



## Public Health Element Policy Development Workbook

**Monday, July 18, 2011 - Public Workshop**

### HOW TO USE THIS WORKBOOK

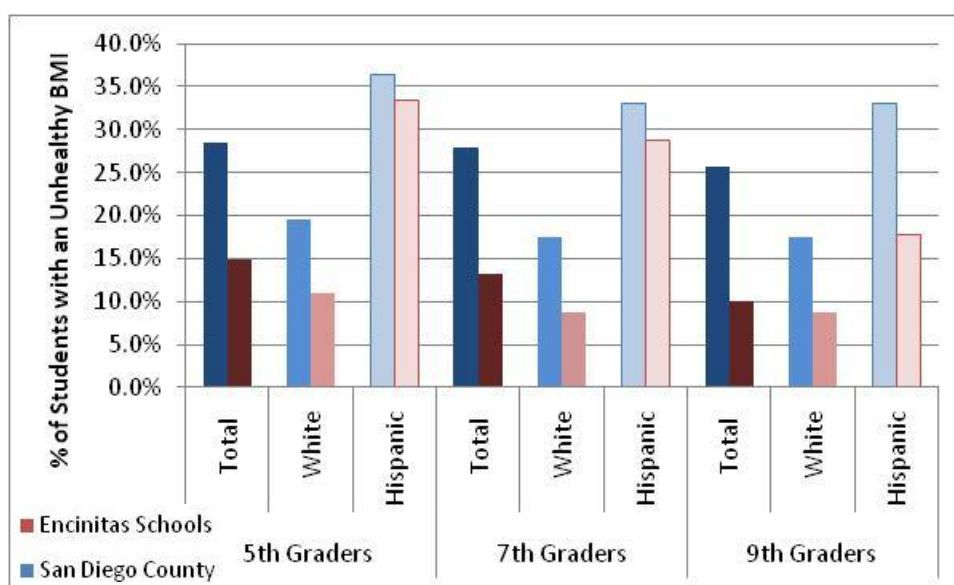
- **Find information.** Review important information about the following topics related to health in Encinitas:
  1. Community Facilities, Institutions, and Public Infrastructure
  2. Complete Neighborhoods and Access to Goods and Services
  3. Healthy Air and Water Environments
  4. Jobs, Housing, and a Healthy Economy
  5. Parks, Recreation and Open Spaces
  6. Safe, Accessible, and Sustainable Transportation
  7. Supportive Social Services and Environments
- **Share your opinion.** Discuss and critique personal and community issues and provide your opinion about the key policy topics and directions proposed for the Public Health Element of the City's General Plan. Each topic section of this workbook has space for your comments.
- **Keep an eye to the future.** The General Plan provides a long-term, comprehensive vision for the whole community, and your responses in this workbook will help shape the General Plan update planning process and the future of Encinitas.
- **Focus on health.** The focus of this workshop (and workbook) is promoting community health through the General Plan's Public Health Element. Other elements of the General Plan will address a range of other topics and even highlight or incorporate some of the same issues outlined in the Public Health Element.

Funding for this work program is made available by Healthy Works<sup>SM</sup>. Healthy Works<sup>SM</sup> is a countywide initiative promoting wellness. Healthy Works<sup>SM</sup>, is administered by the County of San Diego Health and Human Services Agency and is funded by the American Recovery and Reinvestment Act of 2009. The County partnered with SANDAG to implement several initiatives made available to local agencies, tribal governments, community programs, and school districts to promote and incorporate public health considerations into local planning efforts.



## 1. Community Facilities, Institutions, and Public Infrastructure

Community	Households (HH) within 1km (0.6 miles) of an Elementary School		
	Total HH	HH Count within 1km	% of Total HH
Cardiff-by-the-Sea	4,770	2,930	61.4%
Leucadia	6,012	2,387	39.7%
New Encinitas	7,047	4,968	70.5%
Old Encinitas	5,265	2,055	39.0%
Olivenhain	1,797	675	37.6%
<b>Citywide</b>	<b>24,891</b>	<b>13,015</b>	<b>52.3%</b>
<b>San Diego County</b>			<b>42.8%</b>



### EXISTING CONDITIONS

- Elementary School Access:** About 52 percent of Encinitas households are within 1km (0.6 miles) of a public elementary school compared to 43 percent of households in the county (see table above).
- Public Schools:** There are high quality public schools in Encinitas, all with Academic Performance Index (API) scores above the state standard of 800. The dropout rate for Encinitas high schools is nearly 20 times *less* than the San Diego County average. However, the average Encinitas high school student dropout rate is six times *higher* for Hispanic students than for White students.
- Youth Healthy Body Composition:** The probability of a fifth grader to have an unhealthy Body Mass Index (BMI) in Encinitas is approximately half of the probability in San Diego County. Among 5th graders in Encinitas, Hispanic student are three times more likely to have an unhealthy BMI. The BMI probability rates are similar for 7th and 9th graders in Encinitas.
- Medical Care:** Encinitas has 2.3 hospital beds per 1,000 persons compared to 2.0 in the County, 2.1 in California, and 3.6 nationwide. About 75 percent of survey respondents rated the accessibility of healthcare and health services in Encinitas “very good” or “good”.

# 1. Community Facilities, Institutions, and Public Infrastructure

Please use a ✓ to let us know whether you agree with, disagree with, or are not sure about the policy directions listed as proposed solutions to the question(s) below.

## A. CITY AS A HEALTH LEADER

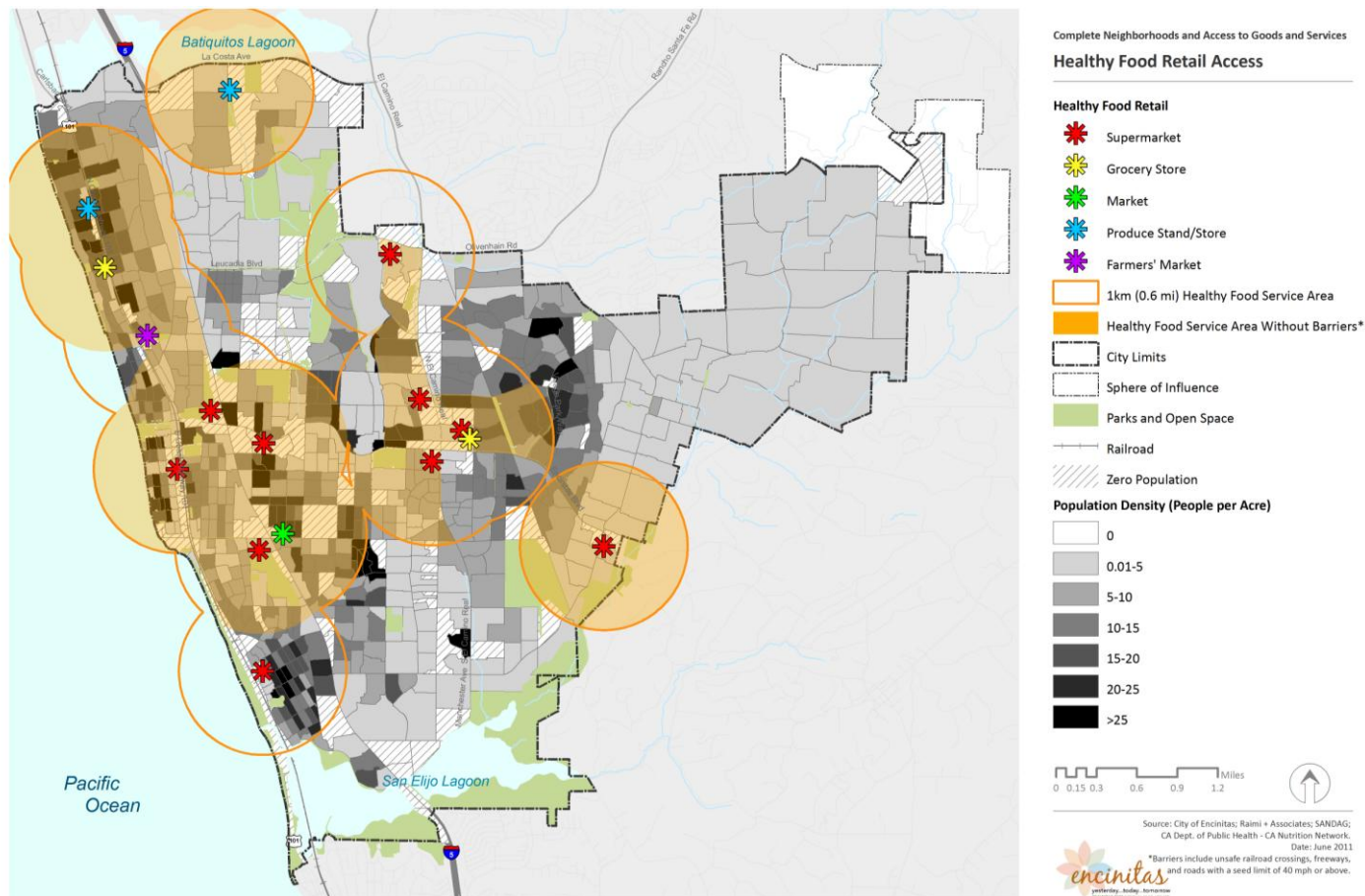
**What role, if any, should the City play in promoting healthy communities?**

AGREE      NOT SURE      DISAGREE

A.1. Collaborate with the County Health and Human Services Agency to track and analyze health data.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A.2. Host, sponsor, and/or organize citywide public health events such as health fairs, senior fairs, youth fitness programs, lectures, and/or workshops.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A.3. Expand the role of City Commissions to advise the Council on the implementation of the Public Health Element and other health-related issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A.4. Create a “health policy” whereby Commissions and City Council consider health impacts in decision making.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A.5. Strive to be regionally known as a “healthy city” by actively addressing public health related issues and maintaining a high-quality of life standard.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Other ideas:**

## 2. Complete Neighborhoods and Access to Goods and Services



Community	Total Households (HH)	HH within 1km (0.6miles) of healthy food retail	% of Total HH
Cardiff-by-the-Sea	4,770	224	4.7%
Leucadia	6,012	1,610	26.8%
New Encinitas	7,047	3,248	46.1%
Old Encinitas	5,265	3,996	75.9%
Olivenhain	1,797	224	12.5%
<b>Citywide</b>	<b>24,891</b>	<b>2,627</b>	<b>10.6%</b>

### EXISTING CONDITIONS

- **Community Gardens:** Encinitas currently has no community gardens. However, elementary schools provide gardens on-site. Some Home Owner's Associations (HOAs) restrict food gardening in front yards. Over 80 percent of survey respondents feel that the City should provide more opportunities for community gardening, local growing programs, and farmers' markets in Encinitas.
- **Healthy Food Retail:** About 69 percent of households live within 1 km (0.6 miles) of at least one of the 16 healthy food sources in town (compared to 59 percent in SD County). About 61 percent of all survey respondents said they would be more likely to eat fruits and vegetables if they knew they were grown locally.
- **Affordability and Food Security:** Of the 21 stores in Encinitas that accept SNAP/CalFresh (food stamps) only half of them are considered healthy. Less than 14 percent of households in Encinitas eligible for food stamps are enrolled in the SNAP/CalFresh programs.
- **Unhealthy Food:** About 53 percent of survey respondents think there should be a limit on the amount and/or location of convenience stores, drive-thrus, and/or fast food.

## 2. Complete Neighborhoods and Access to Goods and Services

Please use a ✓ to let us know whether you agree with, disagree with, or are not sure about the policy directions listed as proposed solutions to the questions below.

### B. URBAN AGRICULTURE:

**How, if at all, should the City address the public's desire for community gardens?**

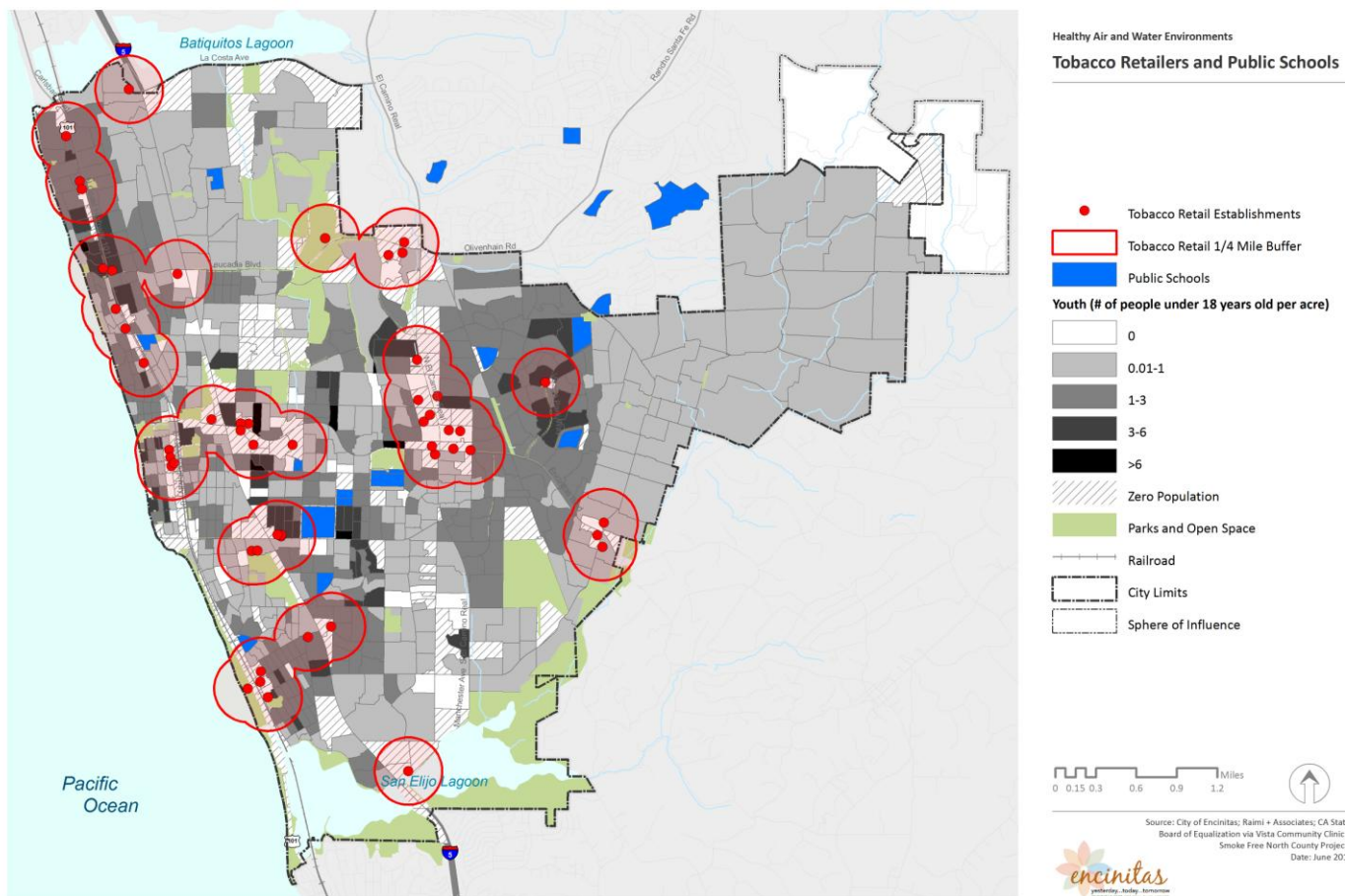
	AGREE	NOT SURE	DISAGREE
B.1. Organize a garden-tool lending program, backyard garden bounty exchange program, and/or educational workshops on urban agriculture.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B.2. Encourage HOAs to set aside land for community garden plots within the common areas of subdivisions or developments.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B.3. Work with schools to create public access to school gardens and/or provide opportunities for joint-use of school gardens.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B.4. Collaborate with vacant property owners to create public-private community garden partnerships.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B.5. Create a partnership between the Public Works Department and a community group to plant and maintain edible landscaping in public rights-of-way or properties.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B.6. Support the creation of a community-run urban farm.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B.7. Create food growing opportunities or edible landscapes on public property (e.g. in existing parks, large rights-of way, and other public spaces).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Other ideas:</b>			

### C. FAST FOOD:

**How, if at all, should the City address concentrations of fast food establishments?**

	AGREE	NOT SURE	DISAGREE
C.1. Support California's current chain fast food restaurant menu labeling law, and encourage non-chain restaurants to provide nutrition facts as well.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C.2. Create a business support program that incentivizes and assists fast food establishments in offering healthier menu items or smaller portion sizes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C.3. Consider limiting drive-thrus in new fast food restaurants.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C.4. Consider banning new fast food restaurants near schools, parks, and playgrounds.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Other ideas:</b>			

### 3. Healthy Air and Water Environments



#### EXISTING CONDITIONS

- **Beach Water Quality:** In 2004 and 2005 there were a total of 155 beach closure days in Encinitas. Between 2006 and June 2011 there have only been two.
- **Outdoor Air Quality:** San Diego County is the 11<sup>th</sup> most ozone-polluted county in the country and the 18<sup>th</sup> most polluted county for short term particulate matter (24-hour PM2.5).
- **Sustainable Energy Production:** Encinitas currently has approximately 1,618 solar panels (private and public).
- **Tobacco Smoke:** There are 53 licensed tobacco retailers in Encinitas. Of the 16 public schools within the City, 6 are within a ¼ mile of a tobacco retailer (see map above).

### 3. Healthy Air and Water Environments

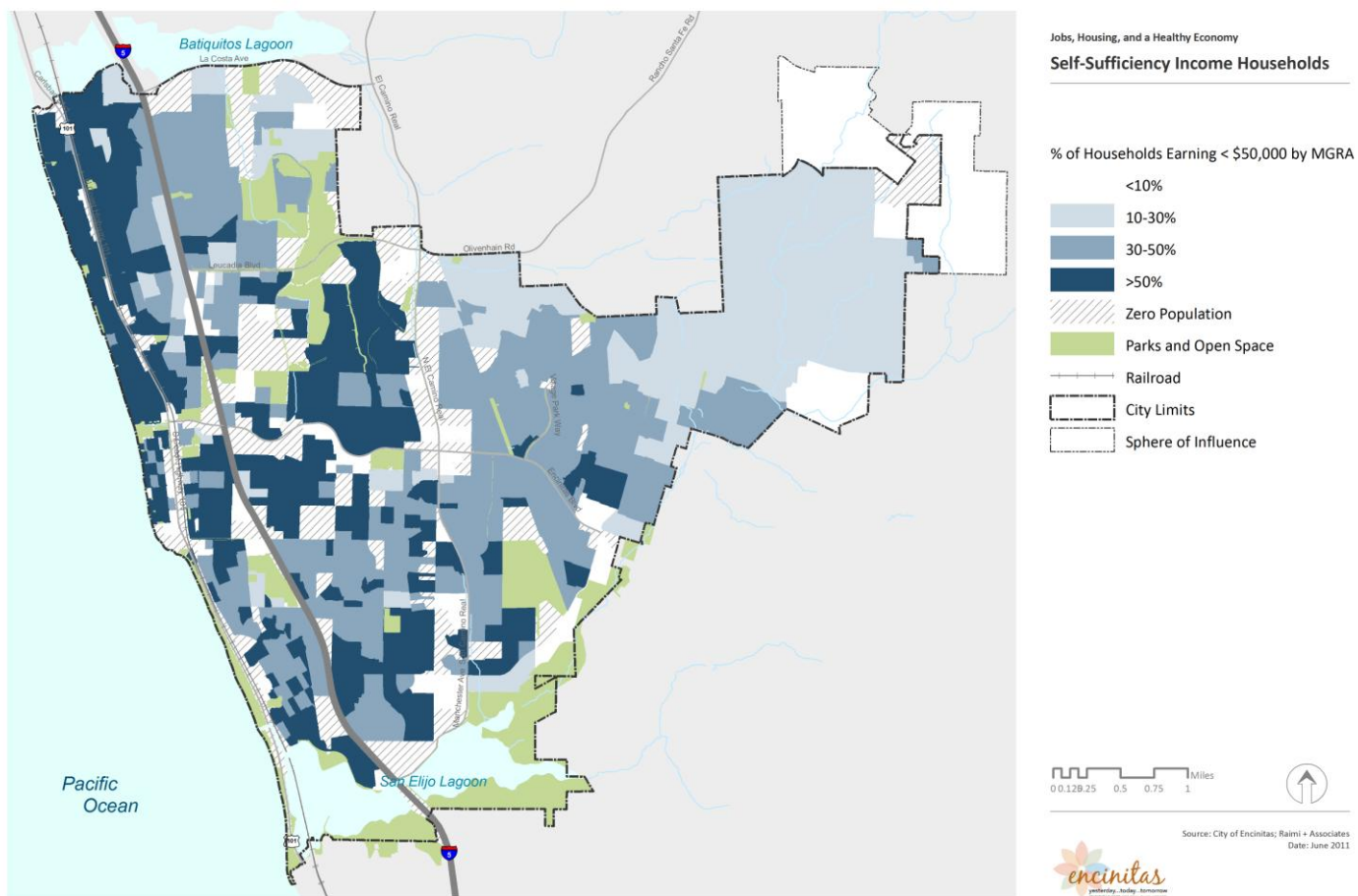
Please use a ✓ to let us know whether you agree with, disagree with, or are not sure about the policy directions listed as proposed solutions to the question(s) below.

#### D. TOBACCO SMOKE:

**How, if at all, should the City address the human and environmental health impacts of tobacco smoke?**

	AGREE	NOT SURE	DISAGREE
D.1. Ensure that smoking cessation services (to discontinue or quit smoking) are available to Encinitas residents.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D.2. Establish a tobacco retail licensing fee that would allow more stringent oversight and enforcement to prevent tobacco sales to minors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D.3. Ban smoking at public events and public outdoor facilities (farmers markets, parks, trails, street fairs, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D.4. Promote education to landlords and property owners about the effects of second and third-hand smoke exposure in multi-family units.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Other ideas:</b>			

## 4. Jobs, Housing and a Healthy Economy



### EXISTING CONDITIONS

- Cost of Living:** The Self-Sufficiency Standard for San Diego County in 2008 was \$27,450 per year for an adult living alone, \$39,907 for one adult and a school-aged child, and \$56,478 for one adult plus two infants. In 2010, 13 percent of households in Encinitas earned less than \$25,000 and 30 percent of households earned less than \$50,000. Encinitas renters spend 30 percent of their income on housing and homeowners spend 54.3 percent. The average Encinitas resident spends 23 percent of his/her income on transportation costs.
- Commuting:** Of all employed Encinitas residents, only about 15 percent work in Encinitas. Of employed Encinitas residents earning less than \$1,250 per month, about 24 percent work in Encinitas. Of all workers in Encinitas, 17.5 percent also live in the City. The mean commute time for Encinitas residents is 25 minutes each way. Around 9 percent of lower income Encinitas workers commute from Los Angeles County.
- Homelessness:** There are approximately 184 homeless community members in Encinitas (2.1 percent of the County's total homeless population).

## 4. Jobs, Housing and a Healthy Economy

Please use a ✓ to let us know whether you agree with, disagree with, or are not sure about the policy directions listed as proposed solutions to the questions below.

### E. HEALTHY HOUSING:

#### ***How, if at all, should the City address creating healthier housing?***

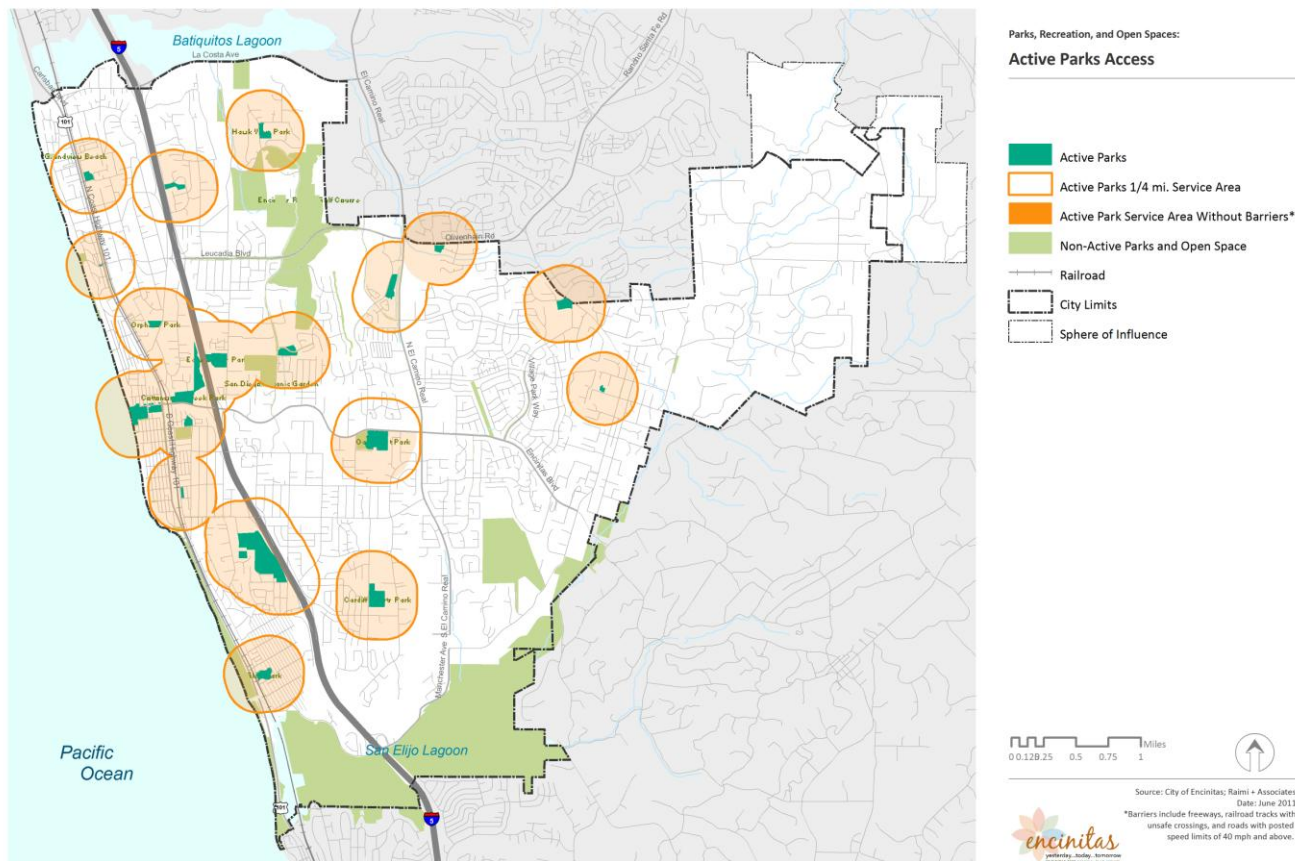
	AGREE	NOT SURE	DISAGREE
E.1. Partner with the County Health and Human Services Agency to provide education and technical assistance in reducing mold and lead hazards in homes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E.2. Encourage and educate residents to implement integrated pest management and reduce or discontinue the use of pesticides and herbicides on their property.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E.3. Encourage property owners pursuing new developments and home renovations to use low or non-toxic materials, such as low-volatile organic compound paint and carpet) and other strategies to improve indoor air quality and noise levels (e.g., kitchen range top exhaust fans, treated windows, etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E.4. Avoid locating new sensitive uses such as schools, childcare centers, and senior housing in proximity to sources of pollution (e.g., I-5, truck routes, and busy roadways). Design buildings to mitigate poor air quality.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E.5. Include healthy outdoor living environments in new housing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E.6. Develop land use policies that puts housing close to needed services with pedestrian and bicycle access to those services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b><i>Other ideas:</i></b>			

### F. AFFORDABLE HOUSING:

#### ***How, if at all, should the City support the creation of a diverse, affordable housing stock?***

	AGREE	NOT SURE	DISAGREE
F.1. Collaborate with the County of San Diego and neighboring cities to develop a sub-regional senior care consortium to help people find independent and assisted living facilities, nursing homes, retirement communities, etc. in North County.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F.2. Actively encourage more landlords to participate in rental assistance programs, such as the Section 8 Housing Choice Voucher Program.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F.3. Encourage new residential development to come in a mix of housing types (e.g. detached/attached single-family or multi-family units) and/or different sizes (number of bedrooms) to address the need for different household needs and incomes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F.4. Support the development of affordable housing in close proximity to services, transit, and employment opportunities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b><i>Other ideas:</i></b>			

## 5. Parks, Recreation and Open Space



Community	Acres of City-Owned Active Parkland	1/4 Mile Access to an Active Park without Ped Barriers			
		Households		People	
Cardiff by the Sea	58.83	2,222	46.58%	5,326	46.58%
Leucadia	15.92	2,081	34.61%	4,694	33.36%
New Encinitas	13.48	798	11.32%	1,958	11.53%
Old Encinitas	64.08	2,893	54.95%	6,753	54.42%
Olivenhain	1.04	283	15.75%	721	15.76%
<b>Citywide</b>	<b>139.73</b>	<b>8,277</b>	<b>33.25%</b>	<b>19,452</b>	<b>32.71%</b>

*Cardiff acreage includes the future 42 acre community park*

### EXISTING CONDITIONS

- **Park Usage:** About 80 percent of Citywide Survey respondents and 63 percent of Senior Survey respondents reported visiting a park in the past 30 days.
- **Park Quality:** About 50 percent of Citywide Survey respondents and 40 percent of Senior Survey respondents feel that the quality of recreational opportunities in Encinitas is better than other cities.
- **Park Access:** About 33 percent of Encinitas residents live within a ¼ mile of a park without pedestrian barriers (unsafe railroad crossings, the I-5 Freeway, and roads with a posted speed limit above 40 mph).

## 5. Parks, Recreation and Open Space

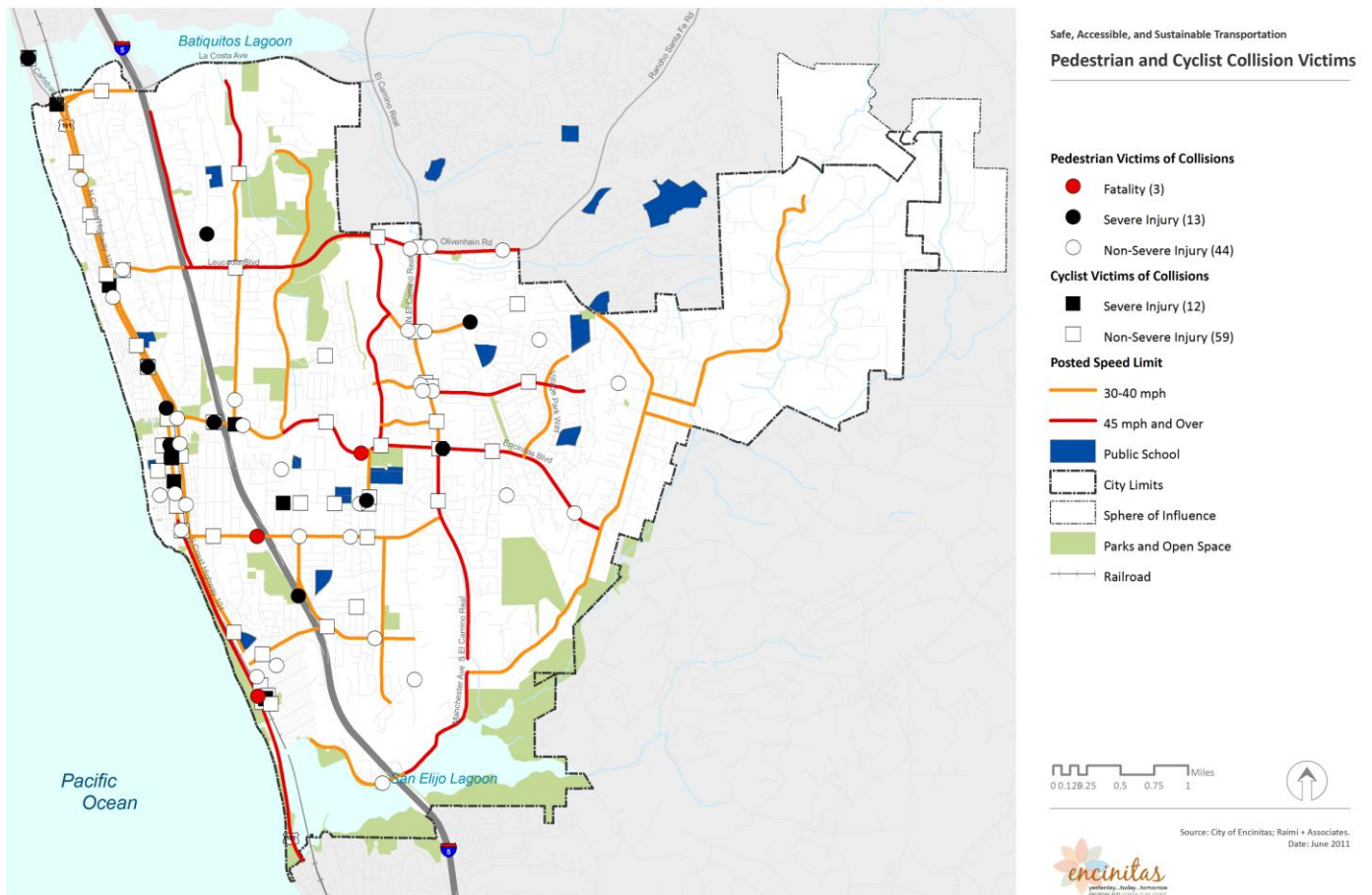
Please use a ✓ to let us know whether you agree with, disagree with, or are not sure about the policy directions listed as proposed solutions to the question(s) below.

### G. HEALTHIER PARKS :

**How, if at all, can City-owned parks better support health and physical activity?**

	AGREE	NOT SURE	DISAGREE
G.1. Consider ways to expand park hours of operation, especially to allow for more adult organized sports leagues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G.2. Seek to install water fountains, toilets, and sinks in more parks and recreation facilities to allow people to spend more time at parks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G.3. Improve pedestrian and bicycle access to parks. Where feasible, create well-lit perimeter paths around parks to improve safety and improve how parks interface with the sidewalk and surrounding neighborhoods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G.4. Provide a wide range of available fields for both organized and informal sports and recreation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G.5. Consider entering into joint-use agreements with school districts and private schools to open school properties for public use during non-school hours.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G.6. Encourage that healthy food (snacks and drinks) are made available at park concession stands.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G.7. Discourage or ban the sale of candy, soda, and junk food at park concession stands.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Other ideas:</b>			

## 6. Safe, Accessible and Sustainable Transportation



### EXISTING CONDITIONS

- **Overall:** Only 57 percent of Encinitas survey respondents feel that their transportation needs are adequately met.
- **Street Safety:** From 2007-2010 there were a total of 60 pedestrian and 71 cyclist victims from vehicle collisions. There were no cyclist and three pedestrian fatalities, all of which occurred less than 500 feet from a park. Additionally all of the fatalities occurred on streets with speed limits above 35 mph (see map above).
- **Walking:** Average block size and street connectivity greatly vary in different parts of the City. Additionally, many of the City's main arterials and connector streets are very wide and have very high speed limits, which is a risk for pedestrian safety and often times makes walking uninviting.
- **Bicycling:** Only 13 percent of citywide survey respondents bicycled for transportation at least a few times a week. Respondents said they would bicycle more if there were wider bike lanes or separated bike paths.
- **Transit:** Only 7 percent of senior survey respondents said they had recently participated in any senior shuttle or transportation program.
- **Driving:** Employed Encinitas residents spend an average 25 minutes traveling to work each way.

## 6. Safe, Accessible and Sustainable Transportation

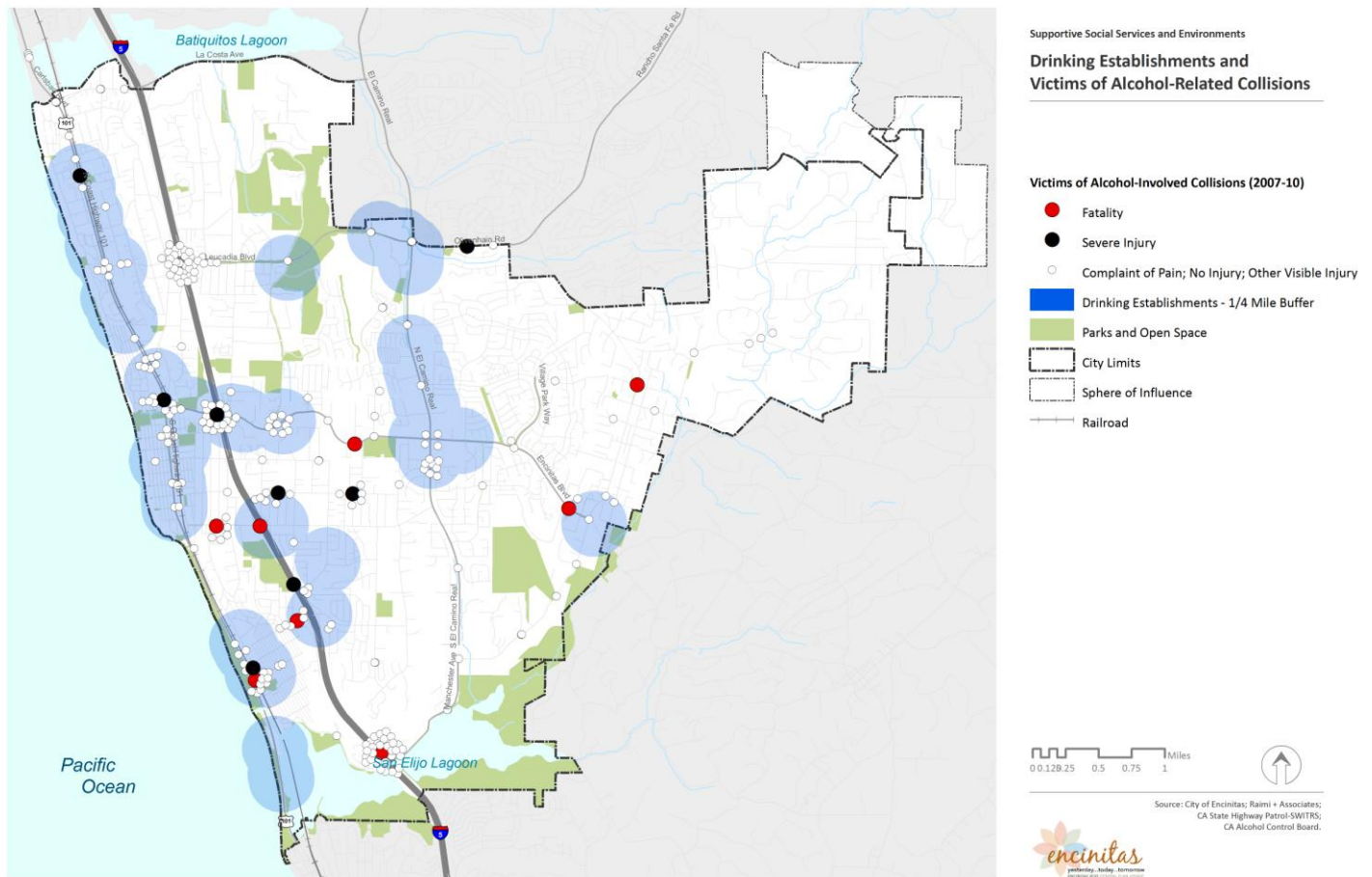
Please use a ✓ to let us know whether you agree with, disagree with, or are not sure about the policy directions listed as proposed solutions to the question(s) below.

WALKING, BICYCLING, AND TRANSIT:

**How, if at all, can the City encourage more people to walk and bike for daily transportation needs?**

	AGREE	NOT SURE	DISAGREE
H.1. Promote and/or organize walking school busses / bikepools for students.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H.2. Consider reducing speed limits on arterials, collectors, and local roads to improve driver, cyclist and pedestrian safety and to improve fuel efficiency.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H.3. Install traffic calming measures at key locations and provide critical connections along major roadways to complete sidewalks and bike lanes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H.4. Install way-finding signage and create route maps for bike routes and trails.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H.5. Improve east/west connections across barriers (i.e. railroad right-of-way and I-5 Freeway) to ensure safe access and make walking more convenient.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H.6. Consider creating a golf cart shuttle to help seniors and persons with limited physical abilities travel from the bus stop to locations such as the Senior Center and the library.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H.7. Provide convenient methods for transit/bus riders to know most convenient transit routes and learn the most direct routes to get to destinations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Other ideas:</b>			

## 7. Supportive Social Services and Environments



### EXISTING CONDITIONS

- **Civic Participation:** About 72 percent of registered voters in Encinitas voted during the Nov. 2010 Governor Election compared to 64 percent in San Diego.
- **Social Cohesion Survey Results:** About 64 percent of all survey respondents said their neighbors are willing to help each other at least most of the time.
- **Driving Under the Influence:** A total of 56 percent (9/16) fatalities and serious injuries from alcohol-related collisions are within ¼ mile of an on-site liquor license (bar, club, or restaurant that serves alcohol). About half (139/279) of the victims of alcohol-related collisions are within ¼ mile of an on-site liquor license (see map above).

## 7. Supportive Social Services and Environments

Please use a ✓ to let us know whether you agree with, disagree with, or are not sure about the policy directions listed as proposed solutions to the questions below.

### I. SUBSTANCE ABUSE:

**How, if at all, should the City reduce illegal substance abuse, especially among youth?**

	AGREE	NOT SURE	DISAGREE
I.1. Provide information and services (e.g., hotlines, resource list, etc.) to families trying to help or cope with a substance abuse problem.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I.2. Sponsor, organize, and support innovative anti-drug education programs and campaigns and/or more after school youth programming to keep students engaged in positive, healthy, and productive behaviors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I.3. Improve access to treatment services. Ensure that Encinitas residents have access to affordable and appropriate treatment services that reflect the needs of the population and drug abuse trends.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I.4. Review and possibly update the zoning code to allow rehab centers and transitional/supportive housing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I.5. Collaborate with the County of San Diego and the Sherriff's Department to create a substance abuse managed care program that coordinates all the steps in recovery and facilitates immediate access to rehabilitation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I.6. Encourage and support the availability of sites for alcohol, drug and mental health treatment, as well as housing for persons receiving such treatment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Other ideas:</b>			

### J. DRIVING UNDER THE INFLUENCE:

**How, if at all, should the City reduce the incidence of drunk driving?**

	AGREE	NOT SURE	DISAGREE
J.1. Support, sponsor, and help organize additional drunk driving education, especially for teens.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J.2. Limit the late-night hours of operation of drinking establishments.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J.3. Consider revising the zoning code to reduce minimum parking requirements for bars and taverns, forcing people to walk.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J.4. Encourage local restaurants, clubs, and bars to collaboratively organize and financially support a shuttle service for patrons.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J.5. Establish a Community Court (education and community service) where offenders hear from local residents and medical professionals about the health-related impacts of drunk driving and/or alcohol abuse.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J.6. Develop a program to consider ways to limit liquor licensing in areas with high densities of alcohol outlets and relatively high criminal behavior.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Other ideas:</b>			

**YOUR COMMENTS:** *Are there any additional topics or policy ideas you would like the City to consider for the Public Health Element?*

***Thank you for your participation!***

***Please hand in your workbook as you leave today. You can also mail or email in additional comments no later than Monday, July 25, 2011.***

ATTN: Mike Strong  
City of Encinitas Planning and Building Department  
505 S. Vulcan Avenue  
Encinitas, CA 92024

MStrong@cityofencinitas.org

[www.encinitas2035.info](http://www.encinitas2035.info)

