

DISTRICT THREE
Strategic Planning Meeting
September 26, 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 - Affordable housing for work force

Health and Human Services - Educating segments of population regarding access to services (farmworkers, youth, seniors esp.)

Social Services - Coordinated county-wide strategy and plan that partners with cities (broad not just emergencies); Budget transparency;

Natural Resources & Environmental Sustainability - Increase minimum parcel size for wineries to 40 acres

Public Safety - Limit industrial/commercial activities where only access is a single lane road; more traffic enforcement - CHP and Sheriff

Transportation - Tax on second home;

Arts and Culture - Scholarship programs

Government Effectiveness - Revert to original definition of agriculture pre recent change removing allowance for events marketing; Public input/workshops on budget with timeline for county process;

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
A new countywide EIR to verify underlying assumptions that support General Plan	Traffic
Implement APAC recommendations	Skilled work force
Public education about why economic vitality an issue	Cost of living
Clarify and strengthen WDO - hospitality service	Save the family farm
Ensure compliance with 75% rule for wine robust program	Winery Definition Ordinance (WDO)
Require building housing instead of mitigation fee	Regulatory compliance
Redefine WDO	WDO - too much regulation-new business
Simplify regulation process	Weak county EIR (overall)
Accountability standards (compliance)	Balancing tourism with traffic and housing
Affordable housing for work force	Too many regulations for farmworker housing
Incentives for AH development	Lack of clarity of balance of production capacity vs. vineyard acreage (75% rule)
Evaluate hotel rooms approved - what's too many - carrying capacity	Relationship between County and State
Re-evaluate need of Tourism Improvement District and funds promoting tourism	Propagation of food service in AG taking business from city

Economic Vitality	
Evidence that you know these barriers are real	Impact of these barriers on you and the community
Businesses selling	Unprofitability of wineries
Businesses closing	Commute times
Takes too long to get to Yountville	wages - family farms priced out
Anti competitive market	County regulations - takes \$\$\$/time
Traffic problem related to lack of affordable housing	Direct to consumer - no access
Labor shortage	Traffic and congestion
Cannabis competition	Decrease in quality of life - spending time on road
Hard for winery to expand	Cost of living
Vacant storefronts	Housing cost
Wineries advertising meals - out of compliance	
Closure of restaurants in cities	
Lack of housing for workforce	
Traffic	
Apparent that prices and demand increasing - could threaten 75% rule	

Health & Human Services	
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
Shared hotline (211.org, database of resources)	Limited services up valley
Making sure providers working together	Barriers for immigrant families/people un-enrolling plus decreased participation; ineffective communication with community
Educating segments of population regarding access to services (farmworkers, youth, seniors esp.)	Public charge - individuals not MH/APS issues
Increased collaboration between County and other service providers, community non-profits, etc.	Lack of licensed in-home senior caregivers
Empowering community	Limited cultural competency resources
Reflect division of community	Turnover in child welfare (staff)
Increase communication of what's available	ADS prevention (particular with youth)
Hire public information officer	Access to quality healthcare for all residents; fear of accessing quality healthcare and food due to ICE, etc.
Identify other resources	Access to information about various topics (ADS, MH topics)
Getting community to embrace healthy living (LHNV for example)	Food insecurity/low income residents
	Lack of information/resources for domestic violence (for families & children)
	More MH/APS support/resources in school
	In-Home health support for seniors
Health & Human Services	
Evidence that you know these barriers are real	Impact of these barriers on you and the community
Healthy kids survey	Impacts ability to do job well and provide resources
Feedback from clients about accessing services, wait lists	Longer wait lists
Inability to find in-home caregivers	Decreased communication
Decreased responsiveness to calls (CWS)	Increased stress on non-profits/provider
Lack of clear communication re disasters	Community members not having fullest life, wellness
CA healthy kids survey data	Not able to find caregivers
Decrease in visits to Ole health	Up valley impacted significantly due to growing location
Data from non-profits re: underserved population and fear of accessing services	As a minister often see immigrants who need assistance/where to refer??
Police reporting increase DUI, no license, etc.	Personal experience with domestic violence - need for resources
911, law enforcement and emergency services increase for seniors	

Social Services	
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
Need to hire a Public Information Officer	Not enough job opportunities for youth
Coordinated county-wide strategy and plan that partners with cities (broad not just emergencies)	Nothing to do for youth for minority youth
Newsletters/monthly update	No affordable activities for youth and seniors
Opportunity to give feedback	Accessible/local/affordable for all ages
Communication comes out in a variety of formats, languages, audience, topic	More parks, open spaces for all ages
Ensure funds for social services are stable	Barriers to food banks - federal forms
Budget transparency	No homeless services up valley
PR on importance of census/count	Integrated cultures - not
Incentives to hire youth = \$\$\$	Don't have an accurate county/census
Community hub/centers = multigenerational that provide services	effectively getting info out to potential clients/residents
Reduce paperwork to access services for food	*Multi-lingual communication - accurate and timely (emergency and
More publicity for existing program - variety of formats, radio, etc.	*Sufficient funds to support at-risk (community members)
Use schools to distribute food to insecure families - weekend backpack	Additional services and support for across lifespan
Subsidize activities for youth and seniors	*Implement and equality and wellness for everyone
Integrate programs with youth and seniors	
Interagency communication - non-profit and government	
Social Services	
Evidence that you know these barriers are real	Impact of these barriers on you and the community
Gangs	Get a better workforce
Antidotal stories of neglect and abuse	Reduce medical and services needed; community is connected and healthy
CA healthy kids survey	A livable community
Decrease in food bank use	
Who is missing at the table	
Communication challenges with fires	
No coordinated communication about mental health strategies during	
Rumors	
Lack of funds to support well being, services for all ages - livable community	
Not enough to go around	

Housing	
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
JPA/MOU with cities/counties to ID same problem and work together	No affordable housing/land
Shift some money going to promotion of tourism to housing	Lack alignment with cities/county
Look at other tourist destinations to ID best practices	NIMY - not in my back yard
Build more housing that is affordable	Lack of accountability when approving business development to
Support proposals - show up in person	Too many second homes
Design/plan/JPA to work	No workforce housing (farmworker housing)
Tax second homes for workforce	Too many 2nd/3rd homes
tax sale transactions for housing	Conversion of small homes into big mansions
Deed restricted for work force	High land cost
Restricting large developments like resorts	PPI don't know affordable vs. middle vs. work force
Passing Measure E and I	
Business sponsored housing for employees	
Vacancy tax	
transfer tax on re-sale	
Limit expansion of homes	
Subsidizing middle class homes	
Allow taller housing development (density)	
Housing	
Evidence that you know these barriers are real	Impact of these barriers on you and the community
Cities vote down affordable housing projects	More traffic
Electeds don't have talking points they need	People live out of county
How to counter "NIMBY"	Hard to recruit for jobs
No political will	Community population going down
Cities not taking responsibility (county has Ag Preserve)	School population down
Occupancy rate is 99%; 1% rental units	No workforce
Lack of workforce	Air quality
Middle class/older/teachers/law enforcement emergency personnel	Costs more to get same services
Longer commutes/traffic	Lack of community/less volunteers
PPI coming from 40-50 miles to work	No soccer coaches
No recent development of homes in St. Helena	Loss of community
40-50% of homes in St. Helena are 2nd/3rd homes	Rents higher and home prices
	More noisy parties
	Don't support professional services (doctor, dentist, etc.)

Natural Resources & Environmental Sustainability	
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
Restrict growth of wineries and vineyards, resorts (development)	Climate change
County permit THPs (Timber Harvest Plans)/TCPs (Timber Conversion Plans) moratorium of tree harvest	Deforestation
Increase minimum parcel size for wineries to 40 acres	Too much development
Require voluntary capture at wineries in Climate Action Plan (CAP)	Lack of General Plan/zoning/AWLOS split
Incentives for organic farming and dry farming	Undue influence by industry
Increase public education about environmental issues	Forest protection (animal habitat)
Enforce existing law	Increase minimum parcel size to 40 acres
Decision makers listen to the public	Air quality
GPA to bifurcate Ag from open space - identify areas for open space, watershed	Overuse of plastics
Fund parks - Grand Jury recommendations on Williamson Act - take difference apply to parks	Maintain hillside farming
Cap on number of wineries	Public understanding
Landscape level evaluation of forest canopy; identify critical watersheds	
Additional transportation alternatives	
Limit traffic	
Cooperation between city and county on land use	
Restore quality of open space	

Natural Resources & Environmental Sustainability	
Evidence that you know these barriers are real	Impact of these barriers on you and the community
Wells run dry	Traffic = water trucks
Municipal water waste	Noise from removal erosion-sediment water/quality/quantity/AIR
Water trucks	Breathing bad air/dust
Groundwater studies	Dying forests
Forests clear cut	Quality of life
Release of VOCs (volatile organic compounds) from wineries (Ethanol)	Heat stress
Conflicted community - lawsuits, initiatives	Wildland fires
General Plan conditions have changed	Algae growth
Vineyards, wineries changing practices due to climate	Heat stress
Wildfires - changing FREQ/intensity	
Wells drying	
Loss of forest canopy	
Initiative removed from ballot	

Public Safety	
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
Better coordination between jurisdictions i.e., 911 responses	Slow response times by law enforcement in emergencies
Education for purveyors of alcohol - purveyors educating customers (i.e., don't let drunk tourist ride off on a bicycle in the middle of the street)	Binge tourism (i.e., large groups acting stupid)
Encourage designated driver program where business supplies the driver (hotel, restaurants, bars, wineries)	Purveyors of alcohol not well trained on when to say "no mas"
Develop an incentive to attract Uber and taxi availability	Some areas outside urban area not well lit
Develop program where tow truck companies will tow your car home for \$20 when you are unfit to drive	After hours transportation
Limit industrial/commercial activities where only access is a single lane road	Need for community policing
Direct Sheriffs Office activity towards traffic or hire more officers	Improved emergency communication with public
More traffic enforcement - CHP and Sheriff	Allowing development in remote or rural areas where services can't be provided in an emergency (1 lane road leading to residences, etc.)
Figure out where the large trucks come from (local activity or county drive through) and enact appropriate controls	How do you get 200 people from the end of the narrow road when a disaster like fire closes the road (Soda Canyon)
	Speeding on Silverado Trail
	Large trucks driving in residential areas to avoid 29 and the Trail
	Lack of transportation in the Criminal Justice System - you don't let us know what you do and how it works
	The use of the trail by large trucks - construction related
Public Safety	
Evidence that you know these barriers are real	Impact of these barriers on you and the community
Look at the 2017 fire (had to use helicopters)	Higher cancer rates
St. Helena has frock ordinance	Traffic Nosie
Personal experience	Loss of enjoyment of property
Work in industry - not well trained	Child safety
	Police threatened me like a criminal
	Problems with this in other tourist destination spots

Transportation	
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
Staggered start times, transportation in/out, more cars to trains	Only 2 main roads/highway to and from valley n-s and access roads
Affordable housing	Commute traffic due to congestion (lack of affordable housing)
Tax on second home	Rural areas challenges to use public transportation
TOT (hotel) tax designated housing	Lack of public transportation
Revisit other road options thru East County, mountains	Lack of incentives: carpool, Uber
Carpooling organization	Too many events center approved
Wine Train commuter train: routes?, congestion, local shuttles increase	Safe bike lanes
Moratorium/number of additional events until other transportation issues are resolved	Roads are not meeting the changed needs; not large enough
Free up intersection: recycle interchanges, lights	Affordable housing needs not where jobs are
New access to South Napa	Family (user) not used to public transportation Deer Park, St. Helena
Limit second homes/tax to state	

Transportation	
Evidence that you know these barriers are real	Impact of these barriers on you and the community
Can't go outside city limits	Congestion
Traffic congestion due to people work @ the events; check housing for those employees	Safety
Construction/times - night	Economic - other places
Traffic accidents	Increased commute time, congestion, safety: bikes/pedestrians/seniors, <u>Overloads</u> available resources - kids on Vine, restricting to use, workforce availability hiring outside of valley, business closure
Lack of transportation/housing for work force	*depression/suicide rate for seniors not contacted
Seniors become isolated	
Empty large buses on roads 5:00-7:00	
Hitchhiking	

Arts and Culture	
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
Focus on improving access to all demographics	Not enough affordable events for all ages
Scholarship programs	Not enough historic preservation
Create competition and venues to showcase work of local artists	Not enough diversity cultural activities
Loosen restriction temporary venues for artist, events	Not enough communication about arts
Continue to enforce historic preservation	Link between art training and art profession

Arts and Culture	
Evidence that you know these barriers are real	Impact of these barriers on you and the community
Too expensive for seniors and children	Travel outside valley
Lower attendance at events	Not fostering local talent
Old Sonoma Road/Vets Home lack of partnership with others	
Art Council Napa Valley not well known	

Government Effectiveness	
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
More attention to cumulative impact	Undue industry influence
Enforce use permits; including punitive measures	Lack of code enforcement
Single POC for permitting process	Lack of appropriate communication in Spanish
Alignment: JPA/agreement/MOU about how/when/why work together for cities/counties	Difficulty of navigating county web
Revert to original definition of agriculture pre recent change removing allowance for events marketing	Lack of qualified planning staff to evaluate EIR for winery and vineyard development
Enforce Winery Definition Ordinance	Lack of leadership by BOS
Evening meetings: Broadcast live and reshow at night	Lack of budget: input/influence/transparency
Way to participate virtually in public meeting	Lack of enforcement of COA
Keep housing in urban areas/non ag	Mitigation measures
Notice public about what general fund used for	Wineries exceed use permits; lack of enforcement
Limits on campaign contribution; supervisors calendars dynamically available online	Lack of alignment with cities/county
Prioritize bilingual info and bilingual PIO	Permit processing unclear inconsistent and too long; expensive
Redo website to be more user friendly and project/code violation info	Dept of Agriculture
Enter/report violation online	Hours of operation and access are restrictive; limit prohibit access
Hire more code enforcers	Lack of visibility to agendas
Public access and request response in set amount of time with Department heads not hired/fired by BOS	Lack of protection of Ag Preserve
Public input/workshops on budget with timeline for county process	
Request for member and community involvement in process/equal	
Government Effectiveness	
Evidence that you know these barriers are real	Impact of these barriers on you and the community
Told by BOS cannot be elected go against or limit wine industry	Lack of enforcement and use of resource beyond permitted - traffic/tourist/business/local
Standing environmental violations/easily visible county does nothing about risk health and environment violators	Inconsistency means lack of holistic view of impacts
Violation turned into permit	Budgets and stakeholders need info and say inefficient
Nixle	
No bilingual PIO capacity	
Web: hot air balloon landing log complaint cannot do approved APAC; did nothing - lack of leadership	
No visible timeline for how/where/input	
Planning staff no masters in bio dedicated to ER project staff; EIRS inconsistent	
Audits	
Cities vote down projects for housing	
Ask someone with permit	
Inconsistent enforcement of rules	
BOS, commission meetings, public notice about agendas	
Budget timelines BOS and understanding; \$\$\$ hard to find	
MSA funding for jail not transparent	