San Luis Obispo Open Space Survey

[Image of a natural landscape with a path and trees]

[Logo of City of San Luis Obispo]

[Logo of Cal Poly San Luis Obispo]
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Presentation Overview:

- Rationale for Presentation Discussion
- City of San Luis Obispo Greenbelt Background & History
- Facilities Assessment of City of SLO Open Space Properties
- Open Space Survey Methods & Major Findings
- Recommendations & Next Steps
Rationale for Presentation Discussion:

- **Data driven** approach to open space land management decisions and priority setting.

- **Understand the value** of the City's Greenbelt Protection Program and the investments that have and will be made.

- **Enhance awareness** and **stewardship** of natural resource values in and around town.

- **Increase** the efforts to make SLO more pedestrian and bike friendly by enhancing local infrastructure and signage, and increase the awareness of their availability to open space users.
City of San Luis Obispo Greenbelt Background & History:

- Program started in 1994-1996, now in our 20th year
- 7,000 acres in some form of conservation status with the City – total Greenbelt area is 54,000 acres
- 11 City Open Space properties totaling about 3,500 acres
- 8 major conservation easements, and many smaller open space easements totaling about 3,500 acres
- Open Space Acquisition CIP of $200,000 / year
- Natural Resources Program operating budget of about $85,000 / year (not including personnel etc.)
- Partnership with Ranger Service, Parks & Recreation Dept.
Facilities Assessment – Cerro San Luis Natural Reserve
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Facilities Assessment – Johnson Ranch Open Space
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Facilities Assessment – Reservoir Canyon Natural Reserve
Facilities Assessment – Reservoir Canyon Natural Reserve
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Facilities Assessment – Islay Hill Open Space
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Facilities Assessment – South Hills Natural Reserve
Facilities Assessment – South Hills Natural Reserve
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Survey Methodology:

1. Facilities Assessment
   - Aesthetics,
     Environmental, Land Use,
     Transport / Accessibility

2. Survey
   - Online / Mobile & Intercept

3. Automated Counts

Open Space Survey Major Findings
San Luis Obispo Open Space Survey

Survey Quick Facts:

- Roughly 400 Respondents
- Results Statistically Significant at the 99% Conf. Int. +/- 6
- Documented Users from Across SLO County but also from Out of State / Country
- Most Use Open Spaces for Recreation or Exercise, and in Groups
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Users are from Across the Region

Open Space Survey Major Findings
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Where are Open Space Users From?

- City of SLO: 62%
- County of SLO: 31%
- CA, USA, International: 7%

Open Space Survey Major Findings
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Household Income

- 19% Under $50K
- 18% $50-100K
- 13% $100-150K
- 24% More than $150K
- 27% Prefer not to Say

Open Space Survey Major Findings
Matches Census Statistics for City but More White than County
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Hispanic Users vs. US Census (2010)

Open Space Survey Major Findings
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Frequency of Open Space Use

- Once Per Month: 47%
- 2-5 Times Per Month: 38%
- Multiple Times Per Week: 13%
- Everyday: 2%

40% of Users Access SLO Open Spaces Multiple Times Per Week
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Accessing Open Space

- Drive: 68%
- Walk: 12%
- Bike: 12%
- Other / Multiple: 8%

SLO LUCE Targets a 20% Bicycle Mode Split for the Future

Open Space Survey Major Findings
San Luis Obispo Open Space Survey

Getting Information on Open Spaces

- Word of Mouth: 64%
- City Website: 9%
- Guide Book: 23%
- Other / Various: 4%

Open Space Survey Major Findings
San Luis Obispo Open Space Survey

Open Space Survey Major Findings

Note: There is also a portion of respondents that state that they prefer no improvements or development in City Open Space.
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User Stats

- **Johnson Ranch**
  - Average Daily Users: 325
  - Peak Daily Users: 650

- **Bishop Peak**
  - Average Daily Users: 325
  - Peak Daily Users: 975

- **Cerro San Luis**
  - Average Daily Users: 325
  - Peak Daily Users: 130,000

Assuming 500 users per day one could extrapolate that open spaces like Johnson Ranch, Bishop Peak & Cerro San Luis serve ~3500 individuals per week (182,000 per year).
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Trash / Pet Pickup (poop)

Educational Signage / Wayfinding Opportunities

- Can reinforce conservation & land stewardship goals, as well as Open Space Regulations
- Can reinforce identity of open space as part of City of SLO

Parking / Transportation at Signature Open Spaces

- Parking supply / parking demand dilemma
- Potential for transportation alternatives – LUCE mode share split – “Transit to Trails”
- Direct users across all open spaces to relieve burden on those that are most used.
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