

encinitas

Public Health



Table of Contents

| | |
|-------------------------|-------|
| I. Introduction | PH-2 |
| II. Current Conditions | PH-9 |
| III. Goals and Policies | PH-19 |

The Public Health Element promotes the overall physical and behavioral health of Encinitas community members by providing a framework for decision-making that encourages healthy living. Element goals and policies work with all other General Plan elements to support community health in important ways, including through the protection of environmental quality and the reduction of environmental hazards; the creation of safe, complete and well-designed streets, neighborhoods and public spaces that promote physical activity and social cohesion; and the promotion of healthy and accessible goods, food and services.



Introduction

Land Use and
Community Design

Housing

Circulation

Resource
Management

Parks, Recreation
and Public Facilities

Public Safety

Public Health

Noise

introduction

element purpose

This Public Health Element is intended to provide a long-term, citywide framework for improved health and well-being in Encinitas. While there are some components of health where the City will not have a direct role – such as primary health care, individual health decisions or functions provided by other agencies – there are important areas where the City’s policies and actions can support better community health.

The way our built environment is designed can influence public health. The transportation system provides opportunities for exercise, influences our exposure to air pollution, addresses physical safety and more. Equally important to the role that safe and active transportation plays on public health outcomes, there are other important areas where policies and actions support public health. The City has the ability to protect environmental quality; create complete neighborhoods with housing for all ages; reduce the community's exposure to environmental hazards; create public spaces that promote physical activity and social cohesion; support educational and occupational opportunities; and encourage healthy goods, food and services that are physically, economically and culturally accessible.

The goal of the Public Health Element is to promote the overall physical and behavioral health of Encinitas community members and lay out a roadmap for improved quality of life for the entire city in the years to come. By implementing public health goals and policies, the City of Encinitas seeks to accomplish the following:

- Become a health leader;
- Continuously promote health through internal policies, best practices and coalition partnerships;
- Create a land use and urban design pattern that results in complete neighborhoods and encourages physical activity and promotes healthy living;
- Improve access to goods and services, including healthy foods for all residents;
- Create a safe and active transportation system;
- Encourage healthy homes and businesses in Encinitas;
- Offer and promote a broad range of recreational and cultural programs and services that meet diverse community needs; and
- Support and improve social services and access to service related programs and facilities.

element scope and organization

This Element represents a comprehensive approach to addressing public health considerations in the city. Together, the goals and policies contained in this Element provide a framework for decision-making related to promoting healthy living. The Health and Wellness portion of the General Plan Update Current Conditions Report (2010) and Public Health White Paper (2011) contain the detailed technical background information that provides the foundation for the goals and policies of the Public Health Element.

After this introduction, the Public Health Element is organized into two main parts:

- II. Current Conditions
- III. Goals and Policies

The current conditions section provides a summary of the existing public health influences in the community. The goals and policies section is based on opportunities and objectives identified by the community to guide programs and decisions to promote the overall health and well-being of the community. The Public Health Element should be used in conjunction with other elements of the General Plan to create a comprehensive approach to improving health outcomes in the community. These goals and policies are specifically concerned with becoming a health leader; complete neighborhoods and access to goods, food and services; environmental health; safe and active transportation systems; and supportive social services and facilities.

public health

related general plan goals and policies



Goals and policies contained in a number of other elements also support many of the goals and policies included in the Public Health Element. Conversely, this Element contains goals and policies supported by other elements. A number of goals and policies in the Circulation Element focus on complete streets implementation and increasing opportunities for walking and biking as a form of transportation. Goals and policies that seek to promote physical activity work hand in hand with the Parks, Recreation and Public Facilities Element. Similarly, environmental health goals and policies of this Element cannot be implemented without closely consulting the Public Safety and Resource Management elements. The Element Relationship Matrix (Table PH-1) identifies key topics in the Public Health Element and how they relate to the rest of the General Plan.

TABLE PH-1: ELEMENT RELATIONSHIP MATRIX

| Public Health Topic Areas | Land Use and Community Design | Housing | Circulation | Resource Management | Public Safety | Parks, Recreation and Public Facilities | Noise |
|---|-------------------------------|---------|-------------|---------------------|---------------|---|-------|
| City as a Health Leader | X | X | X | X | X | X | X |
| Complete Neighborhoods and Access to Goods and Services | X | X | X | | | X | |
| Environmental Health | X | X | | X | X | | X |
| Safe and Active Transportation System | X | | X | | | X | |
| Supportive Social Services and Facilities | X | X | | | | X | |

related plans and programs

California Coastal Act. The California Coastal Act of 1976 was enacted to protect and maintain the overall quality of coastal environments and resources. The California Coastal Commission regulates development within portions of the Coastal Zone and oversees planning and land use efforts along the entire coastline. Every city within the Coastal Zone is supposed to prepare a Local Coastal Program (LCP). The Coastal Commission has prepared guidelines designed to assist local governments and Coastal Commission staff implement Coastal Act provisions. The City of Encinitas LCP was effectively certified by the California Coastal Commission on May 11, 1995 and the City assumed Coastal Permit authority on May 15, 1995. The City's LCP has two parts, a Land Use Plan and an Implementation Plan.

Local Coastal Program. Approximately two-thirds of the city is located within the Coastal Zone (see General Plan Introduction Figure I-3) and falls under California Coastal Commission jurisdiction. In compliance with the Coastal Act, the City has adopted and implemented a Local Coastal Program (LCP). The LCP Land Use Plan contains the City's policies related to coastal resources. The LCP Implementation Plan contains zoning ordinances and development related standards, zoning maps, specific plans and other implementing actions such as special zone overlays for sensitive resource areas. The LCP is included within the General Plan as well as other provisions of the municipal code and specific plans. The goals of the LCP are to protect, maintain and enhance the Coastal Zone environment; ensure balanced utilization and conservation; maximize public access to and along the coast; prioritize coastal dependent and related development; and encourage coordinated state and local initiatives to implement beneficial programs and other educational uses.

Complete Streets Act (Assembly Bill 1358). The Complete Streets Act of 2008 seeks to ensure that the transportation plans of California communities meet the needs of all users of the roadway including pedestrians, bicyclists, users of public transit, motorists, children, the elderly and the disabled. The concept seeks to ensure that all residents, regardless of their mode of travel, are provided with an opportunity to use the circulation network. AB 1358 requires cities, upon revision of the circulation element of their general plan, to identify how the jurisdiction will provide for the routine accommodation of all users.

City of Encinitas Bikeway Master Plan. The Bikeway Master Plan (BMP) identifies the location of bikeway facilities throughout the city and establishes bikeway facility standards consistent with the City's General Plan and the State of California Streets and Highways Code. The BMP specifies a mix of bicycle paths, lanes and routes, proposing approximately 45 additional miles of bike facilities to complement Encinitas' existing 19.9 miles of bikeway.

City of Encinitas Recreation Trails Master Plan. The Encinitas Trails Master Plan identifies a network of existing and proposed recreational trails within the city. Once completed, the trail system will include roughly 80 miles of trails. The Plan sets forth goals and objectives to guide the City as it plans and implements its trails system. The Plan also includes path and trail standards, methods for acquiring trails, including cost estimates, and a plan focused on the system's long-term management and maintenance.

A Healthy, Safe and Thriving San Diego County. Health Strategy Agenda: Building Better Health. In July 2010, the San Diego County's Health and Human Services Agency prepared the Health Strategy Agenda to outline the goals and strategies through which the County will integrate and change the way health and social services are delivered. The four major themes are to: build a better system, supporting healthy choices, pursue policy changes for a healthy environment and improve culture from within.

San Diego County Childhood Obesity Initiative Action Plan. San Diego County Childhood Obesity Initiative Action Plan was written by a coalition of non-profit and government partners. It sets forth recommendations for policy, environmental and system changes within San Diego County and in the community to reduce childhood obesity.

Communities Putting Prevention to Work / Healthy Works. Healthy Works is a countywide initiative making systems and environmental changes promoting wellness. The County partnered with the San Diego Association of Governments (SANDAG) to implement several initiatives, including the Healthy Communities Campaign and Safe Routes to School. Developing a stand-alone Public Health Element is a Healthy Works program made possible by funding from the U.S. Department of Health and Human Services, through the County of San Diego and SANDAG.

Hazardous Waste Management Plan (HWMP). Pursuant to State Assembly Bill 2948, Tanner (1986), the San Diego region, with the participation of the City of Encinitas, has prepared a comprehensive Hazardous Waste Management Plan. The San Diego regional HWMP has been approved by the State and must be implemented by actions of various jurisdictions and agencies in San Diego County. The HWMP has several goals related to the effective management of hazardous wastes: to reduce the amount of hazardous wastes produced in the region, to recycle and safely reuse such wastes, to further reduce their volume, and to provide for the safe treatment and storage of the amounts of hazardous wastes which must be produced. To accomplish these goals a broad variety of programs are established under the HWMP. Among these are requirements for the City to participate in the screening of land uses which may produce hazardous wastes and the enactment of zoning regulations dealing with facilities which store or treat hazardous wastes.

In order to ensure the public safety and in accordance with Section 25135.7(c) of the California Health and Safety Code, the City of Encinitas has established Chapter 30.57 of the Zoning Code to ensure that the City's locational and siting criteria under zoning for hazardous waste facilities are consistent with regulations found in the approved County HWMP.

In addition, the City will facilitate the screening of businesses for the use of hazardous materials in relation to criteria for such use as determined by the HWMP and the Hazardous Materials Management Division of the County Health Department. The City maintains on file a copy of the current San Diego regional HWMP.

County Department of Environmental Health (DEH). The DEH is the responsible agency to oversee the remediation of the pesticides when found on agricultural land at the time it converts to another use. A voluntary assistance plan is adopted by the DEH. They also review the final remediation program and issue a closure report.



current conditions

This section presents a summary of the existing conditions related to public health in Encinitas including an overview of health and planning, recent health trends, walkability, housing, parks, healthy food access, social connections, and access to health care. This section provides a baseline of existing conditions in the city to help users of the General Plan and the public at large understand the context of the goals and policies.

the connection between health and planning

The places where people live, work and play profoundly shape the health of a community. Transportation options, accessible parks, pedestrian crosswalks, the availability of healthy food options, the prevalence of unhealthy food, and real or perceived levels of crime and safety are a few examples of physical indicators that provide a framework for our community, sculpt our daily routines, impact our choices, and ultimately affect our health and longevity. In recent years, public health professionals are rediscovering the impact of planning on public health. Collaborative work between community members, city planners and public health professionals can help strategically develop spaces and systems for safe and healthy human activity.

A growing body of evidence supports the idea that urban form and design have a strong impact on the public's health. Since 1980, obesity has doubled to more than one-third of the population and the prevalence of Type 2 diabetes has also doubled. Increasing rates of these chronic conditions in the U.S. have paralleled lower levels of physical activity, auto-dependence and consumption of foods high in calories and low in nutrients.

Land use and planning decisions play a role in determining community members' behavioral and lifestyle choices that ultimately impact their health and well-being. The quality of the pedestrian or bicycle environment, such as sidewalks, bicycle lanes, signals and crosswalks, can impact a resident's decision to walk or bike, which in turn influences physical activity levels. Similarly, neighborhood parks and open space provide an avenue for increased physical activity. Access to full-service grocery stores and farmers' markets is also correlated with improved consumption of fruits and vegetables. The physical presence and distribution of health care providers and facilities influence how easily people can access health care. Poor mental health is associated with a number of factors related to planning, including long commute times, exposure to crime, lack of transportation choice and lack of access to public spaces. Furthermore, urban design and maintenance can contribute to or decrease levels of crime and perceptions of pedestrian comfort and safety. Addressing public health in the General Plan update acknowledges the profound effects of the built environment on community health and provides an opportunity to improve health outcomes, support healthy lifestyle choices and sustain public well-being.

citywide health statistics leading causes of death

San Diego County's Health and Human Services Agency (HHSA) divides the county geographically into six regions for measuring population health status and outcomes. Encinitas is part of the North Coastal region, grouped with Carlsbad, Vista, Oceanside and Pendleton. Overall, 27 percent and 24 percent of all deaths in the North Coastal region are attributed to heart disease and cancers, respectively. Deaths from heart disease are slightly higher in the North Coastal region than in San Diego County (24.5 percent) but lower than state levels (28.8 percent); however, deaths from cancers are lower in the North Coastal region than both the county (24.3 percent) and the state (30.1 percent). Deaths attributed to Alzheimer's disease, stroke and influenza are slightly higher in the North Coastal region than in San Diego County but are still lower than the percentages for all California. Deaths from chronic lower respiratory disease are on par with county and state levels.

rates of obesity and overweight

Evidence demonstrates that risk of cancer, heart disease, stroke and Alzheimer's (four of the five top leading causes of death in the Encinitas region), as well as diabetes, can be decreased by avoiding obesity or overweight through lifestyle and behavior changes such as increased physical activity and reduced consumption of foods high in calories, sugar and fat. Adult obesity in the North Coastal region has increased from 16 percent in 2005 to 20 percent in 2007, corresponding to the county increase from 18 percent to 22 percent and state increase (21 percent to 23 percent). Data from previous years for the North Coastal region was not available; however, this sharp increase follows the historical trajectory of the state's obesity crisis. Moreover, nearly half of all teens and adults in the North Coastal region are currently obese or overweight (47.5 percent). This is slightly lower than in San Diego County and California, 49.9 percent and 52 percent respectively, but still represents half of the teen population.

TABLE PH-2: OBESITY TRENDS (PERCENTAGE OF ADULTS WITH BODY MASS INDEX GREATER THAN 30)

| Region | 2005 | 2007 |
|---------------------------------------|------|------|
| North Coastal Region (inc. Encinitas) | 16% | 20% |
| San Diego County | 18% | 22% |
| California | 21% | 23% |

Source: California Health Interview Survey. CHIS 2005 & 2007 Adult and Teen Source File [computer file]. Los Angeles, CA: UCLA Center for Health Policy Research, January 2007.

neighborhood walkability and amenities

One factor that determines physical activity levels is the distance between home and other neighborhood amenities, including place of work. If this distance is perceived as “walkable” (safe, pleasant and distance-appropriate), residents may be more likely and willing to walk to those amenities. A distance of a quarter mile is a commonly cited threshold for how far most people are willing to walk for neighborhood services, while many people are willing to walk up to a half of a mile or kilometer (0.6 mile) for work or access to regional transit. If the pedestrian realm is visually pleasant, stimulating and safe, then people will walk further. Many factors contribute to a neighborhood’s real or perceived walkability. Land uses; pedestrian facilities such as lighting and benches; commercial services; urban design; and residents’ perceptions of safety, distance and relative need for goods and services are some indicators that may promote or impede the decision to walk, rather than drive. Residents of higher density, mixed-use areas make fewer vehicle trips and drive fewer miles than residents of lower density, more single-use areas. In a comprehensive study of transportation, land use, air quality and health, researchers found that when many destinations are near the home and there is a direct path to get there, people are more likely to engage in active transportation for at least 30 minutes on any given day.

housing

Households who earn lower incomes and have less money available for basic living needs are often forced to reconcile between one need or another. The lack of housing altogether also threatens population health, especially for migrant and immigrant workers. Depressed residential stability, measured by number of times moved, is also associated with reduced quality of housing and

reduced health outcomes. Relative to housing-related health, housing is considered “affordable” when housing costs consume no more than 30 percent of household income. According to 2005-2009 American Community Survey estimates, Encinitas renter households spend approximately 29.6 percent of their income on housing, compared to 24.3 percent spent by all San Diego County renters. Encinitas homeowners spend 54.3 percent on housing, compared to 39.8 percent of county homeowners.

Substandard housing conditions can impair residents’ health and development, especially for vulnerable populations such as children and the elderly. Average U.S. children spend 80 to 90 percent of their time indoors, and a healthy indoor home environment is essential for children’s normal development. Research has demonstrated that poor housing conditions have an impact on health of the residents who reside there. For example, deteriorating housing conditions, such as leaks, holes in the walls, floors and ceilings, and the presence of dust, cockroaches and other allergen-emitting pests are significantly associated with asthma symptoms, especially in lower income households. Also, in the U.S., more than 17 percent of low-income children have blood lead levels above the allowable limit, and children with higher blood lead concentrations score significantly lower in arithmetic and reading scores compared to children with low blood lead concentrations. Inadequate home insulation, warmth and cooling can lead to mold and humidity-related allergen sensitizers, as well as impair immune response and the ability to fight illness during cold winter months. Without adequate ventilation, air pollutants, especially total volatile organic compounds (TVOC), formaldehyde (HCHO) and biological contaminants, have the opportunity to coagulate in a single space and have been shown to increase allergic reactions and asthma episodes.

The most concerning housing-related health risk is not having any home at all. Homeless persons have much higher death rates than the general population and homeless children suffer from emotional and psychological problems as well as academic challenges in school. The Regional Task Force (RTF) on the Homeless of San Diego County conducts annual point-in-time homeless counts. The January 28, 2011 count included both sheltered and unsheltered homeless persons. The RTF estimates that Encinitas has 184 homeless community members (50 sheltered and 134 unsheltered). Approximately 2.1 percent of all homeless persons in San Diego County live in Encinitas, whereas Encinitas comprises about 1.9 percent of the total county population.

parks and recreation

People who live within walking distance (a quarter mile) of a park are 25 percent more likely to meet the Surgeon General’s minimum weekly exercise recommendation of 30 minutes three times a week. Encinitas has a number of wonderful opportunities for outdoor recreation and physical activity. The City owns, operates and/or maintains approximately 326 acres of parkland, 94 acres of habitat/open space and 48 acres of beaches. The city also has 40 miles of recreation trails. There are also a number of private parks owned by various home owners associations (HOAs) in the city.

Thirty-three percent of Encinitas residents live within a quarter mile of a public park without pedestrian barriers which include unsafe railroad crossings, the I-5 freeway and roads with a posted speed limit above 40 miles per hour. This percentage could be increased with improved pedestrian access to parks. Regardless of the poor proximity, based on a 2011 Public Health Element survey, 85 percent of youth survey respondents, 80 percent of citywide survey respondents and 63 percent of senior survey respondents reported visiting a park in the past 30 days. However, the quality of parks in Encinitas could be improved to accommodate a range of ages and abilities and to increase general use of parks on a more regular basis. Fifty percent of citywide survey respondents and 40 percent of senior survey respondents feel that the quality of recreational opportunities in Encinitas is better than in other cities.

TABLE PH-3: ACTIVE PARK ACCESS

| Community | Acres of City-Owned Active Parkland | 1/4 Mile Access to an Active Park without Pedestrian 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% |
| Citywide | 139.73 | 8,277 | 33.25% | 19,452 | 32.71% |

Notes:

- Cardiff acreage includes the future 42 acre community park.
- Pedestrian barriers include the railroad tracks, the I-5 and streets with a posted speed limit above 40 mph.

healthy food access

Since Encinitas has higher incomes and lower rates of poverty than county or state levels, it faces fewer food access challenges than are faced by other cities (such as a lack of grocery stores, poor quality grocery stores or the proliferation of liquor stores and fast food restaurants). Nevertheless, overconsumption of high calorie, low nutrient foods combined with low levels of physical activity are primary risk factors for five of the top ten leading causes of death in Encinitas and in California as a whole. Most areas of Encinitas are well served by the 11 full service grocery stores, including large chain vendors as well as locally owned and small grocery stores. This equals about 1.7 full service grocery stores per 10,000 residents. When including all healthy food retail establishments, which include produce stores and farmers' markets, Encinitas has 16 healthy food retail establishments, which comes to 2.66 stores per 10,000 population. Generally, more than one grocery store per 10,000 residents is considered "well served." Sixty-nine percent of Encinitas households are located within one kilometer (0.6 miles) of at least one of the 16 healthy food sources in town (compared to 59 percent in San Diego County). Healthy food access could increase through improvements to the pedestrian, bicyclist and transit environment.

Supplemental government food programs such as SNAP/CalFresh (food stamps) and Women, Infants and Children (WIC) provide low-income families with increased access to healthy foods. However, not all stores accept these food vouchers. Of the 21 total food retail establishments that accept CalFresh in Encinitas, less than half of them (ten) are considered "healthy" food retail. Many of the non-healthy CalFresh vendors include large chain pharmacies. Additionally, many families who are eligible to receive assistance are not enrolled. Less than 14 percent of households in Encinitas eligible for food stamps are enrolled in the SNAP/CalFresh programs.

social cohesion and participation

Poor social ties and networks and poor mental and behavioral health are associated with a number of factors related to planning, including long commute times, exposure to crime, lack of transportation choice and lack of access to public spaces. Social capital, often characterized by level of neighborhood

trust and community participation, is associated with many physical and behavioral health benefits. Research has demonstrated that communities with high rates of civic engagement have lower crime rates and lower incidence of chronic conditions. Social participation has also been found to be one of the strongest predictors of physical activity levels. Research suggests that measures to improve social capital and reduce crime in certain communities might be important in lowering the prevalence of lifestyle-related diseases and conditions, such as obesity and cardiovascular disease.

Based on 2007 CHIS results, North Coastal residents experienced average levels of mental health and above average levels of social capital. The vast majority of North Coastal residents reported feeling safe in their neighborhoods all of the time (73 percent), compared to 65 percent for the county. The remaining North Coastal residents reported feeling safe most of time (23 percent) and a small minority felt safe some or none of the time (1.5 percent and 1.4 percent). In terms of mental health, in 2005, 21 percent of North Coastal residents received or needed professional help for emotional or mental problems, similar to the county average of 20 percent. In 2007, only nine percent of residents likely had a psychological distress in the past year, and only three percent in the past month (same for county). Furthermore, about 17 percent of North Coastal teens are at risk for depression, and 12 percent of teens experienced 14 or more days of poor mental health in the past month. County averages for these measures are slightly different at 22 percent and 10 percent, respectively.

If people feel that they can depend on their friends and neighbors in times of need, the assurance of feeling that they have a safety net can reduce chronic stress which weakens the immune system. In Encinitas, 64 percent of all 2011 citywide survey respondents said their neighbors are willing to help each other at least most of the time.

When residents are engaged in the public decision-making process, they feel more of a sense of control both in their personal and physical environment. According to the San Diego County Registrar of Voters, Approximately 72 percent of registered voters in Encinitas voted during the November 2010 Governor election compared to 64 percent in San Diego County overall. Additionally, 58 percent of people over 18 years old in Encinitas voted during the November 2010 Governor election compared to only 39 percent in San Diego County.

TABLE PH-4: VOTING RATES

| Community | Pop. ≥18 Years Old | Registered Voters | Voted in Nov. 2010 Election | % of Registered Voters who Voted in the 2010 Gov. Election | % of ≥18 pop who Voted in the 2010 Gov. Election |
|------------------|--------------------|-------------------|-----------------------------|--|--|
| Encinitas, CA | 47,233 | 37,730 | 27,467 | 72.80% | 58.15% |
| San Diego County | 2,371,145 | 1,442,161 | 926,363 | 64.23% | 39.07% |

Source: San Diego County Registrar of Voters.

access to healthcare

Access to health care and behavioral health services is an important determinant of health and disease prevention, and increased access is very likely to improve overall public health. Preventive measures (such as screening for common health problems like diabetes and respiratory illnesses, dental care and vaccinations) have been shown to reduce the incidence and severity of illnesses and are often less expensive than care once someone has become sick.

The level of access to health care services in a community is determined by three major factors: 1) the presence or absence of medical service providers, 2) the affordability of those services to community members, and 3) proximity and transportation service to health care facilities. At the same time, the positive effects of being close to a health care facility are limited if residents cannot afford services or insurance, or if they do not receive appropriate preventive care. For this reason, overcoming socio-economic barriers is an important companion to better physical distribution of health care facilities. This may be achieved by providing affordable primary clinics or preventive clinics, providing affordable emergency medical services, assisting residents in accessing programs and services offered by non-profits or other government entities, providing insurance or subsidy programs, attracting high quality health care professionals, or attracting other programs or resources to the city.

Overall, a strong majority of North Coastal (including Encinitas) residents reported having insurance (86 percent, 2007), a place to go when they are sick or need health advice (85 percent, 2005) and had a doctor/HMO/Kaiser as their usual source of care (66 percent, 2005). Some of the population visits a community clinic as their primary care source (19 percent, 2005), and some have difficulty understanding written information from a doctor's office (11 percent, 2007). In 2007, nearly 84 percent of the population had visited a doctor's office

in the last year and about 20 percent had visited an emergency room in the last year. Scripps Memorial Hospital, located in the heart of Encinitas, represents the only trauma center, emergency department and medical hospital in the city and offers 138 beds and 550 physicians. Based on the city's 2010 population of 59,518 residents, there are 2.32 hospital beds per 1,000 persons. San Diego County has a supply of 2.0 available hospital beds per 1,000 persons. The state has an average of 2.1 beds.

goals and policies



Public health and well-being is a universally important issue affecting all aspects of society. Similarly, health-related influences have the potential to shape a healthier landscape (both physically and environmentally). The goals and policies contained in this Element focus on creating a physical, social and economic environment that protects and improves behavioral and physical health. Other policies focus on improving health behaviors and outcomes for all Encinitas community members and focus on reducing health disparities among different subpopulations.

The Element's policies include a mix of programmatic and physical strategies that can be implemented over the course of the General Plan. Successful implementation of the goals and policies will require a coordinated and cohesive effort by local residents, businesses, developers and the City alike.

The Public Health Element goals and policies are organized under the following five overarching topics:

- City as a Health Leader
- Complete Neighborhoods and Access to Goods and Services
- Environmental Health
- Safe and Active Transportation System
- Supportive Social Services and Facilities

city as a health leader

While individual health choices and behaviors are critical in determining health outcomes, healthy institutions and leadership that intentionally considers health can provide crucial support for improved health. When local agencies take an active role in health promotion and education and consider health impacts of policy decisions, residents and businesses often feel supported and follow by example. This section provides goals and policies to help the City define and expand its role in the community and set the standard as a health leader.

GOAL 1: Be regionally known as a “healthy city” and be a leader by setting the standard to have a positive effect on health and modeling best practices in the community health field.

Policies

1.1 Health of Community Members. Make it a City priority to maintain and improve the overall health conditions of Encinitas.

1.2 Preventative Health. Promote preventative health care and behaviors as the ideal means of improving health outcomes.

1.3 Healthy City Reputation. Actively address public health related issues in order to maintain a high quality of life standard. Work with and create partnerships with organizations and health advocacy groups to publicize and promote City policies, programs and activities that improve physical activity, behavioral health and food environments.

1.4 Health in All Policies. Create a “health in all decisions” policy whereby Commissions and City Council consider health impacts in all decision-making. Utilize methods and tools, such as a health impact assessment, by which a program or project may be evaluated as to its potential effect on public health outcomes.

1.5 Health in All Operations. Encourage all City departments, programs and facilities to consider and integrate public health goals into their daily operations, to the extent feasible.

1.6 City Commissions. Expand the role of a Commission to advise the Council on the implementation of the Public Health Element and other health-related issues.

1.7 Wellness Programs and Health Events. Host, sponsor and/or organize citywide public health events such as health fairs, senior fairs, youth fitness programs, speakers, competitions, lectures and/or workshops. Make it easier for non-profits and private/public institutions to host or participate in such events by reducing barriers such as administrative event paperwork and/or costs.

1.8 Workplace Wellness. Promote the health and well-being of City employees through workplace wellness programs and policies.

1.9 Health Inequities. On an ongoing basis, identify and address health inequities in Encinitas (e.g., unjust barriers that result in differences in environmental conditions and health outcomes) and strive to provide a high quality of life for all residents, regardless of income, age or ethnicity.

1.10 Healthy Food in Public Facilities and at Public Events. Provide healthy food and beverage options to community members and City staff in City facilities and at City-sponsored events, such as vending machines, snack bars, park concession stands, and food and beverages served at meetings and events. Develop a healthy vending machine policy for all public facilities.

GOAL 2: Support community health collaboration, education and communication.

Policies

2.1 Health Promotion Incentives. Incentivize health advocates and/or related groups to participate at City-sponsored events (i.e., waive booth fees at fairs, etc.).

2.2 Health Education. Continue to define, promote and educate the public about the links between public health behaviors and outcomes and the built environment. Promote sustainable best practices relating to businesses, schools and other public facilities by showcasing such stewardship in demonstrations, educational events and workshops.

city as a health leader

2.3 Learn from Your Neighbor Program. Support other communities and agencies taking the initiative to promote healthier work, play and living environments and/or facilities. To the extent feasible, collaborate with health agencies (both non-profit and for-profit) and create partnerships to learn from each other and address areas or services in need.

2.4 Health Resources Hotline. Partner with a community group and/or the County to create a health hotline and/or website that gives updated communication on health related issues and resources to address them.

2.5 Collaboration. Collaborate with the San Diego County Health and Human Services Agency and/or other interested agencies) to systematically collect, track and analyze community health data, as well as other socio-economic or environmental data. Seek opportunities to analyze correlations and connections between environmental conditions and health behavior.

2.6 Mapping Health Resources. Create, distribute and publicly display a map or a series of maps that depicts health and fitness centers and other important healthy living facilities in the city.

2.7 Monitoring Health. Create or build on existing quantitative and/or qualitative indicators to monitor the impact of the Public Health Element's implementation.

complete neighborhoods and access to goods and services

Encinitas residents take pride in their distinct and diverse neighborhoods. Each neighborhood offers a different mix of housing types, physical character, recreational opportunities, and mix of commercial and retail goods and services. Throughout the General Plan update planning process, residents expressed a strong desire to have improved walking and bicycling access to get around and meet day-to-day needs (e.g., to local foods, retail services, banks/credit unions, pharmacies and entertainment, etc.). Neighborhoods that have a diverse mix of land uses can help reduce vehicle miles traveled and increase walking and bicycling. In general, walking and biking to destinations can provide an increase in physical fitness, social cohesion and actual and perceived public safety, among other benefits. Healthy eating is also one of the strongest determinates of almost every health outcome. Many residents have a strong interest in growing local healthy food, which is reflective of Encinitas' agricultural history, its wonderful climate and understanding of the health benefits. The following goals and policies provide strategies to improve access to healthy food (retail and locally grown), increase neighborhood-serving land uses, and design the public realm to encourage more walking and bicycling.

GOAL 3: Create a land use and urban design pattern that results in complete neighborhoods and encourages physical activity and promotes healthy living.

Policies

3.1 Health in Planning Decisions. Make land use and design decisions that promote positive health outcomes in the city such as vibrant and livable neighborhoods, a diverse mix of uses, healthy and nutritious food access, reduced air pollution, physical activity, complete streets, and more local jobs for Encinitas residents.

3.2 Development Project Checklist. Create a land development review checklist to analyze the health impacts of development proposals; integrate it into the approval process in order to ensure that new development projects enhance public health outcomes.

complete neighborhoods and access to goods and services

3.3 Parks and Recreation. Consistent with the goals and policies of the Parks, Recreation and Public Facilities Element, improve existing parks and open space facilities and expand recreational programs as a means of improving the health of Encinitas residents. Active play structures and/or amenities should be designed to accommodate a range of ages and abilities. Incorporate improvements which allow people to spend more time at parks, such as water fountains and restroom facilities, into more parks.

3.4 Joint Use with Schools. Consistent with joint use and facility distribution related policies of the Parks, Recreation and Public Facilities Element, create and/or expand joint-use agreements with school districts and private schools to open school properties for public use during non-school hours in order to expand opportunities for physical activity in neighborhoods and/or allow appropriate community gardening opportunities to increase nutritional use of community spaces and access to local, healthy foods.

3.5 Recreation Centers. Consistent with the goals and policies of the Parks, Recreation and Public Facilities Element, strive to locate more public and private health clubs and recreation centers in Encinitas and explore regulatory or financial incentives for such uses in the Zoning Code and development approval process.

GOAL 4: Support the creation of diverse, affordable and high-quality housing.

Policies

4.1 Lifecycle Housing. Support lifecycle housing to provide housing accommodations or living arrangements for persons of all ages and abilities to age in place and remain part of the Encinitas community.

4.2 Housing Diversity. Provide a greater diversity and range of housing by location, tenure, type of unit and price level throughout the city and within each of the five communities. Implement the goals and policies in the Housing Element that encourage diverse and affordable housing.

complete neighborhoods and access to goods and services

4.3 Farmworker Housing. Educate growers about the need for safe and affordable farmworker housing and work with local growers to increase the supply of farmworker housing in Encinitas, consistent with the agriculture policies of the Resource Management Element.

4.4 Overcrowding. Strive to reduce conditions of overcrowding in Encinitas and recognize that overcrowding conditions (in schools, on utilities, etc.) increases stress levels on health infrastructure.

4.5 Mobile Home Park Environmental Checklist. Create a mobile home park checklist to assess exposures, knowledge and actions related to indoor health-related triggers.

4.6 Senior Housing and Assisted Living. Encourage, promote and prioritize senior housing and assisted living services throughout the city, especially in walkable areas well-served by transit and close to commercial goods and services. The City shall ensure that information on senior housing, assisted living and affordable housing programs is readily available throughout the city.

4.7 Housing Costs. Recognize that high housing costs in Encinitas place a disproportionate burden on lower income families and that this impacts the health of lower income households. Take steps to reduce housing cost burdens on Encinitas residents through a variety of actions including:

- Implementing the Housing Element of this General Plan, particularly the programs and policies that address affordable housing.
- Actively encouraging more landlords to participate in rental assistance programs, such as the Housing Choice Voucher Program.
- Supporting the development of affordable housing in close proximity to services, transit and employment opportunities.
- Prioritizing the creation and retention of workforce housing in the city, including for farmworkers, service workers, students and young professionals.

complete neighborhoods and access to goods and services

4.8 Integrated Affordable Housing. Strive to create mixed income neighborhoods by integrating affordable housing with market rate housing, avoiding concentrations of below market-rate or subsidized housing in any one area of the city.

GOAL 5: Provide opportunities for community gardens and local food production.

Policies

5.1 Local Food Production. Make land use and policy decisions that support local commercial food production on agricultural land in Encinitas. To the extent feasible, assess and plan for local food processing and distribution needs to connect local agriculture to markets, such as retailers, restaurants, schools, hospitals and other institutions.

5.2 Community Gardens and Edible Spaces. Create a network of community gardens, edible spaces and parks throughout Encinitas with the long-term goal of providing sufficient garden and edible spaces for residents to increase nutritional access and/or space to accommodate outdoor physical/leisure activities. Where feasible, locate these spaces in areas that can be easily accessible to serve as a focal point or community meeting place for one or more neighborhoods.

5.3 Community Garden Study. Conduct a study to identify and prioritize locations, including City-owned property and vacant private property, for potential year-round community garden sites. As part of the study, identify one or more funding sources for the community gardens and develop a management structure for the long-term operation and maintenance of the community gardens. To the extent feasible, the suitable site inventory should include a database that categorizes the on-site soil composition and the characteristics of the physical and chemical soil properties.

5.4 HOA Gardens. Encourage HOAs to set aside land for community garden plots within the common areas of subdivisions or developments and work with HOAs to update Covenants, Conditions and Restrictions (CC&Rs) to allow

complete neighborhoods and access to goods and services

individual household gardening. Encourage HOAs to establish and host annual educational programs to provide continuing education to resident participants.

5.5 Zoning for New Community Gardens. Adopt zoning regulations that establish community gardens in appropriate locations, and set forth basic regulations for community gardens, such as creation, maintenance and operating rules.

5.6 Community Kitchens. Support the development of community commercial kitchens that allow residents to pursue micro-enterprise and small business opportunities that increases access to healthy foods.

5.7 Community Garden and Composting Education. Create a community garden toolkit that provides guidelines, needed resources and information regarding community gardening and composting to educate the general public on how to grow edible or ornamental plants. Consider hosting demonstration or lecture events on community plots or in community kitchens and/or include classes on community gardening and composting in Parks and Recreation programming.

5.8 Gardening Tools and Resources. Organize a garden-tool lending program, backyard garden bounty exchange program and/or educational workshops on urban agriculture.

5.9 Garden Bonus. Consider development incentives for development projects that provide public community gardens. Support federal and state low-income housing tax credit laws that support healthy planning initiatives including community gardens.

5.10 Urban Farm or Horticultural Park. Support the creation of a community-run urban farm or horticultural park that provides a source of local food and educates residents on community food production or horticultural growing in general.

complete neighborhoods and access to goods and services

5.11 Urban Farm Financing. Pursue public and private partnerships and grant funding for community gardening opportunities. To the extent feasible, prepare an economic incentive program and/or provide other incentives to organizations that develop and run publicly accessible urban farms.

5.12 Edible Landscapes. Seek opportunities to create resilient and diverse edible landscapes that can co-exist with the urban forest in appropriate locations in Encinitas. Edible landscapes could be on public property, such as parks, or in public rights-of-way so long as the edible landscapes do not negatively impact the pedestrian experience or create unsafe environments for residents and vehicle occupants. Initially start with a pilot program at an appropriate location that creates an engaging space for local residents and helps build community and reconnect people with natural cycles by growing food. Actively build on successful pilot projects, to the extent feasible.

5.13 Rooftop Gardens. Support the development of rooftop gardens on new and renovated buildings and encourage businesses to implement vertical park spaces to convert unused rooftop spaces to nutritional gardens. As needed, modify zoning and building standards to allow rooftop gardens (or vegetated/green roofs). Consider criteria such as rooftop gardens counting towards open space requirements and height exemptions.

5.14 Regulatory Barriers. Remove regulatory barriers to gardening and urban farming, including modifying the Zoning Code, to conditionally permit these activities on private property in all zones.

5.15 Organic Gardening and Farming. Support community gardens, edible schoolyards and edible landscapes and promote sustainable and organic farming practices in order to protect human health and the natural environment (e.g., no spray or chemical free farming practices).

5.16 Edible School Yards. Partner with schools and other organizations to continue “edible school yards” and sustainable gardening programs at all schools within the City of Encinitas. To the extent feasible, increase access to healthy foods and promote healthy eating by encouraging on-site food swaps or cooking classes, and/or by selling grown food at farmers’ markets to provide educational opportunities to learn about farming and selling.

complete neighborhoods and access to goods and services

GOAL 6: Improve access to healthy food retail for all residents.**Policies**

6.1 Regional Support for Healthy Foods Access. Support initiatives to promote the development of a healthy regional food system. Also support state or regional efforts to expand acceptable payment options at food retail outlets, including low-income or service related food benefit voucher programs.

6.2 Year-Round Farmers' Markets. Support the creation of new farmers' markets in the city with the goal of having year-round farmers' markets three times per week and in a variety of locations throughout the city to increase awareness and accessibility.

6.3 Community Supported Agriculture. Support community-supported agriculture (CSA) programs for consumers to buy local, seasonal food directly from a farmer on a weekly/monthly basis to support local farming operations and to support universal access to healthy foods (and accommodate those not able to attend farmers' markets).

6.4 Healthy Food Retail. Support education campaigns to inform food retailers and institutions that serve food to residents about healthy food options and smaller portion sizes. Encourage and provide incentives for healthy food retail establishments (including full-service grocery stores, farmers' markets, fruit and vegetable markets, and small markets where a majority of food is healthy) to locate in Encinitas. Recognize food retailers and outlets in setting goals for local procurement.

6.5 Food Access. Strive for the majority of residents to be in close proximity to a supermarket or other healthy food retail establishment, consistent with the balanced and compatible land use policies of the Land Use and Community Design Element. Underserved areas should be considered for edible landscapes, community gardens, urban farms and the like.

6.6 Food Labeling. Support California's current chain fast food restaurant menu labeling law and encourage non-chain restaurants in Encinitas to provide nutrition facts.

complete neighborhoods and access to goods and services

6.7 Food Education. Create and/or support public education programs about healthy and unhealthy food options.

GOAL 7: Increase the number, distribution and quality of childcare facilities throughout the city.

Policies

7.1 Development of New Childcare. Encourage the development of a range of childcare facilities to meet the needs of Encinitas residents, consistent with the balanced and compatible land use policies of the Land Use and Community Design Element. Facilities include family day care homes and public and private daycare centers.

7.2 Childcare Demand. Work with local and regional agencies to assess childcare supply and demand in Encinitas and implement programs to address childcare shortfalls.

7.3 Childcare Distribution. Encourage childcare facilities to be distributed throughout the community in such a way that they are available and proximate to the majority of residents.

7.4 Increased Services through Collaboration. Collaborate with parents, youth, schools, libraries, businesses, non-profit agencies, religious organizations, law enforcement and others to prioritize needs, and establish programs and services for children and youth. Encourage the school districts to continue and expand the provision of before and after-school care on or near school sites.

7.5 Healthy Childcare Services. Recognize that a healthy diet and adequate physical activity help facilitate a child’s learning, growth, development, and overall health and happiness. Encourage existing child day care facilities, day care centers (infant centers, preschool, etc.) and family day care facilities in

complete neighborhoods and access to goods and services

the city to address provider responsibilities related to health related considerations, such as healthy meals and snacks, as well as regular physical activity.

7.6 Childcare Wellness Policies. To the extent feasible, assist with the development, implementation and monitoring/review of local wellness policies in citywide child day care facilities, day care centers (infant centers, preschool, etc.) and family day care facilities. Through the use permit process for new child care facilities, consider requiring wellness policy programs to address physical activity programs and interdisciplinary nutrition education, and providing meals and snacks that are consistent with current guidelines established by the U.S. Department of Agriculture.

environmental health

Environmental health is a significant component to public health overall and is concerned with all aspects of the natural and built environment that may affect human health. This section includes goals and policies related to indoor and outdoor air pollutants, contaminated land or water and even toxic substances in everyday household items. While it may be impossible to eliminate all of these environmental health risks completely, efforts to clean up contaminated sites, eliminate toxic substances and protect air and water quality can have significant public health benefits.

GOAL 8: Protect community members from the harmful effects of pollution and hazardous materials, hazardous waste, and environmental contamination.

Policies

8.1 Pesticides on Agricultural Land. Create and periodically update a master database of local agricultural land, nurseries and greenhouses. To the extent feasible, include information on soil quality (e.g., pesticide contamination) and any other historic health related hazards so the City has accurate information to use when considering new development proposals or soil mitigation projects.

8.2 Agricultural Land Project Coordination. When an existing agricultural/greenhouse operation converts to another use, require pesticide/hazardous material analysis through the County Department of Environmental Health (DEH). Encourage property owners to coordinate with regulatory agencies concurrently with project design and development. A materials analysis (degree of contamination, scope of treatment, remediation and/or disposal measures) should be considered, initiated and documented in conjunction with the preliminary design, project review and construction. Develop a process to keep adjacent residents informed and protected throughout the stages of development, including the identification and remediation phases.

8.3 Healthy Habits in Community Gardening. Support, as relevant with the use of planning tools, the integration in food production and sustainability practices that promote clean water, healthy soils, healthy habits and ecosystems.

8.4 Home Use of Hazardous Materials. Encourage and educate residents and businesses to implement integrated pest management principles, reduce or discontinue the use of pesticides and herbicides, and reduce or discontinue the use of toxic cleaning substances. Promote alternative methods and products.

8.5 Pesticide Education to Businesses. Provide education to gardeners and landscape companies that do businesses in Encinitas about alternatives to and safer usage of toxic pesticides and herbicides.

8.6 Use of Hazardous Materials on Public Property. Reduce or eliminate the use of pesticides and herbicides that negatively impact human health on City properties – especially in parks and publicly accessible open spaces. In order to provide a greater level of protection for residents, consider adopting a notification and posting requirement ordinance for pesticide use in all public buildings and facilities in the city. Notification that pesticides, such as insecticides, fungicides or herbicides, are to be applied creates the opportunity to identify problems prior to spraying. A City ordinance may consider limiting when and what pesticides are used (e.g., restricting spray zones to non-play areas, prohibiting pesticide application when residents will be present, etc.).

8.7 Use of Hazardous Materials on Private Property. Encourage pesticide notification and posting for pesticide applications performed on private property to reduce or prevent harm and potential risks to adjacent properties, people or pets. Adjacent landowners may be able to adjust their schedules to accommodate spraying or pesticide use.

8.8 Household Hazardous Waste Collection. Increase awareness and educate the community about proper disposal/collection of leftover household products, especially those that contain corrosive, toxic, ignitable or reactive ingredients that are considered to be “household hazardous waste.” Require special care for disposal or collection of products, such as paints, cleaners, oils, batteries and pesticides that contain potentially hazardous ingredients.

8.9 Greener Waste Management Practices. Support on-going green waste recycling efforts and facilitate composting opportunities for Encinitas residents and businesses in order to reduce surface ozone pollution and offset

environmental health

greenhouse gas emissions and provide soil nutrients, consistent with the waste management policies of the Resource Management Element.

8.10 Green Cleaning in Public Buildings. Require that the City use green and non-toxic cleaning supplies in all public buildings. Encourage school districts, hospitals and local business within Encinitas to use green and non-toxic cleaning supplies.

8.11 Safe Dry Cleaning Facilities. Protect community members from the harmful health effects of non-environmentally friendly dry cleaning facilities:

- Promote and incentivize dry cleaning facilities that use environmentally-friendly cleaning processes;
- Avoid siting new sensitive land uses (schools, childcare centers and senior housing) within 300 feet of any dry cleaning operation. For operations with two or more machines, provide 500 feet. For operations with three or more machines, consult with the San Diego County Air Pollution Control District; and/or
- Encourage dry cleaning facilities to utilize and/or promote reusable garment bags.

8.12 Gasoline Dispensing Facilities. Avoid siting new sensitive land uses (schools, childcare centers and senior housing) within 300 feet of a large gas station (defined as a facility with a throughput of 3.6 million gallons per year or greater). A minimum 50-foot separation is recommended for other uses.

8.13 Proximity to Pollution Sources. To the extent feasible, 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) or near existing businesses that handle toxic materials. Where such uses are located in proximity to sources of air pollution or toxic materials, use building design, construction safeguards and technology techniques to mitigate the negative impacts of hazardous materials and/or air pollution on indoor air quality.

8.14 Regional Air Quality. To the extent feasible, develop and implement climate change-related policies of the Resource Management Element and Climate Action Plan to reduce the city's contribution to greenhouse gas emissions and make efforts to participate in programs to improve air quality in the San Diego region.

8.15 Surface and Ocean Water Quality. Protect, restore and enhance the quality of surface and ocean water to meet the needs of all users, consistent with the water quality protection and improvement policies of the Resource Management Element.

GOAL 9: Reduce the negative public health impacts of tobacco smoke.

Policies

9.1 Smoking Cessation Services. Ensure that information and services to quit smoking are readily available and accessible in Encinitas.

9.2 Tobacco Retail Licensing Fee. Explore a tobacco retail licensing fee that would allow more stringent oversight and enforcement of tobacco sales to minors.

9.3 Smoke-Free Public Events and Facilities. Ban smoking at outdoor public events and public facilities (farmers' markets, public parks and trails, community street fairs, etc.).

9.4 Second and Third-Hand Smoke Exposure. Educate landlords and property managers about the effects of second and third-hand smoke exposure in multi-family units and encourage them to include smoking policies in rental agreements. Connect property owners to resources and technical assistance programs if they want to ban smoking in their rental units.

environmental health

9.5 Tobacco Enforcement. Seek creative ways to expand and improve the enforcement of anti-smoking (and subsequent cigarette butt littering) regulations on beaches and any additional public space where smoking is illegal.

GOAL 10: Encourage healthy homes and businesses in Encinitas.

Policies

10.1 Healthy Building Materials. Encourage property owners pursuing new developments and home renovations to use low or non-toxic materials such as low-VOC (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.). Create healthy building material checklists and fact sheets that can be provided to property owners and contractors when applying for building permits.

10.2 Healthy Living Environments. Implement land use development techniques to ensure that adequate setbacks and/or building design/orientation provide and help create healthy indoor and outdoor living environments. Encourage new development to incorporate project design features to create defensible spaces and areas for play/leisure and interaction, maximize solar access, provide passive solar heating during cool seasons, and minimize heat gains during hot periods.

10.3 Mold and Lead Hazards Prevention. Partner with the County Health and Human Services Agency to provide education and technical assistance in reducing mold and lead hazards in homes.

safe and active transportation system

The transportation system has a broad influence on day-to-day activities and behavior. Active modes of transportation like walking and biking can integrate physical exercise into everyday life. As a result, complete streets and safe and active transportation can promote physical fitness and better health outcomes, even for those with busy schedules and limited time or inclination for formal exercise. Safety from accidents and injuries is a key prerequisite for a healthy transportation system, particularly for more vulnerable users like seniors, the disabled or children walking to school. It is important to remember that even motorists and transit riders start and end their trips as pedestrians. Rates of biking and walking can be improved with increased bicycle and pedestrian safety. Walking, biking, transit, car-pooling and clean air vehicles can also help reduce vehicle miles traveled and air pollution. The following goals and policies relate closely to the General Plan Circulation Element and should be implemented based on close consultation with both the Circulation Element and this document.

GOAL 11: Create a complete, multi-modal transportation system to increase opportunities for physical activity and a healthy environment.

Policies

11.1 Complete Streets. Support true multi-modal objectives and achieve positive health outcomes in the city by enhancing and improving the safety, convenience and accessibility of pedestrian, bike and transit activity, as well as providing traffic calming measures on streets as needed. Strengthen and/or introduce physical structures of healthy neighborhoods and complete streets to promote social interaction and create safe, livable and inviting environments for pedestrians, bicyclists, motorists and public transportation users of all ages and abilities.

11.2 Education about Walking, Cycling and Using Public Transit Use. Partner with schools, employers and community groups to teach bicycle and pedestrian safety in schools and workplaces and to educate residents and businesses about the benefits of walking, cycling and/or using public transit, as well as other transit demand management strategies.

safe and active transportation system

11.3 Bicycle Network. Create an extensive bicycle network in Encinitas as identified in the Circulation Element and the Encinitas Bikeway Master Plan, as a means of improving health in Encinitas.

11.4 Bicycle Parking. Update the City's zoning ordinance to require well-designed and adequate bicycle parking and storage requirements for all new development (or remodeling/rebuilding to the extent feasible) to cover a broad range of bike parking needs, including residential parking at the bicycle owner's home; employee parking for commuters; and general purpose parking in commercial areas, parks and beaches. Collaborate with the school districts and private schools to provide adequate bicycle parking facilities for students and staff.

11.5 Advertising Bike Routes and Facilities. Develop a comprehensive and visible way-finding signage system in the city to direct cyclists to bike routes and to civic, cultural amenities, visitor and recreational destinations. The way-finding system should make an effort to connect with the region and surrounding cities and help create an overall identity for the city that is compatible with its historic and beach-friendly character. Publicize bike parking through the use of signage to direct bike users to parking areas or painting bike racks in different colors so they are highly visible.

11.6 Pedestrian Improvements. Improve health outcomes by creating a safe and convenient circulation system for pedestrians that focuses on pedestrian visibility, improves the connections between neighborhoods and commercial areas, provides places to sit or gather and includes amenities that attract people of all ages and abilities. Ensure new development and streetscape projects provide pedestrian improvements and promote their use.

11.7 Transit Improvements. Recognize that in order to give people an alternative to spending more and more time in traffic, it will be necessary to provide better, more efficient transportation systems. Collaborate with North County Transit District (NCTD) and make programmatic and funding decisions that an extensive and high-quality transit system that contributes to improved health outcomes. Additionally pursue a variety of alternative transportation improvements, as identified in the Circulation Element.

safe and active transportation system

11.8 Street Closures for Events. Develop a program that closes streets to automobiles on a regular basis for farmers' markets, community events, ciclo-vías (bicycle and pedestrian events) and other events consistent with the walking and biking environment policies of the Circulation Element.

GOAL 12: Improve the safety of the transportation system.**Policies**

12.1 Overall Transportation Safety. Strive to maintain and improve the safety of the overall transportation system emphasizing a multi-modal network through implementation of the policies in the Circulation Element and other actions, as necessary.

12.2 Traffic Speeds. Evaluate citywide and neighborhood based traffic calming strategies and set safe speed limits on arterials, collectors and local roads to improve bicyclist and pedestrian safety and to improve fuel efficiency. Work with law enforcement and residences to develop a home zones enforcement program to reduce speeding on residential streets and streets near schools.

12.3 Pedestrian and Cyclist Safety. When considering changes to the roadway system, balance the safety concerns of pedestrians and bicyclists with motor vehicles and emergency response to ensure that the safety of all users of the transportation system is considered equally.

12.4 Pedestrian Access and Trails. Provide convenient and safe pedestrian routes and crossings to parks, beaches, open spaces and other community facilities (e.g., Community and Senior Center, City Hall and libraries, etc.). Additionally, improve the pedestrian connections between neighborhoods and commercial districts. To the extent feasible, link the various citywide pedestrian plans and facilities to create a greater network of continuous paths and sidewalks, and create well-lit perimeter paths around parks to improve safety and improve how parks interface with the sidewalk and surrounding neighborhood.

safe and active transportation system

12.5 Monitor Traffic Safety Conditions. On an on-going basis, monitor traffic safety conditions in the community, including unsafe pedestrian and bicycle areas. Regularly publish fact sheets and reports to the public about traffic safety conditions in the city, such as bike or pedestrian counts or walk audits of neighborhoods.

12.6 Rail Crossings. Take steps to reduce unauthorized rail crossings by improving existing at-grade crossings and providing additional authorized rail crossings.

12.7 Safe Routes to School Programs. Ensure the provision of safe pedestrian access for students of new and existing school sites throughout the city. Continue to implement the Safe Routes to School Program and establish a comprehensive strategy to enable the community leaders, schools and parents to improve safety and encourage children, including children with disabilities, to walk and bicycle to school safely. Assist schools and non-profit organizations with Safe Routes to School grant applications by providing resources and technical assistance, to the extent feasible.

12.8 School Access Programs. Work with the local law enforcement, school districts, neighborhood associations, HOAs and Parent Teacher Associations (PTAs) to facilitate the creation of “walking school buses,” “bike trains,” car-pools and crossing guards for Encinitas schools.

12.9 Pedestrian and Bike Use Education and Awareness. Support pedestrian education, encouragement and enforcement activities. Encourage bicyclists to be aware of bicycling issues and lawful/responsible riding. Support bike education events and classes that help new and experienced bike riders become more knowledgeable and effective at bike riding and bike maintenance.

safe and active transportation system

12.10 Education on Sharing the Road. Roadways in Encinitas are typically shared between motor vehicle drivers, bicyclists and pedestrians. In order to promote overall safety of multi-modal streets, support the education efforts of motorists to be aware of other roadway users, bike use regulations, pedestrian safety awareness, and the incidence and severity of collisions with motor vehicles and other road users.

12.11 School Education Programs. Work with public school districts and private schools to incorporate traffic safety awareness, including bicycle and pedestrian safety, into school curriculums.

supportive social services and facilities

While sometimes overlooked in discussions of community health, key topics like the quality of civic life, the frequency of positive social interactions and the accessibility of social services all contribute to levels of public health. Services and programs such as accessible medical and behavioral health services, programs to combat substance abuse and drunk driving, and other social services support positive health outcomes and facilitate community belonging. Positive social interactions and social cohesion (as well as the availability of facilities and public spaces where these interactions take place) are also an important determinant of behavioral health, physical health, civic engagement and reported levels of happiness. Similarly, community participation and engagement enhances social capital and ensures that policy decisions represent the community's issues and desires.

GOAL 13: Promote access to affordable and high-quality health care and behavioral health services.

Policies

13.1 Employer-Based Health Care. Encourage employers in the city to provide reasonably affordable health insurance to all employees.

13.2 Transit-Accessible Health and Social Services Facilities. Work with service providers to locate new health and social services facilities in locations that are well-served by transit. Design new health and social service facilities to be transit-accessible and pedestrian-friendly. Work with NCTD to improve transit routes and access to service related facilities.

13.3 Mobile Clinics. Support social service and health service access and work with the San Diego County Health and Human Service Agency and community clinics to increase the use of mobile or remote health care (e.g., E-Health Care, Clinics on Wheels) in Encinitas for farmworkers and others with poor health care access.

13.4 Facilities Co-Location. Encourage the co-location of healthcare and behavioral health services to increase access to care. Support the development of a one-stop shop or resource center for all types of social services, including an employment opportunity center.

supportive social services and facilities

13.5 Senior Care Consortium. 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 and other senior services in the North County area.

13.6 Poverty Support Services. Partner with organizations that provide social services to address poverty in the city and help raise public awareness about the challenging health and life issues faced by the homeless and low-income residents. To the extent feasible, co-sponsor grant funding applications that promote outreach, education and research and/or improve or expand support services (e.g., build new service centers or provide additional social worker or case manager support, etc.).

13.7 Outreach and Education. Serve as a resource to the community on the availability of health care options in and around Encinitas. Provide information on the City's web site and in printed materials, as appropriate.

GOAL 14: Minimize the harmful impacts of substance abuse on individuals, their families and the larger community.

Policies

14.1 Resource List. Partner with local organizations to compile and disseminate information about services (e.g., hotlines, resource lists, etc.) to families or individuals trying to help or cope with a substance abuse problem.

14.2 Substance Abuse Youth Education. Sponsor, organize and support new and existing innovative anti-drug and drunk-driving education programs and campaigns targeted towards youth to keep them engaged in positive, healthy and productive behaviors.

14.3 Density of Alcohol Serving Establishments and/or Retail Outlets. Limit liquor licensing in areas with high densities of alcohol outlets and relatively high criminal or drunk driving behavior.

supportive social services and facilities

14.4 Treatment Services Access. Strive for Encinitas residents to have access to affordable and appropriate drug treatment services that reflect the needs of the population and substance abuse trends. Encourage and support the expansion of residential treatment and/programs and more facilities that provide people in recovery and their families for a variety of support options.

14.5 Rehabilitation Zoning. Review and possibly update the Zoning Code to allow and encourage the availability of sites for alcohol, drug and behavioral health treatment or rehabilitation centers and transitional/supportive housing for persons further along in the recovery process.

14.6 Managed Care Program. Collaborate with the County of San Diego and the Sheriff's Department to create a substance abuse managed care program that coordinates all the steps in recovery and facilitates immediate access to rehabilitation.

GOAL 15: Offer and promote a broad range of recreational and cultural programs and services that meet diverse community needs.

15.1 Program Diversity. Continue to place high priority on programs and facilities that serve youth, families and seniors. Ensure that programs and services meet the diverse needs in the community for users such as seniors, youth, non-English speaking groups and special needs groups.

15.2 Children and Senior Needs. Periodically assess the city's entertainment/recreation resources for youth to ensure that their needs are being met. Strive to expand efforts of collaboration with the local school districts to better serve youth and the neighborhoods in which schools are located. Provide after-hour and weekend, drug and alcohol free programming for youth. Continually monitor and analyze the overall needs of the city's senior citizen population, in order to meet the needs of this segment of the community. Provide the appropriate type, quantity, schedule and class size of senior programs and activities.

15.3 Volunteerism. Utilize and expand programs that provide opportunities for volunteerism and multi-generational interaction for all ages and professions.

supportive social services and facilities

15.4 Senior Job Bank. Create a “senior job bank” or client center database to take advantage of retired or partially retired seniors (or older adults) that are willing to offer social service related skills.

15.5 Partnerships. Strengthen partnerships and outreach with the nonprofit, public and private sectors to enhance recreational and educational programming.

15.6 Universal Outreach. Improve communication and outreach materials and delivery methods to increase their reach. Ensure that there is appropriate communication to linguistically isolated households and populations without internet (especially seniors and low-income residents).

