



Visioning Workshop - October 13, 2012

Workshop Summary

On October 13, 2012 approximately 35 Santa Cruz County community members participated in the first public workshop for the Transit Corridors Plan for Sustainable Communities, hosted by the Santa Cruz County Planning Department with assistance from project consultants. The purpose of the workshop was to provide community members with a background of the Plan, including a brief summary of existing conditions, and to engage the community in a discussion about sustainability within the context of Santa Cruz County, to provide a foundation for the Plan going forward.

1. Workshop Overview

The workshop consisted of two main parts. First, County staff and project consultants opened with a presentation introducing the purpose and structure of the Plan. The presentation also included a brief review of some of the findings of the Existing Conditions Report, including key land use, transportation, and economic findings – three fields which share an interrelationship in regards to sustainability – in the Study Area. The existing conditions information provided a reference for which the community could participate in the second part of the workshop.

The second part of the workshop consisted of a “World Café” small group discussion, where participants divided into small groups of 5-6 people to engage in roundtable discussions about sustainability in Santa Cruz County. In lieu of the standard facilitator-led small group format, the “World Café” format asked each group to select a host from amongst participants to present and lead three discussion sessions, guided by a set of questions. After each discussion session, groups randomly rotated to a different table while the host remained to lead the next discussion to a new group. In this format, participants were able to interact and formulate ideas amongst each other, allowing for a cross-fertilization of ideas, in an informal setting, while County staff and consultants were available to answer questions and assist where needed. The discussion questions for each discussion session are below:

- 1. What does sustainability mean to you, relating to concepts such as environment, equity, and economy?***
- 2. What are the ways that we can become more sustainable in Santa Cruz County?***
- 3. Of the ways to achieve more sustainable communities identified in the prior conversations, which five ideas are most important for Santa Cruz County?***

As each group of participants randomly rotated to a new group for each discussion question, they were able to use the previous group's notes and ideas as reference to spur the next discussion, sometimes even taking notes directly on the previous group's poster. This enabled the cross-examination and a “conversation” between groups of ideas and

suggestions, fostering an environment where participants can build on others' input. Photographs of the notes from discussion questions 1 and 2 can be found in Appendix A.

For Question 3, groups wrote down their ideas on index cards which were then posted on the wall. All participants then reviewed these cards, and placed four adhesive dots next to the ideas that they liked the best. Photographs of the index cards with adhesive dots can be found in Appendix B.

2. Common Themes in Response to Questions 1 and 2

Over the course of the workshop, participants contributed significant and diverse feedback regarding sustainability in Santa Cruz County. Below is a summary of the major themes that emerged throughout the discussions from Question 1 and 2.

There is not one sole meaning to sustainability, but an intertwined relationship between environment, social equity, and economy.

There was a wide variety of answers when asked about the meaning of sustainability. While there were some very specific meanings of sustainability to some, participants most commonly believed that the preservation of the environment, promotion of social equity, and creating economic opportunities were the key tenets of sustainability.

The preservation of open space as a resource to the public is a critical aspect of the county's future livability.

There was great sentiment amongst participants that Santa Cruz County has an unique identity and quality of life that is tied to the area's natural assets. Many felt their connection to the natural environment and access to open space are key reasons they live in the county. To others, the natural resources that give the area its unique character is a large driver of tourism related economy.

Reducing automobile dependency is critical to sustainability.

Throughout the workshop, participants repeatedly cited the problems associated with auto-orientation through a different number of lenses. Many people felt the need to reduce greenhouse gas emissions, relating to the notion of environmental sustainability. Many expressed that a car-dominant environment detracts from livability, and stressed the value for bicycle- and pedestrian-friendly environments. Others felt a personal inclination to use other forms of transportation for convenience and health reasons.

Protect and enhance local agriculture and food production

Many participants believe local food and agriculture is another invaluable resource that would be beneficial to the long-term sustainability of the area, in terms of reducing transportation and protecting soil, as well as boosting the local economy. Community members believe this to be an asset to be fostered and protected in more agriculturally significant portions of the county.

Improve transit opportunities for traveling to school, work, home, and shopping.

Many participants cited the lack of transit services as a key barrier to using public transportation as an alternative method of traveling. Along with the idea of higher-density development that is supportive of transit, participants

expressed a great desire to see improved bus service that connects neighborhood centers, employment centers, and other key areas of everyday lives.

Create high-density development as a means to reduce automobile dependency and create a more livable community in Santa Cruz County.

Many participants felt that higher density development is important for the county. The majority of participants felt that dense, mixed-use development creates densities that can support transit, creating lesser usage of automobiles. They also felt that mixed-use communities create a livelier, walkable street life where people would feel comfortable and safe. Some saw higher-density development at key locations as a means to preserve important county land that is more valuable as open space and a natural resource.

Create a diverse mix of businesses and enhance tourism for the economic sustainability of the county

Many participants felt that in order for the county create and sustain jobs in the future, it must compete as a regional employer of a diverse mix of businesses. In addition to creating support for existing local farms and businesses, the county should develop strategies to attract high-wage jobs, especially in the technology and clean energy industries. Also, many felt the county should build on its strength as a destination for marine tourism.

3. Ways for the County to Promote Sustainable Communities (Question 3)

Appendix B contains photographs of the index cards identifying the most important ways for the County to promote sustainable communities. Ideas generally related to land use and urban design, transportation, economy, and natural resources. The following list generalizes the most common ideas provided in response to Question 3.

1. Create mixed-use development (residential and office) at transit-supportive densities and locations.
2. Increase transit opportunities between major destinations and communities to give greater accessibility not based on single person vehicles.
3. Protect existing, and create new, open space and natural resources.
4. Promote green jobs and technology-related industries.
5. Rejuvenate the local economy by creating living wage jobs and keeping small businesses in town.
6. Encourage local, sustainable agriculture as both a food source and economy.
7. Accommodate bicycles and pedestrians along major corridors.
8. Connect the county to other parts of the region by rail.

Appendices

- A. Small Group Discussion Posters
- B. Index Cards of Best Ideas for Sustainability

A P P E N D I X A

SMALL GROUP DISCUSSION POSTERS

#2

* Informal Community TAXI

Explore Individual Pod/Jitney

41st ↔ SOQUEL

Transportation at Medical
Shopping Areas / Education Areas

* PRT PERSONAL Rapid TRANSIT
ON 41st

between Santa Cruz & Colleges
especially for Boomer Population

Encourage Telecommuting!

JOIN FARM Coops with Delivery

#2

MORE SENSIBL (DOABLE) CONTROL OF
TOXIC RUN OFF (Aq - Septic Systems)

Increase Transit Service

to and from Shopping AREAS

to and from Colleges

to and from Medical Areas / Centers

Discount fare for Seniors & Students

Increase Green Type Buses

Preserve ^{Regional Existing} Open Space for Parks

NO DISC GOLF

EMPHASIZE EMPLOYMENT / JOBS

County Government Van Pools

MORE ZIP CARS

1 Sustainability

ENVIRONMENT

future generations healthy air & soil
open space for community gardens
PARKS
increased transit w/o ↑ pollution

Reduce/control ^{Toxic} AGRIC RUN off

ECONOMY

More sessions for Stake Holders
^{community}

EMPHASIZE GREEN JOBS

TRAIN for these

PRODUCE BYCICLE LOCALLY

↑ INCENTIVES TO ATTRACT GREEN
BUSINESS

" TO ENCOURAGE

RECYCLE & RE USE RAIN

TO PROMOTE BUSINESSES

TO ACCOMPLISH This

2 WAYS TO BECOME SUSTAINABLE

~~the~~ ~~the~~

Easing of restrictions of flood zoning designations.

Incorporating ~~the~~ sustainability as a ~~requirement~~ requirement for planning + development.

✓ Use our land wisely (+ natural resources, water, farms)

Smaller businesses over big box. Startups.

Create jobs that ~~are located close~~ produce rather than consume.

/// Increase density + ~~the~~ diversity of mixed use (residential, commercial, office, tech, bio-tech, professional services)

✓ Push rail ^{trail} connectivity for ~~the~~ both shipping + transportation + tourism.

Marine conservation industry (MBNMS)

Silicon Valley spillover should capture jobs, not just ~~the~~ residents who commute over the hill. LOW: BUILD DARK FIBER + TELECOM INFRASTRUCTURE!!!

✓ GET people out of cars + on to foot, bike, public transit.

Ways to Become Sustainable

SET people out of cars + on to foot, bike, public transit.

2) 9th Ways to Become Sustainable

Provide needed + niche medical ~~services~~ services

- Market rate, affordable housing • and
- right-sized housing, eg SRO's, studios, ~~senior~~ senior housing.

Embrace the sustainable opportunities that we have.

2 Q1: SUSTAINABILITY: What's it mean?

ENVIRONMENT Maintained in good condition.

Economically

Equity = opportunity to get ahead.

Environment: preserve open space + not develop it, especially natural, riparian habitat for flora + fauna

Preserve our climate in a local, regional + global space.

Preserve cultural sites + heritage

Preservation of our treasures encourages economic vitality

✓ Create new jobs of livable wages + appropriate to our existing conditions + resources

Electronics design + manufacturer

Sustainable = Live + work w/in means; stay out of debt

Diversify job opportunities

2) Q3

✓ H_2O conservation, + replenishment,
consumption

- Moved from LA, bought a house w/ yard so I can grow my food → Expand Community gardens, Increasing urban farming opportunities, where people share their yards — like Cuba. Safer

- Support local farms with CSAs

- Bring in / encourage the retention of employers

- Use resources that may have become "off limits". Sustainable logging is OK
Manage our environment

Encourage, incentivize, stuff like solar, wind production

Good building practices (environmentally sound)

★ - Promote local sources of energy (solar, tidal, etc)

- No bus routes to support shopping for seniors to allow them to stay living independently.

Build - ^{housing} Sr. facilities adjacent to shopping

- No bus from Sequest to Capitola on the weekend.

- Coop weekly trips - excursions that neighborhoods could organize like Zip-bus, that could go on shopping loops

- Reconfigure Bus route #54

- Look at bus routes that runs local routes / local loops "villagesque" bus routes.

- "IN" Silicon Valley
- OCEAN CONSERVANCY
- BECOME REG FOOT
CENTER

More sustainable in Santa Cruz County?

- Improving opportunities
- Pedestrian travel - how to separate
bike/ped routes from auto travel

Islands on Soquel Ave Dr. between
Soquel Village & Carmillo. = narrowed.

- Ped bike access is an issue
everywhere

- Public transportation for school
kids - No bus line that goes
among the schools

3

· NEW OFFRAMP (1 DIRECTION)
@ CABRILLO

· BRING IN BUSINESSES



W/ WELL PAYING JOBS

· DON'T LET RESOURCES
FLOW OUT OF CO.

· CONSERVE WATER

· INTELLIGENT LAND USE

· LOCALLY-OWNED
BUSINESSES

· LONG VIEW



· BUILD FOR FLEXIBILITY for future
change - Don't over-commit to
current paradigm

· DON'T DEplete

CCA's ~~ss~~ — encourage local governments to
form ↑.

- Ensure zoning regs support use of
residential ; commercial solar

- Valuation ^(Assessor) incentives for solar

A MORE SUSTAINABLE SANTA CRUZ

light rail, shuttle to Cabrillo College

|||| increased bus routes, increased frequency of bus routes
student discounts on transit

a Mar Vista pedestrian bridge/overpass system
complete with bike lanes

charging stations with solar panels

restructuring main routes for bike use and
pedestrian use in densely populated areas; improved
~~also~~ access for mobility devices on rapid transit

diversify commercial land use into farming areas
by changing zoning codes

A MORE SUSTAINABLE SANTA CRUZ

Diversifying job market

hospitals can cater to employees' needs by offering transit choices

Diversity in business - manufacturing education

switch to renewable resources

countywide resolutions to support sustainable practices

expediting permit process: get more businesses to facilitate mixed use commercial/residential property uses.

Safe bike storage places

Solar panels on businesses
battery charging stations

} less waste of fossil fuels
less need to travel outside of community

encouraging battery powered transportation

small local businesses to grow local economy
and give locals a chance to serve community

Ecology in Action

Commercial / property tax breaks
for providing ~~g~~ park access


building greenways: vegetation & landscaping

Create ~~the~~ incentives for building attractive
entrances to gain access into commercial
property

Transportation & land management improvement

Recreation areas in greenways "Wi-Fi Parks" surrounded by
bike parks

high rise parking and living structures
consolidated parking opens
access to beaches

 consolidate parking areas
putting them underground
near transit hubs

green spaces in between
high rises
and designated cooling areas
fosters a sense of community

4

Sustainability ecology in action

"achieve
greenways"
bike parks
facilities that
support active
transportation

change in zoning codes to facilitate
mixed-use developments to
allow sharing of parking spaces

economic
"local sustainability"

stay here spend here

grow local
economy

disposable income
students learn here
stay here

impact on future
generation, quality of
life that endures
challenging to
maintain positive
quality of life

housing
rapid transit

static
revenue base
for local
economy

businesses
along rail corridor

more bike racks

secure bike parks

bike highways
continuous sidewalks
borrow a bike program/collapsible bikes
transportation demand management
by businesses and schools

Question 2

- ^{opens up possibilities} Diversity of use = less driving
- SOQUEL DRIVE is majorly impacted
- More buses for Cabri llo - more public transport
- Rail trail for walking & Biking, Some Rail
- New projects should include all modes of transport-
- Environment - green stormwater management
 - permeable walk ways-
 - less concrete, curb
- Open Space & Park Space (like Rodeo Gulch Riparian from mts to ocean)
- Equity - support for small business (incentives)
- Teachable moments - better use of transportation modes
- Reduce ~~SOV~~ ~~SOV~~ Single Occupancy Vehicles
- Economy - Arts should integrate w/businesses - design

#2 Public ART invites the public

- ^{Art in} Public Space ~~to~~ to gather community

- if safer bike lanes - more people might be encouraged to ride

- More green building (incentives for)
use better materials -

- We have Monterey Bay & Agriculture as
our economy base -

- tourism -

- Strawberries are major users of our water
not sustainable - We're shipping our water
resources ~~to~~ out of the county & state in
the strawberries

- Restrict & limit toxins in Ag

5 Sustainability means:

- livable community
- using resources as miserly as possible - walk to work, school etc.
- Strengthen the corridors where it's possible to walk.
- Used to have a car / no longer OK to walk to work, but there's no bus that can deal w/ food / other shopping. No loop routes
- Maybe a bus like the Sr. Center have - that makes the loop

"livability" require density -
there is a mixture of uses. Housing
isn't just for the wealthy. Need workforce
housing. USC admin workers live in
Watsonville.

- Need to reduce CO emissions

- When I 1st moved to Soquel
it was a full service town: hardware,
grocery, etc. The reality is that those
little stores aren't coming back to Main
St.

- My house is 1.5 miles from
where bus deadheads ^{rural/suburban}

- Are "out liver's" going to have
to move into town

Environmental price

- What does our future look like? More walkable communities = \uparrow density. Soquel Village? Or are there other places?

- I live in a rural community - is there a place where I can get almost everything. Can't make.

We'll have to change our personal preferences to be closer to the values of \uparrow density / lower impact living.

We can change our behaviors now, even if we don't change our living environment, such as clustering our auto trips

6

#1

CYCLE OF USE & REPLACEMENT

KEEP IT LOCAL - CLOSER FOR MORE CAREFUL OPERATION

EFFORT → ALL CONTRIBUTE, ALL BENEFIT

PROTECT NATURAL RESOURCES - OPEN SPACES, WELL DESIGNED
BENEFITS ALL PEOPLE & ECONOMY

IMPROVE PUBLIC TRANSPORTATION - SAVE \$

REACH MORE AREAS

OUR IMPROVEMENTS SHOULD NOT DO HARM TO E, E & E

CONSCIOUS DEVELOPMENT BENEFITS ALL PARTS OF COMMUNITY



#2

CONTROL GROWTH

WELL DESIGNED HIGH DENSITY HOUSING

PUT PEOPLE CLOSER TO DESTINATIONS

MIXED USE MULTI-STORY DEVELOPMENT

~~PUT EMPLOYMENT OFF~~

DRAW RESIDENTIAL DEVELOPMENT TO JOB OPPORTUNITIES
IE: RANCHO DEL MAR

~~REUSE~~ REUSE EXISTING STRUCTURES

~~WALKABLE~~ WALKABLE EVERYTHING — AN ASPECT OF DESIGN

SEEK LOCAL RESOURCES

DEVELOP RAIL/TRAIL

PEDESTRIAN/BIKE IMPROVEMENTS TO MAJOR INTERSECTIONS

CHANTICLEER & MAR VISTA OVERPASS ON HWY 1

↳ BARRIER TO PROTECT BIKE RIDERS & PEDESTRIANS

17TH & CAPITOLA ~~DEVELOP~~ COMMERCIAL/PROF. DEVELOPMENT

A P P E N D I X B

INDEX CARDS OF BEST IDEAS FOR
SUSTAINABILITY

.....

(not vehicles)
Focus on moving people ^
& helping people access the things
they want & need

② Consolidate trips to
limit car trips

Improve pedestrian/bike
connectivity across Highway 1

2. Encourage rail/trail connectivity for shipping, transit (passenger) & tourism

~~through~~ Establish
Rail Connectivity to

San Jose and LIT, and the rest of the US

around the Bay —

Operate the rail as a business
to primarily transport goods!
people

(trails / paths / bikeways)

Separated facilities for
active transportation from
facilities w/ cars

I would prefer to have a one-leader assembly format for hearing views. the "discussion groups" are time and content inefficient.

③ This process does not feel like it incorporates a clear system that incorporate public opinion

PROMOTE THE NATURAL RESOURCES -

OCEAN RESEARCH, SUSTAINABLE INDUSTRIES, ie Big Cr.
LUN

- MARINE TOURISM & WETLAND
- Soquel Village Creek Park / trail
- Pedestrian trails connecting commercial/residential with shore or natural amenities - twin Lake to pleasure point including lagoons

5. Use our natural resources - water & land - wisely

ENVIRONMENT

- Protect existing OPEN SPACE + Parks
- Create OPEN SPACE + Parks
- ↑ DIVERSITY OF LAND USE
- Permeable Surfacing

Offer incentives to encourage investments

- tax incentives & parking ^{requirement} ~~fees~~ reductions for businesses
- Sidewalks for property owners

Rejuvenate local commerce/
business in town centers



Develop and encourage
growth of Ocean

Sustainability

Industry

- goal for tourism & support of
globalized sustainable economy

Marine
Research
Develop
to save to
Oceans -
Monterey Bay can be the
center for this if we
embrace the
transit con
support this

① To achieve more sustainable communities is to create community owned gardens for local neighborhoods -

Promote agriculture / Local gardens, more local diversity of crops available to local market - direct Marketing.

more direct local outlets for local growers/farmers
- Urban gardens (12: Cuba)
- agri-tourism - wineries, GIZDITCH RANCH,

SUSTAINABLE AGRICULTURE

i.e. Bio-intensive mini farming


Encourage the trend towards
market hubs where growing our own
food — to cover concept — using
organic, sustainable farming practices.
Needs to be of at large scale Local

PROMOTE GREEN JOBS & CONVENTIONAL
JOBS FOR SUSTAINABLE WAGES AND
UTILIZING RESOURCES AVAILABLE HERE



4. Support creation of living wage jobs in design, appropriate to conditions + resources

GREEN JOB DEVELOPMENT
LOCALLY

LOCAL FOOD SOURCES



COMPACT MIXED USE COMMUNITIES



- Increase density & diversity of mixed development - residential, commercial, technical, retail



Develop housing near or within services,
Jobs, HIGHER DENSITY HOUSING
MIXED USE PROJECTS i.e. (Santana Row)

CREATE SUSTAINABLE DEVELOPMENT

REVISE ZONING LAWS TO
ACHIEVE DIVERSITY OF
LAND USE and ↑ SAFE
and NEIGHBORHOOD
HEALTH

Change zoning, planning & public policy to support mixed use properties to make properties more attractive & eco-friendly.
& support ~~the~~ active transportation

3. Affordable, flexible housing stock

MAKE IT BEAUTIFUL

- ART FOR ALL TO ENJOY
- APPEALLING DESIGN
- PLACES THAT EARN
OUR AFFECTION
AND ENHANCE TOURISM

4) Increase transit (bus & rail) to major commute generators / destinations

Bus service from Capitola Mall to Soquel Village
- Local bus routes to serve communities

Better routing?

- Pedestrian/Bicycle accommodations along Soquel Dr
Capitola Av, Park Av., Wharf Rd etc.

- ^{Safer lifts} Senior access on Para/MetroCeuz buses - Lifts
need more secure loading ramps/cages?

④ Locally operated Transportation
systems —

Fitney Kind of thing

Local Community funded
to have the right to
participate - especially
for seniors or Handicapped

TRANSPORTATION

ACCESSIBLE TO ALL

↑ DIVERSITY OF USE ^{LAND}

↑ COMPLETE STREETS
EQUALITY FOR ALL

Residentially based

Short-hall transit

opportunities for shopping

- encourages senior involvement
& mothers with kids
- Discourages use of fossil fuels