



SANTA BARBARA COUNTYWIDE RECREATION MASTER PLAN

Steering Committee Meeting No. 2

September 17, 2020

A group of children and adults are gathered by a pond in a park. The children are sitting on the sandy bank, looking towards the water. A woman in a black shirt and patterned skirt stands on the right. The pond is surrounded by lush greenery and trees. In the background, a parking lot with several cars and a pink structure is visible. The text "WELCOME BACK" is overlaid in a white oval on the water.

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



FIGURE 2: RECREATION PLANNING AREAS

DEMOGRAPHICS

Indicators for Recreation Planning:

Population & Growth

Age
(median age, proportion of seniors and children)

Median Household Income

Race/Ethnicity

Average Household Size

Spending on Recreation

Disadvantaged Communities

Community Health

COUNTYWIDE ANALYSIS

- 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*

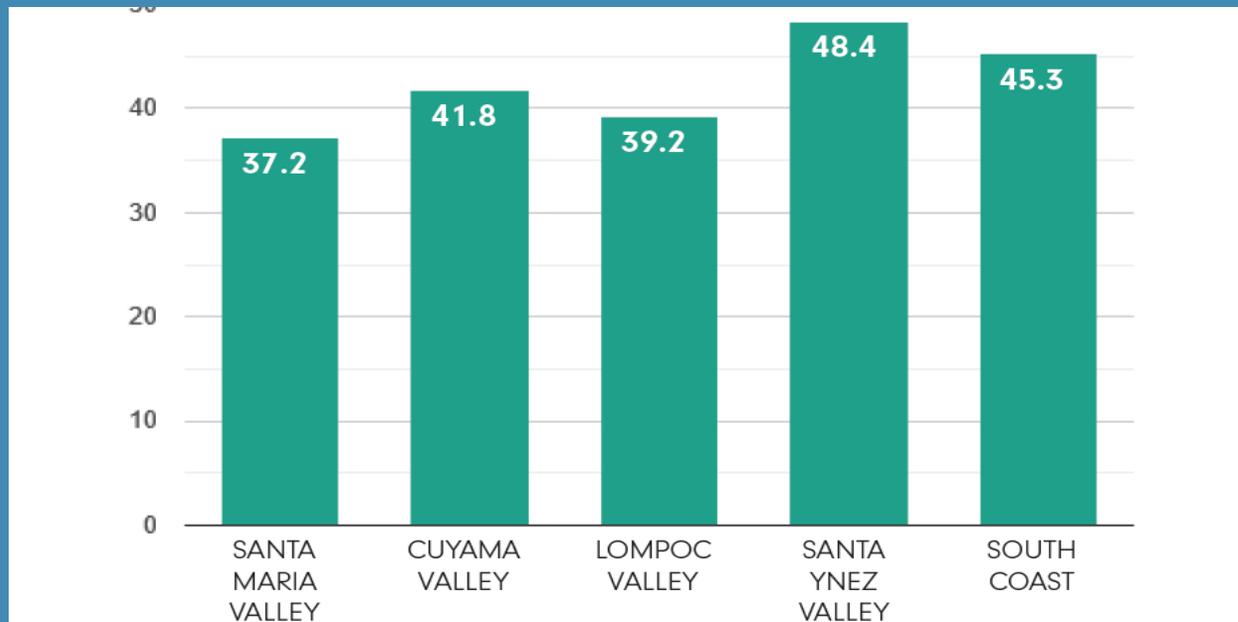


FIGURE 4.2: MEDIAN AGES IN SANTA BARBARA COUNTY (U.S. Census 2019)

Total Population (2019)
450,084

Total Population (2050)
509,697

Population Increase (2019 - 2050)
13.2%

Average Household Size
2.88

Total Households
149,662

Percent Under 18 Years Old
21.7%

Median Household Income
\$73,602

Average Annual \$ Spent on Entertainment/Recreation
\$3,877

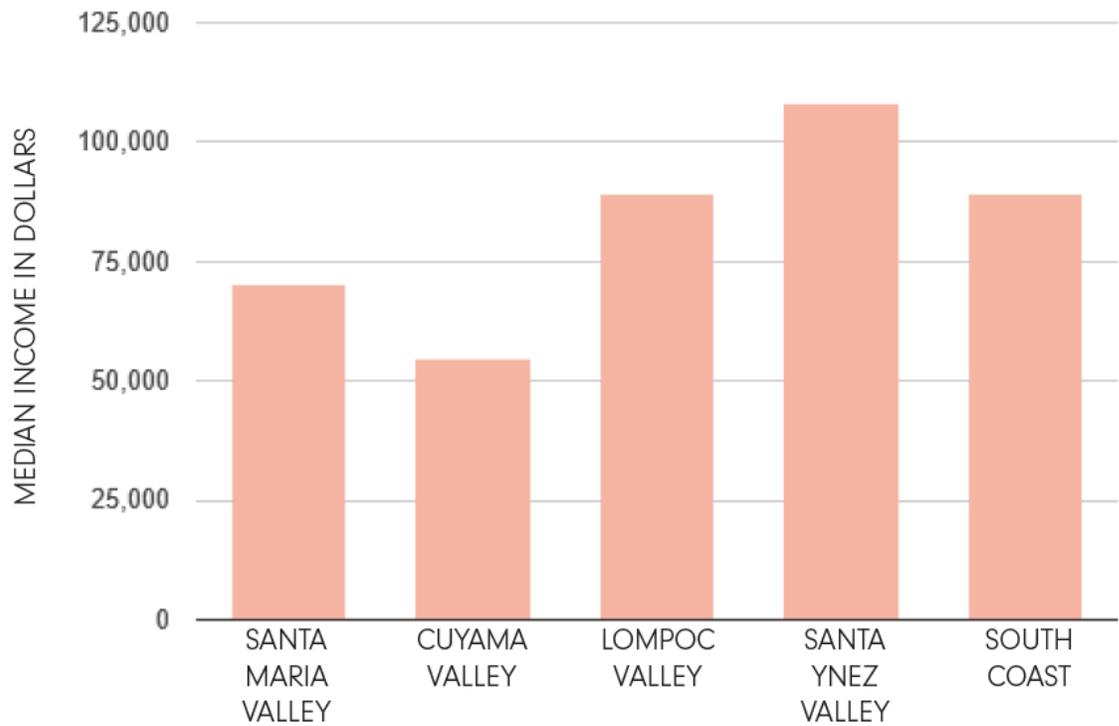


FIGURE 4.5: MEDIAN INCOME IN SANTA BARBARA COUNTY PLANNING AREAS (U.S. Census 2019)

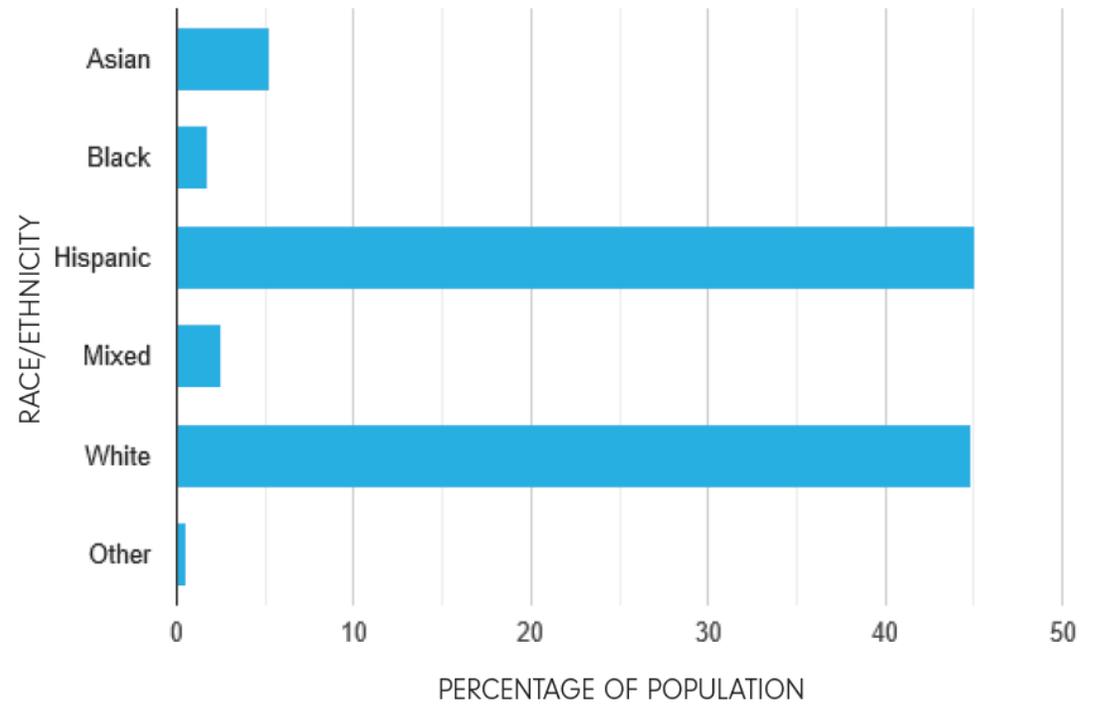


FIGURE 4.8: RACE/ETHNICITY DISTRIBUTION IN COUNTY OF SANTA BARBARA (U.S. Census 2019)

SANTA MARIA VALLEY

- 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

Total Population (2019)
146,838

Total Population (2050)
169,101

Population Increase (2019 - 2050)
15.2%

Average Household Size
2.95

Total Households
42,084

Percent Under 18 Years Old
26%

Median Household Income
\$70,245

Average Annual \$ Spent on
Entertainment/Recreation
\$3,616

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

Total Population (2019)
596

Total Population (2050)
647

Population Increase (2019 - 2050)
8.6%

Average Household Size
2.87

Total Households
205

Percent Under 18 Years Old
23.8%

Median Household Income
\$54,840

Average Annual \$ Spent on
Entertainment/Recreation
\$3,563

LOMPOC VALLEY

- 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

Total Population (2019)
54,806

Total Population (2050)
62,069

Population Increase (2019 - 2050)
13.3%

Average Household Size
2.84

Total Households
17,883

Percent Under 18 Years Old
24.3%

Median Household Income
\$89,399

Average Annual \$ Spent on
Entertainment/Recreation
\$3,913

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

- 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

PARKS & OPEN SPACE INVENTORY

Tracking Metrics for Recreation Planning:

Park Type
& Amenities

Acresage

Pocket
Beach
Other
Resources

Neighborhood
Regional
State

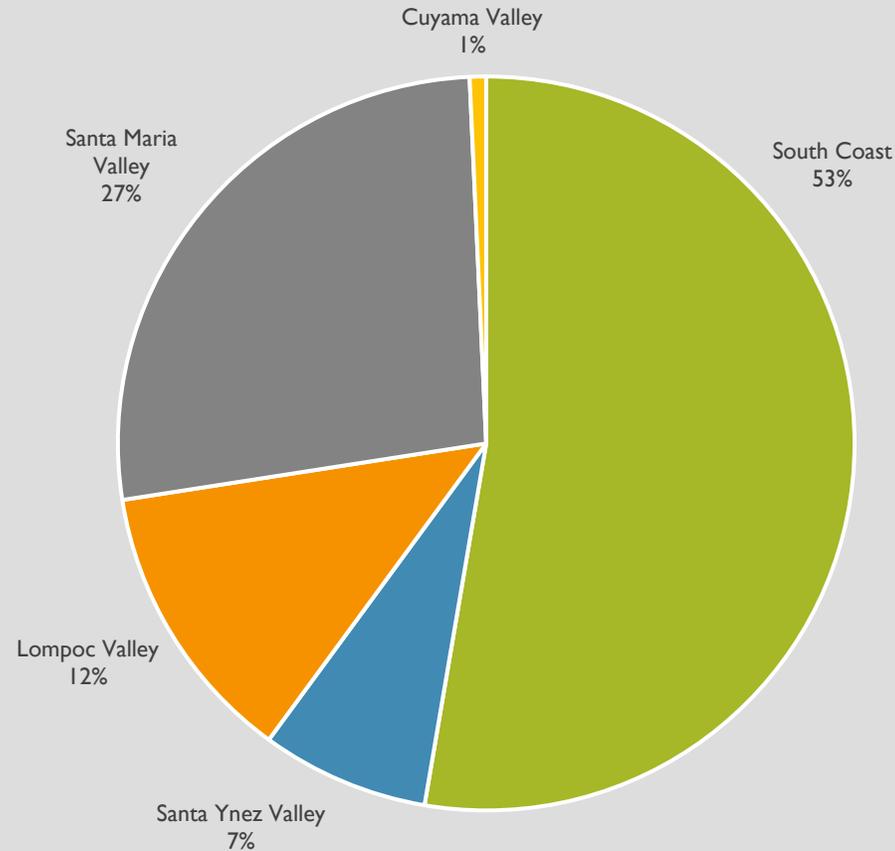
Community
Open Space
National

Ratio of Park Land : Population

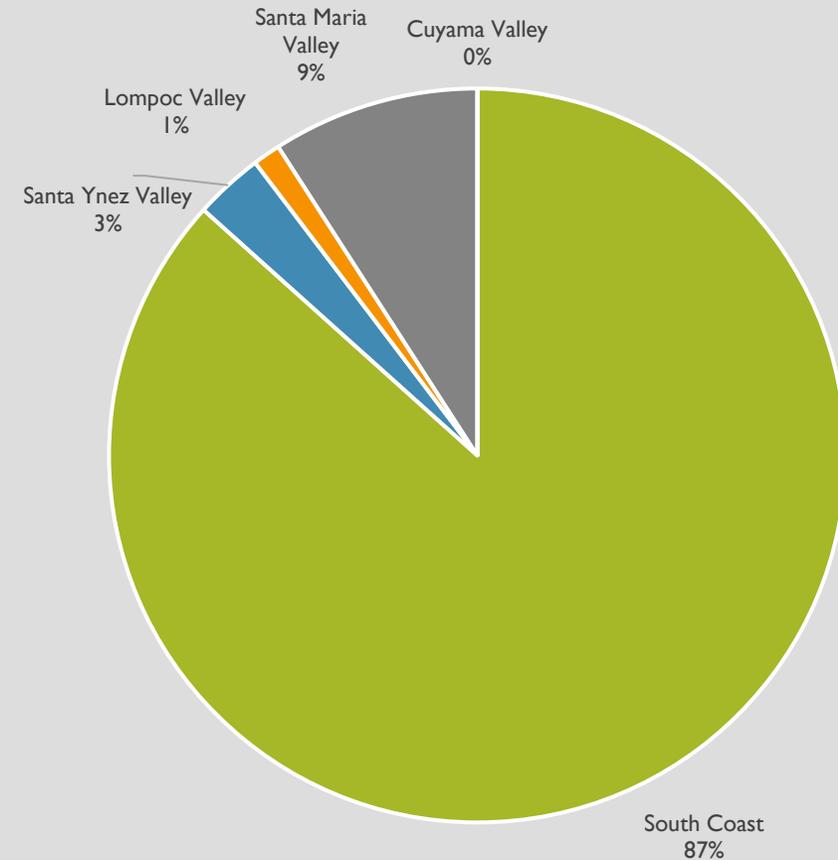
COUNTYWIDE ANALYSIS

- 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*

Local & Regional Parks by Recreation Planning Area (Acres)

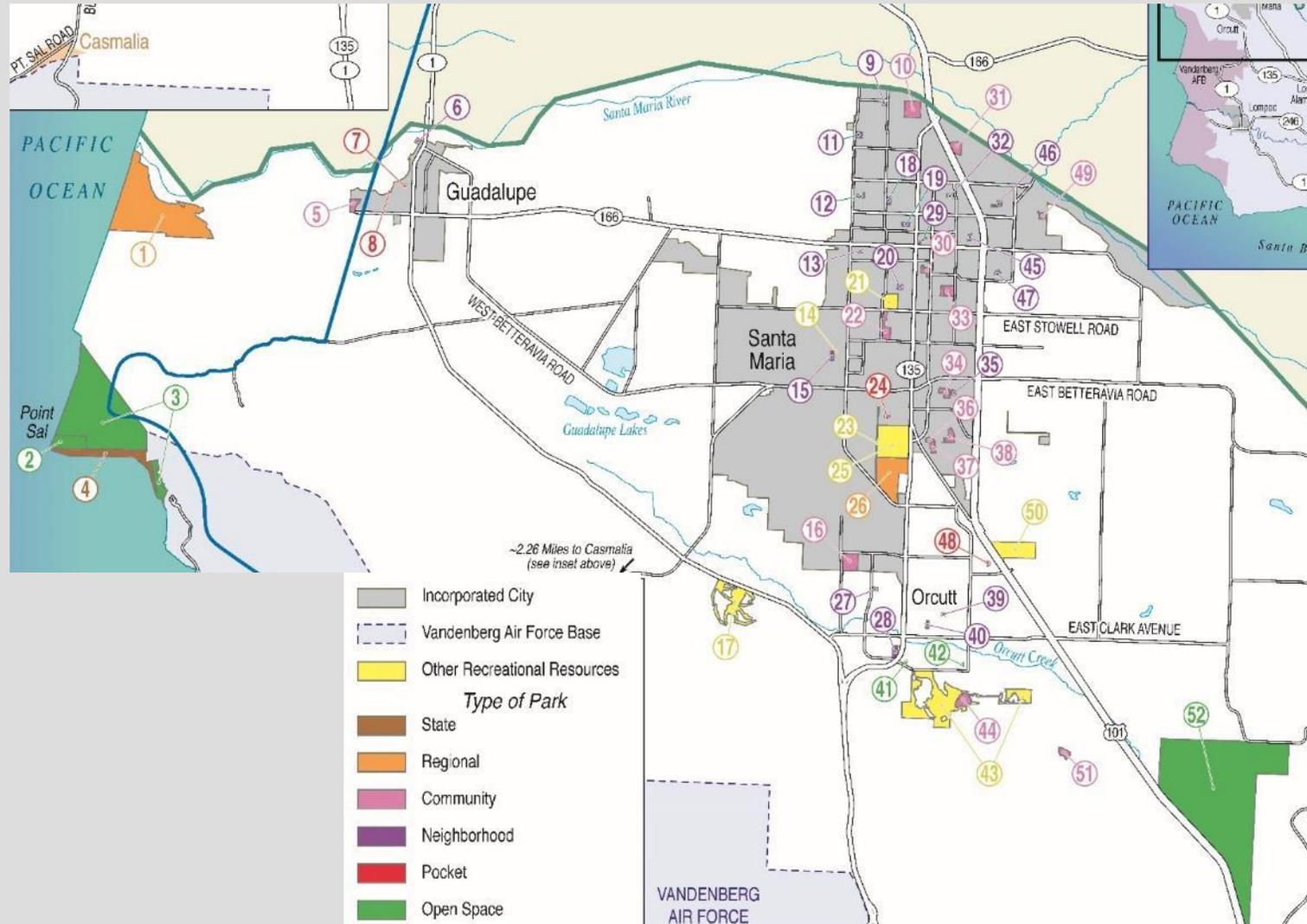


Open Space by Recreation Planning Area (Acres)



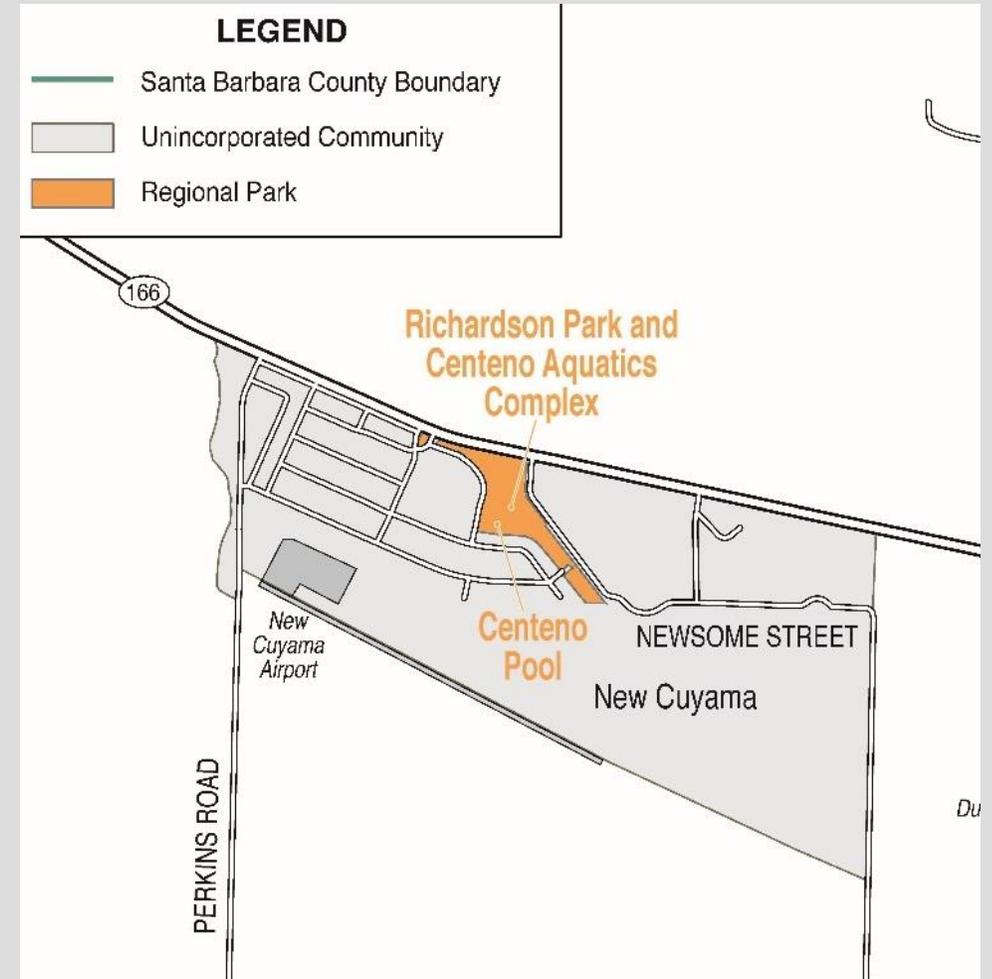
SANTA MARIA VALLEY

- 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



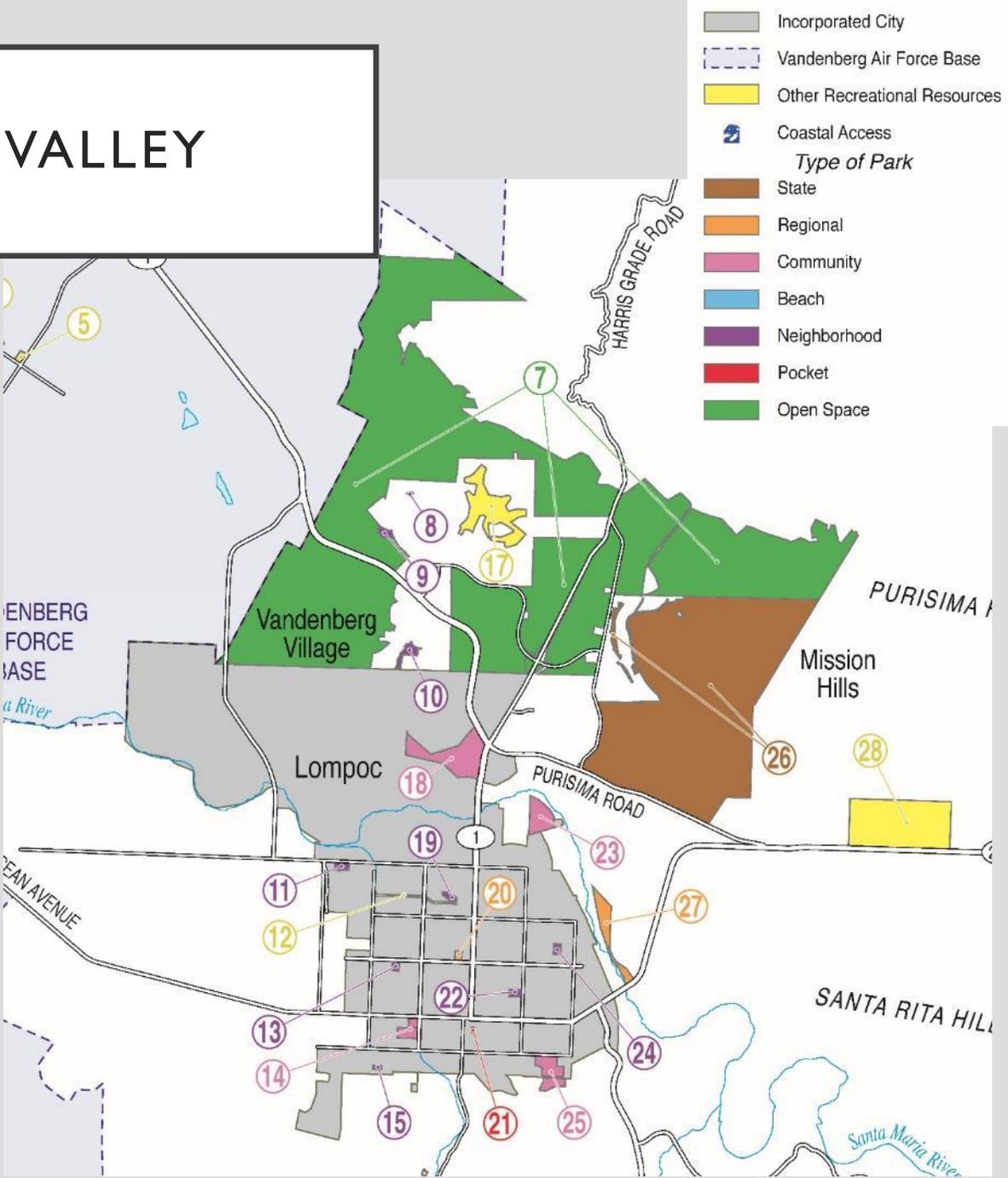
CUYAMA VALLEY

- 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



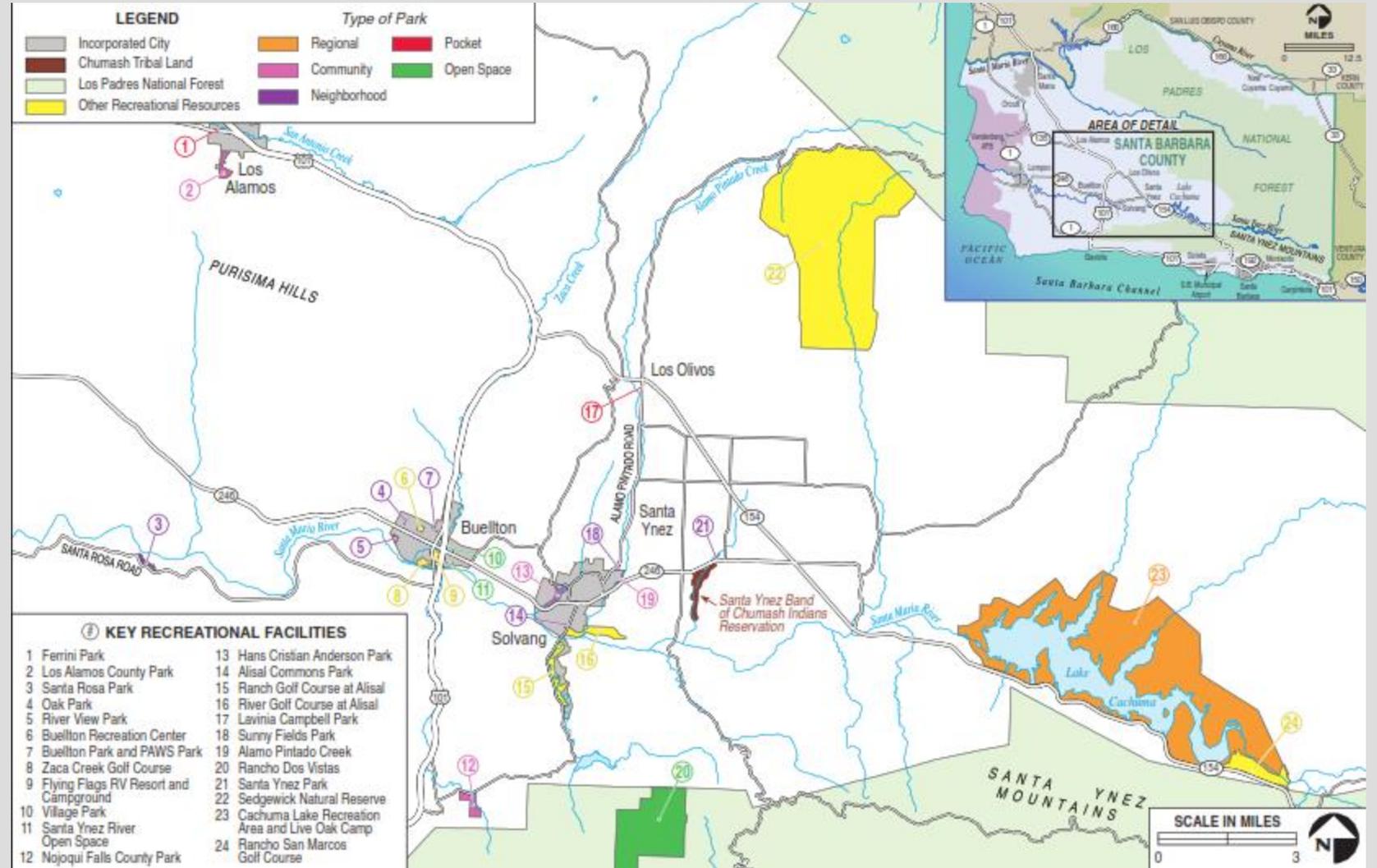
LOMPOC VALLEY

- 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



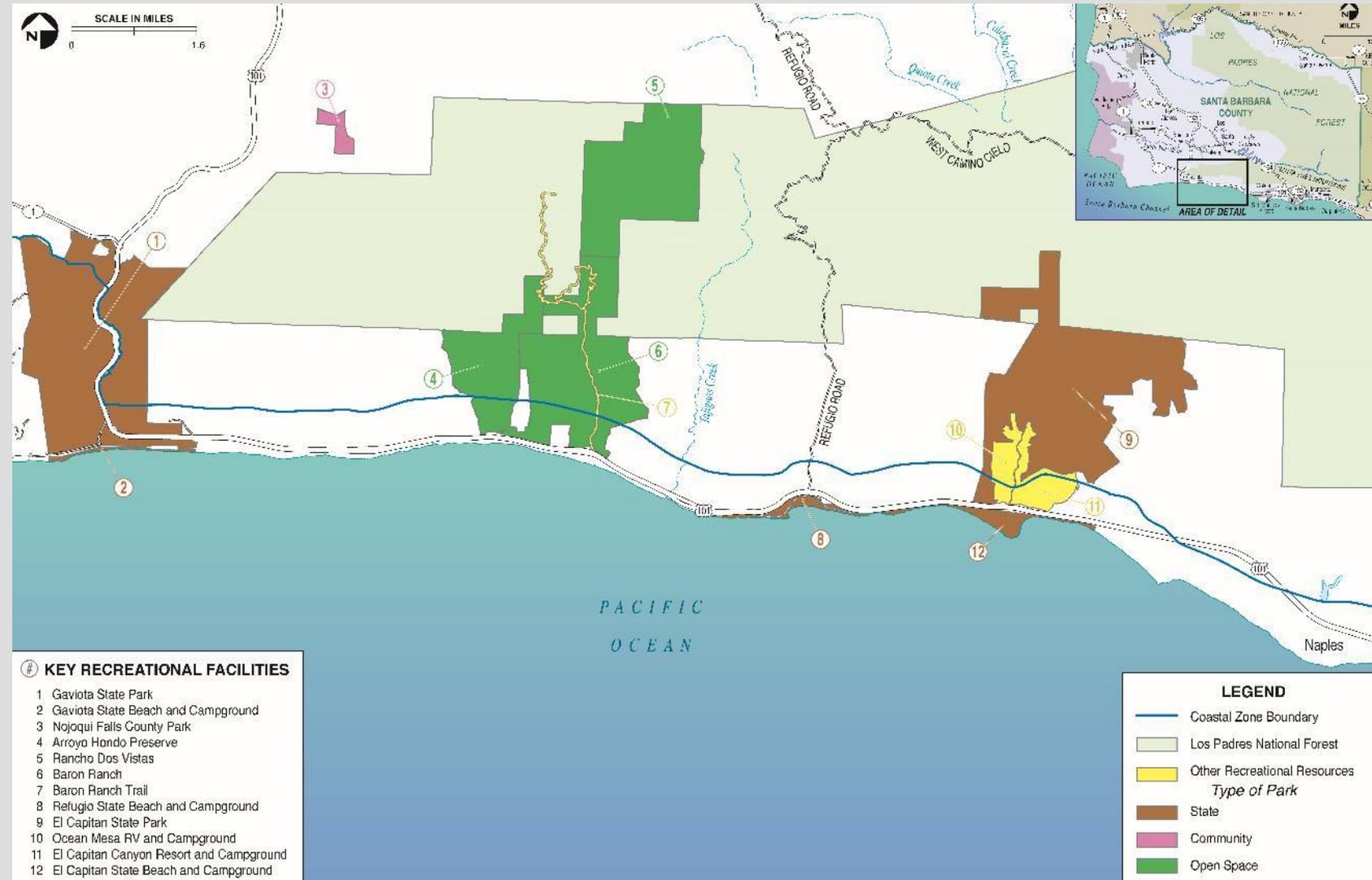
SANTA YNEZ VALLEY

- 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



SOUTH COAST – GAVIOTA COAST

- 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)



SOUTH COAST – GOLETA TO SANTA BARBARA

- 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

LEGEND

-  Coastal Zone Boundary
-  Incorporated City
-  Los Padres National Forest
-  Other Recreational Resources
-  Coastal Access

Type of Park

-  State
-  Regional
-  Community
-  Beach
-  Neighborhood
-  Pocket



SOUTH COAST – MONTECITO TO CARPINTERIA

- 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



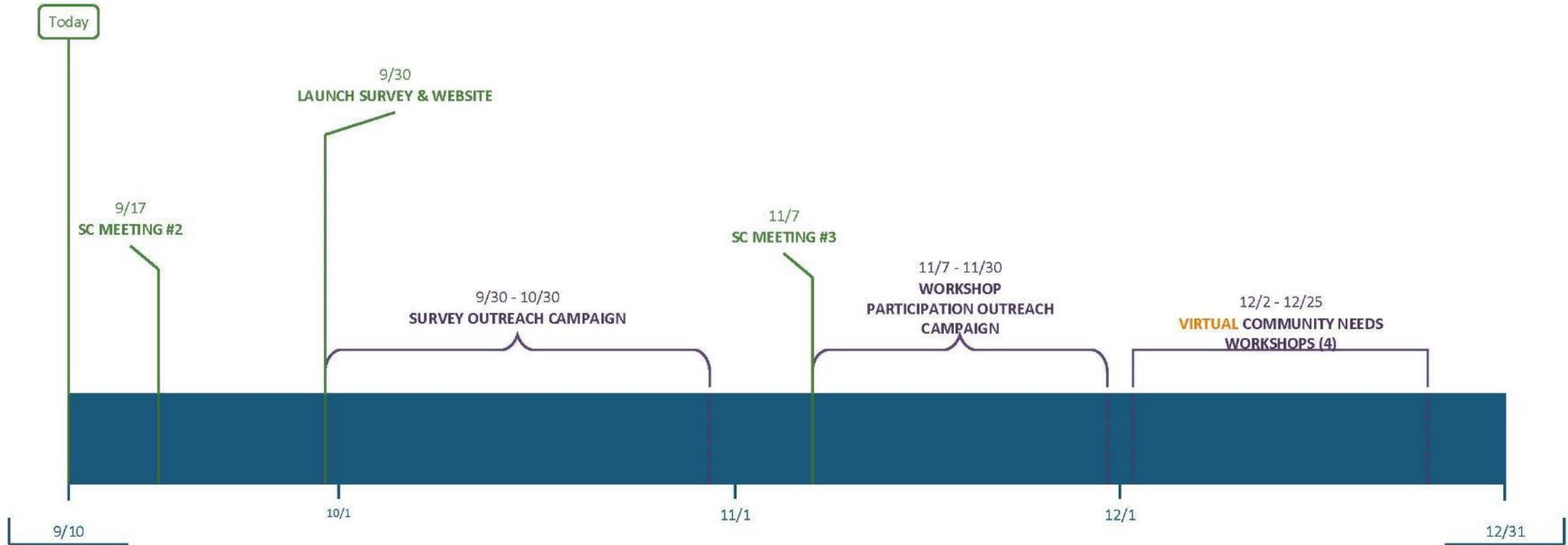
UPDATED PUBLIC OUTREACH PLAN

- 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

September 10, 2020



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