



SANTA BARBARA COUNTYWIDE RECREATION MASTER PLAN

Steering Committee Meeting No. 1

November 13, 2019

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

INTRODUCTIONS

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

RECREATION IN SANTA BARBARA COUNTY



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.)



Millions of visitors annually, often seeking outdoor recreation

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

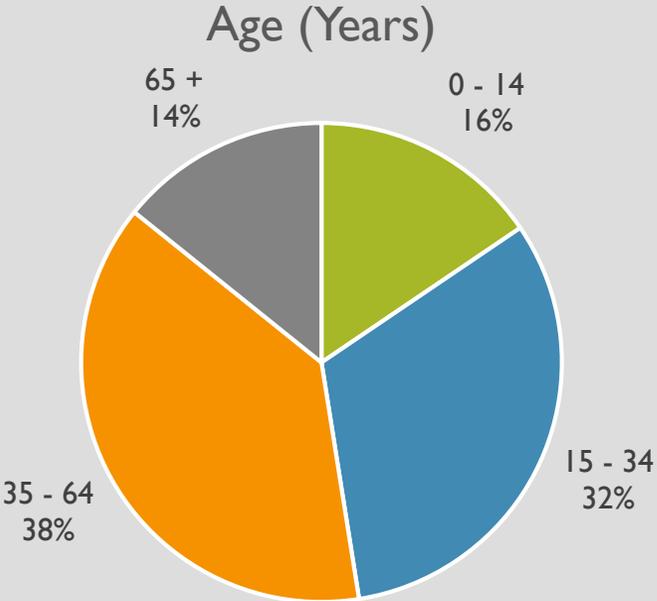


South coast tourism alone bring **\$1.9 billion** (Visit Santa Barbara 2017)

COMMUNITY SNAPSHOTS

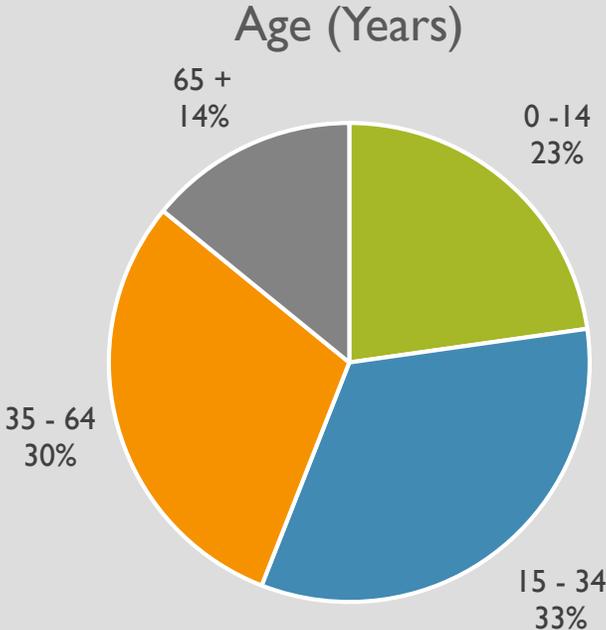
- **City of Santa Barbara (2019)**

- 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)**

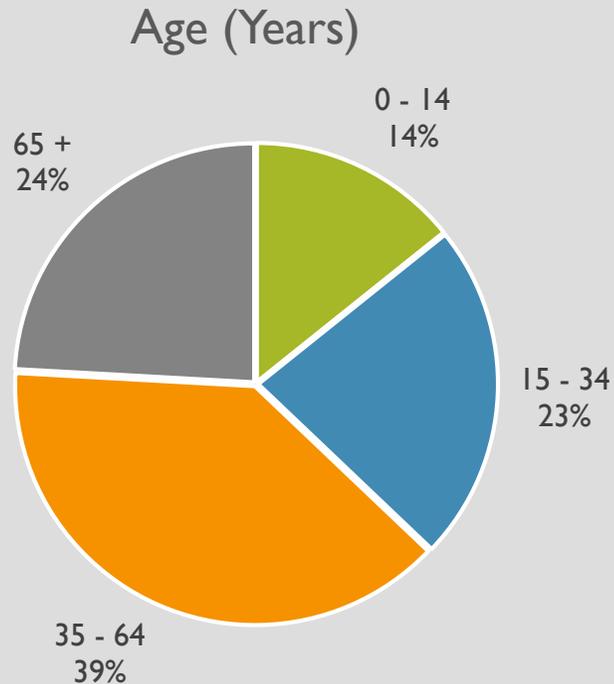
- Total Population: 44,188
- Park Acres Ratio: 5.8 acres per 1,000 people
- Median Income: \$53,409
- Average Household Size: 2.91



COMMUNITY SNAPSHOTS

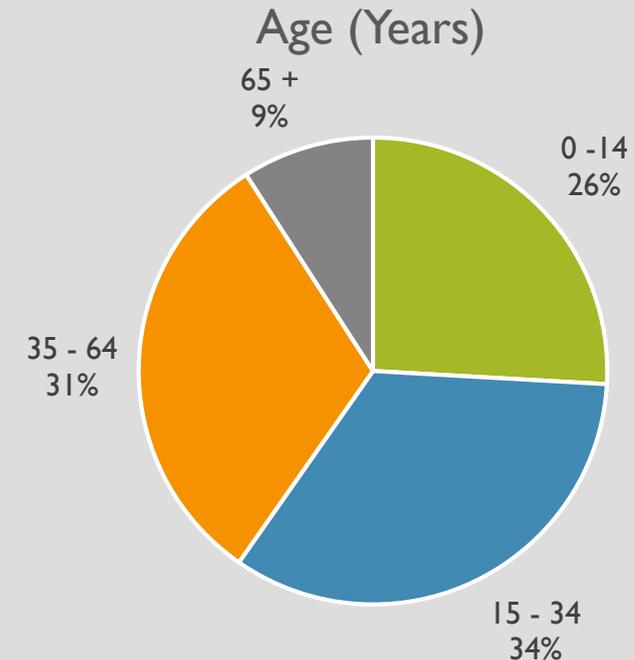
- **City of Solvang (2019)**

- 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

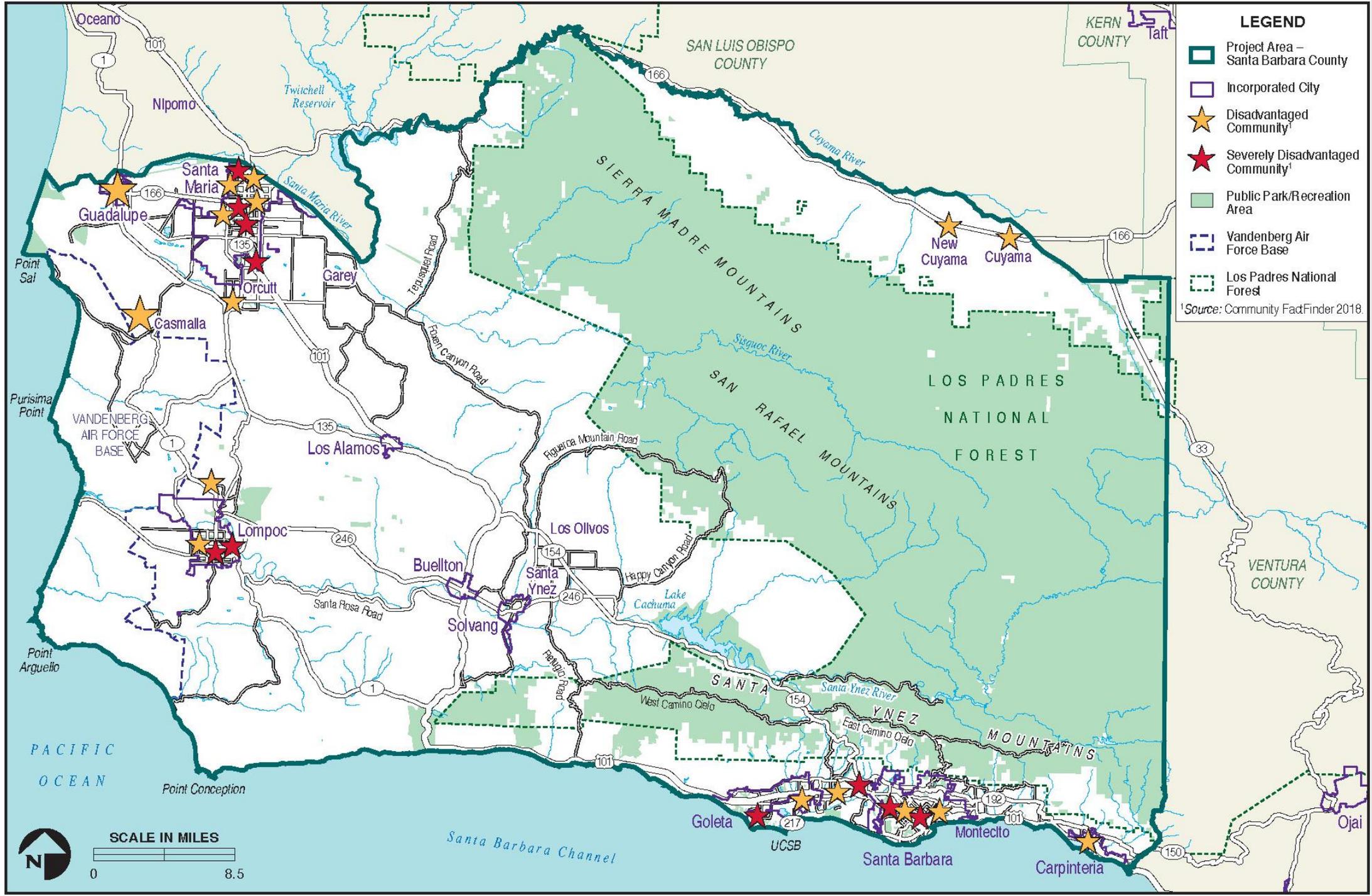


COTTAGE HEALTH COMMUNITY HEALTH NEEDS ASSESSMENT (2016)

PERCENTAGE OF OBESE ADULTS

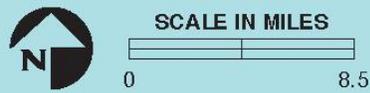
PERCENTAGE OF ADULTS WITH DIABETES/PREDIABETES





- ### LEGEND
- Project Area – Santa Barbara County
 - Incorporated City
 - ★ Disadvantaged Community¹
 - ★ Severely Disadvantaged Community¹
 - Public Park/Recreation Area
 - Vandenberg Air Force Base
 - Los Padres National Forest

¹Source: Community FactFinder 2018.





SANTA BARBARA COUNTY RECREATION
MASTER PLAN PROJECT

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

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

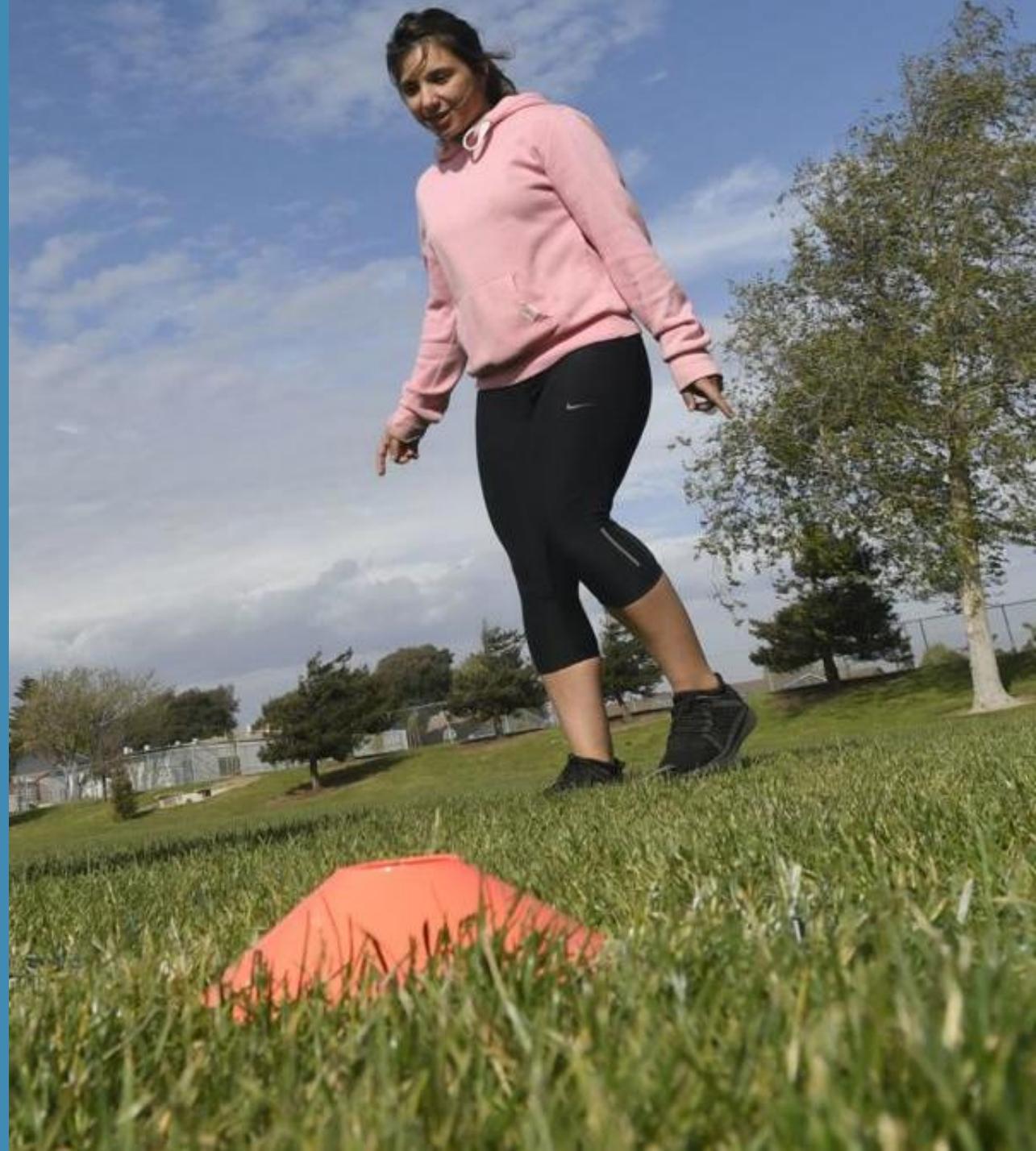
Lines of data/polygons = 392

Parks with recreational value = 177

Properties with potential
recreational value = 80

30% of parks in North County

70% of parks in South County





Legend ▾

Parks and Park Needs in Santa Barbara County

Created by: SB Atlas Admin (August 23, 2019)

This map is visible to everyone

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@sbcblueprint.net) if you have any questions on this map or the Atlas.

Credits

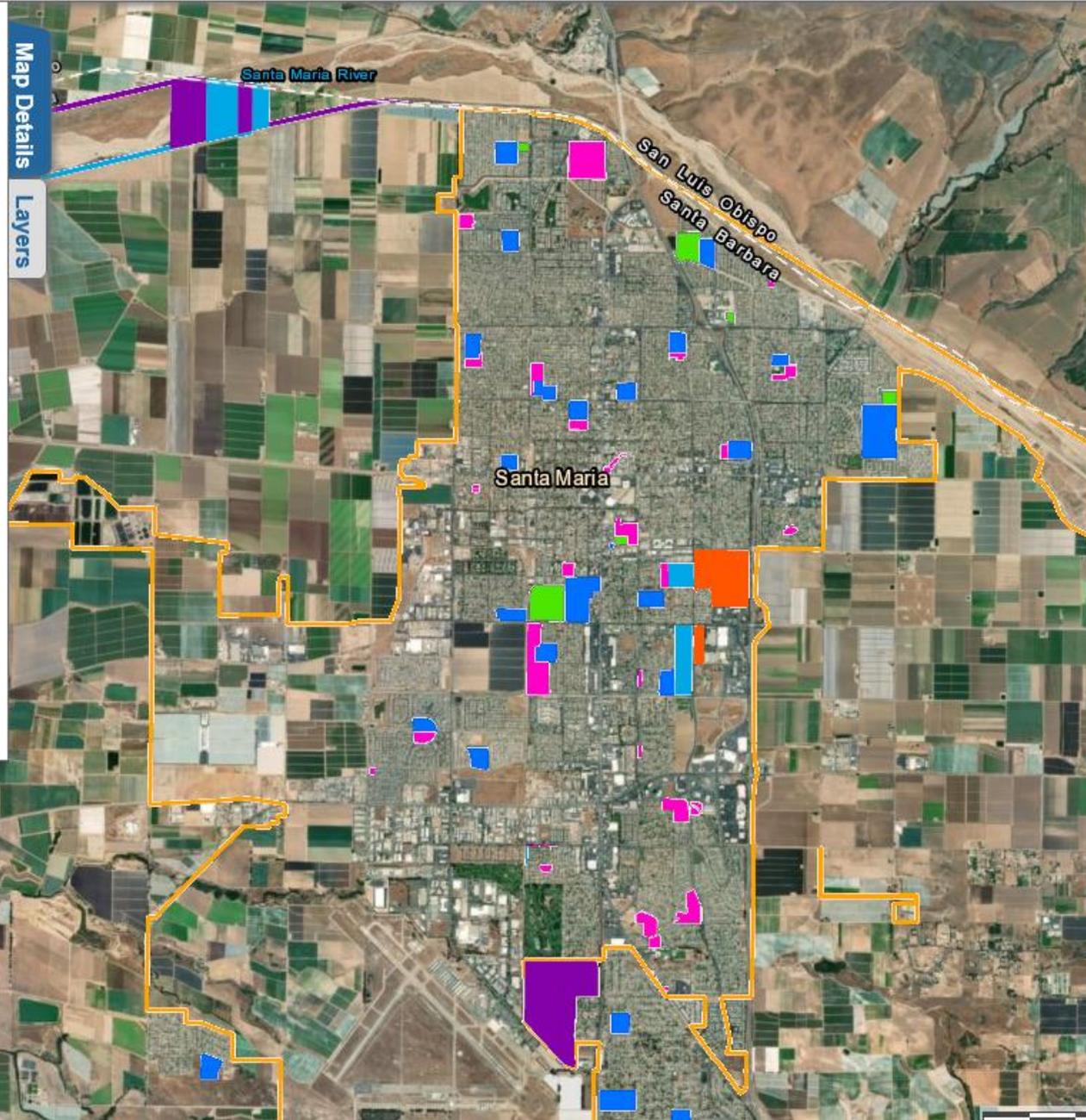
Dustin Pearce

Use Constraints



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Map Details
Layers



Help
Launch a tour of the map page.

- State
- Other
- City
- County
- Non Profit
- Special District
- Conservation Easements
- Cities in Santa Barbara County
- Primary Schools
- Community Colleges
- Parks

1 datasets not showing in current extent

RECREATIONAL NEEDS ASSESSMENT

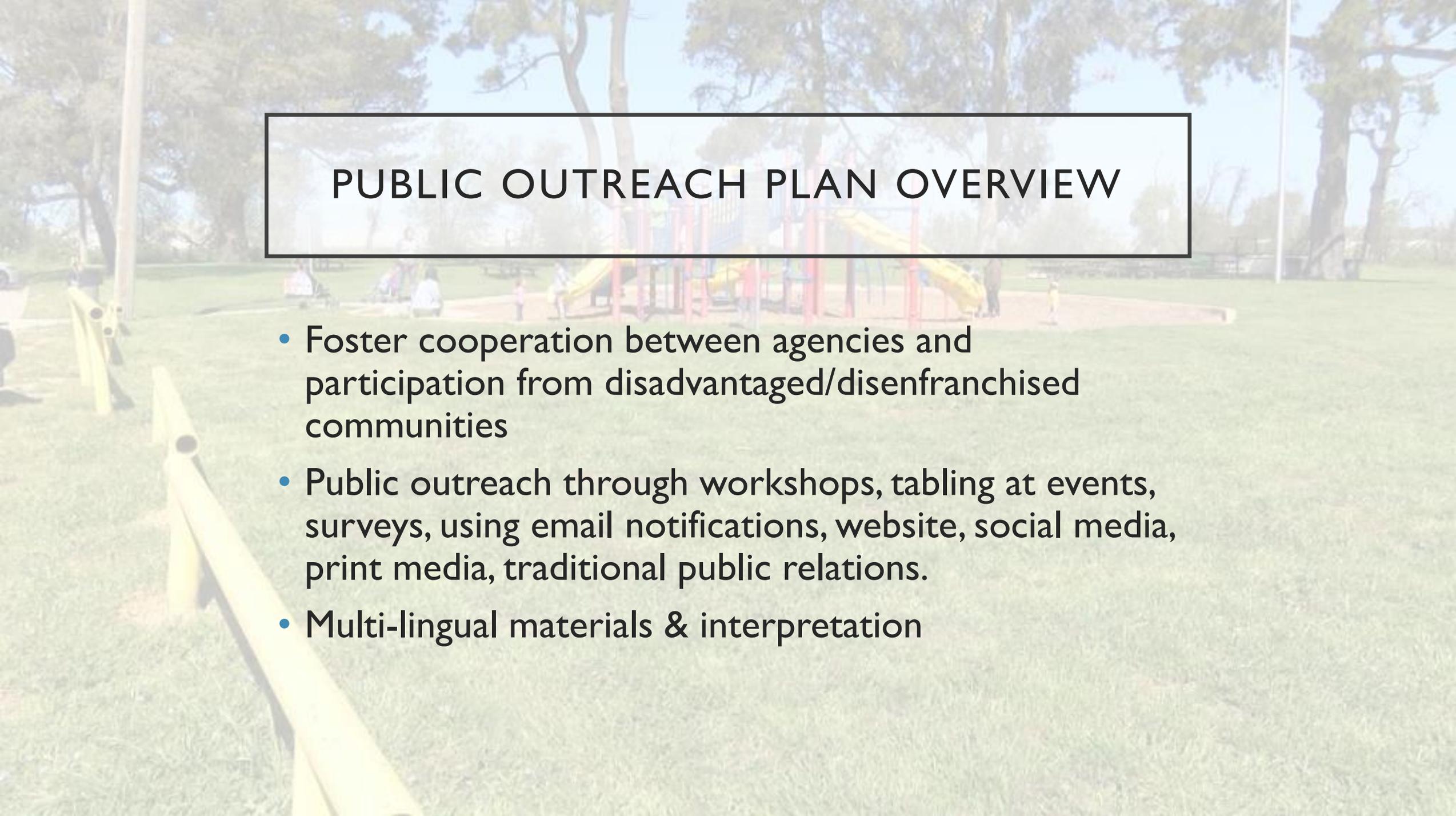
- Identify existing gaps and projected needs in recreation and park amenities
 - Public outreach
 - Level of service standards
 - Demographic trends and characteristics
- Assess adequacy of existing and planned facilities
 - Location, type, amount, and quality
 - GIS mapping analysis to support programmatic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



COMMUNITY SURVEY 2019 - 2020

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