



SANTA BARBARA COUNTYWIDE RECREATION MASTER PLAN

Board of Supervisors

February 15, 2022

RECOMMENDED ACTIONS

- a) Receive and file report on status of the Countywide Recreation Master Plan project
- b) Provide direction regarding expansion of scope to explore Comprehensive Plan and zoning ordinance amendments to facilitate recreation projects
- c) Allocate \$490,000 Parks, Trails and Open Space funding for expanded public outreach, planning, development, processing and environmental review of Comprehensive Plan and zoning amendments

RECOMMENDED ACTIONS

- d) Approve Budget Revision Request BRR-000809I necessary to adjust appropriations for current year estimated costs of \$120,000 to be incurred by the Community Services Department
- e) Approve the Amendment to the professional services agreement to increase the contract amount \$400,506 to incorporate recent grant funded and previously funded recreation projects into the Master Plan, additional planning and environmental documentation for the expanded scope of work on potential amendments to the Comprehensive Plan and zoning ordinance, and expanded public outreach.

RECOMMENDED ACTIONS

- f) Determine that the above recommended actions are exempt from the California Environmental Quality Act (CEQA) pursuant to Sections 15262 and 15378(b)(4) of the State Guidelines for the Implementation of CEQA



SANTA BARBARA COUNTYWIDE
RECREATION MASTER PLAN

Master Plan Goal:

Provide a strategic planning program to improve parks, trails, and recreational facilities of Santa Barbara County



KEY GOALS OF THE MASTER PLAN

- Facilitate multi-agency cooperation.
- Create a unified countywide “reprint” of existing and planned park, recreation, and trails.
- Identify recreational needs, key organizations, and priority projects.
- Recommend measures to improve recreational planning.
- Foster efficient improvements to recreation countywide.
- Identify funding for recreation improvements and operations.
- Explore collaborative approaches that increase competitiveness for funding across Santa Barbara County.

STEPS TO A RECREATION MASTER PLAN

Outreach

- Cities
- Stakeholders
- Recreation providers
- Workshops/ Pop-Ups
- Survey
- Hard to Reach Communities

Inventory

- Recreation planning areas
- Existing public parks and open spaces
- Public trails
- Private recreation facilities
- Demographics

Needs

- Acres of park land/LOS
- Facility types
- Facility quantity & quality
- Survey input
- Economic trends
- Pandemic

Master Plan

- 30+ years
- GP/LUDC Amendments
- Public recreation projects
- Private recreation benefit projects
- Funding

Analyze & Adopt

- Program EIR
 - Include recreation projects to avoid project-by-project cost and time
- Benefits County, Cities, and recreation advocates/agencies



BENEFITS TO COUNTY & CITIES

- Steering committee represents all public recreation providers
- Needs assessed across jurisdictional boundaries
- Recreation projects planned in both unincorporated & incorporated areas
- Near-term and “wish list” projects
- Foundation for grant funding and grant assistance
- Shared economic benefits of recreation improvements



BENEFITS OF MASTER PLAN EIR

- Comprehensively address recreation improvements countywide
- Cover substantial CEQA costs
- Ability to tier individual projects
 - Fully address near-term projects
 - Programmatically address long-term vision or future projects
- Efficient implementation of projects
- Cover CEQA requirements for grant funding



EXAMPLE PUBLIC RECREATION PROJECTS

- Jalama Beach County Park Campground Expansion (funded)
- Jalama Beach County Park Coastal Trail, Beach Access and Day Use Parking Improvements (funded)
- Point Sal Trail System and Coastal Access Improvements (partially funded)
- Guadalupe Area New Public Campground Study (partially funded)
- Potential Gaviota Marine Terminal New Campground (unfunded)
- Potential Baron Ranch Campground (unfunded)
- City and special district capital projects may be included



FIGURE 2: RECREATION PLANNING AREAS

DEMOGRAPHICS

Indicators for Recreation Planning:

Population
&
Growth

Age
(median age, proportion
of seniors and children)

Median
Household
Income

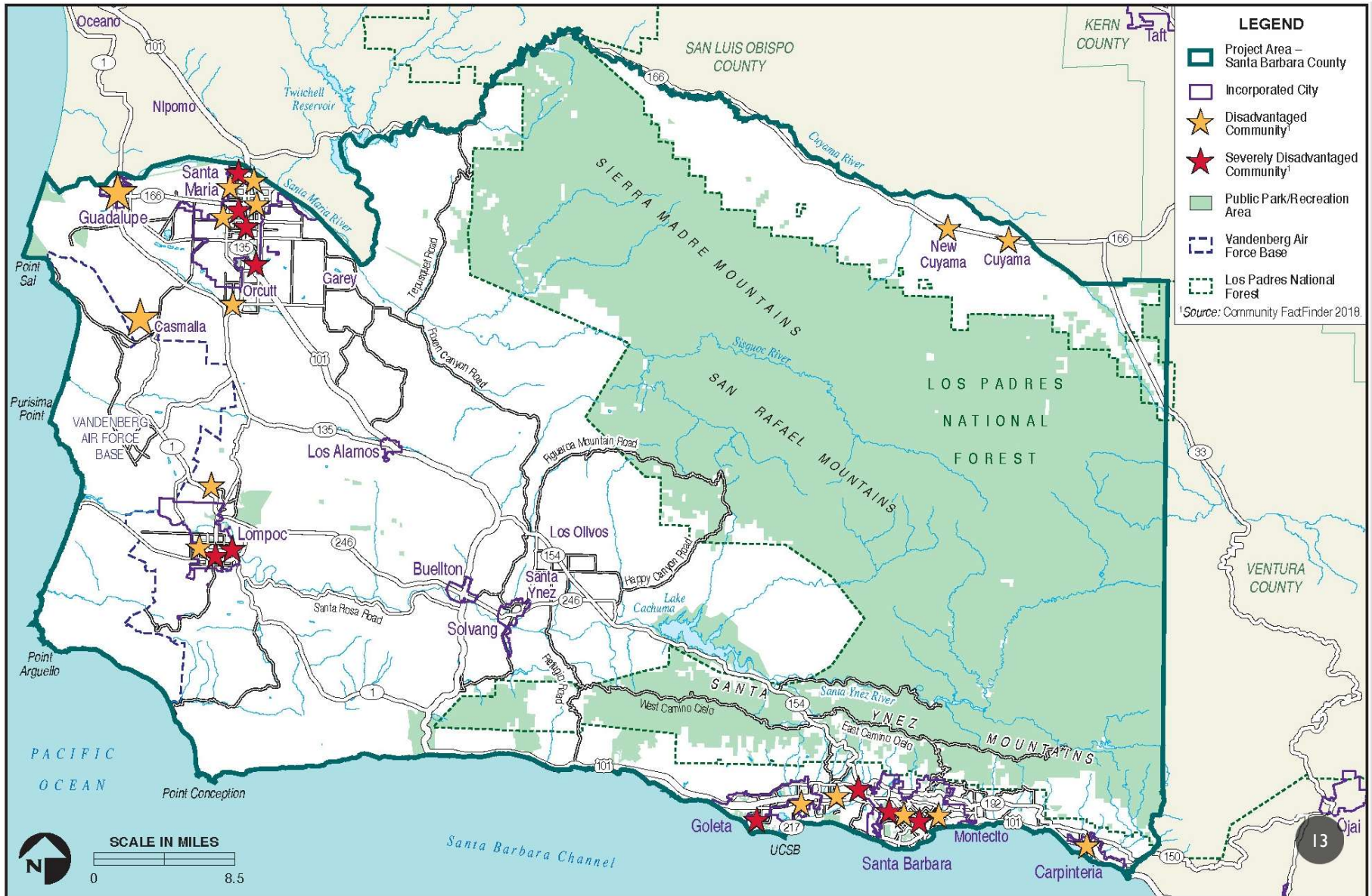
Race/Ethnicity

Average
Household Size

Spending on
Recreation

Disadvantaged
Communities

Community
Health



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.



RECREATION INVENTORY

Tracking Metrics for Recreation Planning:

Park Type

Acreage & Amenities

Pocket
Beach
Other
Resources

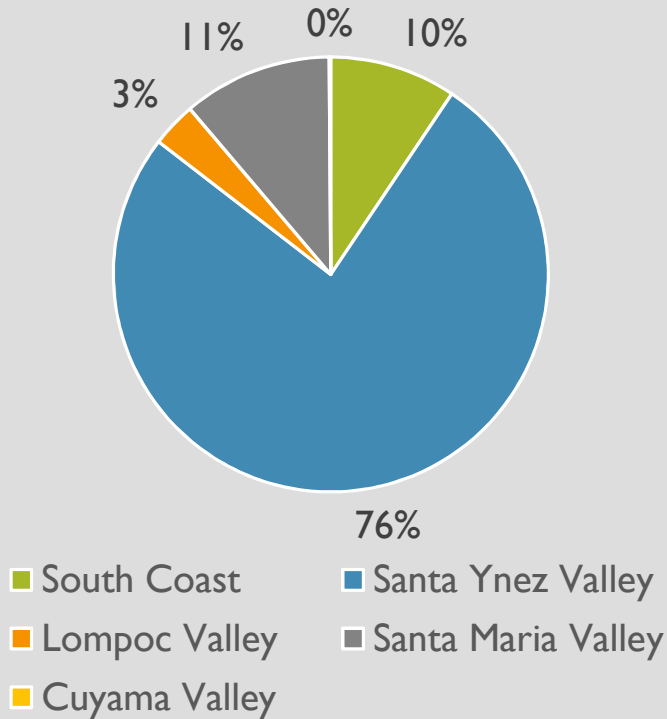
Neighborhood
Regional
State

Community
Open Space
National

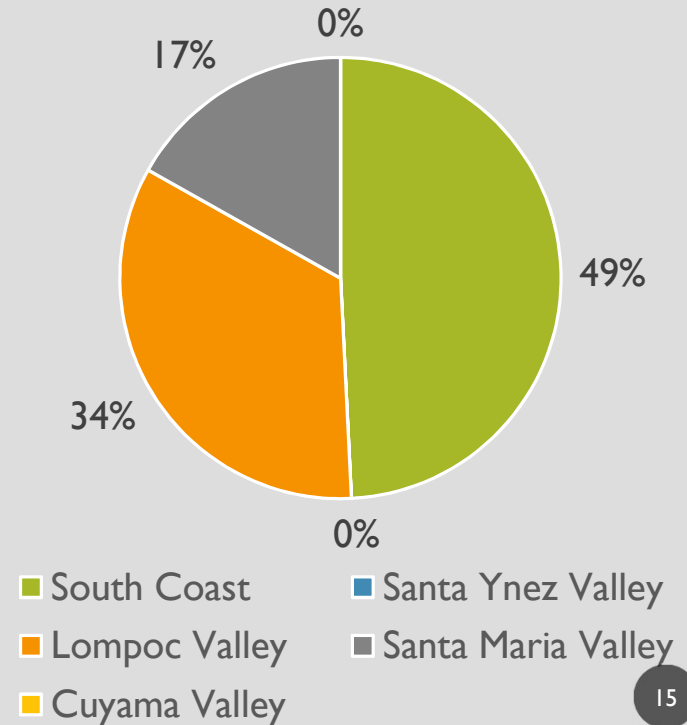
Recreation Level of Services
Equitable Access
Emerging Trends

COUNTYWIDE PARKLAND ANALYSIS

Local & Regional Parks by Recreation Planning Area (Acres)

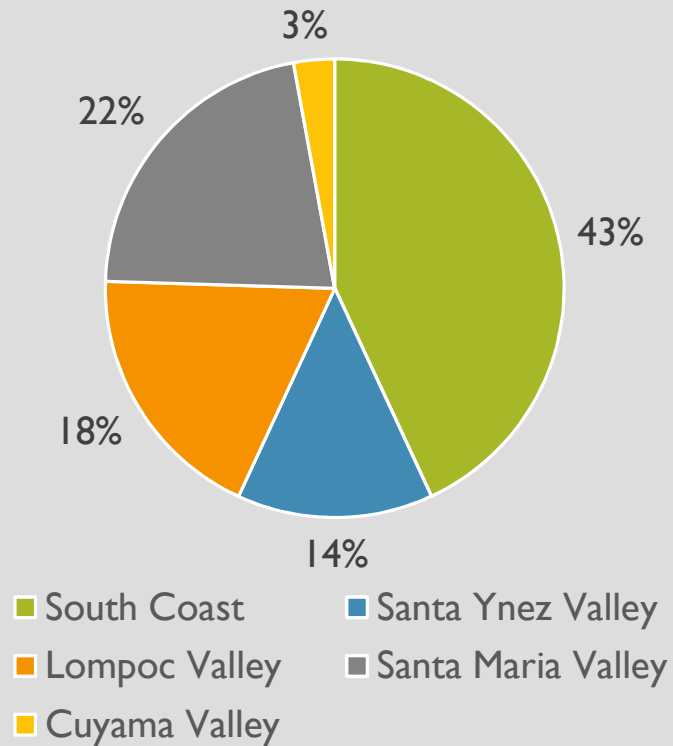


Open Space by Recreation Planning Area (Acres)

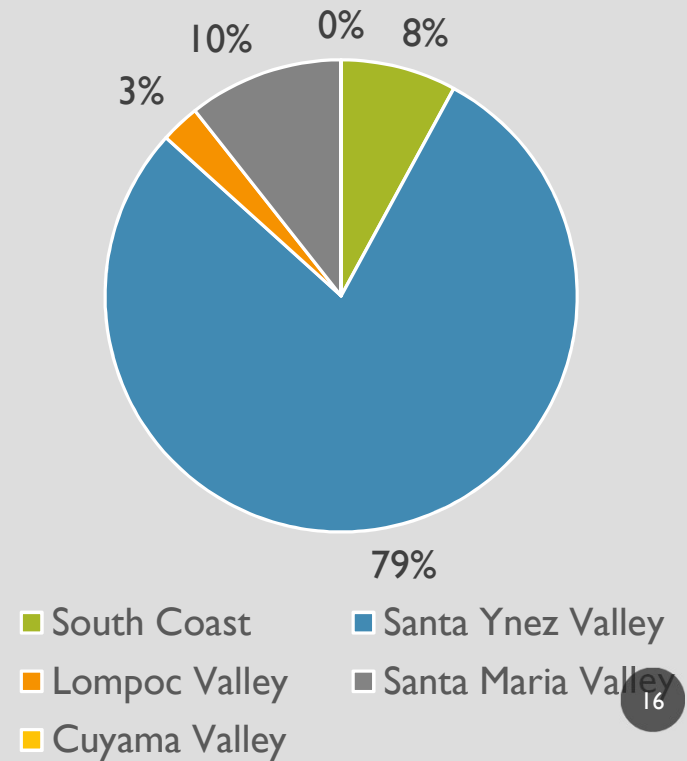


COUNTYWIDE PARKLAND ANALYSIS

Neighborhood-Serving Parks by Recreation Planning Area Acres



Regional Serving Parks by Recreation Planning Area Acres



**COUNTY (UNINCORPORATED)
ACTIVE/DEVELOPED PARKLAND TO
POPULATION**

Population	140,838
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Parkland Type	Total Acres	Parkland/ 1,000 Residents
Active/Developed Parks	2,327	16.5
Neighborhood-Serving Parks Only	542	3.8

**SANTA MARIA VALLEY
ACTIVE/DEVELOPED PARKLAND TO
POPULATION**

Population	146,838
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Parkland Type	Total Acres	Parkland/ 1,000 Residents
Active/Developed Parks	666	4.5
Neighborhood-Serving Parks Only	117	0.8

**SOUTH COAST
ACTIVE/DEVELOPED PARKLAND TO
POPULATION**

Population

207,706

Parkland Type	Total Acres	Parkland/ 1,000 Residents
Active/Developed Parks	989	4.8
Neighborhood-Serving Parks Only	234	1.1

**SANTA YNEZ VALLEY
ACTIVE/DEVELOPED PARKLAND TO
POPULATION**

Population	17,157
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Parkland Type	Total Acres	Parkland/ 1,000 Residents
Active/Developed Parks	270	15.7
Neighborhood-Serving Parks Only	75	4.4

**LOMPOC VALLEY
ACTIVE/DEVELOPED PARKLAND TO
POPULATION**

Population	54,806
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Parkland Type	Total Acres	Parkland/ 1,000 Residents
Active/Developed Parks	386	7.0
Neighborhood-Serving Parks Only	101	1.8

**CUYAMA VALLEY
ACTIVE/DEVELOPED PARKLAND TO
POPULATION**

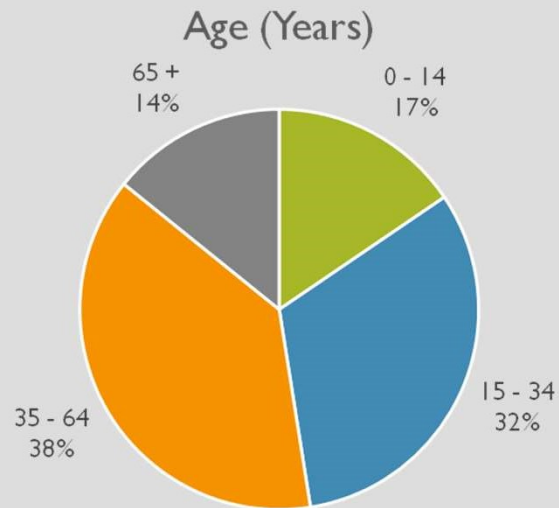
Population	596
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Parkland Type	Total Acres	Parkland/ 1,000 Residents
Active/Developed Parks	16	26.8
Neighborhood-Serving Parks Only	16	26.8

CITY COMPARISON SNAPSHOTS

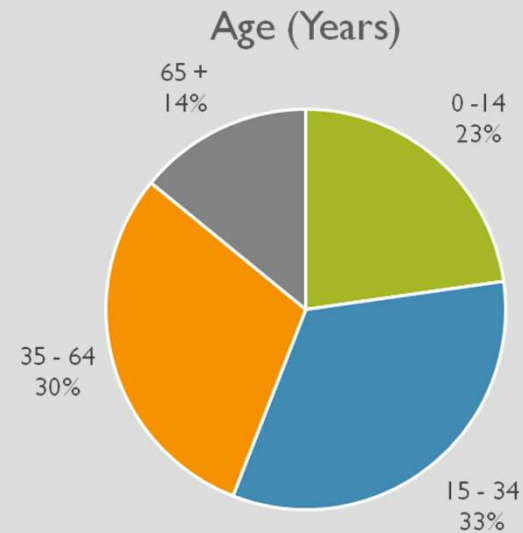
• City of Santa Barbara (2019)

- Total Population: 92,034
- Park Acres Ratio: 28.5 acres per 1,000 people
- Median Income: \$78,945
- Average Household Size: 2.45



• City of Lompoc (2019)

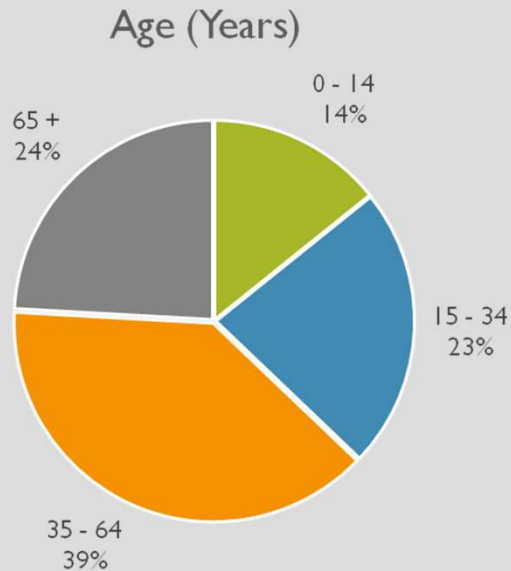
- Total Population: 44,188
- Park Acres Ratio: 6.0 acres per 1,000 people
- Median Income: \$53,409
- Average Household Size: 2.91



CITY COMPARISON SNAPSHOTS

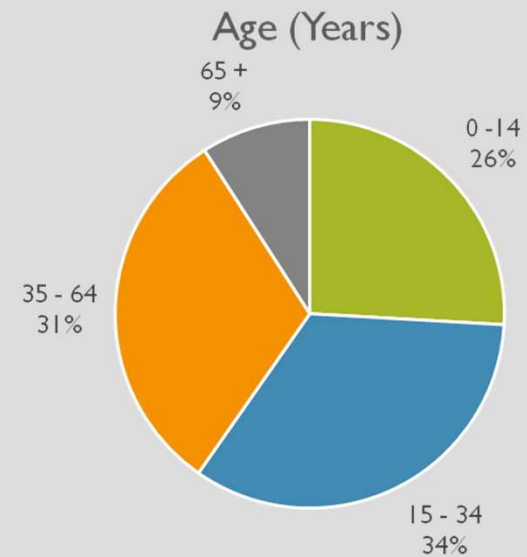
• City of Solvang (2019)

- Total Population: 5,761
- Park Acres Ratio: 10.2 acres per 1,000 people
- Median Income: \$71,952
- Average Household Size: 2.39



• City of Guadalupe (2019)

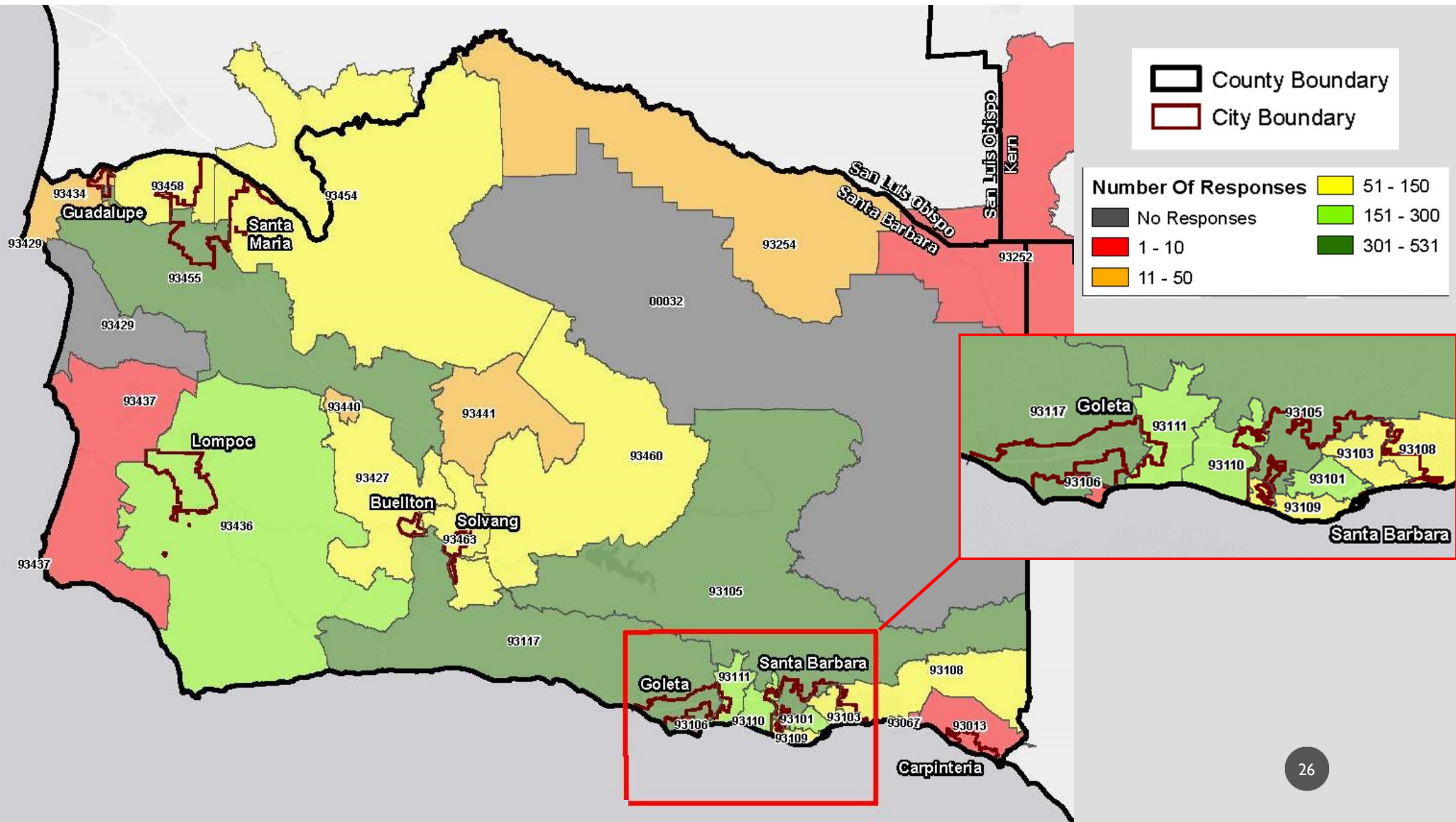
- Total Population: 7,719
- Park Acres Ratio: 2.7 acres per 1,000 people
- Median Income: \$48,680
- Average Household Size: 3.93





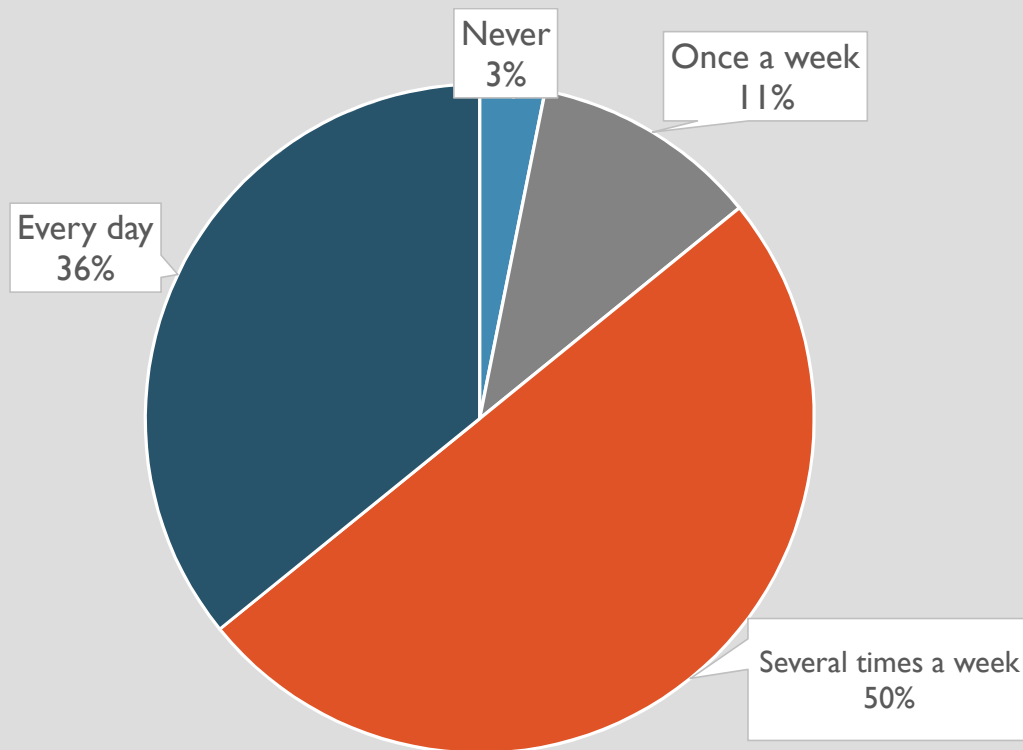
PUBLIC OUTREACH

- 4,932 survey responses
- 532 kids survey responses
- 28 pop up events throughout County
- 12 workshops and one more planned



PRELIMINARY SURVEY RESULTS

How often do you go out for recreation?



Most Popular Forms of Recreation

- Hiking
- Walking
- Swimming
- Biking
- Running
- Camping
- Horseback Riding
- Beach
- Surfing
- Mountain Biking
- Tennis
- Gardening
- Disc golf
- Picnics

IF YOU COULD IMPROVE RECREATION...

- Trails
- Bike paths
- Better access
- Building new facilities
- Improve existing facilities
- Improve safety
- More disc golf
- More golf courses
- More dog parks
- More walking paths
- Want pools
- Want equestrian trails
- Want more places to camp



BIGGEST BARRIERS

- Not enough facilities
- Safety and security
- Condition of outdoor facilities
- Lack of parking
- Need more restrooms
- Lack of facilities I like
- Not aware of offerings
- None near my home
- No night lighting



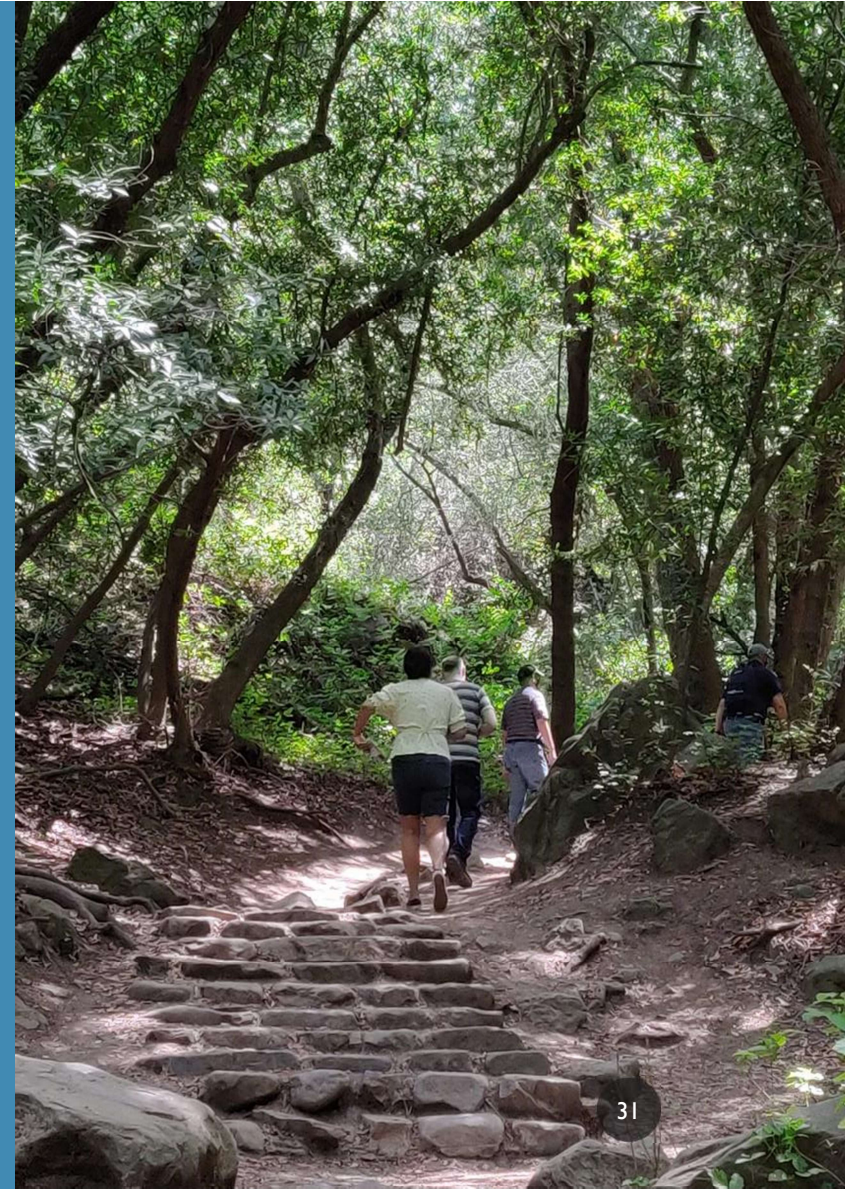


FOCUSED
OUTREACH
NEEDS

- Input from hard-to-reach communities is needed
 - Non-English-speaking households
 - Disadvantaged communities
 - Underserved communities
- Interagency partnerships to directly communicate with hard-to-reach communities about recreation needs
 - Internships through local colleges (Alan Hancock, UCSB)
 - Direct funding to community organizations

RECREATIONAL NEEDS ASSESSMENT

- Assess recreation level of service by planning area
 - Consider park types, amenities, community demographics, and locations
- Assess public outreach data to identify recreation needs
- Known needs identified in past planning efforts
 - Agency CIPs, General Plans, PRT maps, etc.
- Using a combination of the demographics analysis, inventory, results of public outreach, and research, identify the areas in most need
 - Quantitative and qualitative assessment of public outreach results
- Describe near-term and long-term improvements for the Recreation Master Plan and environmental review



COUNTY RECREATION PLANNING FRAMEWORK

County Plans

- 1980 Land Use Element of County Comprehensive Plan and 10 Community Plans
- Standard: 4.7 acres / 1,000 population (NRPA average: 10.6 acres/1,000)
- Land use designations and overlay
- Parks, Recreation, and Trails (PRT) Maps

County Toolbox for Park and Trail Acquisition

- Dedication of parkland in planned development
- Development impact fees
- These tools are limited in built-out areas

NEEDED AMENDMENTS TO COMPREHENSIVE PLAN & ZONING ORDINANCE

- Modernize/expand recreation policy framework
- Incorporate/reference Recreation Master Plan
- Address public recreation projects and private recreational benefit projects
- Refine Proposed Recreation Overlay



PRIVATE PROJECTS WITH A PUBLIC RECREATIONAL BENEFIT

- Provide valuable public recreational benefits through private development
 - New public trails
 - Campgrounds, RV parks, “glamping”
 - Public parks
 - Sports fields
 - Amphitheaters or community gathering spaces



EXPANDING THE SCOPE OF THE COUNTYWIDE RECREATION MASTER PLAN

Additional Tasks

- Additional Public Workshops targeted to development of potential Comprehensive Plan, community plan and zoning ordinance amendments
- Draft recreation amendment text proposed for zoning ordinances
- Draft recreation amendment text for Comprehensive Plan and community plans
- Draft incentives for private projects that provide a public recreation benefit
- Board of Supervisors review of proposed amendments and incentives
- Expanded CEQA Programmatic Environmental Review of proposed amendments

EXPANDING THE SCOPE OF THE COUNTYWIDE RECREATION MASTER PLAN

Costs

- \$180,000 for Community Services to act as applicant submitting amendments, filing fees and fund consultant for drafting, planning, public workshops, and environmental review of Comprehensive Plan, community plan, zoning ordinance amendments
- Up to \$270,000 for Planning and Development to process amendments

Requested Funding

- Total of \$450,000
- Source: Parks, Trails and Open Space funding from FY 2021-22 budget set aside of one-time cannabis fund balance

NEXT STEPS

- Community Outreach
 - Hard to reach & disadvantaged communities
 - Partnerships with recreation groups and stakeholders
- Recreational needs assessment
- Economic study
- Recreation project planning
- Comprehensive Plan/Zoning amendments for recreation
- Funding strategies



PROJECT SCHEDULE

Winter 2021/22
Needs Assessment
Economic Assessment
Recreation Project
Planning

Summer 2022
Draft Recreation
Master Plan

Fall 2022
EIR

Winter 2022/23
Adoption
Near Term Project
Implementation

CONTRACT AMENDMENT

Augment Public Outreach

- Hard to reach and disadvantaged communities
- Cooperative effort with UCSB and Alan Hancock College

Recreation Planning Framework Amendments

- Community engagement & outreach
- Update Comprehensive Plan & Zoning Ordinance
- Environmental review

Public Recreation Project Planning

- Jalama Beach Coastal Access Plan
- Guadalupe Campground Siting
- Point Sal Coastal Access Plan

RECOMMENDED ACTIONS SUMMARY

- a) Receive and file Countywide Recreation Master Plan project status report
- b) Provide direction regarding expanding scope of Master Plan to explore Comprehensive Plan and zoning ordinance amendments to facilitate recreation projects
- c) Allocate \$490,000 of Parks, Trails and Open Space funding for expanded outreach, planning, processing and environmental review of Comprehensive Plan and zoning amendments

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THANK YOU!