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Stewardship and Implementation

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 6: Fontana has a stormwater-drainage system that is environmentally and economically sustainable and compatible with regional One Water One Watershed standards.				
<ul style="list-style-type: none"> Continue to implement the Water Quality Management Plan for stormwater management that incorporates low-impact and green-infrastructure standards. Promote natural drainage approaches (green infrastructure) and other alternative non-structural and structural best practices to manage and treat stormwater. 	<i>A. Continue to maintain traditional stormwater infrastructure as needed, while developing methods to promote ultimate infiltration of the water.</i>	Public Works Department	Short term and ongoing	Staff time; general fund
	<i>B. Explore options for infiltration of water from traditional stormwater facilities.</i>	Public Works Department	Medium to Long term	Staff time
	<i>C. Promote simple green-infrastructure retrofits for existing buildings and properties, such as rain barrels.</i>	Public Works Department	Short term and ongoing	Staff time
	<i>D. Revise development standards to reflect low-impact and green-infrastructure stormwater-management requirements in order to meet or exceed watershed goals.</i>	Planning Division; Public Works Department	Short term	Staff time
	<i>E. Create an interdepartmental working group to audit the code to identify where changes are needed and resolve issues to promote green infrastructure.</i>	Planning Division; Engineering Department; Public Works Department	Short term	Staff time
	<i>F. Provide aesthetic benefits by incorporating green infrastructure in landscape design for public and private commercial projects.</i>	Planning Division; Engineering Department; Public Works Department	Short term and ongoing	Staff time; Capital Improvement Fund - incorporation into design and construction of public projects
	<i>G. Identify how green infrastructure will be maintained.</i>	Planning Division; Public Works Department	Short term and ongoing	Staff time
	<i>H. Use green infrastructure in public projects.</i>	Public Works Department	Short term and ongoing	Staff time; Capital Improvement Fund
	<i>I. Use street parkways and medians to treat and infiltrate runoff in transportation projects, new development, and redevelopment.</i>	Engineering Department; Public Works Department	Short term and ongoing	Staff time; Capital Improvement Fund; regional and state transportation funding
	<i>J. Use permeable surfaces to promote infiltration wherever feasible.</i>	Planning Division; Engineering Department; Public Works Department	Short term and ongoing	Incorporate into capital improvement or development projects
Goal 7: Fontana is an energy-efficient community.				

Infrastructure and Green Systems

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
<ul style="list-style-type: none"> Promote renewable energy and distributed-energy systems in new development and retrofits of existing development to work toward becoming a highly energy-efficient city. 	A. Promote participation in renewable-energy programs.	Planning Division; Public Works Department	Short term and ongoing	Staff time
	B. Promote state and regional retrofit programs for property owners.	Community Development Department; Sustainable Fontana, when established	Short term and ongoing	Staff time
	C. Encourage customer participation in renewable energy programs offered by Southern California Edison.	Community Development Department; Sustainable Fontana, when established	Short term and ongoing	Staff time
	D. Work with the San Bernardino Regional Energy Partnership (SBREP) to access assistance to city government in energy efficiency.	City Manager's Office	Short term and ongoing	Staff time
	E. Encourage industrial and other suitable non-residential developers to participate in the Enhanced Community Renewables program.	Planning Division	Short term and ongoing	Staff time
Goal 8: All residences, businesses, and institutions have a dependable, environmentally-safe means to dispose of solid waste.				
<ul style="list-style-type: none"> Continue to use best practices for environmentally safe collection, transport and disposal of hazardous wastes. Continue to maximize landfill capacity by supporting recycling innovations, such as organic waste recycling for compost. 	A. Continue recycling and green programs.	City Manager's Office; Public Works Department	Short term and ongoing	Contract
	B. Continue to work with San Bernardino County to minimize impacts from the landfill.	City Manager's Office; Public Works Department	Short term and ongoing	Contract
	C. Explore establishing a public or private disposal station for RVs and trailers.	Public Works Department	Short term	Contract
Goal 9: Up-to-date telecommunications technology is available to all developed areas in the city.				
<ul style="list-style-type: none"> Ensure that Fontana remains competitive as a place to live, work, and learn in terms of available telecommunications and other technology. 	A. Expand public Wi-Fi to districts where there is more compact development, such as downtown.	City Manager's Office; IT Department	Short term	Contract
	B. Explore whether installation of high-performance fiber or similar would give Fontana a competitive advantage in attracting employers with good jobs.	Economic Development Department; IT Department	Short term	General fund
Goal 10: Fontana uses the Envision rating system to evaluate infrastructure options and potential social, environmental and economic impacts.				

Infrastructure and Green Systems

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES
<ul style="list-style-type: none"> Support use of the Envision system to make Fontana projects as cost-effective and beneficial as possible. 	<p><i>A. Develop a system for using Envision to evaluate projects from the beginning and as they progress, in order to maximize benefits.</i></p>	<p><i>Public Works Department; Engineering Department</i></p>	<p><i>Short term</i></p>	<p><i>Staff time</i></p>



Stewardship and Implementation

The purpose of a plan is to organize for action. The Fontana General Plan Update expresses Fontana residents' twenty-year vision for quality of life and prosperity, a vision that emerged from an unprecedented community participation process encompassing many meetings across the city and a survey with nearly 800 respondents. This chapter of the General Plan Update discusses overall stewardship of the plan to keep it useful and current by creating systems and procedures to make sure that the plan is used to guide decision-making and that it is evaluated regularly to see if strategies are working and if it continues to reflect community goals. The Planning Commission and the Planning Division are the stewards of the General Plan. However, the more the plan is understood and used by other City departments and by the City's partners, the more successful it will be. The last section of this chapter contains a matrix of action plans corresponding to each of the plan elements. Although there is more focus on actions that the City of Fontana government can take to implement the Plan, many actions may also need the participation of state, federal, private sector, and nonprofit partners.

A. Stewardship and Implementation in the Fontana Forward Vision and Principles

VISION

Fontana 5.0 is a complete and flourishing community of opportunity—with excellent quality of life and city services, high educational achievement and jobs for Fontana residents, transportation choices to connect city destinations, and local entertainment centers. Fontana’s opportunities attract new residents, support successful businesses, and encourage empty nesters to stay and their children to settle in their home town.

PRINCIPLES



Be cost-effective. Establish cost-effective best practices and systems to support ongoing city services and infrastructure.



Be transparent. Promote civic engagement and keep everyone informed about community conditions, options, and opportunities to participate in decision making.



Pursue goals through partnerships. Connect city government with businesses, institutions, regional agencies, nonprofits, and citizens to accomplish goals.



B. Goals and Policies

GOALS	POLICIES
1. The City's annual calendar includes regular review of implementation progress.	<ul style="list-style-type: none"> Establish public review of progress in implementing the General Plan
2. Decision-making at multiple levels incorporates the General Plan.	<ul style="list-style-type: none"> Use the plan in preparing and approving other planning and implementation activities by City departments, decision-making bodies, and agencies.
3. The City zoning ordinance is updated to make it compatible with the General Plan	<ul style="list-style-type: none"> Support zoning changes that promote implementation of the General Plan.
4. Internal and external transparency about government activities and performance are enhanced.	<ul style="list-style-type: none"> Support e-government and digital open government systems.

C. Findings and Challenges

The most important implementation tool that city government has is the ability to decide where and how to make public investments—in infrastructure, in programs, and in development assistance. This General Plan Update has a special focus on improving quality of life and attracting investment to the central area of Fontana and Downtown through the i3 Program of Infill + Infrastructure + Interconnection and through implementation of the Downtown Area Plan. Public investments help create a critical mass of activity that can leverage private investment while ensuring quality of life improvements for current residents. Public investments coupled with the General Plan tell the development community that local government will do what it can to support new private investment that will implement the plan.

REGULATORY TOOLS AND DEVELOPMENT STANDARDS AND GUIDELINES

- Zoning and development regulations.** Most people think of zoning as the preeminent implementation tool for a land use plan, and it is certainly one of the foundations for effective implementation of a plan. Zoning must be consistent with the land use plan and the goals of the General Plan. This General Plan update preserves many of the existing land use categories, with their density ranges, as well as the significant portion of Fontana that has been developed since the 1980s with the use of Specific Plans, including zoning and development regulations tied to the Specific Plans. However, in areas outside of Specific Plans, zoning and other development regulations should be reviewed to eliminate barriers and facilitate implementation of the General Plan's vision for Fontana as a complete community. The mixed-use land use

categories, which do not reflect existing zoning districts and regulations, require new zoning to guide development. The first step in this process is the Downtown Code created for the Downtown Area Plan.

- **Urban design and design review.** The Fontana Zoning Code requires design review for development projects that need a building permit and that meet certain thresholds of size or change in land use. The Development Advisory Board (DAB), composed of various departmental and agency staff, reviews projects and makes recommendations about whether they should be forwarded to the Planning Commission for a design review decision. Among the criteria that the DAB must consider is whether the design and layout of the project is consistent with the General Plan. The Downtown Code created for the Downtown Area Plan is a form-based code that incorporates urban design and project design principles into the code itself. As Area Plans are created, they can provide more specific design standards and guidelines for development within those areas. The Area Plans should then guide design review decisions by the DAB and the Planning Commission.

AREA AND SYSTEM PLANS

- **Area Plans.** Chapter 15 recommends that Area Plans be created for key parts of the city that need more guidance. Where land use categories no longer mirror zoning districts—the Walkable Mixed Use and Regional Mixed-Use areas—Area Plans provide the opportunity to develop a framework for different sub-areas within the land use category. The Area Plans will embed the goals, policies and strategies of the General Plan by giving guidance to fit specific conditions. Like the Downtown Area Plan prepared in conjunction with this General Plan update, Area Plans must include a public participation process appropriate to the area being considered.
- **System Plans.** System Plans are typically citywide plans for systems that support and facilitate overall quality of life. They include plans for infrastructure, such as stormwater management, parks and recreation, and transportation. The Active Transportation Plan that is under development as this General Plan Update is being written is an example of a system plan. System plans must be consistent with the General Plan and contribute to achieving the vision and goals of the General Plan.

FUNDING PLANS

- **Capital Improvement Program (CIP).** Every fiscal year, the City of Fontana issues a seven-year Capital Improvement Program that lists major projects (over \$10,000 in costs) that are one-time projects and have relatively long life-spans. The projects are typically design and construction projects for parks, public buildings and facilities, and public infrastructure. Capital proposals include a statement of “Justification or Significance of Improvements,” but these do not typically include a statement of how they advance the achievement of the General Plan vision and goals. All proposed CIP projects are reviewed by the Planning Commission for consistency with the General Plan.

STATE FUNDING OPPORTUNITIES

- **California Affordable Housing and Sustainable Community awards and grants** (“Cap and Trade funding”). The State of California, through the California Strategic Growth Council, provides competitive grants that increase access to affordable housing, employment centers, and key destinations through low-carbon transportation in three categories:
 - o Transit-Oriented Development Project Areas
 - o Integrated-Connectivity Project Areas
 - o Rural-Innovation Project Areas

The vision for Fontana as a complete community (Fontana 5.0), as exemplified by the goals and strategies in this General Plan Update, includes many potential opportunities for Integrated Connectivity projects. The Notice of Funding Availability is typically issued towards the beginning of the calendar year with a concept proposal due in early spring and final applications in June.

- **Sustainable Communities Planning Grant and Incentives Program: Best Practice Pilot.** Administered by the California Strategic Growth Council, this program provides grants for up to \$50,000 to develop or implement a specific part of a land use plan, land use protection or management practice, or development project. The grants are intended to support local implementation of state policies focused on creating more resilient communities through climate adaptation and mitigation.

SPECIAL DISTRICT FUNDING

Geographically-defined districts can be organized for assessments or tax-increment financing. Tax-increment financing pays for improvements in a specific area through designating the future tax increment generated from growth (typically through a bond to be repaid with the tax increment). This means that improvements, such as infrastructure or streetscape, can be made up front in order to help attract the new development that will lead to the growth in tax revenues.

- **Community Revitalization and Investment Authority (CRIA).** Under AB 2, the purpose of a CRIA is to “invest property tax increment revenue to relieve conditions of unemployment, reduce high crime rates, repair deteriorated or inadequate infrastructure, promote affordable housing and improve conditions leading to increased employment opportunities.” At least 80% of the area designated for a CRIA must have an annual median household income that is less than 80% of the statewide annual median income and must meet three of the following four conditions:
 - > Unemployment at least 3% higher in the area than the statewide unemployment rate
 - > Crime rate is 5% higher than the statewide crime rate
 - > The area has deteriorated or inadequate infrastructure
 - > The area has deteriorated commercial or residential structures.

While similar in some degree to the now-defunct redevelopment authorities, including the ability to use tax-increment financing, CRIAs must receive approval by taxing agencies to use the tax increment for revitalization activities.

In addition, a minimum of 25% of tax increment funds must be deposited in an affordable housing fund and used for affordable housing. If requirements are met, a CRIA can be established with a CRIA board composed of members of a public agency and at least two public members.

The powers of a CRIA include:

- > Acquisition and transfer of real property
- > Issuance of bonds and incurring of debt
- > Adoption of a community revitalization and investment plan
- > Funding of loans or grants for rehabilitation or retrofitting of buildings
- > Funding the rehabilitation, repair, upgrade or construction of infrastructure
- > Provision of low- and moderate-income housing
- > Construction of structures necessary for air rights
- > Assisting of businesses in connection with new or existing facilities for industrial or manufacturing uses
- > Clean up of hazardous waste
- > Provision of seismic retrofitting to existing buildings

The potential for use of a CRIA in the central area of Fontana or the Foothill, Sierra, and Valley corridors within the central area, should be explored.

- **Enhanced Infrastructure Financing Districts (EIFD).** EIFDs can provide tax increment financing for traditional public works, such as roads, bridges, parking facilities, and parks, and for other kinds of projects with citywide benefits such as affordable housing, brownfield restoration and environmental mitigation, private industrial buildings, transit oriented development projects, and projects carrying out sustainable communities strategies. Like the state's recently terminated redevelopment program, EIFDs are financed through tax increment financing, but unlike redevelopment agencies, local government agencies have to agree to contribute the funds and education districts cannot participate.
- **Municipal Assessment Districts.** These districts, which include Business Improvement Districts, can be created to finance public improvements in an area where property owners and/or businesses will directly benefit. Because Proposition 13 does not allow the assessment to be based on property values, mathematical formulas are used that take into account how much each property will benefit.

FEDERAL FUNDING

- **Federal and state transportation funds.** The regional Long-Range Transportation Plan and the TIP (Transportation Improvement Program) are prepared by the Metropolitan Planning Organization (MPO), and funding is administered by the San Bernardino County Transportation Authority. Decision-making for Fontana transportation needs within the MPO should be coordinated to achieve General Plan goals. Fontana has a strong track record in receiving state and federal funds earmarked for specific purposes such as trails, safety improvements, air pollution reduction, and so on.

- **Competitive federal funds.** The federal government has a variety of competitive programs for local projects. An example is the TIGER grant program (Transportation Investment Generating Economic Recovery) for transportation projects. Future availability of competitive program funding is dependent on allocation of funding by Congress.
- **Community Development Block Grants (CDBG), HOME, and Emergency Solutions Grants (ESG) funds.** Fontana receives approximately \$1.9 million in CDBG funding that can be used for affordable housing programs and improvement programs for neighborhoods that meet income eligibility thresholds. HOME funds (\$445,000 in FY 2016/2017) are used for affordable housing, and ESG funds are used to contract for programs to serve homeless and at-risk persons. Future availability of program funding is dependent on allocation of funding by Congress.

PRIVATE PHILANTHROPY AND INNOVATION PROGRAMS

Foundations award grants for projects in their areas of interest. Innovation programs, such as Code for America, help communities use technology more effectively. Examples of programs of potential interest to Fontana include:

- **The Robert Wood Johnson Foundation** is focused on a broad view of health. It promotes development patterns for active living, access to healthy food, and similar initiatives.
- **Bloomberg Philanthropies** has a number of programs to promote innovations for cities including What Works Cities, the Mayors' Challenge and the Initiative on Cities and Autonomous Vehicles. Programs are changed and new programs launched regularly.
- **ArtPlace America** administers the National Creative Placemaking Fund which provides funding for planning and development projects that use arts and culture to strengthen communities.
- **Code for America** provides mid-career technology fellows to governments for eleven months, during which they work with staff and develop a technology application to meet a need. Their focus is on user-centered and open source applications developed through iterative practices of continuous improvements.

D. Policies and Actions to Achieve the Goals

Goal 1: regular review of implementation progress is part of the city's annual calendar.

POLICY

- Establish public review of progress in implementing the General Plan

ACTIONS

- A. Review implementation progress in a joint annual public hearing before the Planning Commission and City Council.
 - ▶ The public hearing should review how the plan is being used, the way the Vision, Principles and Goals have shaped decision-making, successes and obstacles to implementation, and new circumstances that may affect the plan's goals and principles. This will keep the plan current as officials and the public are reminded of its contents and discuss any needed changes.
- B. Update the General Plan thoroughly at least every 15 to 20 years.
 - ▶ Many communities update their General Plans every ten years, but at a minimum, the plan should be thoroughly updated at least every 20 years. This should include a major public participation process and detailed attention to every plan element.

Goal 2: The general plan is incorporated in decision-making at multiple levels.

POLICY

- Use the plan in preparing and approving other planning and implementation activities by City departments, decision-making bodies, and agencies.

ACTIONS

- A. Designate an experienced staff planner as the Long-Range Planner in the Planning Division to serve as the City's expert on the General Plan and coordinator of implementation.
- B. Make the Long Range Planner the staff person for review and coordination. This planner should do the following:
 - ▶ Become thoroughly familiar with the plan and implementation recommendations. Organize documents, materials, mailing lists, and digital resources transferred from the consultant team.

- ▶ Make General Plan materials available on the city website or make the plan's website a continuing, interactive resource.
 - ▶ Keep abreast of funding opportunities for General Plan implementation.
 - ▶ Serve as an interdepartmental communication vehicle on General Plan issues: seek information from other City departments, staff and officials on Plan implementation.
 - ▶ Make presentations on the plan to citizen groups to explain implementation actions underway and encourage citizen participation.
 - ▶ Prepare an annual report on General Plan implementation for the Planning Commission and the City Council, and organize an annual public hearing on General Plan implementation.
 - ▶ Work with the Public Information Officer to prepare and disseminate an annual user-friendly e-newsletter on General Plan implementation.
- C. Use the plan annually in preparing and approving departmental work plans, operational budgets, and capital improvement plans.
- ▶ A number of cities use their General Plan in an annual process to develop departmental budgets, work plans, and capital budgets. Among other things, this helps to ensure a certain level of understanding throughout City departments of what is in the General Plan and how it is being implemented. A statement of how the budget or work plan reflects the priorities of General Plan should be required.
- D. Require consistency with the General Plan in work plans, project proposals, and similar documents and activities. .
- ▶ While the General Plan does not cover every topic, City government activities at a minimum should not be in conflict with the goals and strategies of the Plan.
- E. Require a statement of consistency with the General Plan for capital projects.
- ▶ Currently the Planning Commission reviews the Capital Improvement Plan for consistency with the General Plan. By requiring departments to state how proposed projects are consistent with the plan or, at a minimum, are not in conflict with the plan, the vision, goals, and strategies of the plan will become more familiar to staff in their day-to-day work.
- D. Use the Plan in preparing and approving One-Year and Five-Year HUD Consolidated Plan documents, grant proposals, transportation planning documents, and similar documents.
- ▶ The required plans for HUD formula grants and Fontana's participation in plans by the San Bernardino County Transportation Authority (SBCTA) and the Southern California Association of Governments (SCAG) should also be consistent with the General Plan.

- E. Develop a user-friendly system, such as a checklist or dashboard, for City departments, divisions, and agencies to use to compare proposals with the goals of the General Plan.
 - ▶ A user-friendly system that helps departments and agencies easily review consistency with the General Plan will make the Plan an integral part of their day-to-day work.
- F. Identify General Plan-related actions on agendas of the City Council, the Planning Commission, and other relevant commissions.
 - ▶ Sometimes citizens are unaware of implementation actions and believe that a plan is “gathering dust on the shelf” when in fact it is being implemented. An icon, color code or identifying note in agendas of decision-making bodies is a systematic way to show how the City is implementing the General Plan.
- G. Publicize actions and activities that implement the General Plan.
 - ▶ Actions by the City and by others that implement the General Plan should be publicized as such, giving credibility to the planning process. Publicizing the connection between the recommendations of the General Plan and implementation actions will require information sharing and communication.

GOAL 3: UPDATE THE CITY ZONING CODE TO BE COMPATIBLE WITH THE GENERAL PLAN.

POLICY

- Support zoning changes that promote implementation of the Plan.

ACTIONS

- A. Adopt the Downtown Code prepared in conjunction with the Downtown Area Plan.
- B. Create corridor zoning for the Walkable Mixed Use-1-Downtown and Corridors land use category using the Downtown Code as a foundation.
- C. Create zoning for the Walkable Mixed Use -2-Urban Village land use category.
 - ▶ Use concepts in the Downtown Code to prepare zoning that promotes development of a connected, walkable neighborhood with a variety of housing types and access to civic destinations and/or neighborhood-serving retail and services.
- D. Revise and amend zoning for the Regional Mixed-Use land use category.
 - ▶ Establish zoning for this category, ideally after preparation of Area Plans.

GOAL 4: ENHANCE INTERNAL AND EXTERNAL TRANSPARENCY ABOUT GOVERNMENT ACTIVITIES AND PERFORMANCE.

POLICY

- Support e-government and digital open government systems.

ACTIONS

- A. Create a performance measurement system and share the results with the public.
 - ▶ Meaningful measurement systems for some government activities consist of counting inputs and outputs (e.g., weekly maintenance activities at parks). In other cases, they must go beyond counting to measure the impact of activities in improving quality of life. The Government Finance Officers Association recommends a publication by the National Performance Management Advisory Commission, *A Performance Management Framework for State and Local Government: From Measurement and Reporting to Management and Improving* (2010).
- B. Create an online information warehouse open to the public and enhance the E-government capacity of Fontana City government.
 - ▶ As both businesses and residents increasingly expect cities to take advantage of technology in providing services and information, a robust E-government and open data system will make Fontana a more competitive city. The City of Los Angeles has an extensive open data portal that makes city datasets available in a wide variety of categories (<https://data.lacity.org/>) including map-based data, how taxpayer dollars are spent, progress towards sustainability goals, and the mayor's budget and goals. Mid-size and smaller cities are increasingly using innovative data strategies to enhance efficiency, deliver service, and enhance accountability. The City of Pasadena (<http://data.cityofpasadena.net/home>) and Inland Empire cities of Riverside (<http://riversideca.gov/transparency/data/dataset/list>) and San Bernardino (https://www.sbcity.org/about/opensb___budget_data_tool/default.asp) have open data portals. The City of Rancho Cucamonga was selected by Bloomberg Philanthropies to participate in the What Works Initiative in order to develop a performance-measurement dashboard, "RCStats" (<https://performance.cityofrc.us>).

E. Implementation Matrix

The implementation matrices for Chapters 4–16, which begin on the next page, provide more specific guidance about how to put the plan to work and begin transforming ideas into action. Although the plan has a long-term horizon, looking ahead to 2035, it includes a number of short- and medium-term actions that are necessary prerequisites to long-term results. Each action plan includes goals, actions, responsible parties (“who”), a target timeline (“when”) and potential resources. Most of the actions are relatively short term, but this is because many are activities that need to be started in the next few years in order to produce visible results in the medium to long term.

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 1: The integrity and character of historic structures, cultural resources sites and overall historic character of the City of Fontana are maintained and enhanced.				
<ul style="list-style-type: none"> Coordinate City programs and policies to support preservation goals. Support and promote community-based historic preservation initiatives. Designate local historic landmarks. Provide appropriate tools to review changes that may detract from historic integrity and character. 	A. <i>Designate a staff person in the Planning Division with responsibility for historic and cultural resource issues and as a liaison to the Fontana Historical Society.</i>	Planning Division	Short term	Staff time
	B. <i>Establish and maintain a thorough inventory of historic sites to be kept in the Planning Division and at the Historical Society.</i>	Planning Division	Short term	No additional resources needed.
	C. <i>Review the Historic Resources Inventory prepared in the 1990s and other resources to develop an authoritative listing.</i>	Planning Division	Short term	National Park Service Route 66 Corridor Preservation Program; California Council for the Humanities
	D. <i>Create a ranking system and priority list to identify the most important historic sites in Fontana to ensure that these sites are protected by Article XIII of the Fontana Code.</i>	Planning Division; Fontana Historical Society	Short term	California Council for the Humanities grants
	E. <i>Seek assistance in reviewing and completing the Historic Resources Inventory, creating a priority list, and researching and preparing any sites to submit for listing.</i>	Fontana Historical Society	Short term	Staff time; grants
	F. <i>Adopt incentives to encourage and streamline adaptive reuse of the most important historic structures.</i>	Planning Division; City Council	Short term	Staff time
Goal 2: Residents' and visitors' experience of Fontana is enhanced by a sense of the city's history.				
<ul style="list-style-type: none"> Enhance public awareness of Fontana's unique historical and cultural legacy and the economic benefits of historic preservation in Fontana. Support creation of the Fontana Historical Museum. 	A. <i>Inform owners about the historic value of their properties.</i>	Planning Division	Medium term	Staff time and mailing costs
	B. <i>Create a program of historic plaques and markers in collaboration with the Historical Society.</i>	Planning Division; Historical Society	Short term	Fee-based (paid by property owners); possible grant for cost sharing
	C. <i>Provide information and assistance for owners of historic properties who do not require a Certificate of Appropriateness to encourage them to retain the historic value of their properties when making alterations.</i>	Planning Division	Short term	Staff time
	D. <i>Establish the Fontana Historical Museum for the Historical Society.</i>	Fontana Historical Society with City of Fontana	Medium term	Staff time

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
	<i>E. Establish programs to inform residents and visitors about Fontana's history.</i>	Fontana Historical Society	Medium term	Seek volunteers
	<i>F. Develop a brochure and/or a podcast for self-guided historical tours of Fontana, including all aspects of the city's history.</i>	Fontana Historical Society	Medium term	Seek volunteer assistance; possible project for high school students
	<i>G. Create roadside and building markers for important locations in Fontana history, regardless of whether a historic structure remains on the site.</i>	Fontana Historical Society	Medium term	National Park Service Route 66 Corridor Preservation Program; California Council for the Humanities
	<i>H. Provide a yearly presentation to schools in Fontana about the City's history.</i>	Fontana Historical Society	Short term	Seek volunteers
	<i>I. Incorporate Route 66 history into revitalization design for Foothill Boulevard.</i>	Planning Division	Short term	National Park Service Route 66 Corridor Preservation Program
Goal 3: Cultural and archaeological resources are protected and preserved.				
<ul style="list-style-type: none"> Collaborate with state agencies to protect cultural and archaeological resources. 	<i>A. Continue to ensure that proper protocols are observed in development proposals for sites with potential archaeological significance.</i>	Planning Division	Short term and ongoing	Staff time
	<i>B. Include archaeological sites and Native American history and archaeology in programs about Fontana history</i>	Fontana Historical Society	Short term	Volunteers
Goal 4: Traditional and master-planned neighborhoods of single-family houses continue to thrive and attract family households.				
<ul style="list-style-type: none"> Continue to support existing traditional and master-planned neighborhoods with excellent City services. 	<i>A. Provide safe walking and biking conditions within traditional neighborhoods and in connections to citywide pedestrian and bicycle routes.</i>	Planning Division; Engineering Department	Medium term	General Fund; transportation grants
	<i>B. Use the Active Transportation Plan to identify "walk-sheds" of ½-mile radius and "bike-sheds" of 3-mile radius for safe and comfortable pedestrian and bicycle routes to schools, parks, and shopping areas.</i>	Planning Division; Engineering Department	Short term	Active Transportation Plan

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 5: New housing developments are organized as walkable villages linked to citywide destinations.				
<ul style="list-style-type: none"> Support regulations that promote creation of compact and walkable urban village-style design in new developments. 	A. <i>Develop regulations for new developments through Area Plans and in PUDs, that promote efficient, walkable neighborhoods with access to amenities and city destinations.</i>	Planning Division; Engineering Department	Short to medium term	Staff time
	B. <i>Create walkability and connectivity performance standards for new housing developments.</i>	Planning Division; Engineering Department	Short term	Staff time; Active Transportation Plan; California Strategic Growth Council grant program—Affordable Housing and Sustainable Communities
	C. <i>Encourage mixed-use amenities as anchors to walkable neighborhoods and corridors, particularly within a ½-mile radius of planned Public Transit stops.</i>	Planning Division	Short term	Staff time
	D. <i>Locate neighborhood-serving businesses within walking and biking distance of a significant percentage of units in new subdivisions and housing developments.</i>	Planning Division	Short term	Staff time
Goal 6: The safe, attractive, and lively central part of the city has new infill development and infrastructure and public realm improvements				
<ul style="list-style-type: none"> Support revitalization of the central area of the city with an integrated approach including mixed-use development, infill housing, infrastructure improvements, interconnections, and placemaking programs. 	A. <i>Create a committee focused on the central area of the city to meet regularly about strategy to implement the Downtown Area Plan (in Chapter 14) and other developments and improvements in that part of the city.</i>	Planning Division	Short term	Staff time
	B. <i>Implement the Downtown Area Plan. (Refer to Chapter 14.)</i>	Planning Division with other departments	Short term	Staff time and public investments
	C. <i>Establish a Downtown Management District and hire a Downtown Manager to promote public and private investment, as well as programming, and to implement the Downtown Area Plan.</i>	City Council; Planning Division	Short term	General fund for manager position; Business Improvement District after manager position is created
	D. <i>Establish a Downtown District Committee of property owners, business owners, and residents to work with the Downtown Manager.</i>	Planning Division; Downtown Manager	Short term	Volunteers; staffed by Downtown Manager
	E. <i>Explore the organizational structure of the Main Street America Program as a model for Fontana’s Downtown District Committee (www.mainstreet.org)</i>	Downtown Manager; Downtown District Committee	Short term	Downtown Manager time; volunteers
	F. <i>Promote education, arts and culture as part of the Downtown Area Plan.</i>	Downtown Manager; Community Services Department	Short term	Staff time; implementation of the Downtown Area Plan; volunteers; fees

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
	<i>G. Enhance existing arts and culture options (the Art Depot, the theater and the new amphitheater for example) with new entertainment options and supporting housing and businesses, such as restaurants.</i>	<i>Downtown Manager; Planning Division</i>	<i>Short term</i>	<i>Staff time; implementation of the Downtown Area Plan</i>
	<i>H. Establish a program of public realm and infrastructure improvements for neighborhoods in the central are of the city.</i>	<i>Planning Division; Engineering Department</i>	<i>Short term</i>	<i>Staff time; capital funding</i>
	<i>I. Engage residents, students, members of faith based communities, and other volunteers to perform rapid "neighborhood audits" of the public realm in the central area of the city to aid in targeting and prioritizing resources for public improvements.</i>	<i>Planning Division; Engineering Department</i>	<i>Short term</i>	<i>Staff time and community volunteers</i>
	<i>J. Review and prioritize audit results for inclusion in the improvements program for the i3 neighborhoods and publish the results of the audit and review.</i>	<i>Planning Division; Engineering Department</i>	<i>Short term</i>	<i>Staff time</i>
	<i>K. Amend commercial zoning along the Sierra Avenue, Foothill Boulevard, and Valley Boulevard corridors to be consistent with updated land use categories to promote more compact, mixed-use and walkable commercial districts.</i>	<i>Planning Division; Planning Commission; City Cocuncil</i>	<i>Short term</i>	<i>Staff time</i>
	<i>L. Use the zoning tools prepared for the Downtown Code prepared with the Downtown Area Plan to designate intersections and segments of corridors currently zoned for commercial development to change to mixed-use development including housing, especially at planned transit stops.</i>	<i>Planning Division; Planning Commission; City Council</i>	<i>Short term</i>	<i>Staff time</i>

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 7: A diverse stock of quality housing serves Fontana residents across the range of incomes, household types, and age groups.				
<ul style="list-style-type: none"> Support a diversified housing stock that includes new options ranging from larger-lot single-family housing to “missing middle” housing types such as cottage developments, small-scale apartments and condos, and courtyard housing, as well as larger multifamily developments. Continue to provide an incentive for infill development through fee reduction. 	A. Explore creation of a Housing Advisory Group that would meet at least twice a year to review housing market conditions.	Planning Division; Housing Division	Short term	Staff time
	B. Actively engage developers of housing focused on the senior market to consider Fontana for market-rate senior housing.	Housing Division; Planning Division; seniors' groups	Short term	Staff time
	C. Explore establishing a flexible first-time homebuyer-assistance program for central Fontana and Livable Corridors areas as funding opportunities arise.	Housing Division	Medium term, as feasible	As feasible
	D. Expand credit-repair programs as funding opportunities arise.	Housing Division	Medium term, as feasible	As feasible
	E. Explore innovative affordable housing options such as employer-assisted housing.	Housing Division; Planning Division	Medium term	Staff time
	F. Explore the potential for employer-assisted housing programs for major Fontana employers.	City Manager; Economic Development Department	Medium term	Staff time
Goal 8: All housing in Fontana is well-managed and code-compliant.				
<ul style="list-style-type: none"> Continue to ensure excellent management of non-single-family housing. Continue and publicize code-compliance programs for all housing and businesses. 	A. Continue to promote the Crime-Free Multi-Family Housing Program through the Fontana Police Department.	Police Department	Ongoing	Staff Time
Goal 9: Fontana works with regional partners to address homelessness in the city.				
<ul style="list-style-type: none"> Support local and regional programs to provide housing and services to homeless individuals and families. 	A. Coordinate the referral programs of the Police Department and the Community Assistance Program (CAP)	Police Department	Short term	Staff Time
	B. Participate actively in the San Bernardino County regional homeless programs and partnerships.	Housing Division; Planning Division	Short term	Staff time
	C. Work with CAP and others to meet the needs of homeless youth.	Community Services	Short term	Staff time

Housing *[See 2014-2021 Housing Element in Appendix Three]*

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
<p>The state-approved 2014-2021 Housing Element contains a program of implementation actions for the Housing Element. Refer to Appendix Three for details.</p>				

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 1: The average lifespan in Fontana is consistently within the top ten of all southern California cities.				
<ul style="list-style-type: none"> • Provide proactive city leadership in developing efforts to improve residents' health and extend their lifespans. • Support programs and strategies to reduce obesity and related diseases in Fontana. • Support local and regional initiatives to improve air quality in order to reduce asthma while actively discouraging development that may exacerbate asthma rates. • Support local and regional initiatives to improve air quality in order to reduce asthma while actively discouraging development that may exacerbate asthma rates. • Encourage programs to raise awareness of the dangers of alcohol and drug abuse. • Continue economic development efforts to develop a greater number and range of jobs in Fontana so as to reduce residents' need to commute out of the City. • Support transit efforts that reduce residents' need for automobile-based travel. • Support a wide range of strategies and actions to increase residents' opportunities for physical activity. • Strongly encourage efforts to improve the safety of all roadway users, especially pedestrians and bicyclists. • Support initiatives that reduce inequity and social isolation of residents. 	<p>A. Continue to develop a health indicators monitoring and reporting system to integrate health considerations into City decision making.</p>	Healthy Fontana - Community Services Department	Short term	Staff time
	<p>B. Continue to collaborate with San Bernardino County Public Health to develop a local health indicators monitoring and reporting program.</p>	Healthy Fontana - Community Services Department	Short term	Staff time
	<p>C. Establish a system to measure the impact of Healthy Fontana programs on residents' health through surveys and other means.</p>	Healthy Fontana - Community Services Department	Short term	Staff time; foundation grants (Kaiser; Robert Wood Johnson, others)
	<p>D. Promote lifelong healthy lifestyles through parks and amenities.</p>	Community Services Department	Short term	Staff time
	<p>E. Update the city's Parks Master Plan to reflect needed improvements to service in the community.</p>	Planning Division; Community Services Department; Public Works Department	Short term	Staff time
	<p>F. Create or update park design guidelines to improve existing parks and open space facilities and expand recreational programs as a means of improving the health of Fontana residents.</p>	Community Services Department	Short term	Staff time
	<p>G. Collaborate with the School District to design joint use facilities.</p>	Planning Division; Economic Development	Medium term	Staff time
	<p>H. Explore regulatory or financial incentives in the zoning code and development approval process to encourage the location of private/non-profit recreation facilities [e.g., gyms, yoga or dance studios, martial arts, etc.]</p>	Planning Division; Economic Development	Medium term	Staff time
	<p>I. Adopt the Active Transportation Plan (ATP).</p>	Engineering Department; Planning Division	Short term	Staff time

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 2: Fontana has healthy and safe development patterns.				
<ul style="list-style-type: none"> Support the planning, regulatory, and funding initiatives needed to provide a healthy, safe city comprised of safe streets, safe public spaces, highly accessible parks, highly accessible healthy food, and a clean environment. 	A. Facilitate development patterns that enhance walking and biking access within a three-mile radius to neighborhood-serving retail, services, parks and recreation and amenities.	Planning Division; Engineering Department	Short term and ongoing	Staff time
	B. Update the city Zoning Code and Subdivision Ordinance to prioritize neighborhood-serving retail, services, parks and recreation and amenities within three-mile neighborhood areas.	Planning Division; coordinate with Active Transportation Plan	Short term	Staff time
	C. Continue to evaluate and improve infrastructure around schools to ensure schools are highly connected to neighborhoods with safe access for pedestrians and bicyclists.	Engineering Department; Public Works Department	Short term and ongoing	Staff time; enterprise funds and general fund for improvements
	D. Develop a system of zoning, subdivision standards, roadway standards, and funding allocation that will lead to the development of a safe, walkable city.	Planning Division; Engineering Department	Short term and ongoing	Staff time
	E. Update the city Zoning Code and Subdivision Ordinance to reflect walkable urban development patterns.	Planning Division; build on downtown zoning model	Short term	Staff time
	F. Adopt/use the National Association of City Transportation Officials (NACTO) Urban Streets guide to inform Complete Streets designs.	Engineering Department; coordinate with Planning Division	Short term	Staff time
	G. Revise roadway standards to incorporate Complete Streets principles into all of the City's roadway classifications, as feasible.	Engineering Department	Short term	Staff time
	H. Create funding allocation guidelines to prioritize capital funding towards the creation of Complete Streets and improved active transportation facilities.	Engineering Department; use Active Transportation Plan	Short term	Staff time
	I. Enhance existing streets of all types by adding shade structures or shade trees to improve the walking comfort of existing neighborhood streets.	Public Works Department; coordinate with Planning Division	Short term and ongoing	Staff time; general fund; possible "adopt a tree" programs
	J. Support pedestrian and bicyclist education, encouragement, and enforcement activities.	Engineering Department; Police Department	Short term and ongoing	Staff time; coordinate with Inland Empire Bicycle Alliance

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
	<i>K. Develop traffic-calming policies such as clearly marked bike and pedestrian zones, bike boulevards, bulb outs, median islands, speed humps, traffic circles, speed tables, center island narrowings, raised crosswalks, blinking crosswalks, chicanes, chokers, raised intersections, realigned intersections, and textured pavements, among other effective enhancements.</i>	<i>Engineering Department; coordinate with Planning Division; use Active Transportation Plan</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>L. Update the Zoning Code to encourage inclusion of health attributes at the sites of new commercial developments.</i>	<i>Planning Division</i>	<i>Short-term</i>	<i>Staff time</i>
	<i>M. Create a program to work with markets to promote healthier eating choices.</i>	<i>Healthy Fontana—Community Services Department</i>	<i>Short to medium term</i>	<i>Staff time; seek grant funding</i>
	<i>N. Update the Zoning and Development Code to encourage development of healthy food stores, both large-format and small-scale neighborhood stores.</i>	<i>Planning Division; Healthy Fontana—Community Services Department</i>	<i>Short to medium term</i>	<i>Staff time; seek grant funding</i>
	<i>O. Establish a Healthy Eating Menu Initiative that will set healthy menu criteria and standards and will encourage existing and new restaurants to add healthier menu options.</i>	<i>Healthy Fontana—Community Services Department</i>	<i>Short to medium term</i>	<i>Staff time; seek grants</i>

Goal 3: The City of Fontana considers health at all levels of decision making.

<ul style="list-style-type: none"> Encourage the incorporation of health initiatives and improvements in health conditions as goals in all City policies, programs, procedures, and actions. Improve health for all residents by incorporating a “Health in All Policies” (HiAP) framework into policies, programs, and practices affecting all aspects of the built environment. 	<i>A. 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.</i>	<i>Healthy Fontana—Community Services Department</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>B. Identify and address health inequities in Fontana on a regular basis and share the outcomes with City policy makers and staff on a regular basis.</i>	<i>Healthy Fontana—Community Services Department working with other City departments</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>C. Report on city-wide health conditions to City Council on an annual basis.</i>	<i>Healthy Fontana—Community Services Department</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>D. Train key staff on the social determinants of health and HiAP [Health in All Policies].</i>	<i>Healthy Fontana—Community Services Department</i>	<i>Short term</i>	<i>Staff time</i>

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
	<i>E. Engage and collaborate with community members and public agencies in the development and implementation of plans and projects that promote health.</i>	Healthy Fontana—Community Services Department	Short term and ongoing	Staff time; seek grants
	<i>F. Work with community partners to develop funding announcements, cooperative agreements, and contracts that include health criteria; coordinate investments; and review and score funding applications that weight the inclusion of health objectives.</i>	Healthy Fontana—Community Services Department	Short term and ongoing	Staff time
	<i>G. Create new and foster existing health-related partnerships and collaborations with community groups and other public agencies to implement the Health and Wellness Element and pursue other healthy communities programs.</i>	Healthy Fontana—Community Services Department	Short term and ongoing	Staff time; seek grants
	<i>H. Enhance the health and well-being of City employees through workplace wellness programs and policies to increase employee productivity, improve morale, decrease incidence of accidents and injuries and decrease medical costs.</i>	Healthy Fontana—Community Services Department with Human Resources	Short term and ongoing	Staff time
	<i>I. Continue to identify and pursue funding streams that support improved community health outcomes.</i>	Healthy Fontana—Community Services Department	Short term and ongoing	Staff time
	<i>J. Continue to identify and pursue funding opportunities, working with community partners that support improved community health outcomes.</i>	Healthy Fontana—Community Services Department	Short term and ongoing	Staff time
Goal 4: The city of Fontana incorporates health considerations into the development-review process.				
<ul style="list-style-type: none"> Support including Healthy Fontana development analysis in relevant development project reviews. 	<i>A. Establish a Healthy Fontana Advisory Project Review process for substantive projects, such as large infrastructure projects, non-residential projects of at least 100,000 square feet, residential projects of at least 25 units, and mixed use projects of similar scale.</i>	Planning Division; Healthy Fontana—Community Services Department; Planning Commission	Short term	Staff time
	<i>B. Create Healthy Development Guidelines and a Checklist for reviewing new development.</i>	Healthy Fontana—Community Services Department; Planning Division	Short term	Staff time

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 5: Fontana is a city in which all residents' basic needs are met.				
<ul style="list-style-type: none"> Encourage the development of a wide variety of housing sizes and types to meet the needs of residents through all life stages. Support planning and economic development efforts to expand health care options in Fontana. Link and promote regional efforts to expand health care options to Fontana residents. Encourage programs that improve opportunities for educational attainment by Fontana's residents to help break the cycle of poverty. Ensure that new policies, services, and programs support and are responsive to community members who are most in need. 	<p>A. Housing. See Chapter 4 Communities and Neighborhood Element and Chapter 5 Housing Element (and Appendix Three) for housing-specific strategies and actions.</p>	<p>Planning Division; Housing Division</p>	<p>Short term and ongoing</p>	<p>Staff time</p>
	<p>B. Balance investment and physical improvements based on the geographic distribution of positive amenities and services as well as the concentration of incompatible land uses.</p>	<p>Planning Division; Housing Division</p>		<p>Staff time</p>
	<p>C. Reduce disparities in life expectancy among different races/ ethnicities and income levels by working closely with the County to track trends and support targeted wellness programs.</p>	<p>Healthy Fontana—Community Services Department</p>	<p>Short term and ongoing</p>	<p>Staff time</p>
	<p>D. Create programs to expand the provision of a range of health and mental health services (including but not limited to primary, preventive, specialty, prenatal, dental care, mental health, and substance abuse treatment/counseling) in a manner accessible to residents through partnerships with community groups and the County Department of Public Health.</p>	<p>Healthy Fontana—Community Services Department working with local groups and the County Department of Public Health</p>	<p>Short term and ongoing</p>	<p>Staff time; seek grants</p>
	<p>E. Encourage small medical practices, physicians, and pharmacies to locate businesses in Fontana.</p>	<p>Economic Development; Planning Division</p>	<p>Short to medium term</p>	<p>Staff time</p>
	<p>F. Create a monitoring system to track the geographic disparities that occur across the City's neighborhoods and zip codes and utilize that information in decision making.</p>	<p>Healthy Fontana—Community Services Department</p>	<p>Medium term</p>	<p>Staff time</p>
	<p>G. Continue to partner with local districts, regional agencies, and County departments to provide social services and educational programs to meet the diverse needs of the city.</p>	<p>Healthy Fontana—Community Services Department</p>	<p>Short term and ongoing</p>	<p>Staff time</p>
	<p>H. Prevent chronic diseases and cancers by explicitly focusing City efforts on improving the primary modifiable risk factors of an unhealthy diet, physical inactivity, tobacco use, and alcohol abuse.</p>	<p>Healthy Fontana—Community Services Department; Community Assistance Program; Kaiser Health</p>	<p>Short term and ongoing</p>	<p>Staff time</p>

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
	<i>I. Create or support programs that educate residents on how to achieve and maintain a healthy body weight and prevent obesity through healthy eating and physical activity, while maintaining a positive and healthy body image.</i>	<i>Healthy Fontana— Community Services Department</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>J. Expand community gardens and develop community orchards with fruit-bearing trees.</i>	<i>Community Services Department</i>	<i>Medium term</i>	<i>Staff time; seek grants</i>
	<i>K. Expand drug and alcohol awareness and education programs.</i>	<i>Police Department</i>	<i>Short term and ongoing</i>	<i>Staff time; seek grants</i>
	<i>L. Create or support programs that offer job skills training to Fontana residents, ideally providing training for jobs in demand locally and that would pay a living wage.</i>	<i>Economic Development; San Bernardino County Workforce Development; Chaffey College</i>	<i>Short term and ongoing</i>	<i>Staff time</i>

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 1: Fontana continues to preserve sensitive natural open space in the foothills of the San Gabriel Mountains and Jurupa Hills.				
<ul style="list-style-type: none"> Consider permanent protection for sensitive foothill lands through potential partnerships with conservation organizations or acquisition and deed restrictions. 	<i>A. Evaluate the potential costs and benefits of permanent protection of sensitive foothill lands.</i>	Planning Division	Short term	Staff time
	<i>B. Work with regional conservation organizations, such as the Inland Empire Resource Conservation District and regional conservation land trusts, to conserve sensitive foothill lands.</i>	City Manager's office; conservation organizations; City Council	Short term and ongoing	Staff time; general fund
Goal 2: Large city parks and open spaces include plantings and natural areas attractive to birds and other wildlife.				
<ul style="list-style-type: none"> Inform the public about the natural ecological character of Fontana. Use public open space to support wildlife habitat where appropriate. 	<i>A. Design parks and landscaped public spaces to include plantings attractive to birds and other regional wildlife.</i>	Community Services Department; Public Works Department	Short term and ongoing	Staff time
	<i>B. In large parks, create natural areas with educational information to raise public awareness about local environments.</i>	Community Services Department	Short term and ongoing	Staff time
	<i>C. Consider wildlife value when landscaping public spaces</i>	Public Works Department	Short term and ongoing	Staff time
Goal 3: Fontana has a healthy, drought-resistant urban forest.				
<ul style="list-style-type: none"> Support tree conservation and planting that enhances shade and drought resistance. Expand Fontana's tree canopy. 	<i>A. Preserve and expand the city's urban forest with drought resistant trees.</i>	Planning Division; Public Works Department	Short term and ongoing	Staff time
	<i>B. Inventory the city's urban forest, using volunteers if needed, and estimate the size of the tree canopy.</i>	Public Works Department	Short term	Staff time; volunteer time (e.g., high school students)
	<i>C. Perform a cost-benefit analysis for Fontana's trees.</i>	Planning Division; Public Works Department	Short term	Staff time; use free software (see Chapter 7)
	<i>D. Review the Fontana Tree Policy Manual regularly and update it to incorporate new best practices.</i>	Planning Division; Public Works Department	Short term and ongoing	Staff time
	<i>E. Develop a Tree and Shade Plan for the long-term benefit of Fontana.</i>	Planning Division; Public Works Department	Medium term	Staff time
	<i>F. Expand the tree canopy in Fontana to 25% cover.</i>	Public Works Department	Medium term	Staff time
	<i>G. Create connected networks of shaded corridors.</i>	Planning Division; Public Works Department	Medium to long term	Staff time; adopt a tree programs

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
	<i>H. Prioritize expansion of street trees as part of the revitalization effort for downtown and adjacent neighborhoods.</i>	<i>Planning Division; Public Works Department</i>	<i>Short to medium term</i>	<i>Staff time; development agreements</i>
	<i>I. Create a tree donation program for public parks and other public spaces.</i>	<i>Public Works Department</i>	<i>Short term</i>	<i>Staff time</i>
	<i>J. Plant fruit-bearing trees in order to create community orchards.</i>	<i>Public Works Department; Community Services Department; volunteers</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>K. Develop standards and pilot projects for “engineered shade” and wind blocking designs.</i>	<i>Planning Division; Building and Safety Division</i>	<i>Medium term</i>	<i>Staff time</i>
	<i>L. Promote tree preservation and drought-tolerant planting (xeriscaping) on private property.</i>	<i>Public Works Department; Community Services Department</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>M. Work with local nurseries for donations to create a tree give-away program at the City’s annual Arbor Day celebration.</i>	<i>Community Services Department</i>	<i>Short term and ongoing</i>	<i>Staff time and volunteers</i>
	<i>N. Encourage laundry-to-landscape home irrigation systems to recycle water for establishing new trees in single family home properties.</i>	<i>Building and Safety Division; Planning Division; Engineering Department</i>	<i>Medium term and ongoing</i>	<i>Staff time</i>
	<i>O. Continue to promote xeriscaping through educational materials available from government, agency, and private sources, such as the Fontana Water Company, Mary Vagle Nature Center, California Water Service, and CalRecycle.</i>	<i>Planning Division; Development Services</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
Goal 4: The city of Fontana has a no-net-loss policy for public parkland.				
<ul style="list-style-type: none"> Establish legal requirements for replacement, when any city-owned park land listed in the California Protected Lands database is transferred to other uses, with land of equivalent environmental, recreational, or aesthetic value. 	<i>A. Develop the legal framework and language to pass a no-net-loss ordinance for city-owned park land listed in the California Protected Lands database.</i>	<i>Planning Division; Public Works Department</i>	<i>Medium term</i>	<i>Staff time</i>
	<i>B. Research and write an ordinance to require that City-owned public park land (as defined in the ordinance) cannot be transferred or converted to another use without an analysis of alternatives, public hearings, and substitute land of equal value (as defined) being received by the City.</i>	<i>Planning Division; Legal Department; City Council</i>	<i>Medium term</i>	<i>Staff time</i>

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 5: All Fontana residents live within walking or biking distance of a public park, and there are sufficient public parks to serve all areas of the city.				
<ul style="list-style-type: none"> Establish park access by walking and biking as a criterion for locating parks and for design of active transportation networks. Continue to use a minimum standard of 5 acres of public parkland per 1,000 persons. Pursue park development where parkland is insufficient. 	<i>A. While continuing to use a minimum standard of 5 acres of park land per 1,000 persons, seek to exceed the minimum by increasing park opportunities in underserved areas.</i>	Community Services Department	Medium term	Staff time
	<i>B. Continue to require dedication of park land or fees in new subdivisions.</i>	Planning Division	Short term and ongoing	Staff time
	<i>C. Identify opportunities for new or improved parks north of the I-10 Freeway, especially in the central part of the city.</i>	Planning Division; Community Services Department	Short to medium term	Staff time
	<i>D. Include planning for downtown gathering places in the Downtown Area Plan.</i>	Planning Division	Short term	Staff time; Downtown Area Plan
	<i>E. Implement the plan for a sports complex in the southern part of the city to provide recreational opportunities to residents there.</i>	Community Services Department	Short term	Staff time and Park Development Fees
	<i>F. Identify existing park access by public routes and develop a plan to provide park access for pedestrians and bicyclists in existing neighborhoods where access is limited except by car.</i>	Community Services Department; Engineering Department	Medium term	Staff time; Active Transportation Plan
	<i>G. Identify barriers to access to parks, which may include gaps in the street network (such as cul-de-sacs), missing sidewalks, gaps in the sidewalk network, walls and fences, or high-traffic streets without safe crossings.</i>	Engineering Department; Planning Division; use Active Transportation Plan	Short term	Staff time; Active Transportation Plan
	<i>H. Designate routes for neighborhood access to parks for improvements to enhance safe and comfortable walking and biking.</i>	Engineering Department; Planning Division; use Active Transportation Plan	Short term	Staff time; Active Transportation Plan
	<i>I. Include existing and potential park access in development of the active transportation plan.</i>	Engineering Department; Planning Division; use Active Transportation Plan	Short term	Staff time; Active Transportation Plan

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 6: All public parks are designed and maintained to a high standard.				
<ul style="list-style-type: none"> Promote park designs that can serve multiple types of users and provide aesthetic benefits. Provide sufficient funding to support adequate park maintenance. 	A. <i>Develop park design criteria for different kinds of parks and park uses.</i>	Community Services Department	Short term	Staff time; Active Transportation Plan
	B. <i>During the design process for new parks, organize at least two public meetings: one to gather community preferences for the park and one at the 75% design stage to gather community comments on the design.</i>	Community Services Department	Short term and ongoing	Staff time
	C. <i>Ensure that tot lots, children's play areas, and sitting areas provide some shade.</i>	Community Services Department	Short term and ongoing	Staff time
	D. <i>Incorporate exercise stations and/or walking routes in parks as much as possible.</i>	Community Services Department	Short term and ongoing	Staff time
	E. <i>Review safety and maintenance criteria and protocols regularly</i>	Community Services Department; Public Works Department	Short term and ongoing	Staff time
	F. <i>Develop a checklist for park maintenance in collaboration with park users and the Park and Community Services Department Commission.</i>	Community Services Department; Public Works Department; Park and Community Services Commission	Short term and ongoing	Staff time; volunteers
	G. <i>Perform a safety and maintenance audit of parks at least twice a year, consulting with users if possible, and make any safety and maintenance improvements that are needed.</i>	Community Services Department; Public Works Department	Short term and ongoing	Staff time
	H. <i>Develop a plan to improve lighting in parks to ensure the minimum light standard of one foot-candle is met and maintained.</i>	Community Services Department; Public Works Department	Short term and ongoing	Staff time
	I. <i>Create "Friends" neighborhood organizations to assist in maintenance and programming at their neighborhood parks.</i>	Community Services Department	Medium term	Staff time; volunteers
	J. <i>Work with the Parks and Community Services Commission to identify potential parks where a Friends organization might be of interest.</i>	Community Services Department; Parks and Community Services Commission	Short term	Staff time
	K. <i>Develop a pilot program to gauge interest and potential of "Friends of the Park" organizations.</i>	Community Services Department	Medium term	Staff time; volunteers

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
	<i>L. Designate a staff person to work with the pilot groups.</i>	Community Services Department	Medium term	Staff time
	<i>M. Evaluate the pilot program and, if successful, expand to other parks.</i>	Community Services Department	Medium term	Staff time; volunteers
Goal 7: The Fontana parks system has a nonprofit partner that raises money for park improvements.				
<ul style="list-style-type: none"> Promote creation of a Fontana Parks Foundation, a nonprofit to support park system improvements and activities. 	<i>A. Explore creation of a Fontana Parks Foundation nonprofit to support the city park and recreation network.</i>	Parks and Community Services Commission	Medium term	Staff time
	<i>B. Research parks foundations and discuss the potential of a Fontana Parks Foundation and its mission with the Parks and Community Services Commission.</i>	Community Services Department; Parks and Community Services Commission	Medium term	Staff time
	<i>C. Create a 401(c)3 organization with a volunteer board and a mission statement, if there is interest in creating a parks foundation.</i>	Community Services Department; Parks and Community Services Commission; volunteer board	Long term	Staff time; volunteer time
	<i>D. Seek other partners, including health organizations, faith communities, and foundations (such as the Robert Wood Johnson Foundation), to help fund park improvements and a parks foundation.</i>	Community Services Department	Medium term	Staff time
Goal 8: Fontana updates the Parks, Recreation, and Trails Master Plan every 10 years.				
<ul style="list-style-type: none"> Support a Parks, Recreation, and Trails Master Plan update in 2018 consistent with the General Plan and at least every 10 years thereafter. 	<i>A. Prepare a parks and recreation master plan update that will make Fontana's good park system into an outstanding park system.</i>	Planning Division; Community Services Department; Public Works Department	Short term and ongoing	Staff time
	<i>B. Prepare a master plan that builds on the goals and strategies in this General Plan Update and the land use and transportation integration goals of the plan.</i>	Planning Division; Community Services Department	Short term (2018) and every 10 years	Staff time

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 9: Fontana has multiuse trails that provide north-south links and connections with the Pacific Electric Trail and other city pedestrian and bicycle routes.				
<ul style="list-style-type: none"> Seek funding sources to implement the San Sevaine Trail and design and implement an "Eastside Trail" linking the City from north to south on the east part of the city Advocate with other municipal partners to state lawmakers for opportunities to use utility easement land as trails and parks. 	<i>A. Prepare grant proposals for funding, and implement the San Sevaine Trail Master Plan.</i>	<i>Planning Division; Engineering Department</i>	<i>Short term</i>	<i>Staff time; seek grant funding</i>
	<i>B. Prepare a master plan for a north-south trail in the east part of the city and seek implementation.</i>	<i>Planning Division; Engineering Department; use the Active Transportation Plan</i>	<i>Medium term</i>	<i>Staff time</i>
	<i>C. Advocate with the state legislature for municipal use of utility easements as trails and parks.</i>	<i>City Council; City Manager's Office</i>	<i>Short to medium term</i>	<i>Staff time</i>
Goal 10: Trails in natural areas offer nature recreation.				
<ul style="list-style-type: none"> Support trail creation and maintenance in natural areas. 	<i>A. Work with San Bernardino County and hikers' groups to develop and maintain nature trails in the foothills.</i>	<i>Community Services Department; San Bernardino County; volunteers</i>	<i>Short to medium term</i>	<i>Staff time</i>

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 1: Fontana's crime rate continues to be below state and county rates.				
<ul style="list-style-type: none"> Continue the Police Department's successful community policing programs. Provide appropriate security for new amenities, such as trails and parks. Support Police Department needs for staff and technology to keep up with population growth and contemporary policing methods. Promote and enhance use of anti-crime design strategies and programs. 	<i>A. Prepare a strategic plan for the police department.</i>	Police Department	Short term	Staff time
	<i>B. Continue community policing and special programs and expand police community presence on the street and in neighborhoods as the population grows.</i>	Police Department	Short term and ongoing	Staff time
	<i>C. Continue to review the design of new development for Crime Prevention Through Environmental Design (CPTD) principles.</i>	Police Department; Planning Division	Short term and ongoing	Staff time
	<i>D. Provide CPTED reviews of new development in a district or neighborhood context rather than simply a project context, so that design strategies to increase connections, "eyes on the street," mixed-use vitality, and so on, are valued as creating conditions that reduce crime.</i>	Police Department; Planning Division	Short term and ongoing	Staff time
Goal 2: Fontana's Fire Department meets or exceeds state and national benchmarks for protection and responsiveness.				
<ul style="list-style-type: none"> Continue the City's successful partnership with the San Bernardino County Fire Department. 	<i>A. Ensure continuing fire protection as the city's population grows and natural fire events may increase in number or intensity due to changing climate.</i>	Fire Department	Short term and ongoing	Staff time
	<i>B. Monitor population growth and development to ensure continuing protection through sufficient stations, equipment, training, and resources.</i>	Fire Department	Short term and ongoing	Staff time
	<i>C. Continue to provide public education about risks from fire, hazardous materials, and other hazards.</i>	Fire Department	Short term and ongoing	Staff time
Goal 3: Fontana has modern, well-maintained public facilities that meet the needs of residents of all ages, businesses, and government.				
<ul style="list-style-type: none"> Support development of a City facilities master plan and use an asset-management system for all City property. Support initiatives to reduce energy costs in public facilities. Develop an "Aging in Fontana" plan to prepare to serve an increasing number of senior citizens. 	<i>A. Develop a City facilities master plan and an asset-management system to plan for future needs.</i>	City Manager's Office; Public Works Department	Short term	Staff time; full asset-management system
	<i>B. Identify needs for facility improvements, expansions, new facilities, potential decommissioning and cost-efficient improvements such as energy-efficiency as the city grows in population and complexity.</i>	City Manager's Office; Public Works Department	Short term	Staff time
	<i>C. Use an asset-management system to manage repair and improvement schedules.</i>	City Manager's Office	Short term	Staff time

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
	<i>D. Develop and showcase City facilities and buildings as models of resource-efficiency by establishing a set of policies for facility operations, maintenance, renovation and new construction.</i>	City Manager's Office	Short term	Staff time
	<i>E. Re-use existing buildings before building new, if possible, and use recycled and locally-sourced content in municipal construction where practical.</i>	City Manager's Office; City Council; Public Works Department	Short term and ongoing	Staff time
	<i>F. Design municipal buildings to maximize energy-efficiency by attention to ventilation, windows, site orientation, use of trees on the south and west sides of buildings for shading, "green" roof construction where feasible, painting flat roofs white, and similar energy-efficient construction methods.</i>	City Manager's Office; Planning Division; Public Works Department	Short term and ongoing	Staff time
	<i>G. Establish a policy for using "universal design" criteria in the design of any new government buildings.</i>	City Manager's office; City Council	Short term and ongoing	Staff time
	<i>H. Develop facility and programming plans to support a growing senior population's needs.</i>	Community Services	Short term and ongoing	Staff time
	<i>I. Create a holistic "Aging in Fontana" plan that includes attention to housing, transportation, services, activities, health care and other issues.</i>	Planning Division; Community Services Department	Medium term	Staff time
Goal 4: Each area of the city has sufficient, modern community centers to serve residents.				
<ul style="list-style-type: none"> Identify funding strategies to provide an equal level of service in community centers in the north, central, and southern parts of the city. 	<i>A. Fund design and implementation of a community center in South Fontana.</i>	Community Services Department; Public Works Department	Short term	Staff time; Park Development Fees
	<i>B. Evaluate the need for additional community centers in the eastern part of the central city.</i>	Community Services Department; Public Works Department	Short term	Staff time
Goal 5: New community centers, parks, and facilities are located in the context of multimodal networks for maximum accessibility.				
<ul style="list-style-type: none"> Support location of new facilities in coordination with mobility planning. 	<i>A. Identify locations for new facilities that are consistent with the development of connectivity plans that provide multi-modal access to neighborhood residents.</i>	Community Services Department; Planning Division; Engineering Department	Short term and ongoing	Staff time

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
	<i>B. Coordinate planning for new facilities with the active transportation networks under development.</i>	<i>Community Services Department; Planning Division; Engineering Department</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
Goal 6: Fontana offers one of the most extensive and successful programs of community activities in the Inland Empire.				
<ul style="list-style-type: none"> Support community programming and regular initiatives to measure and meet changing needs and expectations. 	<i>A. Survey residents and follow up with program participants on a regular basis to evaluate programs and identify changing needs.</i>	<i>Community Services Department</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>B. Use a professional, random-sample survey at least once every five years to identify residents' community program preferences and needs.</i>	<i>Community Services Department</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>C. Administer and analyze evaluations after the completion of all programs.</i>	<i>Community Services Department</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>D. Consider creating a five-year strategic plan for community programming.</i>	<i>Community Services Department</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
Goal 7: Fontana's arts, culture and entertainment programming draws residents of all ages and visitors from other cities.				
<ul style="list-style-type: none"> Continue to enhance programming for downtown as part of the implementation of the Downtown Area Plan. 	<i>A. Develop arts, culture and entertainment programming that attracts older teens and younger adults.</i>	<i>Community Services Department; Downtown Manager</i>	<i>Short term and ongoing</i>	<i>Staff time; free and fee-based programming</i>
	<i>B. Develop programming as recommended in the Downtown Area Plan (Chapter 14) and coordinate with future downtown managers to support the potential role of downtown as a place where something is always happening.</i>	<i>Community Services Department; Downtown Manager</i>	<i>Short term and ongoing.</i>	<i>Staff time; free and fee-based programming</i>

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
<p>Goal 1: The City of Fontana has a comprehensive and balanced transportation system with safety and multimodal accessibility the top priority of citywide transportation planning, as well as accommodating freight movement.</p>				
<ul style="list-style-type: none"> • Provide roadways that serve the needs of Fontana residents and commerce, and that facilitate safe and convenient access to transit, bicycle facilities, and walkways. • Make safety and multimodal accessibility the top priority of citywide transportation planning. • Apply the six “Es” of the Safe Routes to School program to transportation planning and implementation— Encouragement, Education, Engineering, Enforcement, Evaluation, and Equity. • Make land use decisions that support walking, bicycling, and public transit use, in alignment with the 2014-2040 Regional Transportation Plan and Sustainable Communities Strategy. 	<p><i>A. Establish and implement an integrated program of transportation management and intelligent transportation systems to maximize the efficiency of the existing street system and provide travel options to single-occupancy vehicles.</i></p>	<p>Engineering Department</p>	<p>Short term and ongoing</p>	<p>Staff time</p>
	<p><i>B. Make multimodal transportation a high priority by promoting pedestrian access, bicycle use, and transit options within Fontana and to the surrounding communities.</i></p>	<p>Planning Division; Engineering Department</p>	<p>Short term and ongoing</p>	<p>Staff time</p>
	<p><i>C. Integrate Complete Streets principles into street design guidelines, standards, and other construction guides to create a safe, comfortable, and efficient transportation system that is sensitive to the context of the area it serves.</i></p>	<p>Planning Division; Engineering Department</p>	<p>Short term</p>	<p>Staff time</p>
	<p><i>D. Use Multimodal Level of Service as a measurement in the rating of the performance of streets.</i></p>	<p>Engineering Department</p>	<p>Short term</p>	<p>Staff time</p>
	<p><i>E. Maximize available roadway capacity through technologies such as connected vehicle communication systems that link vehicles, the infrastructure, and personal communication devices.</i></p>	<p>Engineering Department</p>	<p>Medium to long term</p>	<p>Staff time; incorporate into design and constructions contracts</p>
	<p><i>F. Support continued development and improvement of the Fontana Metrolink Station as an important transportation node for the City and access to regional destinations and employment centers.</i></p>	<p>City Council; City Manager's Office; Planning Division; Downtown Manager; Metrolink</p>	<p>Short term and ongoing</p>	<p>Staff time</p>
	<p><i>G. Support car sharing services and the use of ride-hailing apps to reduce the need for households to own multiple vehicles.</i></p>	<p>City Council; City Manager's Office; Planning Division</p>	<p>Short term and ongoing</p>	<p>Staff time</p>
	<p><i>H. Encourage the provision of amenities such as seating, lighting, and signage (including real-time arrival information) at bus stops, shuttle stops and the Metrolink station to increase rider comfort, safety, and convenience.</i></p>	<p>City Council; City Manager's Office; Engineering Department; Planning Division; Omnitrans; Metrolink</p>	<p>Short term and ongoing</p>	<p>Staff time</p>

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
	<i>I. Collaborate with employers, the school districts, Omnitrans and other agencies to develop and expand programs to reduce dependence on single-passenger auto use and develop shared shuttle services, or provide transit passes, or partner with Omnitrans to provide service to employment areas with multi-modal transit stations.</i>	City Manager's office; Engineering Department; transit agencies; schools and employers	Medium term and ongoing	Staff time
	<i>J. Continue to designate and enforce truck routes to provide freight access while mitigating air pollution impacts on neighborhoods.</i>	City Council; City Manager's Office; Engineering Department; Police Department; Planning Division	Short term and ongoing	Staff time
	<i>K. Continue to support freight railroad access to serve Fontana industry.</i>	City Council; City Manager's Office	Short term and ongoing	Staff time
	<i>L. Make land use decisions that support walking, bicycling, and public transit use.</i>	Planning Division; Engineering Department	Short term and ongoing	Staff time
	<i>M. Encourage and require, where feasible, new private developments to dedicate easements and provide improvements for bicycle and pedestrian paths.</i>	Planning Division	Short term and ongoing	Staff time
	<i>N. Encourage walkable, compact, higher-density, mixed-use development in downtown and on Livable Corridor areas through land use and zoning adjacent to and within walking distance of the Metrolink Station and the planned transit stops on Foothill Boulevard, and sections of Valley Boulevard.</i>	Planning Division	Short term	Staff time; build on new Downtown Area Plan zoning
	<i>O. Explore the potential for multi-way boulevard segments along Livable Corridors.</i>	Planning Division	Short to medium term	Staff time; possible consultant
	<i>P. Encourage retrofits of connections internally and externally in established, master-planned neighborhoods to encourage safe walking, biking, and connections to neighborhood and city destinations.</i>	Engineering Department; Active Transportation Plan; Planning Division	Medium to long term	Staff time; retrofit funding

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
	<i>Q. Ensure that new development proposals include pedestrian and bicyclist connections within and between developments as an integral component of the site design, which may include seating, shading, lighting, directional signage, accessibility, bicycle parking and convenience.</i>	<i>Planning Division</i>	<i>Short term and ongoing</i>	<i>Staff time; development agreements</i>
	<i>R. Complete the Active Transportation Plan to guide the implementation of Complete Streets practices that improve transportation options for everyone—especially those who walk, bike and take transit.</i>	<i>Engineering Department</i>	<i>Short term</i>	<i>Staff time</i>
	<i>S. Include options in the Active Transportation Plan for non-work trips that connect neighborhoods to schools, parks, civic destinations, shopping, and entertainment.</i>	<i>Engineering Department</i>	<i>Short term</i>	<i>Staff time</i>
	<i>T. Maintain and enhance the existing trails such as Pacific Electric Trail and develop new trails.</i>	<i>Public Works Department; Engineering Department</i>	<i>Short term and ongoing</i>	<i>Staff time; seek grant funding for new trails</i>
	<i>U. Implement the San Sevaime Trail Master Plan through design and construction.</i>	<i>Engineering Department</i>	<i>Medium to long term</i>	<i>Staff time; seek grant funding</i>
	<i>V. Create an “Eastside Trail” Master Plan as a north-south designated pedestrian and bicycle route in the eastern part of the city that connects with the Pacific Electric Trail.</i>	<i>Engineering Department; use Active Transportation Plan</i>	<i>Medium to long term</i>	<i>Staff time; seek grant funding</i>
	<i>W. For existing walled subdivisions, support community efforts to enhance pedestrian and bicycle access to connect these neighborhoods to transit and services through public education and by facilitating retrofitted improvements.</i>	<i>Engineering Department; Planning Division</i>	<i>Medium to long term</i>	<i>Staff time</i>
	<i>X. Add attractive, secure bicycle parking at both public and private facilities.</i>	<i>Planning Division; Engineering Department</i>	<i>Short term and ongoing</i>	<i>Staff time; development agreements; capital funds</i>
	<i>Y. Maintain bicycle and pedestrian infrastructure at high levels to encourage use.</i>	<i>Public Works Department</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>Z. Improve amenities such as seating, lighting, secure bicycle parking, street trees, and interpretive stations along public bicycle and pedestrian paths and in City parks to encourage walking and cycling and enhance the perception of safety.</i>	<i>Engineering Department; Community Services Department; Public Works Department</i>	<i>Short term and ongoing</i>	<i>Staff time and seek grants and development agreements for improved amenities</i>

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
	<i>AA. Cooperate with surrounding communities and other agencies to establish and maintain multi-jurisdictional bicycle facilities, pedestrian paths and multi-use trails using creek, utility, railroad rights-of-way and green spaces.</i>	<i>Engineering Department; Public Works Department</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>BB. Monitor the development of autonomous vehicles (cars, trucks, shared vehicles) and potential impacts on Fontana.</i>	<i>Planning Division; Engineering Department; Economic Development Department</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
Goal 2: Fontana’s street network is safe and accessible to all users, especially the most vulnerable, such as children, youth, older adults and people with disabilities.				
<ul style="list-style-type: none"> Maintain a hierarchy of streets in Fontana that meets the roadway typologies as defined in the General Plan. When constructing or modifying roadways, design the roadway space for use by all users when feasible, including motor vehicles, buses, bicyclists, mobility devices, and pedestrians, as appropriate for the context of the area. Support designated truck routes that avoid negative impacts on residential and commercial areas while accommodating the efficient movement of trucks on designated truck routes and arterial streets. 	<i>A. Avoid major increases in street capacity beyond existing programmed projects unless necessary to remedy severe traffic congestion or critical neighborhood traffic problems.</i>	<i>Engineering Department</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>B. Design streets, intersections, and parking areas with safety and all users in mind.</i>	<i>Engineering Department</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>C. Maintain acceptable levels of service for transit vehicles, bicyclists, and pedestrians on roads in Fontana.</i>	<i>Engineering Department</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>D. Prioritize pedestrian, bicycle, automobile safety and transit accessibility over vehicle level of service at intersections.</i>	<i>Engineering Department</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>E. Continue to work with Metrolink to increase safety at train crossings, including improving gate technology, grade separation, and signal coordination.</i>	<i>Engineering Department</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>F. Work with Metrolink and local bus service providers to identify opportunities to enhance bicycle and pedestrian accessibility to stations.</i>	<i>Engineering Department</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>G. Vigorously and consistently enforce speed limits and other traffic laws.</i>	<i>Police Department</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>H. Continue to give high priority to safe school travel routes and the safety and comfort of school children through Safe Routes to Schools projects and in-street modification projects that affect school travel routes.</i>	<i>Engineering Department; Planning Division</i>	<i>Short term and ongoing</i>	<i>Staff time; Safe Routes to Schools and city funding</i>

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
	<i>I. Identify and address the needs of people with disabilities and meet or exceed the requirements of the Americans with Disabilities Act (ADA) during the planning and implementation of transportation and parking improvement projects.</i>	<i>Engineering Department</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>J. Provide bicycle facilities and sidewalks on new roads when feasible and in a manner consistent with the context and needs of the area.</i>	<i>Engineering Department</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>K. Ensure that additional through lanes are not installed at the expense of bicycle lanes, sidewalks, or landscaping.</i>	<i>Engineering Department</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>L. Design intersections to minimize conflicts between motorized vehicles and the more vulnerable roadway users, such as pedestrians and bicyclists.</i>	<i>Engineering Department</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>M. Consider pedestrians and bicyclists when designing road surfaces, curbs, crossings, signage, landscaping, signals, and sight lines.</i>	<i>Engineering Department</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>N. In new commercial development, provide for direct, clearly delineated, and preferably landscaped pedestrian walkways from transit stops and parking areas to building entries, and avoid placement of uses (such as drive-through facilities) in locations that would obstruct pedestrian pathways.</i>	<i>Planning Division</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
Goal 3: Local transit within Fontana represents a viable choice for residents, is easily accessible and serves destinations throughout the city.				
<ul style="list-style-type: none"> Maximize the accessibility, safety, convenience, and appeal of transit service and transit stops. Promote concentrated development patterns in coordination with transit planning to maximize service efficiency and ridership. 	<i>A. Work with Omnitrans to improve service and expand service to underserved parts of Fontana.</i>	<i>Engineering Department; Omnitrans</i>	<i>Medium to long term</i>	<i>Staff time</i>
	<i>B. Use emerging technologies to expand and enhance traditional fixed-route/fixed-schedule transit service to include on-demand transit ride-sharing services and similar improvements.</i>	<i>Engineering Department; Omnitrans</i>	<i>Medium to long term</i>	<i>Staff time</i>
	<i>C. Support efforts to decrease wait times for local buses to a maximum of 15 minutes on heavily traveled corridors.</i>	<i>Engineering Department; Omnitrans</i>	<i>Medium to long term</i>	<i>Staff time</i>
	<i>D. Provide easy transit access to grocery stores, schools, health facilities, and other necessary destinations and services by public transportation.</i>	<i>Engineering Department; Omnitrans</i>	<i>Medium to long term</i>	<i>Staff time</i>

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
	<i>E. Promote extending transit service to major commercial areas and major parks and community centers north of SR-210 in order to serve groups who may not have access to a car such as retail workers, senior citizens, and youth.</i>	Engineering Department; Omnitrans	Medium to long term	Staff time
	<i>F. Work with Metrolink and Omnitrans to enhance pedestrian and bicycle accessibility to stations and safety, comfort and convenience at transit stations and stops, as well as train crossings.</i>	Engineering Department; Metrolink; Omnitrans	Short term and ongoing	Staff time
	<i>G. Continue to work with Metrolink to increase safety at train crossings, including improving gate technology, grade separation, and signal coordination</i>	Engineering Department; Metrolink	Short term and ongoing	Staff time
	<i>H. Ensure that public transportation facilities are fully accessible to people with disabilities.</i>	Engineering Department; Planning Division; Metrolink; Omnitrans	Short term and ongoing	Staff time
	<i>I. Implement consistent design standards for transit shelters, benches, lighting, bicycle parking and other improvements for transit stops that are aesthetically pleasing and consistent with community character.</i>	Planning Division; Omnitrans;	Short term	Staff time
	<i>J. Enhance way-finding signage along walkways to direct pedestrians to transit stops.</i>	Planning Division; Public Works Department	Short to medium term	Staff time; Capital Improvement Fund
	<i>K. Encourage the provision of amenities such as seating, lighting, and signage (including real-time arrival information) and bicycle parking areas at bus stops, shuttle stops and the Metrolink station to increase rider comfort, safety, and convenience.</i>	Engineering Department; Omnitrans; Metrolink	Medium term	Staff time
	<i>L. Support continued development and improvement of the Fontana Metrolink Station as an important transportation node for the City and access to regional destinations, and employment centers.</i>	City Manager's Office; Metrolink	Short term and ongoing	Staff time
	<i>M. Create a Bus Stop Master Plan to include bus shelters and other amenities and improvements for accessing and using bus stops.</i>	Public Works Department	Short term	Staff time
	<i>N. Explore the establishment of Quiet Zones to reduce train-horn noise at railroad crossings.</i>	Planning Division; Engineering Department	Medium term	Staff time

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 4: Fontana's neighborhood streets maintain a residential character and support a range of transportation options.				
<ul style="list-style-type: none"> Balance neighborhood traffic circulation needs with the goal of creating walkable and bike-friendly neighborhoods. Develop and implement Best Practice Street Design standards for new residential street development projects. 	<i>A. Minimize noticeable increases in traffic from new development within existing residential neighborhoods through traffic mitigation measures</i>	Engineering Department	Short term	Staff time
	<i>B. Implement traffic calming measures to slow traffic on local and collector streets in residential neighborhoods when supported by affected residents.</i>	Engineering Department; Planning Division; Public Works Department	Short term and ongoing	Staff time
	<i>C. Where sidewalks are directly adjacent to curbs and no planting strip exists, explore ways to add planting pockets with street trees to increase shade and reduce the apparent width of wide streets.</i>	Planning Division; Engineering Department; Public Works Department	Medium term	Staff time; integrate in design of street improvements
	<i>D. To preserve connectivity, keep neighborhood streets open to all traffic movements unless there is a demonstrated safety or overwhelming cut-through traffic problem and there are no acceptable alternatives; or the street is a part of a designated bicycle boulevard.</i>	Planning Division; Engineering Department	Short term and ongoing	Staff time
Goal 5: Fontana's commercial and mixed-use areas include a multi-functional street network that ensures safe, comfortable, and efficient movement of people, goods, and services to support a high quality of life and economic vitality.				
<ul style="list-style-type: none"> Provide a transportation network that is compatible with the needs of commerce and those who live, work, and shop in mixed-use areas. Encourage mixed-use and commercial developments that support walking, bicycling, and public transit use while balancing the needs of motorized traffic to serve such developments. 	<i>A. Maintain levels of service for passenger vehicles, transit vehicles, trucks, bicyclists, and pedestrians that are appropriate for the context of the area.</i>	Engineering Department	Short term and ongoing	Staff time
	<i>B. Maximize available roadway capacity through technologies such as connected vehicle communication systems that link vehicles, the infrastructure, and personal communication devices.</i>	Engineering Department	Medium to Long term	Staff time; regional and state transportation funds
	<i>C. Implement access management techniques in commercial and mixed use areas that allow for smooth traffic flow while creating a safe environment for non-motorized users.</i>	Planning Division; Engineering Department	Short term and ongoing	Staff time; development agreements
	<i>D. Optimize traffic flow through the use of coordinated and synchronized traffic signals.</i>	Engineering Department	Short term and ongoing	General fund
	<i>E. Integrate Complete Streets principles into street design guidelines for mixed-use and commercial areas.</i>	Engineering Department; Planning Division	Short term and ongoing	Staff time

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
	<i>F. Encourage existing development and require new mixed-use and commercial development to create pedestrian and bicyclist connections within and between developments as an integral component of the site design.</i>	<i>Planning Division; use Active Transportation Plan</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>G. Widen sidewalks where intensive commercial, recreational, or institutional activity is present, sidewalks are congested, where sidewalks are less than adequately wide to provide appropriate pedestrian amenities, or where residential densities are high.</i>	<i>Planning Division; Engineering Department</i>	<i>Short term and ongoing</i>	<i>Staff time; Capital Improvement Fund; development agreements</i>
	<i>H. Require safe and convenient off street bicycle parking as part of the approval process for new mixed use development</i>	<i>Planning Division; Planning Commission</i>	<i>Short term and ongoing</i>	<i>Staff time; development agreements</i>
Goal 6: The city has attractive and convenient parking facilities for both motorized and non-motorized vehicles that fit the context.				
<ul style="list-style-type: none"> • Provide the right amount of motor vehicle and bicycle parking in commercial and employment centers to support vibrant economic activity. • Encourage approaches that reduce the overall number of new parking spaces that must be provided on-site for new development. 	<i>A. Design vehicle parking to have multiple benefits.</i>	<i>Planning Division; Engineering Department</i>	<i>Short term and ongoing</i>	<i>Staff time; development agreements</i>
	<i>B. Design vehicle parking areas to reduce stormwater runoff, increase compatibility with street trees, and add visual interest to streets and other public locations.</i>	<i>Planning Division; Engineering Department</i>	<i>Short term and ongoing</i>	<i>Staff time; development agreements</i>
	<i>C. Where needed, design parking areas to include some spaces for oversize vehicles.</i>	<i>Planning Division; Engineering Department</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>D. Increase the number of electric vehicle charging stations in parking areas around the city.</i>	<i>Engineering Department; Planning Division</i>	<i>Short term and ongoing</i>	<i>Staff time; development agreements</i>
	<i>E. Update the Zoning Ordinance to require the installation of electric vehicle charging stations in new commercial, mixed-use, or multifamily developments over 20,000 square feet.</i>	<i>Planning Division; Planning Commission; City Council</i>	<i>Short term</i>	<i>Staff time</i>
	<i>F. Require installation of electric vehicle charging stations in existing non-residential, multifamily, or mixed-use developments over 25,000 square feet (or other suitable size threshold) when they seek permits for significant expansion.</i>	<i>Planning Division; Planning Commission; City Council</i>	<i>Short term</i>	<i>Staff time</i>

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
	<i>G. Establish electric vehicle charging stations at public sites such as community centers and other City facilities and encourage installation of charging stations at schools.</i>	<i>Public Works Department; Community Services Department; Fontana Unified School District and others</i>	<i>Medium term</i>	<i>Capital Improvement Fund; seek grants</i>
	<i>H. Right-size parking requirements for non-residential and multifamily land uses to meet needs but avoid over-building parking.</i>	<i>Planning Division</i>	<i>Short term</i>	<i>Staff time</i>
	<i>I. Review and evaluate required parking ratios to “right size” parking.</i>	<i>Planning Division; Planning Commission</i>	<i>Short term</i>	<i>Staff time</i>
	<i>J. Promote and organize shared parking agreements in downtown and other areas where there are adjacent underutilized private parking areas and complementary land uses.</i>	<i>Planning Division; Downtown Manager</i>	<i>Medium Term</i>	<i>Staff time</i>
	<i>K. Discourage provision of parking above the minimum required.</i>	<i>Planning Division</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>L. Require safe and convenient off street bicycle parking as part of the approval process for new development.</i>	<i>Planning Division; Planning Commission</i>	<i>Medium term</i>	<i>Staff time</i>
	<i>M. Create public parking areas or, when feasible, a public parking structure downtown to provide a “park once” amenity for downtown visitors as part of the downtown revitalization program.</i>	<i>Planning Division; Engineering Department; Downtown Manager. See the Downtown Area Plan (Chapter 14).</i>	<i>Medium term</i>	<i>Staff time; Capital Improvement Fund; possible downtown BID funds</i>
	<i>N. Require shade strategies such as covered parking in parking lots or parking structures through the use of tree canopies or photovoltaic panel canopies.</i>	<i>Planning Division; Engineering Department</i>	<i>Medium term</i>	<i>Staff time; Capital Improvement Fund for public parking; private funds for private parking</i>

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 7: The City of Fontana participates in shaping regional transportation policies to reduce traffic congestion and greenhouse gas emissions.				
<ul style="list-style-type: none"> • Lead and participate in initiatives to manage regional traffic. • Coordinate with regional agencies and Caltrans to participate in regional efforts to maintain transportation infrastructure in Fontana. • Participate in the efforts of the Southern California Association of Governments (SCAG) to coordinate transportation planning and services that support greenhouse gas reductions. • Participate in the efforts by Caltrans to reduce congestion and improve traffic flow on area freeways. 	<p><i>A. Use the City's annual Legislative Platform to define positions on regional and statewide transportation policies.</i></p>	<p>City Council; City Manager's Office; Engineering Department; Planning Division</p>	<p>Short term and ongoing</p>	<p>Staff time</p>
	<p><i>B. Work with Metrolink and other regional transit providers to support efforts to expand the regional rail system to connect a greater number of Fontana residents and businesses with other cities and counties in Southern California.</i></p>	<p>City Council; City Manager's Office; Engineering Department; Planning Division</p>	<p>Medium to long term</p>	<p>Staff time</p>
	<p><i>C. Collaborate with public interest groups, academic institutions, and local, state, and the federal government to study and advocate for transportation regulatory changes that meet the needs of Fontana residents and businesses.</i></p>	<p>City Council; City Manager's Office; Engineering Department; Planning Division;</p>	<p>Medium term and ongoing</p>	<p>Staff time</p>
	<p><i>D. Support the adoption and use of technologies that reduce emissions from passenger and transit vehicles.</i></p>	<p>City Manager's Office; Engineering Department; Planning Division</p>	<p>Short term and ongoing</p>	<p>Staff time</p>
	<p><i>E. Reduce greenhouse gas emissions associated with transportation by reducing vehicle miles traveled and per-mile emissions through use of vehicle technologies to meet the City's goals for greenhouse gas reductions by 2035.</i></p>	<p>City Manager's Office; Engineering Department; Planning Division</p>	<p>Short term and ongoing</p>	<p>Staff time; Capital Improvement Fund; seek grant funds</p>
	<p><i>F. Complete a comprehensive Circulation Master Plan to include cross-sections consistent with the General Plan and the Active Transportation Plan.</i></p>	<p>Engineering Department</p>	<p>Medium term</p>	<p>Staff time</p>

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 1: Fontana collaborates with public and private agencies for an integrated and sustainable water resource management program.				
<ul style="list-style-type: none"> Support initiatives to provide a long-term supply of the right water for the right use by working with regional providers and the One Water One Watershed Plan. 	<i>A. Be active in regional water-resource planning and implementation.</i>	City Manager's Office; Public Works Department	Short term and ongoing	Staff time
	<i>B. Continue to participate in the Santa Ana Watershed Authority planning and implementation efforts.</i>	City Manager's Office; Public Works Department	Short term and ongoing	Staff time
	<i>C. Advocate with the Inland Empire Utility Agency for more recycled water and groundwater recharge.</i>	City Manager's Office; Public Works Department	Short term and ongoing	Staff time
	<i>D. Use an integrated water-management approach when working on land use and zoning changes.</i>	Planning Division; Public Works Department	Short term and ongoing	Staff time
	<i>E. Incorporate integrated water-management best practices into land use and zoning initiatives, including water conservation and recycling as well as permeability and infiltration.</i>	Planning Division; Public Works Department	Short term and ongoing	Staff Time
Goal 2: Fontana promotes use of non-potable water for uses where drinking water is not needed.				
<ul style="list-style-type: none"> Encourage use of processed water from the Inland Empire Utility Agency (IEUA) systems, using recycled water for all non-drinking water purposes. Promote laundry-to-landscape greywater systems for housing units. 	<i>A. Identify an area and builder for a potential greywater pilot project.</i>	Planning Division	Medium term	Staff time
	<i>B. Identify developers who are building subdivisions with greywater systems and explore the potential of a pilot project in Fontana.</i>	Planning Division	Medium term	Staff time
	<i>C. Use greywater systems in any new municipal buildings or municipally-funded affordable housing projects, if feasible.</i>	Public Works Department; Housing Division	Medium term	Staff time
	<i>D. Explore the feasibility of greywater systems in city-owned or -funded projects.</i>	Public Works Department	Medium term	Staff time
	<i>E. Publicize information on no-permit laundry-to-landscape greywater systems.</i>	Public Works Department	Short term and ongoing	Staff time
	<i>F. Seek local partners, such as the IEUA, to create an education campaign on laundry-to-landscape greywater systems.</i>	Public Works Department; IEUA	Short term	Staff time
	<i>G. Offer a course in setting up these systems.</i>	Public Works Department	Short term	Staff time
	<i>H. Seek collaborations with local hardware stores to teach the systems to residents.</i>	Public Works Department; local hardware stores	Short term	Staff time

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 3: The city continues to have an effective water-conservation program.				
<ul style="list-style-type: none"> Support landscaping in public and private spaces with drought-resistant plants. Continue successful city water conservation programs and partnerships. 	A. <i>Develop drought-tolerant (xeriscaping) designs and maintenance programs for public spaces rather than eliminating plants because of drought.</i>	Public Works Department	Short term	Staff time
	B. <i>Identify systems and methods to provide sufficient water to establish new plants as they become more drought-tolerant, such as the use of recycled water.</i>	Public Works Department	Short term	Staff time
	C. <i>Continue to promote drought-tolerant landscaping and water conservation activities for homeowners, tenants, and other property owners.</i>	Public Works Department; collaborate with the Fontana Water Company	Short term and ongoing	Staff time
	D. <i>Promote Fontana Water Company initiatives, including water surveys and landscape audits; water-conservation kits; workshops in drought-tolerant landscaping; rebates on washers, toilets, irrigation controllers, rain barrels and other water-conservation assistance.</i>	Public Works Department; Community Development t	Short term and ongoing	Staff time
	E. <i>Connect water conservation and drought-tolerant landscaping with use of recycled laundry water through local plant nurseries and gardening groups.</i>	Public Works Department; Sustainable Fontana, when established	Short term and ongoing	Staff time
Goal 4: The city of Fontana consistently seeks reasonable rates from the city's drinking water providers.				
<ul style="list-style-type: none"> Support City negotiations to keep drinking water rates reasonable for residents and other users. 	A. <i>Continue to advocate for reasonable drinking water rates.</i>	City Council; City Manager's Office	Short term and ongoing	Staff time
Goal 5: Fontana collaborates closely with the Inland Empire Utilities Agency to promote innovative and resource-efficient systems and reduce sewer fees.				
<ul style="list-style-type: none"> Support and participate in Inland Empire Utility Agency (IEUA) programs that help Fontana be more resource-efficient. Support incorporation of greywater systems in new developments. 	A. <i>Advocate for more "purple-pipe" recycled water systems to serve all large users in Fontana who could benefit from using recycled water in irrigation.</i>	City Manager's Office; Public Works Department; IEUA	Short term and ongoing	Staff time
	B. <i>Over the long term, as part of programs to encourage "water-wise" development, consider incentives, such as streamlined permitting, for new residential developments that install greywater systems, and developing a program with IEUA to reduce the sewer fees to residences that install grey-water plumbing.</i>	Planning Division; Public Works Department; IEUA	Long term	Staff time

The Noise and Safety Element Update:

The next update of the Noise and Safety Element will be required in XXX. Decisions should be made consistent with the policies in this General Plan Update. The consultant team will make small refinements in the received data for the Noise and Safety Element.

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 1: Fontana is a regional leader in sustainability and resilience with an effective “Sustainable Fontana” program.				
<ul style="list-style-type: none"> • Create a Sustainable Fontana program that promotes green practices in government and in the community. 	<i>A. Designate an existing or new staff member to be the Sustainability and Resilience leader in city government to promote interdepartmental sustainability work.</i>	City Manager's Office	Short term	Staff time
	<i>B. Establish a “Sustainable Fontana” program to coordinate City government resource-efficiency efforts and promote private initiatives and opportunities.</i>	City Manager's Office	Medium term	Staff time; seek grant funding
	<i>C. Consider using the STAR Communities rating system to identify, validate and support implementation of best practices in some or all of the activities for community sustainability.</i>	Sustainability Leader; Planning Division	Medium term	Staff time
	<i>D. Identify grant opportunities for sustainability and resilience activities, including public awareness activities.</i>	Sustainability Leader	Short term	Staff time
	<i>E. Create a webpage for Sustainable Fontana with a dashboard that is updated at least twice a year to show how Fontana is making progress towards meeting the goals.</i>	Sustainability Leader; IT	Medium term	Staff time; seek grants
Goal 2: Government facilities and operations are models of resource efficiency.				
<ul style="list-style-type: none"> • Incorporate goals into the City Code for resource efficiency in municipal facilities and operations. • Continue organizational and operational improvements to maximize energy and resource efficiency and reduce waste. 	<i>A. Form a city government task force to audit all practices for energy and resource efficiency and procurement policies.</i>	City Manager's Office	Short term	Staff time
	<i>B. Require that all capital projects be evaluated for resource-efficiency, sustainability and resilience values and give preference to energy efficient design, materials and equipment in public facilities and infrastructure.</i>	City Manager's Office; Engineering Department/ Capital Projects	Medium term	Staff time
	<i>C. Use the Envision (Infrastructure Planning & Rating) system described in Chapter 10 to evaluate capital projects.</i>	Engineering Department/ Capital Projects	Medium term	Staff time
	<i>D. Write RFPs and vendor contracts to give preference to resource-efficient and non-toxic design, materials, and equipment.</i>	City Manager's office	Medium Term	Staff time
	<i>E. Expand the use of renewable energy sources for City operations.</i>	City Manager's Office	Medium term	Staff time
	<i>F. Establish green procurement policies.</i>	Procurement Office	Medium term	Staff time

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 3: Renewable sources of energy, including solar and wind, and other energy-conservation strategies, are available to city households and businesses.				
<ul style="list-style-type: none"> Promote renewable energy programs for government, Fontana businesses, and Fontana residences. 	<i>A. Promote renewable energy options as described in Chapter 10.</i>	Planning Division; Engineering Department	Short term and ongoing	Staff time
	<i>B. Ensure that appropriate zoning and design standard regulations are in place as needed to provide for domestic solar and wind installations.</i>	Planning Division	Short term	Staff time
Goal 4: Fontana meets the greenhouse gas reduction goals for 2020 and subsequent goals set by the state.				
<ul style="list-style-type: none"> Continue to collaborate with the San Bernardino County Transportation Authority, infrastructure agencies, and utilities on greenhouse gas reduction studies and goals. 	<i>A. Build on baseline research completed for greenhouse gas reduction to set local goals and meet state goals.</i>	Planning Division; Sustainable Fontana	Short term	Staff time
	<i>B. Work with regional agencies to meet any future state goals for GHG reductions.</i>	Planning Division; Sustainable Fontana	Medium term and ongoing	Staff time
Goal 5: Green building techniques are used in new development and retrofits.				
<ul style="list-style-type: none"> Promote green building through guidelines, awards and nonfinancial incentives. 	<i>A. Establish a “cool roofs” program to reduce air conditioning costs and the urban heat island effect.</i>	Engineering Department; Building and Safety Division	Medium to long term	Staff time
	<i>B. Encourage retrofits with whole house fans for existing buildings.</i>	Planning Division; Building and Safety Division	Short term and ongoing	Staff time
	<i>C. Establish an annual award for green development projects, including retrofits, in Fontana.</i>	City Council; City Manager’ Office	Medium term	Staff time
Goal 6: Fontana is a leader in energy-efficient development and retrofits.				
<ul style="list-style-type: none"> Promote energy-efficient development in Fontana. Meet or exceed state goals for energy-efficient new construction. 	<i>A. Provide incentives for energy-efficient residential and non-residential construction.</i>	Planning Division; Planning Commission; City Council	Short to medium term	Staff time
Goal 7: Conservation of water resources through best practices such as drought-tolerant plant species, recycled water, greywater systems, has become a way of life in Fontana.				
<ul style="list-style-type: none"> Continue to promote and implement best practices to conserve water. 	<i>A. See strategies in Chapter 10.</i>	Planning Division; Public Works Department; collaboration with Inland Empire Utilities Agency	Medium term	Staff time

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 1: Promote a diversified economy that builds on existing business sectors and develops, attracts and retains future job-creating sectors.				
<ul style="list-style-type: none"> Support resources for the City's economic development department to develop and implement strategies to attract and grow businesses that provide tax revenue and opportunities for diversified and high-paying jobs for Fontana residents. Support initiatives for entrepreneurship in potential growth sectors. Leverage the resources of organizations such as the San Bernardino County Economic Development Agency and the Workforce Investment Board to help Fontana businesses promote in-city jobs and help residents find local job opportunities. 	A. Establish a balance of industrial and manufacturing development along with services, especially in sectors with living-wage jobs.	Economic Development Department	Short term and ongoing	Staff time
	B. Create and implement a work plan for the City's Economic Development Department to focus on retention and attraction of businesses in existing and emerging sectors, with attention to the potential creation of diverse and high-paying jobs for Fontana residents.	City Manager's Office; Economic Development Department	Short term and ongoing	Staff time
	C. Identify existing industries/businesses that the city would like to locate in the city and actively seek them to locate in Fontana.	Economic Development Department	Short term	Staff time
	D. Research potential emerging sectors and identify target sectors for Fontana.	Economic Development Department	Short term	Staff time
	E. Create a business-attraction strategy with incentives (such as expedited plan check) to encourage new retailers and restaurants to locate in the Downtown Area Plan district and other districts targeted for mixed-use development.	Economic Development Department; Downtown Manager	Medium term	Staff time
	F. Assist in publicizing job openings within Fontana to Fontana residents.	Economic Development Department	Short term	Staff time
	G. Collaborate with major employers and regional agencies and groups to host a Fontana Jobs Fair on a regular schedule that showcases in-city job opportunities and seeks to employ Fontana residents.	Economic Development Department	Medium term	Staff time
	H. Consider expediting infrastructure improvements at the Southwest Industrial Park (SWIP) to attract a diversified light industrial base that includes manufacturing and research and development as well as logistics firms, and at other Fontana locations targeted for certain business types.	Economic Development	Medium term	General fund; potential Enhanced Infrastructure Financing District
	I. Explore creating or partnering with others to support a business incubator, co-working space, or business accelerator program that provides low-cost facilities, services, mentorship, marketing and technology support and other assistance to attract new businesses and start-up companies to the city.	Economic Development Department; Downtown Manager; Chaffey College; Cal State San Bernardino;	Medium term	Staff time

Economy, Education, and Workforce Development

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 2: Support education and workforce development programs in Fontana to foster educational achievement and skill development that prepares students and workers for the higher-paying jobs of the future.				
<ul style="list-style-type: none"> • Make school completion and educational achievement a high civic priority with broad community support. • Promote educational programs that provide the skills and training necessary to fill jobs for Fontana employers. • Encourage youth to develop entrepreneurial talents. • Balance responding to immediate employer demand with the need to plan for longer-term changes in the labor market. 	<i>A. Encourage expansion of existing and new educational institutions in Fontana.</i>	City Council; City Manager's office	Short term and ongoing	Staff time
	<i>B. Support and promote education-business partnerships and alliances.</i>	Economic Development Department	Short term and ongoing	Staff time
	<i>C. Collaborate with regional education-business organizations to advance Fontana's ability to attract desired businesses.</i>	City Council; Economic Development Department; Alliance for Education	Short term and ongoing	Staff time
	<i>D. Provide a range of age-appropriate career exploration and experience opportunities for children beginning at the elementary level.</i>	School Districts; Chaffey College; regional employers	Short term and ongoing	School and business funding
	<i>E. Consider scheduling an annual City Council session with representatives of the school districts, the community college, and other local and regional education groups to communicate about goals, strategies, and activities related to workforce readiness.</i>	City Council; City Manager's Office; school districts and institutions	Short term and ongoing	Staff time
Goal 3: Plan Fontana as a "complete community" with a balance of diverse neighborhoods, amenities, services, and infrastructure that supports a qualified workforce and attracts business.				
<ul style="list-style-type: none"> • Strengthen community institutions and development patterns that provide a high quality of life and that correspond to the values of the millennial generation—the majority of workers starting in 2016. • Ensure that essential support services, such as child care, enable workers to seek and maintain employment. • Seek partnerships with other governmental agencies to provide planning and funding resources to build infrastructure necessary to support new development. 	<i>A. Refine zoning to encourage mixed-use development where appropriate and create standards and procedures to implement connectivity improvements in new development areas.</i>	Planning Division	Short term	Staff time
	<i>B. Establish mixed-use zoning at key intersections, adjacent and new proposed Public Transit stops, and along designated corridor segments.</i>	Planning Division	Short term	Staff time
	<i>C. Provide a balance of affordable and market-rate housing options for all stages of life.</i>	Housing Division; Planning Division	Short term and ongoing	Staff time
	<i>D. Explore the applicability of financing mechanisms such as enhanced infrastructure financing districts (EIFDs), community facilities districts (CFDs) and development opportunity reserves (DORs) to provide infrastructure financing necessary to support new development.</i>	City Manager's Office; Planning Division; Economic Development Department	Short term and ongoing	Staff time

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 4: Revitalize Fontana’s downtown and the Sierra Avenue corridor to provide an attractive area for new businesses to locate and create a lively center of government, education, medical care, arts, culture and entertainment, restaurants, and new housing.				
<ul style="list-style-type: none"> Implement a comprehensive Downtown Area Plan (Chapter 14 in this General Plan). Establish a position for a downtown manager with the experience needed to implement the Downtown Plan. Work with the education and medical institutions downtown to maximize their positive presence. Promote initiatives to attract housing in and around downtown for households of all types as a way to support new retail, restaurant, and entertainment options in downtown. 	<i>A. Implement and build on the comprehensive Downtown Area Plan in this General Plan (Chapter 14).</i>	City Manager's Office; Planning Division; Economic Development Department; Community Services Department	Short term and ongoing	Staff time
	<i>B. Establish a business enterprise zone in downtown that provides incentives for entrepreneurs and local businesses to locate in downtown.</i>	City Council	Short term	Staff time; incentives
	<i>C. Create a Downtown Management District and pursue implementation of a business improvement district (BID) in the Downtown Area Plan district.</i>	City Council; City Manager's Office	Short term	Staff time
	<i>D. Create a downtown manager position to collaborate with local businesses and Fontana citizens to attract new businesses downtown, plan cultural and entertainment events and market the business opportunities in the downtown.</i>	City Council; City Manager's Office; Planning Division	Short term	Staff time
	<i>E. Coordinate existing and recruit new arts, culture and entertainment options in downtown to attract new investment and provide citizens with additional entertainment options for all ages.</i>	Community Services Department; Downtown Manager	Medium term	Staff time
	<i>F. Create a marketing plan to attract local employees and residents to take advantage of housing, shopping and entertainment opportunities in the downtown currently and as they increase.</i>	Downtown Manager	Medium term	Staff time; possible consultant (approximately \$50,000)
	<i>G. Provide housing options for households across the life cycle in the downtown area.</i>	Planning Division; Housing Manager	Short term and ongoing	Staff time; Affordable Housing and Sustainable Community grants
	<i>H. Implement the Livable Corridor frameworks for Sierra Avenue, Valley Boulevard, and Foothill Boulevard to support downtown revitalization.</i>	Planning Division; Engineering Department; Downtown Manager	Medium term	Staff time

Economy, Education, and Workforce Development

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
	<i>I. Pursue creation of a business improvement district in the Sierra Avenue/Valley Boulevard area around the Kaiser Medical Center as revitalization and redevelopment occur.</i>	<i>City Manager's Office; Planning Division; Economic Development Department</i>	<i>Medium term</i>	<i>Staff time</i>
	<i>J. Explore infrastructure financing options available to provide connectivity and other improvements necessary to create a vibrant, connected and walkable downtown corridor.</i>	<i>Engineering Department; Planning Division</i>	<i>Short term and ongoing</i>	<i>Staff time;</i>

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 1: Make downtown Fontana an important regional destination for dining, shopping, entertainment, special events, culture and education.				
<ul style="list-style-type: none"> Encourage a mix of uses in the downtown core, appealing to a wide range of customer types, with a focus on families. Prioritize the downtown area for available street- and park-improvement funding. Support regional transit initiatives that provide enhanced access to the downtown area. 	<i>A. Prepare, adopt and implement updated zoning and design guidance for the Downtown to provide for a lively mix of uses, commercial, and civic amenities.</i>	Planning Division; Planning Commission; City Council	Short term	Staff time
	<i>B. Create a Business Enterprise Zone and Downtown Business Improvement District with business and property owners and other interested parties to plan, finance, and manage the cooperative management, maintenance and promotion of Downtown as a significant regional destination.</i>	City Manager's Office; Planning Division; Downtown Manager (when hired)	Short term	Staff time
	<i>C. Provide and organize parking on a Downtown-wide level, so that visitors park once and then pursue a variety of activities on foot.</i>	Planning Division; Engineering Department	Short term	Staff time
	<i>D. Design and construct street improvements on Sierra Avenue from Orange Way to Arrow Boulevard, including new canopy trees in the median and in new parking lane planters, and upgrade the level and quality of street lighting.</i>	Engineering Department	Medium term	Staff time; Capital Improvement Program
	<i>E. Create a comprehensive graphics program for Downtown branding, identity and wayfinding for Downtown with an initial phase of parking/wayfinding signage for Sierra Avenue from Orange Way to Arrow Boulevard.</i>	Engineering Department	Short term	Staff time; seek grant funding
	<i>F. Redesign the Pacific Electric Trail between Juniper Avenue and the Civic Center roundabout to include amenities such as community gardens, urban agriculture related to new restaurants, shady park areas for passive recreation, and active recreation facilities such as beach volleyball, fitness courses, or bocce ball and shuffleboard.</i>	Engineering Department; San Bernardino County Transportation Authority; Community Services Department	Medium term	Staff time; seek grant funding

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 2: Make the downtown area a preferred location for new businesses and jobs in Fontana and the greater region.				
<ul style="list-style-type: none"> The City will actively recruit and provide incentives for businesses of many types to relocate to or expand in the downtown area. The City will pursue “pink zone” strategies to reduce the time and cost of establishing or expanding a business, thereby “lightening the red tape.” The City will provide incentives for businesses to employ local workers. 	<p><i>A. Streamline the permit process, including a near-term reduction in “red tape” required to establish or expand businesses downtown that contribute to making it a lively destination.</i></p>	<p><i>Planning Division; Building and Safety Division</i></p>	<p><i>Short term</i></p>	<p><i>Staff time</i></p>
	<p><i>B. Prepare a Request for Proposals (RFP) to select a developer partner for one or more catalytic restaurant projects on the vacant lot across Sierra from the Lewis Library and on the existing parking lot to the west.</i></p>	<p><i>Planning Division; Economic Development Department; Downtown Manager (when hired)</i></p>	<p><i>Short term</i></p>	<p><i>Staff time</i></p>
	<p><i>C. Create a new Façade/Frontage Improvement Program to provide design and/or construction financing assistance to property owners to improve the architecture, signage and lighting of their facades, and to introduce appropriate outdoor furnishings and accouterments along street frontages.</i></p>	<p><i>Economic Development Department; Downtown Manager (when hired); collaborate with business and property owners</i></p>	<p><i>Short term</i></p>	<p><i>Staff time</i></p>
	<p><i>D. Create a business-attraction strategy with incentives (such as expedited plan check) to encourage new retailers and restaurants to locate in the Downtown Area Plan district and other districts targeted for mixed-use development. [Refer to Chapter 13.]</i></p>	<p><i>Economic Development Department; Downtown Manager</i></p>	<p><i>Medium term</i></p>	<p><i>Staff time</i></p>

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 3: Provide housing for a broad range of household sizes, types and incomes within and adjacent to downtown to help support the health and growth of the downtown economy.				
<ul style="list-style-type: none"> Encourage mixed-use development within downtown and along major corridors. Encourage new medium-density housing on vacant and underutilized parcels within the neighborhoods of the downtown area. Ensure that new infill development is compatible in scale and character with the existing neighborhoods. Ensure that transportation and utility infrastructure keeps pace with infill development so that the neighborhood character and quality steadily improves over time. Encourage new “in-town” housing types targeted to young people and young families to help attract and retain the next generation of Fontanans. 	<i>A. Adopt new subdivision standards and/or guidelines to ensure that neighborhood blocks are walkable, bikeable, and highly connected</i>	<i>Planning Division; Engineering Department</i>	<i>Medium term</i>	<i>Staff time</i>
	<i>B. Adopt new zoning standards and guidelines to ensure that infill housing is compatible with neighborhood scale and ensure that infill housing faces the street.</i>	<i>Planning Division</i>	<i>Short term</i>	<i>Staff time</i>
	<i>C. Explore a parking management program aimed at ensuring the equitable utilization of on-street parking in the neighborhoods so that residents of certain properties—or customers of nearby businesses do not unreasonably monopolize available on-street parking.</i>	<i>Downtown Manager</i>	<i>Medium term</i>	<i>Staff time</i>
	<i>D. Enhance neighborhoods with shady streets, pedestrian improvements, and open spaces, such as filling in gaps in the sidewalk network, adding corner bulb-outs to help calm traffic and redirect through traffic, street trees for shade and wind protection, improved crosswalks at key locations, and adding or updating streetlights for safety and energy efficiency.</i>	<i>Engineering Department</i>	<i>Medium term</i>	<i>Staff time; Capital Improvement Program</i>
	<i>E. Refer to Chapter 4, Housing and Neighborhoods for additional actions.</i>	<i>Planning Division</i>	<i>Short term and ongoing</i>	<i>Staff time</i>

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 4: Reinvigorate the Foothill and Sierra corridors with a mix of retail, employment, mixed-use and housing development as an economic engine for the downtown area, and as gateways to downtown.				
<ul style="list-style-type: none"> • Ensure that future street improvements for Foothill and Arrow Boulevards and Sierra Avenue improve the appearance and pedestrian environment while accommodating traffic flows. • In addition to high-quality commercial development, encourage housing in appropriate forms along these corridors. • Concentrate higher development intensities within a 1/2 mile of planned transit stops, with shared parking arrangements when feasible. 	<p><i>A. Prepare, adopt and implement updated zoning and design guidance for the Gateway Corridors to help ensure that infill development contributes to the new Downtown Gateway character of these key corridor segments.</i></p>	<p>Planning Division; Planning Commission; City Council</p>	<p>Short term</p>	<p>Staff time</p>
	<p><i>B. Prepare a Foothill Boulevard plan that includes a new four-lane Downtown Gateway segment with enhanced pedestrian facilities and landscaping, extending approximately one mile east and west of Sierra Avenue.</i></p>	<p>Engineering Department</p>	<p>Short term</p>	<p>Staff time</p>
	<p><i>C. Include Gateway landmarks and directional signage on Foothill Boulevard, Arrow Boulevard, and Sierra Avenue as part of the Downtown branding, identity and wayfinding program in order to direct and welcome visitors to Downtown.</i></p>	<p>Engineering Department; Downtown Manager (when hired)</p>	<p>Medium term</p>	<p>Staff time</p>
	<p><i>D. Implement Foothill Boulevard improvements through catalytic public investments as funds are available and by developers as projects occur.</i></p>	<p>Engineering Department; Planning Division</p>	<p>Medium term</p>	<p>Staff time; Capital Improvements Program; development agreements</p>
	<p><i>E. Develop neighborhood-serving commercial uses adjacent to planned transit stops to help provide a secure 18-hour environment and design safe, comfortable pedestrian access and waiting areas.</i></p>	<p>Engineering Department; Planning Division; Omnitrans</p>	<p>Medium term</p>	<p>Staff time; Capital Improvements Program</p>
	<p><i>F. Provide new direct pedestrian, bicycle, and in some cases, vehicular connections from the neighborhoods to businesses along the Foothill Corridor, as feasible, to support businesses and shorten trips.</i></p>	<p>Engineering Department; Planning Division</p>	<p>Medium term</p>	<p>Staff time; Capital Improvements Program</p>

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 5: Ensure that a beautiful, comfortable, pedestrian-oriented public realm seamlessly connects downtown, neighborhoods and major corridors of the downtown area.				
<ul style="list-style-type: none"> Require that new development systematically contribute to an interconnected network of complete streets and pedestrian connections. Encourage new development to provide beautiful, usable public and shared open spaces for passive and active recreation, in scale with the size and type of development. Prioritize available public improvement funds and developer contributions to systematically generate a strong urban tree canopy for shelter from summer sun and strong winds. 	<p><i>A. Prepare, adopt and implement and updated zoning code and design guidance for Downtown, the Gateway Corridors, and neighborhoods in the central area of the city to help ensure that infill development contributes to neighborhood scale and character</i></p>	<p>Planning Division; Planning Commission; City Council</p>	<p>Short term</p>	<p>Staff time; development agreements</p>
	<p><i>B. Make pedestrian improvements within the Downtown Area.</i></p>	<p>Planning Division; Engineering Department; Downtown Manager</p>	<p>Medium term</p>	<p>Staff time; Capital Improvements Program; development agreements</p>
	<p><i>C. Introduce new public open spaces—such as small parks, greens or playgrounds—in conjunction with new infill development projects.</i></p>	<p>Planning Division; Public Works Department</p>	<p>Medium term</p>	<p>Staff time; Capital Improvements Program; development agreements</p>
	<p><i>D. Identify sustainable funding sources to maintain a good quality street tree canopy and other public landscaping.</i></p>	<p>Planning Division; Public Works Department</p>	<p>Medium term</p>	<p>Staff time; Capital Improvements Program; development agreements</p>
Goal 6: The area along Sierra Avenue and Merrill Street will become a College District, with a mix of housing and employment surrounding and supporting the growing Chaffey Community College campus.				
<ul style="list-style-type: none"> The City will work collaboratively with the College to attain this goal. Encourage higher-density housing on appropriate sites that is targeted to student, faculty and staff. Encourage the formation and growth of start-up and spin-off businesses related to or supported by the college on appropriate sites. 	<p><i>A. Include Chaffey College as an important partner in all planning and implementation for Downtown and the Sierra Avenue Corridor.</i></p>	<p>Planning Division; Economic Development Department; Engineering Department</p>	<p>Short term and ongoing</p>	<p>Staff time</p>

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 7: The downtown area will respect and reflect the heritage and unique character of Fontana.				
<ul style="list-style-type: none"> The City will encourage and provide incentives for the preservation, rehabilitation, and adaptive reuse of historic buildings. The City will provide incentives for adaptive reuse of existing buildings and facade and other improvements that contribute to the vision of downtown. New zoning standards and design guidelines will focus on ensuring that new infill development respects the scale and character of Fontana's historic building fabric. 	<p><i>A. Refer to the section on historic resources in Chapter 4 Housing and Neighborhoods.</i></p>	<p><i>Planning Division</i></p>	<p><i>Short term and ongoing</i></p>	<p><i>Staff time</i></p>

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 1: Use the Strategic Policy Map and the Future Land Use Map to guide land use decision making.				
<ul style="list-style-type: none"> Review citywide land use strategies when considering changes in the land use map. Keep zoning and other regulations up to date and consistent with the Future Land Use Map. 	A. Use the Strategic Policy Map to guide land use policy for the next 20 years.	Planning Division	Short term and ongoing	Staff time
	B. Use the Future Land Use Map to designate land uses in the city.	Planning Division	Short term and ongoing	Staff time
	C. Consult the land use categories defined here when making land use decisions.	Planning Division; Planning Commission; City Council	Short term and ongoing	Staff time
	D. Change land use designations along entry corridors to downtown and the Pacific Electric Trail where there are opportunities for strategic new development.	Planning Division	Short term and ongoing	Staff time
	E. East of Sierra, designate areas on Foothill Boulevard for multifamily development, and change existing commercial areas from C-G to C-C.	Planning Division; Planning Commission; City Council	Short term	Staff time
	F. Designate more areas along the Pacific Electric Trail for multifamily housing for "eyes on the trail."	Planning Division; Planning Commission; City Council	Short term	Staff time
	G. Designate most of the Sierra corridor from Foothill Blvd to Miller Avenue for multifamily development.	Planning Division; Planning Commission; City Council	Short term	Staff time
	H. Change general commercial [C-G] to community commercial [C-C] in locations where neighborhood-serving retail is more suitable.	Planning Division; Planning Commission; City Council	Short term	Staff time
	I. Update zoning to make it consistent with the spirit and the letter of the Future Land Use Plan.	Planning Division; Planning Commission; City Council	Short term	Staff time
	J. Adopt the form-based zoning [Downtown Code] created for the Downtown Area Plan.	Planning Division; Planning Commission; City Council	Short term	Staff time
	K. Use the Downtown Code as the foundation for zoning along the Livable Corridors, such as Foothill Boulevard and Sierra Avenue.	Planning Division; Planning Commission; City Council	Short term	Staff time

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
	<i>L. Create new hybrid zoning based on a form-based approach for the WMXU-2 land use and the RMU category.</i>	<i>Planning Division; Planning Commission; City Council</i>	<i>Short term</i>	<i>Staff time</i>
	<i>M. Review zoning district requirements linked to existing land use categories and make modifications as necessary to be consistent with the General Plan.</i>	<i>Planning Division; Planning Commission; City Council</i>	<i>Short term</i>	<i>Staff time</i>
Goal 2: Fontana development patterns support a high quality of life and economic prosperity.				
<ul style="list-style-type: none"> • Preserve and enhance stable residential neighborhoods. • Locate multifamily development in mixed-use centers, preferably where there is nearby access to retail, services, and public transportation. • Locate industrial uses where there is easy access to regional transportation routes. • Promote interconnected neighborhoods with appropriate transitions between lower-intensity and higher-intensity land uses. • Preserve land to achieve an interconnected network of environmentally-sensitive areas, parks, multi-use paths, and recreation areas. 	<i>A. Preserve, protect, and connect existing master-planned neighborhoods.</i>	<i>Planning Division</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>B. Recognize and respect that the established design patterns of many of Fontana’s existing neighborhoods are unique and different from policies for new and future neighborhoods.</i>	<i>Planning Division; Planning Commission; City Council</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>C. Create “Connected Neighborhood” planning districts that link established master planned neighborhoods to each other and to nearby school, park, and shopping destinations with walking and biking routes.</i>	<i>Planning Division; Planning Commission; City Council</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>D. Encourage Livable Corridor design: more walkable neighborhoods with higher density housing and a mixed-use development on larger infill sites along corridors such as Foothill, Sierra, Valley, Baseline, Citrus and others, connecting them to adjoining neighborhoods.</i>	<i>Planning Division</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>E. Encourage the development or redevelopment of mixed-use neighborhood centers at key intersections and near transit stops, with walking and biking connections into adjoining neighborhoods, both existing and new.</i>	<i>Planning Division</i>	<i>Short term</i>	<i>Staff time</i>
	<i>F. Encourage and help find funding for new bike lanes and improved sidewalks and to improve active transportation options in selected areas.</i>	<i>Planning Division; Engineering Department</i>	<i>Short term</i>	<i>Staff time; seek grant funding</i>
	<i>G. Ensure that existing and future employment districts have appropriate land use, zoning, and urban design transitions to nearby neighborhoods.</i>	<i>Planning Division; Engineering Department</i>	<i>Short term</i>	<i>Staff time</i>
	<i>H. Create an Area Plan for the RMU land use area and adjacent commercial land south of I-15 in North Fontana.</i>	<i>Planning Division;</i>	<i>Short term</i>	<i>Staff time</i>

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
	<i>I. Create a Medical District Area Plan for the Sierra Avenue/Valley Boulevard area surrounding Kaiser Hospital that is generally within the WMXU-1 land use area.</i>	<i>Planning Division</i>	<i>Short term</i>	<i>Staff time</i>
	<i>J. Create an Area Plan for the southern area of Fontana along the west side of Sierra Avenue.</i>	<i>Planning Division</i>	<i>Short term</i>	<i>Staff time</i>
	<i>K. Use Planned Unit Developments (PUDs) for master planned development projects in the future, rather than specific plans, with zoning that is consistent with the spirit and the letter of this General Plan.</i>	<i>Planning Divisions</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>L. Review and modify, as needed, PUD requirements to make them flexible and accommodating of mixed-use development.</i>	<i>Planning Division</i>	<i>Short term</i>	<i>Staff time</i>
	<i>M. Revitalize the central part of the city—the area between Foothill Boulevard and the I-10 Freeway.</i>	<i>Planning Division; Engineering Department; Housing Division</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>N. Launch the i3 program—Infill, Infrastructure and Interconnection-- for the central part of the city.</i>	<i>Planning Division; Engineering Department; Housing Division</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
Goal 3: Downtown is a dynamic center of activity with new housing options, walkable environments, and a mixture of uses attracting residents and visitors.				
<ul style="list-style-type: none"> • Promote revitalization and redevelopment of older neighborhoods. • Encourage infill on vacant and underutilized parcels. • Transform downtown into a vibrant local and regional destination. 	<i>A. Implement the Downtown Area Plan and make strategic, high-priority investments.</i>	<i>Planning Division; Engineering Department; Housing Division; Community Services Department</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>B. As a top-level priority, undertake complete streets improvements along Sierra and Arrow to rebrand Downtown and attract new businesses, customers, and infill development.</i>	<i>Planning Division; Engineering Department; Downtown Manager</i>	<i>Medium term</i>	<i>Staff time; Capital Improvement Fund; development agreements</i>
	<i>C. Prepare a parking study and organize a “park once” district to manage on-street and off-street parking supply as a system.</i>	<i>Planning Division; Engineering Department; Downtown Manager</i>	<i>Medium term</i>	<i>Staff time;</i>

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
	<i>D. Provide incentives—including clear standards, expedited project review, and moderate development fees—for developers to reinvest in Downtown.</i>	<i>Planning Division; Planning Commission; City Council</i>	<i>Medium term</i>	<i>Staff time</i>
	<i>E. Encourage lively uses that attract and retain customers in the district throughout the day and late into the evening.</i>	<i>Planning Division; Economic Development; Downtown Manager</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>F. Recruit restaurants and arts organizations to Downtown, and aggressively program and publicize community events to attract young adults as well as other groups.</i>	<i>Economic Development Department; Community Services Department; Downtown Manager</i>	<i>Short term and ongoing</i>	<i>Staff time</i>
	<i>G. Recruit a mid-scale hotel brand, such as the new Hilton brand said to be targeted at millennials, who prefer modern design and social spaces.</i>	<i>Economic Development Department; Downtown Manager</i>	<i>Medium term</i>	<i>Staff time</i>
	<i>H. Work cooperatively with downtown businesses, property owners, residents and developers to improve and manage Downtown as a regional attraction.</i>	<i>Downtown Manager</i>	<i>Medium term</i>	<i>Staff time</i>
	<i>I. Establish a Downtown Management District.</i>	<i>Planning Division; Planning Commission; City Council</i>	<i>Medium term</i>	<i>Staff time</i>
	<i>J. Evaluate and choose financing options such as a Business Improvement District, Enhanced Infrastructure Financing District, development fund, or others to fund and implement streetscape and façade improvements.</i>	<i>City Manager's Office; Planning Division; Engineering Department; Downtown Manager</i>	<i>Medium term</i>	<i>Staff time; Capital Improvement Fund; special funding districts; CDBG funds</i>
	<i>K. Assign a Downtown Manager as the single point of contact between the City and Downtown businesses, property owners and developers.</i>	<i>City Council; City Manager's Office</i>	<i>Short term and ongoing</i>	<i>General fund</i>
	<i>L. Form a public/private marketing and promotion entity and plan to brand and promote Downtown, the Medical District and other sub-districts in and adjacent to Downtown in order to attract investors, development partners, and businesses.</i>	<i>City Manager's Office; Downtown Manager</i>	<i>Medium term</i>	<i>General fund or special funding district</i>

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 4: Compact, walkable, mixed-use centers occupy key locations along corridors to be served by Public Transit in the future and at intersections where neighborhood retail and diverse housing options can succeed.				

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
<ul style="list-style-type: none"> Promote a land use pattern that provides connections among land uses and a mixture of land uses. 	A. Design neighborhood centers along the corridors for access by pedestrians and bicyclists directly from adjoining neighborhoods, in addition to motorists from the neighborhood and from the corridor.	Planning Division	Short term and ongoing	Staff time; development agreements
	B. Coordinate the location of new and expanding neighborhood centers with active transportation and transit planning to enable concentrations of new jobs and housing near transit stops.	Planning Division	Short term and ongoing	Staff time; development agreements
	C. Encourage all new development along corridors to front the street rather than parking lots.	Planning Division	Short term and ongoing	Staff time; development agreements
	D. Encourage the development of a variety of housing types within the walkable mixed-use corridor.	Planning Division	Short term and ongoing	Staff time; development agreements
	E. Support partnerships between major employers, educational institutions, and for-profit and non-profit housing developers.	Housing Division	Medium term	Staff time
	F. Collaborate with educational institutions and arts organizations to develop education and arts centers along Sierra Avenue.	Planning Division	Short term and ongoing	Staff time
	G. Develop an access management program to limit the number of driveways on major corridors to reduce congestion for through traffic and to improve the pedestrian environment.	Engineering Department	Short term	Staff time
	H. Encourage new quality hotels to locate along the corridors.	Planning Division; Economic Development Department; Downtown Manager	Medium term	Staff time
	I. Encourage development of Foothill Boulevard as a Livable Corridor of walkable mixed-use development and higher-density housing within walking distance of Public Transit stops.	Planning Division; Economic Development Department	Medium term	Staff time
	J. Promote the Route 66 heritage of Foothill Boulevard through distinctive design guidelines that blend with contemporary design approaches.	Planning Division	Short term	Staff time; National Park Service route 66 programs; seek grant funds
	K. Encourage the development of walkable mixed-use centers and new higher-intensity neighborhood edges that connect existing neighborhoods to Foothill Boulevard.	Planning Division	Short term and ongoing	Staff time

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
	<i>L. Collaborate with public transportation agencies to coordinate the location and design of new centers with existing and planned transit stops.</i>	<i>Planning Division; Engineering Department; Omnitrans</i>	<i>Medium term</i>	<i>Staff time</i>
	<i>M. Work collaboratively with existing property owners and businesses to develop a vision plan and development standards and guidelines for the Valley Boulevard Corridor.</i>	<i>Planning Division</i>	<i>Short term</i>	<i>Staff time</i>
	<i>N. Prepare zoning standards that enable new, cleaner commercial uses along new connector streets as a transition from Valley Boulevard to the neighborhoods to the north.</i>	<i>Planning Division</i>	<i>Short term</i>	<i>Staff time</i>
	<i>O. Consolidate parcels along Valley Boulevard to promote redevelopment for valuable and job-producing uses.</i>	<i>Planning Division; Economic Development Department</i>	<i>Long term</i>	<i>Staff time</i>
	<i>P. Ensure that existing and new businesses along the north side of Valley Boulevard are appropriately buffered from existing and future neighborhood development to the north.</i>	<i>Planning Division</i>	<i>Short to medium term</i>	<i>Staff time</i>
	<i>Q. Attract automotive and commercial vehicle and parts sales along Valley Boulevard to the west of Cypress.</i>	<i>Economic Development Department; Planning Division</i>	<i>Medium term</i>	<i>Staff time</i>
	<i>R. Promote high-quality frontage design along Valley Boulevard and along I-10 to improve the image of Fontana and the success of those businesses.</i>	<i>Planning Division; Economic Development Department</i>	<i>Short term and ongoing</i>	<i>Staff time</i>

Goal 5: Fontana’s industrial uses are concentrated in a few locations that have easy access to regional transportation routes.

Land Use, Zoning, and Urban Design

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
<ul style="list-style-type: none"> • Promote the Southwest Industrial Park and the I-10 corridor as preferred locations for industrial uses. • Maintain but do not expand existing heavy-industrial land use areas in proximity to one another and to services for industrial uses • Avoid locating small areas of residential uses where they will be surrounded by intensive commercial or industrial uses. 	<p><i>A. Extend industrial land uses along I-10 as shown in the Future Land Use Map [Chapter 15, page 15.23].</i></p>	<p><i>Planning Division</i></p>	<p><i>Short term</i></p>	<p><i>Staff time</i></p>
	<p><i>B. Direct new industrial development to SWIP in order to build out this area designated for industrial development.</i></p>	<p><i>Economic Development; Planning Division</i></p>	<p><i>Short term and ongoing</i></p>	<p><i>Staff time</i></p>
<p>Goal 6: The expansion of Fontana’s city limits through annexation has improved entrance corridors.</p>				
<ul style="list-style-type: none"> • Make strategic annexations to improve City control over the appearance and function of areas in the city limits. 	<p><i>A. Annex the corridor north of Arrow Boulevard and west of downtown in the Sphere of Influence, including the area south of Foothill Boulevard between Hemlock and Almeria Avenues.</i></p>	<p><i>City Manager’s Office; City Council</i></p>	<p><i>Short term</i></p>	<p><i>Staff time</i></p>
	<p><i>B. Annex the small residential area bounded by San Bernardino, Alder, Randall, and Locust Avenues.</i></p>	<p><i>City Manager’s Office; City Council</i></p>	<p><i>Short term</i></p>	<p><i>Staff time</i></p>
<p>Goal 7: Public and private development meets high design standards.</p>				

Land Use, Zoning, and Urban Design

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
<ul style="list-style-type: none"> • Support high-quality development in design standards and in land use decisions. 	A. Make it a priority to hire a planner with urban design training and expertise when an opportunity for new staff arises.	City Manager's Office	Short term and ongoing	Staff time
	B. Ensure that public and private developments are attractive, comfortable, and welcoming by following the urban design principles in Chapter 14, Downtown Area Plan.	Planning Division	Short term and ongoing	Staff time
	C. Design new housing in walkable neighborhoods that are connected to adjoining neighborhoods.	Planning Division; Engineering Department	Short term and ongoing	Staff time; development agreements
	D. Design new neighborhoods by integrating them into existing street grids.	Planning Division; Engineering Department	Short term and ongoing	Staff time
	E. Establish transitions in scale and density from surrounding areas.	Planning Division	Short term and ongoing	Staff time
	F. Ensure that parks or playgrounds are located within safe walking distance of residences (1/4 mile to 1/2 mile).	Community Services Department; Public Works Department	Short term and ongoing	Staff time
	G. Establish safe connections between neighborhoods and schools.	Engineering Department	Short term and ongoing	Staff time
	H. Expand active transportation options by providing new pedestrian and bicycle connections to and from neighborhoods to nearby commercial or activity centers.	Engineering Department	Short term and ongoing	Staff time
	I. Design streets to include accessible, attractive, and comfortable pedestrian ways.	Engineering Department	Short term and ongoing	Staff time

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 1: Regular review of implementation progress is part of the City's annual calendar.				
<ul style="list-style-type: none"> Establish public review of progress in implementing the General Plan. 	A. Review implementation progress in a joint annual public hearing before the Planning Commission and City Council.	Planning Division	Short term and ongoing	Staff time
	B. Update the General Plan thoroughly at least every 15 to 20 years.	Planning Division	Short term and ongoing	Staff time
Goal 2: The General Plan is incorporated in decision-making at multiple levels.				
<ul style="list-style-type: none"> Use the plan in preparing and approving other planning and implementation activities by City departments, decision-making bodies and agencies. 	A. Designate an experienced staff planner as the Long-Range Planner in the Planning Division to serve as the City's expert on the General Plan and coordinator of review and implementation.	Planning Division	Short term and ongoing	Staff time
	B. Use the plan annually in preparing and approving departmental work plans, operational budgets, and capital improvement plans.	City Manager's Office	Short term and ongoing	Staff time
	C. Require consistency with the General Plan in work plans, project proposals, and similar documents and activities.	City Manager's Office	Short term and ongoing	Staff time
	D. Require a statement of consistency with the General Plan for capital projects.	City Manager's Office; Planning Division	Short term and ongoing	Staff time
	E. Use the Plan in preparing and approving One-Year and Five-Year HUD Consolidated Plan documents, grant proposals, transportation planning documents, and similar documents.	Housing Division; Engineering Department	Short term and ongoing	Staff time
	F. Develop a user-friendly system, such as a checklist or dashboard, for City departments, divisions, and agencies to use to compare proposals with the goals of the General Plan.	Planning Division; IT Department	Short term	Staff time
	G. Identify General Plan-related actions on agendas of the City Council, the Planning Commission, and other relevant commissions	City Manager's Office; City Clerk; Planning Division	Short term and ongoing	Staff time
	H. Publicize actions and activities that implement the General Plan.	Planning Division; Public Information Officer	Short term and ongoing	Staff time

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 3: Update the City zoning code to ensure its compatibility with the General Plan.				
<ul style="list-style-type: none"> Support zoning changes that promote implementation of the Plan. 	<i>A. Adopt the Downtown Code prepared in conjunction with the Downtown Area Plan.</i>	<i>Planning Division; Planning Commission; City Council</i>	<i>Short term</i>	<i>Staff time</i>
	<i>B. Create corridor zoning for the Walkable Mixed Use-1-Downtown and Corridors land use category using the Downtown Code as a foundation.</i>	<i>Planning Division; Planning Commission; City Council</i>	<i>Short term</i>	<i>Staff time</i>
	<i>C. Create zoning for the Walkable Mixed Use -2-Urban Village land use category.</i>	<i>Planning Division; Planning Commission; City Council</i>	<i>Short term</i>	<i>Staff time</i>
	<i>D. Revise and amend zoning for the Regional Mixed-Use land use category.</i>	<i>Planning Division; Planning Commission; City Council</i>	<i>Short term</i>	<i>Staff time</i>
Goal 4: Enhance internal and external transparency about government activities and performance.				
<ul style="list-style-type: none"> Support e-government and digital open government systems. 	<i>A. Create a performance measurement system and share the results with the public.</i>	<i>City Manager's Office; IT Department</i>	<i>Medium term</i>	<i>Staff time</i>
	<i>B. Create an online information warehouse open to the public and enhance the E-government capacity of Fontana City government.</i>	<i>IT Department</i>	<i>Medium term</i>	<i>Staff time</i>

GOALS & POLICIES	ACTION	WHO?	WHEN?	RESOURCES?
Goal 3: The city continues to have an effective water-conservation program.				
<ul style="list-style-type: none"> Support landscaping in public and private spaces with drought-resistant plants. Continue successful city water conservation programs and partnerships. 	A. <i>Develop drought-tolerant (xeriscaping) designs and maintenance programs for public spaces rather than eliminating plants because of drought.</i>	Public Works Department	Short term	Staff time
	B. <i>Identify systems and methods to provide sufficient water to establish new plants as they become more drought-tolerant, such as the use of recycled water.</i>	Public Works Department	Short term	Staff time
	C. <i>Continue to promote drought-tolerant landscaping and water conservation activities for homeowners, tenants, and other property owners.</i>	Public Works Department; collaborate with the Fontana Water Company	Short term and ongoing	Staff time
	D. <i>Promote Fontana Water Company initiatives, including water surveys and landscape audits; water-conservation kits; workshops in drought-tolerant landscaping; rebates on washers, toilets, irrigation controllers, rain barrels and other water-conservation assistance.</i>	Public Works Department; Community Development Department	Short term and ongoing	Staff time
	E. <i>Connect water conservation and drought-tolerant landscaping with use of recycled laundry water through local plant nurseries and gardening groups.</i>	Public Works Department; Sustainable Fontana, when established	Short term and ongoing	Staff time
Goal 4: The city of Fontana consistently seeks reasonable rates from the city's drinking water providers.				
<ul style="list-style-type: none"> Support City negotiations to keep drinking water rates reasonable for residents and other users. 	A. <i>Continue to advocate for reasonable drinking water rates.</i>	City Council; City Manager's Office	Short term and ongoing	Staff time
Goal 5: Fontana collaborates closely with the Inland Empire Utilities Agency to promote innovative and resource-efficient systems and reduce sewer fees.				
<ul style="list-style-type: none"> Support and participate in Inland Empire Utility Agency (IEUA) programs that help Fontana be more resource-efficient. Support incorporation of greywater systems in new developments. 	A. <i>Advocate for more "purple-pipe" recycled water systems to serve all large users in Fontana who could benefit from using recycled water in irrigation.</i>	City Manager's Office; Public Works Department; IEUA	Short term and ongoing	Staff time
	B. <i>Over the long term, as part of programs to encourage "water-wise" development, consider incentives, such as streamlined permitting, for new residential developments that install greywater systems, and developing a program with IEUA to reduce the sewer fees to residences that install grey-water plumbing.</i>	Planning Division; Public Works Department; IEUA	Long term	Staff time