



## ***Visioning Workshop – November 15, 2012***

### ***Workshop Summary***

On November 15, 2012, about 15 Santa Cruz County community members participated in a meeting at the Zayante Fire House. The format of this workshop was the same as the previous workshops in this series, 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, the Planning Director and County staff 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.

At this meeting there was also discussion about how the overall Plan relates to non-urban areas and to the San Lorenzo Valley in particular. The Planning Director explained that the Plan will affect the County as a whole, and that all residents should have the opportunity to weigh in with their perspective on sustainability, as well as on the types of transportation, housing and land use options that should be available, and on design in the community.

The second part of the workshop consisted of a "World Café" small group discussion, where participants formed three small groups to talk about sustainability in Santa Cruz County. The participants took notes as they discussed each of three questions designed to focus the discussion on sustainability. 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 were available to answer questions and assist where needed, without guiding the conversations. The discussion questions 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 the group of participants moved from one question to the next, they were asked to move from table to table, creating a new mix of participants at each table for each question. Each group was able to use the notes and ideas from the prior question as a reference to spur the next discussion and create the greatest cross-over of ideas and suggestions. Photographs of the notes from discussion questions 1 and 2 can be found in Appendix A.

For Question 3, the group wrote down several top 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, or felt were most important. Photographs of the index cards with adhesive dots can be found in Appendix B.

## ***2. Common Themes in Response to Questions 1 and 2***

During this workshop, respondents focused on a few important topics. There was less diversity of ideas, due to the small size of the group, than there had been at other workshops. The ideas brought up in answer to the first two questions fell primarily into three categories:

### ***Transportation close to housing and places where people congregate***

Similar to other workshops, participants at this meeting were very interested in mass transit solutions to transportation needs. Since this meeting was held in the San Lorenzo Valley, discussions covered the need for transportation linking the villages within the valley, as well as between the Valley and major job centers such as UCSC, Dominican Hospital, and Cabrillo College. Transportation for people without cars, serving areas where people tend to congregate, was an important factor, as was finding locations for park-and-ride facilities in the Valley. Several participants commented that transit is especially sparse in the Valley, as compared with other parts of the County. Pedestrian and bike safety on rural roads was also a prominent topic.

### ***Maintain Valley/Village Character***

The San Lorenzo Valley, and each of the villages, has a unique character that is distinct from the urban areas as well as the rural residential, working, and park lands that surround them. Participants valued the distinction between urban and rural, as well as between town center and outlying areas. There are adopted village plans for Felton, Ben Lomond, and Boulder Creek and many participants were familiar with these plans and hoped to see them be fully implemented over time.

### ***Preserve Natural Resources***

Valley residents were very concerned with addressing the unique environmental characteristics and sensitivities of the areas where they live. The steep slopes, dense forest, reliance on septic systems, and extensive creek and systems present challenges for new development, and contribute to the character of the San Lorenzo Valley. Other areas of concern included water and air quality. Several participants commented about re-using existing buildings and housing stock to meet needs for housing without depleting natural resources.

### ***Highlight Local Businesses***

Participants had several ideas about promoting and supporting local businesses, from where they should be located (along transit lines), to how they should be regulated (keeping chains out), and how they could be encouraged (local currency). Other ideas focused on helping customers access local businesses by providing parking options, safe bike routes into town, and creating well-lit and attractive streetscapes in town centers.

### **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. Encourage rehab of existing structures by easing permit process.
2. Hop-on-and-off trolley's between communities and parks.
3. Finish Pedestrian, mini-bus, and bike plans.
4. Support for local business/artisans. Shop and play locally.
5. Respect limitations of SLV terrain and resources constraints, especially water and sewage disposal.
6. Transportation hubs in outlying communities with lights, parking, lockers restrooms.

#### Appendices

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



*A P P E N D I X A*

SMALL GROUP DISCUSSION  
POSTERS





limited  
water resources  
in relation to  
population

ensuring that water  
resources  
planning =  
decisions ✓

transit

adequate  
multimodal  
transpo  
options

utilize  
mini buses

preserving

✓ support  
pedestrians  
+ cycling

building infill

encourage re-use  
of existing structures  
+ materials ✓

respect for  
SLV resources,  
riparian issues,  
slope of land  
unstable soils

~~to~~

ease permit process  
for existing

adhere to village  
plans

## Question | Table |

- Self sustaining / closed looped county  
i.e. fuel & food & water
- If everyone does it, is it sustainable? Look @ solar, etc.
- Alternative options available.
- Think "out of the box" for transportation. Aerial transportation.  
Trolley (Seasonal)
- Connections between small communities.
- <sup>sv</sup> Maintain forest and natural arterial hwy character.
- Sustain character of valley.  
No chains
- Or organic - Trader Joes O.K. 😊
- Sustain local economy w/ diverse retail + services.



#2

TABLE 1

- more community gardens
- Buy local
- Better prices for food / goods
- Jobs closer to ~~stop~~ housing
- Better visibility / marketing of local businesses for commuters
- More / continued meetings w / community members
- safer ped / bike transit for unincorporated areas
- more park / ride / zipcar stations in proximity to main business bike routes
- better lit walk ways
- Local business incubators
- Schools implement / educate sustainable practices
-

## TABLE 2

#1

- Using the resources that we have + maintain not exhausting them - expand, or depleting.
- We All have a equal share in the Common Wealth.  
Sustain
- CONNECTIONS between SLV  
TOWNSHIPS WALKING PATHS  
BIKING PATHS
- Trolley to connect TOWNS

Table 2

Table 2

#2

- Encouraging more MASS TRANSIT for high concentration of jobs e.g. Cabrillo or UCSF
- EXPAND TRANSIT TO HOUSING AREAS
- Build Affordable Housing Along TRANSIT STOPS
- Build ped paths along Highway 9 - ~~Jayante~~ - to Scotts Valley
- Incorporate the established Village plans
- make more "there, there"
- public restrooms needed. <sup>meet that need</sup>
- attend to septic constraints
- connections to bigger transit - <sup>express transit</sup> airport
- revitalize existing housing stock
- encourage infill <sup>no penalty (taxes, permits)</sup>
- make it easier, <sup>cheaper</sup> to fix up homes

2 con't.

- solve lack of parking in villages
- shared resources - restrooms to serve >1 bldg
  - parking facilities by transit to serve businesses downtown
- transit to Lompico / Zayante / S. Felton
- homeless issues have hampered supply of restrooms
- lack of <sup>transit</sup> connections hard on "homeless" to meet needs
- resources ~~right~~ <sup>adjacent to</sup> by the need:
  - transit by airport
  - services near places people congregate who don't have cars
- expand bike racks on buses program
- bike safety on 9, Mt. Hermon, + Gr. Hill
- use the rail to help bike transport.
-

Question #1  
Keeps on going

TABLE #3

Everybody seat  
at table =  
equity

pay to play

recycling

Maintaining government  
protecting unalienable rights

Property rights

fair zoning

investing for best return

investing in future

long term planning

Preserving natural resources

Vibrant town cores

Sustainability = mobility

Valley

Carrying capacity

Water limits  
+ abundance

air quality

enough bus

align business  
w/ transit

Live Oak  $\neq$  SLU

Question #2 Table 3

bike paths

balance nature + development

Valley

Park trolleys (Yosemite)

local food production

locally focused transpo

increased mobility for all types of user

expand local banking

local energy sources

bio desal

Stop growth

local conservation

improve media communication

Match growth to resources + (water + roads) infrastructure

Support tourism

Increase Wi-Fi

bringing in more capital

increase renewable resources ~ Solar

increase recreation + lodging

issue local currency

become magnet for eco tourism

Keep + promote local color

adequate parking for business + tourists

explore successful tourist locations (Monterey #2B)

Using what we have without exhausting (parks, water, businesses)

bicycle corridors

safe transit

locations  
(Monterey #28)

(parks, water,  
businesses)

bicycle corridors

Q2 T3 cont.

Safe transit

from community to community

respect for diverse opinions

working locally

local jobs

electric charging stations  
for cars

bike lockers





*A P P E N D I X B*

INDEX CARDS OF BEST IDEAS FOR  
SUSTAINABILITY





More frequent open community  
forums / discussions ●

Honor  
village plans

Encourage rehab  
of existing structures  
by easing permit  
process

Support for local  
economy - businesses - artisans  
Shop / Play locally  
~~Market for~~


Revitalize Local  
Business + Existing  
housing.

(Revise permit Ops.)


2025/2026

Use more renewable  
sources - Solar -  
Water etc. ●

Increase County Wide  
food, water + other Natural  
resource use. + Local  
BANKING.



Ensure planning  
decisions + discussions  
based on water  
resources



Respect limitations  
of SLV terrains  
+ resources

Improve safety of  
TRANSPORTATION Corridors  
for Bikes, WALKING + ~~Expand~~  
~~Expand~~ Create ALTERNATE  
Corridors.

requirements for urban transportation

Safer, well lit  
ped ways / bike ways



Transportation  
hubs in outlying  
communities w/ lights  
parking, lockers,  
restrooms





Expand  
multi modal  
transpo options  
to underserved areas

Hop ON + off Trolly's  
Between Community +  
Parks

Finish

• pedestrian,

• and

• bicycle plans

• mini bus

Employment &

Housing closer together

Low-impact, affordable housing