



Salinas (City Hall Rotunda)

May 13, 2013

Land Use/Housing

- Housing needs: hard to meet with low wage jobs. Causes impacts on transportation system with low cost housing to and from their jobs.
- Suggests “affordable” is equivalent to “subsidized” housing, society equity is not desired. Inequity is a great thing. Halton Canyon should have been built.
- How to balance water resources on coast with housing demand.
- We have oversubscribed water resources. Water allotment should be similar to the cap and trade system so there is a financial incentive to conserve.
- Affordable housing: high concentration of farm workers in small area. Need for housing, prices dictate where to live.
- Sub-regional issues. We have numerous agriculture processing plants, but workers live elsewhere. Some bike lanes/projects which is great, and the new bridge helps. Match up where jobs and housing are so it’s closer together.
- Where should growth go?
- I am against development – don’t want to lose agriculture land. There aren’t enough jobs or water for growth.
- Car represents freedom. Population decline represents death. We have water, water can be solved.
- Parks and green spaces are important for children’s health.
- Growth should be northeast of Salinas. What’s wrong with saying leave it alone. Maintain it; we have a pleasant life, let’s save it.
- Need green space.
- (Development) In high density areas.

Employment

- What employment trends should be considered? (e.g., industry, agriculture, hospitality). There are a lot of jobs, but they are low paying.

Transportation

- How we should get around – priorities. Do modeling first, and then weigh in.

- Likes Hwy 156/101 Interchange and Hwy 1/Salinas new interchange. Overall, likes what he is seeing.
- Big concerns of hospitality industry on Peninsula. How to get people to and from Peninsula.
- Bus system should be private to respond to needs of individual. Bus shelters example: privatized is the way to go to respond to needs.
- Vanpool for farm workers is a good idea. Get input from farm worker community directly. Getting people who have limited transportation to their destinations is a big challenge and hardship for them.
- How can public roads stay public when toll road are only access to funding?
- LED lighting.
- Safer for bikes and pedestrians.
- Capacity for basics – e.g. safety and maintenance on existing system.

Hollister (Community Center)

May 14, 2013

Land Use/Housing

- Preservation of agricultural space.
- Livable sustainable communities.
- More planning development for walkability and bike access.
- Very auto-oriented; other areas have infrastructure for walking; sustainable communities.

Employment

- More jobs paying a living wage.
- Can transportation help bring jobs to Monterey Bay area?
 - Hi-tech in suburbs in Bay Area, need critical mass
 - Ag. tourism; wine industry: wine overlay in the (Monterey County) General Plan
 - Need more hotels
 - We are the “Exciting backyard to Silicon Valley”
- Hollister Airport
 - Access for business
 - Internet
 - Parcels too small
 - Aerial commuters
 - Tourism
- San Juan Bautista: jobs within walking/biking distance to ag processing.
- Home-based businesses: no commute

Transportation

- Complete streets
- More regional transit
- Funding for planned bike/pedestrian plans
- More voices
- More planning near transportation hubs
- Not having to rely on a car to get around
- Don't want to commute, but also don't want to move
- Carpool/rideshare (currently use 511)
- Vanpool/carpool matching program
- Regional transit

Gonzales (City Hall Chambers)

May 15, 2013

Land Use/Housing

- Agriculture is located in the Salinas Valley (Salinas), but residents work elsewhere.
- Working from home needs to be considered as part of the forecast analysis.
- Business address in Spreckles/Salinas, but employees live/work south; those cities miss out on benefits (tax, etc.). Need to address this fact in the forecasting analysis.
- Public/private cooperation for transportation and housing.
- Models are based (biased) on urban (not rural) needs.
- Both rural and urban in Monterey County.
- "Agriculture" and "open space" are not the same thing.
- Ag = jobs, innovation, finance, industry.
- How to incentivize housing – help get services (police, etc.).
- Need to take care of local resident or they will move.
- Re-investment in communities.
- Experience the community first had.
- Necessities of community
 - Transportation
 - Understand Latino communities
 - Translate flyer/summary of process
- Internal growth, live near family, stay local.
- City of Gonzales does not support AMGAG's numbers.
- Business (example) adjacent.
- Missed opportunity because of lack of infrastructure.
- Need regional support to grow.

- Trend analysis need to address adjustments for down-turn/booms.
- Growth is a market condition.
- Lack of land available for development, which limits growth.
- Needs:
 - Place to leave kids when at work
 - More housing
- Don't use flat land for housing (this should be for agriculture.) – go to hills.

Employment

- Gap: Job attraction programs.
 - Agriculture needs to thrive as an industry
 - Provide more agricultural supporting businesses
- More jobs in smaller communities where people live. Decentralization is important.

Transportation

- Safer paths for students.
- Terminals for produce to less dense areas.
 - Produce to rail
 - Efficiency
- Bridge to high school: takes 10-20 minutes to cross.
 - Stop light needed
 - Representing students
- Students commuting north towards Salinas; buses are full now.
- Expand public transportation in rural areas south of King City.
- Provide Wi-Fi and power outlets on all transit buses.
- Rail: Hwy 101 is overused; greater use of rail, especially for goods movement would help get trucks off the roads.
- Centralization of services and transportation; produce could be sent to a rail transfer center, and then shipped out.
- MST buses are full for students.
 - Growing issues
 - Standing room only – safety concern
 - #23 line MST, long-time issue. Need to upgrade service, more frequency, longer vehicles, more appropriate vehicle type
- Unincorporated areas – lack of resources, but these areas are most at need:
 - Vanpool is a good option for agriculture and students
 - San Lucas to King City to bus
 - Labor camps
 - Aging populations, need for paratransit
 - More transit options for correctional officers

- 120 + vanpools in south county

Education

- Bring education to Salinas Valley communities to minimize travel need.
- Good relationship already with high schools.
- Gaps between classes: long but students can't leave; what to do?
- Want Hartnell classes locally.

Seaside (Community Center)

May 16, 2013

Land Use/Housing

- Infill, smart development, livable communities, work, live, shop, etc. in your neighborhood.
 - Less traffic
 - Rail tracks: add trains from the Bay Area
 - We need tourists; not congestion
- Cul-de-sac with trail connections. If people telecommunicate they will still want to get out.
 - Don't want to rely on cars

Employment

- Need more jobs in Moss Landing and other areas between Santa Cruz and Monterey Peninsula to serve students going to CSUMB or UCSC.
 - Trip Wise is used at CSUMB

Transportation

- Highway 1 Corridor is important.
 - Access to neighborhoods
 - Coastal trail/natural corridors
 - Connections to monument
- Tourists should go to Gilroy and park; then get to Monterey Bay by transit/rail.
 - Simple backbone line
 - Currently difficult to get here
 - Get people to stay longer: more money to the local economy
 - Open space/recreation means jobs and money to the local economy
- Bikes
 - Getting between towns is okay but it's more difficult and less safe once in town
 - More transit or more mixed use needed?
 - Infill
- Want one system for the entire region: ease of getting around and artificial boundaries now.

- Subregional ideas (heard from different meetings).
 - Can't get around; bad commutes without dealing with mass transit
 - Commuters from the valley, etc.
 - Must be significantly quicker on transit to be desirable
 - Balanced approach with transit and roadway improvements
- CSUMB has free bus service, but does this adequately serve students?
- No convenient routes to CSUMB.
- Long distance bike commute: issue of safety while biking.
- San Jose light rail works there, but issues here because of dispersed development.
 - 1st/last mile issues
 - Lots of local destinations/stops each day
- Are we going to be commuting or on our computer? Need better internet, telecommunications.
- Technology is one method to reduce vehicle miles traveled; not for all, but a component.
- 1st/last mile: car and bike sharing helps. Cheap and easy.
- Not all bikeways are equal (bike lane vs. trail, etc.).
- Provide for airport ground access infrastructure improvements.
- Provide for transit access and connections.
- Provide for continued airport capacity.
- Provide for continued air carrier capabilities.

Other

- Social equity is an issue.
- Regional collaboration – one solution can help others too.
- Look at other areas for good examples.
- Is there strengthening of regional planning?
- Opportunity with climate issue; we should set a target much higher. This region is well-suited to meet the challenge.
 - Bold and audacious leadership
 - Other areas are looking to Monterey Bay to be a leader in sustainability
 - Efforts to reduce CHG's help with all goals
 - Santa Barbara set ambitious target
 - Goal should be for Monterey Bay to far exceed target

Watsonville (Community Room)

May 20, 2013

Land Use/Housing

- Proximity to healthcare.
- Japan got by in terms of energy for one year by installing wind turbines.

- Need more mixed-use zoning, already a good start.
- Not much housing at UCSC.
- Need more “mom and pop” stores on UCSC campus.
- Imbalance of where people live/work.
 - Would be less people on Highway 1 and other roads if people lived close to where they work (and/or worked from home)

Employment

- High unemployment in Watsonville.
 - Industry
 - Lack of education
 - Out-commuting
- Market needs vs. local skills, apprenticeship opportunities.
- Shortage of entry-level agricultural labor/jobs.
- 2008 lost a lot due to recession; have we recovered any jobs?
- New tech center as part of Cabrillo College, solar industry training.
 - Construction jobs
 - Used existing downtown space (not fringe/ag land)
 - Watsonville has great potential with solar technology
- North Star Biodiesel plant (used Redwood City as example). Model for future plants, point of sale revenue.
- Agriculture business: social drain, no tax revenue, housing, education, etc. provided by businesses.
- Concern that plan is intrusive.
- Solar/wind is good but not much longevity for jobs (once built, that’s it).
 - Mining has longer potential for economic benefit
- Need to educate as to why 50% of Watsonville residents leave to work elsewhere.

Transportation

- Santa Cruz rail line (in terms of freight) is a good opportunity for Watsonville, has existing infrastructure.
 - Transfer facility potential
 - Need operator that knows local economy
- Manabe-Ow property is adjacent to rail.
- Much of the Watsonville’s industrial areas are near rail.
- Airport is a big opportunity for growth, economic development, and transportation.
- 800 employees (service) work at UCSC.
 - Many live in Watsonville (200+ people)
 - Solution to help reduce commute
 - Commute by car or vanpool

- Highway 1
 - Quality of life
 - HOT/HOV lanes
 - Incentives for businesses to transport workers
 - Example with business that has 20 workers who live in Salinas and commute; this results in 20 trucks on the road
 - If there was a vanpool/shuttle, this could take many of these trucks off the road
 - Better for environment/traffic
 - Accidents with trucks, narrow roads
 - Backups are inefficient, wasteful
 - Need to distribute information on alternatives to people
- Santa Cruz Rail Line
 - Potential source of revenue; services
 - Shopping centers and freeways
 - Rail can serve retail and office jobs
 - Sometimes we need to take a step back to go forward (rail)
 - Potential for freight
 - Connection and cooperation between Watsonville and Pajaro
 - Freight rail would take trucks off of roads
 - Could also use rail for commuting
 - Rail is underutilized now
 - Rail for tourism
 - Pajaro could be a hub; used to serve tourists and produce (by ship)
 - Rail line would go to bus station and many tourist destinations
 - Stay in Watsonville, then train to tourist destinations
 - Rail to San Jose (tunnels still there)
 - Lots of trucks go through Watsonville daily; rail would take many off the road

Santa Cruz (Police Department Community Room)

May 23, 2013

Land Use/Housing

- 2035: Want transporter rooms, but until then, the planning department needs improvements. Spread out services in other areas. Services support spreading out for development.
- Sister COG (ABAG) ¼ million dollars; requires variety, priority developed areas, walkable, vertical, single family units are prohibited. Concern that AMGAG will duplicate the ABAG program.
- Santa Cruz: “chicken and egg” with density and transit. Which will come first? Neighbors don’t want density. How do we get there?
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Employment

- Jobs dots: observation that people live and work here, yet feel we need more jobs. Need a balance of jobs and housing.

Transportation

- Future water transit (ferry) services.
- Rail project: will it be taken by eminent domain?
- Rail: how would people get to station? Car? Parking? Concern with limited frequency.
- Electric vehicles use coal or whatever is used for energy generation.
- There is excellent work being done to develop transit alternatives:
 - Solar Skyways Challenge: overhead vehicle suspended below beam
- Stellar assets: tourism, jobs, agriculture, etc. Transit plan should reflect all of these assets. Grower's needs are different than resident's needs.
- VMT: is this related to commute times or is it so people will naturally drive less when jobs and housing is more balanced?
- Consider intelligent transportation systems (real time data) to let people know where bottlenecks are without calling 511. Trains, buses, real time travel information is important.
- Density makes choices different. Density supports BART-like transit system. Paid parking has seen resistance, but people have to experience it before the change occurs. Our mindset is auto-focused. Gas price increase has caused change. Incentive and economics play a role.
- Common sense signage is needed for tourists and transit users.
- Over time, the significance has moved from highway-centric to sustainability.
- Veteran and electric vehicle driver: grateful for transportation alternatives for this County.

Other

- Will a survey be sent out to the full community?
 - Website; online survey and other information; telephone survey; surveys are bilingual
- What is the AMBAG Regional Advisory Committee make-up? Unelected representatives?
 - The Regional Advisory Committee is made up of stakeholders representing the hospitality, education, planning, business communities, etc. The membership was approved by the AMBAG Board of Directors.
 - People want to vote – disagree with approach of the Regional Advisory Committee
- AMBAG is a COG and COGs can control local agencies. COGs are inverting government (top-down). This process is not representative government.
- Where can I obtain background information?
 - Information is available at the MTP/SCS Project website, AMBAG website, and at the AMBAG offices.
- Mandates: What happens if we don't meet the SB 375 reduction goals? Are economic issues accounted for?

- Yes, economic issues are accounted for. Not meeting the targets under SB 375 could mean a loss of potential future funding since future funding may be tied to GHG reduction.
- Concern regarding the plan: creative process can't make everyone act/ behave a certain way. Businesses profit from people having car mobility. Concern that this project is using power to change things and inhibit personal freedom. Seeing more and more regulation; worried that the vision will take away our joy and premise that by its nature misses vibrant; choice oriented
- This is a long-term process using today's data points. What additional data will be used over time (update every 4 years)? There are more people out there and their needs should be considered as well (web, Facebook, etc.)
- People who are not here are the young people. Who will have to move toward this future? The number of agencies involved is confusing. It is about all of it moving forward. Need more coordination between government.
- Need to build trust.
- Terms in tagline on the workshop banner: walkable, vibrant, sustainable, etc. are all subjective; what is the basis? SB 375? AB 32?
 - These terms are goals that were set by AMBAG board and were specifically defined. The goals also are in federal and state guidance
- Government spending: as a tax payer, you can find it; check register, it's there and you can get a comprehensive view. Expenditures by more stats.
- How will we be accounting for different measures (carbon footprint etc.)? Electric vehicle studies. Do efficiencies measures play a role? Interest to track electric vehicles, even if this is not counted by SB 375 mandate.
- I don't believe in climate change. There is a concern about polluting the earth.
- Is this Plan "suggested" or "binding"?
 - Implementation will be by cities and transportation agencies
- Where are our local elected officials?
 - The local jurisdictions are very involved in the MTP/SCS process. The AMBAG Board is made up of local elected officials from each of the 21 local jurisdictions in the region.
- How does the AMGAG Blueprint Plan fit in?
 - This is building on past planning efforts.
- Energy part of AMGAG: controlled by PG & E, ICLEI (International Council for Local Environmental Initiatives), and Agenda 21. There has been distortion; not democratic
- Joint Venture Silicon Valley: why isn't AMBAG as forward thinking as ABAG?
- People don't trust government because of SB 375. Computer models have fallen flat. Institutions have said no global warming for 14 years. Peer reviewed report showing that science were basing rules on isn't accurate. We shouldn't be basing our rules and activities on scientists. Scientists have had their work suppressed in violent ways.