

Appendix F: Summary of Focus Group and Public Comment; and CFSC Summaries

Focus Group: Finance, Developers, Real Estate

- Restaurant leakage: there are no anchor restaurants. Mostly mom and pops that people aren't familiar with.
- Can't seem to approve hotels or conference facilities that would generate traffic for restaurants
- The Seascope Golf Course has a club house but can't fit 200. The Chaminade is very expensive. Seacliff is a better location.
- The entitlement process is painful. Aptos Village was a 9-year process, and we spent \$2.5 million on entitlements. It took 6 years to procure water, which cost \$700K + \$1M penalties. Very painful. At this point, we're still trying to get a road crossing and 2 left turn lanes. Barriers to entry are huge. That's why it's so expensive to live here. Easement, land assemblage, etc. are very difficult. Developers need a lot of staying power and capital to work through this.
- The number of tourists staying at the beaches in Aptos and in the vicinity is increasing (especially at Campgrounds). Cabrillo expanded its campus, and the number of students is on the rise. But don't see there's recognition of this, in terms of getting projects get approved. We're behind the 8 ball, especially in Aptos because we didn't have redevelopment money. The infrastructure is antiquated and we need ways to overcome this, or there's never going to be economic vitality brought to that area.
- The cost of living is a major challenge here. There will become a time, when Santa Cruz County may be an affordable alternative, to Silicon Valley and San Francisco. But we don't even have internet capabilities (fiber and speed) for a Google satellite campus. If you're tearing up Aptos Village, it would be wonderful to lay the fiber at that time. Cruzio brought fiber downtown. UCSC has fiber. Slow coming to the rest of the county.
- There's a difference between Santa Cruz City and Santa Cruz County. The City has done a great job, with incubators on the west side that's made it easier for development. We always add \$15-20 per square foot for county development because it's more expensive in terms of time. At the City, there's a lot of progress and movement, but still more work to be done. The lack of land is both a strength and a weakness. There's strong demand; at the same time, entitling scarce land is hard. And what you do with it is important.
- With respect to the incubator space in west Santa Cruz, in the 1970s, there was a big push for R&D in parts of Santa Cruz, and in some places in Soquel. Do we need to go back and develop more of that space, especially in parts of South County? Also we need to look at zoning. Multi-residential should have its own zoning, rather than R-1.5. What we have is not considered high density in any other community. There's lots of talk about mixed use, which is tricky, because you need sufficient density.
- Geography is both a strength and weakness. South County is geographically isolated because of the Arroyos, but now we've bridged over that. Need rezoning along transportation corridor, so we can do mixed-use and multi-family housing. We need to look carefully at those corridors. Right now, it's a nightmare getting across town. It's not just the large industry we need to cater to. It's building a whole system from the inside out and give people room to grow while they're incubating their businesses.
- You lose affordability when it takes that long to build.

- It's not necessarily the fault of the staff. It's a historic and cultural choice to make development difficult and make infrastructure difficult. The upside was to limit population growth. Downside is job losses, underperformance in job sectors. For any project that comes along, there's huge neighborhood opposition, which is particularly difficult for County Supervisors. They each have their districts, and if neighbors are angry, they have to respond if they want to get elected. For our high educational attainment, people don't understand market and real estate economics. They think, for example, a developer will spend 10 years messing around a project, and it won't make any difference. Or there's always a better project that will come along. There's some sense that there's a huge demand to build new projects, but that's not necessarily the case. We have a habit about how we think about projects. It's politics, not the county staff. County has a deep-seated attitude that doesn't really prioritize economic vitality.
- If you are Supervisor, you have your own area and may not know the others well. In Santa Cruz City, everyone is walking around the same area. Our county system is flawed, and it's one of the limitations that we should recognize. To enhance economic opportunities, look at traffic impact fees, which are onerous and range from \$200K-\$800K.
- I came out of UCSC and worked for a high tech company. During those times, we wanted to keep Santa Cruz the way it was, so businesses went over the hill because of the high cost of living and zoning issues. We're discouraging high wage earners by making it hard for businesses to get their foothold here. Don't even bother with the county. We have to go around the county.
- On top of that, we don't have large swaths of land to develop. It's assembling 9 parcels, like what Jesse is doing. Then you can't get the businesses in there because it's so expensive.
- Dirt costs \$50/sf. Hard construction \$200/sf. Soft costs are \$90/sf. Rent needs to be \$3.20/sf with \$0.65 NNN (b/c need to pay for private roads). You can't get the debt ratios to work, and tenants say they can't pay that rent.
- There are positives. To enhance opportunities, let's think about single person, two-person, small home businesses and figure out how to provide services to those entrepreneurs to grow their company.
- NextSpace! Cruzio!
- For the longest time, we wanted to keep Santa Cruz weird. I know people who don't want to go downtown because of the transients.
- Downtown is really vibrant now.
- What is your impression of Santa Cruz when you hit Ocean Street? If all you see are cheap budget hotels, giant traffic jams on Ocean Street, by the time you hit the Beach Boardwalk, you just want to turn around and go home. We want them to go to other parts of the county. We're losing people because they do a surgical strike, in and out of the Boardwalk. The corridors aren't bringing them to other businesses in the county.
- We've missed a huge opportunity with our river.
- Yes, we need to think about the San Lorenzo River in a different way.
- Look at the rebirth at lower 41st. Whole Foods, whole east side and parts of the west side. We do have areas we could assemble in Santa Cruz. What we have at Aptos and Rancho del Mar – I think we're close, especially with some help from public entities in eliminating obstacles.
- People used to talk about not wanting tourists. I think we need to find a way to do something about conference space. This is still the single biggest untapped resource. Start a conference center.

- Don't forget about UCSC. Santa Cruz encouraged R&D on the west side. We're scaring people away from Santa Cruz, while others are luring them in. Let's create zones that encourage that. We want to keep university students here.
- I've heard that the Hotel Paradox figures aren't that great. We need to acknowledge the seasonality of this market. Winter months are slow around here. How do we increase off-season tourism?
- There are bike races. How do we keep them to stay longer? Stickability.
- It'll take a marketing effort that somebody needs to coordinate. County or chamber.
- We're doing something like that with Team Santa Cruz. If there was a concentrated area where all these businesses could locate. Now everything is so spread out.
- But we don't have the room to put this all in the same place.
- This came up with the Poor Clares site. It was zoned for hotel, but some economic study said we couldn't support a 5-acre hotel. But now we're hearing there's a big need for a conference-sized hotel, which is probably more than the 5 acres that's been discussed. Has there been a change in hotel demand in the last 5 years?
- The community at large will tolerate tourism from Memorial Day to Labor Day. Shoulder season is tough, and the community doesn't want to support more tourists. Locals get on Mission, not Ocean. There's not much tolerance for tourists, and this topic generates a huge firestorm politically from community.
- But the study for the Poor Clares hotel site was based on economic factors
- We haven't hit on the topic of affordable housing yet. If we're going to get workers and talent here, we have to house them. Design standards and regulations around building multi-family housing only allow 2 stories now. We need intensification of our urban areas in order to preserve open space. We have suburban type development standards in our urban areas. The prices are high because there's not enough housing.
- Yes, there are beautiful urban developments, like in parts of Denver. Our regs prohibit that.
- We have a champion in the county, and we need to support that. Retain businesses rather than chase new businesses. Reach out to businesses and make sure they have all the support they need to grow here.
- Everyone here is interested in moving forward. People in development would love to move more product. We've talked about regulations that restrict that. I want to commend the county on some changes to streamline the permit process and development application process. It recently reduced parking requirements for new commercial developments. But there are still some restrictions that prevent things from moving forward. I have 10-12K sf user for an athletic facility, but the county doesn't have a parking designation that covers this, so I need to look at the code and guess.
- Is there a way we can share in a pool? If Swenson does a study, can another developer tack onto that? It would help make things more cost effective.
- Do a better job of not being so Balkanized. If there's really a way to get more collaboration from all the Chambers, so they're not duplicating services, we can get more out.
- And it's expensive being a member in all of them. Each Chamber has its own events. Supporting nonprofits that bring people together might be a good idea.

- Zoning has been an impairment on the Poor Clares site. There's been interest from multiple parties in developing that, but they can't meet the affordable housing requirement.

Focus Group: Local Economic Developers

- One of the main County challenges is transportation. We're strangled, and this affects our economy, retail, and quality of life.
- Stormwater regulations are insane. They can add up to 40% to the cost of construction. We're missing access to telecommunications infrastructure. We don't have a single point of presence in our region (Watsonville). Cruzio is good. But after that, there's no way to get the network outside. Our urban cores need to have the same kind of access as Scotts Valley and Santa Cruz City.
- It's beautiful here, and we're desperately trying to communicate how great it is to live here. We need a unified voice on how to communicate this message. There's nothing I could easily communicate when trying to tell a business to relocate and stay.
- On my business walk last week with Scotts Valley businesses, people kept saying how much they love being here.
- UCSC is a strength we love to hate. There are some amazing things going on there, like the genome project, which started with UCSC students.
- At the city, we've been trying for years to engage the university. Yes, it's an untapped potential for the city, but it's bringing the university from the campus into the city, and engaging the whole region economically. It's one thing to have an initial conversation, and another to get the partnerships started. There are examples out there to draw from, but it remains a challenge. They're removed and up the hill. Silicon Valley is a great opportunity and another challenge. If UCSC has a direct relationship with Silicon Valley, they're going to bypass us.
- It's not just UCSC and Cabrillo. There are other institutions, including the Monterey Institute, the Naval Post Graduate School, CSUMB. These are untapped resources.
- Tourism and hospitality are important to the San Lorenzo Valley. There are lots of people coming into the San Lorenzo Valley, including Big Basin State Park, etc. For our community, that's a lot of people. What we see happening, people are going to the parks, but they're not stopping along the way and staying. Town plans in the San Lorenzo Valley - that's a good step. We need to find a way to keep them in our local community, and with that, you'll see more job opportunities, but they may not be high paying jobs for people to live here. To make that possible, we need to make it attractive for small businesses to open, but it's a difficult situation. A lot of the properties and businesses in San Lorenzo Valley are owned by a few people who've had these for a long time. There's no incentive to make a big change. We don't have a lodging facility to capture the visitors. If you add all the visitors coming to Felton, etc. there's a lot coming through. Businesses are all trying to make it off the tourism dollars. That's what we're dealing with in San Lorenzo Valley.
- I noticed the clothing leakage. They're going to Valley Fair and Santana Row.
- We're losing a lot to the internet too.
- The CVC has a great marketing plan to market us here for tourism. There are some grassroots efforts, but more can be done. Representing the Soquel area, we have a lot of money to market our area too, and we target certain magazines. Coming up with an additional marketing plan that represents all areas of Santa Cruz County would help too. In terms of retail, Capitola Mall is an

example. There's a B/C class Macy's because everyone will still go over the hill to shop. How do we attract an A+ Macy's? Attracting a bigger business will help local businesses.

- We are talking about the great higher ed institutions, but there's a disconnect between higher ed and basic education. Our school districts are suffering. This is an area of improvement. In Watsonville, we have a loyal and hardworking workforce. For the youth, we're not providing the basic education they need to access the great higher education institutions.
- One weakness is constrained resources. Water is the number one constraint. As development increases, there's competition for these resources. Retail: I've talked to the larger retail folks, and they're interested in areas where there's growth. Because of our constrained growth, Santa Cruz County is not a county known for growth, which will keep the larger retail folks away. Not sure if that's something we want to change, but that might change the way we look at retail.
- What can we as leaders do? Share our ideas. One of the hallmarks of Santa Cruz County is that we're willing to work across boundaries and recognize that there are skills and resources. In Santa Cruz City, they allowed exceptions to parking requirements on the west side. Problem is that we don't have financial resources being invested into businesses as in Silicon Valley or San Francisco. Land trust raised \$13.5 million to protect land. We're willing to invest in some things, but we haven't made the shift to investing in business development.
- We need access to debt capital. The county doesn't have a micro loan fund. We've lost our enterprise zones and redevelopment. It would be great to leverage a loan fund for projects like Carmen's shared commercial kitchens.
- I'm one of the first cottage food holders in the county. Recently, there's been a huge influx of interest in the cottage food industry. We have something really special here. People have been talking about ways to promote this industry. It's also what we can offer from the environment.
- We have constraints. The question is whether they're ordained or self-imposed. I believe a lot of our constraints as a region are self-imposed. The results of a lot of things over time have influenced the trajectory of this economy. People probably go back over the hill and don't stay here. With a blessed environment for tourism, we end up with such heavy visitation that the community locks up. We feel like we're really constrained and can't do anything. Part of it is that the visitation doesn't pay its own way. We haven't prioritized infrastructure. We have to deal with water and transportation, and we're playing catch up. Carmel and Monterey Peninsula were geographically isolated. They capture so much more of the wealth of the visitation.
- There aren't enough hotels here in Santa Cruz, and we have to send them to Monterey. I wish the CVC were here as well, so we can have a discussion about county-wide branding. Highway 1 is backed up, and that's a problem. If there was political will to push that forward, county-wide, we'd all benefit. County-wide the issues we need to support are broadband access, Highway 1 expansion, hospitality branding, eco tourism, and water.
- I have an inn and am part of a bed and breakfast association. Some B&B operators have been inn keepers for 25+ years. Hotels are a different type of business than B&Bs, and are privately-owned establishments. We weren't supported well by the CVC, who supported the big hotels and drive businesses to Santa Cruz City. We pulled our money out of the CVC and started our own grassroots marketing campaign. The tourists are driven to the larger hotels or just drive home. How do we support the entire tourism industry, including the small businesses? The County is very restrictive on B&Bs. We're only allowed to have four rooms. The numbers don't pencil. You need a lot more rooms than that. People probably do it because they love it while others do it to maintain their areas as vibrant places. Word of mouth is how people know I exist. The smaller businesses aren't being served well.

- The visitor information center on Pacific Avenue provides an understanding of the tourists who come downtown. It's made us understand the assets we have, zip lines, etc. There's a huge disconnect in the hotel/lodging industry, and we'd like to work more at bridging these connections. We've gone through this issue of identity. 90% of what is a strength is also a weakness. SC's identity is hard to articulate because it's so diverse. If you talk to the surfers, it's the surfing culture. There's the Hawaiian culture. Next week it's the championship basketball team. The struggle is to find a brand to express that. We've tried to do that with Santa Cruz City, but it's important to manage the county identity, even if it's impossible to articulate. It's a challenge that I look forward to working on.
- A lot of what we're talking about is money. The CVC is funded by Santa Cruz County. There should be more talk about the regional economy.
- The Monterey Bay Heritage Association was leading an effort to brand our entire area, Monterey, Santa Cruz, and San Benito counties. They wanted to get us registered as a national heritage area. Bill Camp of Monterey was leading this effort. They were trying to figure out what each area brought to the table, and how to market that, and found it was very difficult to put this large area into a box.
- Another group is working on regional branding too, the Joint Venture Monterey Bay. It's hard to keep track of everyone working on this. But I think people generally think that Santa Cruz is very different from Monterey.
- We're not pulling from enough. Our workforce goes over to Silicon Valley. There needs to be some help from UCSC and the county. Let our workforce stay in our community. Go to NextSpace, expand that, so entrepreneurs can come and open up.
- Culturally we're really good at stopping things but we're not really good at starting anything. I've been in local government for 30+ years, in both Santa Cruz and Monterey. In Santa Cruz, we have better weather, are closer to the airport, and were supposed to get the aquarium until we ran them out. We are really good at stopping things. We have no visitor convention center that brings in high paying tourist \$ mid-week. Until we can culturally change our attitude, and I don't know if we can. It seems to me that Monterey was dying on the vine when the sardines left and they had Cannery Row. We wouldn't go there in the 1970s. Now, they have so much money for tourism that they have special funds for what the neighbors want, and it's because they have the convention center. Restaurants, retail, and Cannery Row was redeveloped. We have not been culturally prepared to do that. We have an opportunity right now with leadership in the community looking at things differently. We've had 30 years of anti-development. An important issue is water. If we do not solve the water supply problems, the water district will need to issue a 35% mandatory rationing in order to recover the water storage levels for 20 years, which would mean a moratorium on new development, which will kill our economy. We've got to look at water. If this doesn't happen within the next 2 years, all bets are off.

Focus Group: Agriculture, Food, Wineries

- The primary agriculture issue that is typically brought up is regulation/red tape. Other important issues are water, land availability, price of land, and workforce.
- The County has been an obstacle in keeping working agriculture. Historically, the county would rather see small housing developments in Bonny Doon than working agriculture. Newer wineries are highly regulated with visitor hours, if they're allowed at all. The County is a huge obstacle. The wine industry in Santa Cruz goes back to the 1850s, and there's a huge revenue impact.

- It's stifling that we have to close down shop and are limited by hours of operation. People in Mendocino County were open to increasing tourist flow into agriculture. We're so regulated in terms of hours of operations. We are a small wine industry. 3 counties, 68 wineries 5,000+ cases. Our challenge is to get people here. Direct to consumer is our primary business model, not really retail sales.
- If we have businesses that were able to draw tourists from other counties or internationally, as destination businesses, those are the types that the county should be fostering, and not restrict our hours of operation.
- If we look at the restraints, how are we supposed to grow our businesses, if there are County roadblocks? The economy is not stopping us. We've got great people in this room. Wine industry is agro-tourism. At every step, the county says we don't want this or that. We don't want signs on the road. We don't want deer fences to protect your crops. The County won't allow us to put up fences, but food safety say we need fences!
- A lot of counties over the last 5 years have updated their winery ordinances to allow more events, based on reasonable things like acreage. I have wording from a lot of ordinances from different jurisdictions, if the county is interested.
- We have a lot of people doing great things. We need to turn this into more of a yes culture!
- On the retail side, our challenge is mostly the number of people who commute out of the county. Most retail businesses depend on discretionary dollars. If they work elsewhere, they'll spend money where they work. The strength here is the relative affluence. Our business thrives when the entire economy thrives.
- There are many creative and intelligent people in the cottage food industry. I've been trying to set up relationships with farms and use the seasonal produce from Santa Cruz. Some may need a commercial kitchen, to aid in developing a brand, and putting their products inside local stores. Partnerships with farms. If we can create this brand – and know what that means – more people will come here, and that means more opportunity.
- Branding is important – with everyone feeling a part of that cohesiveness.
- We have businesses that have been here a long time. There's always talk about bringing in new people and new businesses. Look around and see what we have. Martinelli's Cider. Driscoll's strawberries, biggest in the world. Granite Construction. Granite Rock, the largest quarry west of the Mississippi. We can do this amongst ourselves. Kathy with Farm House Culture. She can't find a place to build her business. Help the ones here grow.
- We have some great wineries and incredible things to promote, but the restrictions on events are very difficult. Bringing non-summer activities is important, and special events can play a role in that. The majority of our businesses are small businesses. These regulations are particularly strangling for small businesses, particularly onerous paperwork. That's an important message for the county to hear.
- I came to Santa Cruz 40 years ago, and it's been an uphill battle with the planning department. I congratulate county government today for changing their attitude and the legacy of Gary Patton. Finally in the last 5-10 years, I've had more reasonable dealings with local businesses. Jon Leopold understands the agriculture needs of this county. This change in attitude towards business that's taking place, I can't tell you how important it is. We have to keep this change going in the right direction. It was a 10 to 15 year battle to open up a tasting room. It cost more money to comply with the regulations than to keep the tasting room open, but at the end, did it because wanted the winery open. The hours are limited, to only one day out of the week. There's

a lot of talent in this county. And if the industry was not as restricted, there could be a lot of improvement. County will benefit fiscally if we generate more money.

- Yes there's a lot of talent in this room, but there's another part: that the county doesn't appreciate the value of agriculture. There has to be a concerted effort to help the entire county understand agriculture. For the industry that drives the economy in this county, help the public understand their value. Signage has been brought up before. Electric boxes in Santa Cruz have been painted beautiful designs. Why is ag prevented from putting up signs, but electric boxes can be painted in creative ways? Why can't we do that?
- We tried for years to get signs for wineries, tasteful signs to put up wine trails. We've been trying and trying. Since 2008, we've been trying to get signs off Mission Street, where there are 12 wineries you can walk to and restaurants on the west side.
- A famous winery in that area just closed up shop because he couldn't attract the traffic there.
- The State of Pennsylvania launched an important campaign promoting agriculture. Wish we could do something similar in Santa Cruz County to show how important ag is.
- The farmers take gigantic risks (lots of agreement in room). People don't understand how that works. SC is an epicenter for sustainability and organically grown food. For every 5 applicants qualified to get into the agriculture program at UCSC, they only accept one applicant. That's a problem, turning down 4 out of 5 applicants. There are also glaring problems in Watsonville, based on the social indicators. If we need commercial kitchen that requires a relatively low cost set of laborers to manage things. Margins matter. Processing plants could work here. When you get bigger, a lot of times you leave because bigger facilities aren't available here.
- In looking at the fiscal vitality data, it looks like Santa Cruz County's charges for services are 50% higher than the average CA county. Does that include permits? Maybe that explains why permits are so expensive here.
- To help educate people about Santa Cruz County, the wines here are as good as anywhere else in the country. The problem is that we don't produce enough of it to have a large following. We're such small producers.
- Many boomers have money and would love to start a winery. But they take one look at the regulations and find that they're too onerous. In the 1850s, Santa Cruz had 3,000 acres of wine grapes. All of Bonny Doon used to be vines. We've been an ag county, and now we're facing not in my backyard business.
- Anita runs a program that brings in 5,000 kids a year, from Merced, etc. and they get pie. She says that's 5,000 families that could be my customers.
- Timber harvest used to be a significant part of county economy. Redwoods grow really quickly, and we pioneered sustainable agriculture here, and this model has been exported. Yet, there are enormous barriers to timber harvest in the county. Continual efforts to reclaim jurisdictional harvest at the county level has made it difficult for this industry to persist.
- We're starting to see specialty cupcakes, organic ice cream, etc. People are saying that there are some things that are part of our heritage that we can build on, especially the beauty of this area, like agriculture, and restaurants that feature local foods. There are some things we want to encourage, and maybe there are some things we don't want: like Walmart. And if we don't make those choices, we'll never be successful at building what we want. We've never made a commitment to go one direction. It's either nothing or indecision.

- Do we allow farm stays, B&Bs on agriculture land? Commercial land is really restrictive, which is ironic. It comes from coastal laws. Yet, there needs to be diversification. Want to do more hospitality. For wineries, we want to be able to put them up close by, but getting permits is hard.
- The county doesn't treat small and large ag differently. What about some gal up in Boulder Creek who wants to have a farm stay?
- Nobody on our ranch that makes minimum wage. I know retail, fast-food places that may minimum wage. Edgar, who works for me, started as a radish picker, and because he did so well, was promoted to foreman. He takes pride in his work, has a family in Pajaro Valley, and is proud to be a part of the community. The trend is away from seasonal workers. That's all changed. People live in the community.
- What percent are seasonal workers versus permanent year-round workers?
- Strawberry pickers are more seasonal (3-4 months).
- Farmers can't find laborers. Make sure workers are able to stay on year round.
- We understand agriculture is a main industry in this county. Focus on the organic and sustainable food movement, which may have started here. I've heard that 30% of food sales in Santa Cruz County are organic.
- The local farmer needs margins to grow organic. Restaurants also need margins to buy from local organic producers. I can count the number of farm stands in the county on one hand because the county won't let you have a farm stand on your own farm. Every little farm should have a farm stand, for people who are driving by on a wine tour, etc. In order to make money, we have to do something else besides competing on wholesale. It's hard to get into farmers markets, and going to a farmer's market isn't always feasible. Need someone selling the produce, pay fees, and wages for staffing.
- To defend the Farmer's markets, they've done a good job with attracting different vendors at different price levels, for a diverse selection. A farmers market almost every day of the week.
- There's a parallel law going on at the state. We should take a look at that.
- Driscoll's, even though it's a big name, is made up of many smaller farms. Someone asked how much of what we grow goes out of town, and how much stays here? Laura: nationally it's 2% stays. If we're growing it all here, then it should be staying here.
- We can't replace this ground anywhere else in this world. We've certainly never torn anything down to accommodate farm land.
- When it does happen and it works, it's an authentic experience. We just went through a branding exercise for the county.
- Tourists want to go to a local restaurant that serves local wines and meet the winemaker.
- The trend is that farmers want to do more retail on their farms, where tourists can go and visit. It's a natural place for the tourism business, if farms could put on events. If people aren't allowed to come visit your CSA, that's a roadblock on a perfect marketing connection for agro-tourism.

Focus Group: Health Care, NGO, Non-Profits

- Consider comparing Watsonville to other agriculture based economies of similar size. Suggestions included Yuma, AZ, Salinas, CA, Ventura, CA

- Only 10% of incoming students are ready for college level work, and 77% finish in 6 years. The link between education and incomes is not just about getting a degree. What you study also affects your income. The Santa Cruz County Commitment is working with K-12 and UCSC to improve outcomes. Helping students focus on career objectives and preparing them for the workforce is essential.
- California's disinvestment and budget cuts have had profound effects on this county. While graduation rates are somewhat picking up, dropout rates are still in the double digits in Pajaro. There are initiatives we can implement. Some counties are talking about Pre-K education. There's summer education for disadvantaged youth, so they don't lose two months every year. Funding for adult training and education is shrinking, and the pathway for getting adults back into the workforce is challenging. Cabrillo is trying, but adult education has taken a big hit here and in the state. The beginning teacher's salary in Santa Cruz County is \$10K-\$15K less than Santa Clara County. The governor's new proposed formula for public education funding will change the landscape. Cabrillo, WIB, and SC County can all work to embed a culture of going to college by 4th grade.
- Networks are important. Health care is a burgeoning industry with potential. There are changes in how care is being delivered, and people who are tech savvy, can think critically, and are systems oriented will be positioned well. There's a need for bilingual and bicultural staff that can perform these functions. The demographics of our community are changing, and there will be a greater need, especially with more people coming online for coverage.
- Even though we expect an increase demand for health care, in the last few years, there's been a bit of an oversupply. We also see a need for bilingual and bicultural staff. With the high dropout rates in Watsonville, there's a need to re-engage adults to improve basic skills so they can access jobs. The folks who are struggling with basic skills (numbers, grammar) are having difficult time. There's also an ongoing frustration with housing costs, and salaries are never as competitive, especially in light of the high cost of housing.
- We have training for medical assistants, dental, etc. Cabrillo convenes a consortium of colleges in the Greater Bay Area, and we've been working with Kaiser and Sutter to craft a regional strategy for Santa Cruz that lines up with the Affordable Care Act.
- Help those accessing the labor market with a better sense of the skills they'll need to enter that market. Cabrillo has been tracking outcomes of students who graduate. We started this during the recession, and as a result, have been making dramatic changes to our programs. Among medical assistants surveyed, for example, only 30% were getting employed in their field of study. We had to have difficult discussions with employers, and then we revamped our programs.
- Cabrillo College is not in Watsonville. Students have to come to our Aptos campus for these problems. It would be hard to scale a satellite campus in Watsonville.
- I see 3 distinct issues for the county: education capacity, transportation, and land use. In terms of educational capacity, we serve 12,000 people in our catchment area, and if you look at the number of seats at Cabrillo or UCSC, it's very difficult to get someone that we serve access to these institutions. There's more online capacity – some folks are taking courses from Boston College or University of Florida, and Goodwill runs a career center. A small fraction graduate from high school and attend a four-year institution, and even less are college ready. Among the students that finish college, many don't come back once they're done because there aren't a ton of jobs. For transportation, we have 435 employees in South County, some of whom live in different parts of the county. During the recession, there were fewer vehicles, but now we're seeing more cars and the roads are congested. In terms of land use, because of water scarcity,

developers are encouraged to build big houses, and this low supply leads to an increase in housing costs. We need development now with density.

- Acquire the rail line and use that for transportation, but there's a contingent of people who don't want to put rail back. For adult schools, we need more active internship programs. It would be great to see internship opportunities for green energy programs.
- We need to take the long view, otherwise we will review this again and again in the future. In Pajaro, we have some of the lowest performing schools, and at the same time, we have a lot of Head Start slots, with high-quality programs. We need a comprehensive plan for babies to access Pre-K education. This is an investment that will pay off in the long term. We also see people who are eligible for food stamps and earned income credits who don't enroll, either due to language barriers or documentation issues. With the backlash on immigration, we're also seeing a lack of an agriculture workforce too.
- Middle class families are being squeezed out, especially the lower middle class, who can't access Head Start slots and don't have enough money to pay for private schools.
- We have to look at housing and land use, and build up infrastructure
- Some of our clients spend over 50% of their income on housing. We're still living the Gary Patton legacy. We could build on COPA and broaden the base beyond COPA, which would go a long way , especially if we went through a community visioning process.
- Is the county pursuing an accessory dwelling unit (ADU) policy?
- Discussion that ADUs are exempt from cap, and no need to be low-income to qualify. But the water district may require a full water connection.
- Wages over the hill are 7% higher in Santa Clara County and we have fought being a bedroom community to Silicon Valley forever. But it may be worth taking a look again. If we can't grow and get mass here, perhaps we should think of ourselves as part of the Santa Clara jobs market. Scotts Valley looks more east to SV than it looks south, and people who live in the Summit go to Los Gatos.
- Encourage infill and incentives, especially since we no longer have enterprise zones or redevelopment. High speed internet and fiber is not evenly distributed in the county. Watsonville has no high speed fiber access. There has been a regional effort, but qualifying for federal funds is hard and there are terrain issues.
- San Luis Obispo faced the same issue. If they could only get fiber to Paso Robles, that would expand jobs. If we're looking down the road, the sooner we can do that, the sooner we can allow kids to think beyond what their parents do. There was a rumor that the County refused to let AT&T bring in high speed cable.
- Another area we can promote in Santa Cruz are dinners in the field, celebrating food, Michael Pollan, beautiful eating and farmers markets
- That would help with us. 1out of 11 people in this county work in the tourism sector. If we promote tourism, there are benefits from occupancy taxes that we can funnel back into the local economy. A conference facility is another opportunity to pursue.
- I take my conferences to Monterey because there's nothing in Santa Cruz. We've really haven't capitalized on agritourism. We should have a package for eco-tourism: stay green, eat green, and enjoy outdoor learning experiences, but this just hasn't been packaged! But the farms have to do the heavy lifting themselves because they don't get that support from the CVC.

- I don't think the CVC would agree that they don't lend any support. I think the impediment is the lack of hotel options. 80% of tourism comes from two counties, and most are day trippers. So much of our rail line abuts scenic areas, and we can attract a different set of visitors than those who just come for the beach.
- 75% of people who attend farm dinners in the fields come from over the hill
- Most hotels in Santa Cruz are mom and pop hotels, and there's not a lot of incentive to improve their properties.
- In Santa Cruz City, if you upgrade your hotel and attain a certain standard, the city will refund a portion of the TOT.
- Could something like the Chaminade be built today?
- Have governments facilitated the expansion of Airbnb.com, especially in light of this discussion about needing higher quality places to stay.
- In 1999, we completed a cluster analysis and had both Gary Patton and Reagan in the room at the same time. There was a momentary consensus when we agreed that the 3E's were important: equity, education, and economic development. Perhaps there's no opportunity to create this again.
- Let's talk about the senior population. Before, we used to serve 3,200 seniors, and now we're at 4,200. We see a higher interest in South County, and the need everywhere is substantial. Seniors are often on fixed incomes, and food is essential, and we've been buying a lot more food, and leveraging money where we can. We got a state grant that allowed us to buy food from local farmers and providers, so that was one way to keep money circulating in the community. As seniors age, it's harder for them to get a job. The demand for senior services is high, and people are visibly in need. There's a level of desperation we haven't seen.
- We see a similar issue in the population we serve. The median age used to be in the mid 30s, and that's risen now to the mid-40s. It's so much harder to find work. There's both a youth employment problem and an older worker problem. We have a small program for seniors. Having broadband access is important for the cottage industry folks, who could sell goods on Etsy, etc.
- The time it took for someone aged 52-65 to get a job was 7 times longer than other age cohorts.
- What about the reprocessing industry. Rather than shipping our waste to China, we can take over a processing facility and reprocess materials to make them into useable goods?
- There's one in Stockton that does that.
- Goodwill and Ecology Action should collaborate. Also need to ensure we have a good flea market.
- Another thing we can do is to empower the community to figure out what they can do. Among the seniors we work with, many are socially isolated, and that impacts their mental health. The idea of creating neighborhoods that engage people is attractive.
- How do we build a culture of philanthropy? We don't have a lot of financial advisers. We find that people often give where they work. Getting people to embrace giving locally is important. There's a ton of money in this county, and we're not seeing it because people are distracted. It's easy to not give, and easy to hide. How do we engage them?
- I just want to commend the county's efforts on economic development and encourage the continual funding of this. Others agree.

Focus Group: Tech, Innovation, and Creatives

- We need to compete with jobs over the hill in Silicon Valley. Retail jobs don't earn enough money to be able to afford the high cost of living here. We haven't had a lot of public/private collaboration with the county and city. As an internet service provider, we have a lot of strong competition from national firms, and luckily, people in this county are willing to go with alternatives, like local companies. We've been able to stay alive by shifting our focus. Many tech companies that started in the 1985-1995 period were small start-ups, and many are gone because it's a competitive industry. We recently made a big infrastructure investment, adding 5-10 good jobs, but it's been a struggle. We hire across the spectrum, and often compete with Silicon Valley. Often we hire UCSC grads, and other works as well, including people in Watsonville. Bilingual skills are a plus. All of our employees live in the county.
- We've increased our fiber infrastructure in Monterey County, and have done so in parts of Watsonville. Lately, our efforts have slowed tremendously because we're not allowed to build out infrastructure in unincorporated parts of the county. This was at no cost to the city or county. Infrastructure creates jobs. Our technicians need at least high school equivalency + some community college, and starting salaries are \$45-50K. As beautiful as it is to live here, there's a lot of opposition, but then people in Boulder Creek ask why there's no service. We have plans for 38 new builds in Santa Cruz County (wireless cell towers), which is an opportunity to support jobs. But when we try to build a tower, we get a lot of community backlash, and the county pulled back. There needs to be a whole different mindset in government that the world is changing, and we need infrastructure to match. Wireless is the future, and we need to educate people that times are changing. In the summit, it's very expensive to run fiber. We entered into a partnership with satellite companies, but that's also a choice that people make to live in remote areas.
- It's the same scenario for us. We focus on fiber, and one of our biggest barriers is the government allowing us to burrow the holes we need to deliver service. Times are much longer in Santa Cruz County, and we do a lot of work in San Francisco, where there are barriers too. Permitting in Santa Cruz takes a long time too. We have a company college that offers training to help our employees succeed, and there's a lot of opportunity for growth internally.
- Deregulation has made it so that public utilities are no longer available for use. Suddenly, everything was privately owned. It would be great if we would work with the bigger companies. Rural communities are starved because the larger telecom companies go for the low hanging fruit. It's not just that the regulatory process is difficult in Santa Cruz. We're also a small community, and it's expensive to build over the hill.
- Yes, we need to pick it up. We're relying on our current infrastructure now.
- There's a lot that local governments can do. Look at the Central Coast Broadband Consortium. There a lot of simple things we can do, like coordinate street openings so if one provider opens it up, others can jump in if they need to improve. There's one building in downtown Santa Cruz that's wired, and the rents are higher, and the vacancy rates are low.
- Downtown Santa Cruz has high capacity, but the problem is delivery. Because of deregulation, service is spotty within the county. We're spreading as fast as we can, and looking at the option of laying fiber in South County. AT&T Uverse serves Watsonville now. We need to link North and South County together. Capacity is high in downtown Santa Cruz. Problem is delivery. Because of deregulation, service is spotty within the county. We're spreading as fast as we can. We're studying laying fiber optic to South County. We're in our second big effort to get that done. Will still continue to work.
- AT&T has fiber down Highway 1, and wants to extend fiber to businesses and households. We need the permits.

- We're in the food service distribution business, and work mainly with the hospitality industry. Most our customers are in this county. In the next year and a half, we'll need to build a new warehousing facility and would like to stay in this county. We're looking at a facility of 150,000-250,000 square feet, 5-acres. Our corporate headquarters is based in Richmond, VA, and our focus is more on independent restaurants rather than big franchises. When looking at locations for our new facility, it'll come down to crunching numbers, especially if corporate is involved.
- Doing business in this county is difficult. Highway 1 is a nightmare, especially in South County. Even fire trucks have difficulty getting down there, and it's awful that the Highway hasn't been expanded down there. It took us 11 months to get a permit to match fencing. The process needs to be more efficient.
- The Salinas Valley is known as the "salad bowl", and there's tremendous growth there. We buy mostly from the Salinas Valley, although we source most of our mushrooms here in Santa Cruz. All of our precut produce is also from here (strawberries, etc.).
- The UC system should be expanding, but due to the fiscal issues at the state level, we're not seeing much growth. UCSC has taken a 33% budget cut since 2008. Although there's opportunity for growth, we also face resistance from the community (housing, traffic and water). At the School of Engineering, there's a niche in gaming, with connections with high tech in Silicon Valley. The School is trying to foster connections with NASA AAMES. I do research on sensors and how to use technology to capture solar radiation traveling through a window. In the physics department, there are efforts to spinoff research, especially with companies over the hill. There's so much infrastructure support already over the hill. Not just telecom, but more places where you manufacture and press board.
- Co-working is a great way to foster spinoffs. We'd love to work with an incubator, support technology coming from the university, and encourage young businesses to grow here.
- Makers Factory started in a co-working space, and there are lots of teenagers who come in for classes.
- Agriculture tracking technology is on the rise.
- Many incubators started in Santa Clara County. By fostering more incubators, businesses might stay.
- Our business started with a mission dedicated to better civic participation, and we developed a software product to achieve that. The reason why we exist is that we've been able to take advantage of the university. Santa Cruz still has affordable student housing. We've taken interns from UCSC with mixed success. UCSC doesn't have an entrepreneurial culture yet like schools over the hill. Juniors and seniors haven't dedicated their education to relevant tech skills, and often, students come in for one term, and they're done.
- Two of my engineers commute to Santa Cruz on Tuesday and Wednesday from San Francisco.
- Why are we competing with San Francisco? Why aren't they living in Santa Cruz?
- Because they want colleagues their own age. UCSC students leave after they're done, because we don't have cornerstone tech employers in Santa Cruz. There are Google, Apple, and Twitter buses - can we convince them to have a local branch? Even if they allowed their employees to work locally a couple days per week, that would really help. We're not going to be able to be the new start-up force in the tech community, but we can leverage our assets, and the lifestyle here.
- It doesn't help that Ray Tech, Seagate left.

- It would be helpful to start regular tech meet-ups and fundraising events, perhaps through an independent 501(c)3 , with a formalized process for tech transfer. We could use this to leverage a formal network of advisors. We have the ingredients here.
- NextSpace has a coworking space with 200+ people that essentially functions as an incubator space. Cruzio has a 100+ person coworking space. I don't think we can attract a large tech company or a medium sized one, but we can attract their employees. There's no reason why they have to drive to Mountain View if they can work from home, stay local, and spend locally. Some would even take a pay cut if they could work from home.
- Don't discount Santa Cruz's ability to grow a tech company. If we involve the university, we could do something similar to Fort Collins, where researchers move from the university to the labs close by.
- There's a lot of talent and money from older tech folks here who are tired of going over the hill.
- There's a bias towards North County, which controls Highway 1. South County is hurting, where there's poverty, lack of education, lots of immigrants, and hard-working people. They're not going to work for these tech companies. Many from Watsonville barely have a 9th grade education.
- What about fostering an agriculture tech super cluster? Companies like Plant Sciences are attracting similar companies who'd rather be in Santa Cruz than in Salinas.
- Permitting - Create a common vision so that academic, business, and government can work together. A lot of the things we're already doing, but aren't formalized
- What can you all do for each other? Join the Santa Cruz Business Council
- Engage the community in a visioning process. A lot of residents are sympathetic to ecological values.
- Growth can achieve a more vibrant culture, and we need to come up with a vision that the population can buy into.
- Use the Civinomics platform to engage citizens. For example, rail trail or desalination plant?
- Business people used to be more extreme , and now are more aware of environmental issues

Focus Group: Hospitality, Tourism, Arts, Sports

- Tannery Arts is an organization that has changed over time. Last year, we opened working studios and have seen a shift in traffic coming through. The opening of the San Lorenzo bike path, which connects downtown to other parts of the county, has led to an increase in traffic. We have one board member from UCSC and Cabrillo. This is a creative hub and we're still growing.
- Santa Cruz has a bounty of natural resources. There are very few places where you can get redwoods next to a Mediterranean climate. We have mountains next to the River, and are poised in close proximity to large economic engines in Santa Clara and San Francisco. People are willing to commute because they like the lifestyle here. We have incredible outdoor recreational opportunities, and there's a focus on healthy living and sustainability. We just need to build on what we have. This is a creative place to work, being a pocket and not a big city, which gives people inspiration to do creative work. We haven't done a good job of branding. We have an opportunity to get more sophisticated, and take people away from being so summer-centric, and capture more during the shoulder seasons. We can bring art institutions to the forefront, encourage outdoor recreation in Mount Hermon, Pasatiempo, etc. If we can do that, we can attract more companies to move here.

- Santa Cruz has the 5th highest number of artists per capita in the US, after New York, Los Angeles, San Francisco, and Santa Fe. What is not well known is that Santa Cruz is an arts community. There are homegrown artists who live here. One challenge is that artists don't have a place to show their work. Thank God for Open Studio, because artists depend on this for 75% of their art income. That's when people know to come. Art tourists spend more money than regular tourists. We need to have spaces where artists can show and sell their work.
- We need to harness what we have here. Historically, we were a summer resort town, and have grown since then, and need to tell a more sophisticated story. San Luis Obispo is a leader in this. Bloggers are hired by the tourism board to blog about SLO, and the city is throwing resources into this. We're still a hidden jewel.
- We're the biggest stop at Open Studio. It would be great if I got a call from someone who said, Google folks are coming in this week. I would stay open for them. People want to sell their work, but they also want to contribute to Santa Cruz and make it a place where people want to come. My goal is to have three dedicated galleries, and would love to bring in younger, edgier shows. Also, to spotlight Live Oak- it's an amazing place! We should be a destination for art.
- Where will all these high end people stay? There's a lack of good hotels. This is a big part of the problem.
- I've worked closely with the hotel industry association, and there's more demand than we have supply. There are more people who want to come here than there are decent places for them to stay. Some of our nicer hotels get booked out far in advance. There's been some improvement. Capitola opened up a new hotel on 41st, and the Paradox has been rehabbed. Hopefully there's more change because many come in the summer, and are shocked at paying \$300 per night for the quality they get.
- 50% of the Santa Cruz coastline is within a state park. Seacliff has the 3rd highest day use visitation among all State Parks in California. It's great that Santa Cruz is big on supporting its parks. There's always a high voter approval rating for funding parks.
- At Mount Hermon, we're looking to develop a 15-acre site at Granite Road as a recreational destination for people who like mountain biking, tracks, and ropes courses. The zip lines we operate get about 30,000 visitors, and are successful because people like the novelty of being in redwood trees. When people come from out of town, they often ask us where to go and what to do afterwards. We need more places to eat and stay, maybe a conference center that can accommodate 800 people. There's been a surge of interest in mountain biking in the community, but a lot of roads don't feel safe. We also have summer camp, and many groups stay with us.
- Yes we get referrals from Mount Hermon!
- We need more customized packages, and should work with Seaside, Roaring Camp, and Mount Hermon. Philadelphia had a "you wish you knew" feed, and we need to be smarter in our marketing. Also weave in agritourism, with offerings that cater to foodies, farm-to-table dinners, etc.
- The Cabrillo music festival is internationally known but very small. 35% travel from outside the county to attend. Summers are strong but not as strong as they can be. We also don't have a performing arts center, and can't seem to get momentum around that because there are limited funds. People know Santa Cruz is an artsy place but don't know where to go. If this doesn't change, our tourism sector won't grow.
- It feels like we're so heavily impacted and overloaded during the summers that we think we don't need more people. We want to bring people back after beach season for the Clam Chowder festival in February, cultural events in March, etc.

- Circling back to the notion of marketing Santa Cruz better, the Issue isn't getting people here. The beach boardwalk gets over 3 million visitors in the summer. The issue is retention, and how to get people to come back and stay for other reasons. Nobody is taking a unified approach, and that's a vital part of the puzzle. By collaborating better, we can bring more people back for other reasons. Nobody is going to build a hotel so they can fill it for 3 months. And getting a hotel approved requires a friendly planning process, and getting people to come out who are vocal about supporting a hotel project.
- There are lots of groups doing different things: the CVC, Downtown Association, etc. There's lots of politics, who will pay to advertise where, etc. It's not a united front.
- If the availability of land for a hotel is an issue, given the boardwalk's success with day trippers, why shouldn't we just focus on day tripping?
- If we tried to build a big hotel, there would be a big outcry.
- If you've ever driven from Los Gatos to Santa Cruz on a Saturday morning, it's awful. It sometimes takes over 3 hours for people to make it over the hill, which is a big issue. I've become fond of the Amtrak bus, which takes me to Diridon station in San Jose. If we had a unified front and planned events, maybe people could take special buses to and from Santa Cruz.
- Open space is one our biggest assets, and Californians love open spaces and park. We have a beautiful, undeveloped coastline, and redwoods, and there's a lot of philanthropy money dedicated to preserving our open spaces. At Castle Rock State Park, we're building a new entrance to the park, which will not only address the parking problem but also ensures the economic viability of the park. The land trust recently acquired a portion of the Cemex property and wants to convert it to a park, which could be a huge asset.
- This is relevant for international travelers, who want to see big open vistas because they don't have these back home.
- Extreme sports - that's a growing sector, but I don't think it's wise to brand ourselves only as an extreme sports destination. We have it all. In Boulder Creek and Ben Lomond, we have more than just extreme sports - there's something for everyone.
- Until I moved here, I didn't know about the weather, which is spectacular every month. I don't think we've done a good job about promoting the weather. Also, I tried reserving rooms for an October Golf Tournament at one of the nicer hotels, but they wouldn't save rooms for us, because they were holding out for the tourists. Having a united tourism effort is vital. It's good the county is having this discussion because I wouldn't know about these issues. People often come to the golf course counter and ask, where do we go now? At the golf course, we've eliminated 32 acres of irrigated turf, and are trying to gray water so we can free up water for everyone else. We think we could free up 45 million gallons of fresh water.
- Sacramento State commissioned a study on the economic benefits of parks, and found that for every dollar spent on parks, \$2.35 went to the General Fund. Art is an economic driver.

South County Community Meeting Comments

- Need to find way to get housing costs down, to support economic vitality. Too high % income spent on housing costs
- Role for City of Watsonville in County economic strategy? – Collaborate – Economic Development “Summit”
- Watsonville should promote tourism more – e.g. birds, sloughs, etc.
- Need more shopping opportunities in Watsonville: shoes, dresses, suits, etc.
- Water overdraft, traffic gridlock, greenhouse gases, etc.
- Opportunities: multi-cultural; e.g. cherry blossom, Buddhist festival, etc.;
- Airport – market it better
- Rail trail corridor needs to address Walker Street
- Make it easier for kids to get to Pajaro’s new soccer fields
- Expand R.O.P. and job-training programs
- Community Choice Aggregate (CCA) – Alternate power source – green energy
- Coordinate water supply strategies
- Mello Center programs – market / cross-promote
- Publicize Country Crossroads (farm map)
- Multicultural aspect is an asset (Hispanic, Japanese, Filipino, Portuguese)
- Promote Open Studios
- Promote Monterey Bay Sanctuary
- 14 State Parks – cross-promote
- Need equitable flood control – business won’t come until solved
- Need good technicians, fabricators, agriculture workers
- County lift restrictions on Manabe-Ow
- Airport is an economic asset – protect and ensure safe use, promote 10 large corporate hangars
- Need to modernize codes – planning, building, don’t enforce obsolete “stupidity”. Put updates on fast track; e.g. farm stands, agricultural grading permits etc. (signs for labor being enforced?)
- Need to address divisions between agricultural community and City Council
- Focus on jobs for South County
- Help Watsonville youth – ask them what they want and need
- Need Economic Development “Master Plan” for whole County – not by areas – and prioritize actions – Year 1, 2, 3, etc.
- Look at it as a “Tri-County” Area (Monterey, Santa Cruz, Hollister) Hwy 152
- Put emphasis of Master Plan on City of Watsonville – been neglected for long time

- But we are a “pass-thru” city – how can we make people stop – on way to Monterey and Santa Cruz, e.g. “Casa de Fruta” – effective branding
- Need more cohesive marketing strategy especially for Watsonville area
- Softball tournaments – host them here – sporting events – e.g. bicycles
- Tremendous assets in Pajaro Valley – living, tourism, business – Need to better promote, individual events, identity and dollars for South County
- Regional Transportation Commission – needs to reflect City’s trail map – get service to South County
- 25% of population is in South County
- South County needs to be a higher priority
- Build roads, activities etc. for visitors – attractions, events, County \$, State \$
- Real potential in South County to be developed
- “Pathways” – both Watsonville high schools are participating in program
- Need modernized “shop” program (vocational) at high schools
- Stop fighting – focus on what we agree on
- Jobs, address/preserve water, events, Cabrillo, airport, rail, etc., etc., West Marine, beach, agricultural produce, National Marine Sanctuary, Granite – so many good things to promote
- More resources for the agriculture and shop programs at the high schools
- Manabe-Ow – rezone to commercial (not current industrial)
- Need those who do go to college to come back here – how do we do that?

Live Oak Community Meeting Comments

- Business Licenses? Why don’t we have them? Being able to reach out to industries – training – registration portion – support.
- Unemployment problem resolution should be a goal. Farm worker analysis – fund for start-ups would not address this.
- Each gallon of gas sold goes out of area – travel, commuting, etc. Have there been any studies?
- Top three categories of jobs = 51% – What is the balance of jobs. Need information on other jobs.
- Annoyed with Branding Santa Cruz. Obscene housing costs. No one can afford to live here. How do we make affordable housing? County needs a rent control ordinance – not just mobile homes.
- Infrastructure as theme – water is most serious factor of economic vitality. Until solved, no economic development. Soquel Creek Water District moratorium would be devastating. There used to be several dams planned for Santa Cruz.
- Manufacturers have been “run out”. Lipton, Wrigley, Cement Plant, Slaughterhouse.