



SAN LUIS OBISPO COMMUNITY SURVEY RESULTS

August 2012



Community Survey Overview

- Distributed to 25K+ residents and businesses in the City of San Luis Obispo via utility bill inserts and mail
- Based on a survey conducted by the City in 1998
- Made available as an online survey
- Completed by 2,029 people via return mail and 169 people online
- Indicates a strong commitment to environmental preservation within the City

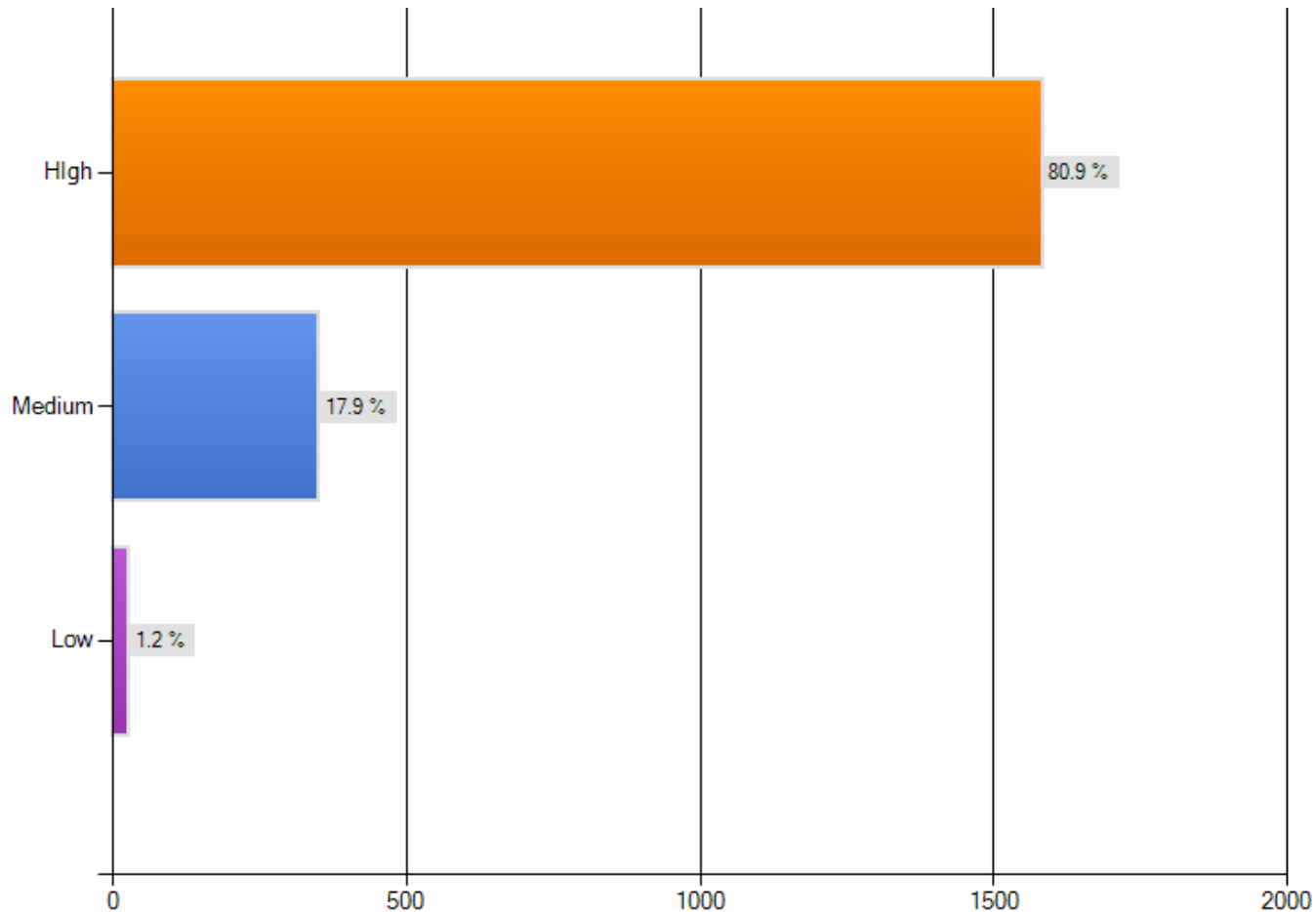


PART 1: QUALITY OF LIFE

2012 City of San Luis Obispo Survey

Q 1: How would you rate the overall quality of life in San Luis Obispo?

Eight-one percent of respondents rated the quality of life as “high” with less than 2% rating it as low.



Q 2: What do you see as San Luis Obispo's greatest problem?

Respondents top choices were the homeless 19%, traffic 10% lack of jobs and affordable housing -both cited by 9%. Downtown parking and congestion was cited by 8%. Many expressed concerns about future growth and development.

Big Box Stores **Business** Cal Poly City Council
College Students **Cost of Living** Development
Downtown Government **Growth**
Homeless Housing **Jobs**
Neighborhoods Planning **Police** Quality Regulation
Shopping **Streets** **Traffic** Water

Q 3: What do you see as San Luis Obispo's greatest strength?

Respondents overwhelmingly referred to the City's weather, location and unique character. Quality of life was equated with the natural environment overall pace of life.

Beauty Cal Poly Downtown

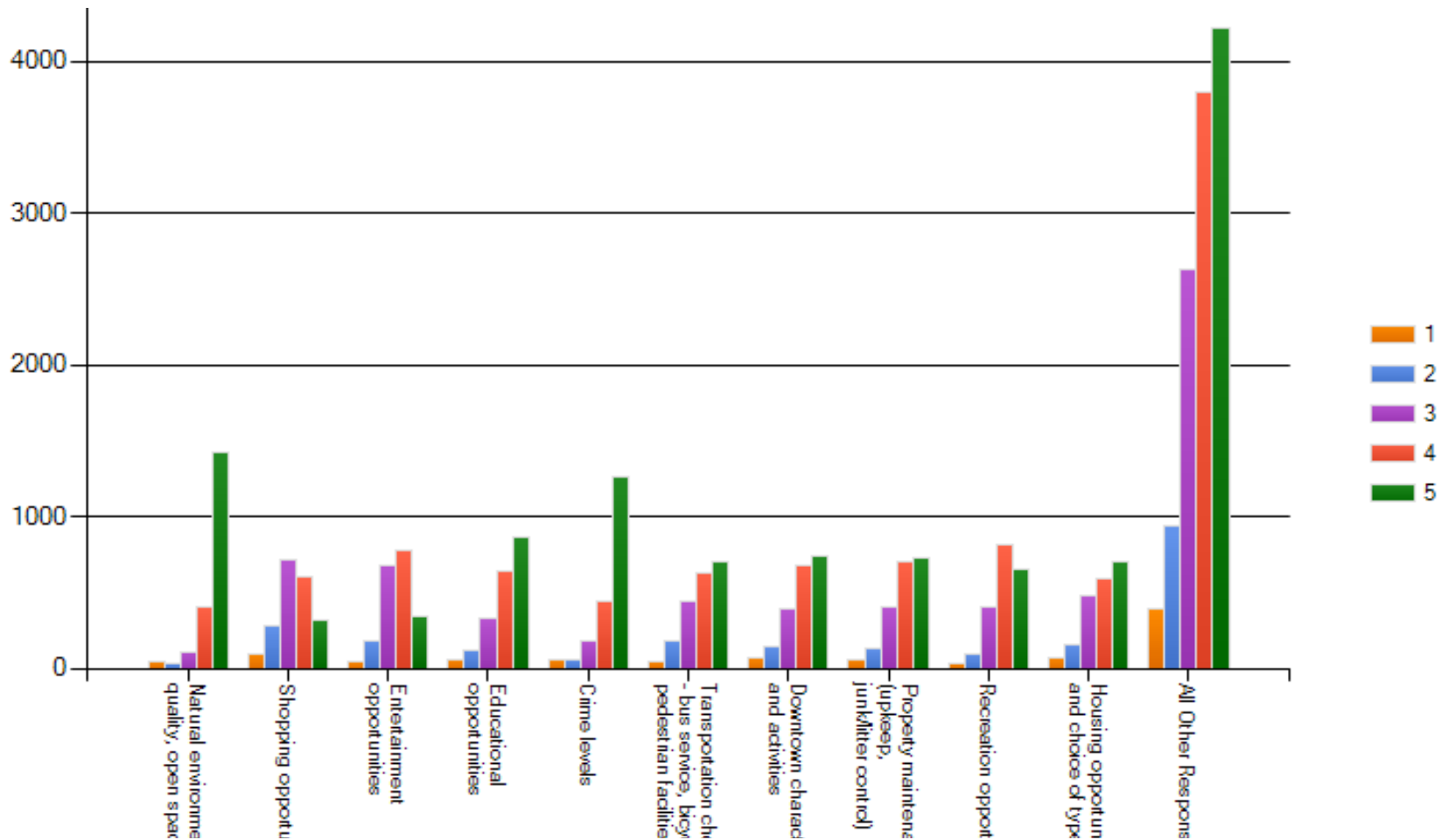
Friendly People Location

Low Crime Natural Environment

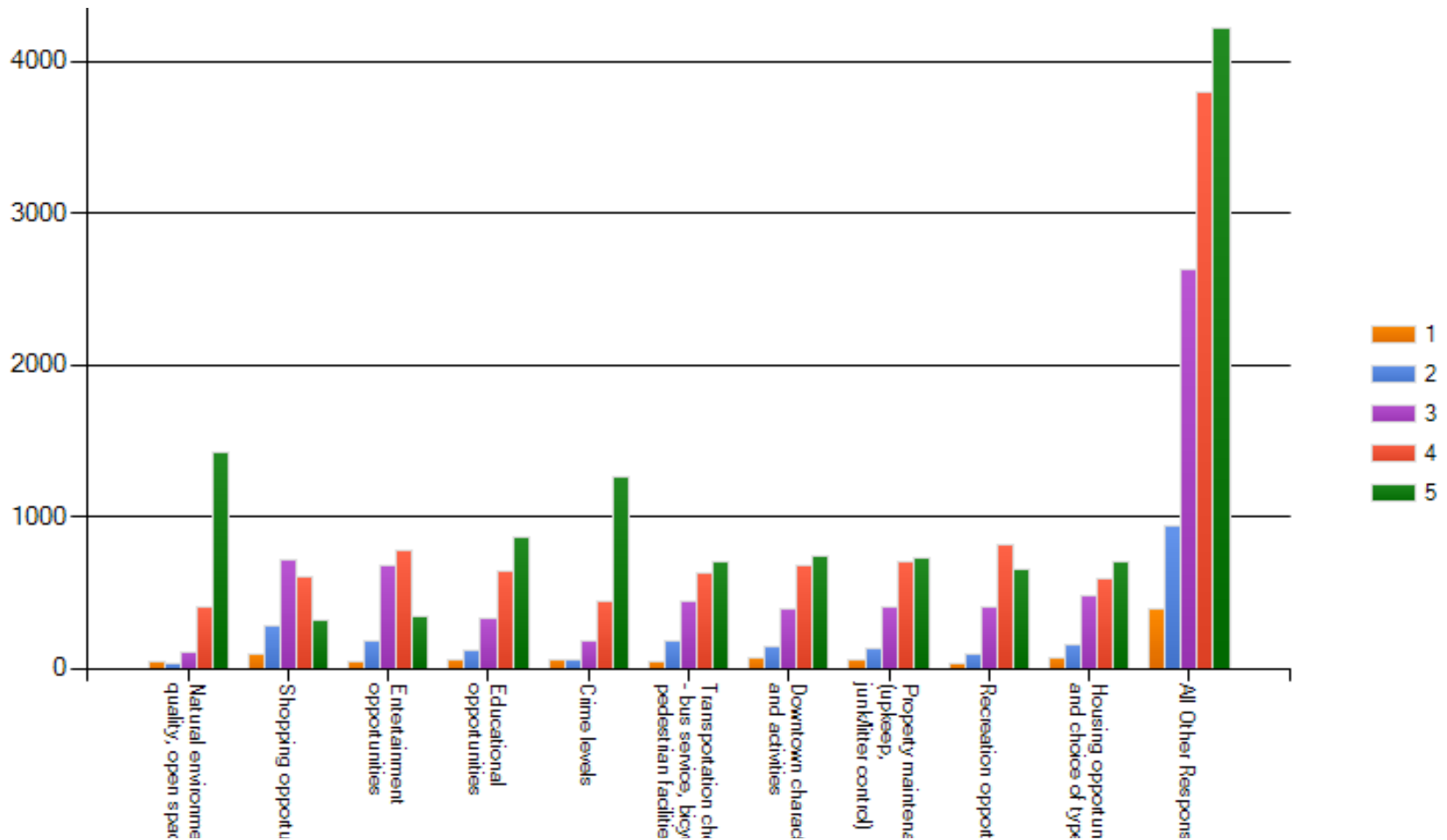
Open Space Quality of Life Size

Weather Slow Growth

Q 4: Listed below are several aspects of "quality of life" in San Luis Obispo. On a scale of 1 to 5 with 1 being LEAST important and 5 being MOST important, respondents rated natural environment and crime highest priorities.



Q 5: Respondents were asked to indicate how satisfied they are with current conditions on a scale of 1 to 5 with 1 being VERY DISSATISFIED and 5 being very SATISFIED. Overall satisfaction was high in most categories.



Q 6: One part of the City respondents particularly enjoy?

Downtown was the highest choice with 37%, followed by the City's parks 11% and the Mission 9%.



Q 7: One part of the City respondents particularly do not like?

The vast majority of “dislikes” were directed at traffic – specifically on Los Osos Valley Road and South Higuera , homeless issues and congestion downtown.

Broad Cal Poly Costco Downtown
Foothill Homeless LOVR
Madonna Los Osos Valley Road
Parking Prado Rd South Higuera
Street Tank Farm

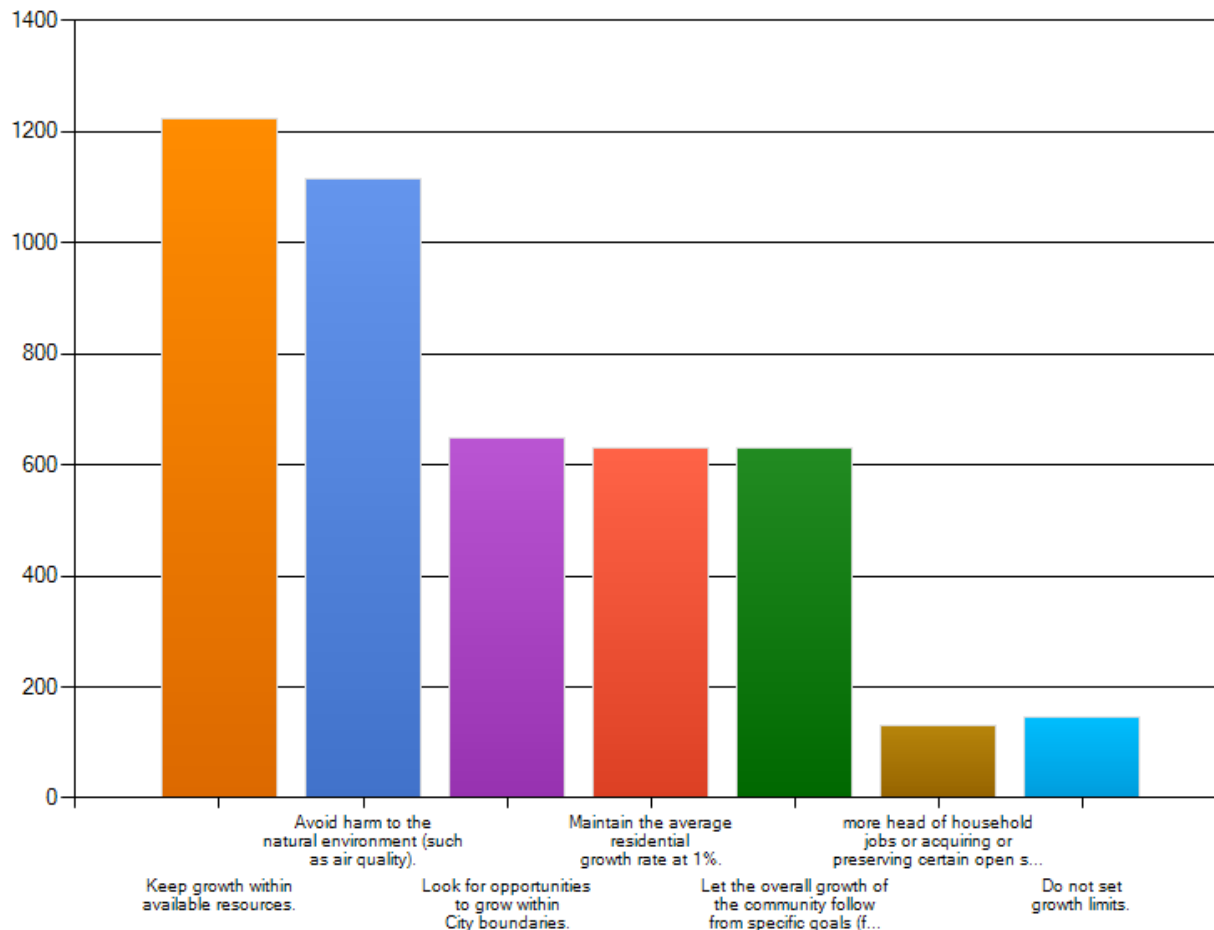


PART 2: CITY GROWTH AND RELATIONSHIP TO REGION

2012 City of San Luis Obispo Survey

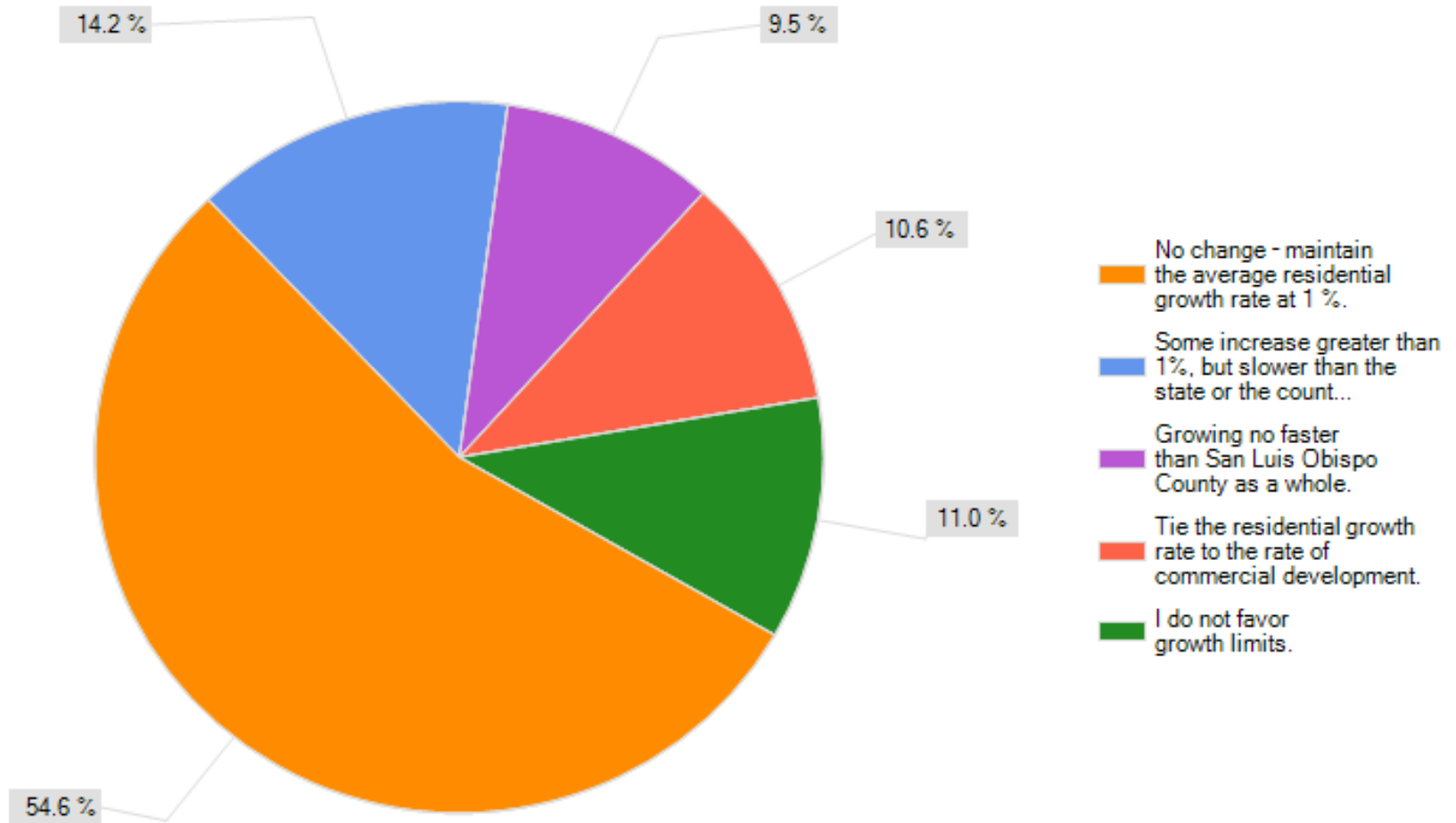
Q 8: Which of the following approaches to determining allowable growth in the City do you support?

Respondents continue to support preservation of the natural environment. Sixty-six percent want to keep growth in existing areas and 60% support avoiding harm to natural environment.

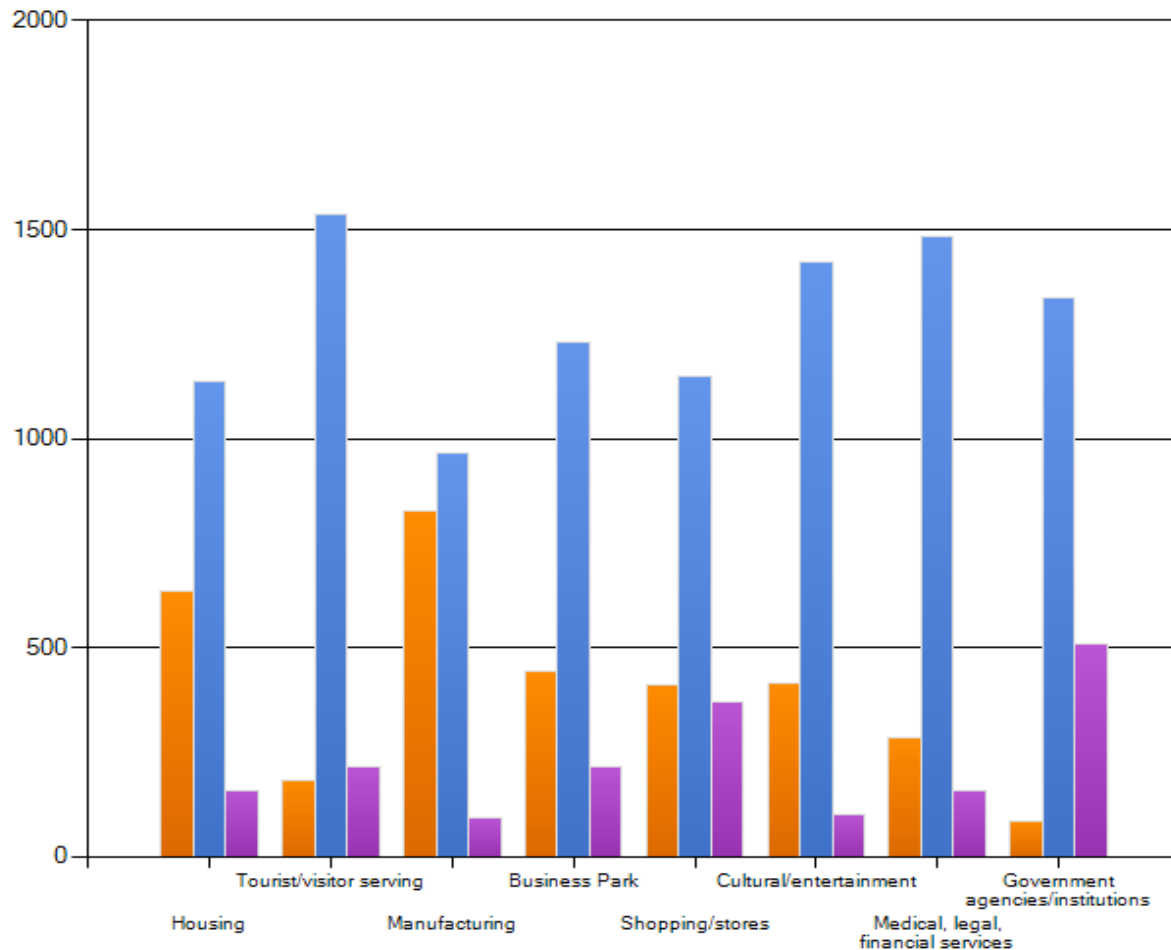


Q 9: If the city was to change the current residential growth rate of 1%, which one of the following would you prefer?

Nearly 55% of respondents support “No Change” with over 14% supporting some increases but none greater than the County or the State as a whole. Just 10% supported no growth limits.



Q 10: San Luis Obispo has worked to balance development and conservation to preserve the City’s natural beauty, unique character and heritage while supporting housing opportunities and a vibrant economy. Respondents were asked if the City has not enough, enough or too much of the following types of development:

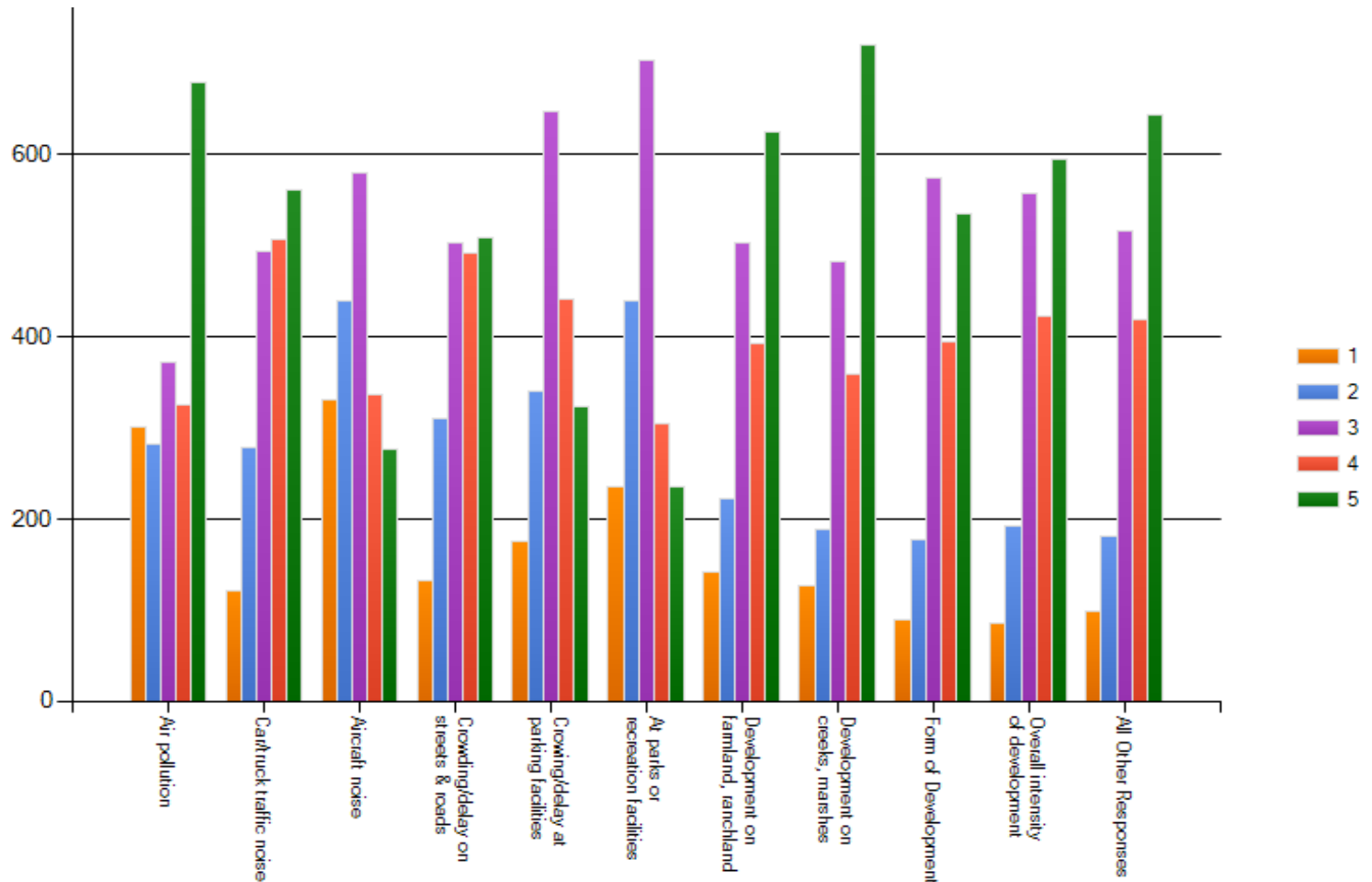


Respondents indicated the City has “enough” of each category however housing and manufacturing were cited as low by some.

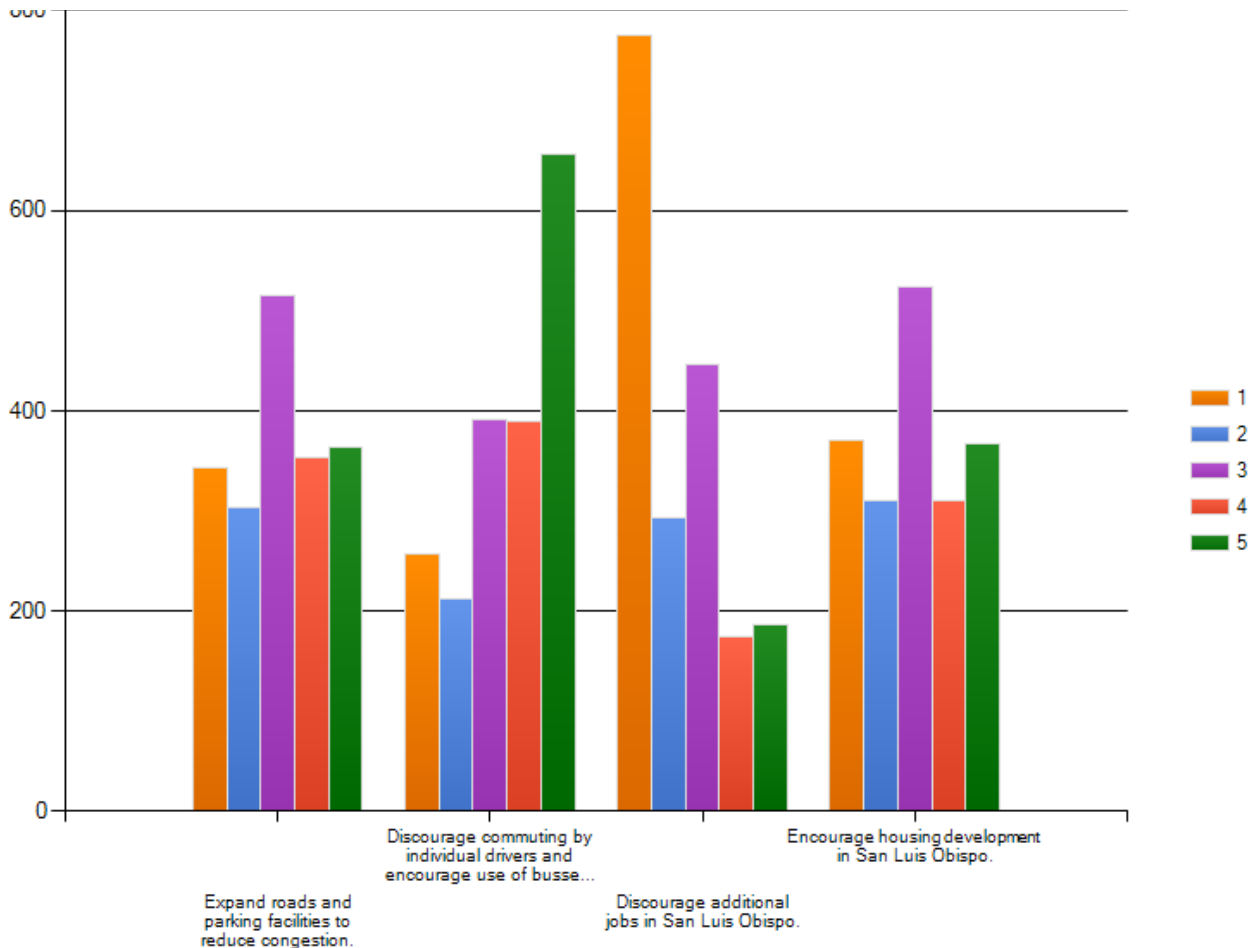
■ Not enough
■ Enough
■ Too much

Q 11: On a scale of 1 to 5 with 1 being no impact and 5 being substantial impact, how much do the following factors influence the character and quality of life in San Luis Obispo?

Air quality, traffic and aircraft noise along with the preservation of farmland were cited as the factors that MOST influence quality of life in San Luis Obispo.



Q 12: San Luis Obispo and the surrounding area include about 34% of the jobs in the county, and about 18% of the houses and apartments which results in commuting. On a scale of 1 to 5 with 1 being no effort and 5 being high effort, how much effort do you think should go into each of the following approaches to reduce commuting impacts?



Respondents indicated they would like the City to focus the most effort in discouraging commuting and the least effort in discouraging additional jobs here in San Luis Obispo. More local employment translated to fewer commuters.

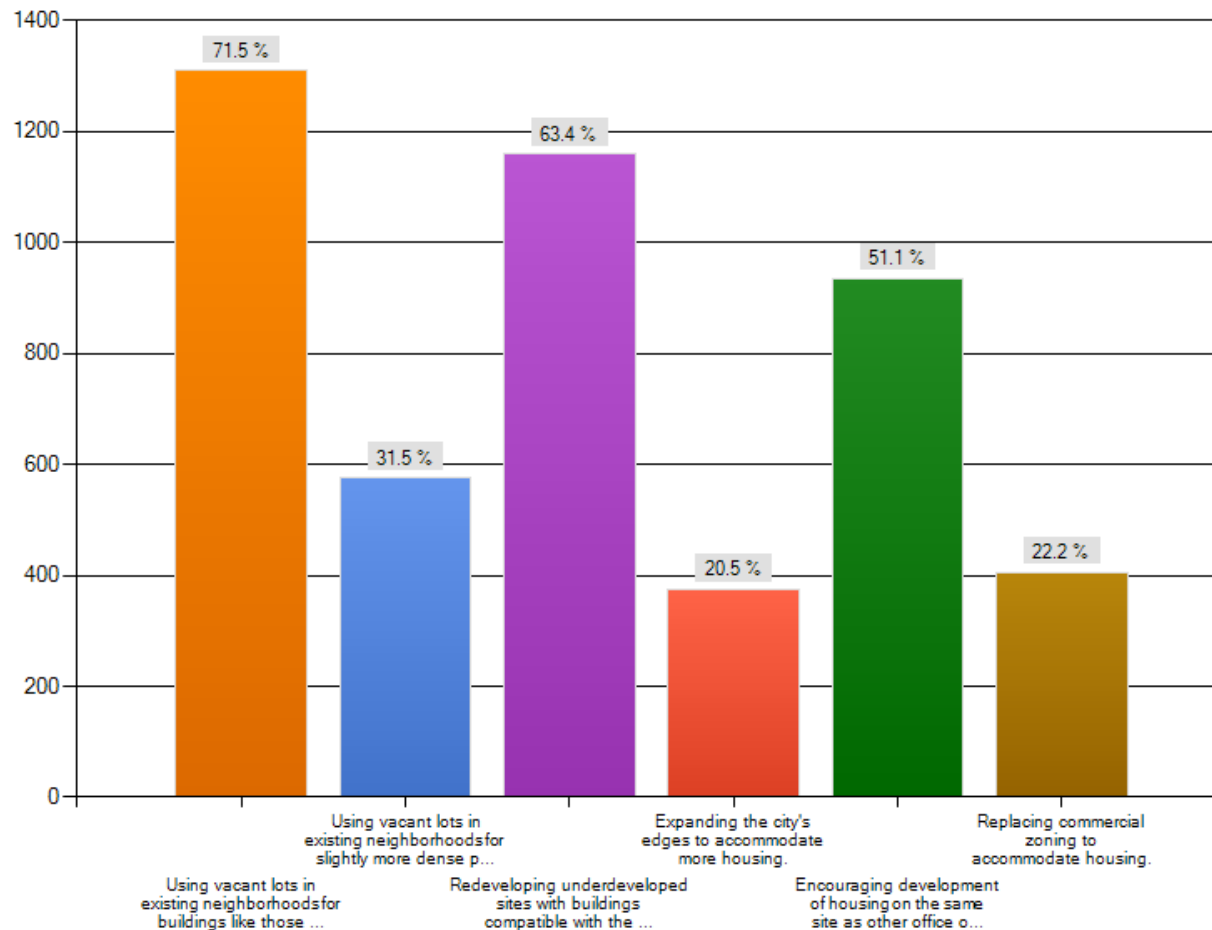


PART 3: FORM OF DEVELOPMENT

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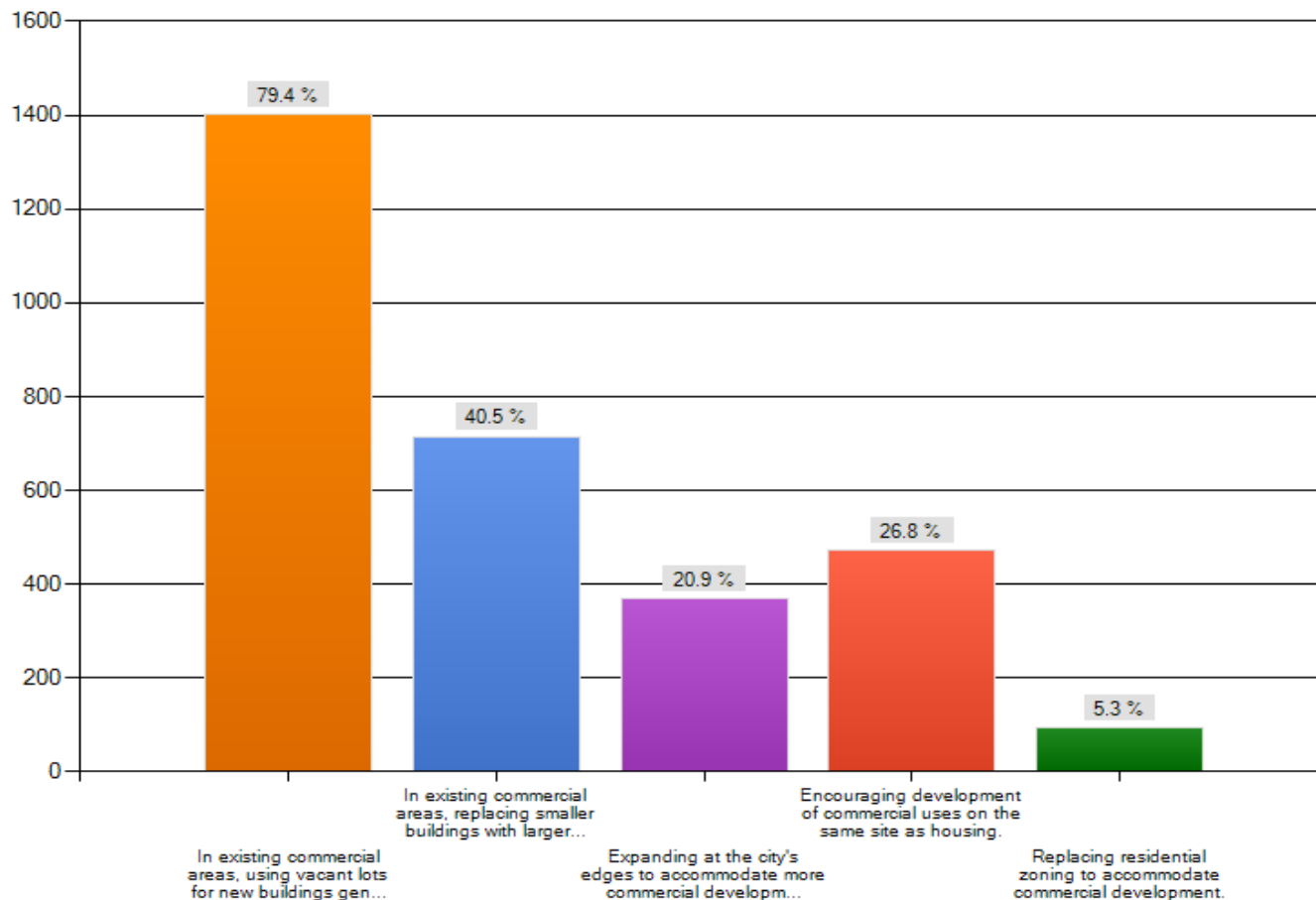
Q 13: To accommodate new housing in the City I support:

Seventy-one percent of respondents supported using vacant lots in existing neighborhoods for buildings like those which have been built in the neighborhood with over 63% supporting redeveloping underdeveloped sites with buildings compatible with the neighborhood. A little more than half supported mixed use infill development in existing buildings.

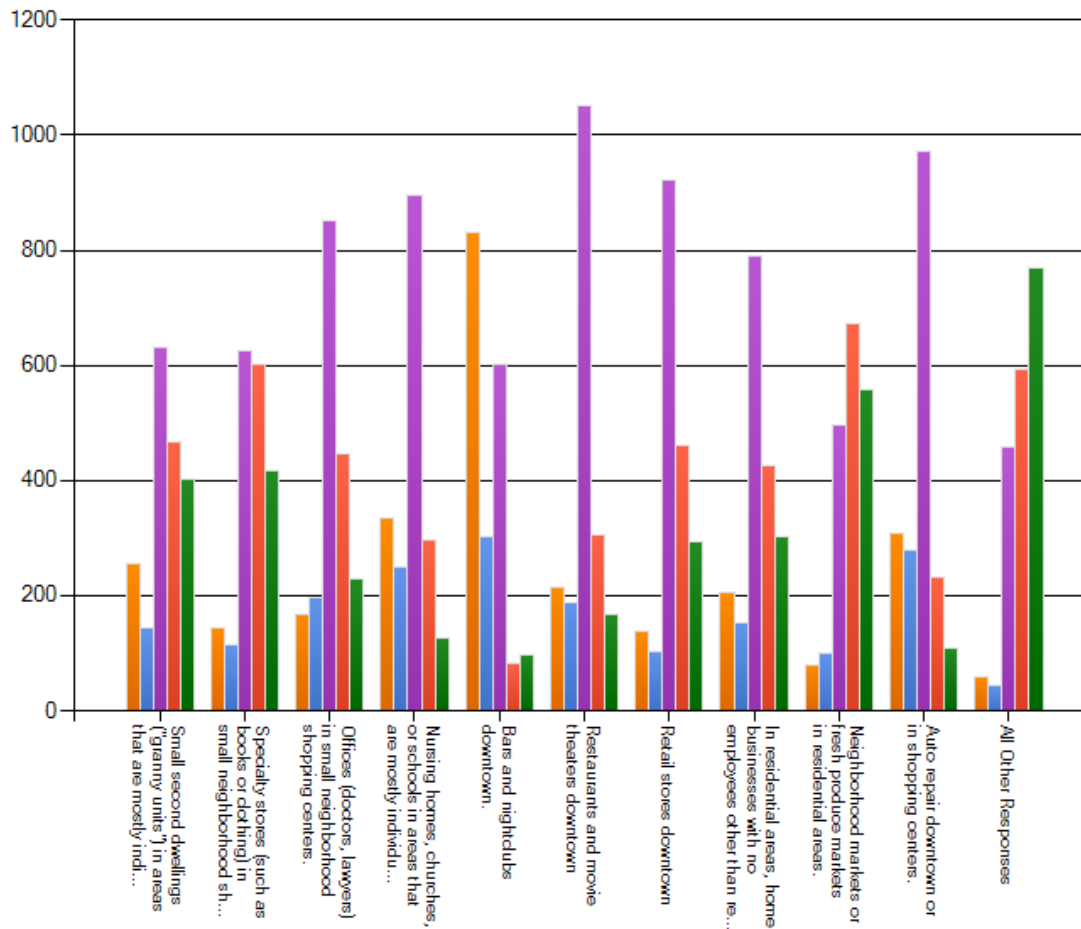


Q 14: To accommodate new stores, banks, business park development and offices, I support: (Check all that apply.)

The clear preference with 80% of respondents choosing it was development in existing commercial areas, using vacant lots for new buildings generally like ones which have been built there.



Q 15: On a scale of 1-5, with 1 being LESS and 5 being MORE, Indicate below whether you would like to have less or more of the following types of land uses in certain areas, compared with current conditions.



Only two land uses resulted in substantial differences with 59% seeking fewer bars downtown and 71% seeking small city parks in residential areas.

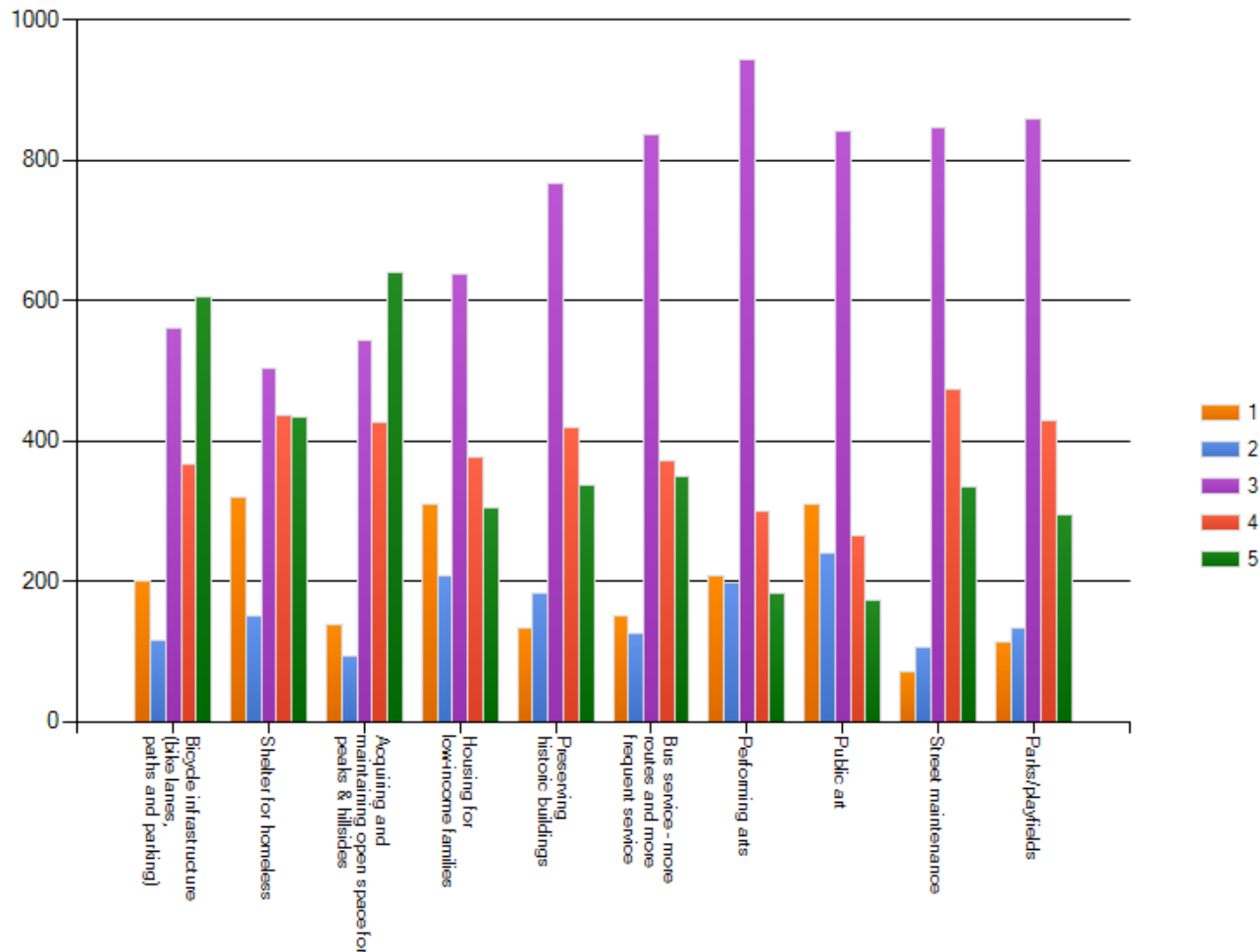


PART 4: PUBLIC FACILITIES AND SERVICES

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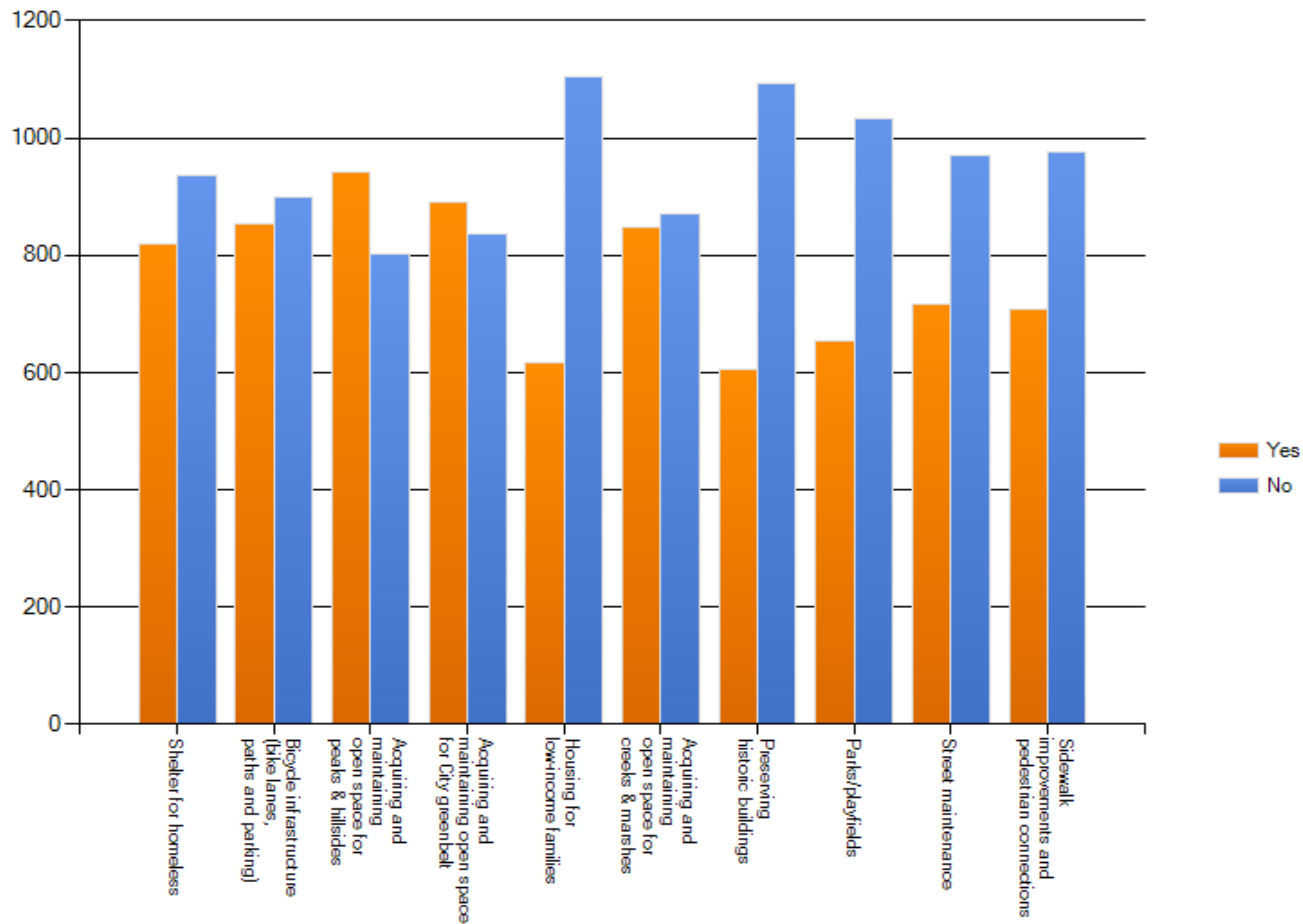
Q: 16. On a scale of 1 to 5 with 1 being less and 5 being more, do you think the city should provide less or more of each of the following services?

Four areas were supported by the majority of respondents; 50% would like more bicycle lanes, 58% support acquiring open space peaks and hillsides, 53% support more land for creeks and marshes while 54% support more land for City's Greenbelt.



Q 17: If you think the city should provide more of a certain service, indicate whether you would be willing to pay more for it.

Despite support for some services, a slight majority of respondents said they would support paying more for just two; 54% for open space for peaks and hillsides, and 52% for acquiring space for the City's greenbelt.



Q 18: The public or private facility or service not available here which I would most like to be provided is:

The majority of comments related to public transportation (bus service) and private transportation (taxi services, airline services and reliable rail). Better services to assist and manage the homeless was also identified as a priority.

Bike Bus Cal Poly **Center Community**
Department Downtown Flights Health Care
Homeless Housing Jobs Library Light Rail
Medical Money Open Space **Parking** Pool
Public Service Shopping **SLO Street**

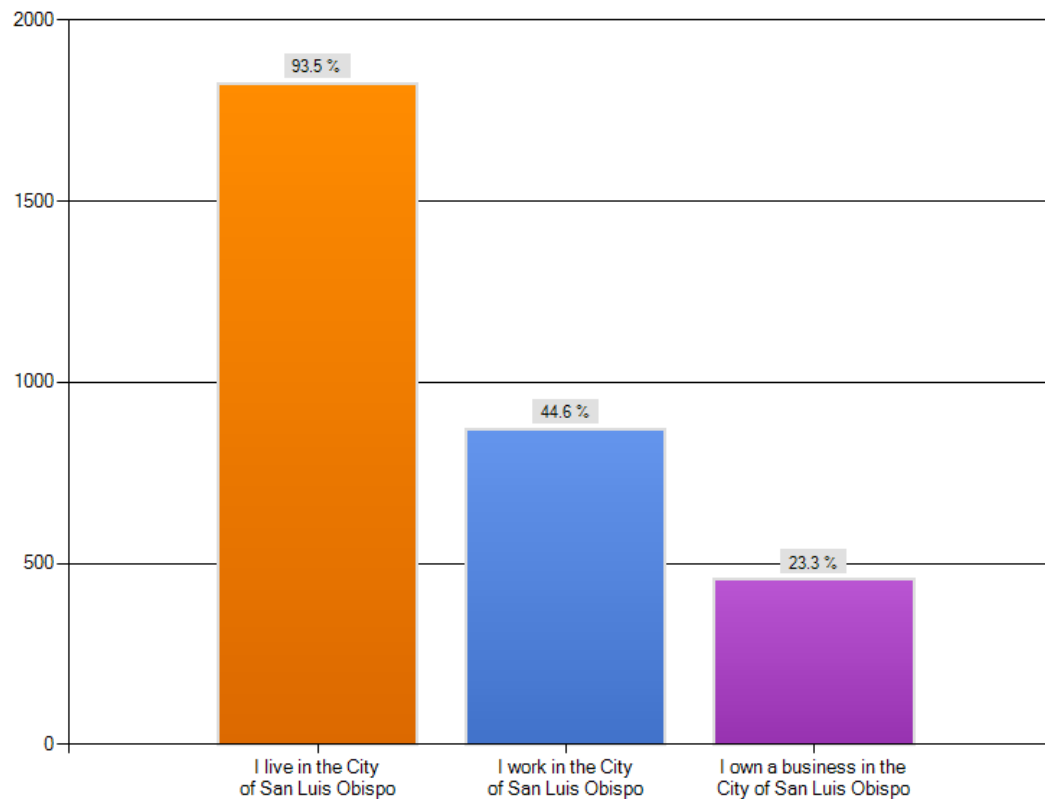


PART 5: DEMOGRAPHIC INFORMATION

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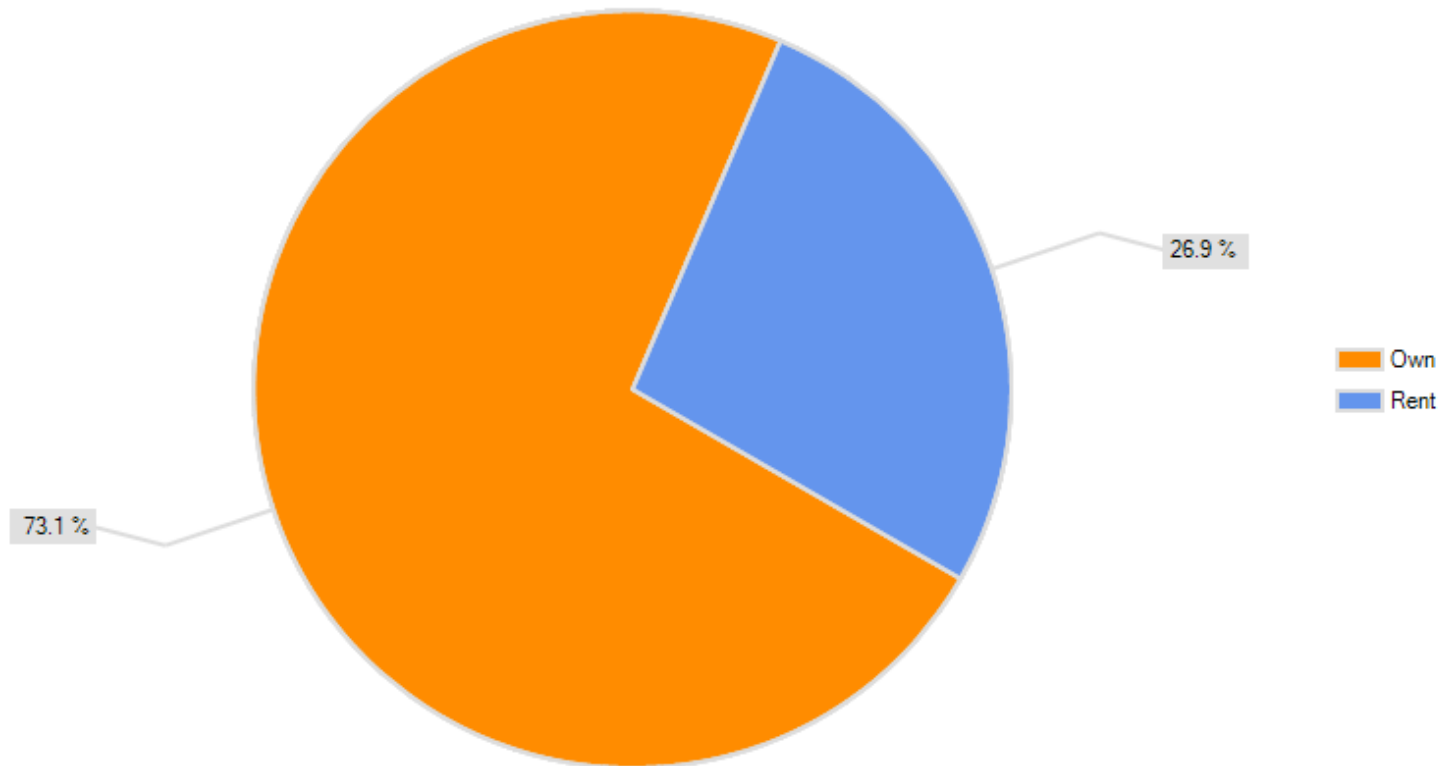
Q 19: Please check all that apply.

Ninety-four percent of respondents live in the City of San Luis Obispo. Forty-five percent work in the City while 23% own a business.



Q 20: Do you own or rent your dwelling?

Seventy-three percent of respondents own their dwelling with 27% renting.



Q 21: Which best describes your status?

Fifty-four percent of respondents said they were employed, 36% retired, 6% listed "other," 4% were students and less than one percent listed unemployed.

