



Social Environment Issues

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Summary

Indicator	Measurement	Data	Year	Trend	Direction	Page
Top Community Concern	Percentage of telephone survey respondents who identified "Employment/jobs" as the top concern in San Luis Obispo County	21.8%	2010	↑		219
Discrimination	Percentage of telephone survey respondents who felt they were discriminated against or treated unfairly in San Luis Obispo County in the past year	9.5%	2010	↓		220
Hate Crimes	Number of hate crime offenses	13	2009	↑		223
Hotline Calls for Assistance	Total number of Hotline calls for assistance	25,240	2009	↑		224
Arts	Percentage of survey respondents who read books, wrote for pleasure, or attended a book club or writing club in the past month	82.5%	2010	—		228
Giving and Volunteering	Percentage of telephone survey respondents who have contributed money or other property to any charitable organization in the past year	82.4%	2010	↑		230
Community Information	Percentage of telephone survey respondents who reported that they got most of their information on local community issues and events from the "Newspaper/Tribune"	57.3%	2010	↓		233
Rating of County Government	Percentage of telephone survey respondents who rated the San Luis Obispo County government as "Excellent," "Very good," and "Good"	71.7%	2010	↓		234
Voting	Percentage of registered voters who voted in the November 2008 General Election	83.1%	2008	↑		236

Legend

Item	Description
	Indicates data moving in an upward direction over time.
	Indicates data moving in a downward direction over time.
	Indicates data remaining constant over time or no trend data available.
	Indicates data with a combination of both challenges and successes.
	Indicates data moving in a negative direction.
	Indicates data moving in a positive direction.



Top Community Concern

“Employment/jobs” was reported to be the most important issue facing San Luis Obispo County according to ACTION telephone survey respondents in 2010.



☎ In your opinion, what do you think is the ONE most important issue facing San Luis Obispo County in the next few years? (Top 5 Responses)

2006	2010
1. Growing too fast / uncontrolled growth / over population (41.6%)	1. Employment / jobs (21.8%)
2. Housing costs / cost of living (19.9%)	2. Growing too fast / uncontrolled growth / overpopulation (13.4%)
3. Traffic (11.5%)	3. Water (11.9%)
4. Water (4.5%)	4. Local, state, and national budget (8.3%)
5. Roads need repair (3.5%)	5. Schools / overcrowding at schools (7.2%)
Total respondents = 427	Total respondents = 921

Source: ACTION for Healthy Communities, Telephone Survey, 2006 and 2010.

☎ In your opinion, what do you think is the one most important issue facing San Luis Obispo County in the next few years? (Top 3 responses) By Region (2010)

North Coast	North County	San Luis Obispo	South County
Employment/jobs (20.5%)	Employment/jobs (23.6%)	Employment/jobs (21.2%)	Employment/jobs (22.5%)
Water (15.4%)	Water (15.6%)	Growing too fast/ uncontrolled growth/ over population (14.1%)	Growing too fast/ uncontrolled growth/ over population (15.4%)
Growing too fast/ uncontrolled growth/ over population (11.9%)	Other (11.0%)	Other (11.1%)	Other (13.1%)
Total respondents = 217	Total respondents = 265	Total respondents = 202	Total respondents = 240

Source: ACTION for Healthy Communities, Telephone Survey, 2010.



Discrimination

Although the percentage of telephone survey respondents in San Luis Obispo County who have felt discriminated against or treated unfairly has been decreasing since 1999 when it was 14%, the percentage increased slightly from 8% in 2006 to 9.5% in 2010.



How concerned are you about racism in your community? (Respondents answering “Very concerned” or “Somewhat concerned”)

Response	1999	2001	2003	2006	2010
Very concerned & Somewhat concerned	62.5%	61.1%	65.9%	65.3%	61.4%
Total respondents	536	798	522	500	1092

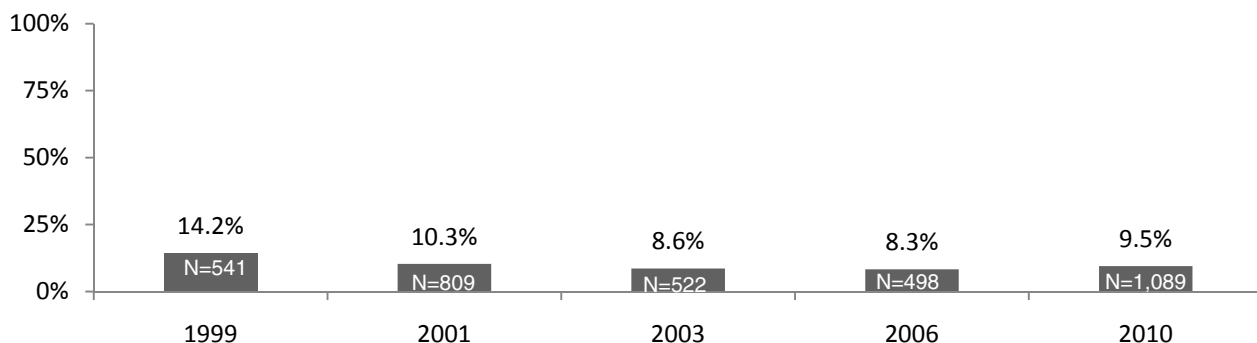
Source: ACTION for Healthy Communities, Telephone Survey, 1999, 2001, 2003, 2006, and 2010.

How concerned are you about racism in your community? By Region (2010)

	North Coast	North County	San Luis Obispo	South County
Very concerned	32.2%	28.1%	27.0%	26.3%
Somewhat concerned	33.7%	29.9%	31.3%	33.2%
Not at all concerned	34.1%	41.9%	41.7%	40.4%
Total respondents	256	309	242	285

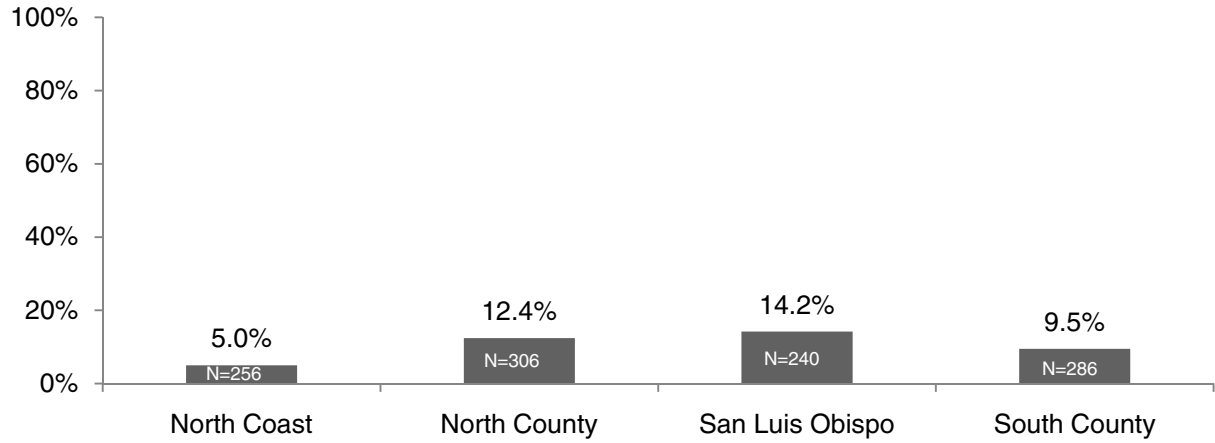
Source: ACTION for Healthy Communities, Telephone Survey, 2010.

Have you felt you have been discriminated against or treated unfairly in San Luis Obispo County in the last twelve months? (Respondents answering “Yes”)



Source: ACTION for Healthy Communities, Telephone Survey, 1999, 2001, 2003, 2006, and 2010.

☎ Have you felt you have been discriminated against or treated unfairly in San Luis Obispo County in the last twelve months? (Respondents answering “Yes”) By Region (2010)



Source: ACTION for Healthy Communities, Telephone Survey, 2010.

☎ For what reason?

Response	1999	2001	2003	2006	2010
Ethnicity or race	30.8%	21.0%	33.3%	24.1%	28.2%
Disability	5.1%	NA	6.7%	23.5%	12.3%
Income	7.7%	NA	15.6%	13.9%	9.3%
Gender	20.5%	8.6%	20.0%	6.8%	8.4%
Age	17.9%	38.3%	4.4%	19.2%	2.9%
Sexual orientation	2.6%	NA	2.2%	0.0%	2.8%
Language	5.1%	NA	6.7%	5.6%	1.7%
Weight	3.8%	NA	NA	9.6%	NA
Other	23.1%	NA	28.9%	10.2%	48.5%
Total respondents	78	55	45	33	99
Total responses	100	NA	NA	37	114

Source: ACTION for Healthy Communities, Telephone Survey, 1999, 2001, 2003, 2006, and 2010.

 **For what reason? By Region (2010)**

	North Coast	North County	San Luis Obispo	South County
Ethnicity or race	0.0%	22.2%	40.8%	36.5%
Gender	25.2%	14.8%	2.3%	1.2%
Age	2.5%	0.0%	1.9%	7.1%
Language	2.5%	0.0%	4.1%	0.0%
Sexual orientation	0.0%	8.9%	4.1%	0.0%
Income	21.6%	0.0%	5.0%	12.3%
Disability	31.3%	9.9%	1.9%	12.3%
Other	52.8%	50.0%	46.2%	44.1%
Total respondents	13	31	34	26

Source: ACTION for Healthy Communities, Telephone Survey, 2010.

Hate Crimes

The number of hate crimes offenses ranged from a low of 7 in 2006 to a high of 17 in 2007. There were 13 hate crime offenses reported in San Luis Obispo County in 2009.



Number of Hate Crime Offenses by Jurisdiction, San Luis Obispo County

Jurisdiction	2006	2007	2008	2009
Atascadero Police Department	1	1	NA	NA
San Luis Obispo Sheriff's Office	1	1	1	1
Morro Bay Police Department	NA	NA	1	1
Paso Robles Police Department	NA	2	NA	NA
San Luis Obispo Police Department	3	13	9	10
San Luis Obispo Coast D.P.R.	NA	NA	NA	1
Pismo Beach Police Department	2	NA	NA	NA
San Luis Obispo County Total	7	17	11	13

Source: Department of Justice, Criminal Justice Statistics Center, Hate Crime in California, 2009.

Hotline Calls for Assistance

The total number of Hotline calls for assistance has nearly doubled from 13,236 calls in 2004 to 25,240 calls in 2009. SLO Hotline offers 24-hour crisis support, counseling and referral services for questions regarding everything from suicide and domestic violence to affordable day care and volunteer opportunities.



Number of Calls

Category	FY2004-2005	FY2005-2006	FY2006-2007	FY2008-2009
Abuse/Neglect	138	88	162	508
Adult/Child Protective Services	NA	NA	NA	386
Active Caller	276	234	255	283
Adoption	3	1	5	148
Alcohol and Drug Abuse	353	228	245	499
Animals and Animal Control	15	9	18	70
Business	12	10	32	14
Case Management	3	2	12	3,470
Clothing	3	14	13	29
Consumer	2	8	22	16
Counseling Resources	423	335	320	480
Crisis Line/I&R other Cities	28	84	86	196
Day Care	8	22	23	88
Developmental Disabilities	28	4	7	5
Donations Information	105	106	92	81
Education	4	22	14	82
Emergencies	80	19	34	101
Employment	28	30	21	145
Environment	1	2	1	5
Financial Assistance and Support	227	151	171	541
Food	96	64	77	233
Funding Agencies	6	5	3	2
Gangs, Related problems	1	0	1	0
Government/Taxes	6	13	18	1,091
Guardianship	NA	2	3	12
Handicaps	19	11	14	30
Hang-up	555	608	812	1,011
Health/Medical	401	235	275	426
Holiday Assistance	2	1	4	20
Home Health	27	39	37	125
Hotline Staff Call	328	219	403	212
Household Furniture	8	7	4	17

Category	FY2004-2005	FY2005-2006	FY2006-2007	FY2008-2009
Housing	197	153	150	387
Human Reproductive/Pregnancy	NA	NA	NA	9
Individual & Family Support Services	NA	NA	NA	98
Information	1,349	1,135	1,067	1,184
Insurance	7	18	13	18
Interpersonal Relationship	344	74	139	117
Legal	283	227	211	581
Mental Health	949	581	554	5,435
Miscellaneous	165	204	204	964
Municipal Services/Public Works	NA	NA	NA	3
Physical Disabilities	145	18	24	15
Public Assistance Programs	NA	NA	NA	19
Public Safety	NA	NA	NA	11
Rape/Sexual Assault	49	40	51	49
Recreation/Social Clubs	15	10	7	41
Runaways/Missing Persons	5	3	7	6
Senior Calls	728	875	443	853
Shelter	2,231	2,199	2,540	1,968
Substance Abuse	7	8	11	104
Suicide	152	116	125	134
Support Group	209	199	197	183
Support	1,354	890	1,100	867
Translating/Interpreting	48	24	62	437
Transportation	51	55	61	76
Veterans	4	2	1	6
Volunteerism	35	38	48	63
Women's Shelter Domestic Violence	1,498	1,007	1,274	994
Wrong Number	225	178	264	292
Total	13,236	10,627	11,737	25,240

Source: Transitions - Mental Health Association, 2010.

Hotline Calls, by Age Group of Caller

Age	FY2005-2006	FY2006-2007
Under 18	80	99
18-21	521	517
22-24	79	60
25-34	2,763	2,798
35-44	2,929	2,970
45-54	1,647	1,735
55-59	295	211
60-64	597	607
65-74	440	510
75-79	74	71
Over 80	108	105
Unknown	1,044	1,074
Total	10,577	10,757

Source: Transitions- Mental Health Association, 2010.

Note: FY2008-2009 data are unavailable for comparison as the age categories were broken down differently.

Hotline Calls, by Caller Area of Residence

Area	FY2005-2006	FY2006-2007	FY2008-2009
Arroyo Grande	315	338	1,116
Atascadero	514	526	2,212
Avila Beach	16	23	39
Cambria	64	127	284
Cayucos	27	30	196
Creston	3	8	26
Five Cities	24	NA	NA
Grover Beach	165	209	891
Lompoc	10	13	58
Los Osos	234	243	527
Morro Bay	278	304	716
Nipomo	81	120	542
Oceano	103	73	514
Paso Robles	422	495	1,879
Pismo Beach	68	113	553
SLO	4,627	4,657	8,898
San Miguel	13	29	49
San Simeon	5	9	16
Santa Margarita	24	14	42
Santa Maria	89	72	628
Shandon	7	8	24
Shell Beach	23	20	119
Templeton	173	143	457
Unknown	3,292	3,179	1,643
Total	10,577	10,757	21,429

Source: Transitions- Mental Health Association, 2010.



Arts and Culture

A large majority of telephone survey respondents (83%) reported that they read or write for pleasure, and almost half (45%) attended a music, dance or theater performance in the last month.



Did you participate in any of the following activities in the last month? (2010)

Response	2010
Read books, wrote for pleasure, or attended a book or writing club	82.5%
Attended a music, dance, or theater performance	45.3%
Created arts and crafts; for example, painting, sewing, and pottery	41.9%
Attended gallery shows, visual arts exhibits, or other similar activity	41.8%
Went to a museum	28.6%
Music, dance, or theater, either behind the scenes or on-stage	21.5%
Studied another language	20.7%
Cultural events related to one's ethnic heritage	16.1%
Attended poetry readings or lectures	10.6%
Total respondents	973
Total responses	3,006

Source: ACTION for Healthy Communities, Telephone Survey, 2010.

How concerned are you about access to cultural opportunities in your community?

	2003	2006	2010
Very concerned	16.5%	14.3%	13.9%
Somewhat concerned	41.6%	46.4%	39.6%
Not at all concerned	39.8%	39.3%	46.6%
Total respondents	522	485	1,080

Source: ACTION for Healthy Communities, Telephone Survey, 2003, 2006, and 2010.

How concerned are you about access to cultural opportunities in your community? *By Region* (2010)

	North Coast	North County	San Luis Obispo	South County
Very concerned	15.0%	13.6%	14.7%	11.0%
Somewhat concerned	46.2%	37.9%	31.8%	38.7%
Not at all concerned	38.8%	48.5%	53.5%	50.2%
Total respondents	256	305	237	281

Source: ACTION for Healthy Communities, Telephone Survey, 2010.

How concerned are you about access to cultural opportunities in your community?

Response	Dependent Adults		Homeless		Spanish Speaking Parents	
	2006	2010	2006	2010	2006	2010
Very concerned	23.7%	25.0%	28.5%	29.2%	16.8%	10.5%
Somewhat concerned	43.6%	35.7%	36.2%	33.3%	48.4%	55.8%
Not at all concerned	32.8%	39.3%	35.3%	37.5%	34.8%	33.7%
Total respondents	241	140	207	120	155	86

Source: ACTION for Healthy Communities, Face-to-Face Survey, 2006 and 2010.

California Cultural Data Project¹, San Luis Obispo County

REVENUE

Fiscal Year	Total Revenue	Total Earned Revenue	Total Contributed Revenue
2008 (10 organizations)	\$3,950,850	\$2,158,327	\$1,792,523
2009 (5 organizations)	\$1,232,756	\$682,513	\$550,243

STAFFING

Fiscal Year	Total Full-Time Staff	Total Part-Time Staff	Total Volunteers
2008 (10 organizations)	14	114	1,402
2009 (5 organizations)	6	8	1,002

ATTENDANCE

Fiscal Year	Total Attendance	Total Paid Attendance	Total Free Attendance
2008 (10 organizations)	58,450	50,383	8,067
2009 (5 organizations)	32,337	25,926	6,411

PROGRAMMING

Fiscal Year	Total Programs	Off-site School Programs	Classes/Workshops - Public
2008 (10 organizations)	1,444	4	29
2009 (5 organizations)	534	2	24

Source: California Cultural Data Project, San Luis Obispo County, 2010.

¹ The California Cultural Data Project allows arts and cultural organizations to track their own financial and programmatic performance over time and to benchmark themselves against comparable organizations in specific disciplines, geographic regions, and budget sizes.

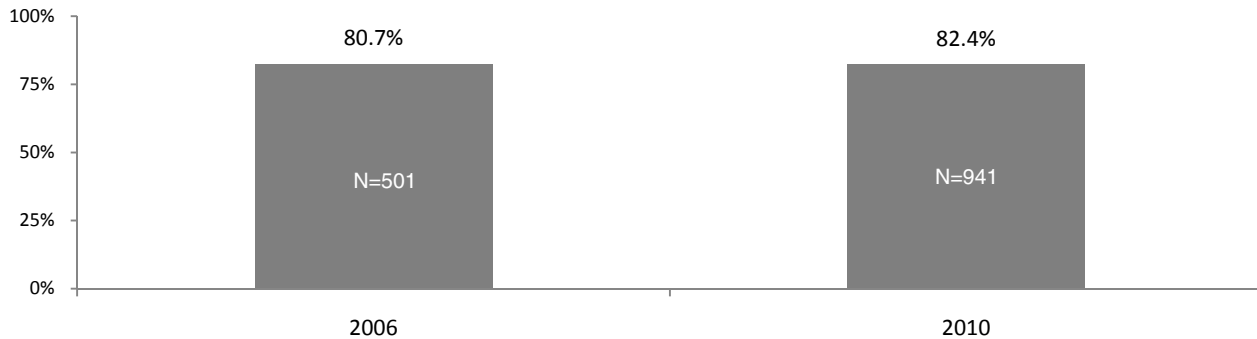


Giving and Volunteering

Even though the United States is currently experiencing an economic downturn, San Luis Obispo County telephone survey respondents have continued to contribute money to charitable organizations, with 82% contributing in 2010. However, while contributions to charitable organizations have continued to be made, the amount contributed decreased from 2006 to 2010. Additionally, the percentage of survey respondents who had volunteered in the past month increased from 34% in 2006 to 45% in 2010.



☎ Did you or any other member of your household contribute any money or other property to any charitable organizations? (Respondents answering “Yes”)



Source: ACTION for Healthy Communities, Telephone Survey, 2006 and 2010.

☎ Approximately how much money, or the cash equivalent of property, did you and the members of your household contribute to any organizations? (Of respondents who contribute money to a charitable organization)

Response	2006	2010
\$100 or less	15.5%	10.5%
\$101 to \$500	34.5%	27.3%
\$500 to \$1,000	17.5%	14.2%
More than \$1,000	32.5%	30.4%
Total respondents	316	775

Source: ACTION for Healthy Communities, Telephone Survey, 2006 and 2010.

☎ Approximately how much money, or the cash equivalent of property, did you and the members of your household contribute to any organizations, in 2009? By Region (2010)

	North Coast	North County	San Luis Obispo	South County
No money donation	12.5%	22.9%	18.4%	20.4%
Less than \$100	12.8%	11.5%	7.5%	9.1%
\$101-\$300	13.7%	17.1%	10.6%	10.9%
\$301-\$500	19.3%	10.6%	10.1%	16.1%
\$501-\$1,000	13.4%	10.1%	19.8%	12.5%
\$1,001-\$2,000	12.1%	9.3%	10.4%	10.2%
\$2,001-\$4,000	4.6%	7.0%	7.5%	8.2%
\$4,001-\$10,000	10.9%	9.3%	11.9%	9.8%
More than \$10,000	0.8%	2.2%	3.7%	2.9%
Total respondents	221	257	207	250

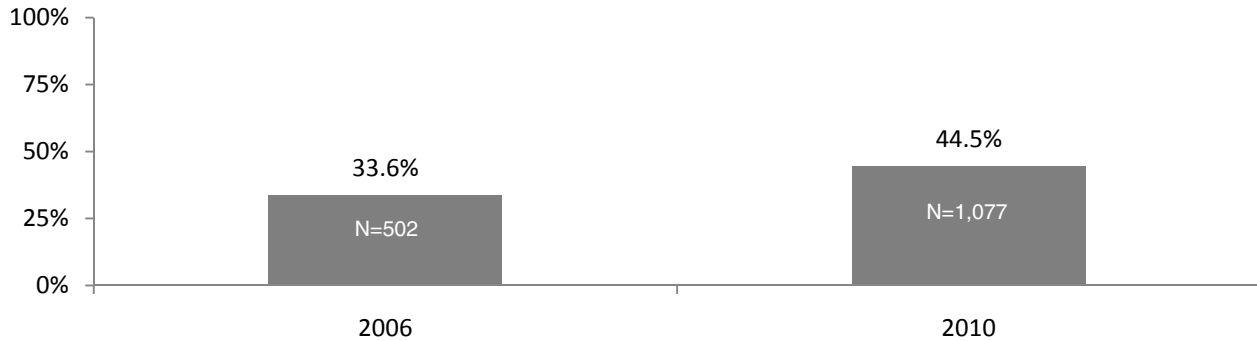
Source: ACTION for Healthy Communities, Telephone Survey, 2010.

☎ Did you and other members of your household contribute to any of these types of organizations?

Response	2010
Education, including schools	54.7%
Religion	50.4%
Human services	42.0%
Animal welfare	37.8%
Foundations	37.5%
Environment	32.7%
Health	32.3%
Arts, culture, and humanities	30.7%
Public society benefit	23.6%
Human rights	20.5%
Senior services	20.2%
International affairs	17.2%
Total respondents	753
Total responses	3,009

Source: ACTION for Healthy Communities, Telephone Survey, 2010.

☎ Have you done volunteer work in the past month? (Respondents answering “Yes”)



Source: ACTION for Healthy Communities, Telephone Survey, 2006 and 2010.

☎ How many hours did you spend in the past month volunteering for any organization? (Of respondents who did volunteer work in the past month)

Response	2006	2010
1-5 hours	30.4%	14.8%
6-10 hours	28.7%	11.6%
11-20 hours	23.0%	8.9%
21 hours or more	17.9%	9.1%
Total respondents	166	479

Source: ACTION for Healthy Communities, Telephone Survey, 2006 and 2010.

☎ How many hours did you spend in the past month volunteering for any organization? By Region (2010)

	North Coast	North County	San Luis Obispo	South County
0 hours	56.8%	51.8%	50.6%	58.7%
1-5 hours	14.4%	20.4%	14.5%	13.0%
6-10 hours	10.3%	13.2%	12.7%	11.4%
10-20 hours	8.8%	7.1%	9.9%	9.7%
21 hours or more	9.6%	7.5%	12.4%	7.2%
Total respondents	256	308	234	282

Source: ACTION for Healthy Communities, Telephone Survey, 2010.

Individuals Who Volunteer, United States

	2005	2006	2007	2008	2009
Percent	28.8%	26.7%	26.2%	26.4%	26.8%

Source: Bureau of Labor Statistics, Giving and Volunteering in the United States, 2010.

Community Information

The percentage of telephone survey respondents who said that they got most of their information about local community issues and news from “newspapers/Tribune” has decreased from 72% in 2006 to only 57% in 2010.



In general, where do you get most of your information about local community issues and news?

Response	2003	2006	2010
Newspapers / Tribune	73.0%	72.2%	57.3%
TV / cable news programs / KSBY / Charter	63.8%	48.4%	48.6%
Internet / e-mail / blogs	22.2%	12.2%	24.0%
Radio	29.3%	12.6%	12.0%
Family / friends / talking to other people	37.7%	13.3%	5.6%
Magazines	14.8%	1.7%	1.2%
Newsletters	16.7%	3.8%	0.9%
Meetings	10.2%	2.4%	0.3%
Other	2.7%	5.0%	3.6%
Total respondents	522	498	1,091
Total responses	NA	854	1,676

Source: ACTION for Healthy Communities, Telephone Survey, 2003, 2006, and 2010.

In general, where do you get most of your information about local community issues and news? *By Region (2010)*

	North Coast	North County	San Luis Obispo	South County
TV / cable news programs / KSBY / Charter	41.0%	58.3%	47.4%	54.5%
Newspapers / Tribune	66.4%	46.5%	61.5%	49.2%
Family / friends / talking to other people	6.5%	8.0%	4.6%	5.0%
Internet / e-mail / blog	25.5%	24.6%	18.8%	25.1%
Meetings	0.3%	1.2%	0.0%	0.3%
Newsletters	0.4%	0.0%	1.2%	2.2%
Radio	11.6%	14.3%	9.5%	13.0%
Magazines	0.7%	1.9%	1.7%	0.7%
Other	5.3%	1.8%	1.8%	3.8%
Total respondents	259	307	239	286

Source: ACTION for Healthy Communities, Telephone Survey, 2010.



Rating of County Government

Most telephone survey respondents rated San Luis Obispo County government as good, very good and excellent (72%) in 2010. Most respondents rated local public services as “good,” “very good,” or “excellent” in 2010, but the greatest concerns (with ratings of “fair” and “poor”) were for roads (48%), land use and zoning (42%), public transportation (37%), and welfare and social services (35%).



📞 How would you rate the San Luis Obispo County government, including: the Sheriff, Social Services, County Planning and Building, Elections Office, Health Department, Assessor, Tax Collector, roads, and the County Board of Supervisors?

Response	2001	2003	2006	2010
Excellent	8.2%	5.6%	7.3%	5.9%
Very Good	26.3%	22.2%	24.9%	25.3%
Good	43.8%	46.2%	45.0%	40.5%
Fair	14.3%	14.2%	18.5%	20.7%
Poor	7.5%	4.6%	4.3%	7.5%
Total respondents	722	522	462	1,048

Source: ACTION for Healthy Communities, Telephone Survey, 2001, 2003, 2006, and 2010.


📞 How would you rate the following public services in San Luis Obispo County? (Respondents answering “Excellent” or “Very Good”)

Response	Excellent and Very Good			Total respondents		
	2003	2006	2010	2003	2006	2010
Parks and recreation opportunities	70.7%	70.9%	43.2%	522	492	1,067
Public transportation services	28.9%	33.6%	23.7%	522	373	939
Library services	44.2%	51.3%	43%	522	423	1,029
Public safety	NA	59.9%	44.7%	NA	466	1,078
Emergency services	NA	NA	50.9%	NA	NA ¹	994
Welfare and Social Services	NA	35%	19.6%	NA	285	722
Public Health services	NA	33.1%	25.1%	NA	337	901
Roads	NA	14.1%	13.9%	NA	496	1,093
Land use and zoning	NA	13.1%	15.1%	NA	427	929

Source: ACTION for Healthy Communities, Telephone Survey, 2003, 2006, and 2010.

Note: Question in 2006 was: “How would you rate our county in the following areas?”

¹ Respondents were not asked to rate San Luis Obispo County’s “Emergency services” in 2006.

 What kind of improvements would you like to see in Public Transportation Services?

Response	2010
Frequency	58.7%
Routes	54.3%
Number of stops	34.6%
Cleanliness	19.1%
No improvements needed	8.6%
Security	0.3%
Other	27.6%
Total respondents	861
Total responses	1,749

Source: ACTION for Healthy Communities, Telephone Survey, 2010.



Voting

The percentage of San Luis Obispo County registered voters who voted in the November 2008 General Election was 83%, up from 64% in the November 2006 General Election.



San Luis Obispo County Voter Registration and Turnout

Election	Number of Eligible Voters	Number of Registered Voters	Number of Registered Voters Who Voted	Percentage of Registered Voters Who Voted
March 2000 Primary	177,922	130,828	84,425	64.5%
November 2000 General	178,707	142,633	109,761	77.0%
March 2002 Primary	184,684	135,476	58,590	43.3%
November 2002 General	182,892	140,659	83,903	59.6%
March 2004 Primary	185,306	139,830	80,949	57.9%
November 2004 General	185,569	162,459	130,234	80.2%
June 2006 Primary	188,046	152,974	65,939	43.1%
November 2006 General	188,646	155,495	99,209	63.8%
February 2008 Primary	191,262	146,898	93,346	63.5%
June 2008 Primary	191,775	148,616	64,505	43.4%
November 2008 General	193,800	161,256	134,061	83.1%
May 2009 Special	195,124	156,514	61,721	39.4%

Source: San Luis Obispo County Elections Department, Elections Division, California Secretary of State, 2009.

Voter Profile (General Elections)

Registered Voters	2002		2004		2006		2008	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Democrat	48,852	34.7%	57,903	35.6%	54,540	35.1%	57,855	35.9%
Republican	61,866	44.0%	68,547	42.2%	65,055	41.8%	64,541	40.0%
Other	9,603	6.8%	9,546	5.9%	9,019	5.8%	8,855	5.5%
Declined to State	20,338	14.5%	26,463	16.3%	26,881	17.3%	30,005	18.6%
Total	140,659	100%	162,459	100%	155,495	100%	161,256	100%

Source: San Luis Obispo County Elections Department, Elections Division, California Secretary of State, 2009.