



Stakeholder Interviews: Key Themes

- Education
 - Youth outreach/engagement
 - Young people will be most impacted by forward planning efforts
 - Young people will ultimately lead economic development and climate action efforts
 - Urgency of climate action
 - Promoting entrepreneurialism
 - Change begins with the individual (lifestyle, habits)
 - Economic benefits of energy efficiency, water conservation, reduced VMT
 - Workforce training for veterans
 - Leveraging existing programs in the public schools, community college
- Citywide Perspective/Approach
 - Attention to both coastal and inland areas
 - Balancing neighborhood concerns with citywide goals
- Smart Growth
 - Infill development/redevelopment
 - Promoting the transportation/land use connection
 - Transit-oriented mixed-use development within urbanized corridors
 - Allowing densities above 43 du/acre
 - Providing open space, other amenities in urban areas
 - Preservation of peripheral open space and agricultural land
 - Coast Hwy Vision Plan
 - Oceanside Blvd Vision Statement
 - “Complete” neighborhoods
 - Minimal expansion of roadway network
- Political Vision and Leadership
 - Proactive/visionary leadership
 - Prospective investors deterred by instability/uncertainty
 - Creating a culture of sustainability through long-term goals
 - Consistent policies and regulations
- Defining the “Region”
- Visual Quality
 - Public realm (e.g., sidewalks)
 - Gateways (into both the City and the San Diego region)
 - Corridors
 - Creeks and wetlands
 - Landscape
 - Addressing signage blight
 - Code enforcement
- Urban Forestry/Tree Canopy/Green Streets

- Transit “Grid”
 - Understanding NCTD’s “productivity” goals
 - Addressing “first mile/last mile” challenges
 - Shuttle services
 - Private transportation services
 - Improving access to OTC
 - Extension of Sprinter to Camp Pendleton
 - Transit options for students, healthcare customers and employees
 - Creating connections between coastal and inland destinations
 - Regional approaches (e.g., Oceanside/Carlsbad Coast Hwy circulator)
- Alternative/Active Transportation (VMT Reduction)
 - Complete streets (Mission Avenue)
 - Pedestrian/bicycle facilities (implementation of Bike and Ped Master Plans)
 - Improving connectivity
- Resource/Energy Conservation
 - Leveraging the City’s many sustainability efforts
 - Water conservation
 - Electricity storage
 - Net zero energy programs
 - Incentives for PV
 - Community Choice Energy (CCE)
 - Electric vehicle charging infrastructure
 - Renewable energy potential on Camp Pendleton
 - Subarea Plan
 - Local food sourcing
 - Staffing for implementation, monitoring of climate action
- Materials Management (vs. Waste Management)
 - Furthering zero waste efforts
 - Keeping the recyclables stream local (e.g., restaurant waste returned to South Morro Hills)
- Parking Demand Management
 - Understanding the real costs of free parking
 - Public parking opportunities (e.g., purchase/leasing of used car lots)
 - Shared parking strategies
 - Making it convenient to pay for parking
- Quality of Life
 - Important metric for both economic development and climate action
 - Creating, maintaining a sense of place
 - Schools as neighborhood centers
 - Linking walkability and active transportation to public health
 - Protecting coastal resources (e.g., nature-based adaptation measures)
 - Protecting watersheds and associated habitat
 - Recreational/leisure activities

- Cost of Entry
 - Housing
 - Start-up businesses
 - Visitor accommodations
- Housing
 - Finding the right balance between housing and employment
 - Need for executive housing, transitional housing
 - Explore creative housing options (e.g., 2nd units, tiny homes)
 - Homelessness an impediment to economic development
 - Impact of short-term rentals
 - Bringing federal and state funding to Oceanside
- Partnerships
 - NCTD
 - Neighboring cities
 - Camp Pendleton
 - SANDAG
 - Local businesses and NGOs
 - School districts/Mira Costa (e.g., Oceanside Promise)
 - Climate action advocates
- Property Ownership/Reinvestment of Rental Income
- Economic Diversity
- Jobs/Housing Balance
 - Commuting patterns of Oceanside residents similar to regional patterns
 - Employment choice much more elastic than housing choice
- Marketability of Green Products and Services
- Local Business Support
 - Targeted infrastructure improvements
 - Internship/apprenticeship programs
- Industrial Sector
 - Leveraging existing economic clusters (e.g., biotech)
 - Improving access to Ocean Ranch/RDO Business/Tech Park
 - Promoting supportive land uses
 - Clean-tech
- Hospitality Sector
 - Attractions/destinations other than the coast
 - Agritourism
 - Minimal demand for hotel growth in inland areas
 - Protecting coastal assets (which are economic drivers)
 - Regional approach to marketing
- Retail Sector
 - Vacancy rate in strip commercial centers
 - Hwy 76 impacts on Mission Avenue
 - Restaurants, breweries, other commercial uses that will attract “creative class”

- Agricultural Sector
 - Cost of water
 - Reclaimed/recycled water (desalination)
 - Escalating labor costs
 - Federal/state regulation
 - Infrastructure
 - New crops
 - Agritourism
- Community Events as Economic Drivers