



Visioning Workshop – November 7, 2012

Workshop Summary

On November 7, 2012 approximately 40 Santa Cruz County community members participated in the third of the first round of public workshops (the first workshop was on October 13 and second workshop was on October 18) 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 two workshops, 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 from 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 among the participants to present and lead three discussion sessions, guided by a set of questions. After each discussion session, groups rotated to different tables while the host remained to lead the next discussion with a new group. In this format, participants were able to interact and formulate ideas together, 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 are listed 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 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 could 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 local jobs.

Many participants felt a central pillar to sustainability related to the supply of local jobs. They felt that a strong local employment pool would greatly reduce need for travel far from home to work. Additionally, this would strengthen the local economy base and bring investments to the county, providing revenue for needed services.

Improve transit opportunities for travelling 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 existing 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. Furthermore, many groups want to explore the idea of rideshares or carpooling between major employment and education centers and neighborhoods.

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 barrier cited by many in discussing the difficulty of getting around the county by foot or bicycle. Additional improvement ideas include separating bike paths from roads and adding more bridges over the highway and creeks.

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 was important for the county. The majority of participants felt that dense, mixed-use development can support transit and reduce 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. Relating to social equity, mixed-income housing was explored by a few groups.

The preservation of open space and natural resources is a critical aspect of the county's future livability.

There was great sentiment amongst participants that Santa Cruz County has a 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 are a large driver of the tourism economy. Additionally, many participants saw the county's bounty of natural resources – plant and animal species and water – as a key to the preservation of the environment for future generations. A number of participants stated a desire to stop aquifer overdraft and conserve water supply.

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 of bicycle- and pedestrian-friendly environments. Others felt a personal inclination to use other forms of transportation for convenience and health reasons.

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. Increase transit opportunities between major destinations and communities to give greater accessibility not based on single person vehicles.
2. Create mixed-use development (residential and office) at transit-supportive densities and locations.
3. Accommodate bicycles and pedestrians along major corridors.
4. Enhance bicycle and pedestrian connectivity throughout the county
5. Preserve existing, and create new, access to open space and natural resource areas.
6. Create a steady supply of local jobs and a strong employment center close to housing
7. Create a diverse array of land uses in proximity in each neighborhood
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

Sustainability:

1. Make things work without waste
 - encourage bike lanes that work
 - times of the week for commute lanes (bikes)
2. Living in balance with environment
 - Public Transportation + walking
 - Local jobs return to Santa Cruz
 - Living + work space together

3. Stop growth in Santa Cruz

- reduce road congestion
- reduce need for schools
- because Santa Cruz geography limits

• No Future Need for Planning

i.e. Equix
Criteria

4. Reduce + Abusive
Enforcements by SC

Dept +
[abuse]!

Planning Dept +

- A system that perpetuates indefinitely and is monitored and flexible.
- Cars getting better mileage
- Solar energy
- Change PGE policy on energy purchases

1. more local jobs

2 green jobs - bldgs LEED certified

#2 products of jobs = organic,
recyclable packaging (if any)
rooftops - solar, coolroofs, gardens
↳ consider historic values
preserve small town feel

{ more resources + jobs in education -
such as school nurses, + librarians
{ more supportive adults for kids

reserve space on every block as
open space in case food growing is needed

Seasonal festivals, town hall meetings
in public greens farmers mkt, disaster
neighborhood local services supplies

stay out of hazard areas like floodplains

priority - design better access
options. Access must be considered
the b-4 bldgs designed or built.
traffic infra. to precede development

local gas tax to fund ^{transp.} ~~traffic~~
infrastructure improv. 1-5\$/gal.
(mass-rail, bus, van) A
vouchers for poor

bus vouchers

don't add more local govt debt.

e-devices in every car to track
mileage to charge per distance traveled.

#2 Safety in design for bike
+ motorbike (pathways)

OLD SJ RD - SOQUEL creek emerg.
supplies - need a place.

any group process must be
transparent

consider traffic if considering
density.

freeze new housing, don't fill vacant
housing, reduce the population

improve older homes, add to them,
make it easier to get a permit to do that

incentivize energy efficiency
by not requiring a permit

Walk bridge over OLD SJ to access
high school

Q. #3

- ① * rail trail - train
- ② * cottage industries - telecommuting
- ③ * sharing resources - rides
- yard equip
- internet
- * pedestrian overpasses - Hwy 1
- creeks
- ④ * mixed use - residential
with
⑤ local businesses, etc. Nisene to beach
- * promote/support local business
- * promote walking/biking
by maintaining sidewalks

first Group

6 people live in study area

- 1) something green
- 2) Mass Transit
Compostable toilets / photo voltaic
- 3) Holding (capacity) -
- Depends on choices
- 4) Equity
How to Arrive at consensus
of what sustainability is.
- 5) Jobs — Economy
Must accommodate & encourage/support
for a sustainable community
- 6) Jobs - ~~high~~ most critical &
fundamental pillar of
Sustainability

#2

- 1) Respect & dignity of the land & people
- 2) Efficient transport of goods & people
American made - as local as possible
- 3) Jobs & employment - ~~X~~ Local
cottage & home industry
 - Policies to encourage & promote
 - Expedite process
 - Home work - telecommute
- 4) Encourage sharing of
resources - trucks - lawn mowers -
Everything
- 5) Bicycle - encourage
 - more bike lanes
 - Encourage bike shops -
- 6)

#2

#2 continued

- 1) High density Housing
can encourage sustainability by
reducing miles traveled / encouraging
alternative transportation

* Not appropriate in all locations

- 2) Environment may ^{be} enhanced by
High density housing, Jobs/Economy, better mass
transportation

- 3) Eliminate/reduce herbicides & pesticides

- 4) Citizens need to be proactive
to make government proactive
to encourage sustainability

Table 3 - Q1

- + Accessible ^{transportation + infrastructure} to ~~the~~ people w/ disabilities, limited income
- + Diversity of land use; preserve open space while ~~there~~ increasing density in a few targeted areas
- + encourage development of Commons - Shared community spaces.
- + Zoning changes should be flexible + ~~to~~ accommodate ~~these~~
- + Beautiful, design^{ing}, landscaping
- + Separated bike paths + cycle tracks
- + More ~~the~~ crossings + bridges of highways + creeks

Table 3 - Q1

- + Desirable place to ~~live~~ live, work, play for me + future generations.
- + Perpetual + lasting
- + Adaptable plan that responds to changing conditions while maintaining sustainability.
- + Stop aquifer overdraft, conserve H_2O , recharge supply
- + Low density
- + Walkable + bikeable
- + ~~Work~~ work, shopping, ~~housing~~ recreation are all w/in ~~close proximity~~ walking + biking distance + accessible by public transportation
- + provide connections between centers of transportation + destinations

Table 3 - Q2

- + Trains for transportation + recreation
- + Workshops + education for sustainable landscaping, bioswales, catchment ~~and~~ + greywater systems. Rebates + incentives
- + Require ecological construction, energy efficient, solar, water conservation + runoff mgmt.
- + More local ^{skilled} jobs so people don't need to drive to work, that provide at least a wage where they can afford to live where they work.
- + Provide high-speed Internet access to support job creation in technology + communications
- + Safety + infrastructure to encourage walking + biking
- + Increase public transit service + frequency

+ provide affordable, right-sized ~~housing~~ diverse housing supply

Q #1 - SUSTAINABILITY

FEAR OF SUSTAINABLE MODEL / IDEAL
NOT BEING REALISTIC WITH ACTUAL OUTCOME

Need transp. system less
vehicle-based: rail, bike, walk
Bustos - MORE WALK / BIKE FRIENDLY
Bus infrequent - PORTLAND AS MODEL

- CONCERN FOR SAFETY OF BICYCLE USE ESP. KIDS + IN PLACES WHERE IT WAS NOT PLANNED FOR (EX. SQUEL DR.)
- FEAR OF HI-DENSITY (4 STORY)
- SOLUTIONS MUST BE REAL WORLD
- MUST BE PLANNED CORRECTLY

IDEAS

IDEAS

DEVELOPMENTS SHOULD BE REQUIRED
TO DEDICATE SPACE FOR BIKES/PEDS.

DON'T ALLOW DEVELOPERS TO USE
CURRENT SOQUEL DR. TO MEET
NEW HI-DENSITY NEEDS.

(NEW DEVELOPMENT ACROSS
FROM N.BAY FORD)

CHANTICLEER OVERPASS OVER HWY 1?
FOR BIKES/PEDESTRIANS

EFFICIENCY OF TRANSIT

- DAILY USE OF BUSES/FUEL, ETC.
WITH LOW RIDERSHIP
- RE-EVALUATE HOME/SCHOOL
TRANSIT FOR STUDENTS (K-12)
 - FUNDING SOURCE?
 - RIDESHARE
 - ~~ARE~~ PUBLIC TRANSPORTATION
OR SAFE WALK/BIKE ROUTES AVAILABLE?
- WHAT IS BENCHMARK USER FOR
BIKE/WALK ROUTES (ELDERLY/KIDS?)
- ARE CURRENT DEVELOPMENT MODELS
(i.e. stadium) CONSISTENT W/ SUSTAINABILITY
- WATER USE/SUPPLY ISSUES
 - IMPACT MUST BE CONSIDERED
 - LIVE/WORK CHOICES - ENCOURAGE
LESS COMMUTING

SAFETY/ACCESS ISSUES

- NO SIDEWALKS
- ON STREET PARKING
- TRAFFIC SPEED
- LACK OF STREET SWEEPING + MAINTENANCE EVEN BIKE LANES
- PATCHY BIKE-LANES
- IS "SHARE THE ROAD"

REALISTIC W/ OUR ROAD CONDITIONS

SAFE CROSSWALKS ON CAPITALA
PART. CHANTILLER TO 30TH

ACCESS ISSUES MUST BE PLANNED
AHEAD + BE REALISTIC - CAN
SEQUOIA DR. REALLY BE MADE
BIKE SAFE?

Q - WHAT IS W. BOUNDARY ON SEQUOIA DR
- INTERSECTION 20 PARKWAY - DANGEROUS

COUNTY-WIDE

- * CHANGE COUNTY-WIDE ZONING LAWS
SO MULTIPLE-USE IS ENCOURAGED.
DECREASE NEED TO DRIVE OUT
OF COMMUNITY FOR NEEDS.
 - CAPITOLA VILLAGE NOT AN
EXAMPLE OF THIS.
- SQUEL DR. NOT BECOME ANOTHER
41ST AVE - NO COMMERCIAL SPRAWL.

IDEAS

DEVELOPMENTS SHOULD BE REQUIRED
TO DEDICATE SPACE FOR BIKES/PEDS

DON'T ALLOW DEVELOPERS TO USE
CURRENT SOQUEL DR. TO MEET
NEW HI-DENSITY NEEDS.

(NEW DEVELOPMENT ACROSS
FROM N.BAY FORD)

— CHANTICLEER OVERPASS OVER HWY 1?
FOR BIKES/PEDESTRIANS

- KEEP MONEY LOCAL - TAXES, - NOT SEND TO SAC, D.C. WON'T GET MUCH BACK
- ~~DON'T~~ PAY AS YOU GO - DON'T BUILD IF YOU CAN'T AFFORD - STAY W/IN MEANS
- NOT INTERESTED IN HAVING SC GROW - LIMITING POPULATION IS ONE SUSTAINABILITY MODEL
- BETTER / MORE EFFICIENT TRANSPORT. REQUIRES HIGHER DENSITY
- SMALLER BUSES FOR LOCAL ROUTES
- JOB GROWTH BEFORE HOUSING GROWTH

- IDEAS TO MAKE US MORE SUST.

- COMMUNITY GARDENS @ EVERY APT. COMPLEX

- PROMOTE IDEALS THAT EVENTS PROPOSE FOR ATTENDANCE (RIDE SHARE, BIKE, ETC.) - MORE EFFICIENT USE OF EXISTING RESOURCES BY SHARING

- EXPAND RIDE-SHARE PROGRAM

- ONLINE / FOR EVENTS -
COMMUNITY MEETINGS, ETC.

- OFTEN LITTLE ADOPTION OF PLANNED PROGRAMS (ie rideshare)

- HOW TO GET INCREASED USE OF OPTIONS ALREADY AVAILABLE

- EVALUATION OF OUR TRANSIT SYSTEM. (USAGE/ROUTES/VEHICLES)

Q. 1:

1. What does "sustainability" mean?

- Sust: = healthy environment & foundational to the process @ #1!

Notes: 1

- Sust: = Good intentions, stewardship & that our county process is more "outside" than from "within". We need to address:

- destruction of private property *
- limited ability to circulate within & from outside the community
- loss of movement
- control of human activity

Sust: = transportation which connects us (a touch of "romance")

i.e. The  Train!!

Sust: Do we have agreements to lifestyle & economy prepared which are not dependent on fossil fuels?

Do we agree that:

- We're still dependent on fossil fuels
- What are our alternatives?
- Do we have functional alternatives?

Question 2

1. Bike path along rail line → safer bikes
2. Spokes out to different areas
3. Usable train service
4. Do not send large amounts of money to the state and get little back. Tax stays here. Sustain ourselves 1st, Locally owned business.
5. Stewardship.
6. Sustainable bus service. Crowded buses - get another bus.
7. Coordinate consolidate shuttle, buses, etc

- Walkable bikeable trails.
- 4th ave ~~bike~~ road - upper extension
- 0. Independent business-support
near neighborhoods
- 1. Provide pedestrian access from
Sequel Dr. near Robertson/Wharf Rd
so can walk to Anna Jean Cummings Park

2/ Concern about "outsiders"
too much influence over what happens;
w/ longer-term residents

DO UNTO OTHERS
AS YOU WOULD HAVE
OTHERS DO UNTO
YOU

PROTECT
PROPERTY
OWNERSHIP
RIGHTS

SMALL
TRAIN
NETWORKS
CONNECTING
VILLAGES
TRAM - U119

REXHAM COUNTY
P.O.W. FOR
PUBLIC

GRAN CAN
OWN BUS

HOME
GARDENS
ORGANIC
FARMS

RESPECT
FOR
EACH OTHER
AND THE
ENVIRONMENT

SEPARATED
TRANSPORTATION
NETWORKS

SAFE / COMPLETE
PEDESTRIAN
ORIENTED
NETWORK

FRIENDLY / SAFE
BIKING
NETWORKS

RESPECT
ENVIRONMENT
SO
ALL TRANSPORTATION
MODES
ARE
SUPPORTED

SAFELY CONSIDERATION
FOR ALL
MODES OF
TRANSPORTATION

Q2

- CONCENTRATION OF:

MIXED-USE, SERVICES

- PROVIDE OPPORTUNITIES FOR SUSTAINABLE TRANSPORTATION OPTIONS FOR ALL
- GET MORE PEOPLE TO USE PUBLIC TRANSPORTATION
- MORE EFFICIENT ^{AS} SERVICE RATES - ^{smaller} / SHUTTLE CONNECTIONS TO MAIN BRANCH LINES
- 3RD LANE ON HWY 1 TO ~~WATSONVILLE~~ WATSONVILLE
- BETTER TRANSPORTATION - LESS DENSITY
- RE-ESTABLISH SCHOOL BUS SYSTEM
- INCREASE COST OF CAR TRANSPORTATION
- ENCOURAGE MORE CARPOOLING
- CHANGE PARKING SPACE REQUIREMENTS - LOWER
- PUT HOUSING WHERE PEOPLE WORK
- ADD GOOD THINGS RATHER THAN TAKE RIGHTS AWAY
- GREY WATER RE-USE - WATER SUSTAINABILITY
- STORE MORE WATER

CONNECTED NETWORK OF SAFE CORRIDORS FOR BIKES + PEDS

LEGISLATIVE ENERGY/WATER OPTIONS INNOVATION

- SOCIO-ECONOMIC EQUITY OF
TRANSPORTATION OPTIONS
POSITIVE INCENTIVES FOR SUSTAINABLE
TRANSPORTATION

LIVE - WORK - PLAY IN 1 LOCATION
WALKABLE / BIKEABLE

MAJOR EMPLOYERS PROVIDE PUBLIC
TRANSPORTATION CREDITS

RE-ESTABLISH SCHOOL BUS SYSTEM
VIA EXISTING BUSES OR OTHER

MIXED-USE ZONING -
SERVICES SUCH AS MEDICAL

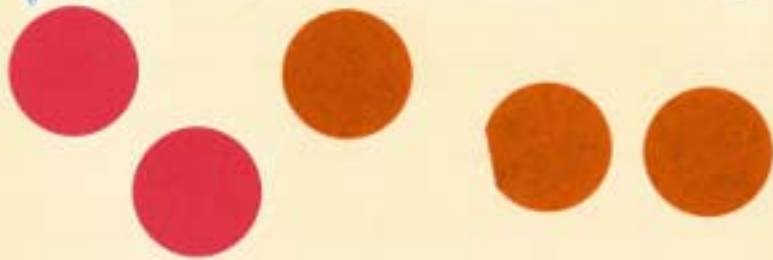
~~415th Ave~~ EXPANSION / BI PASS CARS
CAR-FREE ZONES AROUND
DOWNTOWN

A P P E N D I X B

INDEX CARDS OF BEST IDEAS FOR
SUSTAINABILITY


.....

JOB GROWTH
CONSISTENT w/
HOUSING GROWTH



Cottage
Industries





CONNECTED NEI-
WORK OF SAFE
CORRIDORS FOR BIKE
AND PEDS

t. Public transportation
for schools.



D Deenpharine Can
provide alternative
- close some ~~conf~~ ^{road} roads
- Gas tax to fund
transpiration

Promote
walking & biking
- maintain/beautify
side walks
- pedestrian overpass
- etc

Rail Trail

- passenger rail
- pedestrian/bike trail

Prioritize funding toward ^{more} ecological
+ sustainable modes of transportation
Efficient buses, trains, microbuses, sidewalk
bikeways.

Promote, educate, + build ~~infrastructure~~
infrastructure for safety of
pedestrians, bicyclists, + motorists,
~~to encourage choices~~

SOCIO-ECONOMIC EQUITY
OF TRANSPORTATION
positive incentives rather
than punitive
re-establishing school
bus system
employers to provide
public transportation credit

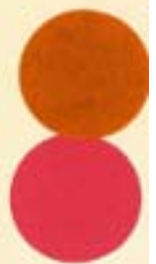
Car-free ●
Zones around
downtown
Centers ●

HI-DENSITY DEVELOPMENTS SHOULD BE
REQUIRED TO DEDICATE
BIKE/WALK SPACE/
● CORRIDORS ●

2) Bike sharing Network


Sharing of
resources

Within neighborhoods





Support more common areas + open spaces
~~other~~ for community activities.

Farmers Markets, Parks, Community Gardens
+ sharing of resources



3. No prohibition of human
access to nature. No
closure of road.



Conserve water, recharge aquifers,
offer incentives + rebates to conserve H₂O
water catchment systems, ~~the~~
~~that~~ Require future development to
consider + plan for our limited water
resources.

INNOVATIVE LEGISLATION

- grey - sewer treatment
water
- ELECTRIC - Photovoltaic
- Storm water

⑤ More Efficient water use
Incentive for water & all
resource efficient use

- Gov. to be proactive in promotion
of efficient use of resources

~~2. N~~
Collection + storage
of water.

④ Housing located near
services & transportation

- More dense housing
- Variety of housing price levels
at locations served by alternative
transportation: bikes, bus, walking

○ **Balanced Development that**
Development that
prioritizes local
needs while stimulating
economy
— retail groceries in
neighborhood mixed
uses/zoning

Mixed

use: residential
w/
business



MIXED USE ZONING



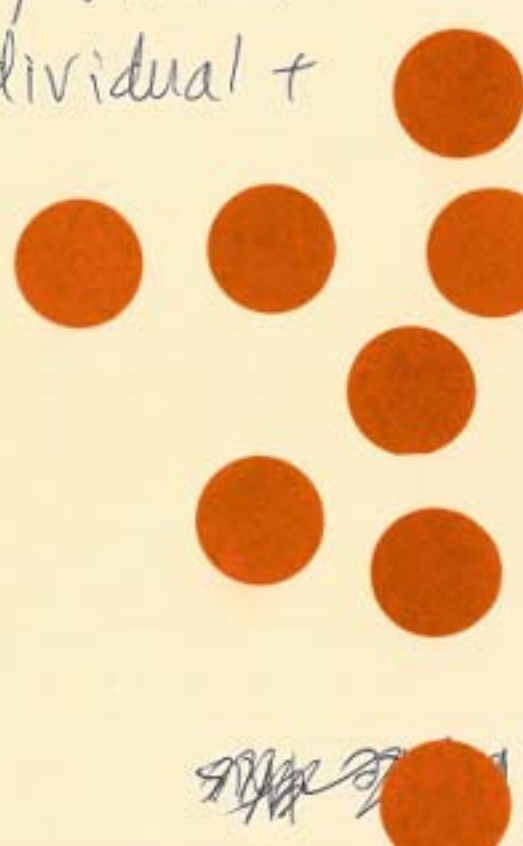
to create a live-work
play space (w/ services
such as medical)



ENCOURAGE MULTI-
USE ZONING IN
COMMUNITIES - THIS
ENCOURAGES SMALL
BUSINESS + DECREASES ^{DRIVE} DM

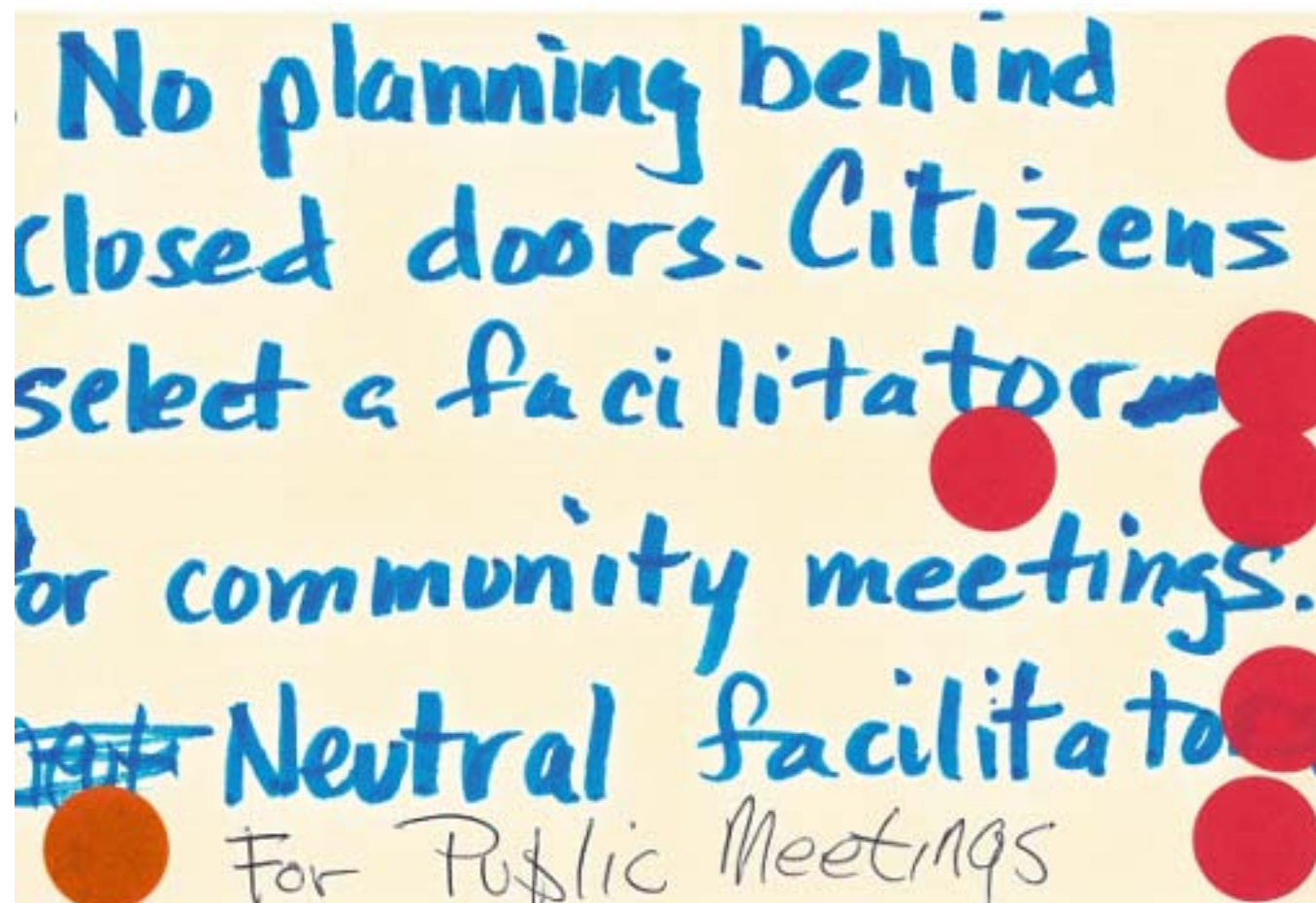
3. STOP ALL GROWTH
in Santa Cruz County
Housing, office space,
Rd, Commercial.
This is Environmental
Ethics practiced, + Fair
Equitable + Good Example

Implement our community vision
while respecting our individual +
property rights.

A cluster of approximately 10 solid orange circles of varying sizes, arranged in a loose, organic pattern on the right side of the page.

Handwritten signature

No planning behind
closed doors. Citizens
select a facilitator
for community meetings.
~~Not~~ Neutral facilitator
For Public Meetings

A series of solid red and orange circles of varying sizes, arranged in a vertical column on the right side of the page, partially overlapping the text.

5. Local control of
govt. Do not permit
state + federal fund
ins dictate local pol