

Santa Clara Public meeting

Santa Clara Public Library

04/01/2014





Q1. What Key words come to mind when describing the City of Santa Clara

- Connected city
- Low cost of utility
- Sports : Soccer, 49 stadium
- Family friendly
- Close, quite, and Peaceful
- Small town feel and Cozy neighborhoods
- Costco is packed like Sardines
- Clean, simple, and safe
- Home town, city of trees, historical and charming
- Diverse community
- History & community
- Interactive community
- Traffic frustrations
- Cares about citizens
- Service
- No place to park at Kaiser during the day – Our main hospital



Q1. What Key words come to mind when describing the City of Santa Clara

- Welcoming
- Close knit community
- Terrible traffic
- Great services
- Nice Open space
- Services to youth to senior
- University of Santa Clara, good schools
- Electronic industry
- Long lines at grocery store
- Children's safety in crossing busy streets
- Low community engagement
- Low utilities
- Great America amusement park
- Too many new high rise apartments
- Sports, recreational, opportunities
- Center of high tech companies



Q1. What Key words come to mind when describing the City of Santa Clara

- SCU
- Accommodating city friendly environment
- Independent city
- Full of different types of history (160 years)
- Rich in culture
- Strong utility structure
- Crowded



Q2. What are the top attributes of the City of Santa Clara

- Location and transportation
- Wide street, neighborhood, historic, city trees
- City hall, university
- Utilities, high quality city services
- Not living in a mini San Francisco
- Financially solvent (I thought ...)
- Assets, access to highways, central location, police, fire, electric, parks & recreation
- Internet access & Dark fiber network
- Police, schools, youth services, parks, open spaces, senior centers, Park & recreation dept
- Apt. to live (Too expensive)
- Strong revenue base, great balance of ethnic group, modern street maintenance
- Educational assets, access to environmental assets
- Diverse, low electric bill, great bike facilities, numerous educational facilities, great library
- University of Santa Clara
- Business and hi-tech companies that support Santa Clara community




Q3. What differentiates the City of Santa Clara from other cities in the region

- Library – However, getting almost too crowded
- Professional sport
- Quiet, great street maintenance, # of various facilities for different demographics – skate park/ senior center, small town feel, high tech, rich history, Distinct ethnic communities
- Own Electric services, high tech companies : Dell, Intel, Yahoo, NVIDIA
- Good infrastructures, central location
- Amusement park and recreation services
- No snow and low robbery
- Soccer park
- Self-owned utilities
- City council has no real representation of full cross-section of citizens
- Educational assets
- Only 2 school district
- Santa Clara university & Mission college




Q3. What differentiates the City of Santa Clara from other cities in the region

- Great America
- Dark fiber network and internet backbone
- Safe, sense of community
- Open Space, honest/ethical
- Building inspectors are accessible
- Yearly clean up day, clean up campaign to keep out blight
- Teen city & youth activity center
- Lower power cost, history, Santa Clara mission, SC university
- Good street maintenance
- Express ways for traveling through the city
- Our history, peaceful place to live
- More affordable housing than neighboring cities
- Saved old post office
- City owned library, feel small town
- City of trees, quiet, safe, peaceful, historical, small town feel



Q4. What should the City emphasize in the future to become more attractive as a place for resident

- Quaint downtown, community, location, ethics, utilities
- High level traffic enforcement
- Better bus service, low traffic congestion, pedestrian friendly avenue for children
- Concert hall, community garden
- Mixed use rather than high density planned development
- Get a whole food or Trader Joes
- Housing that Young people can afford
- More clean restaurants, need more restaurants
- Use of city hall gardens for more community events
- Get rid of “Dicey” places on El Camino
- More senior housing, more answers to community citizens
- Downtown needs to be more SCU friendly
- Redevelop downtown to attract i.e. concerts, events, restaurants
- Shopping with competitive pricing
- Protect lower income wage earners from excessive rent increase
- Provide more eating places/restaurants esp. high end and middle income



Q4. What should the City emphasize in the future to become more attractive as a place for resident

- Promote the business in the city – small, medium, and large. Award business 25, 50, 75 years
- Need brewery
- Get rid of ducks at central park
- More low price apartments, entertainment
- Not everyone wants to live in apartments
- Open space landscaping
- Downtown
- Lot more open spaces
- Need better public school
- Activities – community arts – close by (you can't go to Great America everyday)
- Bring back annual open city hall



Q5. What should Santa Clara do to become more attractive as a place for business

- Networking party, connect business
- Provide tax incentives to attract new businesses
- Increase parking or shuttle busses, improve mass transit
- Reface old business facades
- Promote convention center conveniences, low power rate, and dark fiber network
- Free shuttle services, low cost/free bus service with park \$ ride areas in lighted secure lots
- Really encourage people to shop in Santa Clara
- More planning staff to speed up permitting
- More company factory business, warehouse
- Model after downtown Mountain View, Palo Alto
- Resident discount at stores
- Provide business status services
- Increase housing density
- More sister cities and more international trade
- Promote the best of their business, award them for being in business for 25, 50, 75 years
- New business help pay for services/partnership with PD/SCFD, recreation dept, city events but get advertisement



Q6. Current Motto: The Mission City

How effective is the current motto in promoting Santa Clara as a place to live and work?



- a. 1
- b. 10
- c. 8
- d. 2
- e. 2
- f. 2
- g. 5
- h. 5
- i. 1



Q6. Current Motto: The Mission City

How effective is the current motto in promoting Santa Clara as a place to live and work?



J. 10

k. 10

l. 8.5 “mission” can be past or future

m. 4



Q7. Any idea of a good motto for the city

- The little big mission
- City of progress and Innovation
- Mission city/tech center
- San Jose may be the capital of silicon valley, but Santa Clara is the heart of IT
- The mission possible
- Pioneers for the future “the mission on a mission”
- The mission city of possibilities (Vs “mission impossible)
- The home of the 5 Superbowl Champions 49ers
- The wonders of the Santa Clara S.C. connect
- The all America Mission City
- The heart of silicon valley community at the heart of silicon valley
- Mission forward