APPENDIX I- PLANNING GRANT APPLICATION FORM

Applicant (Agency & address – including zip)	Check one		Proposed Date of Completion: August 31, 2010
			Grant Amount Requested: $ 1 Million
	City	√	If Joint Proposal, list participating entities/ contact person:
City of San Diego	County		
City Planning & Community Investment Department	MPO		
Attn: Brian Schoenfisch	COG		
202 C Street, MS 4A	RTPA		
San Diego, CA 92101	JPA		
	Joint Proposal		

Lead Applicant's Name: City of San Diego

Title of Proposal (summarize the deliverable to be funded by this grant) **Southeastern San Diego Community Plan Update**

Applicant's Representative Authorized in Resolution	Person with Day to Day Responsibility for Plan (if different from Authorized Representative)
Name: **Jay Goldstone**	Name: **Brian Schoenfisch**
Title: **Chief Operating Officer**	Title: **Senior Planner**
Phone: **(619) 236-7080**	Phone: **(619) 533-6457**
Email: **jgoldstone@sandiego.gov**	Email: **bschoenfisch@sandiego.gov**

Check all of the following that are incorporated or applicable to the proposal:

	Focus Area		**Program Objectives**
√	Focus Area # 1	√	Applying for 20% EDC set aside
	Focus Area # 2		
	Focus Area # 3	√	Improve air and water quality
	Eligibility Requirements (mandatory)	√	Promote public health
√	Consistent with State Planning Priorities	√	Promote equity
√	Reduces GHG emissions on a permanent basis	√	Increase affordable housing
√	Collaboration requirement	√	Increase infill and compact development
	Priority Considerations	√	Revitalize urban and community centers
√	Demonstrates collaboration & community involvement	√	Protect natural resources and agricultural lands
√	Addresses climate change impacts	√	Reduce automobile usage and fuel consumption
√	Serves as best practices	√	Improve infrastructure systems
√	Leverages additional resources	√	Promote water conservation
√	Serves an economically disadvantaged community	√	Promote energy efficiency and conservation
√	Serves a severely disadvantaged community	√	Strengthen the economy

I certify that the information contained in this plan application, including required attachments, is complete and accurate

Signature: _____ 7-30-10

Applicant's Authorized Representative as shown in Resolution — Date

Print Name and Title: **Jay Goldstone, Chief Operating Officer**

VIII. Proposal Summary Statement

Funding received from the Sustainable Communities Planning Grant and Incentives Program would be used to conduct a Community Plan Update (Update), a comprehensive planning and zoning update effort in the community of Southeastern San Diego. This effort would specifically support future compact, infill, mixed-use, transit-oriented development around existing transit corridors and light rail stations to reduce greenhouse gas emissions and to meet the region's forecasted need for additional housing. The Southeastern San Diego Plan area is approximately 11 square miles, has a population of 106,330 people, and is comprised of two of San Diego's most economically disadvantaged and ethnically diverse neighborhoods; Encanto and Southeastern San Diego. Consistent with the objectives of the Sustainable Communities Planning Grant, the Community Plan Update would provide for innovative policies in the areas of water and energy conservation, housing affordability, economic prosperity, equitable development, neighborhood character, public facilities, and mobility, with a strong focus on reducing vehicle miles travelled (VMT's). Further, the Update would specifically address the challenges and issues facing this particular community which include: lack of infrastructure, public and private disinvestment, job/housing imbalance, and insufficient park and recreation opportunities. The Plan would outline implementation strategies to transform an under-served, urbanized community into a sustainable pedestrian, bicycle, and transit-friendly environment that supports community character and identity, economic development, and the environment. The City, working with a team of professional consultants, would prepare the Community Plan Update, an update to the Facilities Financing Plan, Redevelopment Plan, and comprehensive zoning program, as well as an extensive program to track indicators and outcomes. The Update process would provide residents, property and business owners, community organizations, and decision makers with the opportunity to develop and adopt a climate-friendly land use and transportation blueprint with a strong emphasis on reducing greenhouse gas emissions in the community.

The San Diego region is forecasted to grow by one million people over the next 30 years. Based on this estimate, consistent with Senate Bill 375 (SB 375) the City must plan for the accompanying increase in population and travel demand by improving mobility and land use options in areas like Southeastern San Diego. The Community Plan Update would be a comprehensive approach to guiding future development based upon the City of San Diego's General Plan, one of the first in California which includes climate change policies stemming from the passage of Assembly Bill 32 (AB 32), the Global Warming Solutions Act of 2006. The General Plan is principled upon a "City of Villages" strategy which focuses growth into mixed-use villages that are linked to the transit system and places a high value on respecting San Diego's natural environment. The General Plan also sets forth direction to update the City's many community plans to be consistent with current citywide goals and policies. The existing Southeastern San Diego Community Plan and zoning need to be updated to incorporate General Plan policies into community-specific quantifiable measures in order to implement sustainable land use practices. This includes targeting new growth into Village centers to fully integrate land use, circulation, and sustainable development and design principles. It also includes exploring bold initiatives to plan for sustainability that would provide specific guidelines and incentives to be integrated into the design review and development entitlement process. The strategy for updating the Community Plan and zoning would be based upon the vision of those who live and work in the community, providing an innovative, transferable model for cross-agency planning and community-led development. Working together, the City of San Diego and community stakeholders will ensure that the final product is a strong planning tool that will facilitate the identified implementation strategies and includes a comprehensive program to measure performance and evaluate the desired outcomes.

Step 1: Threshold Requirements

Clearly label and answer all of the questions below.

1. Describe how the Proposal is consistent with the State's Planning Priorities, Section 65041.1 of the Government Code.

    a. Promote infill development and invest in existing communities;

The Update to the Southeastern San Diego Community Plan, Facilities Financing Plan, Redevelopment Plan and Zoning Program would implement the goals and objectives of the City of San Diego's General Plan, which provides direction to identify potential smart growth infill areas to support the region's future housing needs. The City will work with community stakeholders to identify locations that would support compact, pedestrian-friendly mixed-use village centers linked by transit and develop community-specific policies that support infill development. This will include examining existing and future market conditions for land uses and housing types to make sure that the Community Plan will encourage public and private investment into the community. The existing public facilities and infrastructure will be studied to determine the types and amount of additional investment that will be needed in order to support the future planned growth in a sustainable manner. For example, rather than increasing roadway capacity, the Plan will look at developing measures to reduce congestion through improving alternative modes of transportation. Additionally, the Zoning Update would ensure that appropriate zones are put in place which allow for mixed-use, higher density development, consistent with the new land-use designations. Further, the Zoning Update would seek to implement design standards that ensure new development is designed, sited, and oriented to facilitate walking and bicycling.

    b. Protect, preserve and enhance environmental and agricultural lands, and natural and recreational resources; and

The Chollas Creek hydrological basin is an important system of urban wetlands that connects Southeastern San Diego from its inland mesas and hillsides to San Diego Bay. The creek and its tributaries contain endangered species and threatened natural habitat. The U.S. EPA has identified it as an "impaired" water body due to high levels of cadmium, copper, lead, zinc, and other toxicity. The Community Plan Update will expand upon existing policies and implementation strategies from the Chollas Creek Enhancement Program in order to foster the restoration and rehabilitation of the Creek's remaining wetlands, enhance habitat and water quality, promote cohesive new development that integrates buildings, open space, and the creek into useable areas for the community and establish a comprehensive alternative transportation corridor for the community. An example of an expanded strategy to address water quality would be the introduction of policies for the establishment of bioswales along and adjacent to the Creek to reduce the pollutant loads, such as copper-loss from brakes, that enter into the storm drain system and ultimately into Chollas Creek.

    c. Encourage location and resource efficient development

The proposed Update would examine and indentify areas that could support future sustainable mixed-use village centers within existing developed areas adjacent to high frequency light rail and bus service. The Plan would focus on policies which promote a cluster of activities and services to establish a balance of housing, jobs, shopping, schools, and recreation, providing residents and employees with the option of walking, biking or using transit rather than driving. This would likely result in lower greenhouse gas emissions and promote physical activity and a more vibrant, healthy and sustainable community. Further, the Plan would include comprehensive design guidelines to foster "sustainable building" practices that reduce energy use through factors such as: innovative site design and building orientation, on-site renewable energy generation, and sustainable landscape design and maintenance. It would also introduce new types of housing, including small-lot townhomes, that currently are not allowed in the plan area or zoning regulations. Smaller townhomes are

more sustainable to build and are more attainable as a for-sale product to this economically-disadvantaged community. Design guidelines and zoning regulations would also require new development to design lively streetscapes to generate, attract, and facilitate walking, bicycling, and transit ridership, including the provision of on-site amenities such as bicycle parking facilities.

2. Describe how the Proposal will (*and include in work plan*) reduce, on as permanent a basis that is feasible, greenhouse gas emissions consistent with:

    a. California's Global Warming Solutions Act of 2006

        i. How will the Proposal reduce greenhouse emissions as compared with business as usual through 2020 and beyond?

The Update will reduce greenhouse gas emissions compared to business as usual by targeting new growth into mixed-use, transit-oriented centers; prioritizing multi-modal transportation investments; fostering green buildings and streetscapes; promoting access to healthy, local food; and encouraging energy efficiency retrofits of older structures. The Community Plan will refine and tailor the City's General Plan land use, mobility, and sustainability policies to meet the community's vision for future development. The City's General Plan, which was adopted in 2008, focuses on strategies to reduce carbon emissions consistent with state laws for greenhouse gas reductions and directs that additional action items be developed through an update to the City's Climate Protection Action Plan. As part of the General Plan adoption process, the City worked closely with the State Attorney General's office to make sure that the Plan was consistent with the Global Warming Solutions Act of 2006. City staff is continuing to work on the City's Climate Mitigation and Adaptation Plan and to coordinate with the San Diego Association of Governments (SANDAG) to ensure that the City's community plans will be consistent with the region's Sustainable Communities Strategy.

The Plan will focus on reducing the amount of vehicle trips and vehicle miles traveled (VMT's) in an attempt to meet the State's goal of reducing carbon to 1990 levels. This would make progress toward measurable long-range results in positive impacts to climate change and toward short-range objectives for improved health in the areas of asthma, obesity and other chronic illnesses, indirectly reducing health care costs. Transportation demand strategies will also be included to reduce vehicle miles traveled and vehicle trip length. These two criteria have been preliminarily identified by SANDAG as prime indicators for carbon reduction. By connecting land use to public transit and infrastructure improvements, this will help establish bicycling, walking and transit as viable, attractive options for residents and employees.

        ii. Identify the indicators that will be used to measure whether the Proposal will met greenhouse gas emissions reduction targets or requirements?

The following indicators will be included in the Proposal:

- Ozone Levels and Particulate Matter - An air quality study will be conducted to determine the impact of pollutants, primarily those associated by mobile and stationary sources (autos, buses, and trucks).
- A Vulnerability Analysis will be conducted to review current research on location-specific potential impacts that could affect the area as a result of climate change.
- A Greenhouse Gas (GHG) Emissions Study will analyze how the land use and transportation policies implement SB375.
- Access to Transportation, Transit Ridership, and Vehicle Miles Traveled - A mobility analysis will be performed to develop, analyze and integrate the needs of pedestrians, transit, vehicular traffic, bicycles and parking. This analysis will be completed for existing, future, and any alternative scenarios to be studied within the community. This will include an evaluation of regional accessibility within the Community Plan Update area.

- Reduced Energy Consumption – Data will be collected for new and retrofitted development with sustainable building measures that reduce energy consumption.
- Water Usage – A Water Supply Assessment will be performed in order to assess how the Plan Update will impact projected water supply resources for the community, including potential impacts to regional and local water supply.
- Removal of Regulatory Barriers and Permit Processing Times for Sustainable Projects – Data will be collected tracking the number of projects permitted under the City's Sustainable Building Incentive Program, demonstrating streamlined permit processing times and procedures for new and retrofitted development with sustainable building measures.

Additionally, the introduction of the City of Villages strategy to the Southeastern San Diego Community Plan will provide a large array of desired outcomes relating to such areas as sustainability, economic development, and greenhouse gas reduction, over a long-term period. In order to obtain a sample of these outcomes within a reasonable timeframe, a pilot project already underway, the Market Creek Pilot Village site at Euclid and Market, could be used to demonstrate indicators. The developer of the Village, the Jacobs Center for Neighborhood Innovation, a nonprofit foundation that works in partnership with community residents, includes a documentation & evaluation department made up of staff and resident volunteers who have been defining indicators based on community input and collecting data for physical, social, economic and civic domains relating to the project. Annual benchmarks and outcomes are reported in year-end Social & Economic Impact reports, which are distributed to public and private partners and community members. Guidance for focused evaluation, such as the relation of land use to travel patterns and transit usage, will be available through the Jacobs Center partnership with local universities (University of California San Diego and San Diego State University), SANDAG, Urban Land Institute, Funders Network for Smart Growth and Livable Communities, and other entities concerned with advancing successful livability/smart growth models.

b. Any applicable regional plan

i. Cite any applicable regional plan(s).

As the long-term planning framework document for the San Diego region, the Regional Comprehensive Plan (RCP) lays out a regional outline in a broad context. Adopted in 2004, the RCP outlines regional core values that address urban form, transportation, housing, the environment, economic prosperity, public facilities, binational and interregional coordination and effective and responsible planning implementation. The RCP provides the starting point for the land use component of the 2050 Regional Transportation Plan Update, currently in process. In accordance with SB 375, SANDAG is preparing the RTP with a Sustainable Communities Strategy (SCS) element. This strategy will also draw from the recommendations of the region's Climate Action Strategy and Urban Area Transit Strategy.

ii. Describe how your Proposal will be consistent with the greenhouse gas emission reduction strategies in the applicable regional plan(s).

The Update would align with the strategies of the RCP and SCS by incorporating smart growth policies that promote housing and jobs near regional serving transit, provide a range of mobility choices, preserve open space and protect habitat, and foster healthy, active communities. As a component of the RCP, SANDAG has developed a Smart Growth Concept Map that identifies seven potential smart growth areas within the Southeastern San Diego Community Planning Area. Among those areas targeted for smart growth, the Pilot Village at Market Creek, was one of only a few sites selected by SANDAG for their Smart Growth Incentive Program. A number of Federal, State, regional and local government organizations are collaborating to focus on this area in a 15-month, one million dollar inter-agency funded effort to apply smart growth principles to community developments that increase transit ridership and walking and result in affordable housing. The

Pilot Village at Market Creek can serve as an example of applying the City of Villages development strategy within the Southeastern San Diego community as a whole.

The Pilot Village at Market Creek was recently selected by the State of California's Department of Housing and Community Development as a Catalyst Project for California Sustainable Strategies Pilot Program – in which the purpose is to incentivize sustainable communities and test innovative strategies designed to increase housing supply and affordability; improve jobs and housing relationships; stimulate job creation and retention; enhance transportation modal choices that reflect community values, preserve open space and agricultural resources; promote public health; eliminate toxic threats; address blighted properties; reduce greenhouse gas emissions and increase energy conservation and independence. Not only can the SGC Sustainable Communities Grant provide a funding opportunity to begin to realize these objectives at that particular location, but also expand these objectives to the entire Southeastern San Diego community through the Community Plan Update.

3. Meet the Collaboration Requirements of the focus area applicable to the Proposal (*See Section II*).
    a. See Section III, Focusing Funds, for the Collaboration Requirements applicable to the Proposal.

See Attached Letter from SANDAG

Step 2: Program Objectives

Identify and describe the Program Objectives projected to be achieved by the Proposal. *Appendix J* provides further guidance on questions that should be addressed in the Proposal Description to maximize points. Anticipated indicators (*see Glossary*) must be identified that will evaluate the overall success of achieving the Program Objectives.

X	Improve Air and Water Quality
X	Promote Public Health
X	Promote Equity
X	Increase Housing Affordability
X	Promote Infill and Compact Development
X	Revitalize Urban and Community Centers
X	Protect Natural Resources and Agricultural Lands
X	Reduce Automobile Usage and Fuel Consumption
X	Improve Infrastructure Systems
X	Promote Water Conservation
X	Promote Energy Efficiency and Conservation
X	Strengthen the Economy

Improve Air and Water Quality: The Community Plan Update would develop community-specific goals and policies to improve air and water quality. In developing these policies, the City would work closely with regional air and water quality agencies. To improve air quality, the Plan Update would identify locations and provide land use, mobility, and urban design policies and strategies to support the development of infill residential and mixed-use, transit-oriented development. By locating future housing and employment uses near transit as well as identifying needed pedestrian and bicycle facility improvements, the Plan would provide residents, employees and visitors with the option to choose alternative modes of transportation.

To support water quality, the Community Plan would incorporate policies from the Chollas Creek Enhancement Plan, so that future development would adhere to standards that preserve, enhance or restore natural areas. The vision for Chollas Creek includes concepts to maintain and restore the natural habitat of undeveloped areas, restore channeled creeks in urbanized areas to more natural and safe conditions, promote

cohesive new development that integrates buildings, creates open space, and integrates the creek into useable areas for the community.

Additional measures to improve air and water quality which will be studied as part of the Update process include: the identification of suitable locations for "green streets" to serve as a natural filter for storm water runoff; policies and regulations which implement water conservation measures in site/building design and landscaping; the development of street tree plans which call for the strategic planting of deciduous shade trees, evergreen trees, and drought tolerant native vegetation; policies to decrease the amount of impervious surfaces in developments; development of a community-wide urban forestry program; as well as a review of existing zoning codes and policies to identify changes that could improve implementation of climate-friendly land use, environmental, and transportation policies.

Promote Public Health: To promote public health, the Update would incorporate sustainable land use and mobility policies consistent with the "complete streets" concept that support pedestrian and bicycle-friendly neighborhoods. As a comprehensive effort, the Community Plan would incorporate routes and recommendations from the City's Pedestrian Master Plan and Bicycle Master Plan to improve connectivity between transit stops/stations, residential, commercial, public/civic, and park/recreation areas. This would make progress toward measurable long-range results in positive impacts to climate change and toward short-range objectives for pedestrian safety, improved community health in the areas of asthma, obesity and other chronic illnesses, indirectly reducing health care costs. As part of this effort, the City would work closely with the County's Public Health Department, San Diego Unified School District, San Diego Community College District, as well as interested public health, bicycle, and pedestrian advocacy organizations.

Promote Equity: The Southeastern San Diego Community Planning area is a predominately low-income, Hispanic and African-American community with an existing (2008) population of 106,330 people. The 2008 median household income, (real 1999 dollars) adjusted for inflation, was $30,433, which is approximately 40 percent below the citywide median household income of $49,884. A total of 37 percent of the population of Southeastern San Diego lives below the poverty level. Approximately 64 percent of the current population is Hispanic and based on the 2000 Census, 19 percent of households speak English minimally or not at all.

To promote equity, the Update process would include an extensive outreach process to seek involvement of community members that do not typically participate in the planning process. Effective public participation will be key to the success of the project, enabling residents to gain insight into land use, environmental, and mobility issues that affect their daily lives and to find solutions. The City of San Diego has a long and successful track record of engagement with people from diverse backgrounds and is well-equipped to develop an effective community outreach strategy which seeks to build a safe, healthy, and active community reflecting the values of residents. The City would draw upon the existing leadership of the diverse populations in Southeastern San Diego to provide input on the Plan's vision, policies, and strategies to implement sustainable development. Workshops and outreach meetings will meet the needs of the diverse populations, establishing a face-to-face dialogue with populations facing cultural barriers. This will include Spanish translation at all meetings, as well as all print and electronic documents being made available in Spanish.

Increase Housing Affordability: To increase housing affordability, the Update would identify appropriate locations to increase housing supply to help meet the region's forecasted demand consistent with SB 375 as well as implement affordable inclusionary housing requirements. It would be structured so that a range of housing types could be provided to help reduce overcrowding, increase affordability and provide a diverse selection. Zoning would be considered to provide for areas that can accommodate varied housing such as small-lot townhome or single family rowhome development, moderate to higher density multifamily and mixed use condominiums that would increase the rate of homeownership in a predominantly low-income area. Zoning would also be considered to further support opportunities for the inclusion of granny flats

(accessory units) to assist in providing housing opportunities for seniors. The Update would identify future mixed-use village locations at and near the existing light rail stations along the major transit corridors in the community. Housing near transit and shopping can help to reduce expenses associated with owning and operating a vehicle. Future housing in the plan area will also be subject to the citywide inclusionary housing regulations that requires at least 10 percent of the total units in a development be restricted to low income levels or pay an in-lieu affordable housing fee to fund future affordable housing. The planning area is also within four adopted Redevelopment project areas and one Redevelopment study area. As required by the state, the Redevelopment Agency is required to set aside 20 percent of the tax increment collected in the project area to fund affordable housing as well as a requirement that at least 15 percent of total housing units created in a project area be affordable. The City will work closely with the San Diego Housing Commission, the Redevelopment Agency, the Southeastern Economic Development Corporation (SEDC), community based organizations, and affordable housing developers to make sure that the policies and any associated housing strategies and guidelines can be implemented without placing new obstacles to create affordable housing. Additionally, the Update would address urban design aspects of multifamily housing, as to ensure design that would meet the expectations of the community and avoid negative views of higher density housing.

Additionally, the Market Creek Pilot Village Center provides a transferable example of the above-mentioned policies to increase the supply of affordable housing as the project will be providing 820 affordable housing units that will be restricted to multi-family and single tenants whose annual household income is 30% and 60% of the Area Median Income of $39,000. An additional 120 senior and special needs housing units will be developed within walking distance (1/4 mile or less) of health centers, a grocery store, community centers and transit station. This pilot project provides an example that can be translated into policies to encourage similar developments throughout the community.

Promote Infill and Compact Development: The Plan would contain policies to promote the development of pedestrian, bicycle and transit-oriented, residential and commercial mixed-use infill development. A primary focus would be to revise single use zones to mixed-use zones that would benefit the existing community as a whole by providing affordable housing opportunities, neighborhood serving commercial businesses along with community facilities that are currently lacking. As part of the Update, the City would work closely with SANDAG as the transit planning agency for the region, and the Metropolitan Transit System (MTS) as the transit operator, to carefully plan mixed-use villages at existing light rail stations and along transit corridors.

Revitalize Urban and Community Centers: The Update would comprehensively look at areas around potential village sites in order to plan for land uses and zoning that would support and continue to revitalize these areas as community centers. Land use designations and zoning will be put in place to require new large-scale development projects to provide amenities such as wide sidewalks, crosswalks, enhanced paving, bike lanes, bike parking, pedestrian-scale lighting, and other features necessary to support the pedestrian environment and encourage transit use. Implementation of transit-supportive policies and zoning would serve to increase the return on the existing public investment in transit by improving access to the transit stations and increasing density around the stations, resulting in a greater number of trips made by walking, bicycling, and transit. As partners in the long-term revitalization of the community, the City would work closely with SEDC to update the affected redevelopment plans and implement Plan policies.

Additionally, an analysis of the current and future housing, retail, and employment market would be conducted to ensure that the Plan provides a land use mix to support the long-term economic growth of local, regional, and national businesses that would be needed to help revitalize the community's existing centers. This would include developing policies and zoning which are supportive of established businesses as well as attracting and growing new emerging innovation-driven industries such as clean technology. The creation of a green economic development strategy will contribute to a diverse economic base, maintain environmental quality, and provide high quality employment opportunities within the community.

Protect Natural Resources and Agricultural Lands: It is anticipated that by focusing new development into existing, under-developed areas, the Update would reduce pressure to develop the County's un-developed backcountry and remaining agricultural lands. It would establish policies to protect and enhance existing open space areas and habitat, including policies that provide for significant setbacks to establish a buffer between development and the community's extensive network of canyons and the many branches of Chollas Creek.

Additionally, the Update will be consistent with the Natural Community Conservation Plan (NCCP) in that the City has an approved Multiple Species Conservation Program (MSCP) Subarea plan which covers the proposed planning area and meets the requirements of the NCCP. The MSCP was developed by the City in cooperation with the wildlife agencies, property owners, developers and environmental groups and delineates core biological resource areas and corridors targeted for conservation. There are 85 MSCP covered plant animal species citywide. Any species with potential to occur within the study area would be evaluated under the current MSCP including applicable review procedures. Further, the Plan Update will be consistent with the State's Wildlife Action Plan in that a variety of strategies will be used to address stressors affecting wildlife and the additional actions needed to maintain wildlife diversity and abundance, including: policies encouraging the removal of invasive plant species and the planting of native plants near open space and natural preserves; policies which locate and preserve areas of core biologic function and linkages for wildlife across the planning area; the integration of Land Use Adjacency Guidelines for any project proposed adjacent to the MHPA preserve area; and outlining restoration opportunities and provisions for the protection or preservation and management of mitigation areas through the City's MSCP.

Further, as part of the Plan Update, the City would work with community-based organizations to explore the potential to identify areas that could be used for urban agriculture, community gardens and farmers markets. The community gardens could be used to secure a food supply and maintain a business in areas where community members also live. This would reduce dependence on the automobile and allow for more household income to be put toward housing, thereby supporting both the economy and the environment.

Reduce Automobile Usage and Fuel Consumption: The reduction of automobile use will be a primary focus of the Update, through the implementation of the mixed-use village strategy. The community contains many of the key elements needed to support the reduction of automobile use. It is located adjacent to downtown, served by five light rail stations and five high frequency bus routes, and a large part of the community was developed with a grid street system, yet the area does not currently have a land use plan that supports mixed-use, high density development, and its pedestrian and bicycle facilities are greatly lacking. In keeping with the California Transportation Plan (CTP), the Southeastern San Diego Community Plan is envisioned as having a fully integrated, multi-modal, sustainable transportation system that has the potential to reduce automobile usage and fuel consumption by improving access to: employment, education, retail, medical services, social and recreational opportunities.

Improve Infrastructure Systems: Infrastructure is a critical factor that the Update would address in order to support additional growth. Concurrent with the Update to the Southeastern San Diego Community Plan, a joint effort to update the Southeastern San Diego Facilities Financing Plan will take place. This will involve identifying facilities and services as well as future sites for libraries, fire stations, and other services necessary to make up existing deficiencies to support the land use plan and future growth. The strategy will be to identify practical financing mechanisms and reasonable methods for providing currently needed and future public facilities in a timely fashion.

Promote Water Conservation: In San Diego, 55 percent of water use is for landscaping. Strategies would be incorporated into the Update that would promote water conservation. In order to help reduce water consumption, the Plan would encourage low water use plants, native plants, WaterSense fixtures and the

potential for recycled water use where feasible. The Plan would identify strategic areas where landscaping, permeable pavers and porous paving could occur that would filter runoff and allow water to percolate prior to entering the storm drain system. An example of a water conservation measure which will be considered is found in an overlay zone already in place over the Market Creek Pilot Village site, which requires new residential development to incorporate LEED-equivalent water use reduction measures to achieve an overall reduction in residential water use of 7.5 percent. Further, commercial/office/retail development is required to incorporate LEED-equivalent water reduction measures to achieve an overall reduction of 5 percent. Additionally, the City of San Diego Water Department currently has a Recycled Water Study underway – evaluating potential non-potable reuse demands, magnitude and location, and comparing to existing infrastructure and new infrastructure needed to serve them. At the conclusion of the study, it is anticipated that community-specific approaches to maximizing reuse, such as the construction of satellite plants, will be considered for inclusion in the Plan Update, including the Facilities Financing Plan.

Promote Energy Efficiency and Conservation: Buildings account for nearly half of the total energy used in the United States. Sustainable or "green" buildings use resources such as building materials, water, energy, and land more efficiently than other buildings. The Market Creek Pilot Village Project is incorporating a number of energy efficiency and conservation measures which will be studied as to their applicability to the entire community through new Community Plan policies and zoning requirements. This includes the requirement that residential and commercial structures be designed to exceed both the ASHRAE 90.1-2004 and California Title 24 requirements by at least 15 percent. This can be achieved by the incorporation of photovoltaics, LED lighting and high efficiency electrical fixtures, increased insulation, high efficiency mechanical equipment, dual glazed windows, solar harvesting and roof radiant barriers. These measures will be compared to the new CALGREEN standards, and recommendations will be made to determine which measures and/or incentives should be applicable within the community as a whole. The Pilot Village, as a revitalizing component of the community, is uniquely positioned to test what the future should look like around issues of green building design, stormwater recapture, water and energy conservation, renewable energy generation, building with recycled and bio-based materials, brownfield elimination, and transit-oriented compact design.

Strengthen the Economy: The Update would focus on creating a wide range of housing, shopping, and employment opportunities accessible to all residents of Southeastern San Diego. An economic analysis of the existing market as well as future market conditions and demands would be studied. Based on the economic and market analysis, the Plan would provide policies and strategies to address economic restructuring and reinvestment issues within the community and improving accessibility to existing and future employment centers both within and outside of the community. Consistent with the overall direction of the City, the Community Plan would encourage the development of "clean" manufacturing and industrial enterprises to expand employment opportunities in Southeastern San Diego. Clean technology holds the promise of new business opportunities, job creation and technological innovation. Working closely with community organizations, academia and industry partners, the City will seek to develop policies and zoning to eliminate challenges and enhance opportunities for growth in the fast emerging clean technology sector.

Step 3: Priority Considerations

Answer the following questions, if applicable to the Proposal.

1. Proposal demonstrates ongoing collaboration with state, regional and local, public and private stakeholders and community involvement (*include in work plan*).

a. Describe tasks undertaken by all entities involved in the work plan.

The City will hire a consultant through a competitive Request For Proposals (RFP) process. Together, City staff and the consultant team will perform all duties relating to the preparation and adoption of the

Community Plan Update, Zoning, and Facilities Finance Plan Update. Additionally, working with SEDC, a concurrent effort to amend the Redevelopment Plans will take place. (See Appendix M – Work Plan.)

b. Describe how other entities will be engaged in the development and/ or implementation of the Proposal (e.g., local governments, state entities, COGs, MPOs, transit agencies, health agencies, air districts, local businesses, landowners, general public, environmental groups, low income households and/ or groups that represent them, etc).

The City will conduct an expansive outreach effort to engage community residents, business and property owners, and community-based organizations and groups that do not typically participate in the planning process. As part of the outreach process, the City will establish a Community Plan Update Stakeholders Advisory Committee (Stakeholder's Committee) to advise the Plan Update Team (City staff and professional consultants) throughout the process. Additionally, the City will coordinate with various City, County, State and Federal agencies with existing landholdings and policy interests in the community. This includes SANDAG as the region's transportation planning agency, as well as MTS as the operator of the transit system; Caltrans; SEDC as the Redevelopment agency in the community; the San Diego Housing Commission, the California Department of Housing and Community Development, and affordable housing developers, providers and advocates, to support the housing needs of the community; the California Department of Conservation, Natural Resources Agency, Natural Resources Conservation Service, as well as local open space, canyon, and creek advocacy groups; bicycle and pedestrian advocacy groups, including the San Diego Bicycle Coalition and Walk San Diego; The San Diego Unified School District and San Diego Community College District; California Environmental Protection Agency; County Department of Public Health; the San Diego County Air Pollution Control District; adjacent jurisdictions, including National City and Lemon Grove; as well as dozens of grassroots community organizations, including faith institutions, schools, businesses and resident cultural groups.

c. Describe how the community will be engaged in the planning process.

Ongoing engagement will involve meetings focusing on green design and development, infrastructure planning, natural resources and open space restoration and preservation, mobility, land use, historic preservation, inclusion of neighborhood cultures in architecture and public art, and other issues. Monthly Stakeholder's Committee meetings will take place, in addition to charrettes and workshops that meet the needs of the community at different milestones throughout the process. The outreach strategy will also include: walking audits, community surveys, a project website, focus group meetings, a project information brochure, presentation/updates to public officials, and media participation through interviews, public service announcements, newsletters, etc.

2. Proposal demonstrates strategies or outcomes that can serve as best practices (BPS) for communities across the state. *Note: proposals funded by the grant must be posted on web-site.*

a. Does the proposal include tools or processes that could be easily accessed and used by other government agencies to develop plans or strategies for sustainable communities?

A key component of the Southeastern San Diego Community Plan, the ongoing development and planning of the Market Creek Pilot Village Project, serves not only as a pilot revitalizing site for the San Diego region, but also as a community-owned development model that is currently being studied nationally by the U.S. EPA and CDFI, philanthropic partners including the Annie E. Casey and Rockefeller Foundations, mid-to small foundations, the Urban Land Institute, universities, and the media. An on-site Learning Institute is currently being established to build community capacity for neighborhood change and to transfer tools used successfully within the Village for sustainable development, civic-organizing and resident-ownership to other communities. The City will also explore the potential to use aspects from the Pilot Village project at other

locations in the community. This will help to serve as a model for other City of San Diego community plan updates as well as a model for other cities and agencies.

b. How will your agency promote and share the Proposal's information, tools or processes?

The City will post the Community Plan on its website, as well asnews and updates, community workshops, stakeholder meetings, meeting minutes, stakeholder information, and other pertinent data.Additionally, the City will present the Plan to local, regional, and statewide interest groups, organizations and conferences, including planning department directors, and local and statewide Urban Land Institute (ULI) and American Planning Association (APA) workshops and conferences.

3. Proposal is leveraged with additional resources, in-kind or funds. *Identify in Appendix L, Budget.*

a. Identify funding sources and amount already committed to the proposal and expected timing of funds. Detail whether funds are in the form of cash contributions, in-kind services, volunteer effort, donated labor or materials, technical expertise, etc.

The City was recently awarded two $400,000 Smart Growth Incentive Program (SGIP) grants from SANDAG, to fund the preparation of two master plans which focus on the transit/land use connections at two specific locations along the Orange Line Trolley corridor within Southeastern San Diego. The City would leverage the SGIP funds with the Sustainable Communities Planning Grant and Incentives Program funding to focus on comprehensive sustainable policies that go beyond these two SGIP locations and develop a broad range of implementation measures applicable to the entire community.

b. Identify potential future funding sources and the amount expected to be committed to the proposal. Detail whether funds are in the form of cash contributions, in-kind services, volunteer effort, donated labor or materials, technical expertise, etc.

If awarded, the CPCI department would request additional funding from the City Council as a part of the Fiscal Year 2012 City budget cycle. This funding would specifically be sought to prepare the environmental document that will be required for the City Council to adopt the Community Plan, Zoning, Redevelopment Plan, and Public Facilities Financing Plan Update. Additionally, Redevelopment funds could potentially be available in the future to implement some of the improvements identified in the planning process. The City would also seek smart growth related local funding from SANDAG to implement the recommended mobility improvements, in addition to future state and federal funding.

4. Proposal Addresses Climate Change Impacts.

a. Identify the potential climate change impacts on the population, or human or natural areas, or systems most vulnerable to those impacts within the planning area.

While climate change is a global problem, at the local level, it is possible to reduce greenhouse gas emissions by fostering sustainable communities through the implementation of sustainable development policies. The Update will integrate principles of sustainability into land use, transportation, conservation, and economic policies. Land use and transportation policies will help reduce greenhouse gas emissions which are anticipated to have a long-term effect of improving air quality which can help to improve the public health of those living in the community. Conservation policies aim to help improve the water quality and habitat of the Chollas Creek watershed which would improve the natural environment from the inland canyons and hillsides to San Diego Bay. Economic policies would seek to protect employment lands to promote job retention and creation within the community.

b. How does the proposal improve adaptation to the impacts for these populations, human or natural areas, or systems?

One way in which the proposal will improve adaptation to the impacts is through the reduction of the "Urban Heat Island Effect" through the establishment of urban greening and green building policies. Heat islands form as cities replace natural land cover with dark-colored impermeable pavement for roads and parking lots; construct buildings that block natural cooling from wind; and otherwise collect and retain heat. The hotter it is, the more ground level ozone is created and the more energy is used for cooling. Ground level ozone results in public health impacts that seriously affect sensitive members of the population including people with respiratory problems, the elderly, and children. Implementation of sustainable development policies and practices, including heat island mitigation measures, may reduce temperature increases and the associated Urban Heat Island effects in Southeastern San Diego.

Another way in which the proposal will address the issue of adaptation is through the inclusion of community-specific policies which may be developed from regional studies such as the recently-completed Focus 2050 Study on San Diego's Changing Climate. The study was commissioned by the San Diego Foundation, a local non-profit organization, to examine the implications of climate change and identify possible actions to reduce greenhouse gas emissions.

5. Proposal serves an economically disadvantaged community.
   a. How will this proposal specifically benefit a disadvantaged or severely disadvantaged community ?

The population of Southeastern San Diego is characterized by lower levels of median income and educational attainment, and higher levels of poverty, racial and ethnic minorities, non-English speakers, and disabled residents than in the region or nation. A total of 62 percent of the population has an education attainment level of grade 12 or less. A total of 37 percent of the population lives below the poverty level. The ethnic diversity of the area is among the highest in the region, with established residents and recent immigrant groups that include African American, Latino, Cambodian, Laotian, Samoan, Filipino, Somali, and Sudanese. Much of the area is a Redevelopment Project Area under California Redevelopment law, CDBG-eligible under federal law, and an Enterprise Zone under state Law. The unique historic and cultural diversity is also viewed as a community asset, but most demographic data is indicative of the challenges faced by residents. This proposal will provide policies and implementation tools to encourage efficient mixed-use infill development patterns, including infrastructure associated with the development that is transit-oriented and multi-modal. Walking, biking, transit and mid-to-high density mixed-use development are the objectives of the Update, led by community stakeholders with a focus on creating a cultural and civic hub that will catalyze new businesses and public/private investment in creating a sustainable community.

   b. Discuss how the economically disadvantaged community has been and will continue to be engaged and participatory in the development of the proposal.

Past planning efforts in the community, including the Pilot Village at Market Creek, have demonstrated a commitment to area-wide, inclusive community outreach through organizations such as VOCAL (Voices of the Community at All Levels), an expansive network of ten local civic, faith-based, youth and cultural groups. This process has included language interpreters to assure non-English speaking residents are informed, active participants in community planning working groups. This process has also included surveys, goal setting, design workshops and charrettes that engage neighborhood stakeholders in laying the groundwork for decisions that will have broad community support. As with those past planning efforts, the structure for developing the Update will be a community-driven approach, with many opportunities for valuable public input and assistance in shaping a consensus-based plan that reflects the community's unique combination of values, interests, and needs. As such, a primary objective is to engage the community to identify a collective identity for the community, which creates a plan for future development, and focuses on: the provision of affordable, workforce, and market rate housing; adequate buffers between incompatible land uses, multi-modal transportation, pedestrian-oriented design principles, green design and development guidelines,

natural resources and open space restoration, inclusion of neighborhood cultures in architecture and public art, the provision of adequate public facilities and infrastructure, and other revitalization issues.

Step 4: Organizational Capacity

Answer the following questions:

1. What is your organization's experience in completing this type of Proposal or similar Proposals? Is the expertise needed for the successful development of the Proposal available within the organization? If not, how do you plan to acquire it?

The City of San Diego's City Planning & Community Investment (CPCI) Department has a strong track record of overseeing and preparing community plans in all geographic areas of San Diego. The CPCI Department has prepared similar comprehensive and integrated Community Plans within the city boundaries. The City of San Diego has extensive experience overseeing planning, transportation, and other technical consultants and working directly with the community groups and organizations in Southeastern San Diego and other agencies.

2. Do you have active partners that will help develop the Proposal? How?

The Community Plan Update Stakeholder's Committee will provide a monthly public forum for input and advisory recommendations to the City decision-makers relative to the various Plan Update components. Extensive public notification of all monthly meetings and workshops will take place, including flyers, website, posters, local newspapers, public announcements, etc. Also, due to the predominately multi-cultural nature of the community, translation services will be provided at all meetings, workshops and on all written material.

3. How will the Proposal be kept on schedule and within budget?

City staff will provide the management direction to keep the project on schedule and within budget. Communication is the central requirement for an efficiently run project. Clear communication is essential between the City, the project stakeholders, the consultant team and the elected officials asked to approve the project. The other major aspect of project management relates to the frequent monitoring of the project's progress. Staff will continuously monitor the budget and timeline and make necessary adjustments to the project approach and refocus efforts to meet the deadlines and stay within budget.

4. If the Proposal goes over budget, explain your contingency plan to cover the cost.

The Update is a priority for the City. Staff will seek funding from the City Council in Fiscal Year 2012 to prepare the environmental document. If additional funds are needed, the City will seek funding as part of the Fiscal Year 2012 request to the City Council. Further, part of the Community Plan area is within SEDC's Redevelopment Project area. Redevelopment funds could potentially be available in the future to implement some of the improvements in the redevelopment area.

5. Identify in the work plan how the proposal will be implemented, including zoning Updates if applicable.

The implementation of Community Plan policies will occur through a variety of tools, including design guidelines, a zoning program, a redevelopment plan, and capital improvements. A zoning program and a comprehensive update to the Public Facilities Financing Plan will occur concurrently during the Community Plan Update process. The updated Community Plan will include an Implementation Chapter, which will briefly describe each of these implementation tools, including the purpose, timing, and goals. Included in this chapter will be an Action Matrix, containing specific actions, prioritization ranking, potential funding sources, timeframes, responsible departments or agencies, and the relationship to a policy or regulation.