

Combined Results: Online and Paper Survey

1. Do you live, own property, or own a business in the Eastern Goleta Valley (see map)?		
Yes	245	87%
No	37	13%
DK/NA	0	0%
Total	282	100%

2. Which of the following neighborhoods are you most likely to call home?		
Hope Ranch	13	4%
Hope Ranch Annex	16	5%
Calle Real	18	6%
San Antonio Creek	11	4%
San Marcos Foothills	7	2%
Mountain	7	2%
Holiday Hill/N. Patterson Ave	64	21%
North Turnpike Ave	26	9%
Hollister Ave Corridor	10	3%
South Turnpike Ave/Puente Dr	28	9%
South Patterson/Walnut Ln	45	15%
Other, please specify	60	20%
Total	305	100%

3. Where do you typically go to shop and for services?		
City of Goleta - Fairview/Calle Real Shopping Area	126	36%
City of Goleta - Camino Real Shopping Center	42	12%
Magnolia Center	40	11%
Turnpike Shopping Center	55	16%
City of Santa Barbara - Five Points Shopping Center/Upper State Street	38	11%
City of Santa Barbara - Other	17	5%
Other, please specify	34	10%
Total	352	100%

4. In what general area are you currently employed?		
Eastern Goleta Valley	19	6%
City of Santa Barbara	53	18%
City of Goleta	54	18%
UCSB	22	7%
Other South Coast Location	6	2%
Home	28	9%
Student	1	0%
Retired	91	30%
No Answer	4	1%
Other, please specify	24	8%
Total	302	100%

5. How familiar are you with Goleta Community Plan Update project and the Goleta Valley Planning Advisory Committee (GVPAC)?		
Very Familiar	25	9%
Somewhat Familiar	90	31%
Not too Familiar	87	30%
Not at all Familiar	88	30%
No Answer/Don't Know	4	1%
Total	294	100%

6. Have you attended or participated in any of the following as an interested party in the long range planning of the Eastern Goleta Valley?		
Attended a GVPAC Meeting or Workshop	47	15%
Visited the County's Website for the GVPAC and the Goleta Community Plan Update project	74	24%
Read or heard of the GVC 20/20: A Comprehensive Vision for the Eastern Goleta Valley	93	31%
Attended a County Planning Commission Hearing	42	14%
Attended a County Board of Supervisors Hearing	41	13%
Other, please specify	7	2%
Total	304	100%

Topline Results: Goleta Valley Community Survey

7. Please rate the importance of the following land use issues that the County will have to address in the future. For each issue, please indicate on a scale of 1 to 7 how important it will be for the County of Santa Barbara to consider in its plans for the future of the Eastern Goleta Valley.									
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	7	6	5	4	3	2	1	0	Total
Managing residential and commercial development, including both renovation of existing buildings and construction of new residential, retail, and non-retail buildings.	96 34%	61 22%	46 16%	33 12%	14 5%	11 4%	17 6%	3 1%	281 100%
Reducing roadway congestion by improving traffic flow and municipal transportation systems.	93 33%	56 20%	46 16%	38 14%	23 8%	10 4%	12 4%	1 0%	279 100%
Increasing the availability of houses to middle-income families earning up to \$100,000 annually.	35 12%	33 12%	31 11%	45 16%	39 14%	39 14%	59 21%	1 0%	282 100%
Maintaining existing agricultural properties in viable agricultural operations.	131 46%	62 22%	27 10%	28 10%	12 4%	9 3%	13 5%	0 0%	282 100%
Improving streetscapes, parks, and public spaces.	63 22%	73 26%	64 23%	40 14%	20 7%	10 4%	12 4%	0 0%	282 100%
Protecting watersheds, biological resources, and local ecology from impacts of the built environment.	161 57%	54 19%	27 10%	10 4%	8 3%	13 5%	9 3%	0 0%	282 100%
Improving air quality and greenhouse gas emission levels.	96 34%	53 19%	46 16%	40 14%	11 4%	15 5%	21 7%	2 1%	284 100%
Protecting open space, public views, and visual resources.	158 56%	56 20%	31 11%	13 5%	9 3%	5 2%	11 4%	0 0%	283 100%

Topline Results: Goleta Valley Community Survey

8. Please rate the importance of the following environmental issues that the County will have to address in the future. For each issue, please indicate on a scale of 1 to 7 how important it will be for the County of Santa Barbara to consider in its plans for the future of the Eastern Goleta Valley.									
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	7	6	5	4	3	2	1	0	
Air quality and climate change	105 37%	61 21%	50 17%	24 8%	18 6%	12 4%	15 5%	1 0%	286 100%
Waterway pollution due to runoff	108 38%	88 31%	34 12%	28 10%	11 4%	7 2%	6 2%	1 0%	283 100%
Water supply and quality	174 61%	55 19%	26 9%	12 4%	4 1%	5 2%	6 2%	1 0%	283 100%
Preservation of biodiversity	97 35%	60 21%	57 20%	26 9%	11 4%	10 4%	15 5%	4 1%	280 100%
Preservation of ecological and biological resources and habitats	119 42%	60 21%	48 17%	23 8%	10 4%	10 4%	13 5%	1 0%	284 100%
Flooding and geologic stability	85 30%	84 30%	53 19%	29 10%	10 4%	8 3%	11 4%	1 0%	281 100%
Noise	66 24%	62 22%	65 23%	44 16%	17 6%	11 4%	14 5%	1 0%	280 100%
Public views and visual resources	89 31%	79 28%	50 18%	26 9%	15 5%	10 4%	12 4%	2 1%	283 100%
History and archeology	34 12%	50 18%	71 25%	50 18%	40 14%	13 5%	22 8%	3 1%	283 100%
Hazardous Materials	95 34%	65 23%	56 20%	34 12%	12 4%	7 2%	12 4%	1 0%	282 100%
Green building, sustainable development, and energy efficiency	105 37%	57 20%	52 18%	29 10%	16 6%	9 3%	13 5%	1 0%	282 100%

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9. Please rate the job the County of Santa Barbara is doing on issues important to the Eastern Goleta Valley. For each issue, please indicate if the County is doing an excellent job, a good job, only a fair job, or a poor job.						
	5	4	3	2	1	
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.						
Public safety services, including sheriff, fire, emergency response and preparedness.	74 27%	147 53%	41 15%	4 1%	10 4%	276 100%
Managing natural and environmental resources.	12 4%	105 39%	89 33%	25 9%	41 15%	272 100%
Managing parks, recreation, trails, and public open spaces.	26 10%	136 50%	76 28%	22 8%	12 4%	272 100%
Enhancing the character and identity of the Eastern Goleta Valley.	10 4%	52 19%	101 37%	67 25%	40 15%	270 100%
Implementing programs to make the County of Santa Barbara more energy efficient, to increase resource conservation, and promote environmental regulations.	15 6%	71 26%	90 33%	31 11%	63 23%	270 100%
Limiting traffic congestion.	9 3%	67 24%	110 40%	69 25%	19 7%	274 100%
Permitting houses that are affordable to local employees.	18 7%	63 23%	76 28%	55 20%	60 22%	272 100%
Permitting retail and non-retail commercial services to serve local residents, property owners, and business owners.	14 5%	98 36%	58 21%	28 10%	73 27%	271 100%
Promoting water quality and supply.	24 9%	99 36%	86 32%	19 7%	45 16%	273 100%
Managing overall development and population growth.	13 5%	62 23%	108 39%	72 26%	19 7%	274 100%
Improving permitting process and enforcing zoning/conditions of approval	8 3%	53 20%	85 31%	58 21%	67 25%	271 100%

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10. Please rate the importance of the following existing activity nodes, corridors, or neighborhoods as priorities for improvements in the future. For each area, please indicate on a scale of 1 to 7 how important it will be for the County of Santa Barbara to consider in its plans for the future of the Eastern Goleta Valley.									
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	7	6	5	4	3	2	1	0	
Turnpike Shopping Center	44 16%	48 18%	63 24%	44 16%	26 10%	12 4%	17 6%	14 5%	268 100%
Turnpike Shopping Center and adjacent areas (San Marcos High School, agricultural and residential areas)	68 25%	51 19%	56 21%	37 14%	18 7%	10 4%	16 6%	12 4%	268 100%
Upper State Street/Hollister from Auhay Dr to Hwy 154.	44 17%	38 15%	63 24%	40 15%	31 12%	13 5%	19 7%	13 5%	261 100%
South Patterson Agricultural Areas	77 29%	57 21%	40 15%	27 10%	16 6%	15 6%	23 9%	13 5%	268 100%
Turnpike/Calle Real Highway Commercial area	34 13%	40 15%	65 24%	47 18%	31 12%	13 5%	23 9%	15 6%	268 100%
Magnolia Center	26 10%	48 18%	68 26%	48 18%	25 9%	16 6%	20 8%	14 5%	265 100%
County Campus - Calle Real	22 8%	42 16%	51 19%	42 16%	27 10%	13 5%	41 16%	24 9%	262 100%

11. For the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.						
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	5	4	3	2	1	
The character of the Eastern Goleta Valley has changed in recent years due to too much development.	92 34%	80 30%	58 22%	30 11%	8 3%	268 100%
The lack of affordable houses in the Eastern Goleta Valley is affecting commute patterns.	58 22%	52 19%	66 25%	70 26%	23 9%	269 100%
The County of Santa Barbara has done a poor job enforcing existing land use policies and regulations in the Eastern Goleta Valley.	40 15%	77 30%	75 29%	24 9%	44 17%	260 100%
The Eastern Goleta Valley is a vibrant and cohesive community.	32 12%	90 34%	82 31%	45 17%	16 6%	265 100%
The County of Santa Barbara has done a good job maintaining and enhancing the public services and facilities of the Eastern Goleta Valley, such as fire, sheriff, and emergency response services.	72 27%	139 52%	23 9%	11 4%	21 8%	266 100%
Eastern Goleta Valley businesses are easy to access and provide the goods and services I need.	66 25%	140 53%	40 15%	13 5%	5 2%	264 100%
The parks and recreation opportunities in the Eastern Goleta Valley are plentiful and accessible.	42 16%	107 40%	73 28%	37 14%	6 2%	265 100%

Topline Results: Goleta Valley Community Survey

12. For the following buildings, please indicate whether you think over the next 10-20 years the County will need a lot more, some more, a little more, or no more of that building type.					
	5	4	3	2	1
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.					
Single family houses on larger lots (over 1/2 acre)	12 4%	38 14%	78 29%	135 51%	4 1%
Single family houses on smaller lots (under 1/2 acre)	20 8%	71 27%	82 31%	88 33%	4 2%
Multi family residences, such as apartments or townhouses	36 14%	55 21%	72 27%	99 37%	3 1%
Houses in planned developments with open spaces, recreation facilities, and other amenities for residents.	43 16%	65 24%	72 27%	80 30%	7 3%
Houses in planned developments with open spaces, recreation facilities, and other amenities for the public.	39 15%	52 20%	66 25%	99 38%	8 3%
Houses near major transportation corridors, such as Hollister Ave, Turnpike Rd, and Hwy 192.	37 14%	29 11%	71 26%	119 44%	12 4%
Houses in the foothills.	11 4%	17 6%	73 27%	159 59%	8 3%
New retail and service buildings, such as shops, cafes, offices, and flex-spaces.	18 7%	50 19%	89 33%	105 39%	5 2%
Mixed-use and live-work developments in active commercial areas.	51 19%	65 24%	75 28%	68 26%	7 3%
Houses that low income couples earning up to \$50,000 a year can afford.	34 13%	49 18%	73 27%	104 39%	7 3%
Residential second units or duplex add-ons.	32 12%	47 18%	78 29%	97 36%	12 5%
Local farm operations, including greenhouses, barns, and other agricultural structures.	68 25%	73 27%	75 28%	44 16%	9 3%
Small-scale manufacturing, industrial, or warehouses.	19 7%	63 24%	95 36%	82 31%	7 3%
Strip malls and shopping centers.	3 1%	7 3%	44 16%	213 79%	2 1%
Gas stations and convenience stores.	3 1%	8 3%	52 19%	202 75%	3 1%
Hotels/Motels.	3 1%	17 6%	89 33%	158 59%	1 0%
Senior Housing and/or Nursing Facilities	23 9%	70 26%	115 43%	49 18%	9 3%

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13. For the following public services and facilities, please indicate whether you think over the next 10-20 years the County will need a lot more, some more, a little more, or no more of that service or facility.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	5	4	3	2	1	
Sidewalks, bikelanes, bikepaths.	115 43%	72 27%	52 19%	25 9%	3 1%	267 100%
Roadways, intersections widening.	31 12%	68 26%	86 32%	75 28%	5 2%	265 100%
Streetscape improvements.	68 25%	93 35%	79 30%	22 8%	5 2%	267 100%
Playgrounds, playing fields, picnic facilities, etc.	46 17%	100 38%	95 36%	23 9%	1 0%	265 100%
Public Open Space and Trails.	98 37%	95 35%	55 21%	18 7%	2 1%	268 100%
Public art/visual installations.	27 10%	55 21%	88 33%	87 33%	8 3%	265 100%
Community centers, amphitheaters, or plazas.	25 9%	65 24%	100 38%	74 28%	2 1%	266 100%
Bus Routes and frequency.	90 34%	88 33%	58 22%	24 9%	8 3%	268 100%
Parking lots and spaces.	9 3%	40 15%	93 35%	118 44%	6 2%	266 100%
Schools.	12 4%	27 10%	87 33%	123 46%	18 7%	267 100%
Public safety and emergency services and facilities.	34 13%	95 35%	102 38%	24 9%	13 5%	268 100%

14. Please choose the top three (3) issues that you are concerned about for the future of the Eastern Goleta Valley.

Traffic	110	14%
Public Safety	62	8%
Environmental Protection and Habitats	103	13%
Jobs and Economic Development	45	6%
Houses for Local Employees	41	5%
Green Building and Low Impact Development	65	8%
Air Quality and Climate Change	35	4%
Water Supply and Quality	106	13%
Alternative Transportation and Mobility	60	7%
Community Identity and Character	43	5%
Parks, Recreation, Trails, and Open Space	99	12%
Other, please specify	36	4%
Total	805	100%

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Under the advice of the GVPAC, the County is likely to adopt a series of goals for the update of the 1993 Goleta Community Plan to manage land use and development in the Eastern Goleta Valley over the next 10-20 years. For the following potential goals, please indicate if you strongly support, somewhat support, somewhat oppose,

15. Built Environment						
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	5	4	3	2	1	
Permitting new commercial, business, and entrepreneurial development projects to create local jobs and new community-serving retail and services.	37 14%	116 45%	46 18%	55 21%	2 1%	256 100%
Permitting new commercial development projects that provide cultural and recreational opportunities, or programs for local youth.	56 22%	127 50%	45 18%	17 7%	7 3%	252 100%
Permitting new multi-unit residences to provide housing opportunities for low, moderate, and middle income families.	40 16%	74 29%	59 23%	79 31%	4 2%	256 100%
Permitting second residential units and/or duplexes on residential properties.	39 15%	82 32%	57 22%	72 28%	5 2%	255 100%
Permitting new multi-unit residences to provide housing opportunities for essential local employees, such as nurses, firefighters, sheriff deputies, and teachers.	61 24%	98 38%	48 19%	47 18%	3 1%	257 100%
Permitting mixed-use projects, which combine residences and commercial spaces in the same building, to that provide community amenities, including plazas, outdoor seating/gathering areas, and providing access to open spaces.	60 24%	106 42%	37 15%	45 18%	5 2%	253 100%
Permitting mixed-use projects, which combine residences and commercial spaces in the same building, to create complete neighborhoods that provide residents access to retail, services, parks and recreation opportunities, and transportation nodes and corridors.	59 23%	95 37%	41 16%	54 21%	7 3%	256 100%
Permitting new single family houses.	26 10%	92 36%	75 29%	58 23%	4 2%	255 100%
Permitting houses and businesses near transportation corridors to reduce commute lengths and traffic congestion.	41 16%	108 42%	56 22%	45 17%	9 3%	259 100%
Requiring new development and redevelopment to use energy efficient/green building techniques and technologies.	125 48%	86 33%	25 10%	19 7%	5 2%	260 100%

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16. Natural Environment						
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	5	4	3	2	1	
Reducing contaminated runoff from the built environment into local waterways.	176 68%	67 26%	9 3%	3 1%	4 2%	259 100%
Protecting viable habitat areas and wildlife corridors from encroachment by built environment.	185 71%	52 20%	16 6%	5 2%	2 1%	260 100%
Protecting local open space and natural resources, including wetlands, creeks, trails, active and passive parks, and beach access from encroachment by built environment.	196 76%	45 18%	8 3%	7 3%	1 0%	257 100%
Protecting and enhancing water quality and supply.	193 75%	55 21%	3 1%	5 2%	1 0%	257 100%
Increasing amount of public active and passive recreation, trails and open space.	136 53%	89 35%	23 9%	6 2%	2 1%	256 100%
Requiring new development and redevelopment to protect and/or enhance public views.	131 51%	88 34%	19 7%	15 6%	5 2%	258 100%
Improving air quality and reducing greenhouse gas emissions locally.	138 54%	69 27%	23 9%	20 8%	7 3%	257 100%

17. Mobility, Accessibility, and Circulation						
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	5	4	3	2	1	
Constructing dedicated bikepaths to encourage bike usage and promote safety.	164 63%	66 25%	16 6%	10 4%	3 1%	259 100%
Constructing roadway connections and intersections to increase connectivity in the local transportation network.	68 27%	100 39%	51 20%	23 9%	14 5%	256 100%
Constructing sidewalk connections.	105 41%	99 39%	27 11%	15 6%	9 4%	255 100%
Constructing new and improved opportunities to travel from areas north of Hwy 101 to areas south of Hwy 101 using cars, bikes, pedestrian facilities, and buses.	99 38%	95 37%	37 14%	18 7%	9 3%	258 100%
Installing streetscapes, including landscaping, street trees, benches, planter boxes, public art, signage, lighting, etc.	87 34%	111 43%	39 15%	15 6%	6 2%	258 100%
Implementing traffic calming devices and programs.	54 21%	69 27%	51 20%	59 23%	21 8%	254 100%
Redesigning Hollister Ave to support local car, bicycles, pedestrian, and bus traffic to serve the local community and neighborhoods.	92 36%	95 37%	39 15%	24 9%	9 3%	259 100%
Redesigning Hollister Ave to support regional car and bus traffic to serve as an east-west alternative to Hwy 101 and Hwy 192/Foothill Routes.	40 15%	71 27%	58 22%	76 29%	14 5%	259 100%

18. Do you...		
Own a Single Family Home	202	77%
Own a Mobile Home	7	3%
Own a Condo or Townhouse	30	11%
Rent an Apartment or Home	14	5%
Reside in an Assisted Living Facility	1	0%
No Answer	4	2%
Other, please specify	4	2%
Total	262	100%

19. In what year were you born?		
1985-2009	4	2%
1990-1984	0	0%
1983-1979	5	2%
1978-1974	5	2%
1973-1969	16	6%
1968-1964	36	14%
1963-1959	3	1%
1958-1954	33	13%
1953-1949	34	13%
1948-1944	41	16%
1943-1934	42	16%
1933 or earlier	31	12%
No Answer	10	4%
Total	260	100%

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20. How many people live in your household?		
0	0	0%
1	31	12%
2	121	47%
3	43	17%
4	47	18%
5	14	5%
6	2	1%
7 or more	1	0%
Total	259	100%

21. Of the people live in your household, how many are...									
	1	2	3	4	5	6	7	0	
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.									
Over 18 years old	31 13%	155 63%	28 11%	13 5%	2 1%	1 0%	1 0%	17 7%	248 100%
12-18 years old	38 41%	10 11%	1 1%	0 0%	0 0%	0 0%	1 1%	42 46%	92 100%
Under 12 years old	17 21%	23 29%	0 0%	1 1%	0 0%	0 0%	1 1%	38 48%	80 100%

22. Please estimate the total combined income for all the people in your household before taxes in 2008.		
\$30,000 and under	13	5%
\$30,001 - \$60,000	26	10%
\$60,001 - \$90,000	38	14%
\$90,001 - \$120,000	54	21%
More than \$120,000	90	34%
No Answer/Don't Know	42	16%
Total	263	100%