SANTA BARBARA COUNTYWIDE RECREATION MASTER PLAN

Steering Committee Meeting No. 2
September 17, 2020
WELCOME BACK
STATUS UPDATE

• Adjustments to the project plan in response to COVID-19
• Recreation Master Plan progress to date
• Retooled public outreach plan
RECREATIONAL PLANNING AREAS

Santa Barbara County

1. Santa Maria Valley
   City of Santa Maria
   City of Guadalupe
   Orcutt

2. Cuyama Valley

3. Lompoc Valley
   City of Lompoc

4. Santa Ynez Valley
   City of Buellton
   City of Solvang

5. South Coast
   City of Goleta
   City of Santa Barbara
   City of Carpinteria
   Isla Vista
   Montecito
   Eastern Goleta Valley
Indicators for Recreation Planning:

- **Population & Growth**
- **Age** (median age, proportion of seniors and children)
- **Median Household Income**
Most residents (68.7%) live in the eight incorporated cities.

South Coast and Santa Ynez Valley residents tend to be older and have higher median household incomes, whereas Santa Maria Valley, Lompoc Valley, and Cuyama Valley have more children and families and lower household incomes, although individual communities vary widely.
FIGURE 4.5: MEDIAN INCOME IN SANTA BARBARA COUNTY PLANNING AREAS (U.S. Census 2019)

FIGURE 4.8: RACE/ETHNICITY DISTRIBUTION IN COUNTY OF SANTA BARBARA (U.S. Census 2019)
• Guadalupe has the highest proportion of children, the highest average household size, the highest projected growth rate, and a low median household income

• While Orcutt and Santa Maria are in the same physical area, Santa Maria has higher proportion of children and lower household income

• Fastest-growing area in the County and will require expanded recreational amenities that are specific to its diverse populations and disadvantaged communities
CUYAMA VALLEY

• Population concentrated in communities of Cuyama and New Cuyama

• Isolated location of Cuyama Valley indicates that recreational needs must be met locally

• As a disadvantaged community, Cuyama Valley needs affordable recreation options
Lompoc has a low median age and a high average household size, indicating a strong presence of children and families.

Mission Hills and Vandenberg Village have a higher median age and significantly higher median household incomes.

Recreational amenities for children are needed in Lompoc and Mission Hills, whereas Vandenberg Village needs more amenities for seniors.
SANTA YNEZ VALLEY

• Buellton is the smallest City in the County, but is growing quickly and is home to young people and families

• Solvang, Santa Ynez, Los Olivos, and Ballard all have high median ages, indicating a need for senior programming and passive recreational opportunities

• The communities all have high median household incomes and are generally autonomous, indicating that recreation needs must be met locally

| Total Population (2019)       | 19,157 |
| Total Population (2050)       | 21,326 |
| Population Increase (2019 - 2050) | 11.3% |
| Average Household Size        | 2.61   |
| Total Households              | 7,582  |
| Percent Under 18 Years Old    | 19.7%  |
| Median Household Income       | $108,005 |
| Average Annual $ Spent on Entertainment/Recreation | $5,171 |
South Coast has the most diverse age range in the County,
• 54.3 in Mission Canyon (highest in the County) to 21.4 in Isla Vista (lowest in County)

High proportion of children in the three cities, high proportion of seniors in the unincorporated communities

Disadvantaged communities in cities, Eastern Goleta Valley, and Isla Vista indicate a need for affordable recreation opportunities

Total Population (2019) 207,706
Total Population (2050) 221,785
Population Increase (2019 - 2050) 6.8%
Average Household Size 2.55
Total Households 81,207
Percent Under 18 Years Old 16.8%
Median Household Income $92,195
Average Annual $ Spent on Entertainment/Recreation $4,923
Tracking Metrics for Recreation Planning:

- **Park Type & Amenities**
  - Pocket
  - Beach
  - Other Resources
  - Neighborhood
  - Regional
  - State
  - Community
  - Open Space
  - National

- **Acreage**

- Ratio of Park Land : Population
• Majority of park & open space acreage in South Coast
• 90% of beach parks and coastal access points are in South Coast
• Majority of parks are Neighborhood (33%), Community (24%), or Open Space (10%), however, individual communities vary
• 82% of parks are in City of Santa Maria and Orcutt
• Guadalupe only has 2 parks with community amenities
• There are only 2 coastal access areas in Santa Maria Valley
Cuyama Valley is severely lacking in parks and recreational amenities.

There is only one park and community pool for the communities of Cuyama and New Cuyama.
• Vandenberg Village only has 3 local parks
• Mission Hills does not have any local or regional parks
• City of Lompoc has 12 local parks and 1 regional park, making up 75% of all parks in Lompoc Valley
- 73% of all parks are located in the cities
- Majority of parks are neighborhood parks (73%)
- There is only 1 regional park in Santa Ynez Valley
- Gaviota Coast has popular coastal access points and camping
- Primary coastal access point for Santa Ynez and Lompoc Valleys
- State beaches, state parks, and open space areas (no local parks)
Local and regional parks between Goleta and Santa Barbara are generally well distributed – City of Goleta (19%), EGV (14%), IV (9%), and City of SB (34%) of total South Coast parks.

However, there are pockets in EGV and the cities where there are no parks in close proximity to neighborhoods.
• Montecito, Summerland, and Toro Canyon have 7 parks (5% of total South Coast parks)

• Carpinteria State Beach makes up 30% of Carpinteria’s total park acreage

• 44% of parks in this reach are coastal parks south of U.S. 101
UPDATED PUBLIC OUTREACH PLAN

• Survey approach during COVID
• More reliance on virtual outreach and communications
• 2 step process: during and post COVID
Recreation Planning & Community Outreach Schedule thru 2020 – SBC Rec Plan

Today

9/17
SC MEETING #2

9/10

9/30 - 10/30
SURVEY OUTREACH CAMPAIGN

9/30
LAUNCH SURVEY & WEBSITE

10/1

11/7
SC MEETING #3

11/7 - 11/30
WORKSHOP PARTICIPATION OUTREACH CAMPAIGN

11/1

12/1

12/2 - 12/25
VIRTUAL COMMUNITY NEEDS WORKSHOPS (4)

12/31

Revised in response to COVID-19
DISCUSSION QUESTIONS

• How are your organizations engaging with the public during the pandemic?
• How has COVID-19 changed the demands on your agency?
• What have you seen change in recreation trends in your agency?
• What barriers to public outreach do you foresee as we undergo virtual outreach?
• Have you used any tools to increase accessibility/engagement in your virtual communications?
THANK YOU!

Next Meeting: November 7, 2020

Key next steps: survey outreach and inventory review