











SOCIAL ENVIRONMENT

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Social Environment Summary

Indicator	Measurement	California	San Luis Obispo County	County Trend
Top Community Concern	Percentage of telephone survey respondents who identified “Growing too fast/uncontrolled growth/over population” as the top concern in San Luis Obispo County	NA	14.6%	
Discrimination	Percentage of telephone survey respondents who were “very concerned” or “somewhat concerned” about racism in their community	NA	58.1%	
Hate Crimes	Number of hate crime offenses	NA	13	
2-1-1 Calls for Assistance	Total number of 2-1-1 calls for assistance	NA	5,196	
Arts and Culture	Percentage of survey respondents who read books, wrote for pleasure, or attended a book club or writing club in the past month	NA	77.5%	
Giving and Volunteering	Percentage of telephone survey respondents or member of their household who have contributed money or other property to any charitable organization	NA	82.1%	
Rating of Local Government	Percentage of telephone survey respondents who rated the emergency services in San Luis Obispo as “Excellent” or “Very good”	NA	50.5%	
Voting	Percentage of registered voters who voted in the November 2012 General Election	NA	80.0%	

 Increasing (Upward) trend;  Declining (Downward) trend;  Inconclusive; variable; no clear trend; **NA** Not applicable or data unavailable.

Green colored arrow indicates positive trend; Red colored arrow indicates negative trend.

Note: Data presented in table are the most recent data available.

Top Community Concern

A rapidly expanding population was reported to be the most important issue facing San Luis Obispo County, according to ACTION telephone survey respondents in 2013. Water, employment/jobs, housing costs/cost of living and schools/overcrowding at schools were other important issues reported by survey respondents.

 **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	2013
1. Growing too Fast/Uncontrolled Growth/Overpopulation (41.6%)	1. Employment/Jobs (21.8%)	1. Growing too Fast/Uncontrolled Growth/Overpopulation (14.6%)
2. Housing Costs/Cost of Living (19.9%)	2. Growing too Fast/Uncontrolled Growth/Overpopulation (13.4%)	2. Water (14.3%)
3. Traffic (11.5%)	3. Water (11.9%)	3. Employment/Jobs (11.1%)
4. Water (4.5%)	4. Local, State, and National Budget (8.3%)	4. Housing Costs/Cost of Living (9.6%)
5. Roads Need Repair (3.5%)	5. Schools/Overcrowding at Schools (7.2%)	5. Schools/Overcrowding at Schools (8.5%)
Total Respondents = 427	Total Respondents = 921	Total Respondents = 936

Source: ACTION for Healthy Communities, Telephone Survey, 2006, 2010 and 2013.

Note: This was an open-ended survey question which allowed the respondent to provide any answer. Due to variance in coding, data should be compared by top responses rather than tracking individual responses over time.

📞 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)


North Coast	
2010	2013
1. Employment/Jobs (20.5%) 2. Water (15.4%) 3. Growing Too Fast/Uncontrolled Growth/Overpopulation (11.9%)	1. Growing Too Fast/Uncontrolled Growth/Overpopulation (15.1%) 2. Employment/Jobs (12.2%) 3. Water (11.7%)
Total Respondents = 217	Total Respondents = 213
North County	
2010	2013
1. Employment/Jobs (23.6%) 2. Water (15.6%) 3. Growing Too Fast/Uncontrolled Growth/Overpopulation (10.2%)	1. Water (20.5%) 2. Schools/Overcrowding at Schools (12.6%) 3. Employment/Jobs (12.1%)
Total Respondents = 265	Total Respondents = 252
San Luis Obispo	
2010	2013
1. Employment/Jobs (21.2%) 2. Growing Too Fast/Uncontrolled Growth/Overpopulation (14.1%) 3. Other (11.1%)	1. Growing Too Fast/Uncontrolled Growth/Overpopulation (19.2%) 2. Homeless Issue (13.8%) 3. Housing Costs (12.4%)
Total Respondents = 202	Total Respondents = 263
South County	
2010	2013
1. Employment/Jobs (22.5%) 2. Growing Too Fast/Uncontrolled Growth/Overpopulation (15.4%) 3. Other (13.1%)	1. Growing Too Fast/Uncontrolled Growth/Overpopulation (17.1%) 2. Water (15.5%) 3. Employment/Jobs (12.0%)
Total Respondents = 240	Total Respondents = 212

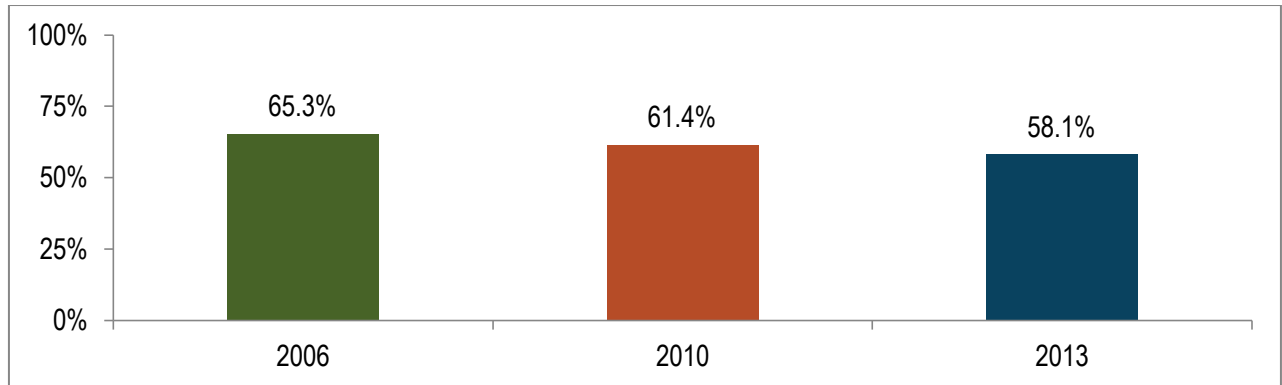
Source: ACTION for Healthy Communities, Telephone Survey, 2010 and 2013.

Note: This was an open-ended survey question which allowed the respondent to provide any answer. Due to variance in coding, data should be compared by top responses rather than tracking individual responses over time.

Discrimination

The percentage of ACTION telephone survey respondents in San Luis Obispo County who believed that racism was a concern in their community decreased from 65% in 2006 to 58% in 2013.

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



2006 n: 500; 2010 n: 1,092; 2013 n: 1,086

Source: ACTION for Healthy Communities, Telephone Survey, 2006, 2010 and 2013.

Note: For additional information on regional breakdowns, please see Appendix D.

 **How concerned are you about racism in your community?**

Response	Homeless		Spanish-Speaking Parents	
	2010	2013	2010	2013
Very Concerned	39.5%	42.9%	36.5%	33.1%
Somewhat Concerned	27.7%	26.9%	38.8%	33.9%
Not at all Concerned	32.8%	30.3%	24.7%	33.1%
Total Respondents	119	119	85	118

Source: ACTION for Healthy Communities, Telephone Survey, 2010 and 2013.

Hate Crimes

There were 13 hate crimes in the county in 2011 with the majority occurring in San Luis Obispo.

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

Jurisdiction	2006	2007	2008	2009	2010	2011
Atascadero Police Department	1	1	0	0	0	0
Arroyo Grande	0	0	0	0	0	1
San Luis Obispo County Sheriff's Office	1	1	1	1	0	2
Morro Bay Police Department	0	0	1	1	0	0
Paso Robles Police Department	0	2	0	0	0	0
San Luis Obispo Police Department	3	13	9	10	4	10
San Luis Obispo Coast D.P.R.	0	0	0	1	0	0
Pismo Beach Police Department	2	0	0	0	0	0
San Luis Obispo County Total	7	17	11	13	4	13

Source: Department of Justice, Criminal Justice Statistics Center, Hate Crime in California, 2013.

2-1-1 Calls for Assistance

2-1-1 SLO County is a free program that is a one-stop way to get timely access to health and human services information and referrals 24 hours a day, seven days a week. The phone line is free, confidential, and provides bilingual assistance. The total number of hotline calls for assistance has increased from 3,376 calls in 2010 to 5,196 calls in 2011. The highest number of calls were for mental health and addiction assistance (854).

2-1-1 Number of Calls

Category	2010	2011
Arts, Culture & Recreation	5	6
Clothing, Personal & Household	22	24
Disaster Services	2	11
Education	21	37
Employment	24	26
Food & Meals	85	170
Health Care	175	327
Housing & Utilities	310	466
Income Support & Assistance	147	407
Individual, Family & Community Support	310	356
Info Services	91	120
Legal, Consumer & Public Safety	208	417
Mental Health and/or Addiction	347	854
Other Government/Economic Services	36	59
Transportation	28	76
Volunteers & Donations	37	28
Total Calls Handled	3,376	5,196

Source: United Way SLO, 2-1-1 2013.

Arts and Culture

In 2013, a large majority of ACTION telephone survey respondents (78%) reported that they read or wrote for pleasure, and almost half (43%) attended a music, dance or theater performance in the last month. Half of survey respondents were concerned about access to cultural opportunities in their community.

Availability of library services and resources provides an opportunity for community members to utilize technology and access information; library branches also provide community gathering places. According to data from the California State Library, San Luis Obispo County libraries were open 7.77 hours per 100 people and a total of 2,432,510 items were circulated.

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. The number of organizations included in the Cultural Data Projects has declined from a high of 11 in 2009 to 4 organizations in 2012. In 2012, over 60,000 people visited one of the four organizations.

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

Response	2010	2013
Read Books, Wrote for Pleasure, or Attended a Book or Writing Club	82.5%	77.5%
Attended a Music, Dance, or Theater Performance	45.3%	42.6%
Created Arts and Crafts; for Example, Painting, Sewing, and Pottery	41.9%	42.8%
Attended Gallery Shows, Visual Arts Exhibits, or Other Similar Activity	41.8%	35.0%
Went to a Museum	28.6%	31.9%
Music, Dance, or Theater, Either Behind the Scenes or On-Stage	21.5%	22.4%
Studied Another Language	20.7%	19.9%
Cultural Events Related to One's Ethnic Heritage	16.1%	15.2%
Attended Poetry Readings or Lectures	10.6%	14.7%
Total Respondents	973	933
Total Responses	3,006	2,816

Source: ACTION for Healthy Communities, Telephone Survey, 2010 and 2013.

Note: This was a multiple response question which enabled respondents to select more than one response.

Note: For additional information on regional breakdowns, please see Appendix D.

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

Response	2006	2010	2013
Very Concerned	14.3%	13.9%	11.5%
Somewhat Concerned	46.4%	39.6%	38.7%
Not at All Concerned	39.3%	46.6%	49.7%
Total Respondents	485	1,080	1,074

Source: ACTION for Healthy Communities, Telephone Survey, 2006, 2010 and 2013.

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

Response	North Coast		North County		San Luis Obispo		South County	
	2010	2013	2010	2013	2010	2013	2010	2013
Very Concerned	15.0%	15.3%	13.6%	14.2%	14.7%	8.5%	11.0%	9.5%
Somewhat Concerned	46.2%	34.4%	37.9%	40.5%	31.8%	37.7%	38.7%	39.5%
Not at All Concerned	38.8%	50.3%	48.5%	45.3%	53.5%	53.9%	50.2%	51.0%
Total Respondents	256	242	305	287	237	287	281	256

Source: ACTION for Healthy Communities, Telephone Survey, 2010 and 2013.

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

Response	Homeless			Spanish-Speaking Parents		
	2006	2010	2013	2006	2010	2013
Very Concerned	28.5%	29.2%	30.3%	16.8%	10.5%	11.7%
Somewhat Concerned	36.2%	33.3%	34.5%	48.4%	55.8%	46.8%
Not at All Concerned	35.3%	37.5%	35.3%	34.8%	33.7%	41.4%
Total Respondents	207	120	119	155	86	111

Source: ACTION for Healthy Communities, Face-to-Face Survey, 2006, 2010 and 2013.

San Luis Obispo County Public Libraries Circulation Statistics

Circulation Statistics	2010/11
Registered Borrowers	95,464
Total Outlets	16
Total Items Circulated	2,432,510
Total per Capita Circulation	10.10
Hours Open/100 Population	7.77

Source: California State Library, California Library Statistics 2012

California Cultural Data Project¹, San Luis Obispo County

Fiscal Year	Total Revenue	Total Earned Revenue	Total Contributed Revenue
Revenue			
2008 (9 organizations)	4,195,039	2,066,385	2,128,654
2009 (11 organizations)	4,665,522	2,083,467	2,390,149
2010 (8 organizations)	3,211,966	1,512,926	1,707,098
2011 (6 organizations)	1,777,579	850,376	927,203
2012 (4 organizations)	1,256,666	484,771	771,895

Fiscal Year	Total Full-Time Staff	Total Part-Time Staff	Total Volunteers
Staffing			
2008 (9 organizations)	17	186	1,383
2009 (11 organizations)	20	168	1,010
2010 (8 organizations)	15	178	498
2011 (6 organizations)	11	83	338
2012 (4 organizations)	6	11	210

Fiscal Year	Total Attendance	Total Paid Attendance	Total Free Attendance
Attendance			
2008 (9 organizations)	67,436	48,910	18,526
2009 (11 organizations)	123,333	63,858	59,475
2010 (8 organizations)	94,327	22,848	71,479
2011 (6 organizations)	104,638	11,106	93,532
2012 (4 organizations)	60,416	3,266	57,150

Fiscal Year	Total Art Exhibitions ³⁰	Off-site School Programs	Classes/Workshops - Public
Programming			
2008 (9 organizations)	30	11	45
2009 (11 organizations)	97	17	221
2010 (8 organizations)	63	20	156
2011 (6 organizations)	62	25	140
2012 (4 organizations)	41	11	31

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

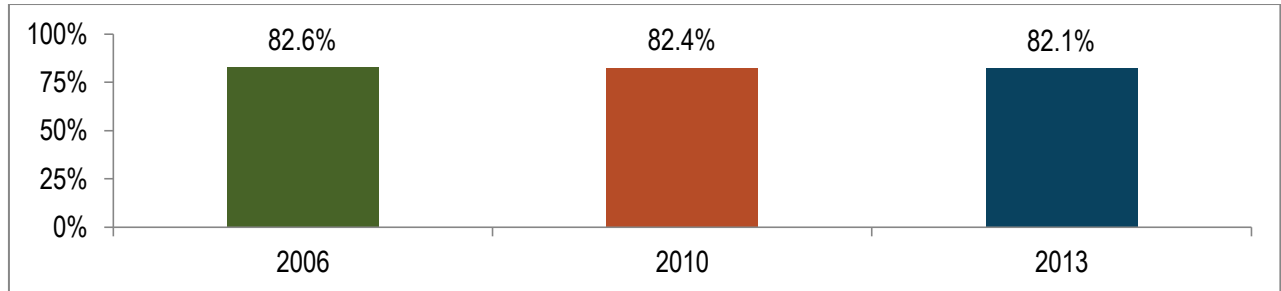
¹The California Cultural Data Project allows arts and cultural organizations to track their own financial and programmatic performance over time and to benchmark themselves against comparable organizations in specific disciplines, geographic regions, and budget sizes.

³⁰ Total Art Exhibitions includes both permanent and temporary exhibitions.

Giving and Volunteering

San Luis Obispo County ACTION telephone survey respondents have continued to contribute money to charitable organizations, with 82% contributing in 2013. The percentage of respondents that contributed \$500 or more over the past years increased from 2006 to 2013. Forty-four percent of respondents volunteered in the past month, with nearly 23% of respondents volunteering 21 hours or more.

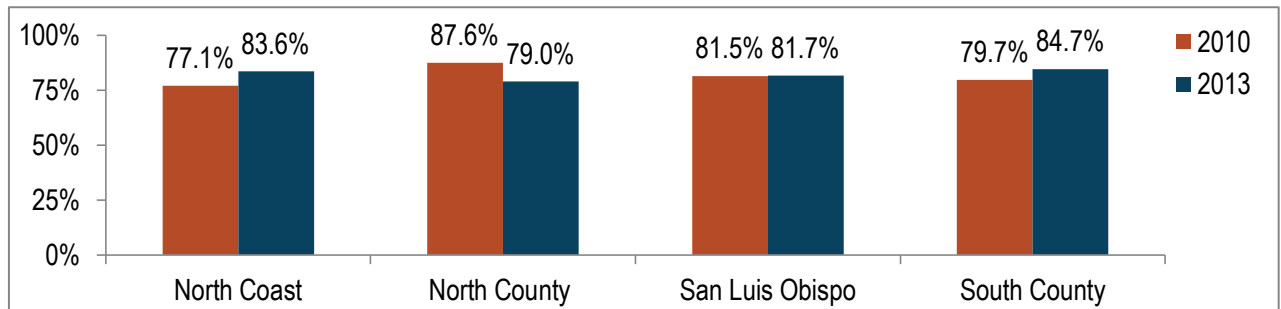
☎ Did you or any other member of your household contribute any money or other property to any charitable organizations? (Respondents answering “Yes”)



2006 n: 501; 2010 n: 941; 2013 n: 930

Source: ACTION for Healthy Communities, Telephone Survey, 2006, 2010 and 2013.

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



2010 n: North Coast=257, North County=221, San Luis Obispo=207, South County=250; 2013 n: North Coast=219, North County=247, San Luis Obispo=248, South County=221

Source: ACTION for Healthy Communities, Telephone Survey, 2010 and 2013.

☎ 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	2013
\$100 or Less	15.5%	10.5%	14.9%
\$101 to \$500	34.5%	27.3%	31.6%
\$500 to \$1,000	17.5%	14.2%	19.5%
More than \$1,000	32.5%	30.4%	33.9%
Total respondents	316	775	763

Source: ACTION for Healthy Communities, Telephone Survey, 2006, 2010 and 2013.

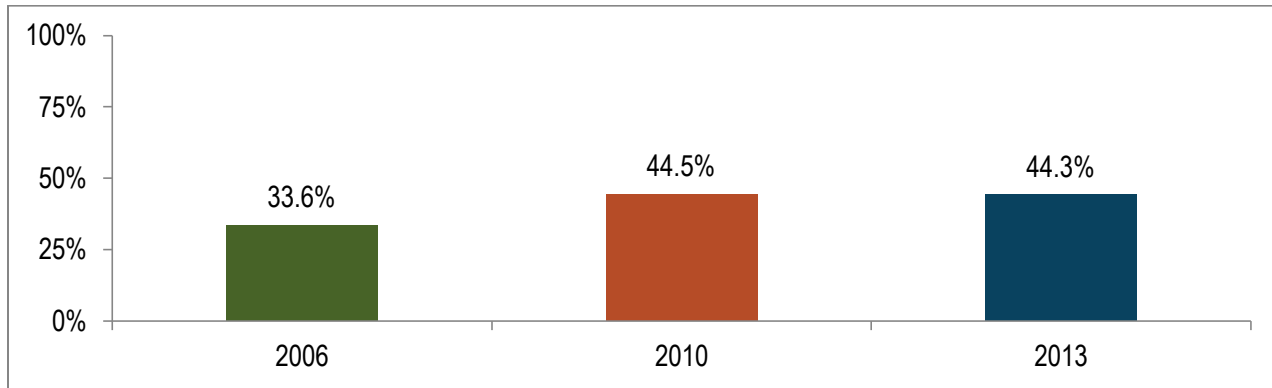
Note: For additional information on regional breakdowns, please see Appendix D.

Individuals Who Volunteered at Least Once in the Past Year, United States

2006	2007	2008	2009	2010	2011	2012
26.7%	26.2%	26.4%	26.8%	26.3%	26.8%	26.5%

Source: Bureau of Labor Statistics, *Giving and Volunteering in the United States*, 2013.

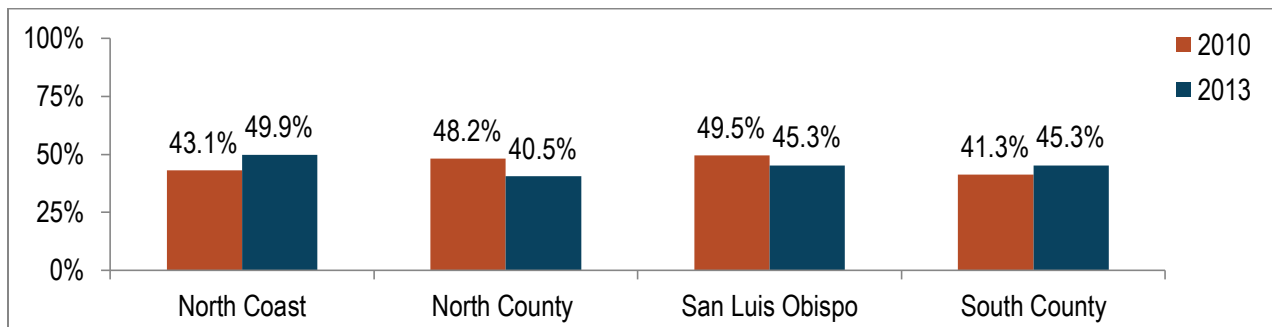
☎ Have you volunteered in the past month? (Respondents answering “Yes”)



2006 n: 502; 2010 n: 1,077; 2013 n: 1,078

Source: ACTION for Healthy Communities, *Telephone Survey, 2006, 2010 and 2013*.

☎ Have you volunteered in the past month? (Respondents answering “Yes”) By Region



2010 n: North Coast=256, North County=308, San Luis Obispo=234, South County=282 2013 n: North Coast=245 North County=288, San Luis Obispo=292, South County=254

Source: ACTION for Healthy Communities, *Telephone Survey, 2010 and 2013*.

☎ 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	2013
1-5 Hours	30.4%	14.8%	31.2%
6-10 Hours	28.7%	11.6%	23.3%
11-20 Hours	23.0%	8.9%	23.5%
21 Hours or More	17.9%	9.1%	22.2%
Total Respondents	166	479	477

Source: ACTION for Healthy Communities, *Telephone Survey, 2006, 2010 and 2013*.

Note: For additional information on regional breakdowns, please see Appendix D.

Rating of Local Government

Fifty-one percent of ACTION telephone respondents rated emergency services as “excellent” or “very good” in 2013, while roads, planning and building services, and city or county administration appeared to be areas of concern for San Luis Obispo County respondents.

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

Response	2006	2010	2013
Parks and Recreation Opportunities	70.9%	43.2%	40.7%
Public Transportation Services	33.6%	23.7%	26.7%
City or County Administration ¹	NA	NA	16.6%
Public Safety	59.9%	44.7%	43.5%
Emergency Services ²	NA	50.9%	50.5%
Welfare and Social Services	35.0%	19.6%	20.2%
Public Health Services	33.1%	25.1%	25.6%
Roads	14.1%	13.9%	13.1%
Planning and Building Services ³	NA	NA	16.3%
Total Respondents	285-496	722-1,093	722-1,095

Source: ACTION for Healthy Communities, Telephone Survey, 2006, 2010., 2013

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

¹ “City or County Administration” was added in 2013.

² Respondents were not asked to rate San Luis Obispo County’s “Emergency services” in 2006.

³ “Planning and building services” was added in 2013, replacing “Land use and zoning.”

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

Response	2010				2013			
	North Coast	North County	San Luis Obispo	South County	North Coast	North County	San Luis Obispo	South County
Parks and Recreation Opportunities	42.4%	43.2%	43.7%	44.4%	48.5%	32.9%	44.9%	42.1%
Public Transportation Services	18.0%	27.1%	25.9%	26.6%	21.6%	23.6%	37.8%	23.5%
City or County Administration ¹	NA	NA	NA	NA	20.4%	13.5%	21.7%	14.0%
Public Safety	41.2%	40.9%	46.3%	48.7%	44.7%	37.3%	49.4%	44.8%
Emergency Services ²	48.3%	44.5%	55.6%	54.2%	54.1%	47.2%	54.5%	48.4%
Welfare and Social Services	20.7%	20.0%	18.2%	19.6%	20.1%	20.6%	17.2%	22.1%
Public Health Services	22.2%	22.4%	26.6%	28.7%	26.3%	26.8%	26.2%	24.0%
Roads	16.6%	14.5%	13.3%	10.6%	8.7%	11.1%	21.3%	11.3%
Planning and Building Services ³	NA	NA	NA	NA	16.4%	14.6%	19.6%	15.8%
Total Respondents	161-257	200-309	153-242	207-285	164-250	204-294	179-289	172-262

Source: ACTION for Healthy Communities, Telephone Survey, 2010 and 2013.

¹ “City or County Administration” was added in 2013.

² Respondents were not asked to rate San Luis Obispo County’s “Emergency services” in 2006.

³ “Planning and building services” was added in 2013, replacing “Land use and zoning.”

Voting

The percentage of San Luis Obispo County registered voters who voted in the November 2012 Presidential General Election was 80%, down from the 83% who voted in the Presidential General Election in November 2008.

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
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%
June 2010 Primary	195,567	154,290	58,591	38.0%
November 2010 General	196,365	156,504	108,002	69.0%
June 2012 Primary	200,531	147,276	71,565	48.6%
November 2012 General	201,390	158,603	126,818	80.0%

Source: San Luis Obispo County Elections Department, Elections Division, California Secretary of State, 2013.

Voter Profile (General Elections)

Registered Voters	2006		2008		2010		2012	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Democrat	54,540	35.1%	57,855	35.9%	54,715	35.0%	53,506	33.7%
Republican	65,055	41.8%	64,541	40.0%	62,425	39.9%	62,823	39.6%
Other	9,019	5.8%	8,855	5.5%	9,436	6.0%	9,883	6.2%
Declined to State/No Party Preference	26,881	17.3%	30,005	18.6%	29,928	19.1%	32,391	20.4%
Total	155,495	100%	161,256	100.0%	156,504	100%	158,603	100.0%

Source: San Luis Obispo County Elections Department, Elections Division, California Secretary of State, 2013.

