GOALS OF TODAY’S MEETING

• Meet our committee
• Review roles and responsibilities
• Recreation Master Plan Project Overview
• Preview the existing recreational landscape
• Review public outreach plan & strategies
• Discuss project relationship to funding and implementation
ROLES AND RESPONSIBILITIES

• Diverse membership from recreation agencies countywide.
• Members represent the whole county.
• Work collaboratively and think broadly.
• Help get the word out.
• Help make connections with agencies and hard to reach communities.
• Advise on recreational needs and solutions.
WHY A RECREATION MASTER PLAN?
RECREATION IS ESSENTIAL

Access to recreation is an essential part of sustainable communities

Parks foster community and friendship

Physical activity is key to health and wellbeing

Recreation benefits local economy
  Sports and leagues
  Jobs
  Ecotourism
  Real estate value

Environmental conservation is inherent to parks, trails, and open space
Nearly 450,000 residents in 8 cities and several residential communities

- 22.2 percent under 18 years old
- 14.9 percent over 65 years old

Diverse recreation provided by the County, the cities, and hundreds of organizations (sports leagues, trail groups, etc.)

- Wine and ecotourism
- Equestrians
- Beach-oriented recreation (SUP, camping, kayaking, diving)

Millions of visitors annually, often seeking outdoor recreation

South coast tourism alone bring $1.9 billion (Visit Santa Barbara 2017)
COMMUNITY SNAPSHOTs

- **City of Santa Barbara (2019)**
  - Total Population: 92,034
  - Park Acres Ratio: 11 acres per 1,000 people
  - Median Income: $78,945
  - Average Household Size: 2.45

- **City of Lompoc (2019)**
  - Total Population: 44,188
  - Park Acres Ratio: 5.8 acres per 1,000 people
  - Median Income: $53,409
  - Average Household Size: 2.91
COMMUNITY SNAPSHOTs

- **City of Solvang (2019)**
  - Total Population: 5,761
  - Park Acres Ratio: 11.6 acres per 1,000 people
  - Median Income: $71,952
  - Average Household Size: 2.39

- **City of Guadalupe (2019)**
  - Total Population: 7,719
  - Park Acres Ratio: 2.3 acres per 1,000 people
  - Median Income: $48,680
  - Average Household Size: 3.93
COTTAGE HEALTH COMMUNITY
HEALTH NEEDS ASSESSMENT (2016)

PERCENTAGE OF OBESE ADULTS

PERCENTAGE OF ADULTS WITH DIABETES/PREDIABETES
Master Plan Goal:
Provide a strategic planning program to improve parks, trails, and recreational facilities of Santa Barbara County
STEPS TOWARD A RECREATION MASTER PLAN

• Outreach to stakeholders
• Inventory existing recreational facilities
• Evaluate recreational needs on a countywide and community-level scale
• Develop a Countywide Recreation Master Plan
  • High-quality, detailed information and analysis
  • Guide planning and funding options
• Prepare a Program EIR
  • Cover near-term improvements to avoid project-by-project cost and time
PROJECT SCHEDULE

- Winter 2019/20: Public Outreach and Agency Coordination
- Winter 2019/20: Existing Facilities Survey
- Winter/Spring 2020: Recreational Needs Assessment
- Summer 2020: Countywide Recreation Master Plan
- Fall/Winter 2020: Environmental Review and Adoption
- Winter/Spring 2021: Near Term Project Development
METHODOLOGY FOR INVENTORY

• Santa Barbara County Conservation Blueprint Atlas
• Transform into database of existing recreation facilities and opportunities
• Tracking ~70 different attributes
• Park type based on size and acreage, unique facilities
  • Pocket, Neighborhood, Community, Regional
• Campgrounds, open space, Los Padres National Forest, and State resources
SNAPSHOT OF RESULTS

Lines of data/polygons = 392
Parks with recreational value = 177
Properties with potential recreational value= 80

30% of parks in North County
70% of parks in South County
Parks and Park Needs in Santa Barbara County


DESCRIPTION:
Map showing parks, park service areas within a 10 minute walk, population metrics, and existing schools.

Note: Several of the layers are unchecked by default. Use the layers tab to turn them on.

To learn more about using the Atlas please visit our tutorial here: SB Atlas Tutorial, or watching a guided video here: SB Atlas Tutorial Video.

Please contact Dustin Pearce (dustin@sbbblueprint.net) if you have any questions on this map or the Atlas.

CREDITS:
Dustin Pearce

USE CONSTRAINTS:
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RECREATIONAL NEEDS ASSESSMENT

- Identify existing gaps and projected needs in recreation and park amenities
  - Public outreach
  - Level of service standards
  - Demographic trends and characteristics
- Assess adequacy of existing and planned facilities
  - Location, type, amount, and quality
  - GIS mapping analysis to support programmatic needs assessment
FUNDING & IMPLEMENTATION

• Grant funding opportunities
• Unique opportunities
  • Under-served communities
  • Coastal recreation
  • Low-cost recreation
• Partnerships and interagency coordination on grant applications/proposals
• Coordinated near-term project implementation with unified vision and strategy
PUBLIC OUTREACH PLAN OVERVIEW

• Foster cooperation between agencies and participation from disadvantaged/disenfranchised communities
• Public outreach through workshops, tabling at events, surveys, using email notifications, website, social media, print media, traditional public relations.
• Multi-lingual materials & interpretation
A community survey will be released shortly to collect robust and diverse information from the communities countywide.
DISCUSSION QUESTIONS

• What is your motivation for serving on this committee?
• What is your organization’s proudest recreational accomplishment?
• What is your main goal for recreational facilities in your community and/or in the County?
• What is the best way to reach people in your community regarding recreation?
CURRENT TASKS FOR THE STEERING COMMITTEE

• Review survey questions
• Review and contribute info to the recreational inventory
• Support the public outreach strategy
  • Share contacts
  • Direct outreach
  • Advertise and attend events
  • Solicit stakeholder presentations at future steering committee meetings
THANK YOU!

Next Meeting In January 2020