COMMUNITY DISCOVERY & VISIONING SUMMARY

February 2020 – July 2020

DISCOVERY & VISIONING PHASE

Stakeholder Interviews

18 people

Feb-May 2020

Online Survey #1

500 people

Online Survey #2

300 people

Jun-Jul 2020

Forum on Our Future #1 & #2

240 people
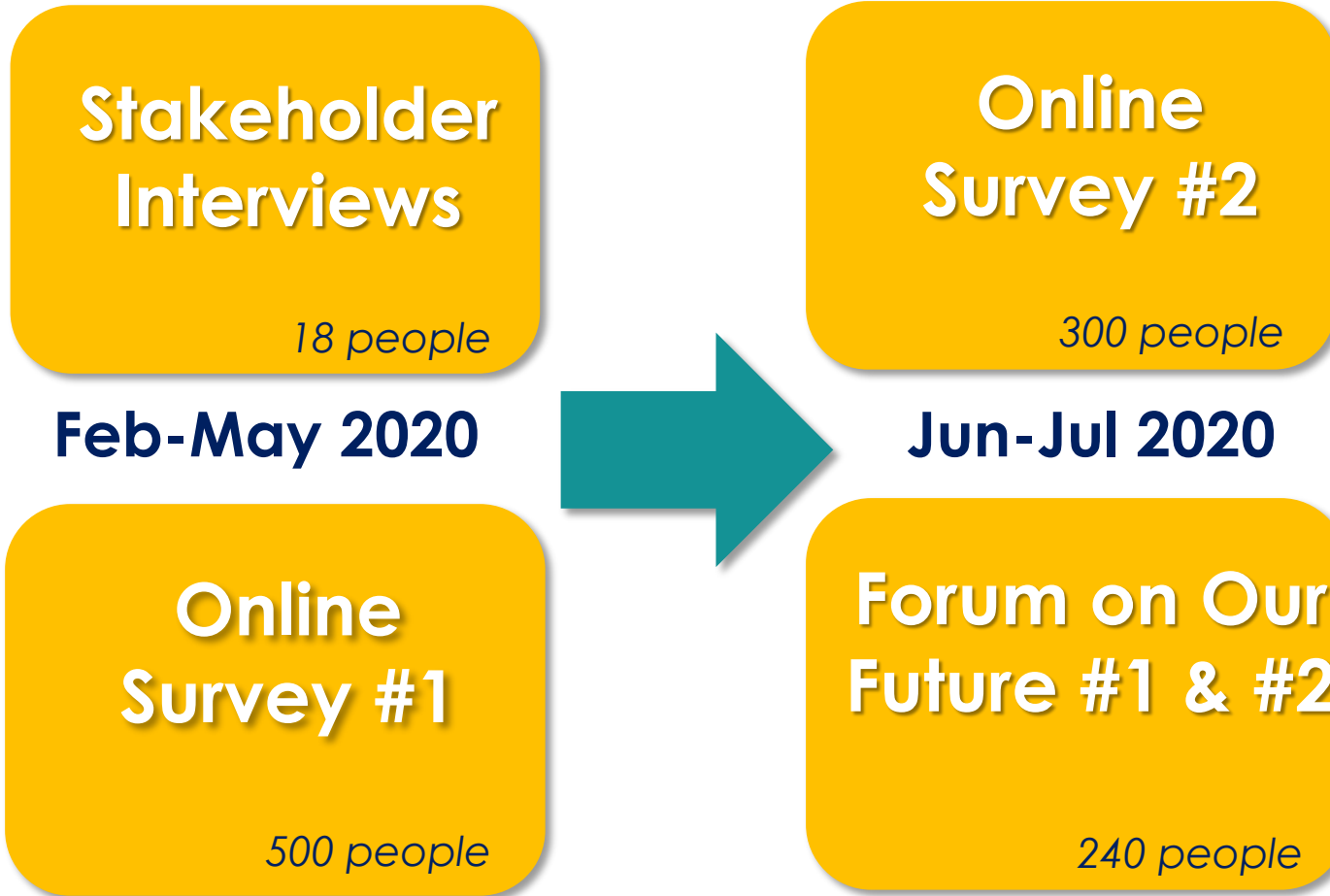
Detailed reports for each engagement effort have been prepared.

The following summary is an attempt to distill all input into a high-level overview of key themes and take-aways.

How would you rate your experience as a resident, employee, or visitor, in Rancho Cucamonga today?

86% of respondents are generally happy!

49%

37%

13%

- Very Poor
- Poor
- Fair
- Good
- Excellent
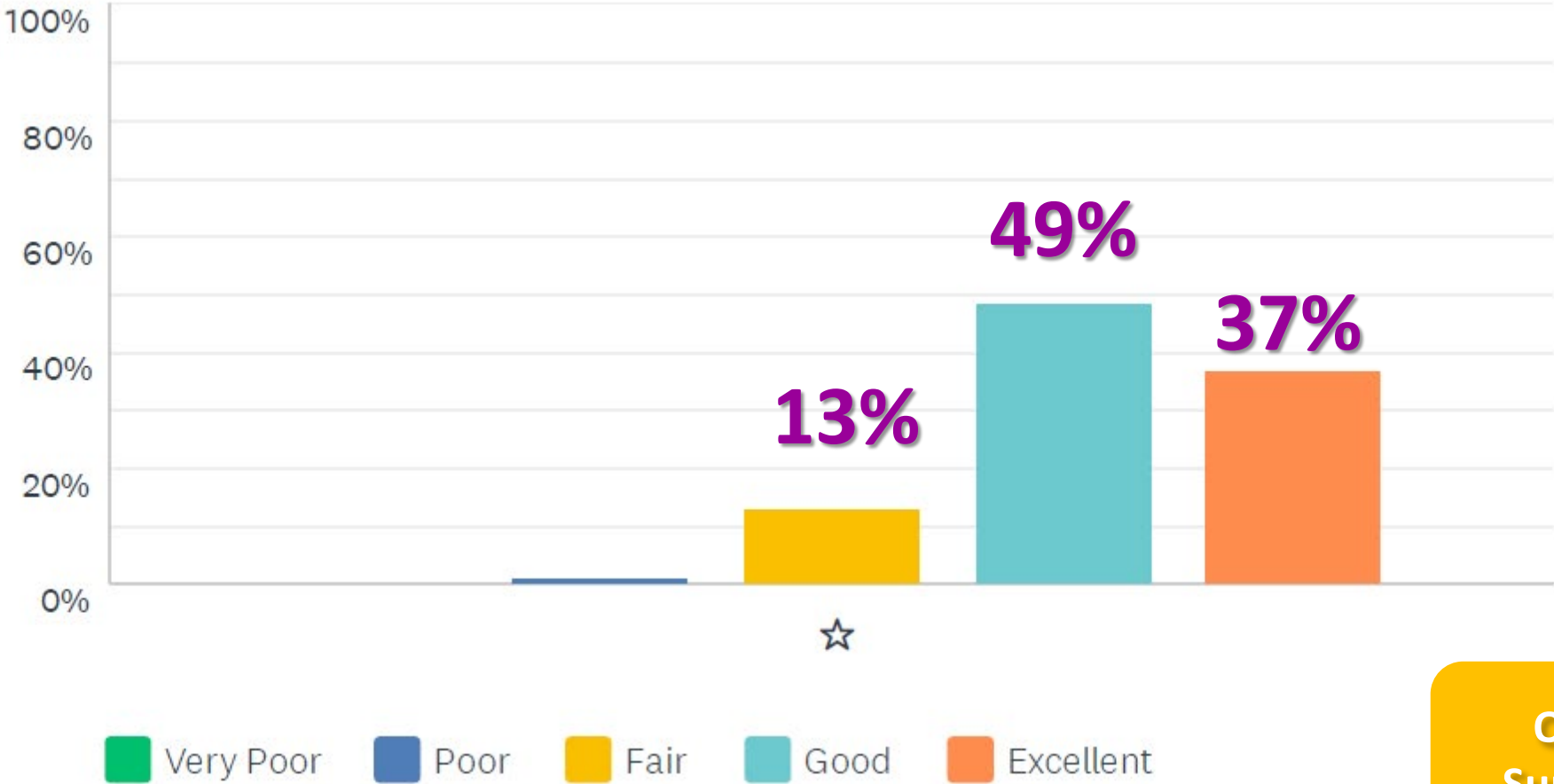
Online Survey #1

- Central **location** with **access** to SoCal's assets: regional job centers, airports, theme parks, entertainment attractions, and natural open areas

64%

- High-quality **parks and trails**

54%

- Vibrant **shopping areas**, such as Victoria Gardens

51%

- High quality **public services**, including schools and local government

48%

Unique & Special Attributes of RC?

- Preparing for wildfires, heat waves, droughts & other climate-related **hazards**

50%

- Designing **streets** to be safe and comfortable for everyone

46%

- Building and/or evolving **parks** to keep up with a growing, ever-changing population

45%

- Ensuring that all residents have access to a **healthy lifestyle**, and medical & mental health services

41%

Key Issues & Challenges?

Online Survey #1

- Accessible **Parks, Open Spaces**, & Natural Features — **54%**

- Quality Education & Public **Services** — **53%**

- Strong **Economy** with a Variety of Local Employment Opportunities — **50%**

- Attractive **Neighborhoods** with a Range of **Housing Options** — **47%**

- **People**-Centered & **Inclusive Community** — **47%**

- Safe & Convenient **Mobility** Choice — **44%**

- **Healthy, Resilient & Sustainable** Community — **44%**

- Active **Shops & Restaurants** — **40%**

- **Welcoming** & Comfortable for All — **40%**

- Celebrated **Arts, History & Culture** — **27%**

Rated as "Extremely Important"

Online Survey #2

- Accessible **Parks, Open Spaces**, & Natural Features — **86%**

- Quality Education & Public **Services** — **79%**

- Strong **Economy** with a Variety of Local Employment Opportunities — **81%**

- Attractive **Neighborhoods** with a Range of **Housing Options** — **80%**

- **People**-Centered & **Inclusive** — **78%**

- Safe & Convenient **Mobility** Choice — **76%**

- **Healthy, Resilient & Sustainable** Community — **72%**

- Active **Shops & Restaurants** — **72%**

- **Welcoming** & Comfortable for All — **73%**

- Celebrated **Arts, History & Culture** — **72%**

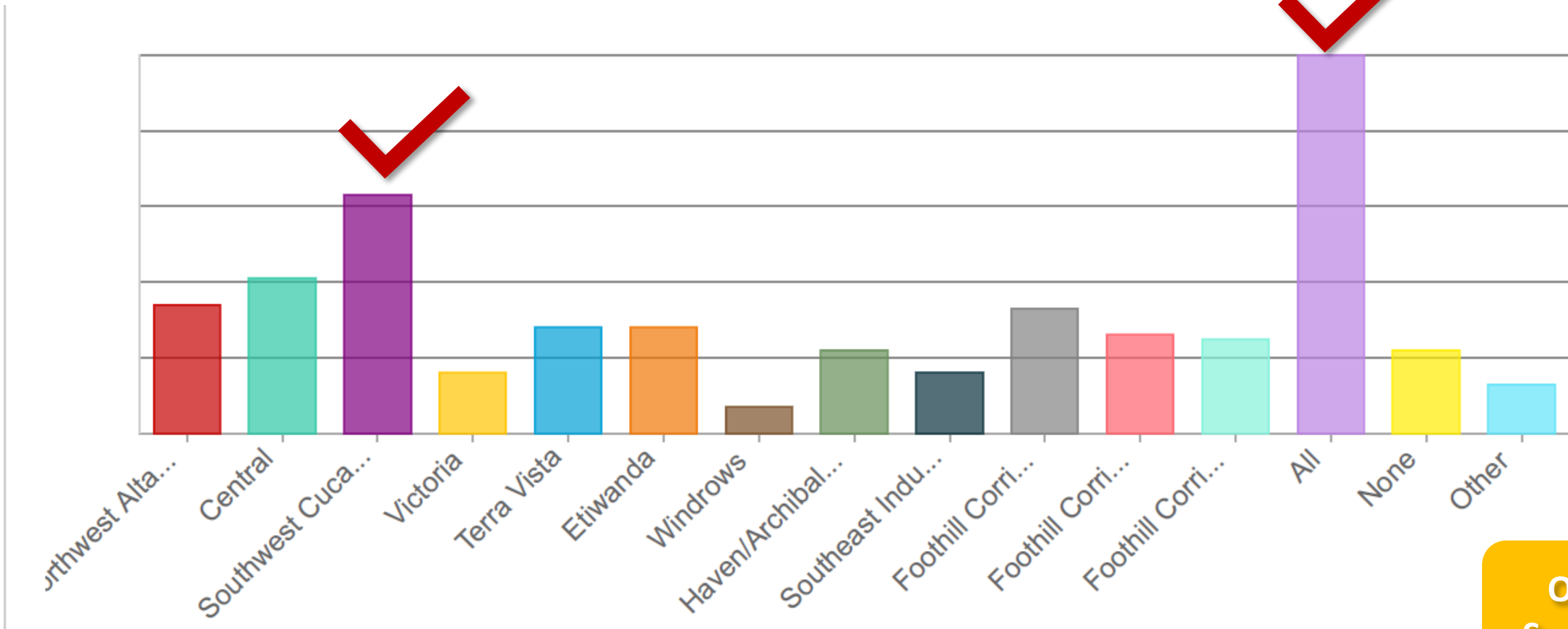**When combined with "Quite Important"**
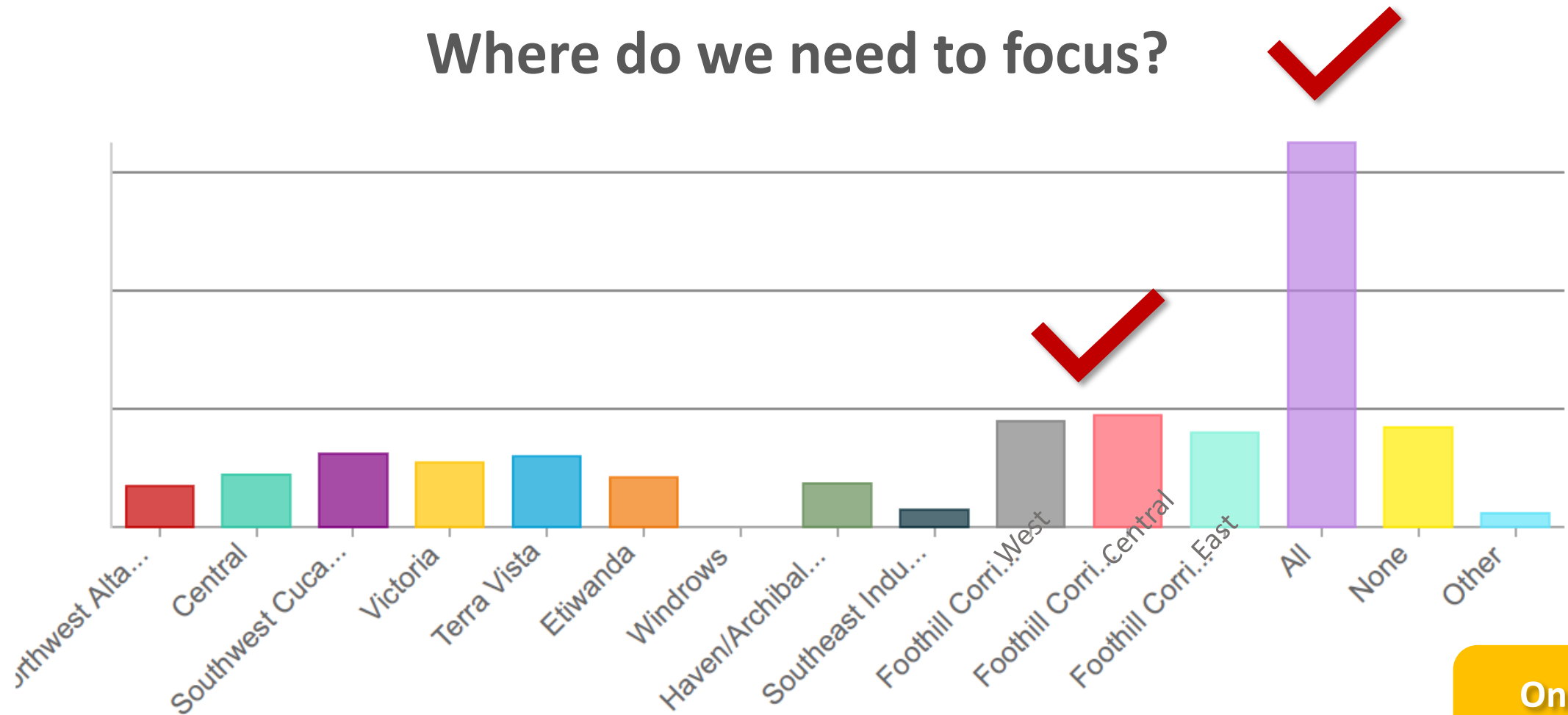
Online Survey #2
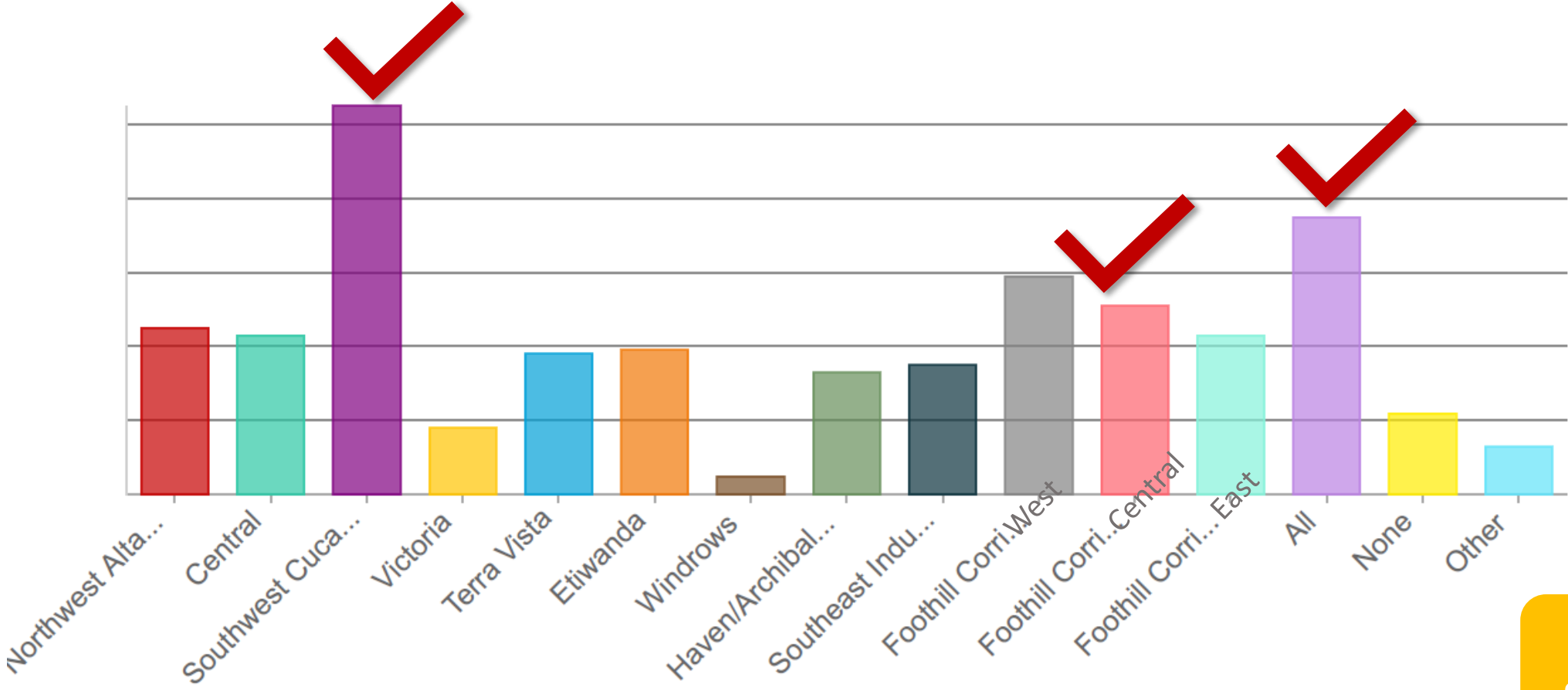
ACCESSIBLE PARKS, OPEN SPACES, & NATURAL FEATURES

Where do we need to focus?

Online Survey #2

ACTIVE SHOPS & RESTAURANTS

Where do we need to focus?

Categories (left to right): rthwest Alta..., Central, Southwest Cuca..., Victoria, Terra Vista, Etiwanda, Windrows, Haven/Archibal..., Southeast Indu..., Foothill Corri.West, Foothill Corri.Central, Foothill Corri.East, All, None, Other

Online Survey #2

Emerging Community Themes | *Future of RC*

- Provide and Increase Access to **Parks, Open Spaces, Trails**, & Natural Features
- Actively Develop an **Inclusive Community** that is Welcoming & Accessible for All
- Create Attractive New Neighborhoods with Range of **Housing Options & Affordability**
- Foster a **Strong Economy** with a Wide Variety of Local Employment Opportunities
- Ensure Safe Streets and **Mobility Options** that Support Transit, Walking, and Biking
- Make Decisions that will Ensure a **Healthy, Resilient & Sustainable** Future
- Encourage Active & Interesting **Shopping, Dining, & Entertainment** Destinations
- Protect the **Unique Character** of Existing Neighborhoods and Broader City
- Maintain a Commitment to **Quality Education & Public Services**
- Celebrate **Arts, History & Culture** through Community Events and the Public Realm

ALL INPUT

Provide and Increase Access to Parks, Open Spaces, Trails, & Natural Features

- Finish Central Park

- Preserve natural beauty/open spaces

- More parks, more play fields, & play areas for kids

- More community gardens, small pocket parks & multi-use spaces

- More tennis, pickle ball courts; community pool; exercise stations

- More large parks and/or improved connections between parks

- Enhance access to parks/open space/trails

- More parks/upgraded parks below 210 needed

- Inclusion – offer multi-cultural/racial/ethnic activities and outreach; seniors and those with disabilities

- Maintenance is key; new parks as community grows

- Trail & park safety – improve signage & lighting
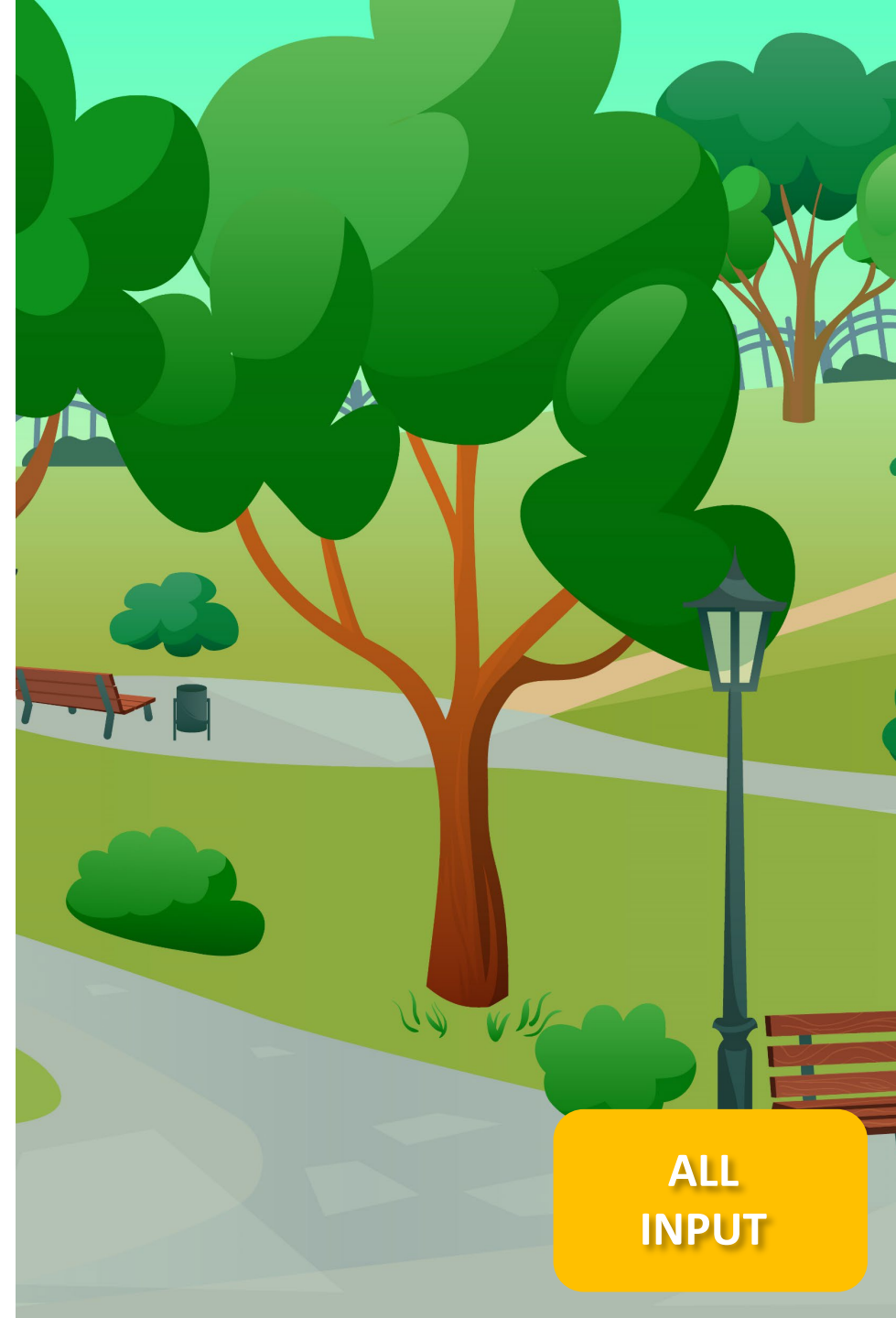
ALL INPUT

Actively Develop an Inclusive Community that is Welcoming & Accessible for All

- Diversity is important – honor and increase it; engage minority groups
- Embrace other languages and reduce barriers to communication through translated materials
- Issues of racial inequality must be addressed
- Beautify older areas and neighborhoods
- Address aging infrastructure (streets, sidewalks)
- Southwest neighborhood needs need to be addressed
- Foothill Blvd serves as physical separation - Foothill breaks up City; socioeconomic inequality affects the area south of Foothill the most
- Need parks and community centers all over, not just in the north and central areas
- Keep everyone safe
- Ensure active programs for teens, seniors, and families
- Grow opportunities for education, English instruction, home buyer assistance, etc.

ALL INPUT

Create Attractive New Neighborhoods with a Range of Housing Options & Affordability

- Need affordable options for seniors, families, young people, homeless ("housing that people can afford")

- Young people can't afford to come back to RC and seniors can't afford to stay/downsize

- Variety of housing types and sizes can support diversity and different lifestyles

- Quality neighborhoods and maintenance for all areas

- Southwest neighborhoods need attention

- Consider more urban, mixed use housing types; build up

- New affordable housing opportunity areas (near transit, warehouse areas, converted strip malls, Haven, Vineyard, Baker, Arrow, Base Line, adaptive reuse)

- Consider impacts on roads, water, energy, parking, etc.

- Provide for services, parks, and amenities nearby

ALL INPUT

Foster a Strong Economy with a Wide Variety of Strong, Local Employment Opportunities

- Focus on Covid recovery for businesses
- Central location/transportation is key
- Strong economy is essential to roads, parks, infrastructure
- All should be able to work and live in City
- Consider long term impacts of working from home trends (office size, bandwidth, shared office spaces, etc.)
- Think through effects of increased online sales
- Create job variety – service industry to higher skilled, high paying professional jobs; avoid dependence on logistics
- Understand next generation of jobs – tech, health care, green, etc.; partner with medical institutions
- Support of small, local businesses is important
- Grow culture economy – arts, entertainment, wine, fitness, etc. along with tourism opportunities - airport, culture, mountains, conferences, etc.
- Address educational & employment disparities

ALL INPUT

Ensure Safe Streets and Mobility Options that Support Transit, Walking, and Biking

- Consider senior mobility needs; build a system for all ages and abilities
- Desire trails/paths to grocery, shopping, parks, etc.
- Add amenities – trees, benches, signage, etc. to encourage walking and biking
- Address sidewalk gaps & deficiencies
- Increase bike lanes
- Roadway safety important
- Concerns with increased traffic – safety, congestion, signal timing issues
- Support shuttle/transit connection to airport
- Provide for small circulators, mini-trams, shuttles, trolleys or other local transit vehicles
- Update and address parking requirements for housing, business, deliveries, etc.

ALL INPUT

Make Decisions that will Ensure a Healthy, Resilient & Sustainable Future

- Focus on helping/encouraging people to become better prepared for disaster
- Improve communication technologies & systems; fiber
- Address language barriers and other issues of equity in communication
- Need to address issues of climate change – air quality, drought, heat, etc.
- More investment in "green" – solar, recycled water, etc.
- Improve wildfire management – brush (use animals, 4-H, incarcerated)
- Look at undergrounding utilities in older parts of City
- Improve access to health care
- Additional grocers, community gardens, etc. to ensure healthy food access
- Tackle community mental health challenges

ALL INPUT

Encourage Active & Interesting Shopping, Dining, & Entertainment Destinations

- Attract restaurants, shopping & entertainment
- Add more unique locally owned mom and pop businesses (less chains)
- More walkable locations; improved walkability
- Increase outdoor dining
- More nightlife opportunities
- Increase diversity in restaurants
- Breweries, wineries, experiential retail
- Address shopping center vacancies
- Contribution to local economy
- Protect and enhance Victoria Gardens

ALL INPUT

Protect the Unique Character of Existing Neighborhoods and Broader City

- New development must be context sensitive and fit into the character and aesthetic of the community

- Protect character and identify of existing neighborhoods

- Protect and increase natural open space, trees, landscaping, views of mountains and open space

- Deliberate historic preservation and enhancement (Alta Loma, Route 66)

- Develop standards for districts, centers, corridors, neighborhoods, etc.

- Address concerns that new housing and development leads to increased traffic, crime, and parking issues

- Acknowledge concerns that higher density development is not consistent with tradition of RC

ALL INPUT

Maintain a Commitment to Quality Education & Public Services

- Support family-friendly focus (quality schools, parks, services, youth activities, etc.)
- Keep RC schools excellent; improve those that aren't
- Work closely with Chaffey College; develop partnerships with Loma Linda University for health care job training and education
- Consider a university and/or vocational education
- Continue strong libraries and programs
- Maintenance of streets, parks, landscaping and infrastructure is vital
- Continued public safety emphasis

ALL INPUT

Celebrate Arts, History & Culture through Community Events and the Public Realm

- Identify more places for public art – big and small (at parks, along streets and trails, in schools, murals, bus stops, small business)

- Arts can bring people together and drive economic development

- Uplift neighborhood identities; celebrate diversity

- Inclusive art – promotes all cultures; accessible to those with disabilities; movable art

- Increase outdoor concerts, festivals, outdoor events

- Integrate mountains, agrarian heritage, indigenous community, and rich sense of history

- Interactions between neighbors is important; build projects that inspire connectedness

- Provide for multi-generational interaction and engagement

- Create more places where people gather from all parts of town

ALL INPUT