



Visioning Workshop – November 1, 2012

Workshop Summary

On November 1, 2012 approximately 22 Santa Cruz County community members participated in a meeting held at Santa Cruz Gardens Elementary School. The format of this workshop was the same as the previous workshops in this series. The purpose of the workshop was to provide community members with background information on 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. After an introduction by Supervisor Leopold, 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 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 formed groups of 5-7 people 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 each 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 groups wrote down their 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

Conserve natural resources, especially water.

Many participants felt that adequate water supply for current and future generations and for protection of the environment was a crucial component of sustainable development for Santa Cruz County. Participants discussed ideas for ensuring an adequate supply of water, including water conservation, low water-use landscaping, promoting the reuse of gray water, not allowing any increase in overall water usage, and developing new water supplies.

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

Many participants cited the lack of efficient and convenient transit services as a key barrier to using public transportation as an alternative method of traveling. Participants expressed a great desire to see improved bus service that connects neighborhood centers, employment centers, and other key areas of everyday life. Several participants suggested that smaller and more frequent buses would better serve the needs of residents. In particular, an improved transit system and better street connectivity was seen by many as the best option for reducing car trips for the Santa Cruz Gardens neighborhood, which has steep topography and is a distance from town.

Promote economic development, focus on job creation.

The creation of well-paying jobs as an important component of a sustainable future was a major theme. Ideas included job training in partnership with UCSC and Cabrillo, developing environmentally-friendly jobs and sustainable medical facilities, and improving tourism-based industries. Another idea supported by many participants was encouraging development such as manufacturing that creates tax revenue to support the community.

Improve safety for pedestrians and bicyclists throughout the County.

Improved safety for bicyclists and pedestrians was cited by several participants as important to promoting walking and biking as reasonable transportation options for more county residents.

Promote mixed-use development as a means to reduce automobile dependency and create a more livable community in Santa Cruz County.

Many participants recommended mixed-use development as a way to support transit and reduce automobile use and trip distance. They also felt that mixed-use communities create a livelier, walkable street life where people would feel comfortable and safe. Several participants noted that more shops providing everyday needs located near work places, and more smaller-scale commercial retail and service centers, especially in conjunction with the development of new housing, would help to reduce automobile use. Participants also noted the importance of parks and open spaces within neighborhoods.

Learn from other communities.

A popular idea at this workshop was to learn from other communities that have successfully developed and implemented sustainable development policies and programs, such as the City of Portland, Oregon.

3. Best ideas 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 transportation, economy and job creation, mixed land use and sustainable water supply. The following list summarizes the most common ideas provided in response to Question 3.

1. Improve water conservation, with new development being sustainable in terms of water usage. Promote use of gray water. Consider development of new water resources.
2. Improve the efficiency and convenience of public transit, including smaller more frequent buses, improving bus service and connectivity, and improving accessibility to basic needs.
3. Learn from other communities that have successfully developed sustainable policies and programs.
4. Foster job creation, training and development, focusing on well-paying jobs and partnering with vocational programs at UCSC and Cabrillo.
5. Encourage development such as manufacturing that creates tax revenue to support the community.
6. Create mixed-use development, which will help to minimize trip distance.
7. Improve safety for bicyclists and pedestrians.
8. Provide shopping opportunities within walking distance of work places.
9. Develop sustainable medical facilities.
10. Improve tourism-based industries.
11. Develop local green energy sources.

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

Table 1 / Q1

What Does Sustainability Mean

$\times H_2O$ Conservation of Groundwater recharge
S. Cruise WD needs to provide incentives
like SOAUEC & WD.

\times Zero^{Net} ecological impact

+ Encourage + support job creation

+ ~~Reduce zoning~~

+ Change zoning reqmts to accommodate
desirable development

+

Q2 / Table 1 /

- + H_2O Conservation + groundwater recharge
- + More local jobs that encourage people to live near where they work ~~so they~~ and minimize travel distance
- + More shopping for essentials (grocery)
- + Safer bicycle + pedestrian infrastructure ~~to enter~~ will encourage sustainable transportation
- + provide local, convenient, frequent public transit — micro buses
- + Support development of light rail transit
 - + bike + ped trail

#1

Sustainability =

→ • Not damaging what's already here.

• Realistic transportation options
(more/smaller buses?)

- Same issues {
- Fire safety; escape routes
 - Connect Winkle & Benson (connectivity)
 - Improve connectivity for SC Gardens
 - Connect Winkle and/or Mission
- Take water into account in
any new growth planning
 - SC Gardens residents should have
a say in what happens with
Rittenhouse property (traffic issues)

#2

- Water retining or catchment, gray water standards
- Lo. water use landscaping
- Include retail & ^{other} services when building new medical, business, housing developments
- Smaller retail/services centers
- No more overkill on 41st (as in 5 grocery stores within a ^{city} block)

(more/smaller buses?)

same issues

- Fire safety; escape routes
- Connect Winkle & Benson (connectivity)
- Improve connectivity for SG Gardens
- Connect Winkle and/or Mission
- Take water into account in any new growth planning
- SG Gardens residents should have a say in what happens with Rittenhouse property (traffic issues)

- easier to relate to the "environmental aspect"
- maintain good medical facilities
- maintaining hospitals, universities, requires much resources.
- access to medical care
- Education is a priority - TEACH youth to care for the community
- Parents & schools - by the way
- Variety of housing choices

7 Principles - by 10th

- Variety of housing choices
- DENSE housing, business & job opportunities, transit, roads - asks a lot of the environment

- water availability
- consider another reservoir/ENHANCES ENVIRONMENT
- LOCAL GREEN ENERGY PRODUCTION

- CONSERVATION OF WATER USES - RAIN WATER CATCHMENT IN NEW BLDGS, GRAY WATER,

2

- BETTER PUBLIC TRANSPORTATION

- JOB CREATION / WEALTH CREATION

- FRIENDLIER PLANNING REGULATION

SEPARATE CODE ENFORCEMENT FROM PLANNING

MORE COMMUNITY-BASED / NEIGHBORHOOD-BASED
DEVELOPMENT

- SHOPPING CENTERS / GROCERY w/in WALKING DISTANCE

- SHOPPING CENTERS/GROCERY w/in WALKING DISTANCE
- MORE GROWTH-FRIENDLY POLICIES BY COUNTY
- MORE CREATIVE GROWTH. POLICIES
 - PERMISSION FOR ENVIRONMENTALLY-FRIENDLY DEVELOPMENT
- too many obstacles to growth - "permit wise"

~~finer~~ Grained Zoning in rural area

- PLANNING POLICIES THAT COST-LESS WOULD RESULT IN MORE ~~EQUAL~~ EQUITY (shouldn't need to be wealthy to get a permit)
- BUILDING CODES ARE TOO LONG TERM
- should reflect lifespan of a family

1. REVENUE

- BUSINESS GENERATE TAX REVENUE
- ~~MANUFACTURING~~ MANUFACTURING.

2. TRANSPORTATION

- BETTER ACCESS
- RAIL
- SMALLER PUBLIC TRANS / BUSES
- MUNI IS NON-EFFICIENT
- SCHOOL

3. WATER

- CONSERVATION
- DEVELOPMENT OF NEW RESOURCES

4. DEVELOP LOCAL GREEN ENERGY

5. 1

Q2

STOP/CONTROL
GROWING

IMPROVE RETAIL
TO REDUCE
SHIPPING OUT OF
COUNTRY

CONCENTRATE
MEDICAL
SERVICES

LOCAL BUS
ENCOURAGE
MORE
PRIVATE
ENTERPRISES
THAT IS
ENVIRONMENTALLY
SENSITIVE

CONSIDER
WATER SUPPLY/CONSERVATION
OPTIONS

IMPROVE
BUS SERVICE
CONNECTIVITY
+ EFFICIENCY

WHICH
HELPS INCREASE
TAX BASE

SMALLER
BUSES

DIVERSE
LEVELS OF WAGES

ECONOMIC
SUSTAINABILITY

JOB
CREATION

PEDESTRIAN
ORIENTED

INFRASTRUCTURE
CONNECTIVITY BETWEEN
HARBOR & CAPITALA

PROPERTY RIGHTS

SPREAD OUT
RESIDENTIAL
DENSITY ADORIGHT
IN 1 PLACE

REDUCING A
RATE

CONSUMPTION
OF THE UNREPLENISHABLE
RESOURCES

Q1

- IMPROVE BUS SERVICE CONNECTIVITY + EFFICIENCY Q.E
- IMPROVE RURAL ROAD NETWORK
- MIXED-USE DEVELOPMENT
- WATER - SUSTAINABLE DEVELOPMENT - GREEN WATER RESERVE
- BUILDING RAIL/TRANSIT SYSTEM
 - ↓
 - COMMUTER ASSISTANCE - FINANCIAL SUSTAINABLE
- IMPROVE TOURISM BASED INDUSTRY + MAKE IT EASIER TO COME HERE
- IMPROVE ACCESSIBILITY TO SERVICES BY DE-CENTRALIZING ~~THE~~ FOR BASIC NEEDS

A P P E N D I X B

INDEX CARDS OF BEST IDEAS FOR
SUSTAINABILITY

.....

Water Conservation



WATER

- - CONSERVATION
- - AND DEVELOP
- NEW RESOURCES



WATER SUSTAINABLE DEVELOPMENT

GREY H₂O RE-USE



① Adequate water supply, conservation, groundwater recharge, + maintaining a net zero ~~water~~ or reduction of water consumption



① Adequate water supply, conservation
groundwater recharge, + maintaining
a net zero ~~water~~ or reduction
of water consumption

Environmentally
~~Free~~ Friendly
Jobs ● ● ●
MAYBE TO ATTRACT TOURISTS

IMPROVE TOURISM
BASED INDUSTRY
+ MAKE IT
EASIER FOR THEM
TO COME ● ●

1. REVENUE ● ●

- ● ● ● - ENCOURAGE BUSINESSES
THAT GENERATE TAX
REVENUE SUCH AS
MANUFACTURING. ●

~~Support & encourage~~

④ Foster job creation, training + development ~~that pay that are good~~ ~~paying~~ that pay well. Partner w/ Cabrillo + UCSC + Vocational programs.



ADAPT TRAILS WITH CHANGES
WITH TIME

Shopping
opportunities
within walking range
of workplaces



MIXED-USE DEVELOPMENT

- ③ Increase of mixed use/diverse development so that ~~travel~~ trip distance is ~~distance~~ minimized. Housing, jobs, schools, services, shopping close together.

Sustainable
Medical
Facilities

[Handwritten signature]

LEARN FROM
OTHER SUSTAINABLE
COMMUNITIES THAT
ARE SUCCESSFUL

DEVELOP LOCAL
GREEN ENERGY

Run more, smaller
buses more frequently

TRANSPORTATION

- BETTER ACCESS
- RAIL, SMALLER BUT MORE BUSES
- CURRENT SYSTEM IS NOT EFFICIENT

② Adequate, ~~pl~~ convenient, frequent, smaller, public transit

⑤ Safer ped + bike infrastructure,
on complete streets to encourage
non-motorized transportation.



IMPROVE BUS SERVICE
CONNECTIVITY + EFFICIENCY

+

BUILD RAIL/TRAIL
NETWORK

COMMUNITAL ACCESSIBLE

IMPROVE ACCESSIBILITY
TO BASIC NEEDS



improve

SUSTAINABLE LANDSCAPING