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Engaging the Fontana Community



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Effective general plans are rooted in an understanding of the values, aspirations, and concerns of the communities whose future they are intended to guide. Fontana Forward benefited from a conscious commitment to extensive public outreach and citizen engagement that provided participants an opportunity to share their hopes and aspirations for Fontana's future

The public engagement process incorporated a variety of outreach techniques and activities, allowing residents to participate in ways that worked best for them. The outreach efforts and all General Plan materials were provided in English and Spanish. Bilingual staff was also available at all meetings, workshops, and events. Residents, business owners, and other stakeholders provided feedback to the planning team by participating in a community survey, attending citywide and neighborhood meetings and workshops, and contributing comments through social media. Some participated in advisory and working groups. The planning team used the community's feedback and guidance to share all aspects of the plan, from creating a Vision and Principles for Fontana that reflected the aspirations of the community, to the strategies and actions needed to achieve that vision.

A. Committee Structure and Working Groups

In the spring of 2015, the City Council and Mayor Acquanetta Warren appointed a General Plan Advisory Committee (GPAC), a group of 25 people who served as a sounding board and advisor to the planning team. GPAC members were selected from a list of people who expressed interest in participating on the GPAC by applying to the City, as well as others who represent City boards and commissions, business groups, nonprofits, institutions, seniors and youth, and other interests.



GPAC members were also invited to participate in one or more of four Working Groups. Experts from outside the GPAC were also invited to participate in Working Groups that could benefit from their knowledge in various fields. The Working Groups reviewed, discussed, and gave comments on preliminary draft elements of the General Plan Update. After receiving comments at a first round of meetings, the consultant team made revisions for a second round of discussion and comment.

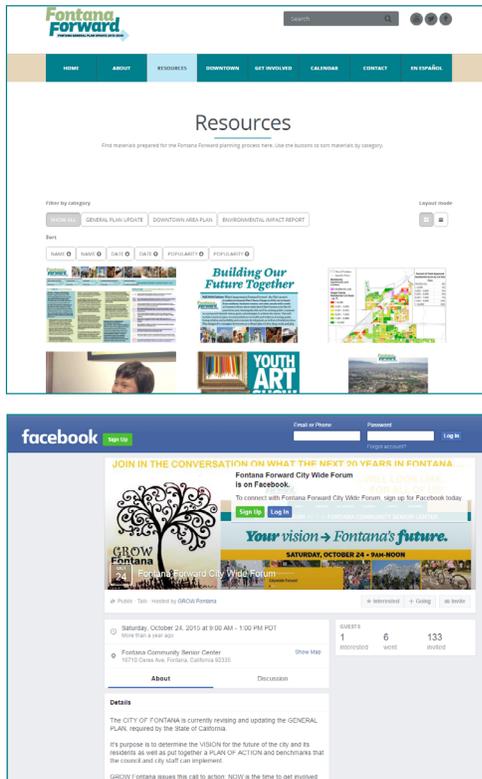
Throughout the process, the GPAC helped to promote public participation in the project. After the first round of public meetings and outreach, the GPAC worked with the planning team to develop a vision for the future and a set of principles to guide the General Plan. The GPAC met regularly during 2015-2017 to receive and provide information and guidance to the planning team. PowerPoint presentations from these meetings were posted on the project website. As the draft General Plan emerged, the GPAC reviewed and gave comments on the entire draft plan before it went into the public hearing process.

At the citywide visioning forum, held in October 2015, more than 100 Fontana residents exchanged ideas and listened to their neighbors' hopes for the city's future. The forum results helped shape the General Plan's vision and set its priorities.



B. Public Outreach

Public outreach opportunities were designed to offer residents a variety of ways to participate in person, on line, or by telephone. Outreach opportunities included:



In addition to public meetings and workshops, Fontana Forward maintained an active project website (upper image) and took advantage of the City's existing social media presence (lower).

- **Fontana Forward General Plan website.** The General Plan project website, www.fontanaforward.com, provided plan information, background materials, a project calendar, and was used to make announcements about upcoming public events around the plan. Visitors to the site had the opportunity to sign up for email updates and meeting reminders so they could remain up to date with the plan's progress and activities. Public meeting materials, including visuals, presentation, and result summaries, were posted on the site so that citizens could engage with the plan throughout the process, even if they couldn't attend its public meetings. The website included a section dedicated to major announcements that had been translated into Spanish.
- **Social media.** Social media also played a role in providing the public with information and announcements about the plan. With more than 5,700 Facebook followers and more than 1,600 Twitter followers, the City of Fontana had an established base from which to announce upcoming meetings and workshops and provide a place for people to leave comments and ideas. In addition, the planning team set up a page on mySidewalk, an online public engagement platform where people answered questions such as, "What is the best thing about living in Fontana?" This tool provided valuable feedback and enabled the public to share ideas with their neighbors even if they were unable to attend meetings or workshops in person.

C. Media and Community Outreach

The local media were notified of Fontana General Plan developments throughout the planning process. The planning team took out newspaper and radio advertisements to publicize large meetings, and local print and television media outlets reported on the major events and issues and interviewed members of the planning team.

All public meetings for the master plan were also promoted with e-blasts and flyers that were distributed through the school system and at public locations throughout the city. Four locations served as information centers for the plan: the City Hall DSO Lobby, Jessie Turner Health and Fitness Community Center, Don Day Center, and the CSD Administration Offices.

D. Public Opinion Survey

A statistically significant public opinion survey was conducted by a professional survey firm, True North Research, Inc., among a randomly selected sample of 800 residents. Individuals were selected for the survey sample by randomly choosing land lines and mobile phone numbers that serve Fontana households and asking follow-up screening questions to ensure eligibility. Surveys were conducted in English or Spanish, depending on the respondent's preference. The survey was designed to elicit residents' opinions about current conditions in Fontana, what they like best and least about their community, and what issues the city should focus on in the future. The survey aimed to "take the temperature" of the community to help the planning team understand what was most on people's minds. A full report on the survey results can be found in the stand-alone Appendix 4 to the General Plan.

In addition, the same survey instrument was made available on the project website, at public locations such as the library and senior centers, and to participants in the topical workshops. Because they represent a self-selected group of respondents (rather than a random sample), the additional surveys were compiled and analyzed separately from the professional survey. In total, 120 adults participated in the second administration of the survey.

The results listed below represent the True North telephone survey responses from the randomly selected residents. These results exclude responses of "don't know" and "prefer not to answer."

EXHIBIT 2.1 CHARACTERISTICS OF SURVEY RESPONDENTS											
RANDOMLY SELECTED RESPONDENTS						SELF-SELECTED RESPONDENTS					
What ZIP code do you live in?											
92336	92335	92337	92316	92336	92335	92337	92316	92336	92335	92337	92316
41%	38%	19%	2%	34%	36%	24%	2%	34%	36%	24%	2%
Race or ethnicity?											
LATINO/ HISPANIC	WHITE	BLACK	OTHER	LATINO/ HISPANIC	WHITE	BLACK	OTHER	LATINO/ HISPANIC	WHITE	BLACK	OTHER
67%	15%	11%	7%	43%	20%	9%	6%	43%	20%	9%	6%
Own or rent your home?											
OWN	RENT			OWN	RENT			OWN	RENT		
64%	35%			48%	25%			48%	25%		
Children in household under age 18?											
YES	NO			YES	NO			YES	NO		
50%	49%			50%	49%			50%	49%		
Length of time in Fontana?											
More than 10 years						More than 10 years					
61%						57%					
Household income											
LESS THAN \$25,000	\$25,000 – \$50,000	\$50,000 – \$75,000	\$75,000 – \$100,000	\$100,000 – \$150,000	\$150,000 OR MORE	LESS THAN \$25,000	\$25,000 – \$50,000	\$50,000 – \$75,000	\$75,000 – \$100,000	\$100,000 – \$150,000	\$150,000 OR MORE
16%	24%	19%	13%	8%	7%	15%	13%	11%	8%	10%	4%

E. Major Survey Findings

The survey asked respondents to answer a series of questions about a wide range of topics, from their thoughts on “big picture” issues facing Fontana in the future, to their priorities, to land use and redevelopment. Full survey results for all questions appear in Appendix 4. Highlights of the survey findings appear here (but exclude responses of “don’t know” or “prefer not to answer”).

Respondents identified the following as the most important issues facing Fontana by rating them as a high- or medium-level priority:

PRIORITY	RANDOM SAMPLING	SELF-SELECTION
Attracting businesses with jobs	93%	84%
Improving maintenance of streets and infrastructure	91%	82%
Improving walkability	86%	68%
Redevelopment/revitalization of Valley Blvd. and Foothill Blvd.	85%	75%
Improving traffic conditions in the city	83%	79%

How respondents saw the quality of life in Fontana:

RESPONSE	RANDOM SAMPLING	SELF-SELECTION
Improving over the past five years	56%	47%
Staying the same over the past five years	33%	30%
Getting worse over the past five years	10%	5%

Respondents who rated as good and excellent these general aspects of Fontana’s quality of life:

FACTORS <i>(percentages include answers of “good” and “excellent”)</i>	RANDOM SAMPLING	SELF-SELECTION
Fontana as a good place to live	73%	71%
Overall quality of life in Fontana	69%	58%
Fontana as a good place to raise a family	67%	62%

Respondents agreed or strongly agreed that a revitalized downtown area would:

FACTORS <i>(percentages include answers of “good” and “excellent”)</i>	RANDOM SAMPLING	SELF-SELECTION
Help attract businesses and jobs to the city	88%	79%
Improve the economy and generate	87%	74%
Improve the quality of life in Fontana	84%	71%
Support redeveloping and revitalizing downtown area	89%	79%

Respondents reported feeling very or somewhat satisfied with many city services, but they identified some services as needing improvement:

SERVICE (percentages include "somewhat" and "very dissatisfied")	RANDOM SAMPLING	SELF-SELECTION
Management of traffic flow	26%	42%
Maintenance of local streets and roads	22%	30%
Efforts to promote economic development/attract businesses and jobs	22%	29%
Efforts to preserve and protect natural open spaces	21%	28%
Efforts to conserve or protect the local watershed	21%	21%

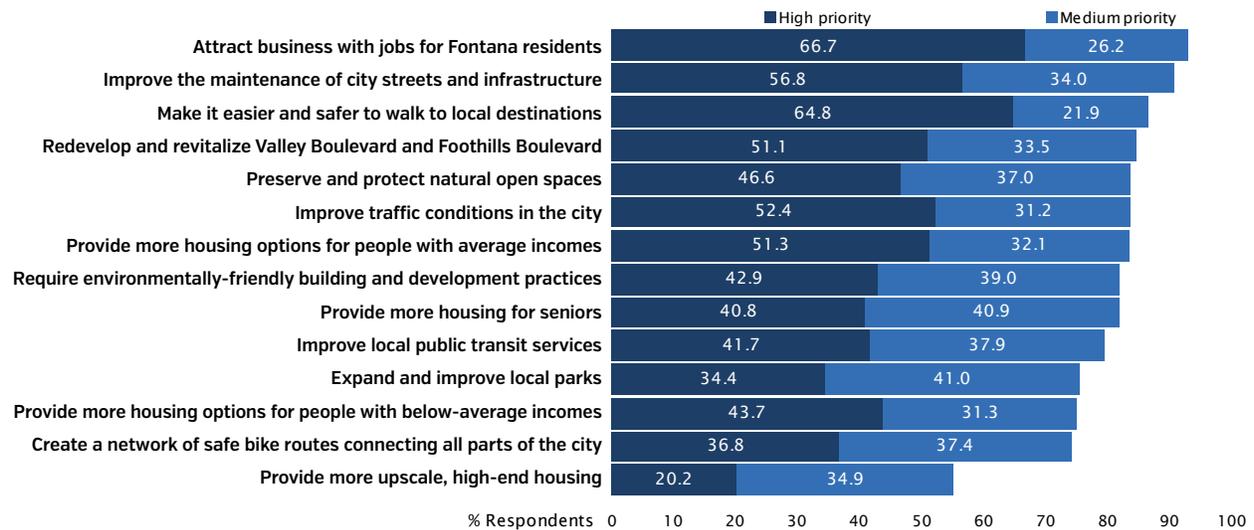
Respondents felt that there are currently too few

CATEGORY	RANDOM SAMPLING	SELF-SELECTION
Entertainment uses such as movie houses, music and arts	67%	50%
Hotels	50%	44%
Unique, non-chain retail stores and restaurants	41%	48%

Conversely, respondents felt that there are currently too many:

CATEGORY	RANDOM SAMPLING	SELF-SELECTION
Apartments	29%	33%
Warehouse and distribution facilities	27%	23%

**EXHIBIT 2.2
RESULTS FROM THE TRUE NORTH RANDOM SAMPLE PUBLIC OPINION SURVEY**



F. Citywide Visioning Forum

On Saturday, October 24, 2015, more than 100 Fontana residents from a broad range of backgrounds and neighborhoods spent a morning in a meeting hall at the Senior Center on Ceres Avenue. They came to share their hopes and aspirations for the future of the City of Fontana as part of the Fontana Comprehensive Plan process.

The purpose of the Visioning Forum

- To provide a place for people who live and work in the Fontana to meet and exchange ideas about their community.
- To provide an opportunity for structured conversation to identify the community's assets—the best things about Fontana—and challenges. The discussion focused attention on assets that the community can build on as well as issues that need solving.
- To take a few moments to think about their personal vision for Fontana's future and to share that personal vision with participants at their discussion table.
- To identify together a common set of priority elements that should be a part of the city's 20-year vision and statement of principles.

What happened at the Forum

- **Registration and exhibits.** Participants registered as they came in and were asked to indicate on a map where they lived. Each participant received a folder containing a handout giving an overview of the entire comprehensive plan project; a handout with selected data on current conditions in the city related to issues such as demographics, land use, economic development, and transportation; several worksheets for individual use during the Forum activities; and a project timeline. As participants moved from the registration counter into the meeting room, they had the opportunity to view exhibits of analytical maps.
- **Welcome and presentation.** Mayor Acquanetta Warren opened the Forum by welcoming participants and encouraging them to work together for the future of the City. Following the Mayor, remarks were given by the General Plan Advisory Committee (GPAC) co-chairs, Patty Espinoza (in English and Spanish) and Mark Nuaimi, on the importance of the plan process. After these remarks, Larissa Brown, gave a short presentation. The presentation focused on understanding Fontana's condition today, Fontana's assets, and the potential to grow the city's success.
- **Small group activities.** Participants were randomly seated at tables to maximize the opportunity for people who did not know each other to talk to one another. Each table had a base map of the city and worksheets. There was a Spanish-speaking table.



Participants were first asked to list on one of the individual worksheets the things that they felt represented the best of Fontana and to list the things that presented the most challenges. They also identified places that fit into those two categories on the base map, using blue for the “best” and red for the “challenges.” Participants then shared and discussed their individual lists.

The next exercise was to develop the elements of an overall 20-year vision to guide the remainder of the planning process, the plan itself, and ultimately, the implementation of the plan. First, participants were asked to write their personal vision for Fontana, imagining the best, most positive future for the city. Then, they shared their personal visions with the people around the table. The next step was to make a list on the map of all the elements of the personal visions that everyone could support. Finally, each participant used five dots to choose his or her top priorities among the list of elements. The top five priorities were then transferred to a worksheet that represented the joint work of all the people at each table.

People responded with a powerful outpouring of ideas, thoughts, challenges, inspirations, and insights. Facilitators assisted the participants at each table. Many rich and thoughtful conversations took place. Through their discussions, participants revealed the values that are important to them, such as economic development, downtown revitalization, and transportation. At the end of the meeting, a volunteer table leader from each table reported back to the entire group on the priorities recorded at each table, giving the flavor of the table discussion. Additional comments and questions were collected on index cards placed on each table.

Forum results

The individual worksheets indicate significant consensus around what people from Fontana see as the best aspects of the city as a community and as a place, and they likewise agreed on many of the challenges that the city faces.

- **The best.** Fontana’s parks and open space, library, and community centers were strongly valued by the participants in the Forum.
- **The challenges.** There were more challenges listed, with a strong emphasis on three issues: lack of restaurants, retail, and hotels, the condition of downtown and Sierra Avenue, and pedestrian safety.
- **Personal vision statements.** The personal vision statements in many respects reflected the preferences and concerns expressed in the lists of the best things about Fontana and the challenges facing the city. The most commonly mentioned desires were for new restaurants, retail, and entertainment areas, more highly skilled jobs and training, expansion of parks, roadway improvements, and a diversity of housing options.
- **Top priorities.** After sharing their personal visions and discussing common elements, the participants around each table then focused on identifying their top five priorities for the city.



Participants' evaluation of the Visioning Forum

Participants were asked to fill out an evaluation form for the Visioning Forum. They were asked to rank various aspects of the event as excellent, good, neutral, poor or very poor. The form also included the following open-ended questions, as well as an area for any other comments:

- How did you hear about the Citywide Visioning Forum?
- In a few sentences, how would you explain what the group accomplished at this forum to a friend who did not attend?
- Further comments on today's forum?

Ninety percent of the participants found the overall program good or excellent, and 100% ranked the table discussions good or excellent. This indicates how much value they put on the chance to exchange ideas with other people who care about the future of Fontana.

In answering the open ended questions, participants were overwhelmingly positive about the Forum (comments were also provided in Spanish):

- “[...] The meeting was very productive with an opportunity for every citizen to express what is most important to them.”
- “Great opportunity to have your voice heard. Great way of knowing where we stand as a city and where we’re going.”
- “We came together as concerned residents and shared our concerns and visions for a better Fontana.”
- “This is our forum and arena to bring positive and needs improvement ideas.”
- “It was a good opportunity to share and see how many residents have the same goal in mind.”
- “[...] a chance to see how “alike mind” we really are in Fontana. It was very informative.”

- “The city is making great progress of development and truly wants to hear from us.”
- “This is our town we need to get involved. You need to be loud your voice is important.”
- “They learned that we all want the same things.”
- “Unique opportunity to give input on the shape of Fontana’s future in a round table fashion.”
- “It was residents of Fontana talking about what’s important to them. Then getting to voice those concerns publicly.”
- “We gave input on our vision for the city. We were able to express all of our ideas.”
- “Good way of learning about our city and improvements in the future.”
- “We learned that Fontana is putting together a general plan and the residents have a voice in what the future of Fontana will look like.”
- “It was a positive conversation among community members at our table.”
- “Now is the time to get involved & have a voice in what we want to focus on for ourselves, our children & our community! We started the conversation today...”
- “I learned that there is a large group of people interested in the future of Fontana. I would encourage more of my friends of color to participate.”
- “Great opportunity to begin the visioning process and connect w/others who care about our city.”
- “Continue forums throughout year.”
- “Looking forward to the next meeting.”
- “I will definitely return.”
- “Good job!”

G. Neighborhood Open Houses

To follow up on the Visioning Forum, five weeknight drop-in open houses were held in four sections or districts of the City of Fontana and the Sphere of Influence: north of SR-210; between SR-210 and Foothill; Foothill to I-10; from I-10 south; and the western Sphere of Influence. The map exhibits from the Visioning Forum were also available at the open houses, as well as maps of the district for markup. These events had two purposes. They were intended to provide an opportunity for residents who did not attend the Visioning Forum to find out more about the General Plan Update process and to identify any issues specific to the particular district.

H. Topical Workshops

Four weeknight topical workshops were held in late February and early March, 2016. These interactive workshops were designed to provide analysis, best practices, and information on issues of special interest for the General Plan Update. The consultants provided presentations that related best practices to opportunities in Fontana and the participants, organized in small groups, completed keypad polling exercises, map exercises, and group discussions intended to develop priorities and consensus about planning directions. The workshops focused on the following topics:

1. Health and Wellness

The purpose of the Healthy Fontana workshop was to raise awareness among participants about the connection between public health and the built environment, collect input on preferences for prioritizing health topics to address in the General Plan, and to interact with other members of the community. Participants discussed and identified issues in four categories: personal well-being; neighborhoods and place; community; and learning and opportunity.

Selected Priorities—Personal well-being

- Education about healthy lifestyle options
- Healthier school lunch options
- More parks and recreation options
- More safe and convenient walking and biking options
- Expand the Pacific Electric Trail
- Offer more access to nature, more trees, and a greener Fontana
- Break generational poor health cycles

Selected Priorities—Neighborhoods and Place

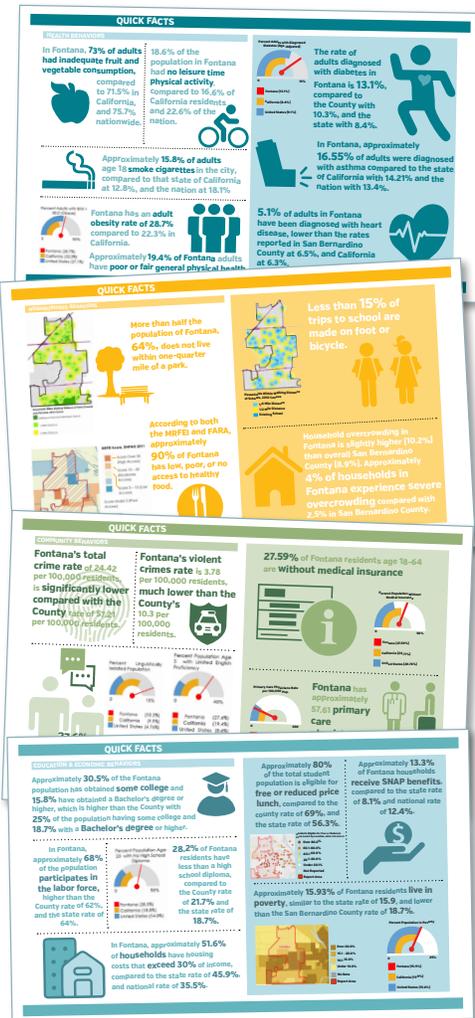
- Sidewalks and traffic calming to promote walking
- Community gardens
- Mixed-use walkable districts
- More Safe Routes to Schools projects

Selected Priorities—Community

- Expand community fitness options.
- Improve Code Enforcement.
- Organize more community clean-up days.
- Maintain a broad economic base.
- Promote civic engagement.

Selected Priorities—Learning

- More vocational training and internships
- Provide diverse local jobs at a living wage
- Affordable housing
- Mentorship programs for youth

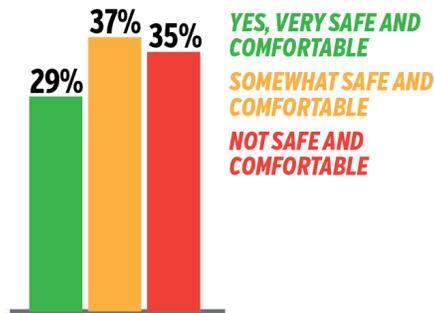


2. Placemaking and Community Design

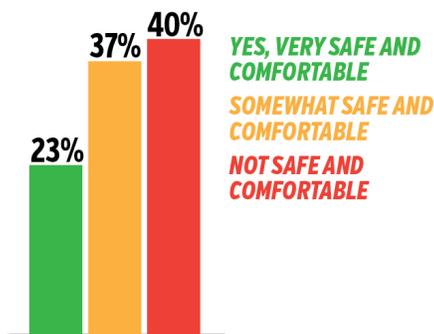
This workshop provided participants with a broad understanding of the existing community structure and introduced several planning strategies and urban design concepts, such as how to create more complete and interconnected places that are comfortable, safe, human-scaled, and pedestrian-oriented.

During the workshop, participants answered questions through keypad polling on their walking and biking experience. They were also asked to respond to a series of photographs of different kinds of buildings and public spaces. In small groups, the participants also marked up maps with their ideas of Fontana's assets and challenges.

Do you feel safe and comfortable walking or biking in your neighborhood (the area before you reach a major street)?



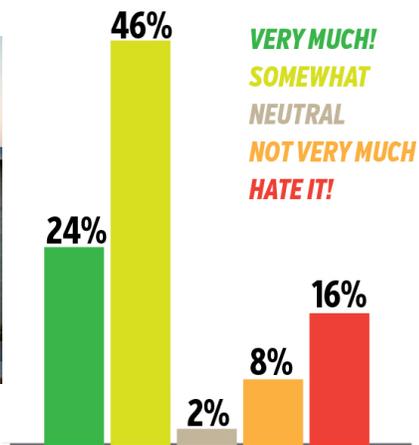
Can you walk or bike to a store, restaurant, or service that you would like to go to?



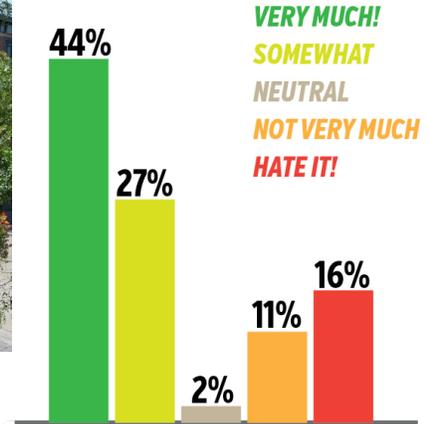
Walkable retail district:
78% like very much or somewhat



Walkable new center:
73% like very much or somewhat



Townhouses, cafés, street trees:
71% like very much or somewhat



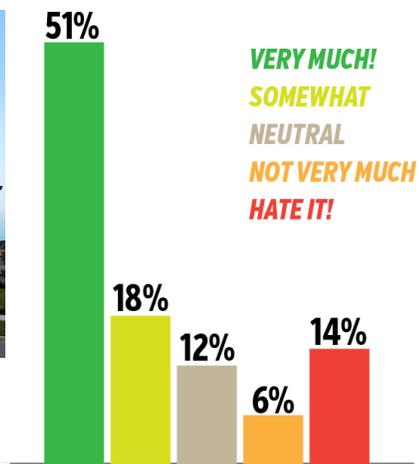
Single-family with porch (net-zero energy house): 70% like very much or somewhat



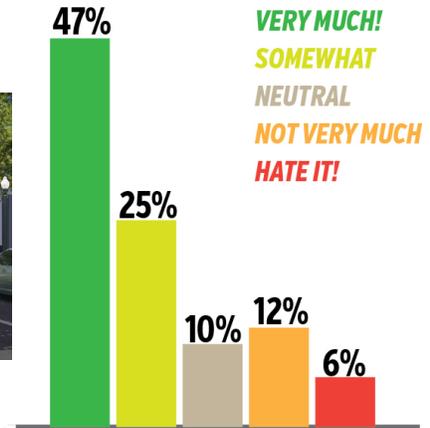
Walkable downtown festival:
70% like very much or somewhat



Modern townhouses:
69% like very much or somewhat



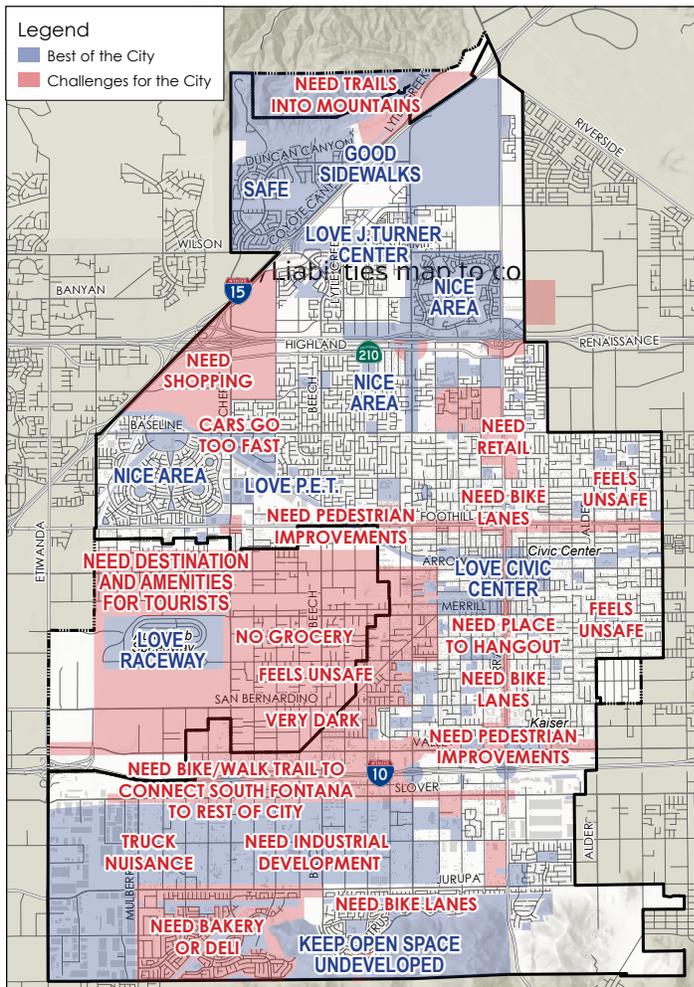
Traditional main street retail, 1- to 2-story shops, bike lane: **62%** like very much or somewhat



Single or multi-family mansion style: **62%** like very much or somewhat



Modern 2-story retail Main Street:
61% like very much or somewhat



Assets/Likes

- Pacific Electric Trail
- Civic Center
- North of SR 210
- Site design north of I-15
- Selected south of Slover Avenue
- Well-lit landscaped medians
- Newer shopping centers: Falcon Ridge: Sierra Lakes; Palm Court
- Fontana Park and Aquatic Center
- Martin Tudor Jurupa Hills Regional Park

Challenges

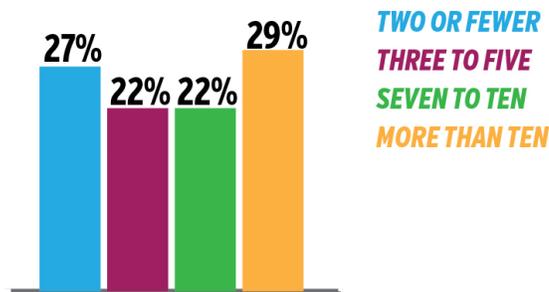
- Older corridors: Sierra Avenue, Foothill Boulevard, Valley Boulevard
- Lack of pedestrian and bike routes
- Need for beautification in the central area of Fontana
- Road improvements
- Flood control strategies in the warehouse areas
- Safety: roads, property crime
- More retail/dining

3. Fontana as a Complete Community

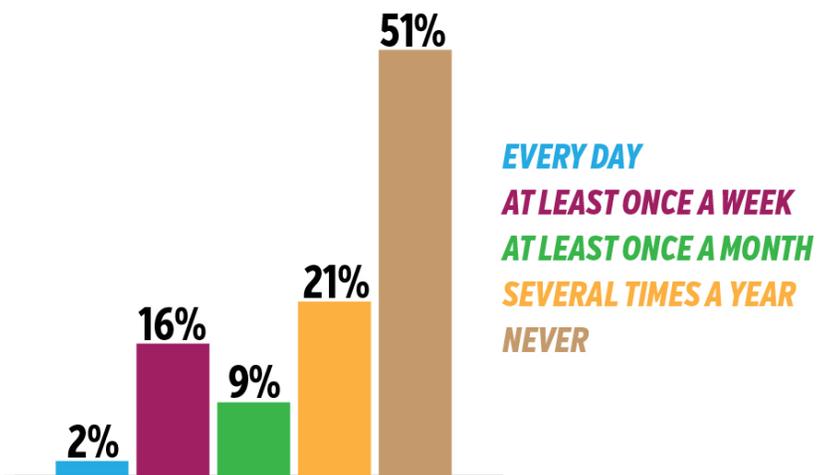
(integration of economic development, land use and neighborhood design alternatives, and transportation for a live/work/play/learn community)

The Complete Community workshop brought the integrated nature of city-building to the forefront, with intersecting presentations by specialists in the fields of economic development, transportation, and urban design. The workshop discussed what it means to be a “complete community” and what the opportunities are in Fontana.

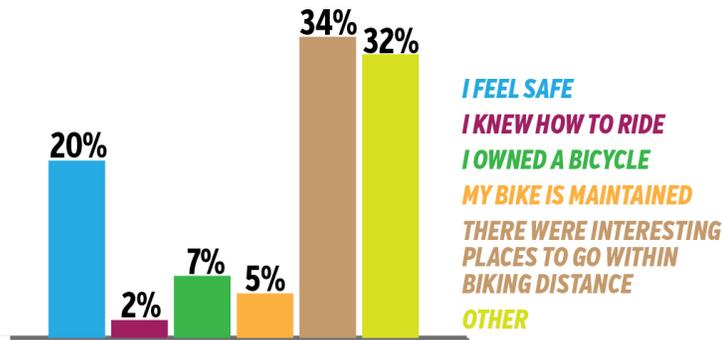
In an average week, how many non-work car trips within Fontana do you estimate your household makes?:



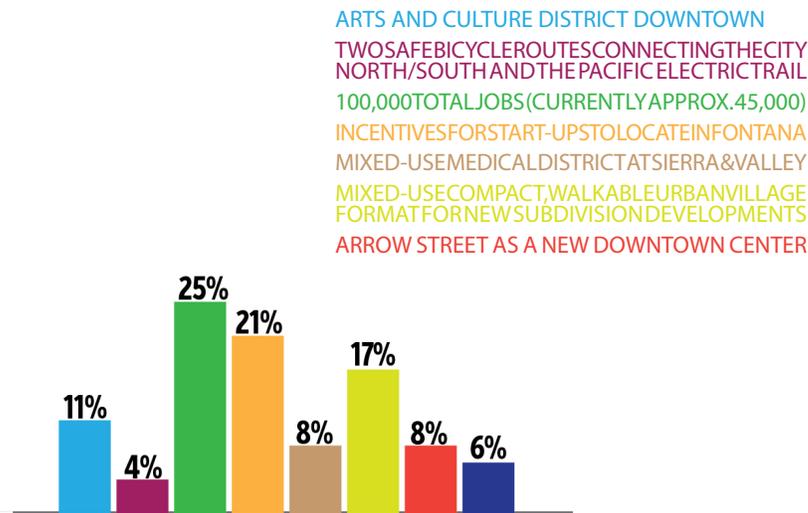
I ride a bicycle...



I would ride a bicycle more often if...



Which **three** of these goals are your top priorities for 2035?

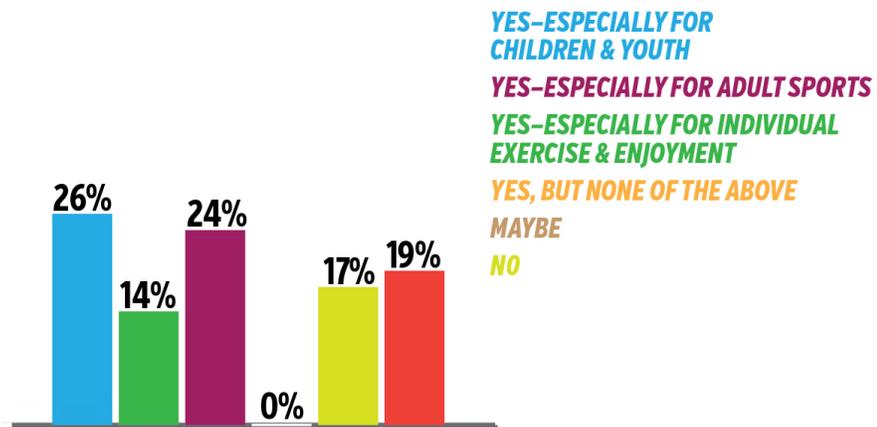


Participants were also asked about their top concerns and questions about becoming a complete community. Their top concerns and questions were the costs and who will pay. Respondents also noted the need to “take care of what we have,” that some parts of Fontana have a negative image, and that warehouse jobs do not provide a living wage, so different kinds of jobs are needed.

4. Green and Sustainable Fontana

The last of the four topic workshops also served as the scoping session for the state-required General Plan Update Environmental Impact Report (EIR). Presentations introduced concepts related to open space, sustainability, resilience, and resource efficiency, as well as the state and regional context, regulations, programs, and resources. A significant amount of time was devoted to questions and answers with a panel of six experts. Participants had several ways to take part, including polls, an individual exercise, a group table exercise, and comment cards. The meeting concluded with the kick-off of the EIR scoping session and the first opportunity for written comments on the EIR process.

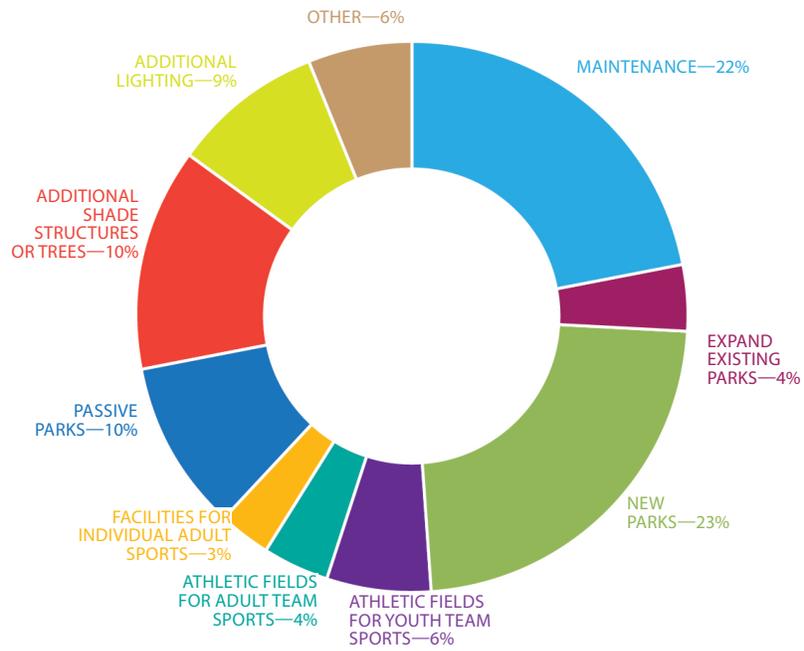
I think Fontana needs more parks.



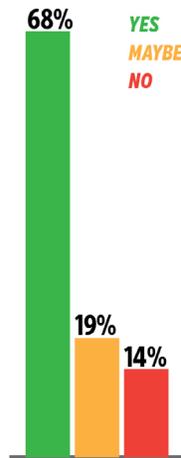
I think Fontana needs more recreational trails.



How would you spend \$100 on parks and open space?



I would like Fontana to meet the greenhouse gas reduction targets in the draft Climate Action Plan.



I would like Fontana to be known as a Zero Net Energy community.



I would like to see a “Sustainable Fontana” program just like we have a “Healthy Fontana” program.



I would like Fontana to be known in the region as a leader in sustainability, resilience, and energy efficiency.

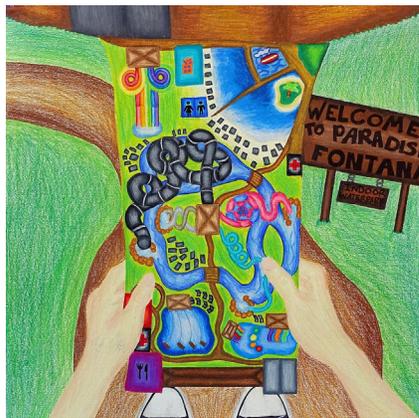


I. Student Art Contest

In March 2016, in an effort to engage local youth in the planning process, an art contest was held for all elementary, middle, and high school students living in Fontana. Students were encouraged to submit a painting, drawing, collage, or a short video showing their vision for Fontana 20 years from now; what new types of stores and shops they wanted to see; places to live; ways to get around without a car; places to eat and to go for fun; and ways to get exercise and be healthy.

Winners were recognized at City Council and School Board meetings and in local newspapers. On May 26, 2016, the Art Depot Gallery held a reception for winners and their families with dignitaries from the City, Fontana Unified School District, and the Etiwanda School District. Artworks with winners' names were displayed on KFON, City Hall, at General Plan Update community meetings, and other prominent, visible locations.

Winning entries in the student art contest showed young residents' vision for Fontana 20 years in the future. All entries were displayed on the project website.



J. Planning Directions Open House

On Saturday October 29, 2016, an open house on the emerging planning directions was held at the Senior Center. Participants could drop in and spend as much time as they wished to view maps and other exhibits. There were boards for all major plan elements that listed strategies and actions being considered for the plan. Participants were each given 10 green dots and 10 yellow dots and asked to distribute them among the boards to indicate items that were important to them personally (green) and items that they believed were important to the entire City. In addition, participants were given the Draft Vision and Principles Statement and asked to comment.

In the dot exercise, the top item was:

- Making Fontana a “complete community” with a variety of housing types will attract both a qualified workforce and new businesses.

Other items that attracted a significant amount of positive interest were:

Health

- Promote lifelong healthy lifestyles through parks, trails, and development patterns that encourage walking and biking to neighborhood shopping, recreation, schools, and parks.

Mobility

- Most Fontana residents will be able to walk or bike safely to reach one or more community destinations such as schools, parks, shopping, and community centers.
- Commercial and mixed use areas will be designed to accommodate pedestrians and bikes as well as cars.

Housing and Neighborhood Design

- Quality new housing will serve residents of different age groups, income groups and types of households.
- Central Fontana will have a lively downtown, new infill housing, and improvements to parks, streets, sidewalks and other public places.

**CITY OF FONTANA GENERAL PLAN UPDATE
HEALTH AND WELLNESS
SALUD Y BIENESTAR**

● Important to me and my family.
Importante para mi e mi familia.

● Important to the city as a whole.
Importante para la ciudad entera.

Use your dots to show what is important to you and to the city as a whole. On the blank sheet, write 1) any goals or strategies you want to add or 2) goals or strategies you want to change or delete. Muestran con los puntos lo que es importante para usted e para la ciudad entera. En la pagina en blanco, escriban 1) ideas que quieren juntar, o 2) ideas que quieren cambiar o borrar.

GOALS | METAS

HEALTHY FONTANA WILL CONTINUE TO PROVIDE PROGRAMS TO IMPROVE THE HEALTH OF FONTANA RESIDENTS. HEALTHY FONTANA SEGUIRÁ OFRECIENDO PROGRAMAS PARA MEJORAR LA SALUD DE LOS RESIDENTES DE FONTANA.

THE AVERAGE LIFE SPAN IN FONTANA WILL CONSISTENTLY BE IN THE TOP TEN OF ALL SOUTHERN CALIFORNIA CITIES. EL PROMEDIO DE VIDA EN FONTANA SERÁ SIEMPRE ESTAR EN LOS DIEZ MEJORES DE TODAS LAS CIUDADES DEL SUR DE CALIFORNIA.

THE CITY OF FONTANA WILL CONSIDER HEALTH IMPLICATIONS AT ALL LEVELS OF DECISION MAKING AND WILL INCORPORATE HEALTH CONSIDERATIONS INTO THE DEVELOPMENT REVIEW PROCESS. LA CIUDAD DE FONTANA CONSIDERARÁ LAS CONSECUENCIAS PARA LA SALUD EN TODOS LOS NIVELES QUE SE TOMEN DECISIONES E INCORPORARÁ LAS CONSIDERACIONES RELATIVAS A LA SALUD EN EL DESARROLLO DEL PROCESO.

FONTANA WILL HAVE HEALTHY AND SAFE DEVELOPMENT PATTERNS THAT PROMOTE ACTIVE LIFESTYLES. FONTANA TENDRÁ EN LOS MODELOS DE DESARROLLO SANOS Y SEGUROS QUE PROMUEVAN UN ESTILO DE VIDA ACTIVO.

THE BASIC NEEDS OF ALL RESIDENTS WILL BE MET IN FONTANA. LAS NECESIDADES BÁSICAS DE TODOS LOS RESIDENTES SE RECLUTARON EN FONTANA.

HOW? COMO?

- Develop a system to monitor and report health indicators to integrate health considerations into City decision making. Desarrollar un sistema para monitorear y reportar los indicadores de salud para integrar las consideraciones relativas a la salud en la toma de decisiones de la ciudad.
- Promote lifelong healthy lifestyles through parks, trails, and development patterns that encourage walking and biking to neighborhood shopping, recreation, schools, and parks. Promover estilos de vida saludables durante toda la vida a través de parques, senderos y pautas de desarrollo que alienten senderismo y ciclismo en vecindarios de compras, recreación, escuelas y parques.
- Incorporate health as a goal in all policies, programs, procedures, and actions by working across departments and agencies to ensure that city actions support improved health outcomes. Incorporar la salud como un objetivo en todos los programas, políticas, procedimientos y acciones mediante el trabajo entre departamentos y entidades a fin de asegurar que las acciones de la Ciudad apoyan la mejora en los resultados de la salud pública.
- Engage and collaborate with community members and public agencies in the development and implementation of plans and projects that promote health. Comprometarse y colaborar con los miembros de la comunidad y los entes públicos en la elaboración y ejecución de planes y proyectos que promueven la salud.
- Continue to identify and pursue funding that supports improved community health outcomes. Continuar identificando y buscando financiamiento que apoya el mejoramiento de los resultados en salud de la comunidad.
- Establish a Healthy Fontana Advisory Project Review process for development and infrastructure projects that meet certain criteria of size or potential impact. Establecer un proceso de Revisión de Proyectos Healthy Fontana para asesoramiento de proyectos de desarrollo e infraestructura que cumplen ciertos criterios de tamaño o impacto potencial.

- Mixed-use developments will be built within walking distance of transit stops on Foothill Boulevard, to create places to live, shop, play, and—in some cases—work.

Historic Resources

- We will remember Fontana’s history by preserving important historic buildings and archaeological resources, and marking important historic sites.
- Update the City’s inventory of historic sites, develop a priority list for preservation, and promote a program of historic plaques and markers, including on the old Route 66 corridor of Foothill Boulevard.

Conservation, Parks and Open Space

- The City of Fontana will permanently protect sensitive foothill lands through acquisition or partnerships with conservation organizations and will support appropriate trail access.
- The City will increase shade with trees and shade structures in public places like streets, plazas, parking lots, and parks. There will be a program for the public and businesses to donate and maintain trees.

Economy

- The City of Fontana will seek to diversify the local economy, building on existing businesses and attracting new businesses.
- The city will support education and workforce development programs to foster educational achievement and skill development that prepares students and workers for the higher paying jobs of the future.
- Fontana will revitalize downtown and the Sierra Avenue corridor to provide an attractive area for new businesses to locate in a lively center of government, education, medical care, arts, culture and entertainment, restaurants and new housing.
- Provide a liaison in the City’s Economic Development Department to focus on retaining existing businesses and attracting new businesses in new sectors that can support good jobs.

Items from the **Downtown Plan** that attracted particular interest were:

- Calming Sierra Avenue
- Arts District improvements- Arrow Sunset “drive-in” theater
- Nuevo Restaurant Row
- Historic Downtown

K. Downtown Area Plan Workshops

A panel discussion convened by the mayor and three downtown workshops were held to engage the public in discussions around the Downtown Area Plan. More description and results of that participation process appears in Chapter 14, The Downtown Area Plan.



L. Other Outreach Events

In addition to large scale, formal events, the Fontana Forward team and City staff had a booth, spoke, or attended the following events in order to raise awareness about the General Plan update and to distribute information materials:

2016

- Let's Move on the Trail
- Healthy Fontana meeting
- Beech Elementary Resource Fair
- Eat and be Well
- Breakfast with Santa
- Festival of Winter

2015

- Breakfast with the Chief
- Mayor's State of the City Address
- FUSD Board Meeting
- Etiwanda School District Board Meeting
- Police Department District Meetings
- Rotary Club meeting
- Kiwanis Club meeting
- Exchange Club meeting
- Arts Carnival in Lewis Library
- American Legion
- Chaffey Community College
- Fontana Historical Society Quarterly Meeting
- Fontana Adult School
- Fontana Adult School Graduation Fair
- Farmers Market
- MYAC Teen Summit
- Black History Parade
- Fontana Car Show
- Youth Art Show
- Sunset on Sierra—Fontana Arts Festival