.

A growing body of research shows that exercise also can help improve the symptoms of emotional ailments, such as stress and depression. Exercise can help prevent a relapse after treatment for depression. It may take at least 30 minutes of exercise a day for at least three to five days a

¹¹ Centers for Disease Control and Prevention (2009). Overweight and obesity. Retrieved August 31, 2009 from http://www.cdc.gov/heartdisease/risk_factors.htm.

¹² Oregon Research Institute (2009). Fast-food density and neighborhood walkability linked to residents' weight and waist side. Science Daily. Retrieved August 31, 2009 from <http://www.sciencedaily.com/releases/2009/03/090303161431.htm>.

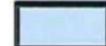
¹³ County of San Diego Health and Human Services Community Health Statistics Unit (2009). County of San Diego Community Profiles by Region and Subregional Area: South Region.

¹⁴ County of San Diego Health and Human Services Community Health Statistics Unit. (2006). Health Indicator Maps. Retrieved August 31, 2009 from http://www.sdcounty.ca.gov/hhsa/programs/phs/community_health_statistics/index.html.

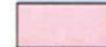
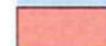
Selected Chronic Disease Medical Encounter Rates, San Diego County by Community

Diabetes Death Rates, 2004

Legend

-  HHSA Regions
-  Community (SRA)

Diabetes, Death Rates, 2004

-  0.0 - 10.0
-  10.1 - 20.0
-  20.1 - 30.0
-  30.1 - 40.0
-  40.1 - 50.0

*Rates per 100,000 population

Data Source: Death Statistical Master Files (CA DPH), CoSD, HHSA, Community Epidemiology; SANDAG, Current Population Estimates, 9/27/2006.

Prepared by: County of San Diego, HHSA, Public Health Services, Community Health Statistics Unit. June, 2008.

0 5 10 20 30 40 Miles



Figure HEJ-2
Diabetes Deaths
San Diego County



BACK SIDE OF FIGURE



week to significantly improve depression symptoms. However, smaller amounts of activity, as little as 10 to 15 minutes at a time, can improve mood in the short term¹⁵.

In addition to improving mental health, management of stress and depression is important to prevent serious physical health problems, such as heart disease. There are linkages between heart disease and the factors that often cause stress. There also are links between heart disease and depression. For instance, women who are depressed are twice as likely to develop heart disease as those who are not¹⁶.

In 2007, the percentage of adults within the South Region who sought out professional help for a mental or emotional condition was lower than in San Diego County (14% in the South Region compared to 21% countywide)¹⁷. This does not necessarily indicate that there are fewer people in the South Region experiencing emotional distress. It is possible that people in the South Region are just less likely to obtain help from a counselor due to various economic, cultural, or access constraints.

Healthy Foods

The availability of healthy food options, including fresh produce, at stores and farmers' markets, may correlate with a higher consumption of fruits and vegetables, which in turn, can alleviate the prevalence of excess weight and obesity. A high density of neighborhood fast food outlets (formula restaurants) has been shown to be associated with weight gain and an increase in waist size among residents who frequent those establishments¹⁸. Within National City, there are approximately twice as many fast food and convenience stores as there are general grocery and fruit and vegetable markets¹⁹.

A major factor affecting access to healthy foods is an individual's or family's level of income. High calorie foods tend to be the least expensive and most resistant to

¹⁵ Mayo Clinic (2007). Depression and anxiety: Exercise eases symptoms. Retrieved August 31, 2009 from <http://www.mayoclinic.com/health/depression-and-exercise/MH00043>.

¹⁶ Sutter Health (2008). Stress and depression. Retrieved August 31, 2009 from http://hearts.sutterhealth.org/women/risk/wha_depression.html.

¹⁷ County of San Diego Health and Human Services Community Health Statistics Unit (2009). County of San Diego Community Profiles by Region and Subregional Area: South Region.

¹⁸ Fuzhong Li, PhD; Peter Harmer, PhD, MPH; Bradley J. Cardinal, PhD; Mark Bosworth, MS; Deb Johnson-Shelton, PhD. (2009). Obesity and the Built Environment: Does the Density of Neighborhood Fast-Food Outlets Matter? *American Journal of Health Promotion*. Vol. 23, No. 3.

¹⁹ California Department of Public Health (2008). California Nutrition Network Map. Retrieved August 31, 2009 from <http://cnngis.org/viewer.aspx>.



inflation, which partially explains why the highest rates of obesity continue to be observed in groups with the most limited economic means²⁰. According to the US Census, in 2000, 22% of National City's population was living in poverty compared to 12% countywide.

The county-administered Supplemental Nutrition Assistance Program (SNAP) seeks to provide assistance relative to food costs. According to the United States Department of Agriculture (USDA), the San Diego County participation rate in the SNAP ranks the lowest in the nation among urban centers. Of those eligible to receive SNAP benefits, only 29% are doing so²¹. Although food stamp data are not available at the city level, based on County statistics, it is highly likely that there are far more people eligible to receive benefits in National City than who actually participate in the program. The San Diego County has attributed its low participation rates to a lack of awareness of food stamp eligibility rules and dissatisfaction with the eligibility process.

Access to Health Care

The availability of, and access to, health care facilities plays a large role in the preservation and maintenance of good public health and the prevention of morbidity and hospitalizations. National City contains six primary care facilities, five long term care facilities, and one hospital. All appear to be well served by vehicular routes and public transport (refer to Figure HEJ-3). Since having medical insurance influences whether or not one visits a medical professional, it is important to note the percentage of the population that is currently insured. In 2007, the percentage of currently insured adults aged 18-64 within the South Region was 83%, which mirrored that of the county¹⁵.

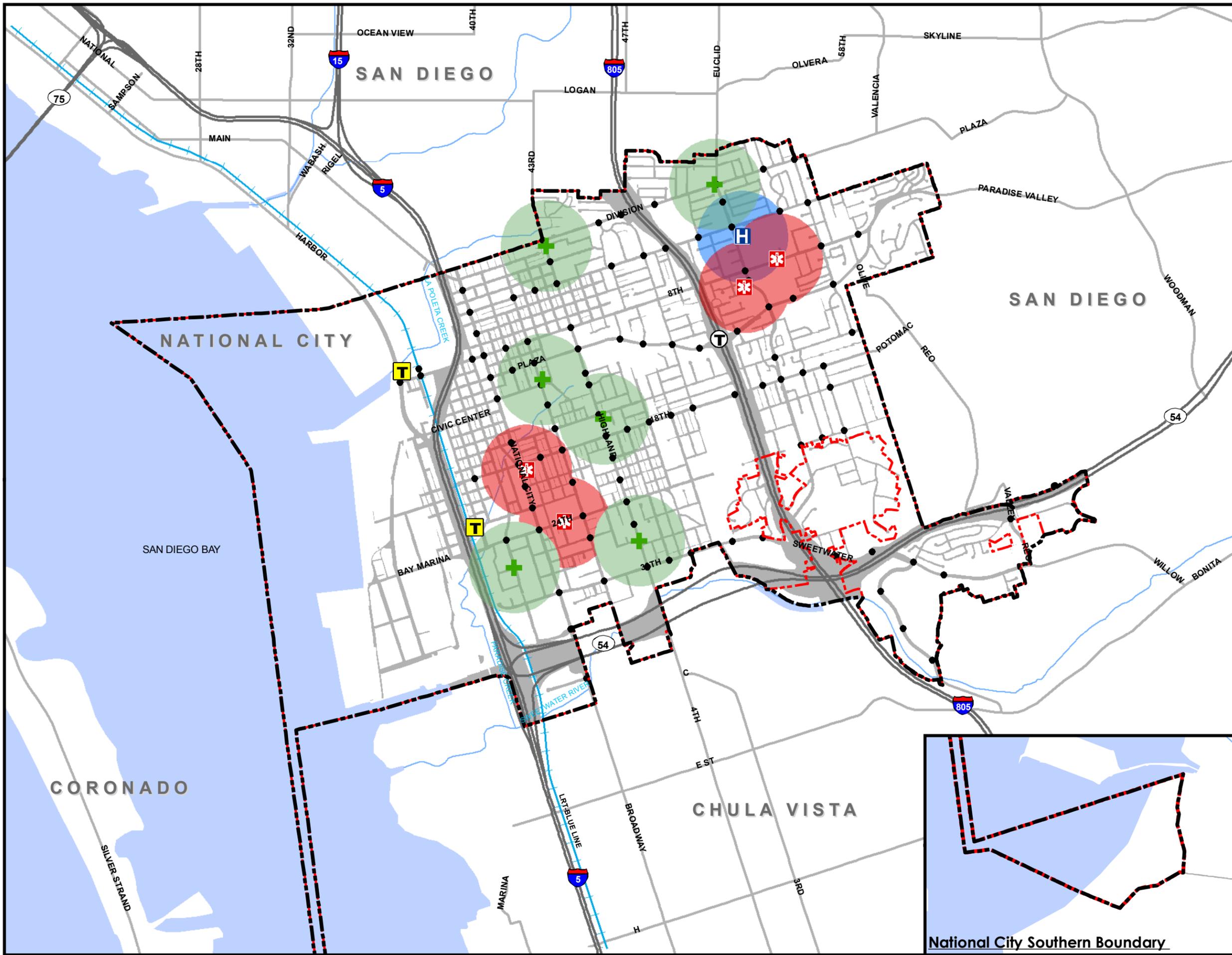
Lead Based Paint

Structures constructed prior to 1978 have the propensity to contain paint that has high levels of lead. Approximately 85 percent of the residential dwelling units in the City were constructed prior to 1980²². Lead-based paint is not a hazard when it is in good condition, but exposure to lead often occurs when paint is aging, peeling, or being removed. Lead exposure can cause nervous system and kidney

²⁰ Reuters Health (2008). Healthy food getting more expensive. Retrieved August 31, 2009 from <http://www.reuters.com/article/healthNews/idUSPAR27349420080102>.

²¹ Food research and action center (2008). Food stamp access in urban America: A city by city snapshot. Retrieved September 3, 2009 from <http://frac.org/pdf/urbanfoodstamps08.pdf>.

²² U.S. Census Bureau, American FactFinder. (2000.) Census 2000, Summary File 3. Retrieved May 3, 2010 from: <http://factfinder.census.gov/home/en/datanotes/expsf3.htm>.



Legend

Health Facilities

- Primary Care Facility or Clinic
- Long Term Care Facility
- Hospital

Health Care Facility 1/4 Mile Radius

- Primary Care Facility 1/4 Mile Radius
- Long Term Care Facility or Clinic 1/4 Mile Radius
- Hospital 1/4 Mile Radius

Transit

- Bus Stops
- Trolley Station
- Future I-805 Bus Rapid Transit (BRT) Stop

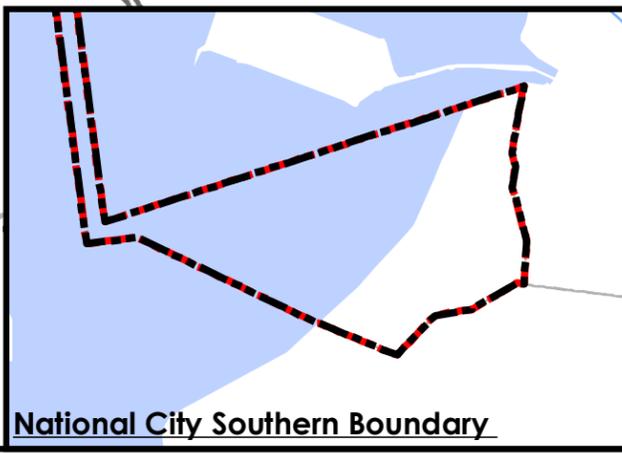
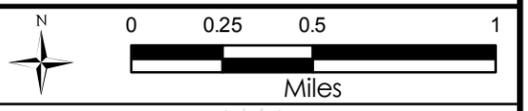
Base Layers

- National City Planning Area Boundary
- National City Boundary
- Freeways
- Roads
- Railroad

Source: City of National City (City Boundary, 2009), Office of Statewide Health Planning and Development (Health Facilities, 2006) SANDAG (Railroad, 2008; Streams, 2003; Transit, 2008), San Diego LAFCO (Planning Area Boundary, 2009), SanGIS (Hospitals, 2004; Lakes, 2006; Roads, 2008)
 *Portions of this derived product contains geographic information copyrighted by SanGIS. All Rights Reserved.

The information on this map was derived from various digital databases, sourced above. Care was taken in the creation of this map but it is provided "as is". PDC cannot accept any responsibility for any errors, omissions, or positional accuracy, and therefore, there are no warranties which accompany this product. Users are cautioned to field verify information on this product before making any decisions.

Figure HEJ-3
Proximity of Health Care Facilities to Transit Stops



BACK SIDE OF FIGURE



damage (among a host of other physical problems) in children. Exposure to high levels of lead can lead to serious health problems such as seizures. Lead exposure also can be dangerous for adults, with impacts ranging from increased chances of illness during pregnancy to nerve disorders.



Approximately 13,348 housing units were constructed prior to 1980 in National City. Approximately 589 of these units are at high risk for containing lead based paint hazards. Through grants and public/private participation a total of 115 units have been mitigated from a lead based paint perspective as of 2008²³. As of the writing of this document, the City does not have a program to address residential lead paint issues. It is anticipated that a Housing Rehabilitation Program, slated to begin in 2010, will include a component to address residential lead based paint issues.

C. Citywide Goals and Policies

ENVIRONMENTAL JUSTICE


Refer to the Education and Public Participation Element for additional policies related to community outreach and involvement.

Goal HEJ-1: Meaningful and effective participation, promotion of community capacity building, and fair treatment of all segments of the public in the process of creating a healthy environment and developing, adopting, implementing, and enforcing environmental laws, regulations, and policies.

Policy HEJ-1.1: Facilitate the involvement of community residents, businesses, and organizations in the development, adoption, and implementation of community health initiatives and consider their input throughout the decision-making process.

Policy HEJ-1.2: Consider environmental justice issues as they are related to potential health impacts associated with land use decisions, including enforcement actions, to reduce the adverse health effects of hazardous materials, industrial activities, and other undesirable land uses, on residents regardless of age, culture, ethnicity, gender, race, socioeconomic status, or geographic location.

Policy HEJ-1.3: Consider environmental justice issues as they are related to the equitable provision of desirable public amenities such as parks, recreational facilities,

²³ City of National City (2008). Closeout of Lead Hazard Control (LHC) Grant - CALHB0238-03 Final Report.



community gardens, and other beneficial uses that improve the quality of life.

Policy HEJ-1.4: Address health issues in National City with the public during the annual review of the General Plan.

Policy HEJ-1.5: Assure potentially affected community residents that they have opportunities to participate in decisions that affect their environment and health, and that the concerns of all participants involved will be considered in the decision-making process.

Policy HEJ-1.6: Hold meetings and workshops at times and locations that are convenient for community members to attend, especially those that may be directly affected by a particular decision.

Policy HEJ-1.7: Apply environmental protection measures equally among geographic and socioeconomic sectors of the City.

Related Policies from Other Elements:

Land Use:

LU-3.2: Prevent the intrusion of new incompatible land uses and environmental hazards into existing residential areas and phase out existing non-conforming uses.

LU-3.6: Prohibit the establishment of new residential and other sensitive land uses near industrial land uses and within the Harbor District (unless proposed as part of a mixed-use development adjacent to the 8th Street Trolley stop) and buffer existing residential uses and other sensitive land uses from industrial uses, while protecting and enhancing visitor-serving, commercial, retail, industrial, working-waterfront, and maritime related job-producing industries.

LU-8.5: Update the capital improvement program for the improvement of existing public facilities and the development of new facilities and plan for the equitable distribution of infrastructure improvements and public facilities and services considering both number/size and access/distance to facilities.

Circulation:

C-1.3: Require new development and redevelopment to provide good internal circulation facilities that meets the



needs of walkers, bicyclists, children, seniors, and persons with disabilities.

C-1.4: Require new development and redevelopment to apply universal design standards.

Safety:

S-7.7: Work with property owners and lead agencies to reduce soil contamination from industrial operations and other activities that use, produce, or dispose of hazardous or toxic substances.

S-8.1: Promote the clean-up and reuse of contaminated sites and prioritize remediation and redevelopment of brownfield sites within and adjacent to residential and mixed-use areas.

S-8.3: Maintain an inventory of permitted and clean-up sites and monitor future uses at those locations. Require appropriate mitigation and clean-up of sites that are known to contain toxic materials as a condition of allowing reuse.

Open Space and Agriculture:

OS-5.1: To the extent feasible, distribute parks and recreational facilities equally throughout National City's neighborhoods, with a focus on neighborhoods that are currently underserved from a public recreation perspective.

Education and Public Participation:

E-7.2: Utilize diverse media, technology, and communication methods to convey information to the public.

E-7.6: Expand efforts to reach out to and provide meaningful involvement opportunities for low-income, minority, disabled, children and youth, and other traditionally underrepresented citizens in the public participation process and encourage non-traditional communication methods to convey complex ideas in an easily understandable manner.

E-7.7: Periodically review the effectiveness of the procedures and strategies used to solicit public input and develop outreach processes and methodologies tailored to the needs of the community.

E-7.9: Initiate outreach efforts as early as possible in the decision-making process, before significant resources have been invested in a particular outcome and ensure that



materials are distributed far enough in advance of meetings, workshops, and hearings to allow sufficient time for review and comment.

E-7-10: Provide adequate translation or interpretation services for documents and public meetings, as resources allow.

Why is this important?

Everyone deserves to live in a community where every body is treated fairly and has an equal opportunity to be healthy. When environmental justice is achieved, it leads to a condition where environmental risks and hazards and investments and benefits are equally distributed with a lack of discrimination; where access to environmental investments, benefits, and natural resources are equally distributed; and where access to information, participation in decision making, and access to justice in environment-related matters are enjoyed by all.


Sensitive Land Uses – Land uses where segments of the population most susceptible to poor air quality (i.e., children, the elderly, and those with pre-existing serious health problems affected by air quality) are most likely to spend time, including schools and schoolyards, parks and playgrounds, day care centers, nursing homes, hospitals, and residential communities. (California Air Resources Board)

RESPIRATORY HEALTH AND AIR QUALITY

Goal HEJ-2: Improved air quality to protect human and environmental health and minimized air quality impacts on sensitive population groups.

Policy HEJ-2.1: Avoid land use conflicts by ensuring residential, public assembly, and other sensitive land uses are adequately buffered from industrial land uses that may pose a threat to human health, where feasible.

Policy HEJ-2.2: Encourage existing stationary sources of emissions to use feasible measures to minimize emissions that could have potential impacts on air quality and incentivize non-conforming uses to relocate to appropriate industrial zones if currently impacting sensitive land uses.

Policy HEJ-2.3: Avoid siting new sensitive land uses within 500 feet from the centerline of a freeway, unless such development contributes to smart growth, open space, or transit-oriented goals, in which case the development shall include feasible measures such as separation/setbacks, landscaping, barriers, ventilation systems, air filters/cleaners, and/or other effective measures to minimize potential impacts from air pollution.



Policy HEJ-2.4: Require new sensitive land uses to include feasible measures such as separation/setbacks, landscaping, barriers, ventilation systems, air filters/cleaners, and/or other effective measures to minimize potential impacts from air pollution.

Policy HEJ-2.5: Encourage existing sensitive land uses to include feasible measures such as separation/setbacks, landscaping, barriers, ventilation systems, air filters/cleaners, and/or other effective measures to minimize potential impacts from air pollution.

Policy HEJ-2.6: Consider air quality impacts, including cumulative impacts, from existing and new development when making land use decisions and limit the number of industrial facilities or uses to prevent cumulative air pollution impacts.

Policy HEJ-2.7: Designate truck routes that avoid sensitive land uses, where feasible.

Policy HEJ-2.8: Encourage smoke-free workplaces, multi-family housing, parks, and other outdoor gathering places to reduce exposure to second-hand smoke.

Policy HEJ-2.9: Request lead and responsible agency consultation on land use and transportation planning, design, and implementation projects to insure that feasible measures are included to minimize potential impacts on the city from air pollution.

Policy HEJ-2-10: Distribute information about best practices to reduce and/or eliminate sources of indoor air pollution.

Related Policies from Other Elements:

Land Use:

Policy LU-1.2: Concentrate commercial, mixed-use, and medium to high density residential development along transit corridors, at major intersections, and near activity centers that can be served efficiently by public transit and alternative transportation modes.

Policy LU-1.5: Consider the effects of land use proposals and decisions on the region and efforts to maintain a jobs-housing balance.

Policy LU-1.6: Enable residents to reduce their commutes by supporting telecommuting, satellite work centers, and home



Refer to the Conservation and Sustainability Element for additional policies related to reducing emissions and improving air quality.



Refer to the Circulation Element for additional policies related to transportation planning.



occupations that are compatible with adjacent or surrounding properties.

Policy LU-2.1: Provide for housing near jobs, transit routes, schools, shopping areas, and recreation to discourage long commutes; promote public transit, walking, and biking; and lessen traffic congestion.

Policy LU-3.7: Limit impacts from industrial or mixed-uses by establishing performance standards to regulate noise, glare, vibrations, odor, lighting, air pollution, and other potential disturbances.

Circulation:

Policy C-1.1: Allow, encourage, and facilitate transit-oriented development, mixed-use, and infill projects in appropriate locations to reduce vehicular trips, especially near the 8th Street and 24th Street trolley stops, the future South Bay Bus Rapid Transit Station (BRT), and along major transportation corridors such as 8th Street, Highland Avenue, Plaza Boulevard, and 30th Street/Sweetwater Road.

Policy C-4.1: Encourage businesses to provide flexible work schedules for employees.

Policy C-4.2: Encourage employers to offer shared commute programs and/or incentives for employees to use transit.

Policy C-4.3: Require new uses to provide adequate bicycle parking and support facilities.

Policy C-4.4: Encourage carpooling and other shared commute programs.

Policy C-4.5: Encourage the use of alternative transportation modes.

Policy C-4.6: Prioritize attention to transportation issues around schools to reduce school-related vehicle trips.

Policy C-4.7: Seek opportunities to reduce vehicle trips before requiring physical roadway improvements.

Conservation and Sustainability:

Policy CS-1.1: Develop and adopt new or amended regulations or programs that address:



- Sustainable and efficient land use patterns to reduce vehicular trips and preserve open space;
- Improving energy efficiency, especially in the transportation sector and buildings and appliances;
- Reducing the urban heat island effect through sustainable design and building practices, as well as planting trees (consistent with habitat and water conservation policies) for their many environmental benefits, including natural carbon sequestration;
- Reducing waste by improving management and recycling programs.

Policy CS-1.4: Continue to evaluate and manage the City’s facilities (including its vehicle fleet) and operations to reduce emissions.

Policy CS-7.1: Promote the use of green building practices in new and existing development to maximize energy efficiency and conservation.

Policy CS-7.7: Encourage LEED certification for all new municipal, commercial, and industrial buildings in the city.

Why is this Important?

National City suffers disproportionately from respiratory disorders associated with air quality issues compared to other parts of San Diego County. The above goal and policies are intended to reduce exposure to poor air quality by separating sensitive receptors from significant sources of air pollution; reducing emissions; incorporating design features that minimize air quality impacts into new development; considering cumulative air quality impacts when making land use decisions; and advising other jurisdictions on land use decisions that could affect National City residents.



Refer to the Open Space and Agriculture Element for additional policies related to recreation.

Refer to the Circulation Element for policies related to pedestrian and bicycle circulation.

PHYSICAL ACTIVITY

Goal HEJ-3: Safe and accessible physical activities to meet the needs of all segments of the community.

Policy HEJ-3.1: Encourage walking and bicycling as daily physical activities by providing conveniently located daily goods and services and recreational facilities and programs within a comfortable walking or biking distance from homes.




Universal Design –
A user-friendly approach to design in the living environment where people of any culture, age, size, weight, race, gender and ability can experience an environment that promotes their health, safety and welfare today and in the future. (Universal Design Alliance)



Policy HEJ-3.2: Identify and eliminate, where feasible, barriers to outdoor physical activity, such as damaged, incomplete, blocked, or littered sidewalks and bike paths, lack of safe street crossings and direct connections, excessive speeding, insufficient lighting, incidence or perception of crime, and lack of landscaping and shade trees along streets.

Policy HEJ-3.3: Improve access to bicycles, helmets, and related equipment for lower income families.

Policy HEJ-3.4: Apply universal design principles in the design and review of development and redevelopment projects, where feasible.

Policy HEJ-3.5: Raise awareness about the importance of healthy behaviors and physical fitness to overall well-being.

Related Policies from Other Elements:

Land Use:

Policy LU-2.1: Provide for housing near jobs, transit routes, schools, shopping areas, and recreation to discourage long commutes; promote public transit, walking, and biking; and lessen traffic congestion.

Policy LU-2.4: Provide additional recreational open space areas and connect these areas to trails, bikeways, pedestrian corridors, and other open space networks, where feasible.

Policy LU-4.2: Promote the design of complete neighborhoods that are structured to be family-friendly, encourage walking, biking, and the use of mass transit, foster community pride, enhance neighborhood identity, ensure public safety, improve public health, and address the needs of all ages and abilities.

Policy LU-9.1: Design developments along mixed-use and “community corridors” for the comfort and enjoyment of pedestrians and bicyclists. This includes features such as street trees, placing buildings close to the street, de-emphasizing parking lots and garages, limited driveway cuts, traffic-calming features, clearly defined street crossings, adequate lighting, and street furnishings where appropriate.

Policy LU-9.4: Encourage an overall high quality streetscape design, where feasible, that promotes narrow roadways; bike lanes; on-street parking; minimal curb cuts; enhanced



crosswalks; appropriate sidewalk widths; landscaped medians and parkways; street trees, planters, and wells; street lighting; street furniture; wayfinding; enhanced paving; public art; and other features that contribute to the desired character for National City, where appropriate.

Circulation:

Policy C-2.2: Enhance connectivity by eliminating gaps and barriers in roadway, bikeway, and pedestrian networks.

Policy C-2.6: Enhance the quality of life in the City's neighborhoods and minimize impacts on schools, hospitals, convalescent homes and other sensitive facilities through the implementation of traffic calming measures in these areas to reduce vehicle speeds and discourage cut-through traffic.

Policy C-2.8: Implement road diets, where appropriate, as a means to improve safety, increase efficiency of pick-up and drop-off operations at schools, and provide greater separation between pedestrians and vehicles.

Policy C-4.3: Require new uses to provide adequate bicycle parking and support facilities.

Policy C-8.1: Provide connectivity of wide, well-lit walking environments with safety buffers between pedestrians and vehicular traffic, when feasible.

Policy C-8.2: Require new development and redevelopment to incorporate pedestrian-oriented street designs that provide a pleasant environment for walking.

Policy C-8.3: Identify and implement necessary pedestrian improvements with special emphasis on providing safe access to schools, parks, community and recreation centers shopping districts, and other appropriate facilities.

Policy C-8.4: Promote walking as the primary travel mode to schools.

Policy C-8.5: Improve pedestrian safety at intersections and mid-block crossings.

Policy C-8.6: Reduce architectural barriers that restrict full movement and access by less mobile segments of the population consistent with the Americans with Disabilities Act.



Policy C-8.7: Apply universal design standards to the pedestrian system.

Policy C-8.8: Provide a continuous pedestrian network within and between neighborhoods to facilitate pedestrian travel free from major impediments and obstacles.

Policy C-9.1: Expand and improve the bikeway system and facilities by establishing bike lanes, separated paths, and bicycle storage facilities at major destinations.

Policy C-9.2: Require new development and redevelopment to provide safe, secure bicycle parking facilities.

Policy C-9.3: Require new development and redevelopment to provide connections to existing and proposed bicycle routes, where appropriate.

Policy C-9.4: Encourage existing businesses and new development or redevelopment projects to promote bicycling and provide bike rack facilities, personal lockers, and shower rooms.

Policy C-9.5: Encourage bicycling through education and promotion programs in conjunction with the local school districts.

Policy C-9.6: Keep abreast of bicycle facility innovations in other cities and regions, and seek to incorporate these into the bicycle network.

Open Space and Agriculture:

Policy OS-5.2: Strive to meet or exceed and maintain a park to population ratio of 4.75 acres per 1,000 residents, as fiscal resources allow.

Policy OS-5.3: Encourage the development and maintenance of recreational facilities by the private and non-profit sectors that complement and supplement the public recreational system.

Policy OS-5.4: Require new residential development projects, including mixed-use projects with residential components, to provide adequate park/open space, pay an in-lieu fee, and/or form a maintenance assessment district in order to help meet the City's park standards.

Policy OS-5.5: Develop standards for the design of park facilities and landscaping, which enhance and preserve



natural site characteristics as appropriate and to minimize maintenance demands.

Policy OS-5.6: Encourage the use of best management practices to achieve long-term energy efficiency and water and resource conservation, including the incorporation of xeriscape, renewable energy sources, green building and low-impact development practices for public and private park improvements.

Policy OS-5.7: Support the redevelopment of the National City Golf Course with public recreational facilities, a community garden, and other accessory or supporting uses.

Policy OS-5.8: Promote the use of utility corridors, reclaimed solid waste facilities, abandoned railroad rights of way, and similar surplus lands as parks.

Policy OS-5.9: Identify appropriate areas for street conversions that would allow for the development of neighborhood parks and community gardens.

Policy OS-5.10: Work with local school districts to provide joint use of school properties as neighborhood parks and recreational centers.

Policy OS-5.11: Establish and enforce maintenance standards for all park and recreational facilities.

Policy OS-5.12: Provide and promote a variety of high quality active and passive recreation programs that meet the needs of and benefit the community.

Policy OS-5.13: Encourage involvement by the non-profit and private sectors in the development, administration, and execution of recreational programs.

Policy OS-6.1: Work with the Port District in the maintenance and improvement of access points to the Sweetwater River and San Diego Bay.

Policy OS-6.2: Evaluate opportunities to improve public access to Paradise Creek and Las Palmas Creek.

Policy OS-7.1: Work with other agencies including the County of San Diego and the City of Chula Vista to allow for the integration of the City's trails with other local, regional, and state trail systems.



Policy OS-7.2: Encourage the creation of connected paseos and trails between community activity areas and schools and consider opportunities to enhance them with kiosks and rest stations.

Policy OS-7.3: Work with utility owners and operators to promote the use of utility easements and corridors as trail corridors, where feasible.

Policy OS-7.4: Where feasible, create and implement non-motorized paths along creeks, rivers, and waterfronts, with a focus on linking to existing pathways.

Why is this important?

The more convenient and comfortable a place is to walk or bike, the more likely an individual is to achieve the recommended amount of daily exercise. Access to parks, trails, and recreation facilities can significantly increase levels of physical activity. Any reduction in vehicle miles traveled also creates corresponding reductions in air pollution, traffic volumes, noise, and safety impacts.


Healthy Food Supply – Provides (1) a minimum of 5,000 square feet of retail space for a general line of food and non-food products intended for home preparation, consumption, and utilization (2) at least 50% of a general consumption line of food products intended for home preparation, consumption, and utilization (3) at least 30% of retail space for perishable goods that include dairy, fresh produce, fresh meats, poultry, fish, and frozen foods (4) at least 500 square feet of retail space for fresh produce. (San Diego County Health and Human Services)

HEALTHY FOODS

Goal HEJ-4: Convenient access to fresh and healthy foods, water, fruits, and vegetables for all segments of the community.

Policy HEJ-4.1: Prioritize healthy food supplies in economic development efforts, especially in areas where a healthy food supply, farmer’s market, or community garden is not located within a half to a quarter mile away.

Policy HEJ-4.2: Encourage the development of healthy food establishments in areas with a high concentration of fast food establishments, convenience stores, and liquor stores.

Policy HEJ-4.3: Encourage and facilitate public or private shuttle systems to transport customers to grocery stores and other sources of healthy foods.

Policy HEJ-4.4: Encourage the development of convenient and accessible community gardens and other sources of healthy foods in appropriate zones and within each neighborhood, where feasible.




Mobile Health Food Market – A truck that delivers groceries to residences and/or sells healthy foods/meals curbside.



Policy HEJ-4.5: Encourage new development and redevelopment to include a healthy food supply or edible garden, or be located within a quarter to a half mile of a healthy food supply, where feasible and appropriate.


 Refer to the Open Space and Agriculture Element for additional policies related to urban agriculture and community gardens.

Policy HEJ-4.6: Encourage and facilitate the establishment and operation of a farmer’s market(s), farm stands, ethnic markets, mobile health food markets, and convenience/corner stores that sell healthy foods including fresh produce.

Policy HEJ-4.7: Require new development to provide and maintain fresh drinking water fountains, where feasible and appropriate.

Policy HEJ-4.8: Inform low income families and people experiencing homelessness about food assistance programs.

Policy HEJ-4.9: Assess and plan for local food processing, wholesaling, and distribution facilities to connect local agriculture to markets such as retailers, restaurants, schools, hospitals, and other institutions and encourage these markets to carry and serve locally grown or harvested foods.


Community Supported Agriculture (CSAs) – Sometimes referred to as "Subscription Farms" because the consumer buys a subscription from a farmer for a set price to receive fresh produce on a weekly or bi-weekly basis usually delivered to your home or business. (San Diego County Farm Bureau)



Policy HEJ-4.10: Explore opportunities for Community-Supported Agriculture within the community.

Goal HEJ-5: Improved eating habits among all segments of the community.

Policy HEJ-5.1: Promote messages regarding healthy eating habits and food choices.

Policy HEJ-5.2: Encourage food-service establishments to post nutritional information, comply with dietary guidelines, eliminate the use of trans fats, and serve locally-grown foods.

Policy HEJ-5.3: When served at City-sponsored events, provide food consistent with health-oriented dietary guidelines, including water and fresh fruit and/or vegetables.

Policy HEJ-5.4: Discourage unhealthy fast food outlets from locating near schools.



Related Policies from Other Elements:

Land Use:

Policy LU-2.5: Encourage the establishment of community farms and gardens.

Open Space and Agriculture:

Policy OS-3.1: Allow for community and private gardens as areas where residents can plant and grow fruit and vegetables and ornamental gardens that can be a source of pride and beauty in the neighborhood.

Policy OS-3.2: Encourage the development of community gardens in conjunction with school sites as an educational resource.

Policy OS-3.3: Encourage the development of unused land such as portions of parks and utility right of ways to be converted to productive space for growing food.

Policy OS-3.4: Support private and institutional gardens and explore additional opportunities for partnerships and collaboration.

Policy OS-3.5: Identify potentially feasible site locations for urban agriculture, including locations for street conversions, and identify links between them.

Policy OS-3.6: Explore and encourage opportunities for roof-top gardens, especially for large, flat roofed industrial, commercial, and institutional buildings.

Policy OS-3,7: Pursue available grants and other funding sources for urban agriculture and community gardens.

Policy OS-3.8: Maintain an on-going dialogue with the community to ensure that its needs are being addressed by urban agriculture endeavors.

Policy OS-3.9: Ensure that community gardens and other urban agricultural resources are accessible to members of all demographic groups within the community, including minorities, seniors, children and persons with disabilities.

Policy OS-3.10: Identify appropriate locations for a farmer's market(s) and farm stands.



Policy OS-3.11: Explore opportunities for the planting of fruit trees and gardens in the public right-of-way, where feasible.

Policy OS-3.12: Encourage the use of best practices for community farming and neighborhood gardening that eliminates or reduces the use pesticides, herbicides, chemical fertilizers, use of gas powered equipment, and encourages composting.

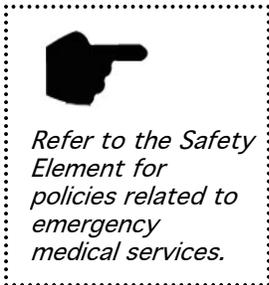
Policy OS-3.13: Strive to meet or exceed and maintain a community garden to population ratio of 0.77 acres per 1,000 residents, as fiscal resources allow.

Why is this important?

Eating healthy foods reduces the risk of health problems such as diabetes, heart disease, excess weight, and obesity. In addition, a healthy diet is associated with better academic performance²⁴. Despite these known benefits, as of 2003, only a quarter of the nation’s population followed the government recommended diet that calls for eating five servings of fruits and vegetables a day²⁵. There are many factors that impede healthy eating such as a lack of grocery stores in the neighborhood, lack of transportation to get to a place that sells affordable, healthy foods, the expense of healthy foods compared to unhealthy foods, and limited time or knowledge to prepare healthy foods. The preceding goals and policies are aimed at encouraging healthy eating habits and eliminating the barriers that make it difficult for people to eat healthily.

ACCESS TO HEALTH CARE

Goal HEJ-6: Convenient and accessible health services that meet the needs of the community.



Policy HEJ-6.1: Encourage a range of health services in locations that are convenient and accessible (walkable) to the community.

Policy HEJ-6.2: Encourage local transit providers to establish and maintain routes and services that provide the

²⁴ Florence, M., Asbridge, M, and Veugelers, P. (2008). Diet quality and academic performance. *Journal of School Health*. Vol. 78(4): 209-215.

²⁵ Centers for Disease Control and Prevention (2006). Physical activity and good nutrition: Essential elements to prevent chronic diseases and obesity. Retrieved January 22, 2010 from <http://www.cdc.gov/nccdphp/publications/aag/pdf/dnpa.pdf>.



community with convenient access to health service facilities, where feasible.

Policy HEJ-6.3: Encourage businesses to provide and maintain a free shuttle service to health care facilities for residents, where feasible.

Why is this important?

When residents have easy and safe access to a variety of health care services, they have the opportunity to learn about good health care practices, prevent illness, and lessen the severity of illness.

LEAD BASED PAINT AND OTHER CONTAMINANTS IN THE HOME



Refer to the Housing Element for additional information regarding the City's efforts to remove lead based paint hazards.

Goal 7: The elimination of health risks associated with lead-based paint, mold, and other contaminants.

Policy 7.1: Inform the public about the risks associated with lead based paint, mold, and other contaminants and encourage and facilitate remediation.

Policy 7.2: Develop a process by which to identify residences with lead based paint hazards, notify residents of the potential hazard, and request landlords/owners to make the housing unit lead-safe.

Policy 7.3: Program the remediation of lead based paint in city structures, prioritizing efforts in buildings where children may be present.

Policy 7.4: Prioritize lead education and remediation programs to benefit low-income families.

Why is this important?

As indicated in the Existing Setting section, approximately 13,348 housing units were constructed prior to 1980 in National City and almost 600 of these units are at high risk for containing lead based paint hazards. Although the City has succeeded in mitigating 115 of these units as of 2008 through its Lead Hazard Control Program, there is still a long way to go to rid National City of its lead based paint hazards. Young children are at the highest risk of developing health problems as a result of lead exposure, and low income families often cannot afford to remove lead based paint hazards from their homes. Therefore, directing



resources towards low-income residences where young children reside is a priority. Educating residents about the steps they can take to reduce the risk of lead exposure also is an important step toward eliminating hazards.

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Education and Public Participation (E)



A. Introduction

Schools are an important part of the National City community. They educate our children, host neighborhood events, and provide open space for play. National City’s public schools are administered by the National School District, Sweetwater High School District, and Chula Vista Elementary School District. National City has aligned its neighborhood boundaries with National School District’s elementary school attendance boundaries so as to emphasize schools as important focal points within neighborhoods. These neighborhood boundaries are also important in organizing citizen participation efforts by becoming the basis for Neighborhood Action Plans.

The City of National City recognizes that improving educational opportunities for people of all ages is critical to enhancing quality of life and contributes to developing an active and informed citizenry. It addresses day care, after school, library, occupational training, and formal and informal life-long learning programs in addition to community participation. Although school districts are separate political jurisdictions from the City, the City’s actions can have a profound impact on the ability of schools to provide a quality educational environment. Therefore, opportunities to collaborate and partner with school districts are also identified.

The Education Element is not a state-mandated element. The authorization for this optional element is contained within Section 65303 of the State of California Government Code, which authorizes local jurisdictions to adopt additional elements beyond the mandatory elements.



Life Long Learning
– The voluntary, self-motivated pursuit of knowledge for personal or professional reasons. Life long learning opportunities come in many forms ranging from the informal informational plaque explaining the habitat types found along a recreational trail to a formal classroom setting at a community college.





B. Existing Setting

EDUCATION STATISTICS

National City has historically lower educational achievement levels than San Diego County and the nation. Table E-1 identifies that for the population 25 years and over, a larger percentage of National City residents did not complete high school as compared to residents of San Diego County and the United States. In addition, a much smaller percentage of National City residents have earned a Bachelor’s Degree or higher as compared to residents of San Diego County and the United States.

TABLE E-1
Comparison of Educational Achievement
United States, San Diego County, and National City

Highest Level of Education Achieved	United States	San Diego County	National City
Less than 9 th Grade	6.4%	7.3%	20.4%
9 th to 12 th Grade, No Diploma	9.1%	7.5%	13.7%
High School Diploma or GED	29.6%	20.4%	26.2%
Some College, No Degree	20.1%	22.9%	19.6%
Associate’s Degree	7.4%	8.1%	7.0%
Bachelor’s Degree	17.3%	21.1%	10.5%
Graduate or Professional Degree	10.1%	12.7%	2.5%
Total	100%	100%	100%

Source: U.S. Census 2006-2008 American Community Survey. Educational Attainment for the Population 25 Years and Over.

SCHOOLS

Three school districts serve the planning area. Sweetwater Union High School District operates Granger Junior High, National City Middle School, Sweetwater High School, and the National City Adult School. National School District operates the ten public elementary schools:



- Rancho de la Nacion;
- El Toyon;
- Ira Harbison;
- Palmer Way;
- Central;
- Las Palmas;
- Lincoln Acres;



Charter School –
A public school usually created or organized by a group of teachers, parents, and community leaders or a community-based organization, and is usually sponsored by an existing local public school board or county board of education. Specific goals and operating procedures for the charter school are detailed in an agreement (or "charter") between the sponsoring board and charter organizers. A charter school is generally exempt from most laws governing school districts, except where specifically noted in the law. (California Department of Education)

- John Otis;
- Kimball; and
- Olivewood.

The southeastern portion of the planning area is located in the Chula Vista Elementary School District and is served by Valley Vista School.

National City contains one charter school, Integrity Charter, which is a K-7 school that operates with its own board of directors independent of the National School District board.¹

The County Office of Education operates the South Region Community Day Schools, which are juvenile court and community schools that serve grades seven through 12 and provide an alternative public education program.

Southwestern Community College has a campus within National City. Southwestern offers more than 285 associate degree and certificate options in addition to a host of noncredit courses designed to enhance personal and professional development².

In addition to these public schools, the planning area contains four private schools: San Diego Academy, the San Diego Christian Learning Center, Faithful Ambassadors Bible Baptist Academy, and Southport Christian Academy, all of which serve grades K through 12. The Southport Christian Academy also includes pre-K instruction.

Figure E-1 identifies the locations of all of these schools within the planning area.

FAMILY RESOURCE CENTERS

National City contains four Family Resource Centers (FRCs), operated by the National City Collaborative (NCC) and one operated by Southwestern Community College. These FRCs offer free health and social services to families in need. The locations of the Family Resource Centers are illustrated on Figure E-2.

The FRCs sponsor workshops on educational opportunities, career development, health, housing, and other family

¹ Integrity Charter School. (2010). About us. Retrieved February 17, 2010, from http://www.integritycharterschool.net/Integrity_Charter_School/About_Us.html

² Southwestern College. (2005). About SWC. Retrieved February 17 2010, from <http://www.swccd.edu/2ndLevel/index.asp?L1=1>



issues. They are “one-stop” service operations that provide over 13 programs and partner services from more than 17 different funding streams. The goal is to provide the kind of services the community needs most, and the FRCs encourage residents and families to give back to the community.

The FRCs provide such services as:

- Prevention Services that bring information and education to the community, including adult education, after-school tutoring, Spanish literacy, health education classes, TB testing, immunization clinics, assistance with forms, as well as advocacy.
- Crisis Intervention that provides for immediate intervention services and referrals for families referred by schools and other agencies, and to those who seek help on their own. These services include counseling, care coordination, rental assistance, referrals for shelters, and emergency food. The FRC also intercedes on behalf of resident families regarding income maintenance and MediCal issues.
- Care Coordination that provides a team effort service for long-term wellness, resolution of multiple needs and case management. Care Coordinators serve individuals, families with children in school, and others. They take into account the priorities of the family, and together with the assigned coordinator, initiate a plan that addresses all pertinent concerns³.

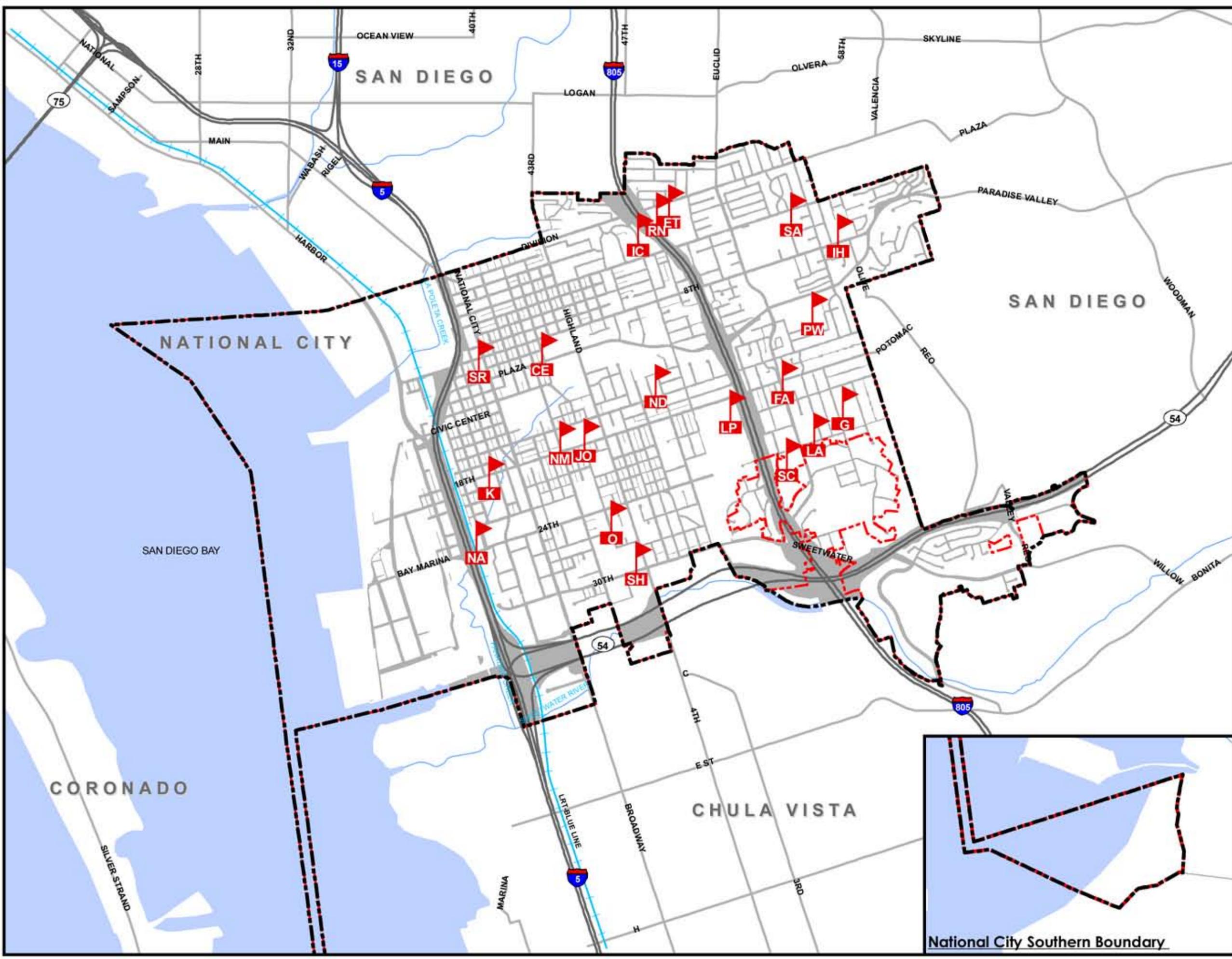
LIBRARY



The National City Public Library serves the community via its main facility located at 1401 National City Boulevard. The facility, built in August 2005, houses a collection of over 200,516 books, 16,500 video materials, and 5,600 audio materials. State-of-the-art technology is available through wi-fi access and a network of 120 public computers offering Internet and email access, Microsoft Office, various software applications, and subscription databases.

The library also offers several programs for children, teens, and adults:

³ National City Collaborative Family Resource Centers. (n.d.). About NCC/FRC. Retrieved February 18, 2010, from <http://www.nucri.org/ncc/about.cfm>.



Legend

Schools

-  SR - South Region Community Day Schools
- RN - Rancho de la Nacion
- IC - Integrity Charter
- ET - El Toyon Elementary
- IH - Ira Harbison
- PW - Palmer Way
- CE - Central Elementary
- ND - National School District
- G - Granger Junior High
- LP - Las Palmas
- LA - Lincoln Acres
- JO - John A. Otis Elementary
- NM - National City Middle
- K - Kimball
- NA - National City Adult School
- O - Olivewood
- SH - Sweetwater High
- SA - San Diego Academy
- FA - Faithful Ambassadors Bible Baptist Academy
- SC - San Diego Christian Learning Center

Base Layers

-  National City Planning Area Boundary
-  National City Boundary
-  Freeways
-  Roads
-  Railroad

Source: City of National City (City Boundary, 2009), SANDAG (Railroad, 2008; Schools, 2008; Streams, 2003), San Diego LAFCO (Planning Area Boundary, 2009), SanGIS (Lakes, 2006; Roads, 2008)
 *Portions of this derived product contains geographic information copyrighted by SanGIS. All Rights Reserved.

The information on this map was derived from various digital databases, sourced above. Care was taken in the creation of this map but it is provided "as is". PDC cannot accept any responsibility for any errors, omissions, or positional accuracy, and therefore, there are no warranties which accompany this product. Users are cautioned to field verify information on this product before making any decisions.

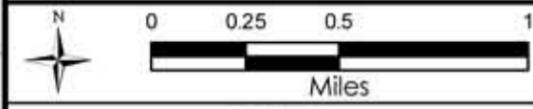
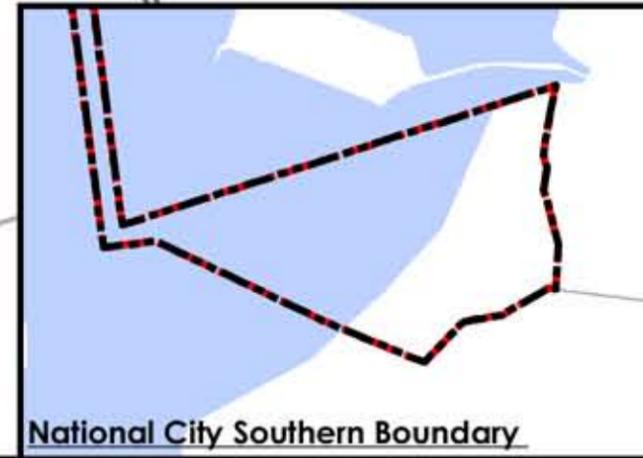
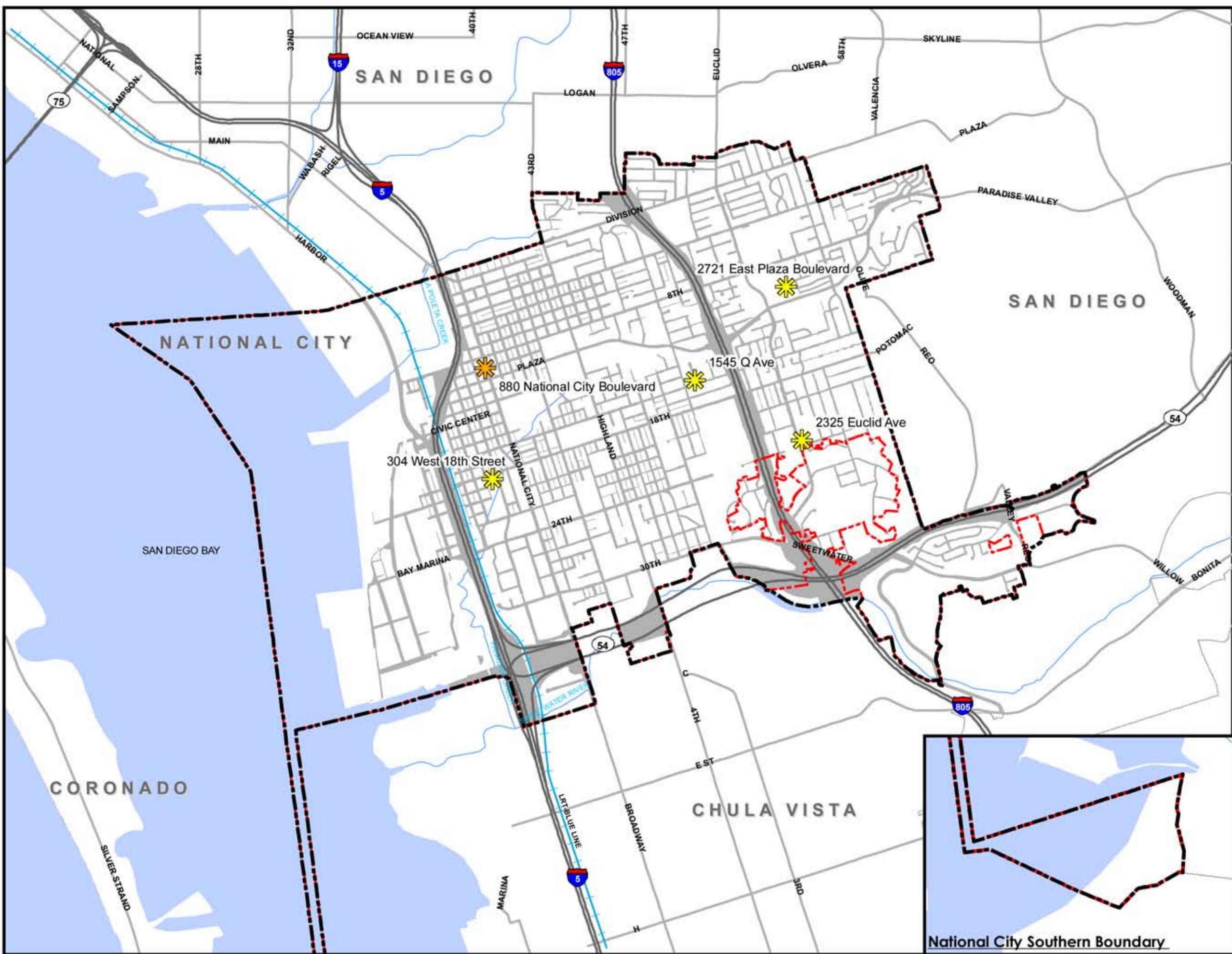


Figure E-1
School Locations



BACK SIDE OF FIGURE



Legend

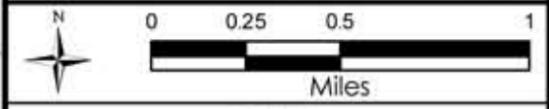
- Family Resource Center**
- National City Collaborative
 - Southwestern Community College

- Base Layers**
- National City Planning Area Boundary
 - National City Boundary
 - Freeways
 - Roads
 - Railroad

Source: City of National City (City Boundary, 2009), SANDAG (Railroad, 2008; Streams, 2003), San Diego LAFCO (Planning Area Boundary, 2009), SanGIS (Lakes, 2006; Roads, 2008)
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Figure E-2
Family Resource Centers

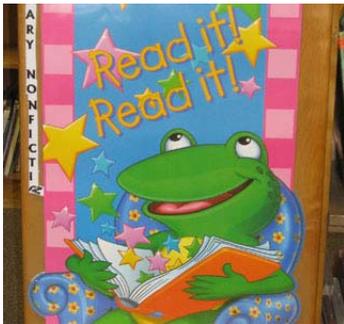


National City Southern Boundary

BACK SIDE OF FIGURE



Children and Family Programs



- WOWmobile Literacy Program. Funded by First 5 Commission of San Diego, the WOWmobile visits pre-schools, Head Starts, apartment complexes, and family resource centers to provide literacy classes, workshops, family activities, and resources to parents of young children up to five years of age, supporting children's learning, behavior, and health, as well as teaching parents the best ways to make their children school ready.
- Teeny Tots. Children are introduced to early literacy skills through music, movement, and socialization.
- Family Kid Kraft (Seasonal). Step-by-step craft projects designed for the entire family.
- Book Bingo. Win a bingo game and win a free book.
- Passport Pals. Each week children explore a different country around the world and learn about its culture, food, music, and craft.
- Letters Club (Summer). Kids write letters to friends, family, and celebrities.
- Kid-2-Kid. Kids have fun reading stories to other kids.
- Summer Reading Program. An incentive based reading program to promote reading during summer vacation.
- Family Story Time. Stories are read in English and Spanish to the entire family.
- Science Lab. Offers hands-on science experiments for second through sixth graders.
- Chocolate Reading Club. Kids earn chocolate incentives while reading their favorite book.
- Color Time Corner. Kids enjoy organized color time with seasonal color sheets.
- Drawing Club. Kids build on their literacy skills through drawing activities.

Teen Programs

- The library offers monthly programs focusing on encouraging teens to express themselves.

Adult Programs

- Literacy Services. Structured program designed to help adults improve their reading and writing skills. Learners learn at their own pace, assisted by dedicated Volunteer Tutors and self-taught online programs.
- Basic Computer Classes. Mouse/Keyboard, Word, Email, Internet Searching. Offered on a weekly basis to provide adults with basic computer skills.



- Weekend movies. For the whole family.
- Adult Crafts. Adults “make and take” a different craft each month.
- Get Together Series Programs. Offers different topics of interest such as art of longevity, easy Tai-Chi, medication, acupuncture, herbal medicine vs. pharmaceutical drugs, etc.
- Spanish Programs. General public interest topics such as shared housing, tenant rights, relationship dynamics, etc. and entertainment programs such as Spanish (translated or dubbed) movies.

LIFE LONG LEARNING

In addition to the educational services provided by the library, National City offers a variety of life long learning opportunities. The City’s Community Services Department is a gateway for providing people of all ages with information regarding a wide variety of topics such as family planning, wildfires, tsunami threats, and mental health.

National City’s senior center offers disaster preparedness and San Diego 211 presentations. Information on San Diego 211 helps educate people on a variety of services available to them in their community from food programs to affordable housing services.

The National City library, Southwestern College, and the Adult School provide adults and seniors with educational opportunities on a range of topics and at different academic levels. All of these facilities offer convenient times that tend to work around the schedule of the learner (i.e. afternoon and night classes).

CHILD CARE

Quality child care and pre-school programs are extremely important in shaping a child’s early development. In many households with children, both parents are working, which requires families to use before- and after-school care. For families with children under five, daycare is provided through private sector organizations or family day care facilities, or public agencies, such as Head Start.

There are five Head Start centers in National City that serve the role of a child care facility and of a pre-school, depending on the age of the child. The Head Start centers provide a computer in each classroom and allow time for the children to use the computer. This activity helps introduce



computer skills to children of lower-income and qualifying families.

WINGS is an after-school program for school-aged children (until 6 pm) created through a partnership with the City and the National School District. Over half of the District's children participate in academic and recreational activities in this program.

The City's Community Services Department offers two programs: Kids Club and Tiny Tots. Kids Club is held at El Toyon, Kimball, and Camacho Recreational Centers. This after school service is free to children and allows children up to 6th grade to participate. Under this program, 15 to 20 children participate in different sports throughout the school year. Tiny Tots is held at El Toyon Recreational Center. This program offers similar activities to preschoolers at an affordable cost to National City residents. The two sessions offered during the day provide service to approximately 40 children, ages four to five.

The National City Boy's and Girl's Club is another leader in providing after school programs for children ages six through 18. There are roughly 500 children that attend this club during the school year. At the Boys & Girls Club, children have access to games, activities, recreational uses, academic help, and approximately 25 computers.

The YMCA Childcare Resource Service center is also available to the entire community. It provides referrals to child care service and information related to child care in both English and Spanish.

In addition to these public child care programs, there are approximately 25 private family care facilities within National City.

COMMUNICATION & COMMUNITY PARTICIPATION



Much of the information regarding what is occurring within the City is provided through the City's website. Although children have access to computers at school, there can be obstacles for children and adults to access computers at home due to costs and a lack of computer literacy on behalf of parents. For those who do not have a home computer or internet access, there are several free wi-fi hotspots in National City, including the National City Library and Southwestern College. Several eateries also provide free or fee-based wi-fi to their customers.



Another way that information is disseminated to the community is through Neighborhood Councils. As of the writing of this General Plan, the seven neighborhood councils are: Northside, Central, Granger, Eastside, Sweetwater Heights, Old Town, and Olivewood. At the Neighborhood Council meetings, community members can voice their thoughts and discuss issues pertaining to their neighborhood area. In addition, community members can ask the City Council and City Departments (i.e. Police, Code Enforcement, and Community Services) to make presentations about subjects of interest and relevance to the group. Neighborhood Councils help to increase community participation in community planning.



National City has also made an attempt to involve youth in City decision-making processes. Two high school students sit in on City Council meetings as youth representatives to the community. At the meetings they can comment on agenda and non-agenda items brought forth to City Council; however, they cannot vote and are not allowed to attend closed session meetings. Sweetwater High School's principal selects the students from a pool of applicants after having conducted a review of their academic merits and leadership skills.

TELECOMMUNICATIONS



Planning for high-tech telecommunications infrastructure is a relatively recent phenomenon. Providing and supporting evolutions in electronic infrastructure including cellular facilities, fiber optics systems, and wireless capability will provide a vital framework for job and commercial growth, educational opportunities, and quality of life issues in National City. Cox Communications and AT&T provide cable, phone, and cable internet to the residents of National City.



C. Citywide Goals and Policies

SCHOOLS

Goal E-1: High quality schools and educational facilities that meet the needs of all ages and serve as neighborhood centers.

☀️**Policy E-1.1:** Consult with local school districts during review of applicable discretionary approvals to provide adequate school facilities, meet the needs generated by development, and avoid school overcrowding, to the extent feasible.

☀️**Policy E-1.2:** Share information on projected population growth and development patterns to school districts to help facilitate adequate school facilities.

☀️**Policy E-1.3:** Work closely with school districts to help identify:

- New approaches to accommodate student enrollments, including alternative campus locations and education programs.
- School sites for new construction, if needed.
- Sources of funding for the expansion and rehabilitation of facilities as needed.
- Needs for extra-curricular, recreation, youth, educational, and information service programs.
- Corporate sponsorships and mentoring opportunities to supplement school program funding.
- How school districts can better serve the neighborhoods in which schools are located, through such measures as joint use agreements for shared access to park, recreational, maintenance, and library facilities, and coordinating on the design of school grounds and fields.

Policy E-1.4: Require that proposed land uses adjacent to a school site be planned in such a manner as to maximize compatibility between the uses.

Policy E-1.5: Work with school districts to promote education programs such as tutoring, occupational training,



mentoring, and school readiness for pre-school aged children.

Why is This Important?

Schools are institutions that hold a community together, and the performance of an area's public schools is an important factor in successful economic development efforts. The quality of a community's schools plays a significant role in one's decision regarding whether or not to relocate or open a business in that community⁴.

ACCESS TO HIGHER LEARNING

Goal E-2: Greater opportunities for the City's residents to attend colleges and universities.

Policy E-2.1: Support the Compact for Success Program at San Diego State University that guarantees admission to qualifying Sweetwater Union High School District (SUHSD) seniors.

Policy E-2.2: Assist the School District in disseminating information regarding financial aid, grants, and scholarship opportunities to high school students and the general public.

Policy E-2.3: Encourage the School District to establish scholarships for National City students funded through charitable donations.

Policy E-2.4: Encourage schools to raise community awareness that further education or vocational training beyond high school allows for a competitive advantage in the job market and can lead to higher salaries.

Policy E-2.5: Encourage the School District to identify programs that urge at-risk children and youth to stay in school.

Why is this Important?

Educational training beyond a high school diploma opens up more job opportunities. However, too many individuals pass up the opportunity to attend college each year because they assume that they have neither the time nor the money

⁴ Northway, Wally (2007). *Public schools' importance in economic development growing*. Mississippi Business Journal, Retrieved February 19, 2010, from http://findarticles.com/p/articles/mi_qa5277/is_200706/ai_n21244995/.



for a degree program. Finding ways around these barriers and providing information regarding flexible enrollment policies, innovative course delivery methods, and generous financial aid packages allow nearly anyone to attend college.

CITYWIDE LEARNING ENVIRONMENT

Goal E-3: Learning opportunities integrated into various aspects of the community.

☀️**Policy E-3.1:** Identify opportunities to use public spaces such as City Hall, fire stations, parks, community gardens, trails, plazas, and recreational facilities as places to inform the public about natural habitats, National City’s history, cultural arts, water and energy conservation methods, public health, career opportunities, and other issues through static displays or events.

Policy E-3.2: Investigate partnership opportunities with or facilitate the efforts of non-profit and community organizations and higher learning institutions to develop education-based facilities such as museums, science centers, libraries, cultural institutions, and community gardens.

Policy E-3.3: Increase access to wireless internet connections, computers, and other forms of communication technology.

Policy E-3.4: Notify the public about the availability of family resource centers and other organizations that provide life long learning opportunities.

Why is this Important?

Life long learning opportunities contribute to personal fulfillment and development, social inclusion, active citizenship, and employment. They also play a role in brain health and longevity by providing mental stimulation.

CAREER TRAINING AND DEVELOPMENT

Goal E-4: Increased job training opportunities.

Policy E-4.1: Work with the Sweetwater Union High School District and Southwestern Community College to identify



the job training needs of local businesses, industries, and government agencies and to develop programs and classes that meet those needs.

Policy E-4.2: Explore funding opportunities to provide job training.

Policy E-4.3: Work with the National City Chamber of Commerce to encourage employers to expand on-the-job-training opportunities for their workers.

Policy E-4.4: Work with the National City Chamber of Commerce to target and recruit desirable employers to locate within National City.

Why is this Important?

Employers look for qualified and skilled workers. Promoting job training programs in National City can help residents find well-paying jobs.

LIBRARY

☀Goal E-5: A library system consisting of facilities and programs that meets the needs of all residents.

☀**Policy E-5.1:** During the review of discretionary projects, ensure that library facilities meet the needs generated by new development.

☀**Policy E-5.2:** Identify sources of funding for the expansion of library facilities, as needed.

Policy E-5.3: Work closely with school libraries to identify needs for public outreach programs, the development and expansion of extra-curricular recreation and education programs, and the provision of state-of-the-art information services.

Policy E-5.4: Require that proposed land uses adjacent to a library be planned in such a manner as to maximize compatibility between the uses.

☀**Policy E-5.5:** Work to establish satellite library facilities at the community parks as fiscal resources allow.



Policy E-5.6: Work with Southwestern College, Sweetwater High School, and the junior high and elementary schools that serve National City to establish joint-use agreements for public access to school library facilities.

Why is this Important?

Technology has become an important part of libraries and our society in general. Learning to use technology through an electronic library catalog, practicing using various software programs at libraries, or learning to search online databases are of tremendous value, especially for those who cannot afford computers or the connectivity costs associated with the Internet.

CHILD CARE

Goal E-6: The availability of affordable, safe child care for all segments of the community.

Policy E-6.1: Encourage child care centers near schools, major transit hubs, and close to employment centers, to reduce commute trips and improve air quality.

Policy E-6.2: Streamline application procedures for small and large family day care centers.

Policy E-6.3: Assess child care demand created by new development against available community resources to determine child care facility needs.

Policy E-6.4: Encourage the use of public facilities for child care services; including collaboration between schools and parks, faith based institutions, community centers, and senior centers.

Policy E-6.5: Provide child care services at City-sponsored events, when feasible.

Policy E-6.6: Work with Family Resource Centers, the County of San Diego, and other relevant government and non-governmental organizations to:

- Encourage the expansion of child care options for low-income residents such as Head Start and Early Head Start.
- Provide information to parents regarding how to choose quality care for their children.
- Support adequate training for child caregivers.



Why is this Important?

Because many parents work or attend school, they rely on child care facilities to watch their children. High-quality child care and early education can build a strong foundation for the healthy development of young children. Ensuring high quality child care for low-income families is especially important because parents who are preoccupied with a daily struggle to ensure that their children have enough to eat and are safe from harm may not have the resources, information, or time they need to provide the stimulating experiences that foster optimal brain development⁵.

COMMUNICATION AND COMMUNITY PARTICIPATION

Goal E-7: A sense of community pride and investment fostered through civic participation, volunteerism, and communication that reaches all segments of the community.

Policy E-7.1: Consult with faith-based and other non-profit organizations, schools, the business community, local media outlets, FRCs, and libraries to improve public outreach efforts.

Policy E-7.2: Utilize diverse media, technology, and communication methods to convey information to the public.

Policy E-7.3: Promote opportunities for public feedback that utilize new technologies (e-mail, websites) in addition to traditional forms of communication in order to better identify issues, submit comments, and exchange dialogue.

Policy E-7.4: Organize Community Councils and Neighborhood Organizing Workgroups (NOWs) for the purpose of involving community members in decision-making and implementation processes.

Policy E-7.5: Encourage the involvement of community members in identifying priorities for General Plan and Neighborhood and District Action Plan implementation programs and capital improvement projects.

⁵ Hawley, Theresa. (2000). Starting Smart: How early experiences affect brain development. Zero to Three and the Ounce of Prevention Fund. Retrieved February 19, 2010 from <http://www.zerotothree.org/site/DocServer/startingsmart.pdf?docID=2422>.



Policy E-7.6: Expand efforts to reach out to and provide meaningful involvement opportunities for low-income, minority, disabled, children and youth, and other traditionally underrepresented citizens in the public participation process and encourage non-traditional communication methods to convey complex ideas in an easily understandable manner.

Policy E-7.7: Periodically review the effectiveness of the procedures and strategies used to solicit public input and develop outreach processes and methodologies tailored to the needs of the community.

Policy E-7.8: Promote volunteerism and community service to engender a sense of pride in the community.

Policy E-7.9: Initiate outreach efforts as early as possible in the decision-making process, before significant resources have been invested in a particular outcome and ensure that materials are distributed far enough in advance of meetings, workshops, and hearings to allow sufficient time for review and comment.

Policy E-7.10: Provide translation or interpretation services for documents and public meetings, as resources allow.

Why is this Important?

Educational attainment is a powerful predictor of civic engagement. The more education people have, the more likely it is that they will participate in civic affairs⁶. Democratic societies rely on the active and informed participation of their citizens in order to make good collective decisions and ensure that powerful minority interests do not take control.

TELECOMMUNICATIONS

Goal E-8: Universal and easy access to state-of-the-art internet services and modern telecommunications technology.

Policy E-8.1: Encourage new development to be wired or provided with other necessary infrastructure for state-of-the-art telecommunications services.

⁶ Ehrlich, Thomas. (n.d.) Civic Engagement. Retrieved February 19, 2010 from <http://measuringup.highereducation.org/2000/articles/ThomasEhrlich.cfm#TPE>.



Policy E-8.2: Provide flexibility within the Land Use Code to encourage technology and home-based businesses.

Policy E-8.3: Promote greater product choices, improved service quality, and/or reduced consumer costs for cable television and internet services.

Policy E-8.4: Work with telecommunications infrastructure operators to ensure that National City has state-of-the-art internet and telecommunication facilities, system upgrades, features, and coverages.

Why is this important?

Providing for easy access to high-speed internet service, excellent cellular coverage, and competitive cable service will make National City more attractive to businesses, learning institutions, and new development, and contribute to the economic health of the community.



PART

4

IMPLEMENTATION MEASURES

A. Introduction

To help ensure that appropriate actions are taken to implement the General Plan, Part 4 includes a series of implementation measures. These implementation measures are tools to guide elected officials, commissions and committees, City staff, and the public in the overall effort to put into practice adopted General Plan goals and policies. The implementation measures are the specific steps or actions to be taken by the City to implement the goals and policies outlined in the General Plan Elements. They may include revisions of current codes and ordinances, adoption of new ordinances or Council policies, specific or master plans and capital improvements, programs, financing, and other measures that should be assigned to various City departments after the General Plan is adopted. The implementation measures in this Chapter may be adjusted periodically to address new challenges facing the community. As discussed in greater detail in Part 1 (Introduction) of the General Plan, updates to this section will not be considered amendments to the General Plan.

B. Categories of Implementation Actions

The City will implement the goals and policies of the General Plan through many actions that can be grouped according to the nine categories listed below. The identifiers (*italicized and in parentheses*) are provided in the implementation tables in this Chapter to indicate the appropriate mechanism by which the General Plan policies will be implemented.

ZONING AND MUNICIPAL CODE (*ZC*)

Many General Plan policies are implemented through regulations adopted by the City to protect the public health, safety, and general welfare. These regulations are typically adopted by Ordinance and codified in the City's municipal

code. The section of the municipal code that regulates the manner in which land is developed and used is known as the Land Use Code or Zoning Ordinance. The Land Use Code contains specific development regulations that can be applied at the parcel level to implement the land uses identified in the General Plan. Other sections of the municipal code regulate additional activities such as, but not limited to, the subdivision of land, property maintenance, stormwater management, water usage, noise control, food handling, recycling, and construction. The City has the authority to regulate these activities for the benefit of the community under the police power.

PROJECT PROCESSING/DEVELOPMENT REVIEW (*PP*)

City ordinances establish a development review process that allows the City to review individual project proposals and authorizes the City to approve, deny, or condition projects based on their consistency with the General Plan. The City processes a variety of permits that facilitate development such as conditional use permits, specific plans, subdivision maps, site plans, planned development permits, variances, and building permits. Through review of these discretionary or ministerial projects, General Plan goals and policies can be implemented.

CAPITAL IMPROVEMENT PROGRAM (*CIP*)

A capital improvement program (CIP) is a short term plan (generally four to six years) that sets a general schedule for public improvements and matches it to available funding. It guides the construction of improvements to roads and sidewalks, sewer and water facilities, storm gutters/swales, parks, etc. Because a capital improvement program must be consistent with the adopted General Plan, it provides a tool for implementation of the goals and objectives of the General Plan.

INCENTIVES (*I*)

Incentives come in a variety of forms. They may be found within the zoning ordinance in the form of reduced or more flexible development standards (e.g. density bonuses or reduced parking requirements), as fee reductions or credits, as expedited permit processing, or as programs which provide recognition to projects which incorporate desirable features such as low-impact development.

MONITORING AND EVALUATION (ME)

The City conducts studies and produces reports to collect and evaluate information related to specific issues. These studies and reports are undertaken at the direction of the City Council as needed or are prepared annually to report on the status and implementation of the General Plan. This monitoring and evaluation helps the City to understand the effectiveness of its policies and actions and make adjustments as necessary.

OTHER PLANS, MANUALS, AND GUIDELINES (PMG)

A city may adopt many plans, master plans, manuals, and other guidelines focusing on various types of city services and facilities, types of development, or geographic areas. These are prepared to provide more specific direction for decision-makers, City staff, and the public on how the General Plan will be implemented. They are not elements or components of the General Plan. Manuals and guidelines in most instances are not codified and, rather than regulate, provide guidance and flexibility in implementing General Plan goals and policies. Specific implementation programs in this Chapter call for the annual or periodic review of many of these plans, manuals and guidelines, in addition to adoption of some new plans. Examples of other plans, manuals, and guidelines include: Design Guidelines, Pedestrian Master Plans, Bicycle Master Plans, Climate Action Plans, CEQA Guidelines, Redevelopment Plans, Drainage Master Plans, Stormwater Guidelines, etc.

PUBLIC OUTREACH (PO)

The City can use a wide range of tools to keep residents informed of city services or other issues of current interest. Public information can be distributed through media such as brochures or pamphlets, the city's website, workshops, seminars, public access television, radio, newspapers, public hearings, neighborhood and community meetings, and customer service hotlines.

PROGRAMS AND TOOLS (PT)

Other programs and tools may include implementation measures that do not fall into any of the other categories. This may include specific programs or one-time actions developed to address a policy objective.

CONSULTATION (C)

In some instances, the City may need to consult with numerous local, regional, state, and federal agencies to implement the General Plan. These agencies provide services, facilities, or funding and administer regulations that directly or indirectly affect many issues addressed in the General Plan. The following is a partial list of responsible agencies that may play a role in implementing this General Plan: Neighboring jurisdictions; school districts; the U.S. Navy; the San Diego Unified Port District; the County of San Diego; regional agencies such as the San Diego Association of Governments (SANDAG) and the San Diego Air Pollution Control District (SDAPCD); state agencies such as Caltrans, the California Environmental Protection Agency (Cal/EPA) and Native American Heritage Commission (NAHC); and federal agencies such as the U.S. Fish and Wildlife Services (USFWS), the U.S. Army Corps of Engineers, and the Federal Emergency Management Agency (FEMA).

C. Priorities for Implementation

The City has identified the following actions as the highest priorities for implementing the General Plan:

- Update to the Land Use Code
- Development of a Climate Action Plan
- Creation of Neighborhood Action Plans (NAPs) and Neighborhood Organizing Workgroups (NOWs)
- Development of a Food Action Plan (FAP)
- Development of a Bikeways Master Plan
- Development of a Comprehensive Transportation Plan
- Development of a 5-year Capital Improvement Program

All actions identified in Part 4, have been assigned a level of priority – high, medium or low. These priority assignments take into consideration public input received during the General Plan preparation process, the impact each action may have in regards to implementation, whether the action is likely to occur in the near-term or long-term, and funding and human resources required for implementation. The level of priority assigned to each implementation measure does not necessarily indicate the order in which these actions will occur as discussed in greater detail in Part 1 (Introduction) of the General Plan. It is possible that a high priority item may not be realized for many years due to funding or other constraints. In contrast, some low priority actions could be

accomplished in a relatively short amount of time without significant expense.

D. Responsible Party

City departments and divisions responsible for implementing various actions have been assigned. Responsible parties may include:

- Advanced Planning, AP
- Current Planning, CP
- Neighborhood Services, NS
- Fire and Police Departments, FD/PD
- Public Works, PW
- Engineering, E
- Redevelopment, R
- Finance, F
- Housing and Grants, HG
- Community Development, CD
- Human Resources, HR

Assignments are intended to provide guidance in assigning implementation tasks and they may be adjusted or revised as funding and resources dictate.

E. Funding

Implementation of the General Plan is dependent on funding. Funding for City departments, plans, programs, and capital improvement projects that implement the General Plan may come from a number sources including:

- Property tax revenue
- Sales tax revenue
- User fees
- Development impact fees
- Quimby Act (Park) dedications
- Business improvement districts
- Redevelopment tax increment financing
- Community facilities and special assessment districts
- Municipal bonds
- County, state, and federal funding
- Grants

F. Specific Action Programs

State law provides for specific implementation measures or “action programs” to be prepared for the Noise, Safety, and Open Space Elements. The actions that will be used to implement the goals and policies found in these Elements are incorporated into the overall implementation program this Chapter. Within the implementation tables, actions specific to each of the aforementioned Elements is indicated with the representative symbol for the Element as indicated below:



Noise



Safety



Open Space

Implementation Measure	<p style="text-align: center;">TABLE 4-1 ZONING AND MUNICIPAL CODE (ZC) IMPLEMENTATION PROGRAM ALL ELEMENTS</p>		Priority (Low, Mid, High)	Responsible Party
<p>ZC-1</p> 	<p>Zoning Ordinance: Amend the Zoning Ordinance (Title 18) and zoning map to implement the land use plan and other policies of the General Plan, and to allow specifically for the following:</p> <ul style="list-style-type: none"> • Mixed-Use/Transit-Oriented Development – Adopt mixed-use and transit-oriented development regulations. • Density Bonus – Adopt density bonus incentives to encourage affordable housing development. • Parking Reduction – Adopt parking reduction incentives to encourage transit-oriented design, mixed uses, and shared facilities. • Historic Preservation – Update historic preservation regulations to protect historic resources, encourage adaptive reuse of historic structures through exceptions to development standards or streamlined review of variances, and address remedies and penalties for their unlawful demolition and destruction. 		H	AP
<p>Implements Which Policy(ies)</p>	<p>LU-1.1, 1.2, 1.3, 1.6, 2.1, 2.2 2.3, 2.4, 2.7, 2.8, 2.9, 3.2, 3.5, 3.6, 3.7, 3.8, 4.1, 5.1, 5.4, 7.1, 7.3, 7.5, 9.1, 9.2, 9.3, 9.5, 9.6, 9.8, 9.9, 10.3, 11.3, 11.8, 13.4; C-1.1, 1.2, 1.3, 1.4, 2.12, 4.3, 5.1, 5.2, 5.3, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 8.1, 8.2, 9.2, 9.3; S-2.3, 5.6, 6.1, 7.5; NN-1.4, 3.2; OS-1.1, 1.4, 2.3, 3.1, 3.6, 3.10, 4.2, 4.3, 4.4, 5.4, 8.2, 8.5; CS-1.1, 4.1, 4.2, 7.3; HEJ-1.7, 2.1, 2.3, 2.4, 3.1, 3.4, 4.2, 4.7, 5.4, 6.1; E-1.4, 5.4, 6.1, 8.2;</p>			

Implementation Measure	<p style="text-align: center;">TABLE 4-1 ZONING AND MUNICIPAL CODE (ZC) IMPLEMENTATION PROGRAM ALL ELEMENTS</p>		Priority (Low, Mid, High)	Responsible Party
<p>ZC-2</p> 	<p>Municipal Code: Amend the Municipal Code to implement the land use and other policies of the General Plan, and to allow specifically for the following:</p> <ul style="list-style-type: none"> • Stormwater – Amend Title 14 to implement best management practices and low-impact development in regard to the treatment of stormwater. • Noise – Amend Title 12 for consistency with the Noise Element. • Nuisances – Amend Titles 7 and 9 to implement nuisance-related policies. • Waste Management/Recycling – Amend the Recycling Ordinance to include mandatory recycling requirements for non-residential uses and composting requirements for large industrial food service providers, landscape operations, and other appropriate uses. • Streetscape improvements, Infrastructure, Building/Construction – Amend Titles 13, 14, and 15, as needed to implement General Plan policies. 		M	AP
<p>Implements Which Policy(ies)</p>	<p>LU-3.7, 8.1, 9.4, 11.7, 11.8, 12.2, 13.4; C-2.11 S-1.5, 2.2, 2.3, 2.4, 2.6, 2.7, 2.8, 2.9, 3.4, 3.5, 5.6, 6.1, 8.2 NN-1.2, 1.3, 1.4, 2.3, 2.4, 2.5, 3.2, 3.3, 3.4, 3.5, 4.1, 4.2, 4.3, 4.4, 4.5, 4.6; OS-1.1, 1.4, 2.1, 2.3, 4.2, 4.3, 4.4, 4.5, 8.1, 8.4, 8.8; CS-1.1, 3.1, 3.3, 4.1, 6.4, 7.1, 7.2, 7.3, 7.6, 8.1, 9.1, 9.2; HEJ-1.7, 2.8, 3.4</p>			
<p>ZC-3</p>	<p>Home Occupations: Expand the types of permitted/conditional home occupations to reduce work commute vehicle trips and miles traveled.</p>		L	AP
<p>Implements Which Policy(ies)</p>	<p>LU-1.6, 2.7; E-8.2;</p>			
<p>ZC-4</p> 	<p>Community Gardens: Adopt community gardens regulations to encourage community gardens with appropriate design, maintenance, and operations requirements.</p>		H	AP
<p>Implements Which Policy(ies)</p>	<p>LU-2.5; OS-3.6, 3.9, 3.11, 3.12, 3.13 CS-9.6 HEJ-4.4;</p>			

Implementation Measure	<p style="text-align: center;">TABLE 4-1 ZONING AND MUNICIPAL CODE (ZC) IMPLEMENTATION PROGRAM ALL ELEMENTS</p>		Priority (Low, Mid, High)	Responsible Party
<p>ZC-5 </p>	<p>Impact/Use Fees: Adopt the necessary impact and use fees to allow for the collection of revenues to mitigate the impacts of development and the use of facilities.</p>		H	AP
	Implements Which Policy(ies)	C-1.6, 5.9; OS-5.4		
<p>ZC-6</p>	<p>Food Waste Reduction: Adopt a food waste reduction ordinance to prohibit food vendors and food establishments from selling prepared food in non-compostable or recyclable containers.</p>		M	AP
	Implements Which Policy(ies)	CS-1.1, 9.1		
<p>ZC-7</p>	<p>Water Conservation Ordinance: Establish water waste prohibitions and expand mandatory conservation practices, e.g. prohibit watering of paved surfaces or allowing excess runoff; require the repair of leaks; prohibit watering from 9 a.m. to 4 p.m. and watering for more than 15 minutes at a time.</p>		H	AP
	Implements Which Policy(ies)	CS-3.1, 4.1, 4.4		
<p>ZC-8 </p>	<p>Environmentally Sensitive Lands Ordinance: Adopt an environmentally sensitive lands ordinance to regulate development on lands with steep slopes, native vegetation, wetlands, viewsheds, and other natural resources.</p>		L	AP
	Implements Which Policy(ies):	LU-3.3, 12.2 OS-1.1, 1.2, 1.3, 1.4, 2.1, 2.2, 2.3, 2.5;		
<p>ZC-9  </p>	<p>Floodway/Floodplain Ordinance – Adopt Floodway/Floodplain regulations to comply with state mandates.</p>		H	DS
	Implements Which Policy(ies):	LU-3.4; S-2.2, 2.3, 2.4, 2.6, 2.9; OS-1.4		
<p>ZC-10</p>	<p>Air Quality Ordinance – Adopt an air quality ordinance which requires an assessment of air quality for sensitive land uses proposed within 500 feet of a freeway. This ordinance will identify specific ventilation requirements for removing PM 2.5 to an acceptable level if dangerous levels of PM 2.5 are identified as part of the assessment.</p>		M	AP
	Implements Which Policy(ies):	HEJ-2.3		

Implementation Measure	<p style="text-align: center;">TABLE 4-2 PROJECT PROCESSING/DEVELOPMENT REVIEW (PP) IMPLEMENTATION PROGRAM ALL ELEMENTS</p>		Priority (Low, Mid, High)	Responsible Party
<p>PP-1</p> 	<p>General Plan Consistency - Review development proposals for consistency with the General Plan.</p> <p>Implements Which Policy(ies)</p>	<p>LU-1.5, 2.6, 3.2, 3.3, 3.6, 3.7, 3.8, 4.2, 4.3, 5.5, 5.6, 5.7, 5.8, 5.11, 6.6, 7.2, 7.3, 7.4, 7.5, 7.6, 8.1, 8.3, 9.1, 9.2, 9.3, 9.5, 9.6, 9.7, 9.9, 10.3, 10.4, 10.5, 11.1, 11.3, 11.6, 12.1, 12.2, 13.2; C-1.1, 1.2, 1.3, 1.4, 2.1, 2.2, 2.3, 2.5, 2.6, 2.7, 4.1, 4.2, 4.3, 4.4, 4.5, 4.7, 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.10, 7.3, 8.1, 8.2, 8.3, 8.6, 8.7, 9.2, 9.3, 9.4; S-1.2, 1.3, 1.4, 1.5, 2.2, 2.5, 2.7, 2.8, 5.6, 6.1, 7.5, 8.1, 8.5 NN-1.2, 1.3, 1.4, 2.3, 2.5, 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 5.7; OS-1.1, 1.2, 1.3, 2.1, 2.2, 2.3, 2.5, 3.4, 3.6, 3.11, 4.2, 4.3, 4.4, 5.3, 5.4, 5.6, 8.4, 8.5, 8.8, 8.9; CS-1.1, 1.2, 3.1, 4.1, 5.2, 6.2, 6.4, 7.1, 7.2, 7.3, 7.6, 7.7, 8.1, 8.3, 9.1; HEJ-1.2, 1.7, 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.8, 3.4, 4.1, 4.2, 4.3, 4.5, 4.8; E-1.1, 3.3, 5.1, 6.1, 6.3, 8.1;</p>	L	CP
<p>PP-2</p>	<p>Other Plan Consistency - Review development proposals for consistency with applicable regional, jurisdictional and airport land use compatibility plans.</p> <p>Implements Which Policy(ies)</p>	<p>LU-1.1, 1.3, 1.5, 3.9</p>	L	CP
<p>PP-3</p> 	<p>Improvements/Fees - Require development proposals to include all appropriate and necessary off-site improvements, facilities, and services to serve the project or pay in-lieu fees to mitigate its impacts.</p> <p>Implements Which Policy(ies)</p>	<p>LU-8.1, 8.2; OS-5.4</p>	L	DS

Implementation Measure	<p style="text-align: center;">TABLE 4-3 CAPITAL IMPROVEMENT PROGRAM (CP) IMPLEMENTATION PROGRAM ALL ELEMENTS</p>		Priority (Low, Mid, High)	Responsible Party ¹
<p>CIP-1</p>   	<p>Capital Improvement Program: Adopt an annual (or as needed) Capital Improvement Program (CIP) that is consistent with and implements the goals and policies of the General Plan.</p> <p>Implements Which Policy(ies)</p> <p>LU-4.2, 7.6, 8.4, 8.5, 8.6, 8.7, 10.1, 10.2, 11.3, 13.1; C-2.1, 2.2, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 4.6, 5.4, 5.6, 6.4, 8.1, 8.3, 8.4, 8.5, 8.7, 8.8, 9.1, 9.6; S-2.1, 2.3, 2.5, 2.8 NN-1.2, 1.3, 1.4; OS-1.2, 3.3, 3.5, 3.11, 4.1, 4.3, 4.5, 5.1, 5.2, 5.7, 5.9, 6.2, 7.4; CS-3.1; HEJ-1.3, 1.7, 3.2, 3.4; E-5.2, 5.5;</p>		H	ALL
<p>CIP-2</p>	<p>City Gateways: Prepare and implement improvement projects for the designated City gateways.</p> <p>Implements Which Policy(ies)</p> <p>LU-11.2</p>		L	DS
<p>CIP-3</p> 	<p>Paradise Creek Restoration: Restore Paradise Creek to its natural condition to the extent feasible and develop an adjacent pedestrian and bicycle trail where feasible.</p> <p>Implements Which Policy(ies)</p> <p>LU-11.3 OS-2.2, 2.3, 6.2, 7.4</p>		L	DS
<p>CIP-4</p> 	<p>Energy Efficient Lighting: Install energy efficient lighting in parks and other public spaces where feasible.</p> <p>Implements Which Policy(ies):</p> <p>S-6.1; CS-7.1</p>		H	PW
<p>CIP-5</p> 	<p>Green Demonstration Project: Develop a "green" demonstration project for a city facility that incorporates a number of the sustainable "best" practices including green building, renewable energy, low-impact development, etc.</p> <p>Implements Which Policy(ies)</p> <p>OS-5.6 CS-1.1, 3.3, 3.5, 4.1, 7.1, 7.2, 7.6, 7.7, 9.1;</p>		L	PW
<p>CIP-6</p> 	<p>Street Furniture Clusters: Install street furniture clusters along roadways and within parks and other public spaces that may include some or all of the following: a bench/sitting area, trash/recycling receptacle, street light, wi-fi, and public safety cameras.</p> <p>Implements Which Policy(ies)</p> <p>LU-9.1, 9.4 S-6.7 CS-10.1 E-3.3, 8.4</p>		L	PW

Implementation Measure	<p style="text-align: center;">TABLE 4-4 INCENTIVES (I)</p> <p style="text-align: center;">IMPLEMENTATION PROGRAM ALL ELEMENTS</p>		Priority (Low, Mid, High)	Responsible Party ¹
<p>I-1</p> 	<p>Impact Fees/Credits, and Other Economic Development Tools: Establish development impact fees or credits, taxes, and other economic development tools that are based on project contributions to or impacts on smart growth, sustainability, and healthy communities.</p> <p>Implements Which Policy(ies) LU-2.2, 4.3, 7.1, 7.2, 8.2; C-1.1, 1.6, 4.1, 4.2, 4.3, 4.4, 4.5, 9.4; OS-8.2, 8.5 CS-1.1, 3.3, 4.1, 7.1, 7.2, 7.7, 8.3; HEJ-2.2, 2.5, 3.1, 4.5, 6.1;</p>		H	AP
<p>I-2</p>	<p>Expedited Processing: Establish an expedited processing program as an incentive for projects that incorporate green building principles, low-impact development, healthy food supplies, affordable housing, and other sustainable features.</p> <p>Implements Which Policy(ies) LU-2.2 CS-1.1, 3.3, 4.1, 7.1, 7.2, 7.3, 7.7, 8.3; HEJ-4.1, 4.2, 4.3, 4.4, 4.5, 4.6; E-6.2</p>		H	CP
<p>I-3</p> 	<p>Green Building Checklist: Require a green building checklist to be prepared for all new construction to inform developers of the range of green building measures available, disclose the measures included in a project to both decision-makers and the public, and encourage developers to include additional green measures in projects.</p> <p>Implements Which Policy(ies) OS-3.6, 5.6 CS-1.1, 4.1, 7.1, 7.2, 7.6, 7.7, 9.1;</p>		M	DS
<p>I-4</p>  	<p>Low-Impact Development (LID) Checklist: Require a LID checklist to be prepared for all new construction to inform developers of the range of LID measures available, disclose the LID measures included in a project to both decision-makers and the public, and encourage developers to include additional LID features in projects.</p> <p>Implements Which Policy(ies) S-2.8 CS-1.1, 3.1, 3.3, 4.1, 4.2, 8.1, 8.3; OS-2.5, 3.6, 5.6;</p>		M	DS
<p>I-5</p>	<p>Green Business Program: Develop a Green Business Program that recognizes businesses that have adopted measures to minimize pollution, reduce waste, reduce energy use, conserve water, reduce their carbon footprint, and contribute to sustainability.</p> <p>Implements Which Policy(ies) CS-1.1, 7.1, 7.6, 7.7, 8.3, 9.1, 9.6</p>		L	DS
<p>I-6</p>	<p>Healthy Food Establishment Program - Develop a Healthy Food Establishment Program that gives recognition to food establishments that comply with dietary guidelines, ban the use of trans fats, or serve locally grown or harvested foods.</p> <p>Implements Which Policy(ies): HEJ-5.2</p>		L	CM

Implementation Measure	<p style="text-align: center;">TABLE 4-5 MONITORING AND EVALUATION (ME) IMPLEMENTATION PROGRAM ALL ELEMENTS</p>		Priority (Low, Mid, High)	Responsible Party ¹
ME-1	Municipal Code: Review and amend as needed, to implement the goals and policies of the General Plan, reflect changes in laws and regulations, and incorporate appropriate tools and standards.		H	AP
	Implements Which Policy(ies)	LU-13.4		
ME-2	Public Outreach Efficacy: As part of annual review of general plan implementation, evaluate the effectiveness of public communication strategies.		L	AP
	Implements Which Policy(ies):	HEJ-1.1, 1.5, 1.6; E-7.6, 7.7, 7.9		
ME-3 	Hazards/Loss Prevention: Monitor the availability of the most current and comprehensive hazard mapping and review areas that are subject to natural hazards as needed to ensure compatibility of development.		L	AP
	Implements Which Policy(ies)	LU-3.4; S-1.1		
ME-4 	Fire Department Operations: Monitor and address peak load water supply requirements.		L	FD
	Implements Which Policy(ies):	S-3.3		
ME-5 	Fire/Police Service: Monitor and evaluate the effectiveness of fire/emergency medical services and police operations as needed and consider the benefits and costs associated with proposed changes to operations and facilities.		M	FD/ PD
	Implements Which Policy(ies):	S-3.1, 3.2, 4.2, 4.3, 5.1, 5.3, 6.3, 6.4		
ME-6 	Rights-of-way: Assess the potential use of public rights-of-way for open space purposes such as recreation and agriculture and for secondary uses such as maintenance yards and composting centers.		L	AP
	Implements Which Policy(ies):	OS-3.3, 3.5, 3.11, 3.12, 3.13, 5.2, 5.8, 7.3		
ME-7	Vacant and Blighted Parcels: Maintain a database of existing land uses, vacant and underused sites, and development projects.		L	AP
	Implements Which Policy(ies)	LU- 1.1, 1.2, 2.1, 2.2, 7.1		
ME-8 	Permitted Sites and Brownfields: Maintain a database of permitted and remediated hazardous materials sites and monitor potential development or uses of the sites.		M	R
	Implements Which Policy(ies):	S-7.7, 8.1, 8.3		
ME-9 	Historical Resources: Conduct a city-wide survey to identify historical resources, and maintain a database to monitor identified sites.		M	AP
	Implements Which Policy(ies):	OS-8.2, 8.3		

Implementation Measure	<p style="text-align: center;">TABLE 4-5 MONITORING AND EVALUATION (ME) IMPLEMENTATION PROGRAM ALL ELEMENTS</p>		Priority (Low, Mid, High)	Responsible Party ¹
ME-10 	Hazards/Loss Prevention: Maintain an updated inventory of un-reinforced masonry buildings.		M	B
Implements Which Policy(ies):	S-1.6			
ME-11	Annual community health and environmental justice survey: Conduct a survey and/or workshop with the public, in conjunction with annual General Plan implementation review, in order to identify and address new issues and needs.		M	AP
Implements Which Policy(ies):	HEJ-1.1, 1.4;			
ME-12   	Mitigation Monitoring. Establish a plan and process to improve monitoring and enforcement of all CEQA mitigation measures, including air quality emission reduction measures.		M	CP
Implements Which Policy(ies)	LU-3.7 S-2.2, 3.4 N-1.2, 1.3, 2.5, 3.2 OS-8.3, 8.8 CS-9.2 HEJ-2.2, 2.3, 2.4, 2.5, 2.6, 2.9			
ME-13   	Indicators: As needed, evaluate indicators included in Part 5 to monitor progress made in implementation of the General Plan.		M	AP
Implements Which Policy(ies):	ALL POLICIES			
ME-14   	Annual report: By April 1 st of each year, prepare a report to the Planning Commission, City Council, OPR, and the Department of Housing and Community Development which complies with the requirements of Government Code 65400(a)(2).		M	AP/ CP
Implements Which Policy(ies):	ALL POLICIES			

Implementation Measure	<p style="text-align: center;">TABLE 4-6 OTHER PLANS, MANUALS, AND GUIDELINES (PMG)</p> <p style="text-align: center;">IMPLEMENTATION PROGRAM ALL ELEMENTS</p>		Priority (Low, Mid, High)	Responsible Party
PMG-1	<p>Climate Action Plan: Sets targets for reductions in GHG emissions and identifies numerous methodologies that the City may implement to reach targets.</p>		H	AP
	Implements Which Policy(ies)	CS-1.1, 1.4, 7.1, 7.2, 7.3, 7.5, 7.6, 7.7; HEJ-2.7		
PMG-2 	<p>District Action Plans: Develop and maintain DAPs for the Downtown, Harbor, Mile of Cars and Plaza Bonita Business Districts that implement the goals and policies of the General Plan.</p>		M	AP
	Implements Which Policy(ies)	LU-5.2, 5.3, 5.9, 11.4, 11.9, 13.3; OS-4.2; CS-1.2, 1.3, 7.1, 7.7, 9.1; HEJ-3.3, 3.3;		
PMG-3  	<p>Public Facilities Financing Plan: Develop and maintain a public facilities financing plan and development impact fee (DIF) in accordance with infrastructure needs to ensure that development pays a fair share toward public improvements.</p>		M	AP
	Implements Which Policy(ies)	LU-8.1, 8.2; C-1.6; S-2.2; OS-5.3, 5.4; CS-3.2, 5.3; E-5.2		
PMG-4  	<p>Neighborhood Action Plans: Develop and maintain Neighborhood Action Plans with policies and implementation measures specific to each neighborhood.</p>		H	AP
	Implements Which Policy(ies)	LU-4.1, 4.2, 4.4, 4.5, 11.4, 11.7, 13.3; S-5.5, 6.2; OS-3.8, 4.2; CS-1.3; HEJ-3.3, 4.2, 4.3; E-7.5;		
PMG-5  	<p>Street Design Manual: Develop a manual that sets forth guidance on desired improvements to the public right of way through complete streets, including: low-impact development; narrow roadways; bike lanes; on-street parking; minimal curb cuts; enhanced crosswalks; appropriate sidewalk widths; landscaped medians and parkways; street trees, planters, and wells; street lighting; street furniture; wayfinding; enhanced paving; public art; and other features that contribute to the desired character of the neighborhood and city.</p>		H	AP

Implementation Measure	<p style="text-align: center;">TABLE 4-6 OTHER PLANS, MANUALS, AND GUIDELINES (PMG) IMPLEMENTATION PROGRAM ALL ELEMENTS</p>		Priority (Low, Mid, High)	Responsible Party
	Implements Which Policy(ies)	LU-9.1, 9.4, 9.6, 9.8, 11.4, 11.13; C-2.8, 2.10, 2.11, 6.1, 6.2, 6.3, 6.5, 6.6, 6.7, 8.3, 8.5, 8.7; S-6.1 OS-4.2, 4.4; CS-1.1, 4.2, 6.4, 8.1, 8.3; HEJ-2.5, 3.2, 3.6;		
PMG-6 	Design Guidelines: Update the City’s architectural and site design guidelines to implement goals and policies in the General Plan and to: <ul style="list-style-type: none"> • Accommodate green building, renewable energy and other best practices in development in a manner consistent with architectural and neighborhood character • Address mixed-use, walkability, historic preservation, public art, etc. • Address off-street parking design. • Establish criteria to address the use and design of noise barriers as proposed within development. • Establish an Arts, Culture, and Education district in the downtown through distinctive design, landscape, and signage guidelines that promote and enhance the community’s art, culture, history, and educational amenities. 		H	AP
	Implements Which Policy(ies)	LU-3.5, 3.7, 4.2, 4.3, 9.1, 9.2, 9.4, 9.5, 9.6, 9.7, 9.9, 10.1, 10.3, 10.5, 11.1, 11.2, 11.4, 11.6, 11.8, 12.1, 12.2, 12.3, 13.4; C-5.1, 8.6; S-6.1 NN-1.2, 1.3, 1.5, 1.6, 4.7; OS-4.2, 4.4, 5.5, 5.6; CS-1.1, 3.4, 4.1, 4.2, 7.1, 7.2, 7.6, 7.7, 8.1, 8.3, 9.1; HEJ-4.3;		
PMG-7	Comprehensive Transportation Plan: Develop and maintain a plan that summarizes existing conditions, provides recommendations to mitigate existing deficiencies, and discusses transportation projects that are estimated for completion within 5 years (including funding sources and cost estimates).		H	E
	Implements Which Policy(ies)	C-2.1, 2.2, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 4.6, 6.1;		
PMG-8	Truck Routes: Maintain and enforce designated truck routes.		H	E
	Implements Which Policy(ies)	HEJ-2.7, C-6.2		
PMG-9 	Pedestrian Master Plan: Identify safe routes to school and priorities for pedestrian improvements including sources of funding and a list of projects that improve pedestrian safety, accessibility, connectivity, and walkability.		H	E

Implementation Measure	<p style="text-align: center;">TABLE 4-6 OTHER PLANS, MANUALS, AND GUIDELINES (PMG) IMPLEMENTATION PROGRAM ALL ELEMENTS</p>		Priority (Low, Mid, High)	Responsible Party
	Implements Which Policy(ies)	C-2.2, 8.1, 8.3, 8.5, 8.6, 8.7, 8.8; OS-7.2, 7.4; CS-1.1 HEJ-3.2, 3.3, 3.5, 3.6;		
PMG-10	Bikeways Master Plan: Develop and maintain a City-wide plan to expand and improve the bikeway system.		H	E
	Implements Which Policy(ies)	C-9.1, 9.6; HEJ-3.2		
PMG-11	Universal design guidelines/accessibility standards: Adopt design guidelines and/or level of service standards for users with a range of ability levels.		M	AP
	Implements Which Policy(ies)	C-8.7; HEJ-3.2, 3.3, 3.5, 3.6		
PMG-12	Parking Master Plan: Prepare a plan for parking-deficient areas.		H	E
	Implements Which Policy(ies)	C-5.1, 5.8, 5.9		
PMG-13	Water Conservation Plan: Develop a Water Conservation Plan that increases water use efficiency throughout the city.		H	PW
	Implements Which Policy(ies)	CS-3.4, 4.1, 4.4		
PMG-14 	Storm Water Best Management Practices: Adopt guidelines for storm water best management practices that would allow projects to comply with storm water standards (e.g., porous pavement for parking lots, trash/debris/sediment separators in storm drains).		H	DS
	Implements Which Policy(ies)	S-2.8 OS-2.5, 5.6; CS-3.1, 8.1, 8.3;		
PMG-15	Solar access guidelines: Prepare guidelines including standards for sites, subdivisions, buildings and landscaping; as well as the exceptions and exclusions for solar access.		L	AP
	Implements Which Policy(ies):	CS-1.1, 7.1, 7.6		
PMG-16	Climate Change <i>Adaptation</i> Action Plan. Develop a plan that sets forth adaptation measures that may include: Weather advisory system; adequate financial and human public health resources, including training, surveillance and emergency response related to new health threats; improving early warning systems and flood hazard mapping for storms; protecting facilities against extreme weather events etc.		L	AP
	Implements Which Policy(ies):	CS-2.1, 2.3		

Implementation Measure	<p style="text-align: center;">TABLE 4-6 OTHER PLANS, MANUALS, AND GUIDELINES (PMG) IMPLEMENTATION PROGRAM ALL ELEMENTS</p>		Priority (Low, Mid, High)	Responsible Party
PMG-17 	Food Action Plan: Develop a Food Action Plan that facilitates the development of urban agriculture and community gardens and identifies public outreach strategies to communicate information about healthy food resources.		H	AP
Implements Which Policy(ies):	OS-3.3, 3.4, 3.11, 3.14 HEJ-4.4, 4.6, 4.9, 4.10, 5.1, 5.2, 5.3;			
PMG-18 	Develop a Parks and Recreation Master Plan.		L	AP/ CS
Implements Which Policy(ies):	OS-5.1, 5.2, 5.5, 5.6, 5.7, 5.8, 5.9, 5.11, 5.12, 6.2, 7.2, 7.3, 7.4			
PMG-19 	Urban Forestry Master Plan: Develop an urban forestry master plan to ensure plentiful, well-maintained, and healthy trees throughout the City.		L	AP/ PW
Implements Which Policy(ies):	OS-4.2, 4.4, 4.5, 4.6			
PMG-20 	Watershed Management Plans: Monitor implementation and update as needed.		L	AP
Implements Which Policy(ies):	OS-2.5 CS-8.1;			
PMG-21 	Emergency Operations / Disaster Relief and Evacuation plans: Review and update, as needed.		H	FD
Implements Which Policy(ies):	S-5.3, 7.3			
PMG-22	Green Building: Adopt green building standards to encourage sustainable development.		H	B
Implements Which Policy(ies):	CS-7.1, 7.2, 7.6			
PMG-23  	Low-Impact Development: Adopt low-impact development handbook/user manual to protect water quality.		H	AP/ DS
Implements Which Policy(ies):	S-2.8 OS-2.5; CS-1.1, 3.1, 3.3, 4.1, 8.1, 8.3			
PMG-24	Consistency: Review other applicable plans, including Specific Plans, the Local Coastal Program, the Redevelopment Plan and other manuals for consistency with the General plan and update as necessary.		L	AP
Implements Which Policy(ies)	LU-13.5			
PMG-25	CEQA Streamlining: Amend the local Environmental Guidelines (2005) to include the streamlining process for Sustainable Communities Strategy projects.		H	AP
Implements Which Policy(ies):	LU-1.4			

Implementation Measure	<p style="text-align: center;">TABLE 4-7 PUBLIC OUTREACH (PO) IMPLEMENTATION PROGRAM ALL ELEMENTS</p>		Priority (Low, Mid, High)	Responsible Party ¹
<p>PO-1</p> 	<p>Neighborhood Organizing Workgroups (NOWs): Facilitate the creation of NOWs, comprised of volunteers, for the purpose of guiding the implementation of the Neighborhood Action Plans.</p>		H	CD
<p>PO-2</p> 	<p>District Action Committees: Facilitate the creation of committees, comprised of volunteer members of the business community for the purpose of guiding the implementation of the District Action Plans.</p>		M	CD
<p>PO-3</p>	<p>Energy Conservation Outreach: Work with public utilities and responsible agencies to promote energy conservation through various events and media.</p>		M	CD
<p>PO-4</p>	<p>Go Green Initiative: Initiate a campaign to increase recycling participation to increase the amount of material being recycled. Employ communications, quantification, and competition to accomplish this objective.</p>		H	CD
<p>PO-5</p> 	<p>Website and Events: Provide information and public service announcements, concerning:</p> <ul style="list-style-type: none"> • Environmental health risks, including how to reduce and eliminate sources of indoor air pollution; how to identify and remediate lead-based paint, • Emergency and earthquake preparedness, including strapping water heaters, seismic retrofitting, and stockpiling emergency food, water, and medical supplies, • Benefits of physical activity and healthy eating as well as food systems, • Educational and volunteer opportunities within the community • Family and health resources, • Ways to reduce traffic congestion, the available variety of transportation alternatives, the benefits of walking and biking, etc. 		M	CD

Implementation Measure	<p style="text-align: center;">TABLE 4-7 PUBLIC OUTREACH (PO) IMPLEMENTATION PROGRAM ALL ELEMENTS</p>		Priority (Low, Mid, High)	Responsible Party ¹
	Implements Which Policy(ies):	C-4.1, 4.2, 4.4, 4.5, 8.4, 9.4, 9.5; S-1.7, 6.1, 6.6; NN-2.6; OS-2.4, 3.14; CS-8.2; HEJ-1.5, 2.8, 2.10, 3.1, 3.5, 4.8, 5.1, 7.1; E-2.1, 3.4, 6.5, 7.2, 7.3, 7.5, 7.6, 7.8, 7.9;		
PO-6	Disseminate information regarding the county-administered Supplemental Nutrition Assistance Program (SNAP) to National City residents eligible to receive its benefits.		H	CD
	Implements Which Policy(ies):	HEJ-4.8;		
PO-7	Inform the public of the benefits of gardening, healthy cooking, and tree planting through recreational classes, community events, and other forums, and make technical information available to residents seeking to plant their own private-use gardens or trees.		M	CD
	Implements Which Policy(ies):	OS-2.4, 3.4, 4.6; HEJ-5.1;		
PO-8	Designate space in City facilities to place educational boards/posters and kiosks as a way to disseminate important information to the public.		L	CD
	Implements Which Policy(ies):	NN-2.6; E-3.1, 3.4, 7.2, 7.5;		
PO-9	Develop a comprehensive code enforcement public outreach program, which will inform residents and business about such issues as: <ul style="list-style-type: none"> • impacts associated with noise disturbances to residents and businesses, including potential penalties for violations of noise regulations; • retrofitting structures for noise attenuation; • the City’s regulations regarding weed abatement and methods of compliance; • how to abate existing vector breeding sources and prevent new ones from forming; • steps that can be taken to prevent the migration of offensive odors, spray paint, sandblasting compounds, insecticides, or other noxious substances onto adjacent property. 		H	NS
	Implements Which Policy(ies):	NN-2.4, 2.6, 3.6, 4.2, 4.4, 4.6;		
PO-10	Organize periodic City-wide emergency preparedness exercises		M	FD
	Implements Which Policy(ies):	S-1.7, 5.5, 7.4;		

Implementation Measure	<p style="text-align: center;">TABLE 4-7 PUBLIC OUTREACH (PO) IMPLEMENTATION PROGRAM ALL ELEMENTS</p>		Priority (Low, Mid, High)	Responsible Party ¹
PO-11 	Safety Education: Work with responsible agencies to develop and promote community education on public safety issues, including: household hazardous materials (health effects, safe disposal methods); emergency preparedness; and first aid.	Implements Which Policy(ies): S-1.7; 5.5, 6.1, 7.3, 7.4;	M	FD/NS
PO-12 	Fire Prevention Education: Through the Fire Prevention Division continue to provide a comprehensive public education program to all age groups from pre-school children to senior citizens on fire safety.	Implements Which Policy(ies): S-3.7, 5.5;	M	FD
PO-13 	Unreinforced Masonry Program: Disseminate public information on the potential safety risks of unreinforced masonry buildings and low cost options to retrofit buildings.	Implements Which Policy(ies): S-1.6, 1.7;	M	B
PO-14	Public Participation Training and Responsibilities. Enhance staff training to increase awareness of environmental justice issues, add public participation responsibilities to job descriptions where appropriate, and include public participation criteria in employee evaluation reviews.	Implements Which Policy(ies): HEJ-1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7; E-7.6, 7.9, 7.10;	M	HR
PO-15	Public Participation Rights and Opportunities. Develop and distribute a handbook for the public that identifies and explains public participation rights and opportunities. When disseminating information to the public, translate it as needed. Search for grants and other resources to enhance understanding of environmental issues and governmental responsibilities.	Implements Which Policy(ies): HEJ-1.5; E-7.6, 7.9, 7.10;	M	AP

Implementation Measure	<p style="text-align: center;">TABLE 4-8 PROGRAMS AND TOOLS (PT)</p> <p style="text-align: center;">IMPLEMENTATION PROGRAM ALL ELEMENTS</p>		Priority (Low, Mid, High)	Responsible Party
PT-1 	Consider redevelopment tools to implement General Plan Goals and Policies in established redevelopment areas.		H	R/AP
	Implements Which Policy(ies)	LU-2.6, 4.3, 5.5, 7.2, 7.4; S-8.1; HEJ-4.1, 4.5;		
PT-2 	Create Assessment Districts or Community Facilities Districts to help provide financing for sustainable technologies, open space, or other improvements providing a public benefit.		H	CD
	Implements Which Policy(ies)	OS-5.4 CS-1.1, 7.5;		
PT-3	Streetlight LED Program – Develop and implement a program to replace or retrofit existing streetlight fixtures with LED units.		M	PW
	Implements Which Policy(ies)	CS-1.1, 1.4;		
PT-4	Traffic Signal LED Program – Develop and implement a program to replace or retrofit existing traffic signals with LED units.		M	PW
	Implements Which Policy(ies)	CS-1.1, 1.4;		
PT-5	Energy Conservation Savings Reinvestment Fund – Work with public utilities to develop an ECSRF (pay-as-you-go) to fund efficiency retrofits for HVAC, lighting, and other projects that include energy conservation retrofits.		M	CD
	Implements Which Policy(ies)	CS-1.1, 7.1, 7.2, 7.5, 7.6		
PT-6	Waste Reduction and Recycling Measures: Adopt waste reduction and recycling measures for City facilities and operations.		H	PW
	Implements Which Policy(ies)	CS-1.1, 9.1, 9.2		
PT-7	Cigarette Litter Abatement Fee: Establish and collect a fee on cigarettes at the point of sale to fund cigarette litter cleanup from sidewalks and other public spaces; fee administration, collection and enforcement; and public outreach and education.		H	CD
	Implements Which Policy(ies)	CS-1.1, 10.3		
PT-8 	Abandoned Property Rehabilitation Program: Develop a program to abate and rehabilitate vacant properties.		H	NS
	Implements Which Policy(ies)	S-9.1 NN-4.1 CS-1.1;		
PT-9	Clean Trucks Program: Encourage drayage truck owners to scrap and replace trucks used for Port activities.		L	CD
	Implements Which Policy(ies)	CS-1.1		

Implementation Measure	<p style="text-align: center;">TABLE 4-8 PROGRAMS AND TOOLS (PT)</p> <p style="text-align: center;">IMPLEMENTATION PROGRAM ALL ELEMENTS</p>		Priority (Low, Mid, High)	Responsible Party
PT-10	Commuter Benefits Program: Work with employers to develop commuter benefits programs that encourage employees to use transit, carpools, and other alternative modes of transportation. Implements Which Policy(ies)		M	CD
		LU-1.6; C-4.2; CS-1.1;		
PT-11	 Environmentally Preferable Procurement Policy: Use environmentally preferable goods and services when feasible, such as recycled paper and supplies, re-refined oil, retread tires, and recycled toner cartridges, etc. Implements Which Policy(ies)		M	F
		OS-5.6 CS-1.1, 1.4, 9.1;		
PT-12	 Integrated Pest Management Program: Adopt feasible environmentally sensitive pest management procedures for City operations Implements Which Policy(ies)		L	PW
		OS-3.12		
PT-13	Healthy and Sustainable Food Policy: Adopt a healthy and sustainable foods policy for the purchase of healthy and locally produced food for City operations. Implements Which Policy(ies)		L	CS
		HEJ-5.3		
PT-14	 Community Cleanup Events: Facilitate and organize periodic community and neighborhood cleanup events Implements Which Policy(ies)		L	CD
		LU-11.7 OS-2.4 CS-9.4, 10.2		
PT-15	Cultural Arts Program: Develop a cultural arts program to encourage and facilitate the development of art in public spaces and promote greater public awareness of architectural, urban design, and cultural heritage of the City. Implements Which Policy(ies)		L	CD
		LU-10.2, 10.4, 11-5;		
PT-16	 Brownfield Remediation: Maintain a brownfield remediation program to encourage and facilitate the remediation of brownfield sites. Implements Which Policy(ies)		H	R
		S-8.1, 8.2, 8.3		
PT-17	 Healthy Communities Organizations: Participate in appropriate organizations that advocate healthy communities and that offer funding and resources to implement public health goals and policies. Implements Which Policy(ies):		L	CD
		OS-3.7, 5.3, 5.13 HEJ-3.3, 3.5		
PT-18	 Community garden program: Develop a program to administer and manage gardens, to the extent practical. Implements Which Policy(ies):		M	CD
		OS-3.3, 3.5, 3.6, 3.7, 3.8, 3.9, 3.11, 3.12, 3.14		

Implementation Measure	<p style="text-align: center;">TABLE 4-8 PROGRAMS AND TOOLS (PT)</p> <p style="text-align: center;">IMPLEMENTATION PROGRAM ALL ELEMENTS</p>		Priority (Low, Mid, High)	Responsible Party
PT-19 	Joint Use Facilities: Pursue the joint use of facilities for recreational uses with school districts and other appropriate agencies and jurisdictions.		H	CD
	Implements Which Policy(ies):	OS-3.2, 5.10 E-5.5, 5.6		
PT-20 	Historic Preservation Fund – Establish a historic preservation fund for local preservation incentives supported through grants, private or public donations, or other sources.		L	CD
	Implements Which Policy(ies):	OS-8.2, 8.3, 8.6, 8.7		
PT-21 	Cultural Heritage Tourism: Encourage local business, non-profit, and community organizations to develop a cultural heritage tourism program.		L	CD
	Implements Which Policy(ies):	OS-8.2, 8.7		
PT-22	Intelligent Transportation System (ITS): Implement an ITS for the City.		M	E
	Implements Which Policy(ies)	C-2.5		
PT-23  	City Operations: Adopt measures for City facilities and operations to minimize emissions, noise, waste, and hazardous waste generation. (e.g. replacement of less efficient equipment; more efficient use of current vehicles; acquisition of low/zero emission vehicles; retrofitting of facilities with energy efficient fixtures; use of environmentally-friendly alternatives, etc.)		M	PW
	Implements Which Policy(ies):	S-7.1 NN-1.8 OS-5.6; CS-1.1, 1.4; HEJ-2.7,		
PT-24	Storm water reuse: Develop a program for parks and other City facilities to recharge groundwater, irrigate landscapes and gardens, and provide aesthetic water features.		L	E
	Implements Which Policy(ies):	CS-8.4		
PT-25	Lead-based paint hazards program(s): Identify potential hazards in structures during home inspections, provide remediation information to owners and occupants, and prioritize remediation efforts for public structures and low-income households where children reside. Also ensure that rehab projects in pre-1978 units use lead safe work practices followed by a clearance inspection to ensure lead safety.		H	HG/ NS
	Implements Which Policy(ies):	HEJ-7.1, 7.2, 7.3, 7.4		
PT-26 	Hazardous Materials Plans and Permits: Require all existing business owners and all new business owners who store, generate, transport, and/or dispose of hazardous materials and/or waste to provide copies of appropriate hazardous materials business plans, risk management and prevention plans, and regulatory agency permits/approvals on an annual basis prior to the issuance of a business license or at the time of business license renewal. An update on the status of compliance should be provided to Council on an annual basis.		M	CP
	Implements Which Policy(ies):	S-7.2, 7.5, 7.7, 8.3		

Implementation Measure	<p style="text-align: center;">TABLE 4-8 PROGRAMS AND TOOLS (PT)</p> <p style="text-align: center;">IMPLEMENTATION PROGRAM ALL ELEMENTS</p>		Priority (Low, Mid, High)	Responsible Party
PT-27	Cultural diversity awareness: Develop and promote programs based on the ethnic and cultural composition of the City.		L	CS
	Implements Which Policy(ies):	E-5.3, 7.6		
PT-28	Tax on Fructose Corn Syrup: Establish a tax on products containing high-fructose corn syrup to discourage unhealthy eating.		M	F
	Implements Which Policy(ies):	HEJ-5.1		
PT-29	 Rehabilitation: Develop programs for the rehabilitation and retrofitting of existing structures.		L	HG
	Implements Which Policy(ies):	S-3.6 NN-3.6 CS-7.5		

Implementation Measure	<p style="text-align: center;">TABLE 4-9 Consultation (C)</p> <p style="text-align: center;">IMPLEMENTATION PROGRAM ALL ELEMENTS</p>		Priority (Low, Mid, High)	Responsible Party ¹
<p>C-1</p> 	<p>Compatibility of planning efforts: Share development plans and growth projections with other institutions, including schools, hospitals, other care facilities, and related uses and ensure that these facilities have the capacity to accommodate anticipated growth.</p>		L	AP
	Implements Which Policy(ies)	<p>LU-2.10; S-3.3 E-1.1, 1.2</p>		
<p>C-2</p>	<p>Sustainable Communities projects: Work with SANDAG to develop criteria for qualifying projects, review those projects for consistency with SANDAG’s Sustainable Communities strategy, and consider either exempting from the California Environmental Quality Act, (Pub. Res. Code §§ 21000 – 21178 (“CEQA”)) those transit-priority projects determined by the City Council to be qualifying sustainable communities projects under Pub. Res. Code § 21155.1 or prepare a sustainable communities environmental assessment or environmental impact report as permitted under the CEQA streamlining procedures of Pub. Res. Code § 21155.2.</p>		H	AP
	Implements Which Policy(ies)	<p>LU-1.3,1.4</p>		
<p>C-3</p> 	<p>Collaborate with SANDAG, Caltrans, railroad operators, and MTS: Improve transit service and facilities; identify strategic locations for transit stops; construct appropriate noise barriers to mitigate sound emissions, coordinate schedules, and develop various transportation alternatives to serve transit-dependent groups.</p>		M	CD
	Implements Which Policy(ies)	<p>C-1.5, 2.4, 3.1, 3.2, 3.3, 6.1, 6.3, 6.4, 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.7; NN-1.6, 1.7, 1.9 HEJ-2.9, 4.7, 6.2;</p>		
<p>C-4</p>	<p>Business Attraction: Work with the National City Chamber of Commerce, other economic development organizations, and institutions to identify and attract businesses and industries that will contribute to the implementation of General Plan Goals and Policies – including sustainability, health, and economic development.</p>		M	CD
	Implements Which Policy(ies)	<p>LU-5.2, 5.9, 5.10; CS-1.2, 1.3; HEJ-4.1, 4.2, 4.3, 5.5; E-4.4, 7.2</p>		
<p>C-5</p>	<p>Work with SANDAG in the development of the Urban Core Transit Strategy.</p>		H	AP
	Implements Which Policy(ies)	<p>C-7.1, 7.5, 7.7</p>		
<p>C-6</p>	<p>Work with MTS, SANDAG and Caltrans on the future South Bay Bus Rapid Transit station at the I-805 and Plaza Boulevard.</p>		M	AP
	Implements Which Policy(ies)	<p>C-3.3, 5.1, 5.3, 5.5, 5.6, 5.7</p>		

Implementation Measure	<p style="text-align: center;">TABLE 4-9 Consultation (C)</p> <p style="text-align: center;">IMPLEMENTATION PROGRAM ALL ELEMENTS</p>		Priority (Low, Mid, High)	Responsible Party ¹
<p>C-7</p> 	<p>Meet as needed with neighboring jurisdictions (including the Port of San Diego, U.S. Department of the Navy, the Cities of San Diego and Chula Vista, and the County of San Diego), other responsible agencies (including SANDAG, San Diego Regional Airport Authority, Caltrans), service providers (including Sweetwater Authority, San Diego Metropolitan Wastewater Department, San Diego Gas & Electric), and School Districts to:</p> <ul style="list-style-type: none"> • Discuss development activities, capacity issues, and sustainable and economic development efforts; • Ensure the compatibility of land use, facilities, infrastructure, and other planning efforts; • Ensure the compatibility of circulation planning efforts, including roadways, transit, bikeways and pedestrian connectivity; and • Address the causes of and responses to climate change. 		L	CD
<p>Implements Which Policy(ies)</p>	<p>LU-2.10, 3.1, 5.7, 5.8, 6.1, 6.2, 6.3, 6.4, 6.5, 8.4; C-1.5, 2.4, 3.1, 3.2, 3.3, 6.1, 6.3, 6.4, 6.5; S-2.10, 2.11, 3.3, 4.1, 5.1, 5.2, 7.6, 7.7 NN-1.5, 1.6, 1.7, 1.9, 2.1, 3.1; OS-2.6, 6.1, 7.1, 7.2, 7.3; CS-2.2, 2.4, 3.2, 3.4, 4.3, 4.4, 5.1, 5.2, 6.1, 6.2, 6.3, 6.4, 6.5, 7.4; HEJ-2.6, 2.9; E-1.2, 1.3, 6.6, 8.3, 8.4;</p>			
<p>C-8</p>	<p>Recycled Water Distribution: Collaborate with the SWA in studying the feasibility of developing and implementing a plan for recycled water distribution.</p>		L	PW
<p>Implements Which Policy(ies):</p>	<p>CS-4.3</p>			
<p>C-9</p> 	<p>Pollution Prevention: Cooperate with the City of San Diego and the Unified Port District to implement Think Blue, or similar programs and public outreach efforts</p>		L	PW
<p>Implements Which Policy(ies):</p>	<p>OS-2.5 CS-8.2;</p>			
<p>C-10</p> 	<p>Work with the San Diego County Farm Bureau to establish a certified, weekly Farmers' Market in National City and work with the San Diego County Department of Agriculture, Weights, and Measures to require Farmer's Markets to accept credit and food stamp EBT cards, WIC benefits, and senior farmer's market nutrition program benefits.</p>		H	CD
<p>Implements Which Policy(ies):</p>	<p>OS-3.10 HEJ-4.6;</p>			

Implementation Measure	<p style="text-align: center;">TABLE 4-9 Consultation (C)</p> <p style="text-align: center;">IMPLEMENTATION PROGRAM ALL ELEMENTS</p>		Priority (Low, Mid, High)	Responsible Party ¹
<p>C-11 </p>	<p>Work with the International Community Foundation (ICF) to establish a farmers' market in conjunction with their community gardens.</p>		H	CD
	<p>Implements Which Policy(ies):</p>	<p>HEJ-4.4; OS-3.4</p>		
<p>C-12</p>	<p>Establish a collaborative of stakeholder agencies, organizations, and community groups to address health and environmental justice issues, enhance public participation opportunities, and coordinate the provision of services and programs.</p>		M	CD
	<p>Implements Which Policy(ies):</p>	<p>HEJ-1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7</p>		
<p>C-13 </p>	<p>Work with local environmental and community volunteer groups to conduct native plant restoration projects</p>		L	CD
	<p>Implements Which Policy(ies):</p>	<p>OS-1.3, 2.2, 2.4</p>		
<p>C-14 </p>	<p>Work the National School District on child health and nutrition initiatives including the development of community gardens.</p>		L	CD
	<p>Implements Which Policy(ies):</p>	<p>OS-3.2 HEJ- 5.1</p>		
<p>C-15 </p>	<p>Consult with Native American Heritage Tribes prior to making any land use decision that could potentially affect a cultural resource or sacred site.</p>		L	CD
	<p>Implements Which Policy(ies):</p>	<p>OS-8.9</p>		
<p>C-16</p>	<p>Facilitate joint meetings of the City Council and the National School District School Board to discuss on-going joint efforts and new opportunities for collaboration.</p>		M	CD
	<p>Implements Which Policy(ies):</p>	<p>E-1.3, 1.5, 2.1, 2.3, 2.4, 2.5, 3.2, 4.1, 5.3, 5.6</p>		
<p>C-17</p>	<p>Maintain an on-going dialogue and collaboration between the City and local educational institutions (including National School District, Sweetwater Union High School District, Charter Schools and local colleges and universities) and Family Resource Centers: Ensure that General Plan goals and policy recommendations related to education are being achieved.</p>		L	CD
	<p>Implements Which Policy(ies):</p>	<p>LU-5.11 E-1.3, 1.5, 2.1, 2.3, 2.4, 2.5, 3.2, 4.1, 4.2, 5.3, 5.6, 6.4, 6.6</p>		
<p>C-18</p>	<p>Make City resources (e.g., meeting rooms, staff, website, etc.) available, when feasible, to assist local educational institutions in meeting shared goals and objectives.</p>		L	CD
	<p>Implements Which Policy(ies):</p>	<p>E-1.5, 2.2, 3.1</p>		

Implementation Measure	<p style="text-align: center;">TABLE 4-9 Consultation (C)</p> <p style="text-align: center;">IMPLEMENTATION PROGRAM ALL ELEMENTS</p>		Priority (Low, Mid, High)	Responsible Party ¹
<p>C-19</p> 	<p>Develop Partnerships with non-profit or faith-based organizations and the business community in order to implement goals and policy recommendations of the General Plan.</p>	<p>Implements Which Policy(ies):</p> <p>LU-5.11 S-6.6 OS-2.4, 3.4, 4.6, 5.3, 5.13; CS-1.2, 10.2; HEJ – 3.3, 6.3; E-3.2, 4.2, 4.3, 4.4, 6.4, 6.6, 7.1, 7.2, 7.6, 7.8;</p>	L	CD
<p>C-20</p> 	<p>Work with the Police Department and the California Highway Patrol to promote the enforcement of State and City noise regulations for vehicles.</p>	<p>Implements Which Policy(ies):</p> <p>NN-1.1</p>	L	NS
<p>C-21</p> 	<p>Multi-Jurisdictional Hazard Mitigation Plan: Assist the County of San Diego in updates to this plan.</p>	<p>Implements Which Policy(ies):</p> <p>S-5.4</p>	L	FD

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PART

5

INDICATORS

A. The Purpose of Indicators

A series of indicators are identified in this Chapter that the City can use to track its progress towards achieving its vision for the future. An indicator is a measurement that assists in demonstrating the level of progression in achieving policy-driven goals.

An indicator must have a benchmark and a target. The benchmark is the existing condition – the original measurement from which to evaluate all later measurements. The target is the goal – the point at which success is achieved. Measuring how well a city currently is performing on a specific issue and identifying changes that have occurred as a result of implemented policies and programs helps to reveal the effectiveness of a city’s actions. The City in turn, can modify its actions as necessary in order to meet certain targets. In this way, an indicator is used to evaluate progress and guide policy decisions.

An effective indicator should meet the following criteria: relevancy, ease in understanding, reliability, and accessibility of relevant data. The indicators set forth in this Chapter generally are measured by existing sources – including City Departments, the County of San Diego or other responsible agencies, various State offices, and the U.S. Census Bureau. Other indicators rely on survey data that would need to be periodically generated.

B. Indicator Table

The following table identifies indicators for the General Plan goals for which progress can be measured. The first column in the table specifies the indicator. The second column specifies how each indicator is measured and the source of the measurement. The data source and measurement

technique has been identified to ensure that these indicators can be measured again in the future using the same methodology. The existing conditions measurement is based on information available at the time this report was prepared¹. The fourth column indicates recommended targets that specify the level of progress that should be achieved to meet the City's goal. The fifth column identifies General Plan goals that pertain to each indicator. Finally, the Guiding Principle(s) to which each indicator relates is identified.

¹ The existing conditions measurement is based on the most recent data available; however, the year may differ among indicators, depending on the source.

**TABLE 5-1
Indicators**

INDICATOR	HOW MEASURED/ DATA SOURCE	EXISTING CONDITIONS MEASUREMENT	DESIRED TARGET	GOALS MEASURED	RELATED GUIDING PRINCIPLE				
					QUALITY OF LIFE	EDUCATION	HEALTH AND SAFETY	DEVELOPMENT	BUSINESS
RHNA ¹ Allocation Achievement Very Low (<50% Area Median Income (AMI)) Low (51%-80%AMI) Moderate (81%-21%AMI) Above Moderate (>120% AMI)	Housing Element Community Development Dept.	Very Low: 60 units Low: 27 units Moderate: 170 units Above Moderate: 521 units Total: 778 (2005-2009)	Very Low: 18 units Low: 39 units Moderate: 60 units Above Moderate: 202 units Total: 319 units (2005-2010 Planning Period)	LU-2	✓			✓	✓
Density within ¼ mile of a transit stop (bus or trolley)	GIS Mapping	3.72 du/ac	More than 5 du/ac	LU-1, LU-4, LU-7, LU-8, LU-9	✓		✓	✓	✓
% of residents spending >30% AMI on housing (Owner and Renter)	State of the Cities Data System: Comprehensive Housing Affordability Strategy Housing Problems	30.5% Owner 42.2% Renter (2000 data)	0% Owner 0% Renter	LU-2	✓			✓	✓
Local sales tax revenue (% of Total Revenue)	City Treasurer (Sales tax + district sales tax / total revenue)	61.7% (2008)	60%	LU-5	✓			✓	✓

¹ The RHNA is the Regional Housing Needs Assessment provided by the San Diego Association of Governments (SANDAG) and identifies the number of units National City is expected to supply within each income category during a specified planning period to meet its “fair share” of regional housing need.

**TABLE 5-1
Indicators**

INDICATOR	HOW MEASURED/ DATA SOURCE	EXISTING CONDITIONS MEASUREMENT	DESIRED TARGET	GOALS MEASURED	RELATED GUIDING PRINCIPLE				
					QUALITY OF LIFE	EDUCATION	HEALTH AND SAFETY	DEVELOPMENT	BUSINESS
Commercial vacancy rates	Local Brokerage Firm(s)/SANDAG	5.7% CB Richard Ellis, 2009	<5%	LU-5	✓			✓	✓
% of elementary students that walk to school	Survey	TBD	100 percent	C-2, C-4, C-6	✓		✓	✓	
# of miles of non-vehicle routes (dedicated pedestrian paths/trails and bike routes)	National City GIS; City Bikeways Master Plan	TBD	20 % Increase over 20 years ²	C-2, C-4, C-6, C-7	✓		✓	✓	
Public transit ridership (share of modal split)	SANDAG Data US Census – American Community Survey 3 Year Estimates	6.9% ridership in 2008	15%	LU-1, LU-9 C-1, C-2, C-3, C-4, C-5	✓		✓	✓	

² Based on what other cities are aiming for. This target is slightly higher than the targets set by other cities because National City currently has few non-vehicular routes.

**TABLE 5-1
Indicators**

INDICATOR	HOW MEASURED/ DATA SOURCE	EXISTING CONDITIONS MEASUREMENT		DESIRED TARGET	GOALS MEASURED	RELATED GUIDING PRINCIPLE				
						QUALITY OF LIFE	EDUCATION	HEALTH AND SAFETY	DEVELOPMENT	BUSINESS
Commute modal split	US Census – American Community Survey 3 Year Estimates - Detailed Tables - Means of Transportation to Work by Age	Drove Alone	60.7%	Decreased single-occupancy vehicle share of modal split.	C-2, C-3, C-4, C-5 CS-1, HEJ-1	✓		✓	✓	
		Carpooled	14.0%							
		Public Transit	6.9%							
		Walked	3.7%							
		Biked	0.6%							
		Worked From Home	12.5%							
		Other	1.6%							
		2006-2008 American Community Survey								
Number of buildings requiring earthquake retrofitting	National City Building Department	TBD		0	S-1			✓	✓	
# of code violations related to fire hazards - weeds, debris around structure, etc.	Code Enforcement Database	81 ³		10% reduction annually	S-3	✓		✓		✓

³ Number of code violations (§09.12.020) related to weeds and other flammable materials (2009).

**TABLE 5-1
Indicators**

INDICATOR	HOW MEASURED/ DATA SOURCE	EXISTING CONDITIONS MEASUREMENT	DESIRED TARGET	GOALS MEASURED	RELATED GUIDING PRINCIPLE				
					QUALITY OF LIFE	EDUCATION	HEALTH AND SAFETY	DEVELOPMENT	BUSINESS
Number of gang members and gangs	Crime Analyst NCPD	4 Gangs (650 Known Members)	Reduce number of gang members by 10% every five years	S-6	✓		✓		✓
Average number of crimes per 1,000 residents	National City Crime Analyst	34 (total violent and property crimes)	26.13 ⁴ (Regional Rate)	S-6	✓		✓		✓
Average police response times	National City Police Dept. Crime Analyst	Emergency (Priority 1) Calls : 5:04 minutes	Less than 6 minutes	S-6	✓		✓		
Average Fire Department and Emergency Medical Services response time	2009 Fire Response Study (FRS)	7:45 Minutes (89.5% of the Time)	7 Minutes (90% of the Time)	S-4	✓		✓		
Public emergency preparedness	Survey	TBD	TBD	S-5	✓	✓	✓		
Number of brownfields remaining to be remediated	Redevelopment Department /Brownfield Environmental Information System (BREIS)	TBD	TBD	S-8			✓	✓	✓

⁴ SANDAG Criminal Justice Research Division. (Oct. 2009). Crime in the San Diego Region, 2009 Mid-Year Statistics.

TABLE 5-1
Indicators

INDICATOR	HOW MEASURED/ DATA SOURCE	EXISTING CONDITIONS MEASUREMENT	DESIRED TARGET	GOALS MEASURED	RELATED GUIDING PRINCIPLE				
					QUALITY OF LIFE	EDUCATION	HEALTH AND SAFETY	DEVELOPMENT	BUSINESS
Noise disturbances reported	Code Enforcement Police Department	728 Complaints (Between January 1 st and July 31 st , 2009) ⁵ .	Reduce by 25% every five years	NN-2	✓				✓
Acres of open space per 1,000 population (including parks, open space preserves, public plazas, community gardens, etc.)	City GIS database	445 ⁶	No net loss	OS-1	✓		✓	✓	✓
Acres of community gardens per 1,000 residents	- National City GIS - U.S. Census Bureau American FactFinder, Population Finder	0.016/1000 residents (Includes, 0.5-acre ICF garden and Olivewood Garden (0.5-acre))	0.77 acres/1,000 residents Public Health and Law Policy	OS-3	✓	✓	✓	✓	✓
% urban tree canopy	San Diego Urban Ecosystem Analysis American Forests City Green Site Reports	7% (2003)	12% ⁷	OS-4	✓		✓	✓	✓

⁵ National City Police Department. (2009). Police Records.

⁶ Per spreadsheet prepared by Planning Department.

⁷ American Forests recommends a tree canopy of 25% for the San Diego region; however, to better reflect the local conditions in National City, the target has been reduced to 12% given that a large percentage of National City is composed of water and freeways, which were not excluded from the existing conditions measurement.

**TABLE 5-1
Indicators**

INDICATOR	HOW MEASURED/ DATA SOURCE	EXISTING CONDITIONS MEASUREMENT	DESIRED TARGET	GOALS MEASURED	RELATED GUIDING PRINCIPLE				
					QUALITY OF LIFE	EDUCATION	HEALTH AND SAFETY	DEVELOPMENT	BUSINESS
# of city-owned trees removed due to poor health or upkeep	Department of Public Works Records	TBD	No net loss	OS-4	✓		✓	✓	✓
Schools functioning as parks/open space	- National School District - Sweetwater High School District - City of National City	None.	9 elementary schools, 2 middle schools, and 1 high school	OS-5	✓		✓	✓	✓
Acres of park land per 1,000 residents	- National City GIS /Capital Asset Statistics - U.S. Census Bureau	1.9 acres per 1,000 (includes only usable Open Space)	4.75/1,000 is the General Plan policy.	OS-5	✓		✓	✓	✓
% of National City residents within a 1/2 mile of a park	National City GIS (Measured by a 1/2 mile buffer from all park boundaries)	13,084 dus * 3.58 persons per du = 46840/56,522 = 83%	100%	OS-5	✓		✓	✓	✓

**TABLE 5-1
Indicators**

INDICATOR	HOW MEASURED/ DATA SOURCE	EXISTING CONDITIONS MEASUREMENT	DESIRED TARGET	GOALS MEASURED	RELATED GUIDING PRINCIPLE																																					
					QUALITY OF LIFE	EDUCATION	HEALTH AND SAFETY	DEVELOPMENT	BUSINESS																																	
Runoff water quality	San Diego Watershed Urban Runoff Management Program (WURMP) Baseline Long-Term Effectiveness Assessment (BLTEA) ⁸ priority for each hydrologic area (HA) covering National City for the following pollutant categories: 1. Heavy Metals 2. Dissolved Minerals 3. Organics 4. Oil and Grease 5. Sediments 6. Pesticides 7. Nutrients 8. Gross Pollutants 9. Bacteria/ Pathogens	<table border="1"> <thead> <tr> <th>Cat.</th> <th>HA 908.</th> <th>HA 909.</th> </tr> </thead> <tbody> <tr> <td></td> <td><u>3</u></td> <td><u>1</u></td> </tr> <tr> <td>1</td> <td>C</td> <td>D</td> </tr> <tr> <td>2</td> <td>D</td> <td>A</td> </tr> <tr> <td>3</td> <td>D</td> <td>D</td> </tr> <tr> <td>4</td> <td>C</td> <td>D</td> </tr> <tr> <td>5</td> <td>B</td> <td>C</td> </tr> <tr> <td>6</td> <td>C</td> <td>B</td> </tr> <tr> <td>7</td> <td>B</td> <td>D</td> </tr> <tr> <td>8</td> <td>C</td> <td>D</td> </tr> <tr> <td>9</td> <td>A</td> <td>A</td> </tr> </tbody> </table> 2001-2006 BLTEA data record San Diego WURMP 2006-2007 Annual Report	Cat.	HA 908.	HA 909.		<u>3</u>	<u>1</u>	1	C	D	2	D	A	3	D	D	4	C	D	5	B	C	6	C	B	7	B	D	8	C	D	9	A	A	Lower priority ratings among all pollutant categories.	CS-3, CS-8	✓		✓	✓	
Cat.	HA 908.	HA 909.																																								
	<u>3</u>	<u>1</u>																																								
1	C	D																																								
2	D	A																																								
3	D	D																																								
4	C	D																																								
5	B	C																																								
6	C	B																																								
7	B	D																																								
8	C	D																																								
9	A	A																																								

⁸ San Diego Bay Watershed Urban Runoff Management Program (WURMP) monitors and manages water runoff contamination using BLTEA data every five years. In order to identify the high priority water quality problems in the San Diego Bay Watershed Management Area, monitoring data and likely source information are used to

**TABLE 5-1
Indicators**

INDICATOR	HOW MEASURED/ DATA SOURCE	EXISTING CONDITIONS MEASUREMENT	DESIRED TARGET	GOALS MEASURED	RELATED GUIDING PRINCIPLE				
					QUALITY OF LIFE	EDUCATION	HEALTH AND SAFETY	DEVELOPMENT	BUSINESS
GHG emissions	ICLEI Greenhouse Gas Emissions Inventory	9.6 metric tons of CO2e per capita (2005 Inventory)	15% Reduction from 2005 levels by 2020 (8.16 metric tons of CO2e per capita)	CS-1	✓		✓	✓	
Number of hybrid vehicles in City fleet.	City Capital Inventory	4	All cars (trucks and utility vehicles excluded)	CS-1 HEJ-1	✓		✓		✓
Per capita water usage in National City	Sweetwater Authority Water Distribution System Master Plan	110 gal./day/capita (2006 data) Water Distribution System Master Plan Update 2007	Reduce by 10% during a Level 1 Drought Watch, Reduce by 20% during a Level 2 Drought Alert, Reduce by 40% during a Level 3 Drought Critical, and Reduce by more than 40% during a Level 4 Drought Emergency	CS-4	✓			✓	✓
Waste reduction	Diversion rate ⁹	53%	75%	CS-9	✓	✓		✓	✓

conduct a Baseline Watershed Evaluation (BWE) for each Hydrologic Area. Those pollutant categories receiving an “A” BLTEA Threat to Water Quality (TTWQ) rating coupled with a large number of likely or unknown sources are considered the highest priority water quality problem for that Hydrologic Area.

⁹ As reported by the California Department of Resources, Recycling, and Recovery (CalRecycle).

**TABLE 5-1
Indicators**

INDICATOR	HOW MEASURED/ DATA SOURCE	EXISTING CONDITIONS MEASUREMENT	DESIRED TARGET	GOALS MEASURED	RELATED GUIDING PRINCIPLE				
					QUALITY OF LIFE	EDUCATION	HEALTH AND SAFETY	DEVELOPMENT	BUSINESS
LEED certified buildings in the city	Green Building Council National City Community Development	TBD	All new government buildings and projects using public subsidies should be LEED certified ¹⁰	CS-1, CS-7	✓			✓	✓
Vehicle miles traveled (VMT) per capita	Average Daily Traffic Volumes	27.98 ¹¹	Reduce by 10% over the next 5 years ¹²	LU-1, LU-4, C-4, C-5 CS-1; HEJ-1	✓		✓	✓	
Number of days exceeding air quality standard: O3 NAAQS ¹³	San Diego Air Pollution Control District (SDAPCD); California Air Resources Board (CARB), Interactive Aerometric Data Analysis and Management system (iADAM)	8-hour SD:0 CV:0 (2008 Measurement)	0	HEJ-1 CS-1	✓		✓		

¹⁰ Three Leadership in Energy and Environmental Design (LEED-certified buildings are currently under construction with Habitat for Humanity).

¹¹ Based on 2003 VMT (1,556,000) and 2003 SANDAG Data Warehouse estimated population for National City (55,608).

¹² Conservative estimate based on for what other cities are aiming.

¹³ The nearest air pollutant monitoring stations to National City are located in Chula Vista (80 E. J St.) (CV) and downtown San Diego (1110A Beardsley St.) (SD). The number of days of exceedance reflects the days measured at each of these stations.

TABLE 5-1
Indicators

INDICATOR	HOW MEASURED/ DATA SOURCE	EXISTING CONDITIONS MEASUREMENT	DESIRED TARGET	GOALS MEASURED	RELATED GUIDING PRINCIPLE				
					QUALITY OF LIFE	EDUCATION	HEALTH AND SAFETY	DEVELOPMENT	BUSINESS
Number of days exceeding air quality standard: O3 CAAQS	SDAPCD; CARB, Interactive Aerometric Data Analysis and Management system (iADAM)	8-hour SD:1 CV:4 (2008 Measurement)	0	HEJ-1 CS-1	√		√		
Number of days exceeding air quality standard: PM10 NAAQS ¹⁴	SDAPCD; CARB, Interactive Aerometric Data Analysis and Management system (iADAM)	24-hour SD: 0 CV:0 (2008 Measurement)	0	HEJ-1 CS-1	√		√		
Number of days exceeding air quality standard: PM10 CAAQS ¹⁵	SDAPCD; CARB, Interactive Aerometric Data Analysis and Management system (iADAM)	24-hour SD: 4 CV:1 (2008 Measurement)	0	HEJ-1 CS-1	√		√		

¹⁴ The nearest air pollutant monitoring stations to National City are located in Chula Vista (80 E. J St.) (CV) and downtown San Diego (1110A Beardsley St.) (SD). The number of days of exceedance reflects the days measured at each of these stations.

¹⁵ The nearest air pollutant monitoring stations to National City are located in Chula Vista (80 E. J St.) (CV) and downtown San Diego (1110A Beardsley St.) (SD). The number of days of exceedance reflects the days measured at each of these stations.

**TABLE 5-1
Indicators**

INDICATOR	HOW MEASURED/ DATA SOURCE	EXISTING CONDITIONS MEASUREMENT	DESIRED TARGET	GOALS MEASURED	RELATED GUIDING PRINCIPLE				
					QUALITY OF LIFE	EDUCATION	HEALTH AND SAFETY	DEVELOPMENT	BUSINESS
Number of days exceeding air quality standard: PM2.5 NAAQS ¹⁶	SDAPCD; CARB, Interactive Aerometric Data Analysis and Management system (iADAM)	24-hour SD: 3 CV:0 (2008 Measurement)	0	HEJ-1 CS-1	✓		✓		
Number of days exceeding air quality standard: All other (CO, NO2, Lead, SO2)	SDAPCD; CARB, Interactive Aerometric Data Analysis and Management system (iADAM)	SD:0 CV: 0 (2008 Measurement)	0	HEJ-1 CS-1	✓		✓		
% local produce sold in National City grocery stores	Survey Required	TBD	TBD	HEJ-3	✓	✓	✓	✓	✓
% of National City residents within walking distance (1/4-mile) of fresh produce vendor (grocery, farmer's market, community garden)	GIS Analysis	73%	95%	HEJ-3	✓		✓	✓	✓

¹⁶ The nearest air pollutant monitoring stations to National City are located in Chula Vista (80 E. J St.) (CV) and downtown San Diego (1110A Beardsley St.) (SD). The number of days of exceedance reflects the days measured at each of these stations.

TABLE 5-1
Indicators

INDICATOR	HOW MEASURED/ DATA SOURCE	EXISTING CONDITIONS MEASUREMENT	DESIRED TARGET	GOALS MEASURED	RELATED GUIDING PRINCIPLE				
					QUALITY OF LIFE	EDUCATION	HEALTH AND SAFETY	DEVELOPMENT	BUSINESS
Student fitness test scores (National City Middle School 7 th grade only)	% of students meeting 6 of 6 fitness standards ¹³	42.2%	Increase by 25% every five years	HEJ-2	√	√	√	√	
Student fitness test scores (Granger Jr. High 7 th and 9 th grades)	% of students meeting 6 of 6 fitness standards ¹³	43.2%- 7 th Grade 53.3%- 9 th Grade	Increase by 25% every five years	HEJ-2	√	√	√	√	
Student fitness test scores (Olivewood Elementary 5 th grade only)	% of students meeting 6 of 6 fitness standards ¹⁴	17.6%	Increase by 25% every five years	HEJ-2	√	√	√	√	
Student fitness test scores (Las Palmas Elementary 5 th grade only)	% of students meeting 6 of 6 fitness standards ¹⁴	12.0%	Increase by 25% every five years	HEJ-2	√	√	√	√	
Student fitness test scores (Kimball Elementary 5 th grade only)	% of students meeting 6 of 6 fitness standards ¹⁷	27.7%	Increase by 25% every five years	HEJ-2	√	√	√	√	

¹⁷ California Dept. of Education (School Year 2007-2008) <http://data1.cde.ca.gov/dataquest/>

**TABLE 5-1
Indicators**

INDICATOR	HOW MEASURED/ DATA SOURCE	EXISTING CONDITIONS MEASUREMENT	DESIRED TARGET	GOALS MEASURED	RELATED GUIDING PRINCIPLE				
					QUALITY OF LIFE	EDUCATION	HEALTH AND SAFETY	DEVELOPMENT	BUSINESS
Student fitness test scores (Palmer Way Elementary 5 th grade only)	% of students meeting 6 of 6 fitness standards ¹⁴	18.1%%	Increase by 25% every five years	HEJ-2	✓	✓	✓	✓	
Student fitness test scores (Harbison Elementary 5 th grade only)	% of students meeting 6 of 6 fitness standards ¹⁴	15.5%	Increase by 25% every five years	HEJ-2	✓	✓	✓	✓	
Student fitness test scores (John Otis Elementary 5 th grade only)	% of students meeting 6 of 6 fitness standards ¹⁴	25.0%	Increase by 25% every five years	HEJ-2	✓	✓	✓	✓	
Student fitness test scores (Central Elementary 5 th grade only)	% of students meeting 6 of 6 fitness standards ¹⁵	10.8%	Increase by 25% every five years	HEJ-2	✓	✓	✓	✓	
Student fitness test scores (El Toyon Elementary 5 th grade only)	% of students meeting 6 of 6 fitness standards ¹⁸	27.9%	Increase by 25% every five years	HEJ-2	✓	✓	✓	✓	

¹⁸ California Dept. of Education (School Year 2007-2008) <http://data1.cde.ca.gov/dataquest/>

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Indicators**

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					QUALITY OF LIFE	EDUCATION	HEALTH AND SAFETY	DEVELOPMENT	BUSINESS
% of population considered overweight/obese	County of San Diego Health and Human Services Community Health Statistics Unit	22% of population overweight 25% of population obese (South Region, 2007)	18% and 22% respectively (same as the County overall)	HEJ-4	✓	✓	✓	✓	
% of population within 1/2 mile of a health service facility	City GIS	86%	95%	HEJ-5			✓	✓	
# of units with high risk for lead based paint hazards	Grants and Housing Dept.	126 units remediated Lead Hazard Control Grant Final Close-Out Report June 2008	Complete remediation of the remaining 463 units	HEJ-6	✓	✓	✓		
High school graduation rate	% of students that graduate from Sweetwater High School	84.1% for school yr 2007-2008 ¹⁹	100% (81.6% SD County avg.)	E-1	✓	✓			✓
Higher educational attainment (Associate's Degree or Higher)	% of National City residents 25 or older with an AA or higher	20.0% ²⁰	41.9% (SD County) ²¹	E-2	✓	✓			✓

¹⁹ California Department of Education, DataQuest. (2007-2008).

²⁰ U.S. Census Bureau, 2006-2008 American Community Survey 3-Year Estimates (Table S1501)

²¹ U.S. Census Bureau, 2006-2008 American Community Survey 3-Year Estimates (Table S1501)

**TABLE 5-1
Indicators**

INDICATOR	HOW MEASURED/ DATA SOURCE	EXISTING CONDITIONS MEASUREMENT	DESIRED TARGET	GOALS MEASURED	RELATED GUIDING PRINCIPLE				
					QUALITY OF LIFE	EDUCATION	HEALTH AND SAFETY	DEVELOPMENT	BUSINESS
Higher educational attainment (Bachelor's Degree or Higher)	% of National City residents 25 or older with a BA/BS or higher	13.1% ²²	33.8% (SD County avg.) ²³	E-2	✓	✓			✓
Academic performance index (API) (Sweetwater High School)	California Department of Education Annual API Base and Growth Reports	701 (2009 API Score) ²⁴	800 (State target for all schools)	E-1	✓	✓			✓
Digital divide (% of residents with home computer and internet access)	Survey Required	TBD	TBD	E-8	✓	✓			✓
City unemployment rate	State of California Employment Development Department	18.5% (2009)	9.7% ²⁵ (2009, San Diego County average)	E-4	✓	✓			✓

²² U.S. Census Bureau, 2006-2008 American Community Survey 3-Year Estimates (Table S1501)

²³ U.S. Census Bureau, 2006-2008 American Community Survey 3-Year Estimates (Table S1501)

²⁴ California Department of Education, DataQuest. (2009). Growth API Report (Includes ASAM schools)

²⁵ California Employment Development Department. (2009). Monthly Labor Force Data for Cities and Census Designated Places (CDP), Annual Average 2009 - Revised. Retrieved May 4, 2010 from: <http://www.calmis.ca.gov/file/lfhist/09aasub.xls>.

**TABLE 5-1
Indicators**

INDICATOR	HOW MEASURED/ DATA SOURCE	EXISTING CONDITIONS MEASUREMENT	DESIRED TARGET	GOALS MEASURED	RELATED GUIDING PRINCIPLE				
					QUALITY OF LIFE	EDUCATION	HEALTH AND SAFETY	DEVELOPMENT	BUSINESS
# child care facilities (per 1,000 children under 5)	City Business Licenses ; Community Development Department; US Census	30 total (5 Head Starts and 25 private family day care facilities (2009); 6.8 per 1000 children under five (2000 Census population data)	10-25 per 1000 children under 5 ²⁶	E-6	√	√		√	√

²⁶ 1977-1997 Census of Service Industries. 1997 State Estimate of Child Care Establishments in California per 1000 children under 5.

Summary of Public Participation

A. Introduction

The process of preparing, adopting, and implementing a general plan requires the incorporation of opportunities for citizens to participate in the planning and decision-making processes associated with the shaping of their community. Public participation is one way cities are able to identify the needs of their community members and develop ways to meet those needs. It also often results in creating places that enrich lives by giving people a sense of pride and investment in their city.

The California Government Code requires two public hearings before a city can adopt or amend a general plan: one by the planning commission and another by the city council¹. However, this minimal number of hearings does not constitute what most planners and government officials would perceive as adequate public participation for adopting a general plan. Usually, there are several organized public participation activities which occur early on in the process and attempt to involve all affected stakeholders including community groups, utility and public service providers, educational institutions, industry and business leaders, non-governmental organizations, and religious communities.

Who participates in the process varies depending upon a number of different factors. People are more likely to participate if they have an economic interest in the outcome of a particular decision, if they need to protect or increase access to the use of a facility or service, if they perceive an environmental health risk associated with a proposed action, or if an issue affects strongly held religious, personal, or political beliefs². The degree of involvement also varies depending on technical skills, roles in the community, and the willingness and ability to commit time and energy.

To maximize the amount of public input received, National City developed a fairly extensive public outreach and participation program for this General Plan Update process, which is summarized in this appendix.

¹ Governor's Office of Planning and Research (2003). General Plan Guidelines.

² Sanoff, H. (2000). *Community participation methods in design and planning*. New York: John Wiley and Sons, Inc.

B. Strategic Plan Workshop

In 2007, National City adopted a Five Year Strategic Plan to address community and economic development. As part of the process, a series of three public workshops was held to identify significant goals and objectives. The following input was provided:

- Focus on fiscal sustainability
- Analyze the redevelopment area's effect on the General Fund
- Balance ideal and real
- Strengthen code enforcement
- Establish community gateways and focus areas
- Implement plans (Westside/Old Town)
- Establish a comprehensive plan for development
- Don't do things piecemeal
- Willingness to be patient for the market to rebound
- Generate ongoing and diverse revenue
- Safety, health, and quality of life are important

As part of the process, five interlocking guiding principles (development, quality of life, health and safety, and education) were formed to promote collaboration, improve public communication, and align city departments.



*Refer to Part II –
Vision and Guiding
Principles of the
General Plan for
additional
information.*

In March of 2009, the National City Council held a planning and finance workshop for residents and businesses. The “town hall” type program covered service level reports, financial updates, and the upcoming General Plan Update. It served as a follow-up and update to the Strategic Plan. The five guiding principles were reviewed and endorsed. They have been expanded upon during the General Plan Update process to form the Vision for the city and become the basis for the goals, policies, and implementation programs in this General Plan. “Development” has been renamed “Smart Growth” and “Business” has been renamed “Economic Development.”

C. Public Meetings Regarding Background Information

A group of eight university students participated in a fellowship program during the summer of 2009 and assisted with research for the Background Report that served to inform goal and policy development. At the conclusion of the fellowship program, the students presented their work to the City Council. The consultant team continued to work

on the background report and made a presentation regarding the findings to both the City Council and the Planning Commission at a joint meeting in October of 2009.

D. Stakeholder Meetings

Throughout the General Plan Update process, City staff and the consultant team held meetings with and communicated with stakeholders to ensure that National City's plans would benefit and/or not substantially impact military lands and activities, the harbor, the business community, adjacent jurisdictions, and service providers. In addition, active non-profit organizations were consulted regarding policy development. Meetings, phone conversations, and written correspondence took place with the following stakeholders:

- US Navy
- California National Guard
- San Diego Unified Port District
- Coastal Commission
- County of San Diego
- City of San Diego
- City of Chula Vista
- Caltrans
- San Diego Association of Governments (SANDAG)
- Sweetwater Authority (SWA)
- Environmental Health Coalition (EHC)
- International Community Foundation (ICF)
- Stein Farm
- National City Historical Society
- National City Port Tenants Association
- Downtown Business District
- Mile of Cars Association
- Plaza Bonita
- National City Chamber of Commerce
- National Elementary School District
- Sweetwater High School District
- Ed's Company (EDCO)
- San Diego Gas and Electric (SDG&E)
- Barona Group of the Capitan Grande
- Ewiiapaayp Tribal Office
- La Posta Band of Mission Indians
- San Pasqual Band of Mission Indians
- Santa Ysabel Band of Diegueno Indians
- Sycuan Band of the Kumeyaay Nation
- Viejas Band of Mission Indians
- Jamul Indian Village
- Mesa Grande Band of Mission Indians

- Kwaaymii Laguna Band of Mission Indians
- Inaja Band of Mission Indians
- Campo Kumeyaay Nation
- Manzanita Band of the Kumeyaay Nation

E. SWOT Questionnaire

One of the first steps in preparing the General Plan Update was to obtain an understanding of how community members currently perceive the city and what they want to change about it. In order to collect this information, a SWOT (Strengths, Weaknesses, Opportunities, Threats) questionnaire was developed to identify what people currently like and dislike about their neighborhood and the city as well as their perceptions of future opportunities and threats. A SWOT is a tool for developing a preferred future. The goal is to build on existing strengths, recognize and correct weaknesses, take advantage of opportunities, and minimize threats to implementing positive changes. The questionnaire was not a scientific survey. It was meant to provide a general sense of the issues that the community wanted to address within the General Plan.

In addition to asking a few demographic questions, the SWOT contained eight core questions:

Strengths:

- What do you like best about your neighborhood?
- What do you like best about National City?

Weaknesses:

- What do you like least about your neighborhood?
- What do you like least about National City?

Opportunities:

- How could your neighborhood be improved?
- How could National City be improved?

Threats:

- What could stand in the way of improving your neighborhood?
- What could stand in the way of improving National City?

The open-ended SWOT questionnaire was first released to the public for input in November. A hard copy of the

questionnaire was passed out at a Neighborhood Councils Breakfast and an online version of the questionnaire was posted on the City's website at the same time. Availability of the online questionnaire was announced at the Breakfast and a press release was sent to local media outlets. In addition, an advertisement about the questionnaire was published in the *San Diego Reader*. The SWOT questionnaire was also distributed to business organizations such as the Port Tenants Association, the Mile of Cars Association, and the Chamber of Commerce. An incentive for completing the survey included being entered into a drawing to win Repertory Theater tickets, movie tickets, Circus Vargas tickets, or a \$25 gift card to Westfield Shopping Center.

A total of 85 open-ended questionnaires were received (60 of these were completed at the NHC breakfast or delivered to the City at a later date and 25 were completed online).

Based on the results from the first open-ended questionnaire, a second SWOT questionnaire was developed in a multiple choice format in an attempt to obtain more responses. This questionnaire also allowed for open-ended answers if the survey taker wished to provide additional thoughts. It was released to the public at the February community workshops and an online version of the questionnaire was posted on the City's website. Again, a press release announcing the availability of the questionnaire was sent to local media outlets.

A total of 53 multiple-choice questionnaires were received (25 were completed at the workshops and 28 were completed online).

The combined results of the open-ended and multiple choice questionnaires revealed that there are similarities among how people view the city as a whole and their neighborhood. Although respondents were asked what neighborhood they live in, not everyone responded to this question and not enough responses were received to identify variations in the perception of different neighborhoods. The following is a summary of the most common responses to the eight core questions.

Strengths:

The most common *neighborhood* strengths are:

- Convenient location/easy access to freeways;
- Neighbors;
- Diverse people, cultures, and interests;

- Local businesses and services; and
- A sense of safety.

The most common citywide strengths are:

- Convenient location/easy access to freeways;
- Quaintness/small town feel;
- A sense of community;
- Good leadership/government; and
- The City's commitment to positive change and improvements.

Weaknesses:

The most common neighborhood weaknesses are:

- Crime, gang activity, graffiti;
- Run down businesses and residences/blight;
- Busy streets/people driving too fast;
- Incompatible land uses; and
- A lack of open space and parks.

The most common citywide weaknesses are:

- Crime, gang activity, graffiti;
- A lack of grocery stores;
- A lack of entertainment, nightlife, movie theaters, shopping, and social opportunities;
- The homeless population; and
- Incompatible land uses.

Opportunities:

The most common neighborhood opportunities are:

- Increase lighting along streets, near schools, along pedestrian pathways, and in parks;
- Stronger code enforcement and neighborhood clean ups;
- Street/infrastructure improvements;
- Additional parks and open space; and
- Neighborhood watch and an increased police presence.

The most common citywide opportunities are:

- Empower and engage youth in the city;
- Establish and Arts, Education, and Culture District;
- Increase security/police presence;
- Increase smart growth, mixed-use, commercial, and retail development to generate revenue; and
- Allow the public to express concerns and suggest solutions and ideas – then act on identified problems.

Threats:

The most common *neighborhood* threats are:

- The City's lack of money/funding for improvements;
- Individuals that lack the money/resources needed to upkeep their properties;
- An uncooperative public and a fear of change;
- Homeowners and higher income residents leaving the city; and
- Poor communication with residents.

The most common *citywide* threats are:

- The City's lack of money/funding for improvements;
- National City's perceived bad reputation/image;
- Current economic conditions;
- A lack of resources to attract and retain businesses; and
- Long-term goals with no short-term results.

F. Public Workshops

FIRST SET OF PUBLIC WORKSHOPS

In February of 2010, three public workshops were held at the community parks: El Toyon (February 3rd), Las Palmas (February 4th), and Kimball (February 6th). At these workshops, attendees were introduced to the General Plan elements, significant concepts being contemplated for inclusion in the General Plan, and examples of how the General Plan would be implemented such as through the Capital Improvement Program, the Land Use Code, and Neighborhood Action Plans. Draft concept sketches identifying how the elementary schools could be better integrated into neighborhoods and community park master plan ideas were also presented at the workshops. In addition, the draft Land Use Map, draft Zoning Map, Community Corridor Plan, examples of mixed-use developments, the Neighborhood and Districts map, and proposed revisions to SANDAG's Smart Growth Concept Map were displayed. Comment cards were available for attendees to provide input on these sketches and any other ideas that were presented. The following input was received:

Palmer Way:

- Consider security between the school & open picnic/park area which is open to the public.
- Maintenance of trails? Who would be responsible for trash pick-up etc.?

- Safety- north end adjacent to strip mall of Plaza.
- Love the picnic areas/ gardens/ farmers market/ trails.
- Parking is a huge issue (circulation).

Ira Harbison:

- Traffic- in/out very crowded & 8th St through Paradise Valley Rd is very busy at the time school traffic is also busy. Any re-routing possible?
- Playground equipment & b-ball courts.
- Outreach to school board members...

Central:

- Improve Safety at Plaza & E.
- Needs more library space.
- More trees.
- If reducing 8th to 2 lanes will affect school drop off and pick up of students, need to make sure school can continue to function.
- Crosswalks or traffic lights at the intersection of Plaza & E. I'm a student at Central and I have a concern people are really crazy and it's hard to do all the work for one crossing guard.
- Open up 'A' Ave on Brick Row.
- Is it practical to maintain, water, and clean-up all City parks? So many, so small?

Otis:

- Post office access is essential.
- Another Farmers Market? This would be most sensible by the farm, but don't put our small businesses out of business. Who pays for the water on the Community Gardens & who regulated its use?
- Better lighting on "D" Ave, I like the "F" Ave street closure and the farmers market.
- More street lighting on 'D' between 18th & 20th

Olivewood:

- Less parking spaces and more green area.
- Possible noise reduction @ Sweetwater football field during Pop Warner games on Saturday morning and Friday night. Maybe limit the time on when noise (loud speakers) can start on Saturday morning.
- Old Adult Education building, built in the 1930's, relocate to park site or historic park site.

- Pedestrian access to Olivewood Garden is not necessary - use the streets/sidewalks. It's a long way for most to walk.

Kimball:

- Our non-profit organization would like to explore putting a bathroom in Paradise Creek Educational Park.
- Locate trail from parking lot to Hoover as close to school fence as possible. Restroom or restroom with Interpretive Center as either added component or FRC or a new building at Hoover Ave.
- Where does Public Works go?
- I'm all for Paradise Creek!
- I love the plan, hopefully you guys can remove the concrete in Paradise Creek especially when it runs through Kimball park.
- Prefer northeast corner for Farmers market/gathering space.
- Improved backstop for t-ball. New path northeast corner (Kimball Bowl) to discourage park users from walking on new lawn.
- We need more green area in Old Town National City.
- Restrooms at Hoover Ave street closure.
- Open areas flood- please fix. If open to the public, restrooms should be added.
- Open area floods.
- Area floods- not the best area for recreation.

El Toyon:

- Dog park is a great idea. Parking is a necessity (safety for kids). Lighting for night walking on the football/soccer field.
- The horseshoe parking lot should be open on the weekends (until disk). People who are using the sports recreation areas & picnicking are forced to park along Euclid Ave & 1st and neighboring residential streets. Walking in from the perimeter parking is a hassle.
- I love the dog run/dog park idea.
- Relocate wall on tennis court away from house, toward center of park- get noise away from 4th Street.
- Positively give home owners on 4th a buffer zone beyond our house to stop the invasion of noise and privacy issues inside our homes.
- Provide police patrol on a regular basis.

- Do away with parking inside the park (horseshoe), it gives you more green space & eliminates the possibility of a child getting hit running to the swings & gives the neighbors some noise relief from boom boxes.
- Provide lighting for evening soccer games. Too many non-residents here. Get rid of horseshoe drive.

Las Palmas:

- I am against closing the golf course. It serves seniors, juniors, and low income golfers. It is a "resource" worthy protecting.
- I love the "Community Gardens" idea!
- Security between school and public?? Trail maintenance?
- The community Farm is a great idea.

Lincoln Acres:

- Water for gardens? Security?
- I think Lincoln Acres & Granger needs more library space.

General Comments:

- Initiate a public/ private partnership with Holiday Inn to access the airport.
- Remove the overhead power lines & underground them on Highland Ave - replace them with palm trees. Possibly expand or widen sidewalks to improve walkability, more space.
- We need more grocery stores like Henry's.
- Farmer's market - one just failed! We do have many small fruiterias- don't put them out of business!
- Another Farmer's market? Keep the library open 7 days a week!!!
- Improve "gateway" entrances off of Interstate 5- especially the Civic Center Dr. exit (exiting from 5 south).
- More grocery stores/markets like Henry's (especially in the NW part of the City).
- Improve Civic Center Dr. intersection near the 5 freeway. Make it a gateway into the City. Entrance Civic Center Dr. from I-5 to City Hall.
- Encourage more health food stores to locate to National City - Henry's.

SECOND SET OF PUBLIC WORKSHOPS

In May of 2010, three more public workshops were held at the community parks: El Toyon (May 5th), Las Palmas (May 6th), and Kimball (May 8th). The major topics covered in these workshops included the proposed street conversion parks being contemplated as a way to increase parks and open space within National City, community corridors, Safe Routes to School, proposed mixed-use zoning regulations, the Las Palmas Park expansion plan, and proposed implementation measures. Although the workshops were noticed citywide, additional noticing occurred for those within 300 feet of a proposed street conversion park. Almost all of the workshop attendees were individuals who received a special notice that a street conversion park was being contemplated in their neighborhood. As in previous workshops, the draft Preferred Land Use Map, draft Zoning Map, Community Corridor Plan, examples of mixed-use developments, the Neighborhood and Districts map, and proposed revisions to SANDAG's Smart Growth Concept Map were displayed. In addition, draft concept sketches were prepared for each potential street conversion site to generate dialogue and ideas. Comment cards were available for attendees to provide input. The following input was received regarding the potential street conversions:

V between 7th and 8th:

- Street closure on 'V' Avenue, I strongly disagree. It would become a form of gathering for NC gangs if it becomes a park. We just don't have enough Police Officers to keep this corridor safe. Closing 'V' will hinder fire truck access.
- No park on 'V' Ave b/w 7th & 8th.
- I oppose the proposed mini park at 'V' Ave. 7th & 8th St. parking will be a problem if it is a thru street.

K between 21st and 22nd:

- 'K" b/w 21st & 22nd - needs parking - needs thru access.
- Against street conversion on 21st & 22nd.
- 21st & 22nd Street is really a bad idea: gangs, noise, leave the residential area alone that is clean, bike exit on Sweetwater, leave Golf Course on 30th.

Q between La Posada and Delta

- According to the info received, the street on Q St. will be converted. I live on 1703 Delta will the City provide a fence in my backyard for privacy? Are property taxes going to stay the same?
- Street conversion on 'Q' Ave. Is there money to build a park? Who is going to use the park? I enjoy the privacy of this community. Having a park will invite outsiders to our community.
- 'Q' Ave b/w La Posada & Delta: I am supportive of the space being used as a community garden with a variety of fruits, vegetables and herbs. Also I along with a group of mentors and community volunteers look forward to working with the garden. It will provide a beautiful and functional way for all in the community to participate in agriculture. It will serve as an educational experience for children to learn how food is grown and the care it takes.
- La Posada & Delta: I don't want added traffic and people on my street we have a nice quiet neighborhood with lots of kids that I would like to keep safe.

F South of 18th:

- Oppose elimination of Las Palmas Golf Course and closing on 'F' St.
- Opposed to 'F' St. closure, this area is needed for parking for events at Stein Farm, school and neighbors. We don't need people hanging out in front of residences & historic site. Farm already provides activity for schools, neighborhood & gardening.
- No to proposed closure of 'F'. Where would my driveway be? Why is this important? Produce stand & gazebo or families picking & bringing the children to school?
- 'F' St. closure - not a usable plan - parking at the moment is limited and would be much worse. Golf Course elimination is very bad for NC residents...not only for school, residents, but also for surrounding businesses that benefit from the people who come from out of town. Also it gives NC a better image than we have now, giving away property to a commercial (strip mall) of a public park is unforgiveable.
- No on closing 'F' St.

- I do not support the closure of 'F' south of 18th. It makes no sense.
- I am opposed to the 'F' St. closure; supposed to be using less water, it will become a nightly hangout, Stein Farm is open space and we need parking, the schools need and use this area all day for drop off/pickup.
- I oppose the 'F' Ave closing south of 18th.

6th East of National City Boulevard / 7th East of National City Boulevard:

- No closing by Napoleon's
- Please don't close 7th St. by National City Blvd.
- The park @ 7th east of NC Blvd. would really help the Charter school. It would also help with traffic accidents on 7th & NC Blvd.
- No closure to our 5th & 6th St. with a playground which will only be bring strangers into our community.
- Move 7th east of NC Blvd to 6th east of NC Blvd in b/w mortuary & chapel.
- 6th & 7th will not work- need bathroom, no one on this street wants this- no one!

E North of 6th:

- E. North of 6th: Strongly oppose to this closure; no access to our properties, loss of privacy, increase in noise and potential magnet to cominal elements (prostitution/gangs/drug dealing- high crime in NC), fire hazard, no direct access, fire codes don't allow for this.
- Incorporate 1 of the parkways into a community garden. Convert street to one-way, and create diagonal parking on one side. Currently 24 cars can park on 'E' Ave, diagonal parking may create even more. No park space desired.
- Place community garden at intersection of 6th & 'E'. This would result in a 4-way cul-de-sac, instant traffic calming and no complete street closure.
- No to street conversion on 'E' north of 6th.
- Disagree with street conversion on 'E' St north of 6th. Negatives are- parks, picnic and parking lot is a potential magnet for homeless, prostitution, gang activity, these criminal elements need to be addressed before you bring these into residential areas. A community garden into the intersection- calm traffic on 6th & 'E'.

- Don't think 'E' north of 6th is a good idea. It would create a place for the homeless also no parking for residences.
- Not in favor of closing north of 6th St.

G North of 7th / 7th between F and G:

- No on the 'G' north of 7th; too many problems with the homeless already, the police are constantly there. I find drug paraphernalia in the street in front of my house. The closing is not needed and I will lose my driveway.
- 'G' Ave north of 7th; this park would block two driveways on 'G' Ave; terrible plan. Get rid of this plan.
- 'G' north of 7th; bad idea altogether, area has big problems with homeless, park will be right on my front doorstep can't have that, the homeless already use the front area as their restroom, get rid of this plan.
- 'G' north of 7th & 7th b/w 'F' & 'G': how is cleanup of this area going to be controlled? How is safety of neighborhood with gangs and homeless people going to be controlled? How will church on corner of 7th & 'G' going to conduct services when park is open?
- Two projects running next to each other, conversion 'G' north of 7th, 7th b/w F & G?? Currently high homeless area, how will this park be able to control their messy use of this area by homeless? Young street gangs are currently using this area.
- I believe the parks located near 6th/7th & 'G' would only be an invitation for criminal activity/ graffiti within our neighborhood.
- Don't think 'G' north of 7th & 7th b/w 'F' & 'G' are a good idea. Another place for the homeless and gangs.

Kimball Way:

- Kimball Way, make the park, make a bridge over it.

General Street Conversion Comments:

- Against mini parks, not enough parking now as it is, it would bring more noise at night and more crime in our area and more homeless people.
- Are small parks needed? The big parks are enough trouble.

- Concerns with mini parks: parking space, property taxes, fence accordingly, who is going to be able to use the park, picnic tables first come first serve.
- I am in favor of expanded City parks systems but would like police patrol in these areas addressed. Properties that will need to be bought from private owners recognized, and bicycle trails clearly labeled.
- It seems that each of these concept projects should be worked out by the immediate community first.
- Possible location for parks: 22nd west of 'K' St & 24th & 'I'.
- I would like to see the lot on 20th-22nd Highland made into a park. This would be great for the kids in Essex Manor.
- Consider E. 17th next to Rachael, the unincorporated dirt alley as a street conversion site.
- Open space by 30th behind Toys-R-Us- park possibility?
- Why is the City spending money on research to create more parks when we have existing parks that are being neglected and are in need of proper improvement?
- These parks will only attract more gang activity.
- These parks will only bring more graffiti into our City.
- Planning for the money to maintain existing parks.
- Devalue property, more graffiti, more trash, more violence, more drug dealing, more information from City Depts.
- I do not want this to happen we deal with a horrible influx of homeless. They already use the bathroom within 6ft of my home. We have just taken a stand against a gang that was threatening us all. The amount of trash they leave.
- Dirt alley b/w 16th & 18th east, could it be converted to open space?
- Street conversion- absolutely not. We do not need another place for gangs to hang out, more drug deals, more graffiti that no one is able to control.
- Do you think we want a good road changed into a playground?

As a result of public comment and input from the National City Fire Department, the following street conversions were removed from the initial list of 15 potential street conversion sites following the workshops:

- V between 7th and 8th
- K between 21st and 22nd
- E north of 6th

- 7th between F & G
- G north of 7th
- G south of 18th
- 7th east of National City Boulevard
- 6th east of National City Boulevard

Several other street conversions were modified based on community concerns and input received from the National City Fire Department:

- West Avenue between 16th and 18th (No longer considered for a park; however this conversion is part of the Westside Specific Plan and may be part of a future redevelopment project)
- Hoover between 22nd and Mile of Cars (No longer being considered for a park, but may be part of a future redevelopment project)
- Kimball Way between the 99¢ Store Driveway and F
- 12th east of Palm
- F south of 18th (Not considered for a park, but may accommodate temporary closures or parking for Stein Farm events)

Two street conversions, Q between La Posada and Delta and Hoover south of 18th, remain unchanged from the original proposals.

TurningPoint Questionnaire

After the street conversion discussions, workshop attendees were invited to stay for the General Plan Update presentation and participate in a TurningPoint survey regarding other General Plan concepts. TurningPoint is a tool that allows presenters to insert multiple choice questions in a PowerPoint presentation that the audience can respond to by pushing a button on a handheld clicker device that corresponds to one of the answer choices on the screen. Once the audience has responded to the question, the votes are calculated instantly and the results are displayed on the screen. This technology is beneficial in gaining input from people who are uncomfortable expressing their opinions in a public workshop setting.

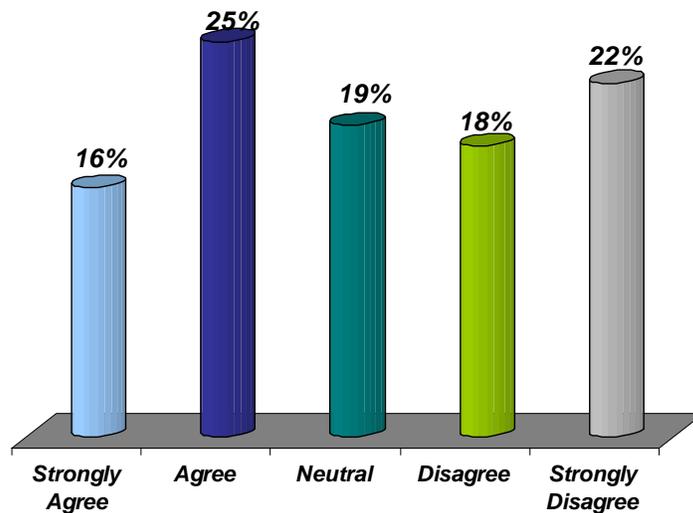
The TurningPoint questionnaire was not a scientific survey. It provided a general sense of the opinions of those who were able to attend the workshops. A few people attended more than one workshop and may have participated in the TurningPoint questionnaire more than once. Approximately 47 people participated in the questionnaire at the El Toyon

workshop, 12 participated in the questionnaire at Las Palmas, and 21 participated in the questionnaire at MLK. The questionnaire was also posted online and the availability of the online questionnaire was noticed, but only six people took the online survey. There were a total of 86 respondents; however, not everyone responded to every question. The following is a summary of the combined results of the TurningPoint questionnaire from all three workshops and the online survey.

Community Corridors

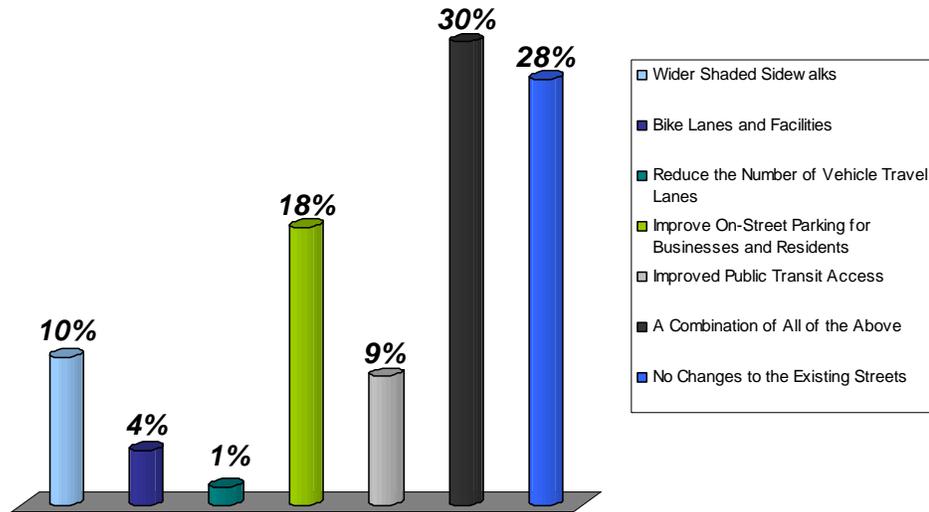
The community was provided with an overview of the proposed community corridors and how these roads are being contemplated for traffic calming, pedestrian and bicycle improvements, and streetscape enhancements. The first question was, “The creation of community corridors will benefit both the residents and businesses of National City.” Approximately 41% agreed or strongly agreed with this statement, 19% were neutral, and 40% disagreed or strongly disagreed.

The creation of community corridors will benefit both the residents and businesses of National City.



When asked what they felt the most important component of a community corridor is, 30% responded that it should contain some combination of wider shaded sidewalks, bike lanes, reduced travel lanes, improved parking, and improved access to transit, 28% felt that nothing should be done to the existing roads, and 18% thought that improving parking is the most important.

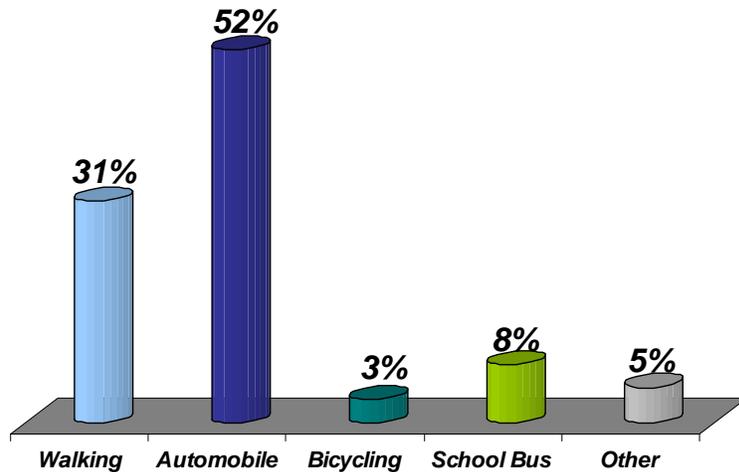
What is the most important component of a community corridor?



Safe Routes to School

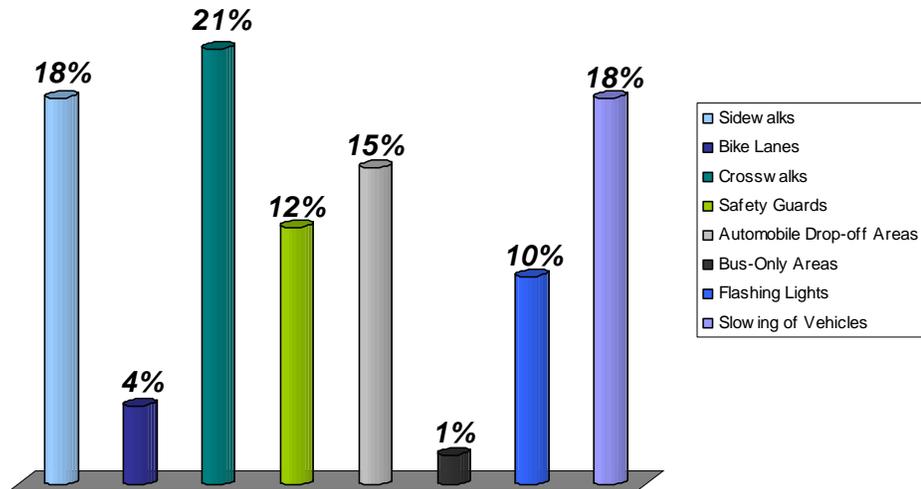
When improving the safety of students' routes to school was discussed, respondents were first asked what the most common form of transportation is to and from school. 52% indicated driving and 31% indicated walking.

Please pick the usual form of transportation used by your family to get to and from school.



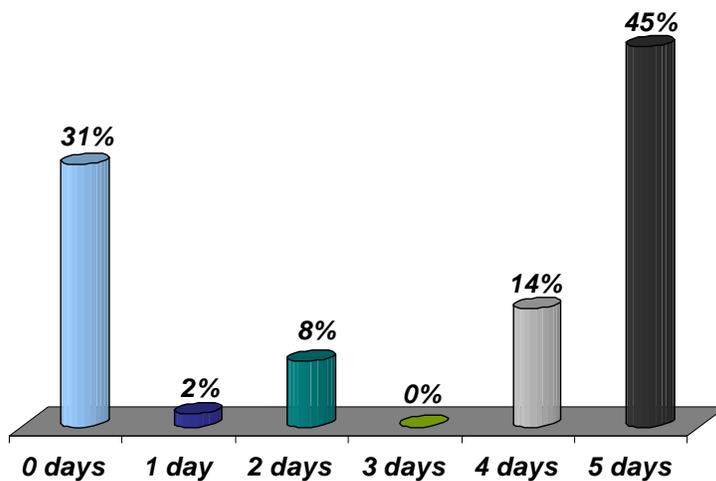
When asked what they thought the three most important components of a Safe Route to School are, 21% chose crosswalks, 18% chose sidewalks, and 18% chose slowing down vehicles.

From a Safe Routes to School perspective, what THREE items are most important to you?



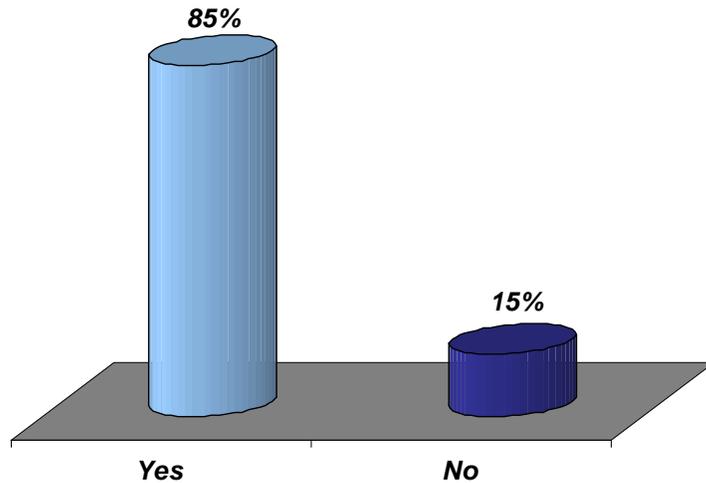
When asked how often they would use a safe route to school if provided the opportunity, 45% said that they would walk or bike to school 5 days a week. 31% would not use it at all.

If you, or your child, could use a Safe Route to School, how many days per week would you walk/bike rather than drive?



When asked whether they would want to see their route to school converted to a safe route, 85% said yes and 15% said no.

Would you like to see the route to your school converted to a Safe Route to School?



Mixed-Use Development

The community was informed that the City is looking to incorporate mixed-use land use designations into the General Plan Update to replace existing commercial zones where residential is permitted, but with a conditional use permit. The mixed-use zones would allow mixed residential, commercial, and office development by right. A couple of images were chosen based on the permitted height and scale being contemplated within the minor and major mixed-use areas.

When asked whether a development of this nature would be appropriate in the minor mixed-use areas in National City, 40% agreed or strongly agreed, 15% were neutral, and 45% disagreed or strongly disagreed.

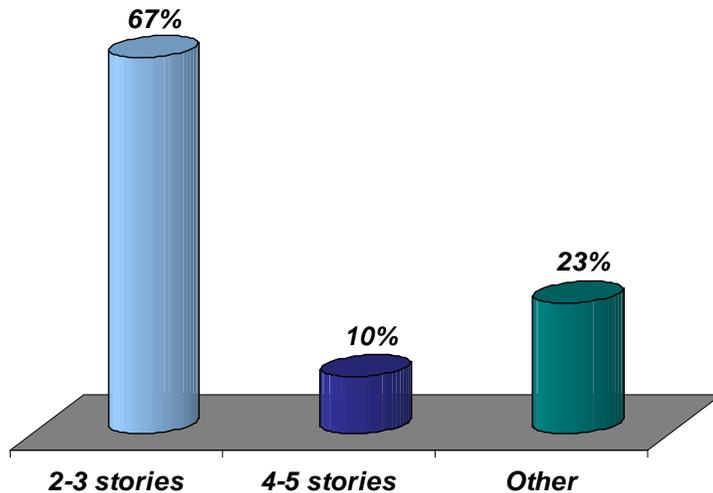


When asked whether a development of this nature would be appropriate in the major mixed-use areas in National City, 24% agreed or strongly agreed, 16% were neutral, and 61% disagreed or strongly disagreed.



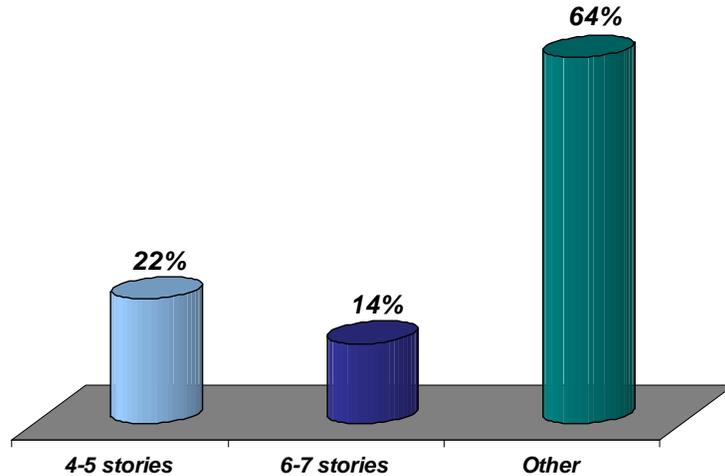
When asked what they felt building heights should be in the minor mixed-use areas, 67% felt that they should be limited to 2-3 stories.

I think that building heights in the minor mixed use corridors/districts should be:



When asked what they felt building heights should be in the major mixed-use areas, 64% said other, which meant that they wanted something lower or did not support mixed-use development.

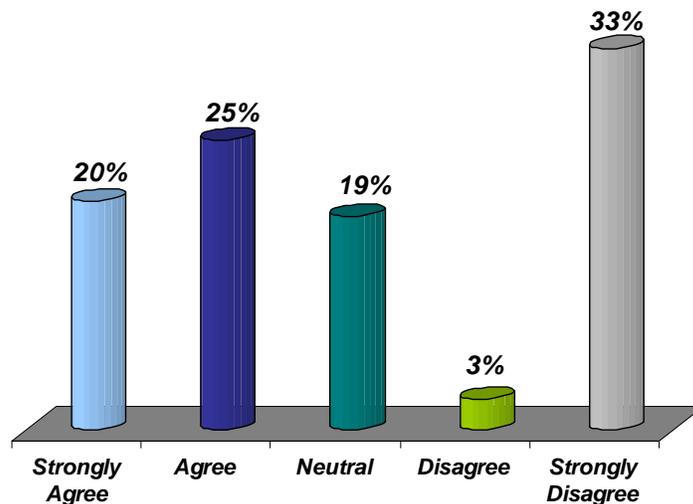
I think that building heights in the major mixed-use corridors/districts should be:



Accessory Dwelling Units

Accessory dwelling units, also referred to as granny flats or second units, are required to be allowed pursuant to State law; however, local jurisdictions are given the freedom to regulate them in such a way so that they do not impact the character of the community. When asked whether second units would benefit National City or their property, approximately 45% agreed or strongly agreed, 19% were neutral, and 36% disagreed or strongly disagreed.

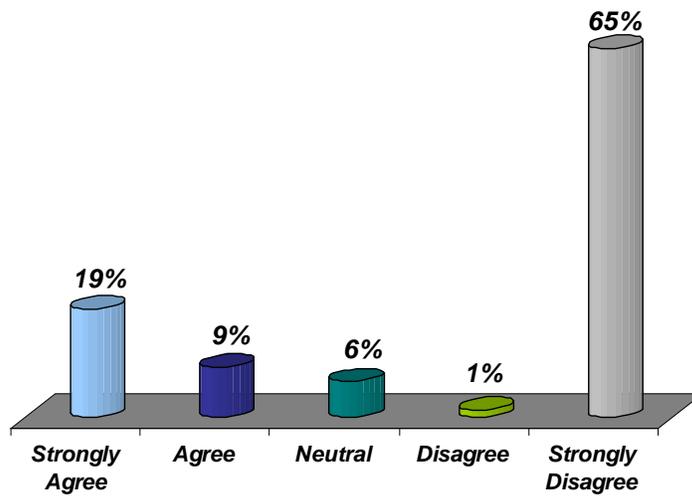
If well designed and appropriately located, accessory dwelling units will be a positive addition to National City or my property.



Street Conversions

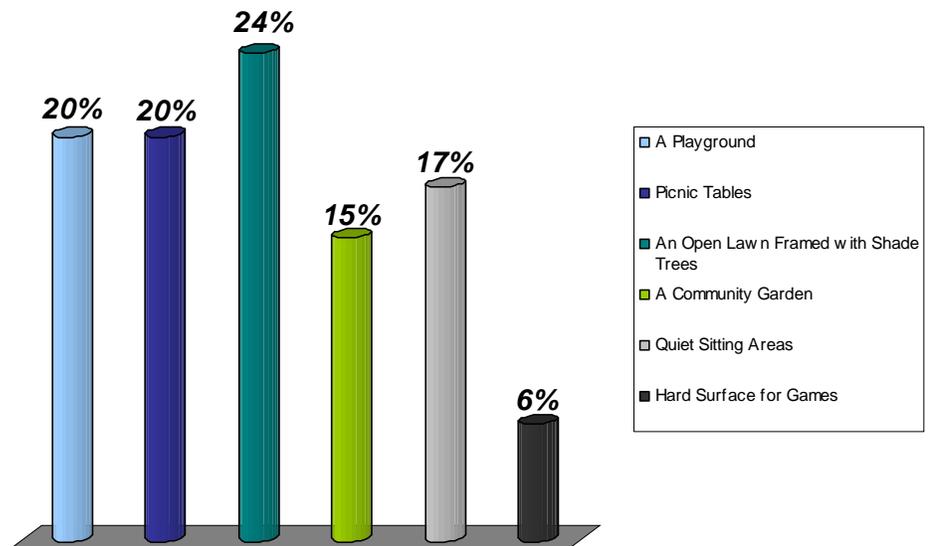
Because National City lacks enough parks and open space to support its growing population and is highly constrained by existing development, one of the ideas explored to increase parks and open space is the conversion of certain sections of streets into mini parks. When asked whether they would like to have a street conversion park in their neighborhood, 66% disagreed or strongly disagreed, 6% were neutral, and 25% agreed or strongly agreed.

I would like to have a street conversion park in my neighborhood.



When asked what three items they would like to see in a street conversion park, 24% said a grassy area lined with trees, 20% said picnic tables, 20% said a playground, and 17% said quiet sitting areas.

Please choose the top THREE items you would want in a mini park in your neighborhood.

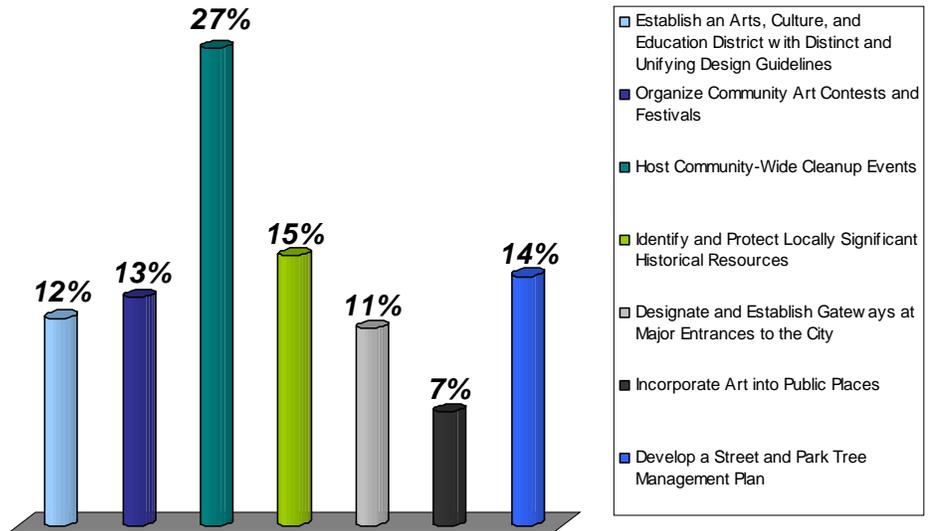


Implementation Measures

It was explained to the community that the general goals and policies within the General Plan are carried out through specific actions or programs referred to as implementation measures. To get an understanding of where the respondents would prefer that the City direct its resources, they were asked a series of questions regarding some of the implementation measures being contemplated as part of the General Plan Update.

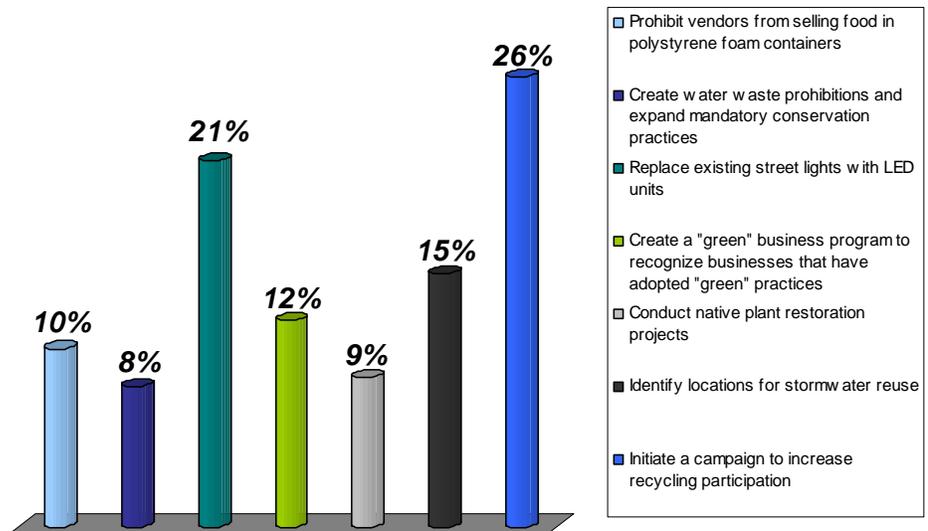
When asked to choose the three most important actions related to improving the city's community character (referring to the physical characteristics of the place that make it an attractive and enjoyable place to live), 27% indicated that community-wide clean-ups are the most important, 15% said identifying and preserving historic resources, and 14% said street and park tree maintenance and management.

Community character measures - Please choose the top THREE most important actions.



When asked to choose the three most important “green” actions related to maintaining a healthy environment, 26% said campaigning to increase recycling, 21% said replacing street lights with LED units, and 15% said identifying beneficial uses and locations for stormwater reuse.

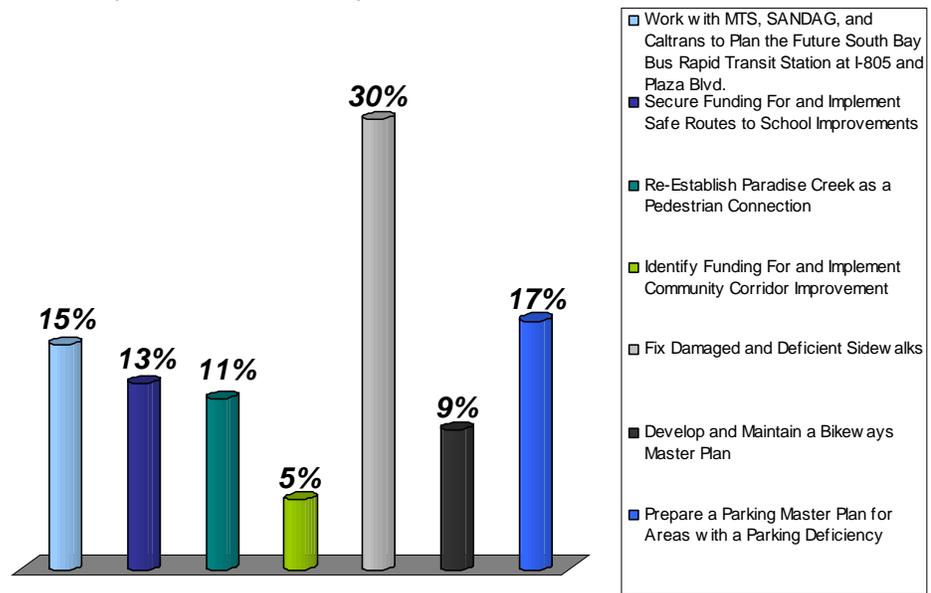
“Green” implementation measures - Please choose the top THREE most important actions.



When asked to choose the three most important actions related to circulation and parking, 30% said fixing damaged

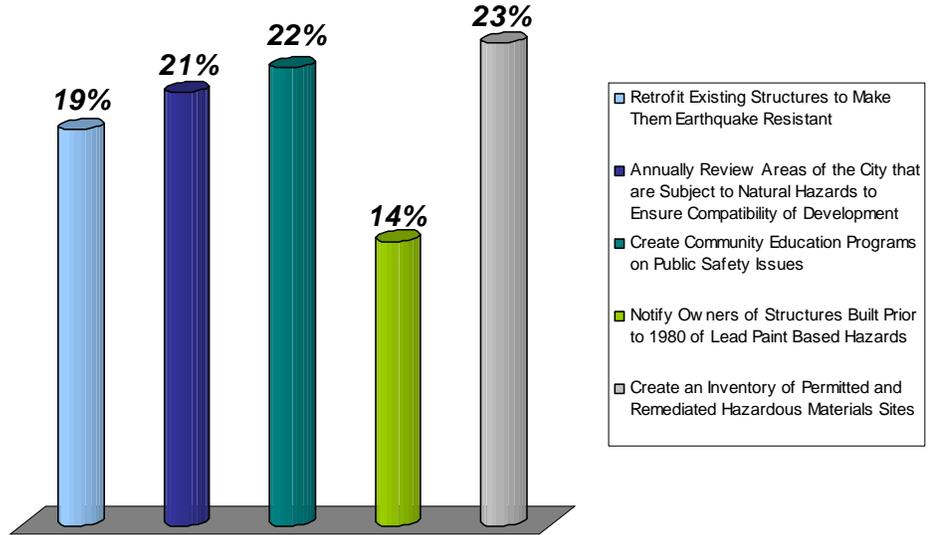
and deficient sidewalks, 17% said a master plan to address areas with parking deficiencies, and 15% said working with MTS, Caltrans, and SANDAG on the future BRT station plan.

Circulation implementation measures - Please choose the top THREE most important actions.



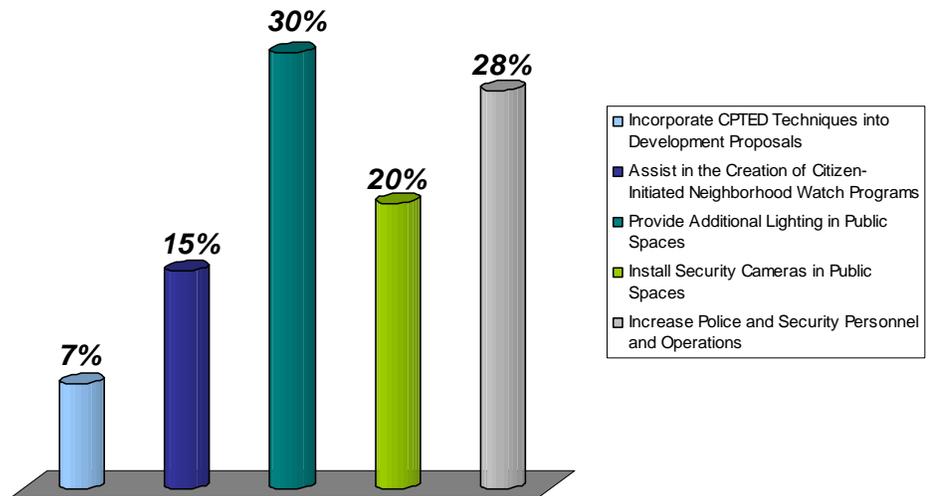
When asked to choose the three most important actions relate to safety issues, 23% said to develop an inventory of permitted and remediated hazardous material sites, 22% said a public education program on safety issues, and 21% said to annually review areas of the city that are subject to natural hazards such as flooding.

Safety implementation measures - Please choose the top THREE Most Important Actions.



When asked to choose the three most important actions related to crime prevention, 30% said there should be additional lighting in public spaces, 28% said that security personnel and operations should be increased, and 20% said that security cameras should be installed in public places.

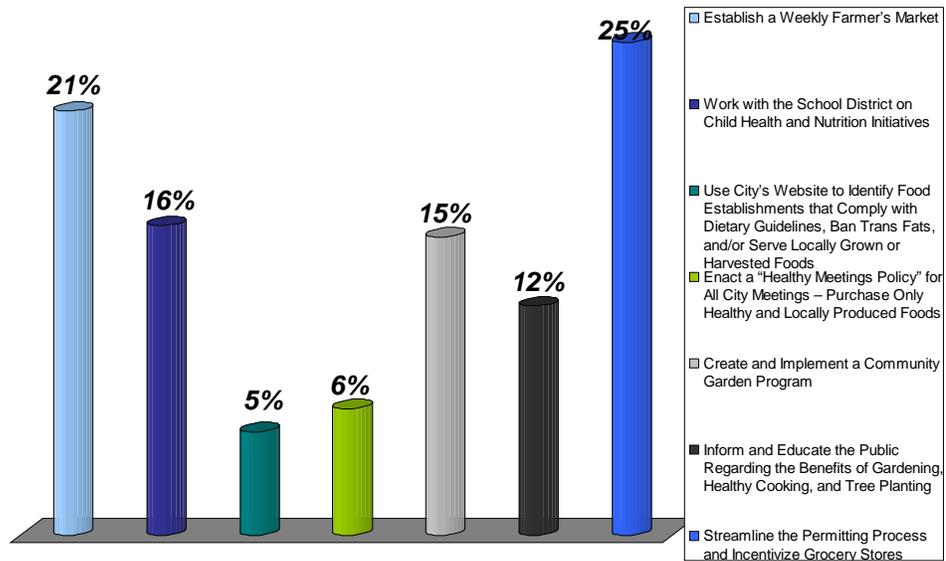
Safety implementation measures - Please choose the top THREE most important actions.



When asked to choose the three most important actions related to increasing access to healthy foods, 25% said that the permitting process for grocery stores should be streamlined, 21% want a weekly farmer's market, and 16%

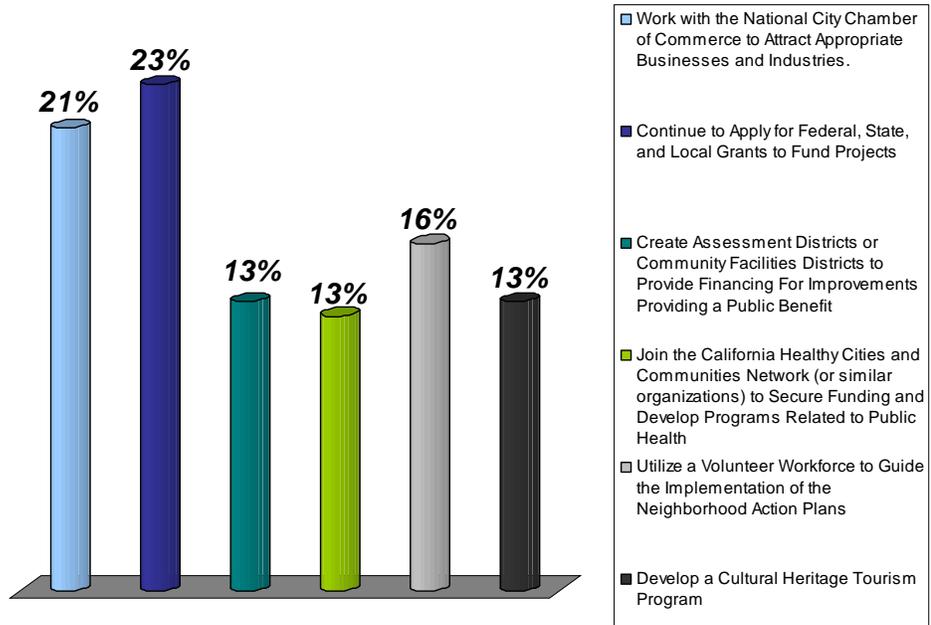
think that the City should work with the school district on child health and nutrition initiatives.

Access to healthy foods implementation measures - Please choose the top THREE most important actions.



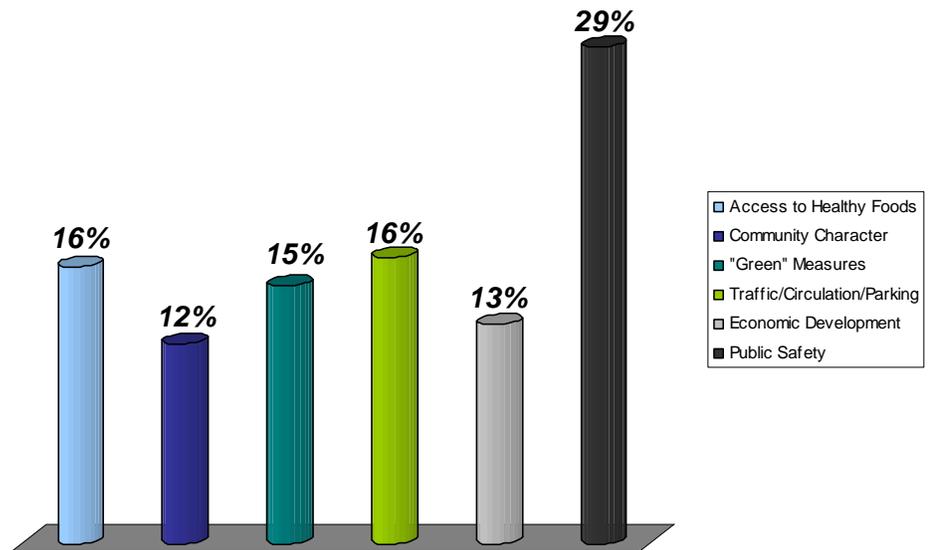
When asked to choose the three most important actions related to economic development, 23% said that the City should continue to apply for local, state, and federal grants to fund projects, 21% said to work with the Chamber of Commerce to attract appropriate businesses and industries to the city, and 16% said that a volunteer workforce should be utilized to guide the implementation of neighborhood action plans.

**Economic development/financing implementation measures
- Please choose the top THREE most important actions.**



When asked which of the general implementation categories they were just asked about are most important to them, 29% said public safety, access to healthy foods and traffic, circulation, and parking were tied at 16%, and 15% said green measures.

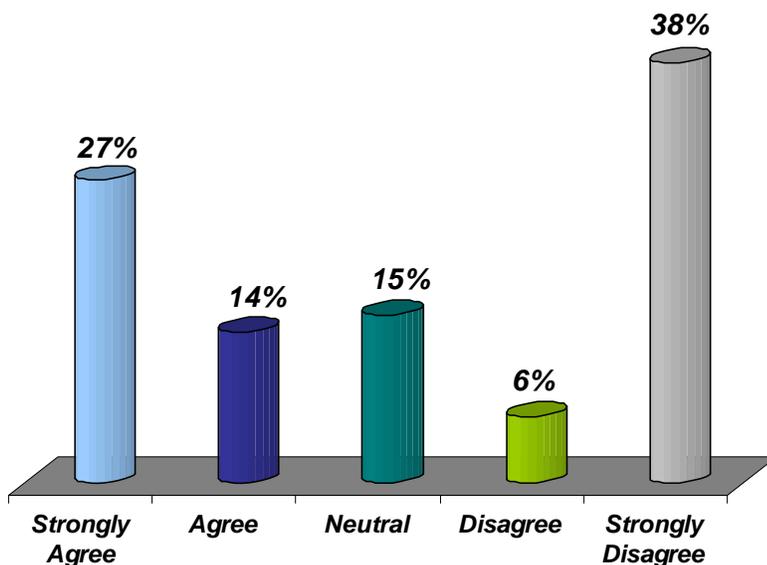
Of the following six general implementation categories, what THREE are most important to you?



Las Palmas Park Expansion

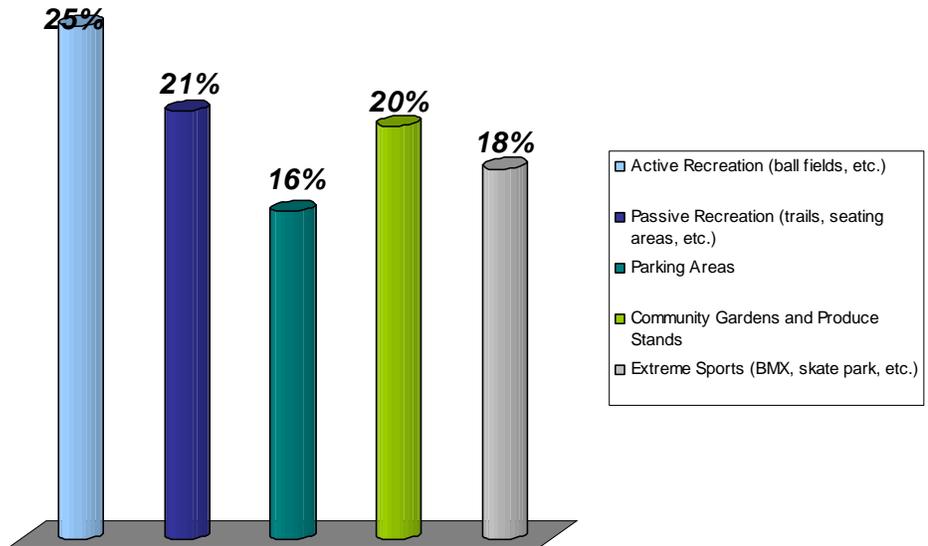
A few questions were asked to gauge the respondents' attitudes towards the Las Palmas Park expansion. When asked whether the National City Golf Course should be converted to a park with recreational facilities, 41% agreed or strongly agreed, 15% were neutral, and 44% disagreed or strongly disagreed.

The National City Golf Course should be converted to a public park with recreation facilities.



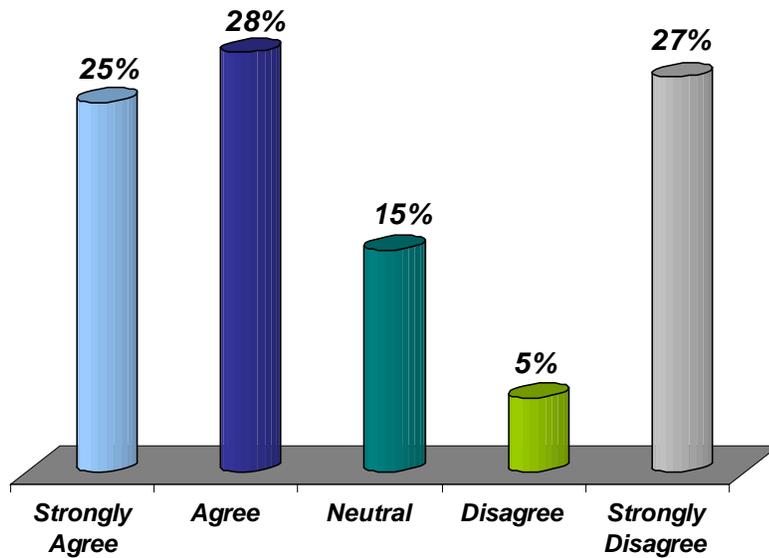
When asked what they would most like to see at Las Palmas park if it expands, 25% said active recreation such as ball fields, 21% said passive recreation such as walking trails and sitting areas, and 20% said community gardens and produce stands.

If Las Palmas Park expands, which THREE of the following would you like to see in the park?



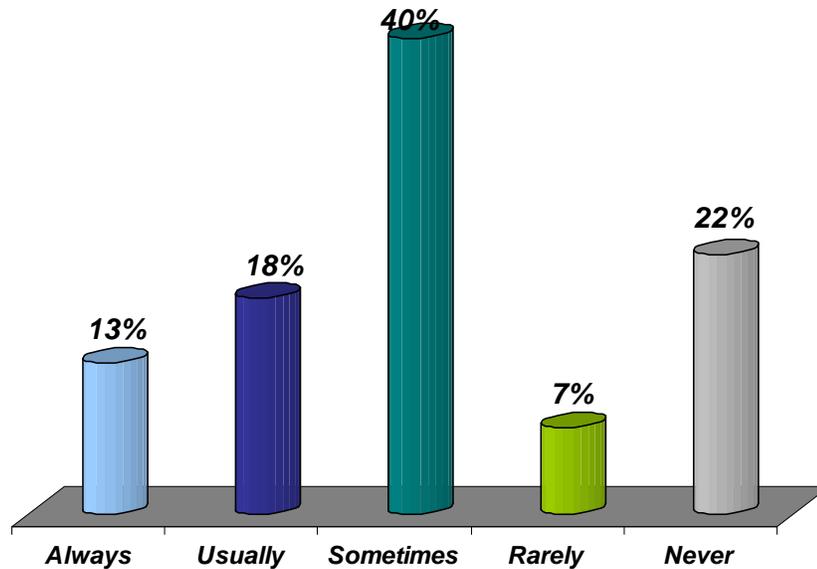
When asked if a commercial development should be included on 30th/Sweetwater Road to generate additional revenue and provide supporting retail, service, and dining uses, 53% agreed or strongly agreed, 15% were neutral, and 32% disagreed or strongly disagreed.

A commercial development should be included (on Sweetwater Road) to generate additional revenue and provide supporting retail, service, and dining uses.



When asked how often there is a parking problem at Las Palmas Park, 40% said sometimes.

How often is there a parking problem at Las Palmas Park?



In addition to the multiple choice responses regarding the Las Palmas Park Expansion, the following written comments were received:

Las Palmas Park Expansion:

- Oppose elimination of Las Palmas Golf Course.

- We need the golf course, it is always busy and it is open space. I oppose the elimination of this treasure.
- I am not in favor of closing the Golf Course.

The following general comments were also received.

General Comments:

- Being the only vacant unimproved site and located on the eastern gateway to the City I would like to see a meaningful mixed-use affordable/senior housing as a catalyst to develop the Paradise Valley Rd. property northeast of the Paradise ridge Planned Residential project (existing).
- 'D' Ave pedestrian bridge over the street at Kimball Park.
- Don't take away Golf Course, get a major grocer, too many Mexican grocers.

THIRD SET OF PUBLIC WORKSHOPS

In February of 2011, three public workshops were held at the community parks while the General Plan, EIR, Land Use Code, and Climate Action Plan were out for public review: El Toyon (February 2nd), Las Palmas (February 3rd), and Kimball (February 5th). At these workshops, attendees viewed large scale exhibits including the draft Land Use Plan, draft Zoning Map, Community Corridor Plan and Community Corridor Cross Sections, Open Space and Recreation Plan, potential street conversion locations, neighborhoods and Districts Map, SANDAG's Smart Growth Concept Map, and examples of mixed-use developments. In addition, workshop attendees were able to read and scan through the draft General Plan, EIR, Land Use Code, Climate Action Plan, and proposed amendments to the Downtown Specific Plan. Comment cards were available for attendees to provide input on the documents. The following input was received:

- Graffiti control. Especially on/around pay phones. Property owners should take better responsibility of pay phones. Pay phones should be regulated/removed by the City. Are they even needed anymore?
- Vacant properties should be cleared/cleaned in a timely manner (6 months)
- The proposed pedestrian trail on Figure OS-6 along the I-805 is located where Caltrans is proposing to widen the freeway and remove homes.

- I like back-in angled parking. No median – too much traffic when maintaining.
- Shrubs and trees should be able to feed our community.
- The City should consider distances between uses such as hospitals, residences, schools, churches, and other sensitive uses and industrial uses. The distance between light industrial and sensitive uses should be 500 feet and the distance between heavy industry and sensitive uses should be 1,000 feet.

G. City Council/Town Hall Working Meetings

From March through June, a series of five City Council/Town Hall style working meetings were held to review the working draft of the General Plan. The following topics were discussed during each meeting:

On March 9th, the roles and responsibilities of the members of the consultant team were shared, the results from the SWOT questionnaire were revealed, and the Introduction and Vision and Guiding Principles were discussed with the Council. The Vision and Guiding Principles contain the concepts that guide policy development.

On March 30th, major concepts, proposed changes to the existing land use map, draft land use and circulation maps, draft land use designations, and example policies from the Land Use and Circulation Elements were discussed. It was explained that the Housing Element is on a separate schedule from the rest of the General Plan and an update was provided regarding when the next revision of the Housing Element is due.

On April 27th, there was a joint City Council and National School District Board meeting. The Education, Open Space and Agriculture, and Conservation and Sustainability Elements were discussed. Major concepts and example policies from each of these elements were presented and the school and park sketches that were on display at the February public workshops were shared with the school board.

On May 25th, the Health and Environmental Justice, Safety, and Noise and Nuisance Elements were discussed. Again, major concepts and example policies from these elements were presented. In addition, the results of the TurningPoint survey from the second set of public workshops were revealed.

On June 22nd, the Implementation Measures and Indicators were shared with the Council. Although there are several citywide implementation measures, the ones that were discussed in more detail with Council were the Neighborhood Action Plans, the Land Use Code, the Climate Action Plan, and the Capital Improvement Program. Indicators were introduced as a way for the City to measure progress towards achieving General Plan goals and policies. In addition, an update on the status of the Environmental Impact Report was provided.

The draft working documents were provided to Council for review and also placed on the City's website in an attempt to solicit input early on in the process.

H. Elementary School Assemblies and Student Assignments

In March of 2010, assemblies were held at Lincoln Acres Elementary (March 2nd), Ira Harbison Elementary (March 2nd), and Kimball Elementary (March 18th). At these assemblies, students were provided with an introduction to the US Census and the importance of knowing how many people live in the city in order to provide adequate public services. A representative from EDCO discussed the three R's – reducing, reusing, and recycling. A nurse from the County Health Department talked to the students about how they can live healthier by exercising, eating right, and limiting their TV and video game time. She also encouraged them to make observations about their surroundings and tell someone if they feel that their safety or health is threatened in any way. The students were also provided with an introduction to National City's General Plan and were asked for input on what would make their city a better place to live and how they could help. The following feedback was received at the assemblies.

Lincoln Acres

- Riding bikes
- Helping others around you
- Homework over the internet to save paper
- Energy efficient schools
- New cures for diseases
- More teaching/more recess
- More recycling
- A gym and a soccer field

- Bigger skate park
- Indoor soccer stadium
- Live close to school/work
- A skate park at school

Ira Harbison

- Create a designated place for graffiti – a graffiti wall or place for murals
- More libraries
- More parks
- Less factories polluting the air
- Higher fences so dogs can't jump over them
- Alternative fuel cars
- More football fields
- More pizza places
- More dog beaches/parks
- More pedestrian signs
- More community pools
- More churches
- More basketball courts
- A skate park
- More health food markets
- More recycling centers
- A skate board shop to rent or buy pads and helmets near the skate park
- More crossing guards at the school
- Slow down traffic in front of the school
- More GameStops

Kimball

- Quiet cars
- Be careful of gangs/crime in public areas and parks
- Clean up the city
- Recycle
- Don't do drugs
- Report people doing bad things
- Check cars to make sure they are working properly and not polluting
- Stop littering
- Report graffiti
- Clean Paradise Creek
- Save water
- Stop people from doing drugs
- Explain how the Westside Specific Plan will help make the city a better place to live
- Add more trees/plants

- More police
- Stop global warming
- Pick up trash
- Don't dump oil down the storm drain
- Save the animals
- Hand out flyers for clean ups

Teachers were also asked to complete an assignment with their students in the classroom. Maps of the neighborhoods were provided to the teachers along with a series of questions. Students were asked to identify the routes they take to school and what mode of travel they use (walking, bicycling, vehicle, other). They were also asked to identify the places that they like and don't like and explain why they like or do not like those places. Finally, they were asked to identify one improvement that they thought would make the biggest difference in their neighborhood and explain how they could be involved making it happen.

The manner in which the teachers undertook this assignment varied. In some cases, students drew their own neighborhood maps rather than work on the ones that were provided and not all students answered all of the questions.

The following is a summary of the results of the student assignment.

A total of approximately 249 students answered how they get to school. Of those, approximately 61% go by car, 24% walk, 10% ride the bus, 4% sometimes walk and are sometimes driven, and 0.8% ride their bike. A couple of students indicated that their parents do not like them walking by themselves and that is why they are driven to school.

The most liked places are:

- The community parks (Kimball, Las Palmas, and El Toyon) because they are fun to go to with friends and the parks are pretty;
- The library because it's safe and quiet;
- Plaza Bonita Mall;
- Big box stores such as Wal-Mart, Target, and Costco;
- Specialty stores such as GameStop, the 99¢ Store, and Toys R Us;
- Convenience stores such as 7-11 and corner stores near home;

- Fast food restaurants such as McDonalds, Jack in the Box, In N' Out, and El Pollo Loco because the food is good;
- School because the teachers are nice and they can play with their friends there;
- Other restaurants and eateries such as Hometown Buffet, Chuck-E-Cheese, Starbucks, donut shops, ice cream shops, and bakeries;
- Their own home;
- Friend's houses; and
- Paradise Creek.

The least liked places are:

- The community parks (Kimball, Las Palmas, and El Toyon) because the bathrooms are dirty, the parks seem dangerous at night, homeless people hang out there, and people get drunk and leave empty beer cans there;
- Auto body and paint shops because they are noisy, smelly, and pollute the air and ocean;
- Alleys because they are dark, not safe due to gangs hanging out there, and not well maintained – it's easy to fall down and hurt yourself;
- Stores such as the 99¢ Store, and Ross;
- Schools including the school they attend as well as other schools in the city;
- Neighbors that are noisy, have too many cars and take up all the parking, have too many dogs, have too many cats, and smell bad;
- Bars, liquor stores, and gas stations;
- Places that have graffiti;
- Things that are noisy such as the freeway, construction sites, garbage trucks, and airports; and
- Paradise Creek because it is dirty and smells.

The most popular suggested improvements are:

- Hosting a neighborhood clean up;
- Planting trees, flowers, grass, and other plants;
- More parks, playgrounds, recreation centers, pools, and basketball courts;
- More stop signs/stop lights on busy streets;
- Stop littering and post signs about not littering and not dumping oil in the street;
- More lighting, especially at Kimball Park, in alleys, at Paradise Creek, and on homes;

- Helping people fix up their properties by painting, removing graffiti, and assisting the elderly with yard work;
- Improving the bathrooms in the community parks by putting doors on the stalls in the bathrooms at Kimball and cleaning the bathrooms regularly;
- Instituting a neighborhood watch;
- Encouraging people to participate in bettering the neighborhood, talking to people about volunteering and donating money, and holding fundraisers;
- Writing a letter to the Mayor; and
- Making it easier to recycle by increasing the number of recycle bins on the street and posting signs about the importance of recycling.

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Glossary of Terms and Symbols

Asthma – An inflammatory disorder of the airways, which causes attacks of wheezing, shortness of breath, chest tightness, and coughing.

Beneficial Uses – The resources, services, and qualities of aquatic systems that are the ultimate goals of protecting and achieving high water quality (e.g. agricultural water supply, habitats, groundwater recharge, etc.).

Brownfield – Real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant. (US Environmental Protection Agency)

Carbon Footprint – measure of the impact our activities have on the environment, and in particular climate change. It relates to the amount of greenhouse gases produced in our day-to-day lives through burning fossil fuels for electricity, heating and transportation etc. (Carbon Footprint, 2010)

CEQA – A statute that requires state and local agencies to identify the significant environmental impacts of a proposed project and to avoid or mitigate those impacts, if feasible.

Charter School – A public school usually created or organized by a group of teachers, parents and community leaders or a community-based organization, and is usually sponsored by an existing local public school board or county board of education. Specific goals and operating procedures for the charter school are detailed in an agreement (or "charter") between the sponsoring board and charter organizers. A charter school is generally exempt from most laws governing school districts, except where specifically noted in the law. (California Department of Education)

Compatible Uses – Uses that do not substantially impact the residential character of the area. Such uses may include neighborhood gardens, parks, and small corner/produce stores.

Community Supported Agriculture (CSAs) – Sometimes referred to as "Subscription Farms" because the consumer buys a subscription from a farmer for a set price to receive fresh produce on a weekly or bi-weekly basis usually delivered to your home or business. (San Diego County Farm Bureau, 2010)

Chronic Obstructive Pulmonary Disease – A breathing disorder that gets worse over time which can cause coughing that produces large amounts of mucus, wheezing, shortness of breath, chest tightness, and other symptoms.

Community Garden – A piece of land gardened collectively by a group of people. (American Community Garden Association (2007).

CO₂e –“Equivalent Carbon Dioxide”; GHGs, other than carbon dioxide, are commonly converted to carbon dioxide equivalents which take in account differences in their warming influence on the global climate system due to their different radiative properties and lifetimes in the atmosphere.

Crime Prevention Through Environmental Design (CPTED) – A multi-disciplinary approach to deterring criminal behavior through the physical design of the built environment. CPTED strategies rely on the ability to influence offender decisions that precede criminal acts.

Cultural Resources –Buildings, sites, structures, or objects that may have historical, architectural, archaeological, cultural, or scientific importance.

Diversion Rate – the percentage of all waste materials that is not processed in the traditional manner and is recycled, composted or re-used.

Drainage – the natural or artificial removal of surface or sub-surface water from an area.

Durable – Useful, able to perform over a long period, implementable, and reliably delivers results.

Dynamic – Ambitious, full of new ideas, flexible, adaptable to new conditions, and produces change.

Ecological Footprint – A gauge of how many resources one uses. It represents the amount of land area needed to regenerate the resources a human population consumes and to absorb the corresponding waste. Using this assessment, it is possible to estimate how much of the Earth (or how many planet Earths) it would take to support humanity if everybody lived a given lifestyle.

Element – A chapter within a General Plan that deals with a specific topic. All elements within a General Plan must form an integrated, internally consistent, and compatible statement of development policies.

Element Symbols:



Land Use and Community Character



Circulation



Housing



Safety



Noise and Nuisance



Open Space and Agriculture



Conservation and Sustainability



Health and Environmental Justice



Education and Public Participation

Environmental Justice – The fair treatment and meaningful participation of people of all races, cultures, and incomes with respect to the development, adoption, implementation, and enforcement of environmental laws, regulations, and policies. (Government Code §65040.12).

FAR (Floor Area Ratio) – The ratio of building square footage to square footage of land. For example, a FAR of one means that for every square foot of land, the land owner may build one square foot of building. The FARs listed here apply to residential floor space in addition to commercial floor space.

Glorietta – Another term for a round-about or traffic circle.

Goal – A broad direction-setter identifying an ideal future end related to health, safety, or general welfare.

Global Climate Change – Refers to the change in the average weather of the earth. Human activities associated with the combustion of carbon-based fossil fuels are widely believed to be one of the main causes of global climate change.

Green Building – the practice of creating structures and using processes that are environmentally responsible and resource-efficient throughout a building's life-cycle.

Green Purchasing - Purchasing goods and services that minimize impacts on the environment and that are socially just.

Greenhouse Effect – a phenomenon in which naturally-occurring atmospheric gases help regulate global climate by trapping solar radiation within the Earth's atmosphere.

Greenhouse Gases – Gases in the atmosphere such as carbon dioxide, methane, and nitrous oxide that reduce the loss of heat into space and therefore contribute to rising global temperatures.

Groundwater – Water that occurs beneath the land surface and fills the pore spaces of the alluvium, soil, or rock formation in which it is situated. It excludes soil moisture, which refers to water held by capillary action in the upper unsaturated zones of soil or rock. (CA Department of Water Resources, 2010)

Guiding Principles – Fundamental beliefs or values that guide decision-making.

Guiding Principle Symbols:



Smart Growth



Quality of Life



Health and Safety



Education



Economic Development

Hazardous Material - A substance that is toxic, ignitable or flammable, or reactive and/or corrosive. (State of California)

Hazardous Materials Facilities – Facilities that manufacture, store, or routinely utilize hazardous materials in their operations.

Healthy Food Supply – Provides (1) a minimum of 5,000 square feet of retail space for a general line of food and non-food products intended for home preparation, consumption, and utilization (2) at least 50% of a general consumption line of food products intended for home preparation, consumption, and utilization (3) at least 30% of retail space for perishable goods that include dairy, fresh produce, fresh meats, poultry, fish, and frozen foods (4) at least 500 square feet of retail space for fresh produce. (San Diego County Health and Human Services)

Heart Disease – A broad term that includes more specific heart conditions such as coronary heart disease which can lead to heart attacks and other serious conditions. Heart disease is the leading cause of death for both men and women in the United States.

Heritage Trees - trees that because of their age, size, type, historical association or horticultural value are of special importance to the City.

Implementation Measure - An action, procedure, program, or technique that carries out the policy.

Indicator – A measurement that identifies the progress (or lack of progress) being made towards a particular goal. For example, if a goal is help kids get active and healthy, one way to measure progress is by assessing annual physical fitness test results before and after a specific recreational program has been implemented.

Intelligent Transportation System (ITS) – Electronics, communications, or information processing used singly or in combination to improve the efficiency or safety of a surface transportation system.

Landmark Trees – Trees that are unusual or have very high aesthetic quality or being a species of tree that rarely occurs in the City.

Level of Service (LOS) – A letter grade given to an intersection or road segment that indicates the quality of traffic service in terms of speed and travel time, freedom to maneuver, traffic interruptions, comfort and convenience, and safety.

Life Long Learning – The voluntary, self-motivated pursuit of knowledge for personal or professional reasons. Life long learning opportunities come in many forms ranging from the informal informational plaque explaining the habitat types found along a recreational trail to a formal classroom setting at a community college.

☼ **Mitigation Goals and Policies** – This symbol denotes policies that are being relied upon for mitigation purposes in the General Plan Update Environmental Impact Report (EIR).

Mobile Health Food Market – A truck that delivers groceries to residences and/or sells healthy foods/meals curbside in residential and/or employment areas.

Multi-Modal Transportation Network – Transportation infrastructure that serves a variety of users including pedestrians, bicyclists, transit riders, and drivers.

Nature Deficit Disorder – A description of the human costs of alienation from nature, which can include attention disorders, obesity, anxiety, and depression. The thought is that humans have an instinctive liking for nature and that restricting access to natural areas can result in behavioral problems.

Noise – A sound or series of sounds that are intrusive, irritating, objectionable, and/or disruptive to daily life.

Nuisance - An unreasonable or unlawful use of property which results in material annoyance, inconvenience, discomfort, or damage to another person or to the public.

Obesity – A condition in which a person’s body mass index is 30 or higher.

Open Space Preserves –Areas of environmental significance and beauty. The dual purpose of preserves is to protect biological, cultural, and historical resources and to make these resources available for public recreation opportunities, though typically only contain minimal improvements. (San Diego County, 2009)

Overweight – A condition in which a person’s body mass index is between 25 and 29.99.

Ozone – A gas composed of three oxygen atoms linked together. At ground level, it is formed by chemical reactions of nitrogen oxides (NO_x) and volatile organic compounds (VOCs) in the presence of sunlight. NO_x and VOC emissions are mostly the result of human activities such as fossil fuel combustion and solvent use. Ozone can cause coughing, throat irritation, pain, burning, or discomfort in the chest when taking a deep breath, and chest tightness, wheezing, or shortness of breath.

Parks – Open Space Lands whose primary purpose is recreation. (Institute for Local Government, 2010)

Particulate Matter – A complex mixture of extremely small particles and liquid droplets made up of a number of components including acids, organic chemicals, metals, and soil or dust particles.

Peak Ground Acceleration (PGA) - A is a measure of the strength of ground movement that is used to project the risk of damage from future earthquakes by showing earthquake ground motions that have a specified probability (10%, 5%, or 2%) of being exceeded in 50 years. (San Diego County)

Peak Load Water Supply – The supply of water available to meet both domestic water and fire fighting needs during the particular season and time of day when domestic water demand on a water system is at its peak. (Governor’s Office of Planning and Research)

Policy – A specific statement that guides decision-making. It indicates a particular commitment of the local legislative body to a particular course of action and helps to reach a general plan’s goals.

Radiation - any form of energy propagated as rays, waves or energetic particles that travel through the air or a material medium.

Road Diet – A technique in transportation planning whereby a road is reduced in number of travel lanes and/or effective width in order to achieve systemic improvements.

SB375 – A senate bill that provides incentives for integrated regional land use planning and development while reducing greenhouse gas emissions.

Sensitive Land Uses (in general) – Land uses where segments of the population most susceptible to the potential impacts of industrial-type development such as noise, odors, vibrations, or air pollution are most likely to spend time. Such uses may include schools and schoolyards, parks and playgrounds, day care centers, nursing homes, hospitals, and residential communities.

Sensitive Land Uses (specific to air quality) – Land uses where segments of the population most susceptible to poor air quality (i.e., children, the elderly, and those with pre-existing serious health problems affected by air quality), are most likely to spend time, including schools and schoolyards, parks and playgrounds, day care centers, nursing homes, hospitals, and residential communities. (California Air Resources Board)

Sensitive Receptor (to noise) – A location where people reside or where the presence of unwanted sound could adversely affect the primary intended use of the land. Residences, churches, schools, libraries, parks, open space, hospitals, and convalescent homes are examples of sensitive receptors to noise.

Smart Growth – Compact, mixed-use, pedestrian, and transit-oriented, environmentally sensitive, and efficient land use patterns.

Smart Growth Opportunity Areas – Areas where compact, mixed use, pedestrian-oriented development exists now, is currently planned, or has the potential for future incorporation into local land use plans.

Solid Waste – Any garbage or refuse, sludge from a wastewater or water supply treatment plant, or air pollution control facility and other discarded material, including solid, liquid, semi-solid, or contained gaseous material resulting from industrial, commercial, mining, and agricultural operations, and from community activities. (US Environmental Protection Agency)

Sphere of Influence – The probable ultimate physical boundaries and service area of the City, as determined by the Local Agency Formation Commission (LAFCO) of the county.

Sustainability - Meeting the needs of the current generations without compromising the ability of future generations to meet their own needs.

Therms - A unit of energy measurement, nominally 100,000 BTUs (British thermal unit) or the measurement equal to the amount of heat energy required to raise the temperature of one pound of water one degree Fahrenheit. (CA public Utilities Commission)

Transit Oriented Development - Moderate to higher-density development, located within an easy walk of a major transit stop, generally with a mix of residential, employment and shopping opportunities designed for pedestrians without excluding the auto.

Urban Agriculture - The growing, processing, and distribution of food and other products through intensive plant cultivation and animal husbandry in and around cities. (Community Food Security Coalition, North American Urban Agriculture Committee 2003)

Universal Design - A user-friendly approach to design in the living environment where people of any culture, age, size, weight, race, gender and ability can experience an environment that promotes their health, safety and welfare today and in the future. (Universal Design Alliance)

Urban Forestry - The planning, establishment, protection, and management of trees and associated plants individually, in small groups, or under forest conditions, within cities, their suburbs, and towns. (Cooperative Forestry Assistance Act of 1978)

Urban Heat Island - A built up area that is hotter than nearby rural areas due to the development of moist, permeable, shaded surfaces with exposed urban surfaces, such as roofs and pavement that absorb heat from the sun. (US Environmental Protection Agency (EPA))

Walkability - A measure of how attractive an area is to pedestrians; it takes into account the presence or absence and quality of sidewalks or other pedestrian right-of-ways, traffic and road conditions, land use patterns, and perceived safety.

Water Recycling - The treatment and disinfection of municipal wastewater to provide a water supply suitable for non-drinking purposes. (San Diego County Water Authority)

Wildfire - An uncontrolled fire spreading through vegetation and exposing or possibly consuming structures.

Vector - Any insect, or other living carrier, that is capable of transmitting a disease or causing human discomfort or injury.

Vision - A statement or statements of a city's aspirations for the future.

Abbreviations

ACOE	Army Corps of Engineers
AIA	Airport Influence Area
AICUZ	Air Installations Compatible Use Zones
ALUC	Airport Land Use Commission
ALUCPs	Airport Land Use Compatibility Plans
APCD	Air Pollution Control District
ARB	Air Resources Board
BMI	Body mass index
BLTEA	Baseline Long-Term Effectiveness Assessment
BMPs	Best Management Practices
BNSF	Burlington Northern Santa Fe
BRT	Bus Rapid Transit
CAA	Clean Air Act
CAAQS	California Ambient Air Quality Standards
CARB	California Air Resources Board
CAS	Climate Action Strategy
CDFG	California Department of Fish and Game
CEQA	California Environmental Quality Act
CIP	Capital Improvement Program
CISN	California Integrated Seismic Network
CNEL	Community Noise Equivalent Level
COPD	Chronic Obstructive Pulmonary Disease
CPTED	Crime Prevention through Environmental Design
CPUC	California Public Utilities Commission
CRHT	California Riding and Hiking Trail
CZRY	Carrizo Gorge Railway
DEH	San Diego County Department of Environmental Health
DFWW	Disturbed Freshwater Wetland
DCSS	Diegan Coastal Sage Scrub
dB	Decibel
dBA	A-weighted sound level
DOCs	Department Operations Centers
DH	Disturbed Habitat
EIR	Environmental Impact Report
EHC	Environmental Health Coalition
EOC	Emergency Operations Center
EPA	Environmental Protection Agency
FEMA	Federal Emergency Management Agency
FIRMs	Flood Insurance Rate Maps
FRCs	Family Resource Centers

Appendix C: Abbreviations

FWM	Freshwater Marsh
FY	Fiscal Year
GHGs	Greenhouse Gases
GWh	Gigawatt Hours
HIRT	Hazardous Incident Response Team
HMD	Hazardous Material Division
I-5	Interstate 5
I-805	Interstate 805
ICLEI	Local Governments for Sustainability
ICF	International Community Foundation
ITS	Intelligent Transportation System
LCP	Local Coastal Program
LID	Low-impact development
LOS	Level of Service
L_{eq}	Energy-Equivalent Sound/Noise Descriptor
L_{dn}	Day/Night Average Sound Level
mgd	Million Gallons per Day (MRFs) Material Recovery Facilities
MPOs	Metropolitan Planning Organizations
MSS	Maritime Succulent Scrub
MTS	San Diego Metropolitan Transit System
NAAQS	National Ambient Air Quality Standards
NAP	Neighborhood Action Plan
NAS	Naval Air Station
NCC	National City Collaborative
NG	Native Grassland
NIMS	National Incident Management System
NNG	Non-native Grassland
NOW	Neighborhood Organized Workforce
NPDES	National Pollutant Discharge Elimination System
NRHP	National Register of Historic Places
OPR	Governor's Office of Planning and Research
OSHA	Occupational Safety and Health Administration
OW	Open Water
PLWTP	Point Loma Wastewater Treatment Plant
PM	Particulate matter
RCP	Regional Comprehensive Plan
RHNA	Regional Housing Needs Assessment
RTP	Regional Transportation Plan
RWQCB	Regional Water Quality Control Board

SANDAG	San Diego Association of Governments
SAWRF	Southern Arroyo Willow Riparian Forest
SCIC	South Coast Information Center
SCS	“Sustainable Communities Strategy”
SCSM	Southern Coastal Salt Marsh
SDBNWR	San Diego Bay National Wildlife Refuge
SDCWA	San Diego County Water Authority
SDG&E	San Diego Gas and Electric
SDIA	San Diego International Airport
SDIV	San Diego and Imperial Valley Railway
S/M	Saltpan/Mudflats
SNAP	Supplemental Nutrition Assistance Program
SR-54	State Route 54
SSMP	Sewer System Management Plan
SSOs	Sanitary Sewer Overflows
SUHSD	Sweetwater Union High School District
SUSMP	Standard Urban Stormwater Mitigation Plan
SWA	Sweetwater Authority
SWRCB	State Water Resources Control Board
TOD	Transit-Oriented Development
U/D	Urban/Developed
USACE	U.S. Army Corps of Engineers
USDA	United States Department of Agriculture
USGS	United States Geological Survey
USFWS	United States Fish and Wildlife Service
WDR	General Waste Discharge Requirement
WURMP	Watershed Urban Runoff Management Program
WMA	San Diego Bay Watershed Management Area