



Paia Levine

Planning Department

County of Santa Cruz

Paia.Levine@santacruzcounty.us

(At least) Three levels of engagement with water resource issues:

- **Long Range Land Use Plans:**

Plans and studies that describe the community's vision and general plan for growth and development over an extended time frame. These are "big picture" plans.

- **Ordinances, Regulations, Design and Building Standards:**

More detailed, these are the method of implementing long range plans.

- **Individual Project Review**

The County role is one of coordinating, commenting, and consulting with water agencies and water suppliers.

A Regional Growth Forecast

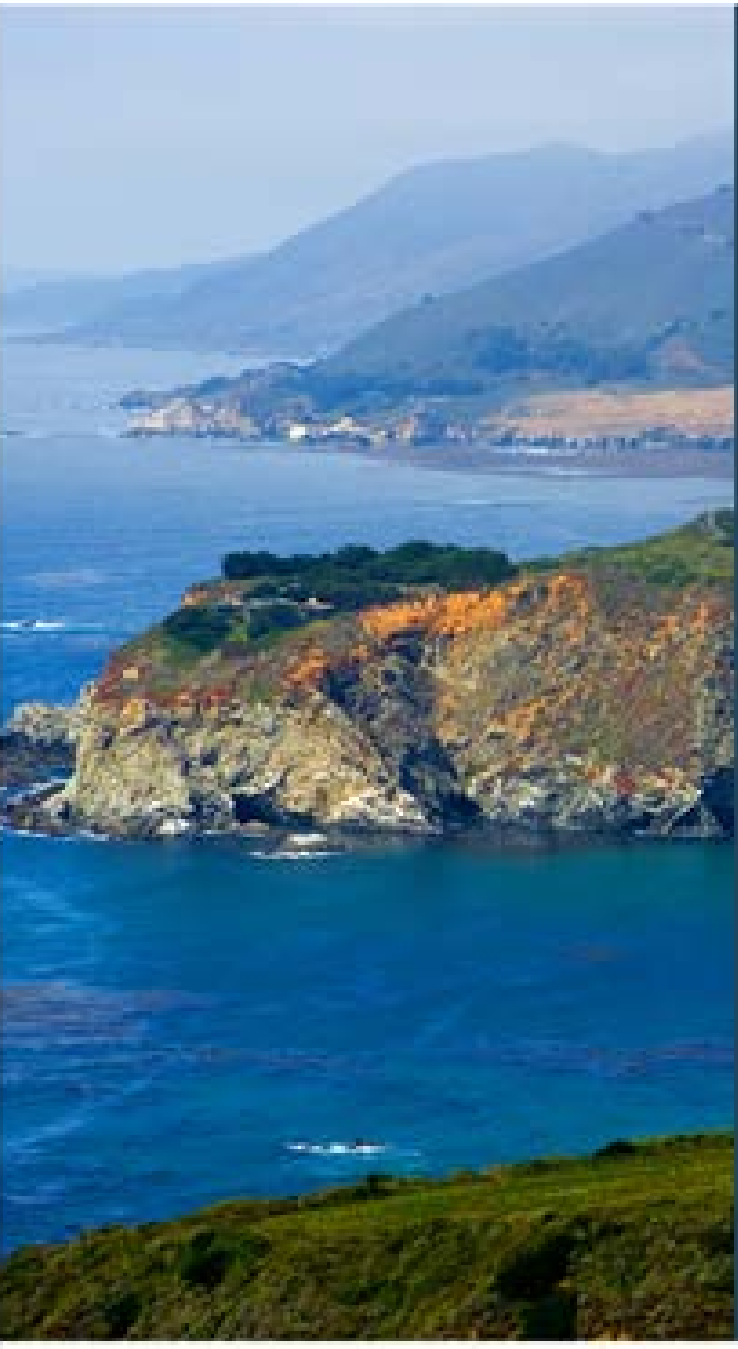


Table 7: Subregional Employment Forecast

Geography	2015	2020	2025	2030	2035	2040	Change 2015-2040	
							Numeric	Percent
AMBAG Region	337,600	351,800	363,300	374,100	384,800	395,000	57,400	17%
Monterey County	203,550	211,799	218,203	224,207	230,212	235,822	32,272	16%
Carmel-By-The-Sea	2,935	2,998	3,096	3,195	3,289	3,378	443	15%
Del Rey Oaks	359	371	387	404	418	432	73	20%
Gonzales	4,477	4,963	5,064	5,166	5,278	5,371	894	20%
Greenfield	7,024	7,552	7,729	7,813	7,911	7,982	958	14%
King City	4,441	4,692	4,862	5,013	5,154	5,287	846	19%
Marina	6,340	6,649	6,886	7,140	7,373	7,620	1,280	20%
Monterey	34,030	34,434	35,970	37,405	38,814	40,173	6,143	18%
Pacific Grove	5,000	5,093	5,272	5,466	5,637	5,808	808	16%
Salinas	64,396	67,270	69,660	71,958	74,160	76,294	11,898	18%
Sand City	1,517	1,569	1,633	1,698	1,758	1,810	293	19%
Seaside	9,650	10,161	10,455	10,726	11,020	11,299	1,649	17%
Soledad	3,442	3,584	3,694	3,786	3,885	3,978	536	16%
Balance Of County	59,939	62,503	63,497	64,438	65,516	66,390	6,451	11%
San Benito County	18,000	19,240	19,957	20,617	21,264	21,913	3,913	22%
Hollister	13,082	14,035	14,608	15,132	15,650	16,172	3,090	24%
San Juan Bautista	559	591	615	639	662	685	126	23%
Balance Of County	4,359	4,614	4,734	4,846	4,951	5,056	697	16%
Santa Cruz County	116,050	120,761	125,141	129,275	133,324	137,265	21,215	18%
Capitola	7,062	7,199	7,464	7,727	7,979	8,228	1,166	17%
Santa Cruz	40,986	43,090	44,647	46,153	47,616	49,085	8,099	20%
Scotts Valley	7,475	7,612	7,820	8,004	8,180	8,349	874	12%
Watsonville	22,644	23,482	24,382	25,200	26,008	26,772	4,128	18%
Balance Of County	37,883	39,339	40,826	42,191	43,541	44,831	6,948	18%

Sources: Data for 2015 from InfoUSA and the California Employment Development Department. Forecast years were prepared by AMBAG and PRB.

Table 8: Subregional Population Forecast

Geography	2015	2020	2025	2030	2035	2040	Change 2015-2040	
							Numeric	Percent
AMBAG Region	762,676	791,600	816,900	840,100	862,200	883,300	120,624	16%
Monterey County	432,637	448,211	462,678	476,588	489,451	501,751	69,114	16%
Carmel-By-The-Sea	3,824	3,833	3,843	3,857	3,869	3,876	52	1%
Del Rey Oaks	1,655	1,949	2,268	2,591	2,835	2,987	1,332	80%
Gonzales	8,411	8,827	10,592	13,006	15,942	18,756	10,345	123%
Greenfield	16,947	18,192	19,425	20,424	21,362	22,327	5,380	32%
King City	14,008	14,957	15,574	15,806	15,959	16,063	2,055	15%
Marina	20,496	23,470	26,188	28,515	29,554	30,510	10,014	49%
Marina balance	19,476	20,957	22,205	22,957	23,621	24,202	4,726	24%
CSUMB (portion)	1,020	2,513	3,983	5,558	5,933	6,308	5,288	518%
Monterey	28,576	28,726	29,328	29,881	30,460	30,976	2,400	8%
Monterey balance	24,572	24,722	25,324	25,877	26,456	26,972	2,400	10%
DLI & Naval Postgrad	4,004	4,004	4,004	4,004	4,004	4,004	0	0%
Pacific Grove	15,251	15,349	15,468	15,598	15,808	16,138	887	6%
Salinas	159,486	166,303	170,824	175,442	180,072	184,599	25,113	16%
Sand City	376	544	710	891	1,190	1,494	1,118	297%
Seaside	34,185	34,301	35,242	36,285	37,056	37,802	3,617	11%
Seaside balance	26,799	27,003	27,264	27,632	28,078	28,529	1,730	6%
Fort Ord (portion)	4,450	4,290	4,340	4,490	4,690	4,860	410	9%
CSUMB (portion)	2,936	3,008	3,638	4,163	4,288	4,413	1,477	86%
Soledad	24,809	26,399	27,534	28,285	29,021	29,805	4,996	20%
Soledad balance	16,510	18,100	19,235	19,986	20,722	21,506	4,996	30%
SVSP & CTF	8,299	8,299	8,299	8,299	8,299	8,299	0	0%
Balance Of County	104,613	105,361	105,682	106,007	106,323	106,418	1,805	2%
San Benito County	56,445	62,242	66,522	69,274	72,064	74,668	18,223	32%
Hollister	36,291	39,862	41,685	43,247	44,747	46,222	9,931	27%
San Juan Bautista	1,846	2,020	2,092	2,148	2,201	2,251	405	22%
Balance Of County	18,308	20,360	22,745	23,879	25,116	26,195	7,887	43%
Santa Cruz County	273,594	281,147	287,700	294,238	300,685	306,881	33,287	12%
Capitola	10,087	10,194	10,312	10,451	10,622	10,809	722	7%
Santa Cruz	63,830	68,381	72,091	75,571	79,027	82,266	18,436	29%
Santa Cruz balance	46,554	49,331	51,091	52,571	54,027	55,266	8,712	19%
UCSC	17,276	19,050	21,000	23,000	25,000	27,000	9,724	56%
Scotts Valley	12,073	12,145	12,214	12,282	12,348	12,418	345	3%
Watsonville	52,562	53,536	55,187	56,829	58,332	59,743	7,181	14%
Balance Of County	135,042	136,891	137,896	139,105	140,356	141,645	6,603	5%

Sources: Data for 2015 are from the U.S. Census Bureau and California Department of Finance. Forecast years were prepared by AMBAG and PRB.

Table 8: Subregional Population Forecast

Geography	2015	2020	2025	2030	2035	2040	Change 2015-2040	
							Numeric	Percent
AMBAG Region	762,676	791,600	816,900	840,100	862,200	883,300	120,624	16%
Monterey County	432,637	448,211	462,678	476,588	489,451	501,751	69,114	16%
Carmel-By-The-Sea	3,824	3,833	3,843	3,857	3,869	3,876	52	1%
Del Rey Oaks	1,655	1,949	2,268	2,591	2,835	2,987	1,332	80%
Gonzales	8,411	8,827	10,592	13,006	15,942	18,756	10,345	123%
Greenfield	16,947	18,192	19,425	20,424	21,362	22,327	5,380	32%
King City	14,008	14,957	15,574	15,806	15,959	16,063	2,055	15%
Marina	20,496	23,470	26,188	28,515	29,554	30,510	10,014	49%
Marina balance	19,476	20,957	22,205	22,957	23,621	24,202	4,726	24%
CSUMB (portion)	1,020	2,513	3,983	5,558	5,933	6,308	5,288	518%
Monterey	28,576	28,726	29,328	29,881	30,460	30,976	2,400	8%
Monterey balance	24,572	24,722	25,324	25,877	26,456	26,972	2,400	10%
DLI & Naval Postgrad	4,004	4,004	4,004	4,004	4,004	4,004	0	0%
Pacific Grove	15,251	15,349	15,468	15,598	15,808	16,138	887	6%
Salinas	159,486	166,303	170,824	175,442	180,072	184,599	25,113	16%
Sand City	376	544	710	891	1,190	1,494	1,118	297%
Seaside	34,185	34,301	35,242	36,285	37,056	37,802	3,617	11%
Seaside balance	26,799	27,003	27,264	27,632	28,078	28,529	1,730	6%
Fort Ord (portion)	4,450	4,290	4,340	4,490	4,690	4,860	410	9%
CSUMB (portion)	2,936	3,008	3,638	4,163	4,288	4,413	1,477	86%
Soledad	24,809	26,399	27,534	28,285	29,021	29,805	4,996	20%
Soledad balance	16,510	18,100	19,235	19,986	20,722	21,506	4,996	30%
SVPB & CTE	8,200	8,200	8,200	8,200	8,200	8,200	0	0%

Santa Cruz County	273,594	281,147	287,700	294,238	300,685	306,881	33,287	12%
Capitola	10,087	10,194	10,312	10,451	10,622	10,809	722	7%
Santa Cruz	63,830	68,381	72,091	75,571	79,027	82,266	18,436	29%
Santa Cruz balance	46,554	49,331	51,091	52,571	54,027	55,266	8,712	19%
UCSC	17,276	19,050	21,000	23,000	25,000	27,000	9,724	56%
Scotts Valley	12,073	12,145	12,214	12,282	12,348	12,418	345	3%
Watsonville	52,562	53,536	55,187	56,829	58,332	59,743	7,181	14%
Balance Of County	135,042	136,891	137,896	139,105	140,356	141,645	6,603	5%

Table 9: Subregional Housing Forecast

Geography	2015	2020	2025	2030	2035	2040	Change 2015-2040	
							Numeric	Percent
AMBAG Region	262,660	273,606	282,368	290,225	297,851	305,293	42,633	16%
Monterey County	139,177	144,491	149,032	153,708	158,151	163,186	24,009	17%
Carmel-By-The-Sea	3,417	3,432	3,436	3,441	3,456	3,462	45	1%
Del Rey Oaks	741	874	1,020	1,180	1,297	1,361	620	84%
Gonzales	1,987	2,109	2,508	3,083	3,792	4,456	2,469	124%
Greenfield	3,794	4,140	4,403	4,635	4,863	5,081	1,287	34%
King City	3,283	3,672	3,863	4,058	4,210	4,276	993	30%
Marina	7,334	8,172	8,776	9,324	9,692	10,014	2,680	37%
Marina balance	--	8,021	8,463	8,793	9,138	9,414	--	--
CSUMB (portion)	--	151	313	531	554	600	--	--
Monterey	13,637	13,846	14,126	14,322	14,627	14,908	1,271	9%
Monterey balance	13,637	13,846	14,126	14,322	14,627	14,908	1,271	9%
DLI & Naval Postgrad	0	0	0	0	0	0	0	--
Pacific Grove	8,184	8,271	8,303	8,343	8,431	8,516	332	4%
Salinas	43,001	44,797	46,683	48,805	50,505	53,043	10,042	23%
Sand City	176	238	298	371	493	619	443	252%
Seaside	10,913	11,126	11,264	11,517	11,878	12,342	1,429	13%
Seaside balance	--	8,932	8,984	9,132	9,288	9,447	--	--
Fort Ord (portion)	1,579	1,678	1,731	1,835	2,039	2,343	764	48%
CSUMB (portion)	--	516	549	550	551	552	--	--
Soledad	3,927	4,338	4,552	4,735	4,926	5,107	1,180	30%
Soledad balance	3,927	4,338	4,552	4,735	4,926	5,107	1,180	30%

Santa Cruz County	105,221	109,179	112,051	114,326	116,545	118,152	12,931	12%
Capitola	5,537	5,601	5,642	5,703	5,762	5,823	286	5%
Santa Cruz	23,535	26,365	27,706	28,634	29,443	30,167	6,632	28%
Santa Cruz balance	--	24,601	25,732	26,468	27,052	27,573	--	--
UCSC	--	1,764	1,974	2,166	2,391	2,594	--	--
Scotts Valley	4,691	4,750	4,818	4,869	4,887	4,895	204	4%
Watsonville	14,131	14,615	15,121	15,614	16,053	16,426	2,295	16%
Balance Of County	57,327	57,848	58,764	59,506	60,400	60,841	3,514	6%

Sources: Data for 2015 are from the U.S. Census Bureau and California Department of Finance. Forecast years were prepared by AMBAG and PRB.

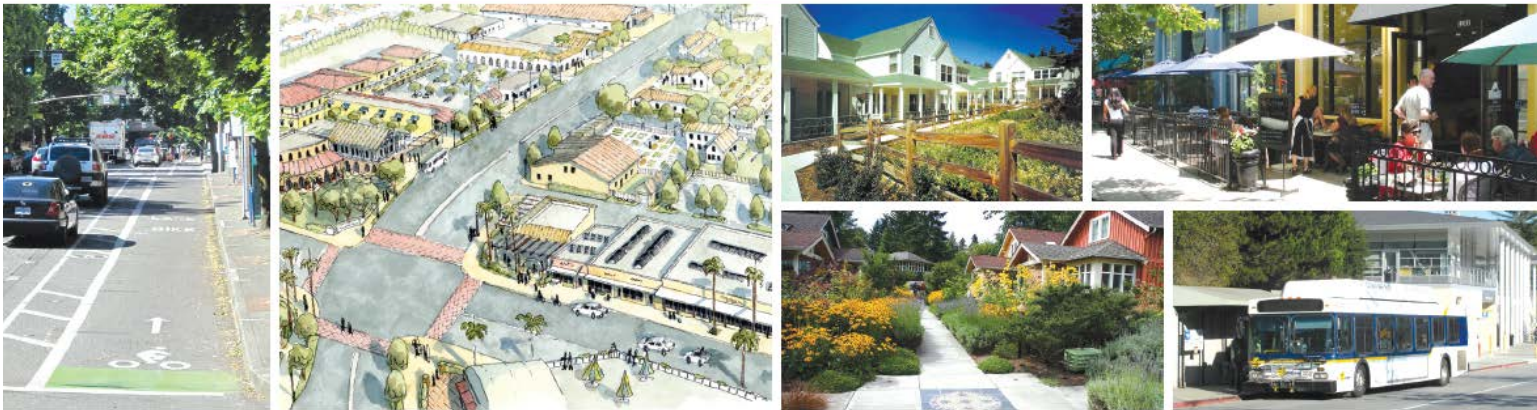
Year	Population Growth		Number of Allocations Used/Available
	State of California	Unincorporated Santa Cruz County	
2018	--	--	60*/256
2017	0.78%	0.07%	28/261
2016	0.82%	0.29%	67/259
2015	0.69%	0.36%	48/253
2014	0.89%	0.50%	36/253
2013	0.87%	0.69%	43/252
2012	0.95%	0.58%	35/252
2011	0.92%	0.42%	34/259
2010	0.74%	0.48%	29/260

Source: DOF E-5 2018 City/County Population and Housing Estimates (5-18); with revised E-5 2018 estimates



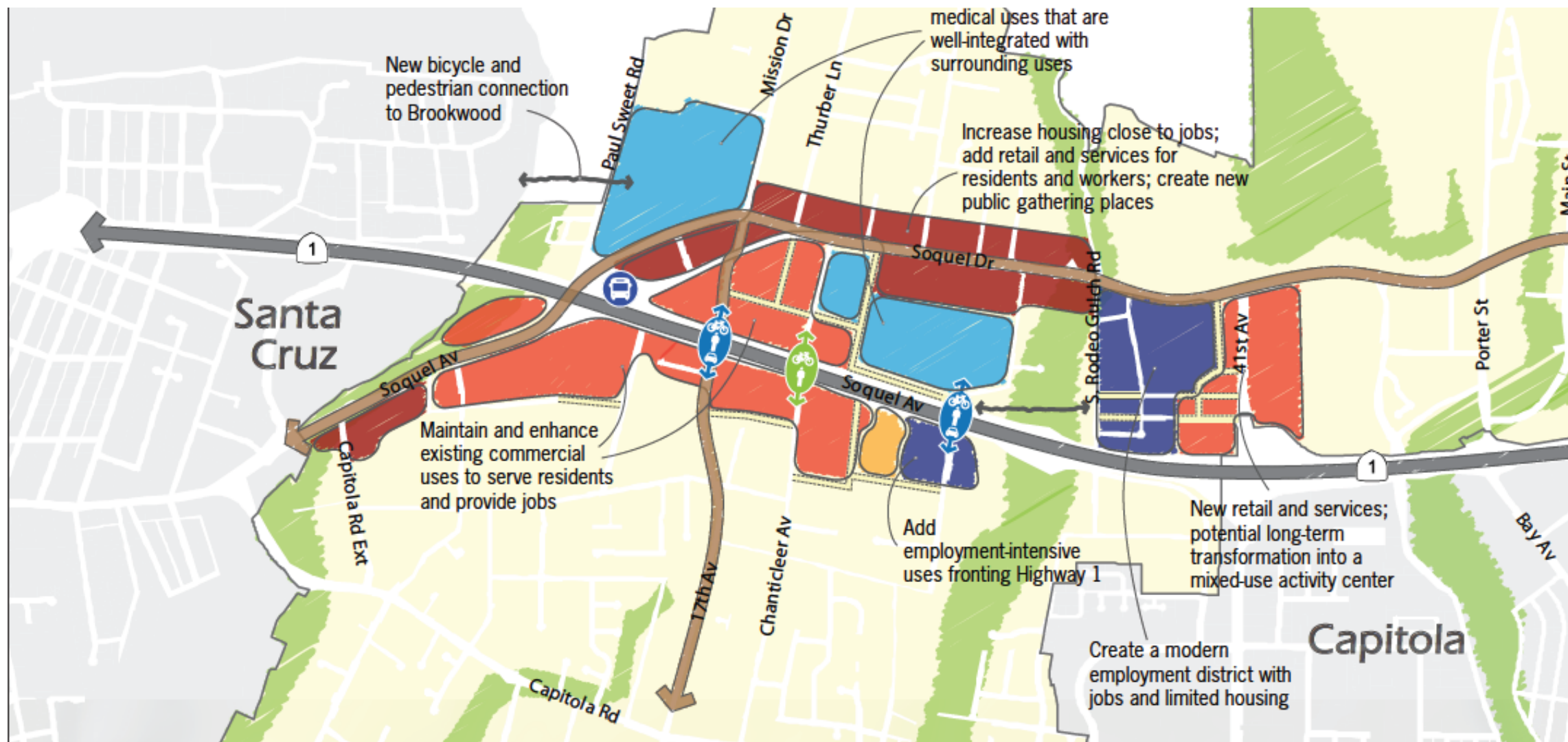
Sustainable Santa Cruz County Plan

October 28, 2014











FOCUS AREAS & GOALS



COMPREHENSIVE HEALTH & SAFETY

Health Equity	Community Support
Promote a safe and healthy community that nurtures body and mind across all ages and social conditions.	Provide access to food and basic support through integrated health care and social services.
Local Justice	Behavioral Health
Increase public safety through practices, partnerships and transformative opportunities that respect victims and reduce recidivism.	Support residents and lessen community impacts through increased access to integrated mental health, substance use disorder and health care services.



ATTAINABLE HOUSING

Affordable Housing	Community Development
Partner to develop affordable housing, lower barriers to housing solutions, and access new funding sources.	Sustain and rejuvenate communities by integrating places to live, work and play.
Local Inventory	Homelessness
Increase and diversify housing options through smart growth programs, adaptive reuse and innovation.	Expand services to reduce homelessness and increase housing stability.



RELIABLE TRANSPORTATION

Regional Mobility	Community Mobility
Improve road infrastructure and intra-county connectivity, and enhance commuting solutions.	Grow alternative transportation networks, and lower barriers to mobility.
Local Roads	Public Transit
Upgrade pavement conditions and road safety for everyone.	Work to enhance functionality and promote use of public transit.



SUSTAINABLE ENVIRONMENT

Outdoor Experience	Natural Resources
Ensure access to and enhance experience in parks, open spaces, water areas and outdoor activities.	Protect and restore natural resources, including water, air, forests, coastline and agricultural lands.
Local Conservation	Climate Change
Support and strengthen efforts for clean air and water, conservation, renewable energy, recycling and reuse.	Increase resilience to climate change impacts, including sea-level rise and changing weather patterns.



DYNAMIC ECONOMY

Regional Workforce	Community Vitality
Create opportunities to develop a quality workforce and increase family-wage jobs in support of the regional economy.	Stimulate vibrant and inclusive economies offering robust shopping, dining, cultural and gathering spaces.
Local Businesses	Educational Opportunity
Strengthen and retain small businesses and key sectors through innovation, flexibility and technology.	Support partnerships that promote early learning, higher education, and vocational and lifelong studies.



COUNTY OPERATIONAL EXCELLENCE

Customer Experience	County Workforce
Provide our customers with equitable access to efficient, effective and culturally responsive services.	Attract, grow and retain a diverse, engaged and high-performing County workforce that reflects our community.
County Infrastructure	Continuous Improvement
Maximize and responsibly maintain County assets in support of community goals.	Embrace innovation and continuous improvement to optimize County operations and maintain fiscal stability.

STRATEGIC PLAN 2018 - 2024





Paia Levine

Planning Department

County of Santa Cruz

Paia.Levine@santacruzcounty.us