

DISTRICT ONE  
Strategic Planning Meeting  
September 17, 2018

During District Meetings attendees were given the opportunity to provide feedback on two of the following nine areas: Economic Vitality, Health and Human Services; Social Services; Housing; Natural Resources & Environmental Sustainability; Public Safety; Transportation; Arts and Culture; and, Government Effectiveness.

**Solutions included:**

**Economic Vitality** - Diversity beyond wine, food and hospitality; small family farms; broader selection of shopping up and down valley (Retail/Grocery(Local options)); Livable wages; Creative ways to house workforce; Electric shuttle transportation options collaborate with independent to pay offset employees and tourism- Large employers more people to destination's incentives

**Health and Human Services** - Improving food access/ food insecurity; centralization of service- one stop/coordination of services- place -based services-mobile services- transportation to services; Education of individuals /community partners non profit (sharing of information) of upcoming legislation etc.. - same info coming from different organizations; increase input from the people who access the services-how do they want to receive the services

**Social Services** - Decrease food insecurity; Creating civic center or location where people of all ages can go and afford; and, want county to feel like it did after the fire (food, clothes donations, higher level of support for each other)

**Housing** - no concentration of low income housing in one place; Infilled/sustainable/mixed-use development; non-profit housing land trust

**Natural Resources & Environmental Sustainability** - Napa needs dedicated open space and protected watershed areas - bifurcate areas - age and open space/watershed; limit hotels and large industries being build where there is not enough h2o- business should be self sustainable; water protections (watershed health/improvement); limiting development - vineyards - impact on environment - pesticides; Surface h2o-quantity and quality; ground H2O; climate action plan joint between City and County; and, code enforcement

**Public Safety** - adequate staffing & funding for animal shelter- 7 days a week - well cared for animals-variety of well qualified staff including medical staff; Fire- notification beyond Nixle in rural areas - solve cell service problem (more towers with power backup); Fire- notification beyond Nixle in rural areas - solve cell service problem (more towers with power backup); Sirens in Areas - THINK TSUNAMI Warning sirens

**Transportation** - Better employee transit include worker housing at employer; better public transit; restrict development (wineries and hotels); improving roads for drivers, bikes and walkers (e.g.. problem intersections impact fees trucks)

**Arts and Culture** - promotion/a awareness seasonal publicity; historic preservation - awareness promotion / protection; Napa Cultural Center - Visual, Film, Writing Performance, and Education Classes.

**Government Effectiveness** - Campaign finance reform (\$ in politics) from the industry; more clarity in ballot initiative (yes = yes); oversight of wineries / enforcement (restaurants); more outreach to citizens (inclusion - Spanish Speaking / LGBTQ); City / County working together; transparency in the budget process; finish new jail - sell old site; four year moratorium on development;

Economic Vitality	
Actions/Solutions that need to be taken to improve quality of life in this area	Identify/Challenges barriers we will need to overcome for this action to become a reality
<b>Diversify beyond wine food hospitality</b>	restrictions = visitors become winery - economic restrictions - bigs can
<b>small family farms protect</b>	economic restrict
<b>broader selection of shopping up and down valley (Retail/Grocery(Local options))</b>	big guys can
<b>Livable wages</b>	county being educated - how to inform promote trans
Quality control	weather /seasonal
Repave road	staggered hrs.
<b>Creative ways to house workforce</b>	coordination
<b>Electric shuttle transportation options collaborate with independent to pay offset employees and tourism- Large employers more people to destination's incentives</b>	business bought in yet
Cut off Traffic down	County/regulations
public transportation subsidies	Gang Goal post/barriers to entry too high
Elected leverage demands- restrict-incentives	lack of streamlined processes
small family farm regulations	county logged
retain history of small farm	research an take a long time
more ownership of housing onsite	
Regulations of business	
<b>Focus from tourism to community</b>	
<b>Support Stable workforce- people moving away- livable wages- housing-transport</b>	
Regulation of pests.	
Employers wage and Housing in business plan (regulations)	
create regulations -owner occupied	
Rent and work balance	

Economic Vitality

Evidence that you know these barriers are real	Impact of these barriers on you and the community	What individuals and groups need to be involved in making this action a reality and overcoming the barriers
see impact	county being educated - how to inform promote trans.	people who live here (public)
lack of enforcement	staggered hours/weather seasonal	Elected
multiple jobs 4 small farms	Coordination	city/counties
selling small farms	business number bought in yet	individual groups - hospitality / wine vintners associates
cross collaborate/ Counties/cities/Ind. Isn't happening	County/regulation/gang goal posts/ barriers to entry too high	researchers/data drive
lack of streamline process	lack of streamlined processes	General plan people
round up chemical	county back logged	Enforcers
	research can take a long time	Elected officials
	Traffic-Cannot Drive / walk	NVTA / CALTRANS
	Roads are Bad	Public
	Bike Friendly Dangerous	Commercial Property owners
	Buy Online= loss of sales tax	chamber of commerce
	Little guys (small farms)	affiliations/organize groups
	People are leaving disappearing	
	Locals Envoy Napa Valley too \$\$	
	Garbage fast food	
	things take forever	
	loss of trust and opportunity	
	Frustration and anxiety	
	Local community = Afford to enjoy the valley like tourist	

Health & Human Services		
Actions that need to be taken to improve quality of life in this area		Identify barriers we will need to overcome for this action to become a reality
<b>Improving food access/ food insecurity</b>	hours of operations, location and size of food bank	
<b>centralization of service- one stop/coordination of services- place - based services-mobile services-transportation to services</b>	transportation - knowledge transfer to those involved in providing food- ability of people to get to and prepare / store food (homeless) - medications	
<b>Education of individuals /community partners non profit (sharing of information) of upcoming legislation etc.. - same info coming from different organizations</b>	silo funding of programs - local, state and federal - data systems - confidentiality - underfunding of services- transportation to the services(lack of)	
<b>increase input from the people who access the services-how do they want to receive the services</b>	Lack of coalition, time to prioritize, silo, trusted source, don't ask people how they get	
	lack of participation if barriers are tougher	
Health & Human Services		
Evidence that you know these barriers are real	Impact of these barriers on you and the community	What individuals and groups need to be involved in making this action a reality and overcoming the barriers
Food study	people are hungry, lack of proper food, poor health, high division / gap of people of different income levels, high costs in health care cost	Farmers/stores/County/City and non profits - religious organizations
Siloed Funding	fear in some communities-lack of participation when individuals cannot participate	County finance / community organizations ( communicating on max. funding), consumers and disenfranchised groups, food bank
Decreases in client participation (CalFresh, WIC)	high cost of providing services when there is no coordination of services	Community leaders coalition, philanthropic community, legislative subcommittee
Lack of internal/external communication's		emphasis on community engagement and need to go do services in the community
Decreases in funding		
Health disparities		

## Social Services

Actions that need to be taken to improve quality of life in this area

Identify barriers we will need to overcome for this action to become a reality

Don't know what current condition is	don't know what current condition is - food insecurity
<b>Decrease food insecurity</b>	inclusion society where people feel valued
Consolidate service location up - ease to services (ex.1 stop shop)	lack of consolidation of services, lower streamlined - less access (e.g. one stop shop)
<b>Creating civic center or location where people of all ages can go and afford</b>	less negligence, taxes imposed to fund activities
<b>want county to feel like it did after the fire (food, clothes donations, higher level of support for each other)</b>	need place to go and connect with others, has to grow from within
bilingual (or more languages) emergency workers	people need to understand instructions related to emergencies, be able to

Social Services

Evidence that you know these barriers are real	Impact of these barriers on you and the community	What individuals and groups need to be involved in making this action a reality and overcoming the barriers
Elderly, homeless with less/no access (fresh/whole food)	homelessness	better coordinator amongst providers (CBU'S)
less/no transport	crime	Federal government (CalFresh)
higher education on what is available (Latino population)	higher chronic disease	food waste and restaurants (organization working on this)
perception that services have a lot of eligible requirements	poorer Ed outcomes for food insecure kids	government on regs concerning food donations (liability concerns)
acceptability stigma	with out diversity/inclusion less interesting place to live (ex. Center for thought and culture) Currently live in fragmented community	community groups Neighborhood groups (ex. Breakfast on the block) - More community gathering to get to know each other
library community conversations (17 many said feeling of inclusion wan an issue	increases isolation - widens Anglo - Hispanic divide	US (all of us) - adults/role models
moving homeless shelter outside of town transport	more outreach, higher for teens, activities	work to keep sense of community
Nothing for teens, movies either for adults/kids, not teens, local clubs ha a hard time finding a place to meet	more relationships that don't naturally happen (ex. Kids and cops)	CBU'S
feeling that problem is too big to resolve	division in schools between white and Hispanic students	schools (higher inclusion instead of fragments)
have been on provider end and difficult to help individuals who don't speak language leads to less inclusivity.. Immigration status		City/County event planners (special events) City/ Local government emergency workers
		people who want to use services should be involved
		hotels (to provide free meeting rooms or use of pools for locals)

## Housing

Actions that need to be taken to improve quality of life in this area

Identify barriers we will need to overcome for this action to become a reality

<b>no concentration of low income housing in one place</b>	having to create a list of priorities (seniors, residents, workers, those with disabilities, etc.)
housing lottery for people who live/work here	funding
set system that has certain requirements (ex. X amount of years living in Napa) to allow them to purchase /rent	increase enforcement staff
<b>Infilled/sustainable/mixed-use development</b>	creating permits
<b>non-profit housing land trust</b>	developers interested in smaller units
creating ordinance to limit/supervise	adjusting permit requirements
airbnb & enforce (short - term rentals)	taxation dedicated to housing fund
better enforcement of ordinance re: short term rentals	County / City staff
contract with airbnb to limit advertisement to the permitted rentals only.	B O S
encourage sweat equity	AirBnB property owners
smaller/tiny homes for low-income	Developers and County officials
hotel/large wineries being required to have in their developments a proposal housing fund or transportation fund based on number of workers they plan to hire	grassroots organizations knowledgeable about small houses
review of the county owned land available	

## Housing

Evidence that you know these barriers are real	Impact of these barriers on you and the community	What individuals and groups need to be involved in making this action a reality and overcoming the barriers
difficulty finding home	High traffic	neighborhood planning commissions that work with local government
prices	class - systems	local government, non profits, and people in community
cost of rent	may create segregation if not implemented well	social services
increase traffic for communities	local stores closing due to increased rent	developers and business leaders
taxes increasing on homes	on neighborhoods	
Advertisement online	infrastructures	
weddings/events/parties	emergency services	
don't see smaller units. Don't see neighborhoods targeted for low-income	quality of life for residents	
cost of land		

## Natural Resources & Environmental Sustainability

Actions that need to be taken to improve quality of life in this area	Identify barriers we will need to overcome for this action to become a reality
<b>Napa needs dedicated open space and protected watershed areas - bifurcate areas - age and open space/watershed</b>	no solar ordinance to protect land from development
<b>limit hotels and large industries being build where there is not enough h2o- business should be self sustainable</b>	current zoning and insufficient set backs voluntary vs. mandatory; education
dry farming in wineries	commercial vs. residents interests environmental sustainability; consisting in development principles' enforcement of regulations
winery waste water	Multiple water agencies
Solar ordinance and cell towers/small cell	no monitoring of wells
<b>water protections (watershed health/improvement)</b>	not enough h2o quality studies
<b>limiting development - vineyards - impact on environment - pesticides</b>	insignificant EIRS
<b>Surface h2o-quantity and quality</b>	Lack of communication; different process poor communication with residents lack of leadership- we're behind. Uniformity in standards down of enforcement; lack of education of resources/community groups regional urbanization
<b>ground h2o</b>	funding, political influence
<b>climate action plan joint between city and county</b>	inclusion of idea on into general plan- dual use of watershed areas has impacts - property rights vs. watershed
<b>code enforcement</b>	property owner rights state water law
	oversight (honest) and education
	no treatment plant

### Natural Resources & Environmental Sustainability

Evidence that you know these barriers are real	Impact of these barriers on you and the community	What individuals and groups need to be involved in making this action a reality and overcoming the barriers
changes by BOS in 2010 expanded definition of AG	Hillsides impacted	City and County
too many variance being allowed for developer (Solar)	lower animal habitats	Planning commission / department
Wells running dry	effects on microclimate	BOS
Expanded winery permits and forgiving permit violations	impacts on air quality	Citizen input; citizen groups
Cancer rates due to pesticides	impacts on transportation and housing due to higher development	consultants for scientific study
Visual changes to hill sides; run off	impacts on health and safety; electromagnetic	Elected officials, researchers - sierra club, residents, media, industry, successful counties
Measure C failure; lack cooperation with City and County; A plan does not exist	Water resources compromised, anxiety, raise cancer rates, lack of meaningful contribution, air quality, traffic	elected officials, planning, (not so much reliance on residents for reporting), justice system, small business owners
Public ads/misuse of permits	resignation by the community, demoralizing, lower property values, negative impacts industry who are compliant natural resources	California department of forestry (Angwin), County of Napa, City of Napa, St. Helena, etc. All of them, county & state agencies that are responsible for overseeing, CEQA
amnesty- expansion Approval of Hall winery - Kelly Anderson tour shows many of these impacts and barriers	\$\$ of H2O, water quantity and quality, cost to improve H2O	Ability of measure accurately how much water is being used., City of Napa, etc., Business using water, code enforcement, Trucking H2O
Public comments Truck of water and waste water	lack of H2O where needed, climate change/snowpack lower and impacts, H2O quality/quantity, increased traffic	Napa Sanitation, citizens and county
Failure of APAC	pollution of water	

Public Safety

Actions that need to be taken to improve quality of life in this area

Identify barriers we will need to overcome for this action to become a reality

infrastructure for safety keep up with population density	Coordination with service providers cost of equipment
<b>adequate staffing &amp; funding for animal shelter- 7 days a week - well cared for animals-variety of well qualified staff including medical staff</b>	Up Keep, Maintenance, Testing Costs. ( Need education for residents)
transportation infrastructure	Acceptability of placement lack of monitoring of homeless population funding
adequate services for new developments (schools, road, water, etc.. ) (storm drains)	funding isn't sufficient - community education on population of animals being surrendered.
<b>Fire- notification beyond Nixle in rural areas - solve cell service problem (more towers with power backup)</b>	cost / would require state involvement
<b>Sirens in Areas - THINK TSUNAMI Warning sirens</b>	Staff at animal shelter inundated can't adequately do their job
<b>Fire Cameras ( the new fire lookouts)</b>	
<b>Homeless population- crank use-property damage - the group that is resistant to assistance</b>	
Use Napa State Hospital Facilities for housing and treatment	
Forced Case Management for mentally ill	

**Public Safety**

Evidence that you know these barriers are real	Impact of these barriers on you and the community	What individuals and groups need to be involved in making this action a reality and overcoming the barriers
Injured Staff, staff on-leave	Worries about quality of life and the public safety hazards from inadequate infrastructure	BOS
Slow traffic/compacted roads - traffic coming through from Sonoma & Marin Counties	Feel less secure given the rapid spread of the 2017 fires	Allocate positions, volunteers, volunteer coordinator, vet tech
Lack of notice in 2017 fires		other Governmental agencies
we don't have them		Cell Provider, FEMA, private property owner, CALFIRE

Transportation	
Actions that need to be taken to improve quality of life in this area	Identify barriers we will need to overcome for this action to become a reality

Move tourist around valley other than cars	People don't use transit not enough route- effective transport Not enough employer incentives
<b>Better employee transit include worker housing at employer</b>	no one pays for it
<b>Better public transit</b>	county not requiring to be appressed
<b>Restrict Development (wineries and hotels)</b>	no one uses it
<b>improving roads for drivers, bikes and walkers (e.g.. problem intersections impact fees trucks)</b>	takes long time, not enough trips
JPAS to spread costs and benefits over entire community	uncomfortable, not on time
improve non-car use (i.e. trains, public transport tie into regional transit)	lack of maintenance
Round about - better	property rights
traffic control	education/enforcement; promotion; lack of understanding
better bike safety-finish vine trail	money; costs and costly alternatives
	change of vision
	Right of way, syncing traffic lights
	jurisdiction have their own agendas
	costs to one group
	political leadership; conflict of interest- elected
	lack of options; Dispersed destinations
	low ridership; inconvenience prevents ridership
	Caltrans
	lack of HOV; lack of bike transit bike
	not outspoken community
	landowners

Transportation		
Evidence that you know these barriers are real	Impact of these barriers on you and the community	What individuals and groups need to be involved in making this action a reality and overcoming the barriers

failed -traffic, more people, parking, accident, in/out of valley is dangerous	Traffic is bad, air quality, climate change	employers
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lots of employers on road	peak hour traffic, long commuting time	buses-NVTA
Santa Rosa, Calistoga transit	we all get in our cars, congestion, lower quality of life	County-general ran limit development and housing on site
researched commute to valet and concord - 3hrs	stuck in traffic	Developers
13000 cars go thru Calistoga from Sonoma to lake	quality of life	Public
there are a lot of single drivers cant find bike sharing program	in adequate infrastructure	same as above
inefficient traffic patterns	Dangerous driving conditions more animosity	state, county, tourism bureau
limited use	Traffic	county and cities
vine transit not finished	less efficient infrastructure	other counties, NVTA
lots of accidents	stress on infrastructure and environment	Local organizations
not visible bike lanes	community healthy	NVTA, wine train, bike coalition, planning commission, tourism bureau, industry groups
under utilized lanes	less commerce	CalTrans, County, Cities, Community feed back
	stuck in traffic	NVTA, vine trail coalition, county cities, schools
	ditto above	
	accidents	
	traffic	
	reluctant to use	

Arts and Culture		
Actions that need to be taken to improve quality of life in this area		Identify barriers we will need to overcome for this action to become a reality
Arts culture heritage tourism	Arts investment rather than expense	
<b>promotion/a awareness seasonal publicity</b>	Historic preservation is an asset to tourism	
<b>historic preservation - awareness promotion protection</b>	lack of studio space and affordability	
supporting ways to make financial feasible for artist to live here	Money	
<b>Napa cultural center- visual, film writing performance, education classes residency</b>	long term commitment	
<b>art education for children-public</b>	outreach - local, regional	
	ample space	
	marketing - education	
Arts and Culture		
Evidence that you know these barriers are real	Impact of these barriers on you and the community	What individuals and groups need to be involved in making this action a reality and overcoming the barriers
need to build philosophy of philanthropic culture	Keep people engaged in the community	Artist and artist organizations at the table
lack of awareness of historic assets	Diminish quality of life	preservation groups at the table
tourists are unaware of what is here	limits tourism	other ethnic cultural groups
<b>importance of world class public art</b>	impact on children	curators, culture producers
<b>public art decisions should be made by experts</b>	effects economic engine	architectural competition
endowment		collectors
		steering committee

Government Effectiveness		
Actions that need to be taken to improve quality of life in this area		Identify barriers we will need to overcome for this action to become a reality
<b>1) Campaign finance reform (\$ in politics) from the industry</b>	1) Large donations allowed. Donations to individual supervisors aren't easy to know.	
<b>More clarity in ballot initiative (yes=yes)</b>	2) People don't know where to look	
<b>oversight of wineries/enforcement (restaurants)</b>	Lack of understanding of process - Full time line	
<b>More outreach to citizens (inclusion)Spanish speaking/LGBQ)</b>	It's confusing	
Less adversarial with business	More itemization (detail)	
<b>City/County working together</b>	Projected Benefits	
<b>2) Transparency in the budget process</b>	3) Education of community	
More outsourcing (long term financial cost of employees)	Promotion on website -tracking legislative history	
<b>Finish new jail- Sell old site</b>	lack of leadership from the Board	
<b>4 Year moratorium on development</b>	lack of way for citizens to bring up a needed ordinance	
Consolidation of services between City/County	4) economic cost	
<b>Streamlining Permitting</b>	Ag Community against	
Better/transparent process to adherence of ordinance	Controversial	
Government Effectiveness		
Evidence that you know these barriers are real	Impact of these barriers on you and the community	What individuals and groups need to be involved in making this action a reality and overcoming the barriers
1) False statements on the ballot and in campaign can't find donation data - not timely	1) Large #'s of people aren't heard	1) Supervisors, Citizen Groups, Elections
2) Time lines not there	2) People don't understand how money is being spent- don't understand priorities	2) Supervisors, ACO, Staff, Citizens, Non profits
3) Solar process problems lack of clean info on website	3) Confusion, Discomfort, need for revisions later, bad ordinance, impacts property values, impacts on the environment.	3) Ditto