



Visioning Workshop - October 18, 2012

Workshop Summary

On October 18, 2012 approximately 35 Santa Cruz County community members participated in the second of the first round of public workshops (the first workshop was on October 13) for the Transit Corridors Plan for Sustainable Communities, hosted by the Santa Cruz County Planning Department with assistance from project consultants. The format of this workshop was exactly the same as the first one on October 13, and its purpose 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 7-8 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.

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 supports transit and reduces automobile use. 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. Relating to social equity, mixed-income housing was explored by a few groups.

A diversified mix of land uses contributes to more efficient and sustainable living, work, and travel patterns.

Community members saw a clear connection between high diversity of land uses – the availability of many different kinds of housing, employment, commercial, and services in proximity to one another – and the livability of a community. Participants stressed the importance of being able to use singular car trips for doing multiple things throughout the day.

The preservation of open space as a resource to the public and natural resources 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 environment and access to open space is a key reason 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. Additionally, many participants saw county's bounty of natural resources – plant and animal species and water – as a key to the protection of the environment for future generations.

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.

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. A large number of participants stressed the importance of school buses for public education students. A number of participants related access to transit as a key to social equity, with the viewpoint that all income levels should be able to get where they need to go.

Improve pedestrian- and bicycle-connectivity throughout the County.

Related to reducing automobile-dependency, participants ranked pedestrian- and bicycle-connectivity as one of best ways to improve sustainability in Santa Cruz County. The lack of perceived safety and provision of accessible facilities is a key barriers cited by many community regarding the difficulty of getting around the county by foot or bicycle.

Fix the County's current problems.

Although many participants realize that creating new types of development and transportation infrastructure is important, many stressed fixing current problems and maintaining existing strengths as an important part of ensuring the livability of the county in the future. Some participants view the existing road infrastructure as a key barrier to getting around town successfully, causing circuitous traveling. Other participants view existing businesses' struggles to stay in business as a detriment to the economy and stressed policies to retain them.

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. Provide a diverse array of land uses and services in each neighborhood.
2. Increase transit opportunities between major destinations and communities to give greater accessibility not based on single person vehicles.
3. Create mixed-use development (residential and office) at transit-supportive densities and locations.
4. Preserve existing, and create new, access to open space and natural resource areas.
5. Encourage local, sustainable agriculture as both a food source and local economic driver.
6. Accommodate bicycles and pedestrians along major corridors.
7. Enhance bicycle and pedestrian connectivity throughout the County
8. Encourage "Green Building" policies
9. 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

Question 1

1

1. Transport options other than car

2. Keep development more neighborhood serving (i.e.

Expand Safeway gas station)

3. Can't get to beach from north of Hwy

4. Pedestrian bridge across freeway

5. Stagger school start times

6. Widen Frontage Rd

7. Commute to school by bike/walking where
Safe [safe bike lanes; paths; overpass]

8. Green building - encourage

9. Improve St Park Drive Overpass

#1

Q-2: Ways More Sustainable?

- ① Smaller buses, run more frequently
- ② More "ped flyovers" for ped
- ③ more frequent jitney trips

N → S

- ④ Improve walk/Bike

→ build new, safe Bike/walk paths

- ⑤ RR line ~~##~~ → RR + some path
Sanc. Trail - ADA
Coastal Trail - sand

#1

Question 2 & 3

Soguel

Aples V

P + F

14 acres
Park / Rec

HWY 1

~~14 acres~~

14 acres

- ① Keep Rec. Park Zoned
- ② Mixed - Use, set back from Soguel Dr.
- ③ Library - move it to either
PAR-3 OR Poor Claves = build
the Neighborhood Center gathering place

CREATE
WALKABLE
ADA
Bike
Shared
paths
connecting
Library
Seacliff Village
+ Schools

H
V
Y
C
O
N
F

S
O
O
T
E
L

D
R
-
I
T
H

medical
stubb

Soguel

Cabrillo

DR-
Haces



Aptos Village

POOR
CLAROS
HOSPITALITY

Cement ship

Environmental Sustainability

- Taking into account the water issue when we're talking about sustainability in all other sectors
we aren't sustained now
- Conservation of natural resources
- preservation of our public open parks/beaches/spaces

Equity Sustainability (Access?)

- Equal access and use of the property
- transportation options are non-exclusive (i.e. multi-modal transport options)
- mixed income housing

Economic Sustainability

- one that does not negatively impact other things w/out destroying its resources
- Constructive rather than destructive
- doesn't compromise future generations' (human & non-human) ability to use those resources

Sustainability = perpetuity
(or sustained growth?)

Ways to be sustainable in SC County

- Planning around the rail trail
- Focus on neighborhood services to promote better environmental and economic behavior
- Self-contained communities
- Have measurable reductions in GHGs
- Continuity (i.e. continuing sidewalks and bike lanes)
- Lower sidewalks for safety, walkability, wheelchair access, and bikeability
- Safer bike infrastructure (i.e. barriers/cycle paths)
- mixed use + mixed income + increasing density
- Connectivity of different facilities
- transit corridors that cut through segregated communities
- Make buses cool / direct money to bus rapid transit / trains
- preservation of open space + new open space
- Better access to open space + public space (i.e. plazas)

5 MOST IMPORTANT IDEAS

✓ More and safer options for walking and biking
better interconnections between transit, ^{of walking, mt. biking} ~~options~~ and destinations
and safer

mixed use & mixed income neighborhoods

high diversity & High density along the corridor
in clusters (employment, housing, ~~business~~ retail)

~~more small parks that are more accessible to more people~~

Assure plenty of water

Shift the mindset out of NIMBYism and exclusiveness
into inclusivism

Q1.. What Does Sustainability Mean #3

Environment

• 7th generation

* All of these are intertwined

* long term

* Balance, preserve properly

Equity

• planning better to have localization

• looking @ different age groups

* ~~students~~
* Education sector
* Medical sector

• inter-relationships

W/ transit / water

• Increase accessibility

• Look outside the box

• Need jobs where we live

• Mixed use - Essentials

• Existing conditions

• Revitalization

Economy

#3

MORE LOCAL FARMERS
MARKETS

★ BAN ON BOX STORES

★ ENCOURAGE
CONSUMERS TO BUY
LOCAL & ORGANIC.

HOW CAN WE BE ^{#3} MORE SUSTAINABLE?

- * Infrastructure for Bicycles, Pedestrians & EXPANDED BUS SERVICE.
- * URBAN BOUNDARY LIMITS
- * SAFE ROUTES for Children & Adults to school & work
- * EDUCATION for Drivers & CYCLISTS & PEDESTRIANS
- * DIVERSITY OF SERVICES IN URBAN AREAS
FOOD-HOUSING-WORK-SCHOOL

★ MORE BIKE-TECH CLASSES
[GREEN JOB CAREER TRAINING]
★ IN HIGH SCHOOLS

★ Education on the process
of Local Government &
Policy of Government
TRANSPARENCY.

★ BAN ON PRODUCTS
THAT ARE TOXIC TO
PEOPLE & THE ENVIRONMENT

★ INVEST IN LOCAL ORGANIC
AGRICULTURE [BAN GMO'S]
SUPPORT SMALL BUSINESS

* Redirect funding from car to
alternative transportation
Make use of rail line

* OPEN SPACE Protected

* Diversity of URBAN AREA

5 • Efficiency with minimal harm

• Re-use resources

• Keep on keepin' on

• Sustainability needs to be learned (Education)

• Planning for the future.

• Durably Desirable

• More community plans

• Wholistic thinking

• Urban Farming

~~Lawns~~

• incentive alt. modes

- Urban Farming
- incentive alt. modes
- open corridors so all cars not routed to Highway 1 + Soquel — ^{MORE} connectivity
- ^{support} more of a grid pattern —
- Cul-de-sacs don't work well
- We need a car thoroughfare in the Toy R Us / Commercial way area, alt. ways to CLare's
- widen roads to make room for bike lanes. Example: Glen Canyon
Cut the brush. Develop the full R.O.W
- consider using current developed road section differently instead of widening
- increase the reg'd sidewalk width for new dev. to greater than 3 feet.
- School busses would be awesome

5 "Most" Important IDEAS

- 1) ~~until~~ ^{existing} problems R solved re: traffic, water resource
no more growth
- 2) maintain low density areas
increase densities w/in urban area
- 3) if u R going to increase density
u need to design safe alt. transpor.
park n ride
- 4) provide diverse services w/in
the neighborhood
- 5) preserve open space
- 6) protect property rights
- 7) Maintain what we have
improve / renovate & redevelop
what exists = businesses & transport
infrastructure
- 8) measure current ~~emissions~~ ^{carbon footprint} to make sure plan
has measurable results

Safer Traffic

- Density
- Mixed use
- Improve infrastructure to accommodate alt. modes of Transport
- lack of E-W arterials
- Highway 7 + Soquel corridor impacted now - what will result from increased density?
 - Widen the freeway
 - COMBO + ped ways crossing highway

- protect environmental resources
- adding density in the existing urban areas and some mixed use along transit corridor
- develop local village shopping
- resources where children can play
- preserve existing urban and rural neighborhoods
- maximize use of rail line
- bicycle lanes
- being open to other perspectives
- maximize Monterey sanctuary

- density that is quality living

#2 WAYS TO BECOME SUSTAINABLE

- school bussing and staggered start times
- neighborhoods that are sustainable
- not excessive density
- provide jobs for greater economic stability

#3 FIVE IDEAS

- Mixed use and higher density

- neighborhood services/uses

- ^{including} transit - bus, rail,
alternative modes of transportation
(to access
library → park → school → retail)

→ continuous paths/sidewalks/etc.

that are safe away from roads/
separate green ways ~~bikes~~

- pedestrian ^{bike} friendly streets, lights,
crossings with

- healthy economic growth

- preservation of open space and community/people spaces that are attractively designed

#1 SUSTAINABILITY

- protecting environment for future generations and creating a healthy safe community
- preserve access to open spaces
- preservation of habitats for plants and animals
- acquisition of open space
- healthy economic growth including mixed use development
- serving the needs of diverse lifestyles/families
- more transportation choices
multi modes

5 KEY PRIORITIES IN Community sustainability w/ in TC Plan area

- acquisition & pres of native plant & animal habitat
- Mixed use ↑ density
convenience
- SCHOOL BUSES -
- Frequent cheap (public) trans
- optimize existing uses
 - pedestrian infrastructure
 - neighborhoods w/ diverse resources
- LOCALIZED LIFESTYLE AVAILABLE
- LEARN FROM ISSUES WE FACE FROM
past planning efforts
- Infrastructure for bikes, pedestrians
 - Safe, encouraging

Limit BARRIERS IN TRANS CYNOS

- HIGH IMPACTS - low effort/resource solutions

- Bike lanes cleared of debris

- SAFE TRASP

MAJOR ROUTES

- AFFORDABLE

- ~~PLAN~~ PLAN ON GROWTH
integrate w/ sus effort

Recreation & ~~ecology~~ ~~ecology~~
natural areas / open

basic resource limitations w/ ↑ pop ^{space}

ZERO GROWTH - planned growth
population & infrastructure / development

inevitable growth

DEMOGRAPHICS

- WORKFORCE commute

HWY 1 widening (pro)

- ~~SPRINKLE~~ TRAFFICS

SCHEDULING PUBLIC trans

to accomodate compatibility

County ^{- school buses} coop w/ school district

RIGHTS OF PROPERTY OWNERS

- USE

LOCAL vs. outside interest

QUESTION 2

BAE
County economist for plan
evaluation

- info online

MIXED USE - Zoning diversity

what is more sustainable

- ARE WE SUS YET?

COUNTY vs individuals

through collaboration w/ TC

water, industrial's

open space - native habitats

- environmental & personal

Urban growth boundaries

DEVELOPMENT

- low income
- Replenishing RESOURCES

EMOTIONAL SVS

- expense of necessary habits
- traffic

CONTINUITY & interconnection

BIG city trans vs. Suburban?

- integrating systems
- diversity in areas
- ONE trip

SUST. what we have or...

ALL LIFE - expand from personal interest

SUBDIVISIONS vs. DENSITY

ABU's above garages

NATURAL QUALITY OF COMM.

URBAN OR RURAL devel

SUSTAINABILITY

- ENV, ECON & EQUITY

equal opportunity throughout
community

- income discrepancy
- trans avail

Park & Ride - Mt. commute

smaller scale public trans

Living & working areas
diversify use

AGENDA 21

* Sustain human Rights

- input hierarchy

- ~~of~~ less conventional solutions

WATER → over population / development

- RESOURCE AVAIL

A P P E N D I X B

INDEX CARDS OF BEST IDEAS FOR
SUSTAINABILITY

.....

MIXED USE & MIXED INCOME NEIGHBORHOODS

Create MIXED USE DEVELOPMENTS
AROUND NEIGHBORHOOD
NODES

★ MIXED USE CLUSTER

● WALKABLE COMMUNIT

● Comprehensive Planning.

Diversity

Density

MIXED USE AND HIGHER
DENSITY DEVELOPMENTS

MIXED USE - housing, commercial
services, food
HIGH DENSITY
↳ convenience

★ URBAN BOUNDARY
ON EXPANSION.

FULLY PROTECT

OPEN SPACE

NO MORE BOX STORES

NEIGHBORHOOD SERVING
USES TO ~~KEEP DOWN~~ REDUCE
VEHICLES ON THE ROAD

Provide diverse
services w/in the
neighborhoods

High diversity and
density in clusters
along the corridor
include employment,
housing, retail + service

Preserve Personal
Property Rights in
any plan.

Until existing problems
are solved re. traffic, the
resources

- No more growth

Maintain what we
have
improve/renovate
what exists
i.e., businesses +
transportation

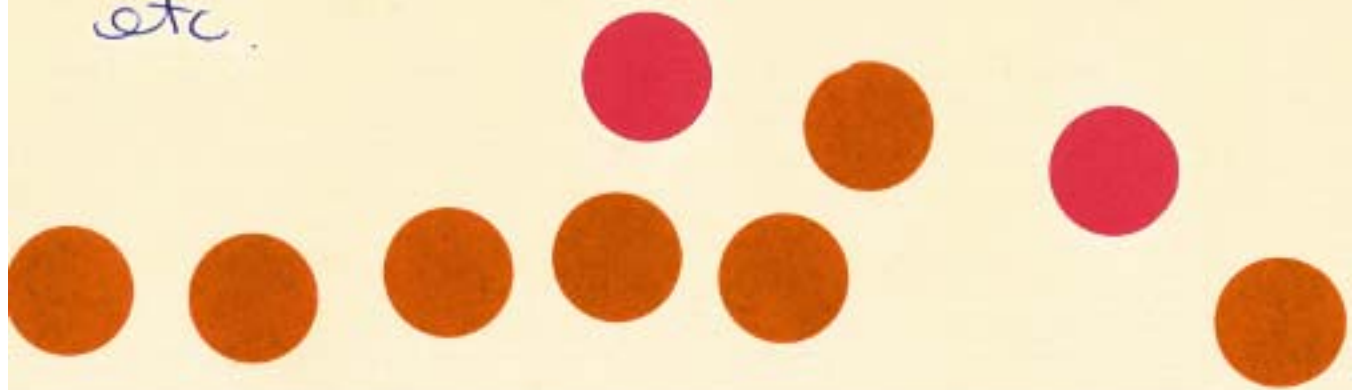
SHIFT THE MINDSET FROM
NIMBYism and EXCLUSIVITY
TO INCLUSIVITY

#4
COMMUNITY INVOLVEMENT
IN SUSTAINABLE GROWTH
ISSUES

Socio-Economic Diversity
& support through planning
& implementation

Better and safer
interconnections
between transit options
walking and biking.


PEDESTRIAN / BIKE FRIENDLY
STREETS, TRAFFIC SIGNALS,
LIGHTS, CROSSINGS WITH
CONTINUOUS PATHS, SIDEWALKS,
etc.





* FUND INFRASTRUCTURE
FOR BICYCLES, PEDESTRIAN
BUS SERVICE & ALTERNATE
TRANSPORTATION.



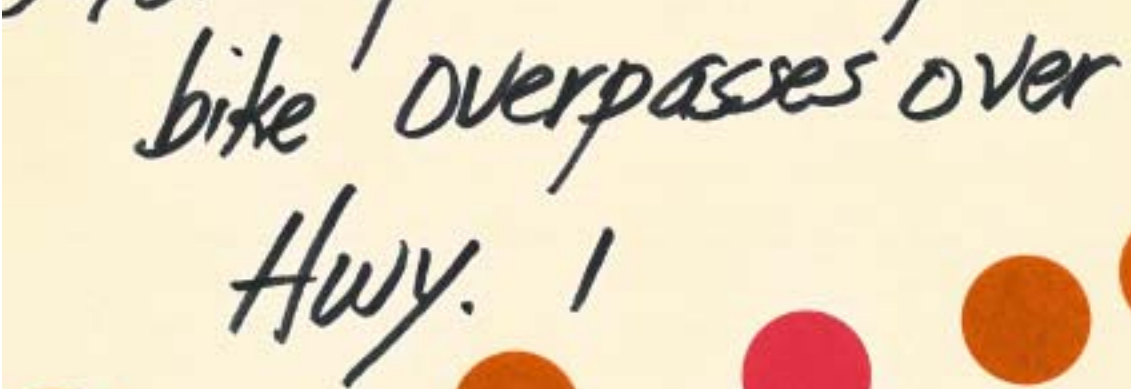
ALTERNATE MODES OF
TRANSPORTATION INCLUDING
TRANSIT, BUS, RAIL




#1
SAFE
BIKE/PEDESTRIAN PATHS
RAIL TRAIL INFRASTRUCTURE



More pedestrian/
bike overpasses over
Hwy. 1

A series of seven circular dots in orange and pink colors arranged in a slightly curved line across the bottom right of the first note.

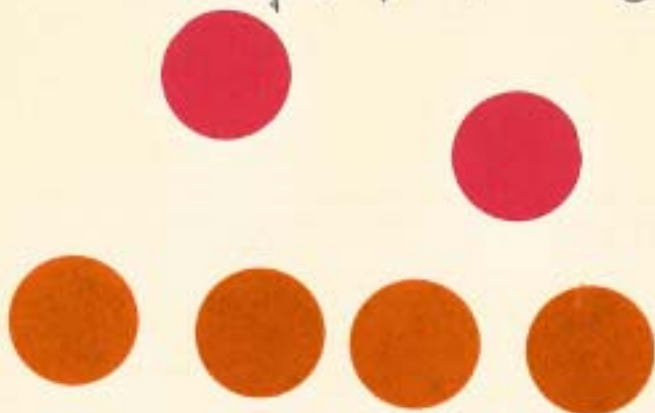
Downsize the buses
(Electric buses?)

A single orange circular dot located at the end of the second note.

Improve transportation safety patterns

- Improved bike facilities

★ CARBON FOOTPRINT
TAX w/ CREDITS
DEBITS



The diagram consists of six colored circles arranged in two rows. The top row has two red circles, and the bottom row has four orange circles. The red circles are positioned under the word 'TAX' and the word 'CREDITS'. The orange circles are positioned under the word 'DEBITS'.

★ HAVE BUILDING
POLICY SUPPORT
BUILDING "GREEN"

* INCENTIVES FOR GREEN
BUILDING & ALTERNATIVE
ENERGY (WATER CATCHMENT ETC.)

Preserve open
space

PRESERVATION

↳ acquisition
of natural/native habitats

Preserve quality of
the natural environment

ASSURE PLENTY OF

WATER

PRESERVATION OF OPEN SPACE
AND COMMUNITY / PEOPLE SPACES
THAT ARE ATTRACTIVELY
DESIGNED