

Memorandum

DATE	March 30, 2021		
TO	Sarah Neuse 831-420-5092 sneuse@cityofsantacruz.com	FROM	Meredith Rupp, Project Manager Alyssa Chung, Assistant Planner

RE: "Designing a Santa Cruz for All" English-Language Event Summary

This memorandum summarizes the first community event for the City of Santa Cruz's Multi-Family Objective Standards Project entitled "Designing a Santa Cruz for All: The Past and Future of Housing Policy." The event took place via Zoom webinar on Thursday, March 11, 2021 from 7:00 pm to 8:30 pm.

The purpose of this memorandum is to:

- 1) **Increase access** by summarizing the event for community members who could not attend.
- 2) **Further our equity goals** by tracking who is represented at the event and who we need to try harder to reach with the materials that were created for the event, and in future outreach.
- 3) **Build community trust** by providing full transparency of the results we receive.

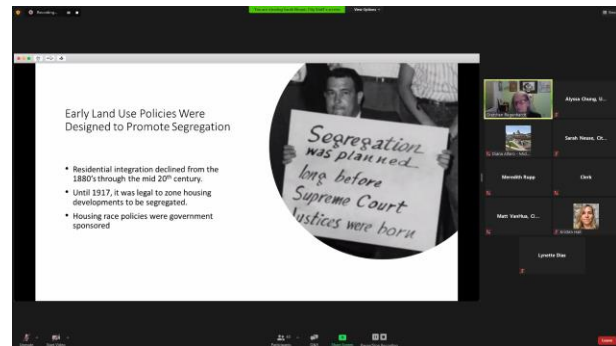
CONTEXT

The City and consultants identified the following desired outcomes for this event:

- Attendees understand the social impacts of single-family homes being the primary type of housing available in the community;
- Attendees see objective standards as a tool for the State and City to increase housing diversity and production;
- Attendees' future input on the project is informed by knowledge of racial justice and the connection between housing opportunity and race;
- Attendees understand why multi-family housing is important and how it relates to the City's housing need; and
- People who may not typically engage in planning processes have had their interests piqued and are motivated to participate in future events.

EVENT DESCRIPTION

The event began with a welcome poll using Zoom’s built-in polling feature and a 45-minute presentation by the City, consultants, and guest speakers. Sarah Neuse, the City of Santa Cruz’s planner for the project and Meredith Rupp, the project manager for the consultant team, provided local and State context for the Objective Zoning Standards for Housing Development Project. Guest speakers Gretchen Regenhardt and Diana Alfaro then presented on the relationship between institutional racism and single-family zoning.



Guest lecturers Gretchen Regenhardt and Diana Alfaro present

The presentation included a raffle for a \$25 gift card to Verve Coffee Roasters and instructions for how to keep up to date on the project. Following the presentation, staff and consultants responded to questions submitted through Zoom’s built-in Q&A function.

WHO WAS THERE

Not including staff or consultants, 31 community members, 4 planning commissioners, and 1 member of the press attended the webinar. Webinar panelists included representatives from the City of Santa Cruz, Urban Planning Partners, Kristen Hall City Design, as well as guest speakers Gretchen Regenhardt (formerly with California Rural Legal Assistance) and Diana Alfaro (MidPen Housing Corporation).

Of 31 community members, 18 responded to the welcome poll. Of poll respondents, the majority were from the Eastside and Westside neighborhoods; and 78 percent had lived in Santa Cruz for 10 or more years. In addition, 11 percent of respondents reported that they did not live in the city.

COMMUNITY FEEDBACK

Feedback was gathered via a Question and Answer (Q&A) session during the webinar and an exit survey circulated after the event.

Zoom Q&A

During the webinar, 18 attendees submitted 41 individual questions or comments through Zoom’s built-in Q&A function. While the “raise hand” option was available for attendees to speak live, no questions were asked or responded to in this format.

Of the 41 questions and comments, 23 were answered live, and 18 were answered by written response. Questions and comments ranged widely but some themes across the questions were the project’s relationship to the General Plan and State laws, Santa Cruz’s water infrastructure capacity

to accommodate housing, the potential to create more transit-oriented development, and the equity implications of zoning standards as they currently apply to different neighborhoods.

See Attachment A for the full list of questions submitted and the answers provided in writing. To hear live answers to select questions, watch the webinar recording here:

<https://vimeo.com/523116175>. The Q&A portion begins at timestamp 42:06.

Exit Survey

An exit survey was distributed via a link on the project webpage and advertised at the end of the webinar event. The survey included 14 questions requesting feedback on the quality of the event and demographic and household information. Survey-takers were given the option to sign up for project updates, with a chance to win a \$100 gift card to New Leaf Community Markets.

The exit survey was opened to webinar attendees on March 11th and has received 11 responses in total (31 percent of attendees). Of those respondents, **63 percent felt that they had a different understanding of housing and land use than before the meeting**. The most popular part of the event was the presentation from Gretchen and Diana on the history of zoning with **60 percent identifying the guest speakers as their favorite part** of the event.

The results indicate that the project team did **successfully infused a racial justice lens underpinning to the project**, although we recognize this is based on responses from approximately 1/3 of the attendees.

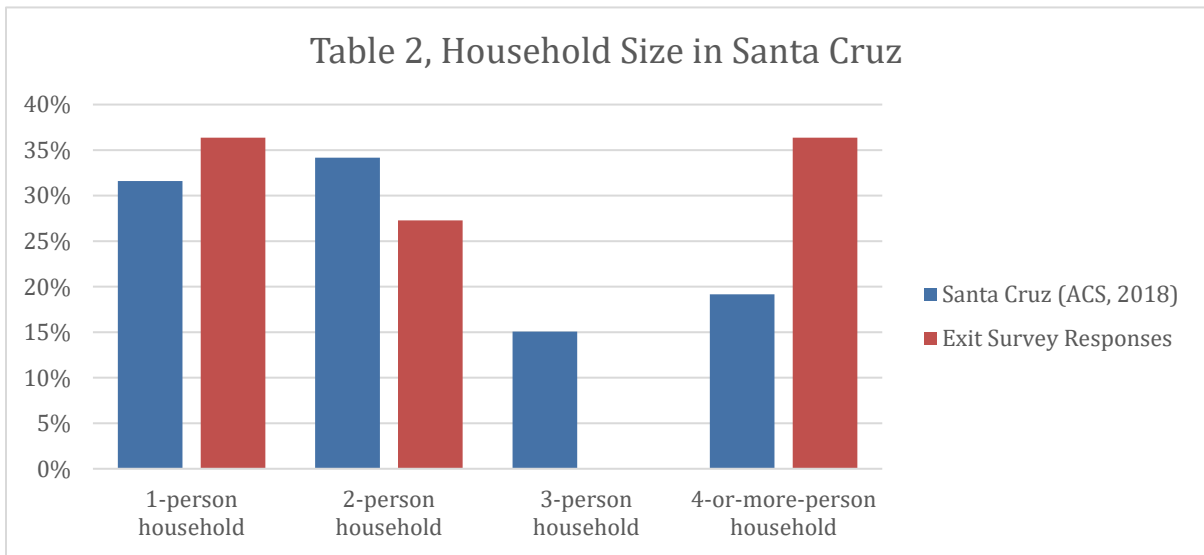
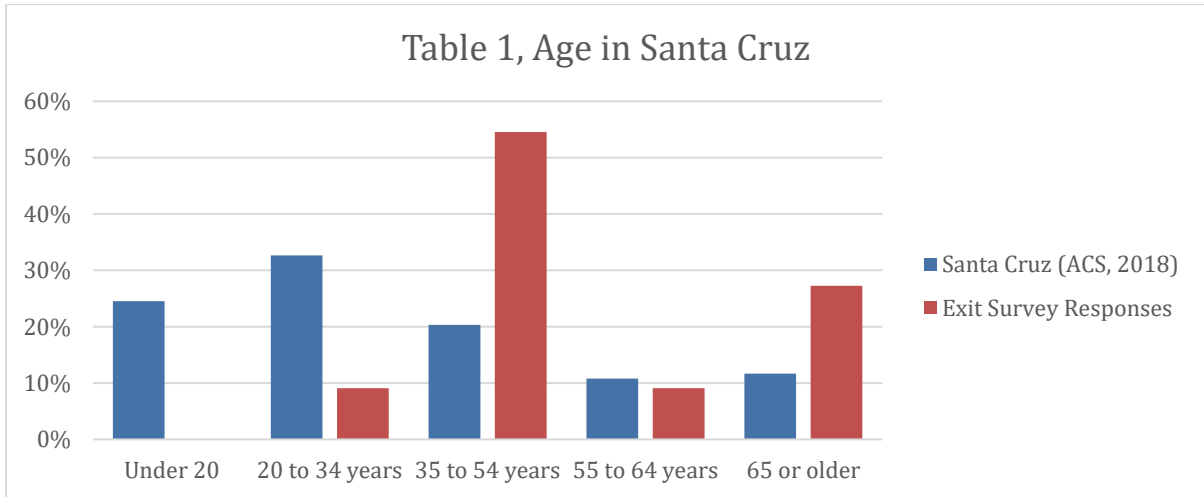
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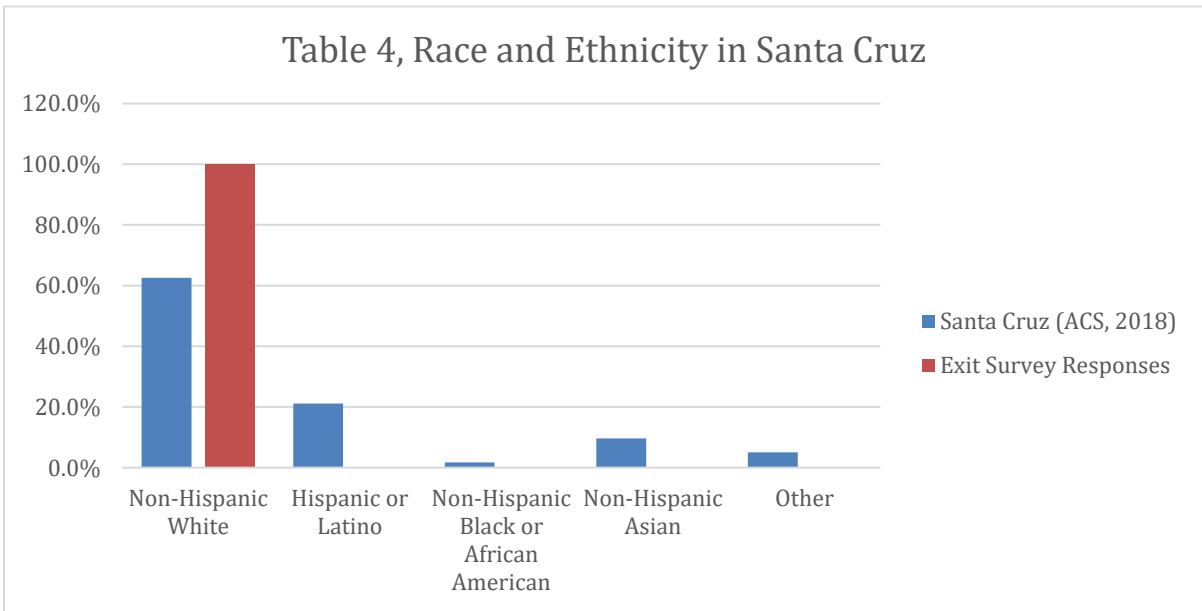
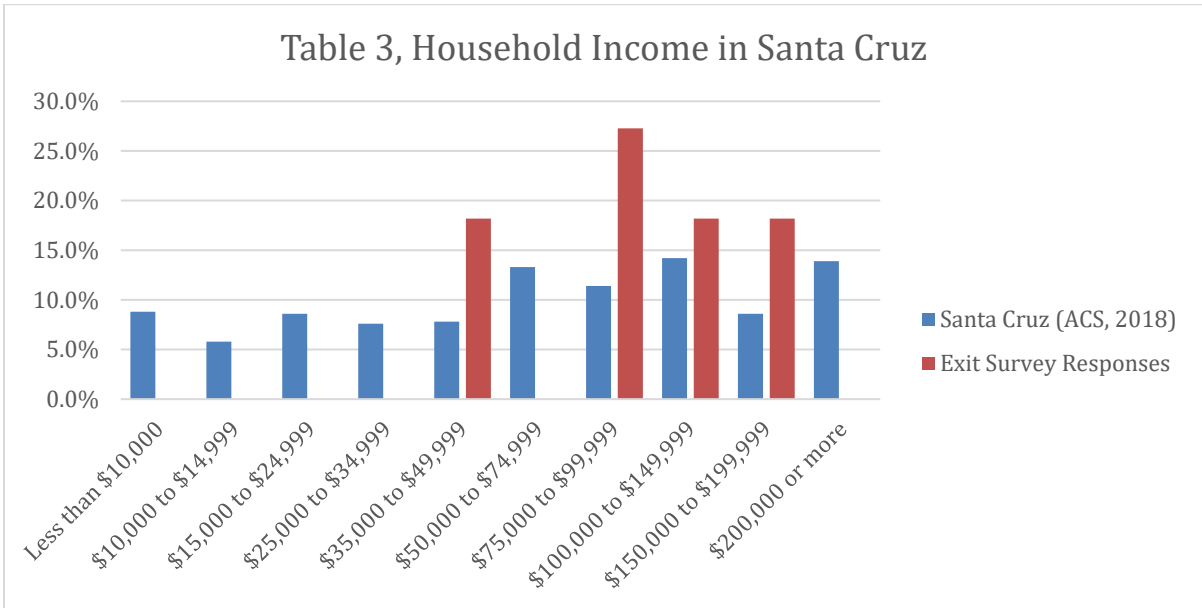
We also collected the demographics of event attendees who participated in the exit survey:

- 55 percent were between the ages of 35 to 54; and
- 100 percent self-identified as being white and non-Hispanic.
- Live in a mix of household sizes, including one-, two-, and four+ person households.
- Over 60 percent had household incomes of over \$75,000, with the majority making less than \$99,999.
- Approximately half (55 percent) of respondents said they had not participated in past projects like the Corridors or Voices on Housing Projects.

Figures 1 through 4 compare Santa Cruz's demographic estimates in 2018 to the demographics of webinar attendees who also took the exit survey, by percentage. As indicated below, **participation in this webinar did not engage the full spectrum of Santa Cruz residents and employees, particularly individuals between 20 to 34 years, households with incomes lower than \$75,000, and non-white and/or Hispanic individuals**. The City anticipates that additional community voices will be captured at the Spanish-language version of this event, which took place on March 24, 2021.

See Attachment B for a complete summary of exit survey responses.





MEASURING SUCCESS

Based on the results of the exit survey, described above, the webinar event met some of the desired outcomes. The majority of respondents felt positively to the guest presentation on the social impact of single-family zoning and felt that they had a different understanding of housing and land use than before the meeting. While 55 percent of respondents had not participated in a planning process, 100 percent signed up for project updates.

The City was able to disseminate information about the intent of the objective standards and their relationship to local and State housing goals. However, feedback from the exit survey indicated

that the webinar could have been improved by providing more detail on the scope of the objective standards project and future opportunities for community input.

In addition, the webinar had limited attendance and did not include a representative cross-section of Santa Cruz.

Attachments:

- Attachment A, Zoom Q&A Submissions
- Attachment B, Exit Survey Responses

Attachment A, Zoom Q&A Submissions

#	Question	Answer(s)
1	this being recorded for later waatching	Yes, the link to the recording will placed on the project website afterwards. (www.cityofsantacruz.com/policy You will see the Objective Zoning Standards "button." The video and all project information will be there.)
2	Hi! I'm a reporter from Santa Cruz Local. Can you share how many people are attending tonight?	Yes, there are currently 35 attendees and 9 panelists. Thank you
3	where are these?	Schapiro Knolls and Pippin Orchards are in the Watsonville area. Aptos Blue is in Aptos next door to the Commnity Foundation.
4	Under SB 330, have we met or exceeded our share of regional housing? opinions on nextdoor vary. Thanks.	SB 330 does not set housing requirements. However, it does use the State's Regional Housing Needs Allocation (RHNA) for all levels of affordability as the basis for some of its streamlining thresholds. The City of Santa Cruz has met these minimum RHNA requirements for all levels of affordability except Very Low Income. Again, these are minimum thresholds used by the state to determine if a housing development is allowed to use additional streamlining measures. Plus, the next RHNA numbers from the State are expected to be much higher than the previous numbers, speaking to an every greater need for housing throughout the state. Thank you
5	Shouldn't there be objective standards regarding water availability corresponding to the number of added housing units?	These objective standards will not effect the number of units allowed in a given property based on the zoning and general plan land use desigation. The current zoning and General Plan land use has already gone through an environmental process where water capacity was considered in the planning of those units. Thank you
6	Where I can find the city's forecasting model on how this new development impacts Santa Cruz rental costs and housing prices?	Good question- please email this question to the project manager Sarah Neuse at sneuse@cityofsantacruz.com and our team will try to find some more information for you. Thanks
7	If multi family housing is a priority, why do so many current city projects consist of mostly small studios or one bedroom units?	There are a lot of factors that influence a developer decision. As part of this project, the team is performing economic analysis on potential projects at given sites and show that under current economic conditions, it is difficult for some projects to "pencil out". The objective standards work will continue to test standards in an economic way as well to understand development feasibility. Thank you

- 8 Please reduce parking minimums so we can have walkable, non-polluting neighborhoods and please allow for more multi-family housing, especially downtown and other areas with lots of jobs and services, so we have more housing for all of our residents. Thank you!
- Thanks for your comment
- 9 Are the standards going to address second home ownership? I have seen real estate ads for new condos in the City saying ideal for your second home by the beach.
- live answered
- 10 Why wasn't this objective standards process done before trying to roll out the "corridors project"?
- This objective standards process was in response to recent legislation in the past two years. The corridors process was started years prior to this legislation. Thank you
- 11 What penalties from the state does the city face for not meeting state-mandated housing guidelines? My understanding (possibly incorrect) is that some , principally weathly, California communities are ignoring the state housing guidelines.
- live answered
- 12 Has there been an analysis of Santa Cruz water system carrying capacity?
- These objective standards will not effect the number of units allowed in a given property based on the zoning and general plan land use desigation. The current zoning and General Plan land use has already gone through an environmental process where water capacity was considered in the planning of those units. Thank you
- 13 Is there State review and approval of the adopted standards? Are there examples where cities have made objective standards that were considered discriminatory and were overturned? Worried about anti-development groups influencing this process.
- live answered
- 14 "Development must be compatible to the character of the neighborhood". How is this compatiblity determined?
- live answered
- 15 What would have to change to allow multi-family units to be built in single-family zoning?
- live answered

16 I'm hopeful that zoning standards will improve trust in the city planners. Thank you for your comment!

17 Are there any cities that have updated their objective standards already in response to SB 330? live answered

18 Are the standards going to differentiate among different settings? For example, some parcels along our major corridors are directly adjacent to established neighborhoods, while other corridor parcels are separated from adjacent neighborhoods by alleyways or other commercial parcels; some parcels along the corridors are narrow, others are deep. live answered

19 The racial inequity is an important point. The objective standars should state zoning should be spread across the city. By having the mixed use high density on Water St. & Soquel Ave. you are making inequity and using discriminatory practices. The 3 better schools currently are not near Water St. and Soquel which is discriminatory but a family can have their student appy to those in other areas but you can see why it needs to be addressed. Acre by acre allocation would be a way to keep racial discrimination at bay.Will there by an objective standard stating mixed use high density must be spread evenly through out the town of Santa Cruz? live answered

- 20 SOU ordinance only allows the type of housing. SOU. So it ends up with 433 units proposed of same type housing on less than 3 acres at Ocean and Water to May and Hubbard. Is that diversity of housing. Originally meant for single ownership units, now allowed to be rented at market rate. How does that allow for equitable housing solutions? live answered
- 21 Where does the city stand on adopting standards that allow for maximally effective passivhaus buildings? I recommend you letting staff know during this process what new standards are needed to achieve the results in passivhaus design you seek. you can reach out to project manager Sarah Neuse at sneuse@cityofsantacruz.com to provide further comments on that. The next phase in the planning process will be seeking community input on standards as well. Thank you
- 22 If the General plan sets the FAR, then the objective standards won't be able to limit height any more than our current zoning ordinance. Is that correct? live answered
- 23 How can we ensure that we build tall enough to create additional park and open space? live answered
- 24 30% of town are students and the diversity is tied to the student population. Lower income students cannot afford the high rents and so what equitable solutions can cater to one third of our town? It seemed odd to permit 205 luxury condos next to Metro when the students fees pay for half of direct fares to the Metro and frankly more likely to use the Metro. Thank you- students will be one of the key focus groups of this project's social equity component, in addition to people of color and low income. Hopefully the project will receive a lot of student input. In regards to downtown projects, two other major projects near the metro station (Pacific Station North and South) feature a substantial affordability component and supportive housing next to and above the new Metro Station. Statewide and in Santa Cruz, there is a need for more housing at all levels of affordability. Thank you
- 25 You are not addressing the racial inequity. Your maps need to be modified. live answered
- 26 How can we raise height limits and is "shade" an objective standard? live answered. Yes, shade can be measured as an objective standard. However, it is not a typical standard used to guide development, except where buildings overshadow public parks.

- 27 Upzoning has been proposed on mainly Eastside Corridors and lower Mission Street and Seabright. These are older and multigenerational working class neighborhoods. How are the equity considerations being addressed with this imbalance? live answered
- 28 Is it too late to establish height and setback standards? No, height and setback standards will still be considered as part of the objective standards work. If you have thoughts on those items, please continue providing input to the project team. Thank you
- 29 Is ucsc owned property in the city off limits? Yes, the City does not directly control land use decisions on UC campuses per State law. Thank you
- 30 How might objective standards take into account future/planned/proposed adjacent development, i.e. potential for new transit development next to a new site live answered
- 31 Upzoning grant is being evaluated around South of Laurel Street and why there and not other obvious places? live answered
- 32 Thank you. I hope solutions for the racial inequities are full addressed with solutions. live answered
- 33 Do we need to change the General Plan in order to limit height and require setback standards? Potentially. The State requires cities to allow the development intensities provided in the General Plan. If a lower height limit prevents that amount of development from being allowed, that amount of housing would have to move to other places that have a lower amount of housing allowed through a General Plan Amendment. Thank you.
- 34 Are you going to evaluate the the two Opportunity Zones on Eastside and is that equitable? live answered
- 35 How might "health in all policies" be incorporated into the objective standards project? As seen in the presentation this evening, there equity component to this project that seeks to achieve health in all policies goals. This process hopes to empower people across Santa Cruz in the creation of development standards that shape their community. Thank you
- 36 How might objective standards help us encourage transit-oriented development, and more walkable neighborhoods? live answered
- 37 Our main industry is education.... live answered

38 There is land for sale on the upper west side. Why can't that be rezoned? live answered

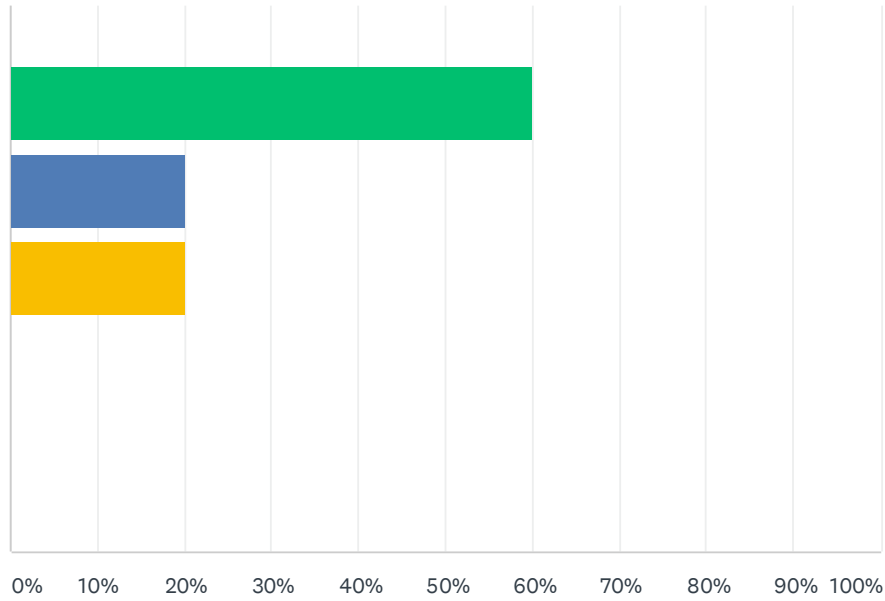
39 Is the objective standards design process dictated by the council directive to "preserve and protect residential neighborhood areas and existing city businesses as the City's highest-level policy priority" and if so how does the process plan to address that? live answered

40 The high density building so far have restricted pedestrian traffic to narrower sidewalks even in parts of downtown and concern about safety of bicyclists on corridors not wide enough to handle bus rapid transit. The Corridor data showed many issues of creating Complete Street suitable for higher density. The data was extensive. live answered

41 Thank you all for your presentation :-)

Q1 Overall, how would you rate the event?

Answered: 10 Skipped: 1

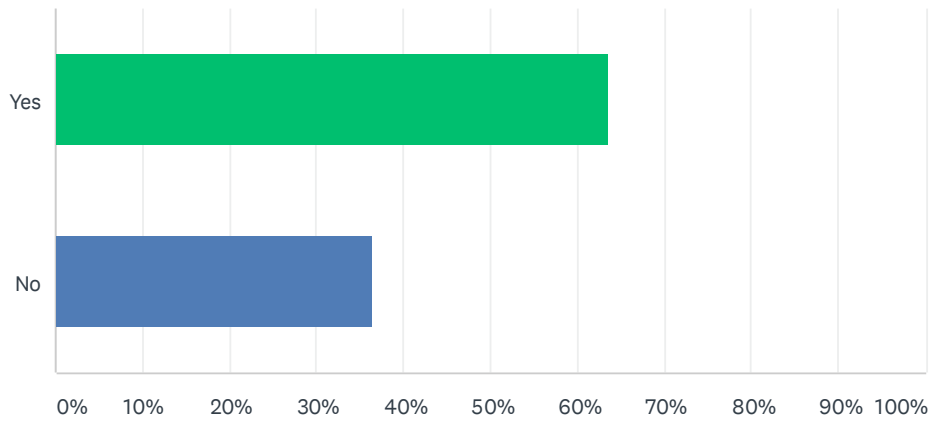


■ Excellent
 ■ Very Good
 ■ Good
 ■ Fair
 ■ Poor

EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
60.00%	20.00%	20.00%	0.00%	0.00%	10	1.60
6	2	2	0	0		

Q2 Do you feel that you have a different understanding of housing and land use than you did before this meeting?

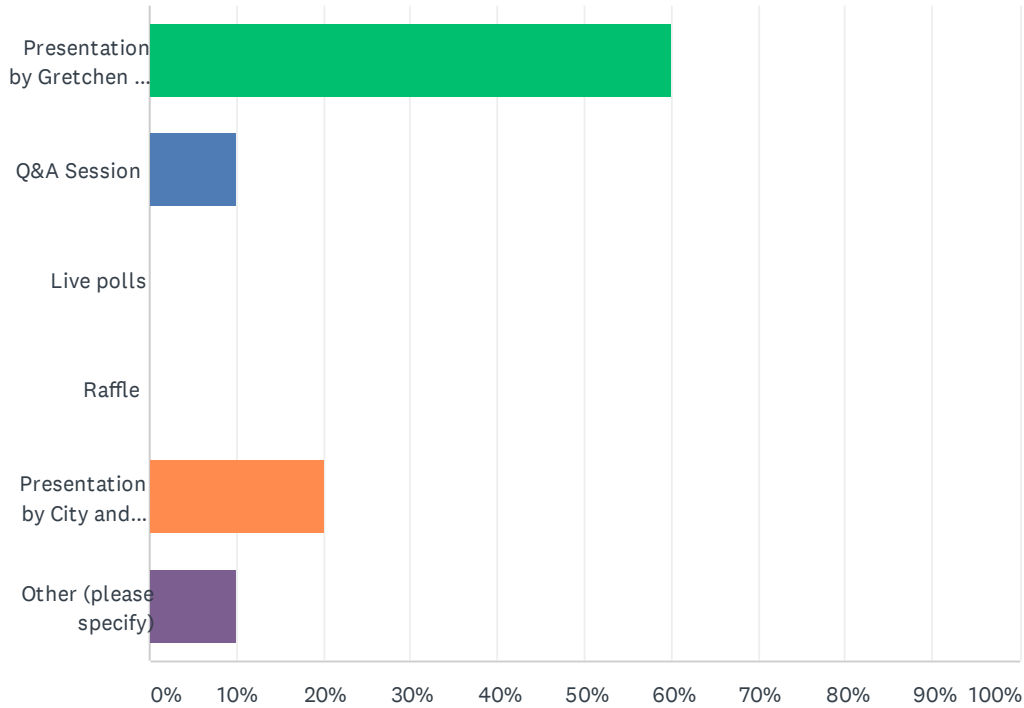
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	63.64%	7
No	36.36%	4
TOTAL		11

Q3 What was your favorite portion of the event?

Answered: 10 Skipped: 1



ANSWER CHOICES	RESPONSES	
Presentation by Gretchen and Diana	60.00%	6
Q&A Session	10.00%	1
Live polls	0.00%	0
Raffle	0.00%	0
Presentation by City and consultant on objective standards	20.00%	2
Other (please specify)	10.00%	1
TOTAL		10

Q4 What did you dislike about the event?

Answered: 6 Skipped: 5

Q5 What could have improved the event?

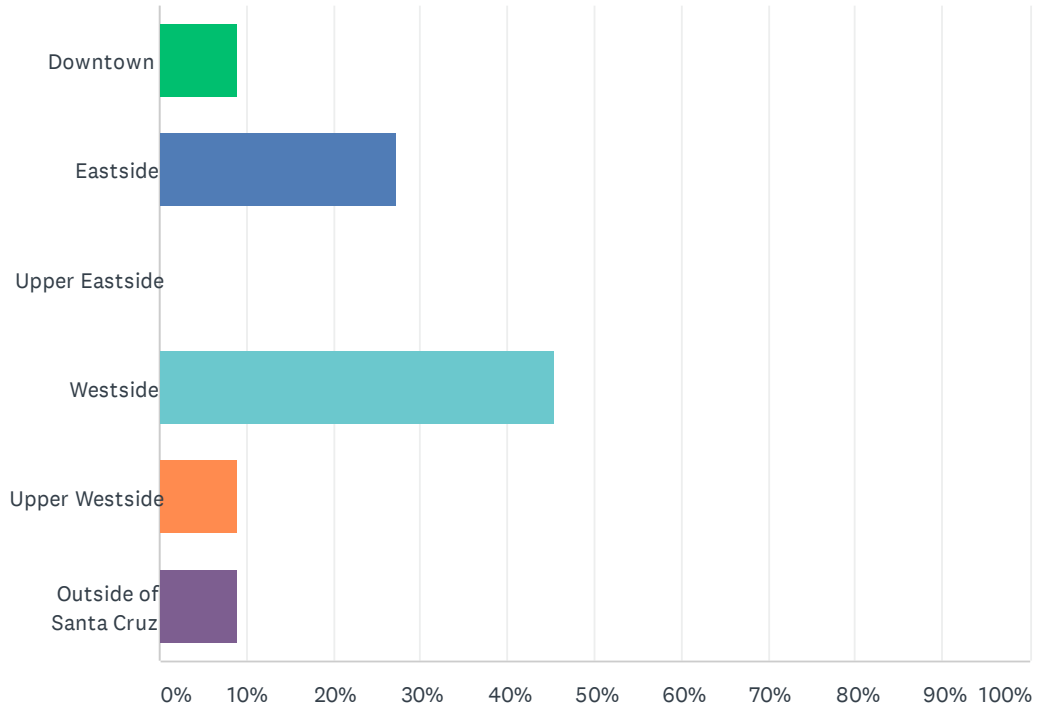
Answered: 7 Skipped: 4

Q6 Is there anything else you would like us to know about the event and your experience?

Answered: 7 Skipped: 4

Q7 What neighborhood do you live in?

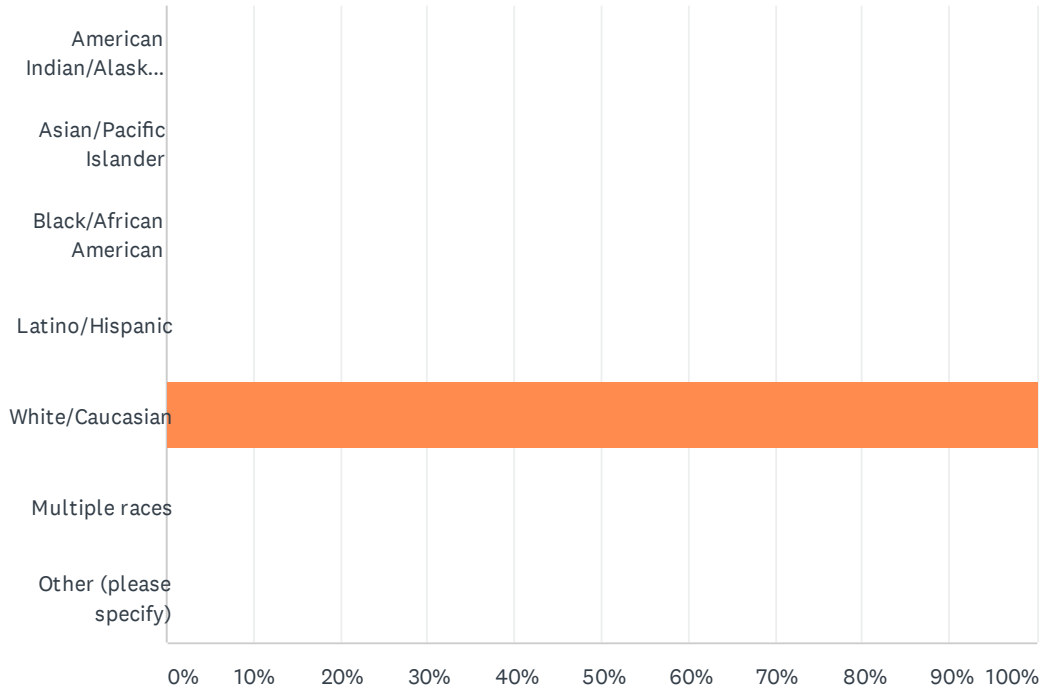
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES
Downtown	9.09% 1
Eastside	27.27% 3
Upper Eastside	0.00% 0
Westside	45.45% 5
Upper Westside	9.09% 1
Outside of Santa Cruz	9.09% 1
TOTAL	11

Q8 What race/ethnicity do you most identify with?

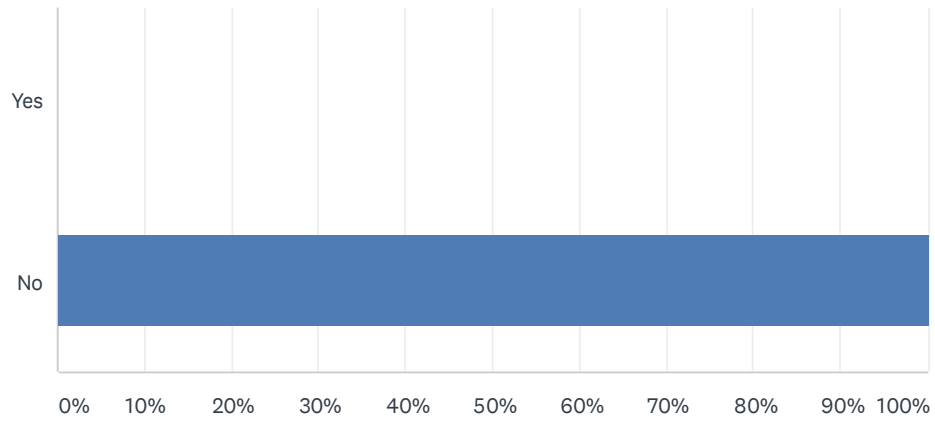
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES
American Indian/Alaska Native	0.00% 0
Asian/Pacific Islander	0.00% 0
Black/African American	0.00% 0
Latino/Hispanic	0.00% 0
White/Caucasian	100.00% 11
Multiple races	0.00% 0
Other (please specify)	0.00% 0
TOTAL	11

Q9 Do you identify as Hispanic or Latino?

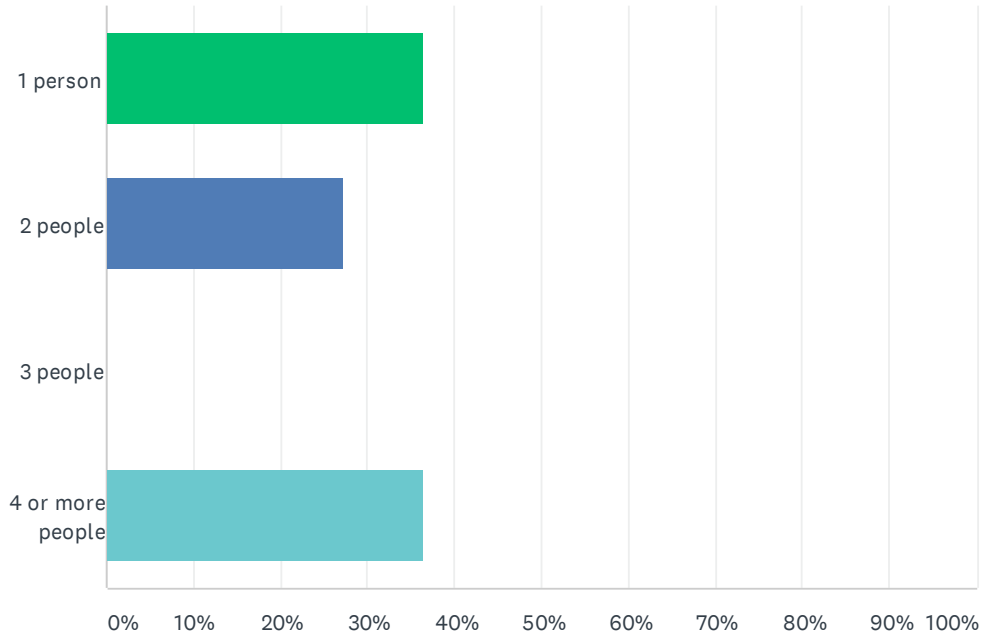
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	0.00%	0
No	100.00%	11
TOTAL		11

Q10 How many people are in your household?

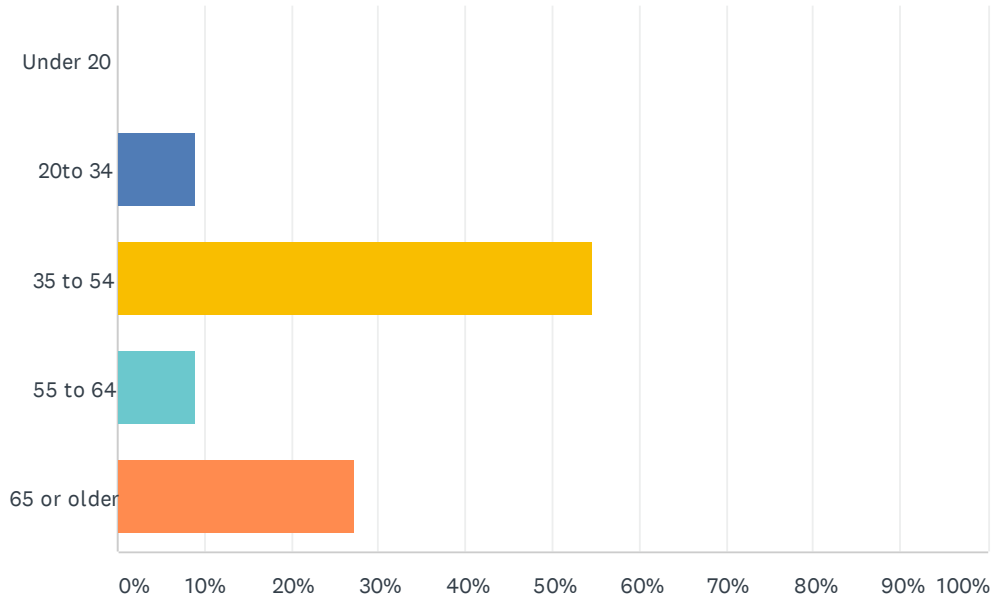
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 person	36.36%	4
2 people	27.27%	3
3 people	0.00%	0
4 or more people	36.36%	4
TOTAL		11

Q11 What is your age?

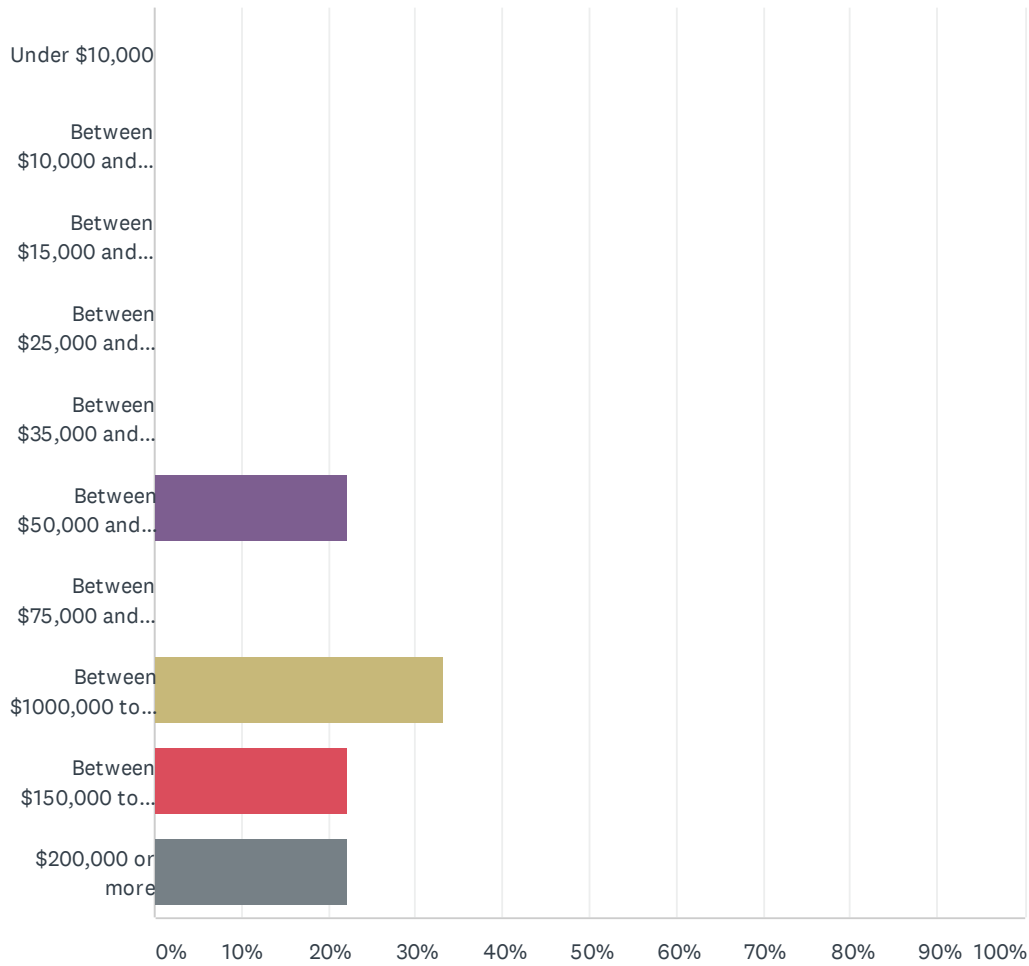
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 20	0.00%	0
20to 34	9.09%	1
35 to 54	54.55%	6
55 to 64	9.09%	1
65 or older	27.27%	3
TOTAL		11

Q12 What is your household income?

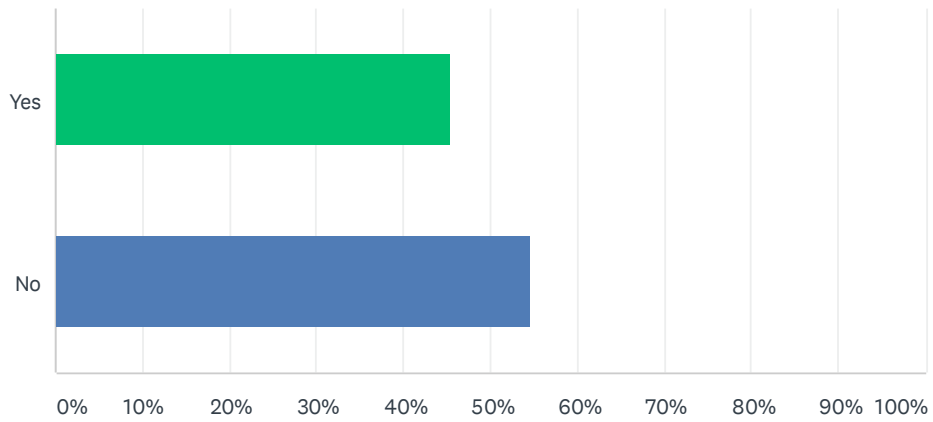
Answered: 9 Skipped: 2



ANSWER CHOICES	RESPONSES
Under \$10,000	0.00% 0
Between \$10,000 and \$14,999	0.00% 0
Between \$15,000 and \$24,999	0.00% 0
Between \$25,000 and \$34,999	0.00% 0
Between \$35,000 and \$49,999	0.00% 0
Between \$50,000 and \$74,999	22.22% 2
Between \$75,000 and \$99,999	0.00% 0
Between \$1000,000 to \$149,999	33.33% 3
Between \$150,000 to \$199,999	22.22% 2
\$200,000 or more	22.22% 2
TOTAL	9

Q13 Have you participated in the City’s previous planning and/or housing projects, such as the Corridors Plan or Voices on Housing?

Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	45.45%	5
No	54.55%	6
TOTAL		11

Q14 Would you like to sign up for project updates? Respondents who sign up will automatically be entered in a raffle to win a \$100 gift card to New Leaf Community Markets!

Answered: 11 Skipped: 0

ANSWER CHOICES	RESPONSES	
Name	0.00%	0
Company	0.00%	0
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	100.00%	11
Phone Number	0.00%	0