APPENDIX B

WHAT KEEPS YOU IN SANTA CRUZ?

Participants at the Community Design Workshop were asked to respond to the following question: "What are the physical attributes of Santa Cruz that brought you here, or keep you here?" Their responses appear below, in categories that were determined after the workshop.

Open Space and Beaches

- Accessible beaches
- West Cliff Drive
- The Ocean
- Wilder Ranch
- Nearby open space
- Pogonip
- Running dog at Lighthouse Field
- Harbor access

Physical Character

- Architectural design
- Small town feel
- Bikeable
- Walkability
- Live near work
- Access to work
- Small town character
- Access to a bit of everything
- Low density
- No congestion
- No high rises

Climate

- Light
- Climate
- Air quality

Community and Culture

- Lively arts
- Arts and cultural community
- Built and natural community
- Bike Church
- Number of non-profits

Education

- Connection to education excellence
- Job opportunities including UCSC
- School system

Diversity

- Focus on diversity
- Diverse community
- Acceptance of diversity
- Funky people
- Weirdness
- Unique neighborhoods
- Diversity of environments

Downtown

- Real Downtown
- Bookstores/theaters
- Downtown density
- Plaza quality
- Downtown as gathering place

Plants and Wildlife

- Forest
- Diversity of wildlife
- More native plants
- Birds

Agriculture

- Organic Growers Association
- Agro-ecology program
- Farmers' market

Family

- Born here
- Opportunities for youth
- Community/family
- Kids can play in the streets
- Safety
- Active community

Business

- Business opportunities
- Number of small businesses
- No Wal-Mart or Home Depot

Region

- San Francisco is nearby
- Close to international airports

Other

- Proposition 13
- Semi-decent bus service