Lower Cost Coastal Accommodation Analysis

Presented to
CALIFORNIA COASTAL COMMISSION

by

Coastal Conservancy

Research by
SUSTINERE
### 1. Maximum Daily Rate for Lower Cost Accommodations

- Calculated higher of two data points:
  - $100 per night, and
  - 75% of the 2015 California Avg. Daily Rate (ADR)
- Summer: $123 per night
- All Year: $112 per night

<table>
<thead>
<tr>
<th>2015 California ADR Time Period</th>
<th>ADR (1)</th>
<th>75% * ADR</th>
<th>Max. Daily Rate for Lower-Cost Accommodations (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Year</td>
<td>$150.03</td>
<td>$112.52</td>
<td>$112.52</td>
</tr>
<tr>
<td>July</td>
<td>$164.25</td>
<td>$123.19</td>
<td>$123.19</td>
</tr>
<tr>
<td>August</td>
<td>$163.76</td>
<td>$122.82</td>
<td>$122.82</td>
</tr>
</tbody>
</table>

**Notes:**
(1) Data from STR 2015 California Trend Report
(2) The higher of $100 per night or 75% of the 2015 California ADR
2. Database of Existing Lower Cost Accommodations

- Approx. 54,298 hotel/motel rooms in the Coastal Zone and 1-mile from shoreline buffer

- 7,486 rooms, or approx. 14 percent, fall below the $112 max. daily rate
## 2. Number of Hotel/Motel Rooms Below Max. Daily Rate ($112)

<table>
<thead>
<tr>
<th>County</th>
<th>Total Coastal Rooms</th>
<th>Number of Lower Cost Coastal Rooms</th>
<th>Percent of Total by County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Del Norte</td>
<td>706</td>
<td>255</td>
<td>36%</td>
</tr>
<tr>
<td>Humboldt</td>
<td>1,346</td>
<td>613</td>
<td>46%</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>1,843</td>
<td>333</td>
<td>18%</td>
</tr>
<tr>
<td>Marin</td>
<td>139</td>
<td>113</td>
<td>73%</td>
</tr>
<tr>
<td>Mendocino</td>
<td>1,052</td>
<td>257</td>
<td>24%</td>
</tr>
<tr>
<td>Monterey</td>
<td>2,396</td>
<td>57</td>
<td>2%</td>
</tr>
<tr>
<td>Orange</td>
<td>6,841</td>
<td>370</td>
<td>5%</td>
</tr>
<tr>
<td>San Diego</td>
<td>29,527</td>
<td>4,389</td>
<td>15%</td>
</tr>
<tr>
<td>San Francisco</td>
<td>164</td>
<td>54</td>
<td>33%</td>
</tr>
<tr>
<td>San Luis Obispo</td>
<td>2,990</td>
<td>164</td>
<td>5%</td>
</tr>
<tr>
<td>San Mateo</td>
<td>716</td>
<td>50</td>
<td>7%</td>
</tr>
<tr>
<td>Santa Barbara</td>
<td>2,712</td>
<td>70</td>
<td>3%</td>
</tr>
<tr>
<td>Santa Cruz</td>
<td>1,791</td>
<td>408</td>
<td>23%</td>
</tr>
<tr>
<td>Sonoma</td>
<td>248</td>
<td>26</td>
<td>10%</td>
</tr>
<tr>
<td>Ventura</td>
<td>1,811</td>
<td>327</td>
<td>18%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>54,298</strong></td>
<td><strong>7,486</strong></td>
<td><strong>14%</strong></td>
</tr>
</tbody>
</table>

Source: Sustinere
2. Database of Existing Lower Cost Accommodations Including RV/Campsites

- Approx. 64,781 units (hotels, motels, and RV/campsites) in the Coastal Zone and 1-mile from shoreline buffer

- 17,148 units, or approx. 26 percent, fall below the $112 max. daily rate
## 2. Number of Units Below Max. Daily Rate ($112)
Includes RV/Campsites

<table>
<thead>
<tr>
<th>County</th>
<th>Total Coastal Units</th>
<th>Number of Lower Cost Coastal Units</th>
<th>Percent of Total by County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Del Norte</td>
<td>1,927</td>
<td>1,476</td>
<td>77%</td>
</tr>
<tr>
<td>Humboldt</td>
<td>2,421</td>
<td>1,659</td>
<td>69%</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>2,494</td>
<td>774</td>
<td>31%</td>
</tr>
<tr>
<td>Marin</td>
<td>429</td>
<td>387</td>
<td>90%</td>
</tr>
<tr>
<td>Mendocino</td>
<td>2,291</td>
<td>1,438</td>
<td>63%</td>
</tr>
<tr>
<td>Monterey</td>
<td>2,996</td>
<td>639</td>
<td>21%</td>
</tr>
<tr>
<td>Orange</td>
<td>7,727</td>
<td>840</td>
<td>11%</td>
</tr>
<tr>
<td>San Diego</td>
<td>30,452</td>
<td>5,313</td>
<td>17%</td>
</tr>
<tr>
<td>San Francisco</td>
<td>164</td>
<td>54</td>
<td>33%</td>
</tr>
<tr>
<td>San Luis Obispo</td>
<td>4,724</td>
<td>1,895</td>
<td>40%</td>
</tr>
<tr>
<td>San Mateo</td>
<td>987</td>
<td>320</td>
<td>32%</td>
</tr>
<tr>
<td>Santa Barbara</td>
<td>3,184</td>
<td>528</td>
<td>17%</td>
</tr>
<tr>
<td>Santa Cruz</td>
<td>2,176</td>
<td>789</td>
<td>36%</td>
</tr>
<tr>
<td>Sonoma</td>
<td>814</td>
<td>531</td>
<td>65%</td>
</tr>
<tr>
<td>Ventura</td>
<td>1,995</td>
<td>505</td>
<td>25%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>64,781</strong></td>
<td><strong>17,148</strong></td>
<td><strong>26%</strong></td>
</tr>
</tbody>
</table>

*Source: Sustinere*
3 Distribution Analysis

- Analyzed availability of lower-cost accommodations relative to household population below 80% AMI within 150 miles of the coastal zone
- Lower availability per household population in Bay Area and Central California
- Different results if include RVs / Campsites
3. Lower Cost Accommodations (Hotel/Motel Rooms) per 1,000 Households Regionally

- **NORTH**: 5 Lower Cost Rooms per 1000 Households
- **CENTRAL**: Less than 1 Lower Cost Room per 1000 Households
- **SOUTH**: 2 Lower Cost Rooms per 1000 Households
- **BAY AREA**: Less than 1 Lower Cost Room per 1000 Households
3. Lower Cost Accommodations (Units: Hotel, Motel, or RV/Campsites) per 1,000 Households Regionally
Lower Cost Coastal Accommodation Analysis

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Coastal Conservancy Statewide Survey

- Report on Results -

April 24, 2017

Opinion Research on Public Policy
Coastal Conservancy – Statewide Survey

Report on results

From Thursday, March 23 to Wednesday, March 29, 2017, Probolsky Research conducted a telephone survey of California residents.

A total of 1200 residents were surveyed. A survey of this size yields a margin of error of +/- 3.2% with a confidence level of 95%. Interviews were conducted with residents on both landline and mobile phones (30%) and were offered in English and Spanish languages.

Probolsky Research specializes in opinion research on behalf of business, government, non-profit and special interest clients.
Sizes of Demographic/Geographic Categories Snapshot

Gender
- Male 48.0%
- Female 52.0%

Age
- 18-34 27.8%
- 35-54 32.0%
- 55-64 17.5%
- 65+ 22.8%

Household Income
- Under $25K 15.6%
- $25K-$50K 19.3%
- $51K-$75K 14.3%
- $76K-$100K 13.1%
- $101K-$200K 13.6%
- Over $200K 5.5%
- Refused 18.7%

Geographic: County Groupings
- Los Angeles County 27.0%
- Other Southern California 31.2%
- Central Valley 16.6%
- San Francisco Bay Area 20.4%
- Other Northern California 4.8%

Geographic: Coastal Region
- North Coast 3.0%
- Bay Area 16.5%
- Central Coast 5.8%
- South Coast 45.5%

Geographic: Distance from Coast
- Coastal 5 11.3%
- Coastal 10 7.8%
- Inland 83.0%
Top Issues

Open-ended question
Public Safety is the Most Important Issue Among California residents

Question: What is the most important issue facing your community today?

- Public safety: 22.4%
- Jobs and the economy: 11.1%
- Poverty: 9.8%
- Transportation: 8.4%
- Healthcare: 8.1%
- Government: 8.0%
- Education/schools/higher education: 6.8%
- Affordable housing: 5.9%
- Environmental issues: 5.5%
- Water/drought: 2.8%
- Moral issues: 2.2%
- Overpopulation/controlling growth/development: 1.5%
- None/nothing: 4.0%
- Other: 2.3%
- Don't know/refused: 17.8%
Overall Coastal Experience
79.2% of Respondents Say that California Beaches are clean and safe places to visit

Statement: California beaches are clean and safe places to visit.
89.3% of Respondents Agree that the California Coast, including beaches and the ocean, are personally important to them

Statement: The California Coast, including beaches and the ocean are personally important to me.
94.3% Agree that People of All Backgrounds
Are welcome at the California coast

Statement: People of all backgrounds are welcome at the California Coast.
75.6% Agree that Even When They are Not Visiting the California coast, they feel a strong connection to it

Statement: Even when I am not visiting the California Coast, I feel a strong connection to it.
Latino/Hispanic and White/Caucasian
Respondents feel a strong connection to the CA coast, even when they are not visiting

Statement: Even when I am not visiting the California Coast, I feel a strong connection to it.
81.7% of Respondents Say They are Familiar with California’s beaches and their amenities

Statement: I am familiar with California’s beaches and their amenities.
Childhood Memories of the CA Coast
49.9% of Respondents Say They Have
Fond memories of visiting the CA coast on school field trips when they were kids

Statement: I have fond memories of visiting the California Coast on school field trips when I was a kid.
Younger Respondents Agree the Most that
They have fond memories of visiting the CA coast on school field trips when they were kids

Statement: I have fond memories of visiting the California Coast on school field trips when I was a kid.
Latino/Hispanic and Asian Respondents

Agree almost equally that they have fond memories of visiting the CA coast when they were kids

Statement:  I have fond memories of visiting the California Coast on school field trips when I was a kid.
How Often do California Residents Visit the Coast?
Over 70% of Respondents Say They Visited The coast within the last year

Question: When was the last time you went to the coast in California?

- Within the last week: 19.6%
- Within the last month: 19.8%
- Within the last year: 30.9%
- Over one year ago: 21.8%
- Don't know/Refused: 7.9%
42.9% of Central Coast Respondents Report that the last time they’ve been to the coast was within the last week

Question: When was the last time you went to the coast in California?

<table>
<thead>
<tr>
<th>Region</th>
<th>Within the last week</th>
<th>Within the last month</th>
<th>Within the last year</th>
<th>Over one year ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Coast</td>
<td>27.8%</td>
<td>30.6%</td>
<td>27.8%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Bay Area</td>
<td>12.6%</td>
<td>20.7%</td>
<td>19.2%</td>
<td></td>
</tr>
<tr>
<td>Central Coast</td>
<td>20.0%</td>
<td>21.4%</td>
<td>10.0%</td>
<td></td>
</tr>
<tr>
<td>South Coast</td>
<td>27.5%</td>
<td>21.8%</td>
<td>17.6%</td>
<td></td>
</tr>
</tbody>
</table>
More Respondents Go to the Coast
“At least once per year” (37.9%) than any other frequency

Question: How often do you go to the coast in California?

- Daily: 3.6%
- Weekly: 9.3%
- Monthly: 22.2%
- At least once per year: 37.9%
- Less than once per year: 17.6%
- Never been: 7.3%
- Don’t know/Refused: 2.3%
Traveling to the CA Coast
62.8% of Respondents Agree that
Transportation to the CA coast is convenient and affordable

Statement: Transportation to the California Coast is convenient and affordable.

<table>
<thead>
<tr>
<th>Agree</th>
<th>Disagree</th>
<th>Unsure/Refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>62.8%</td>
<td>25.0%</td>
<td>12.2%</td>
</tr>
</tbody>
</table>
Respondents of All Income Brackets Agree
That transportation to the CA coast is convenient and affordable

Statement: Transportation to the California Coast is convenient and affordable.

<table>
<thead>
<tr>
<th>Income Bracket</th>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $25K</td>
<td>63.1%</td>
<td>24.1%</td>
</tr>
<tr>
<td>$25K-$50K</td>
<td>67.5%</td>
<td>25.1%</td>
</tr>
<tr>
<td>$51K-$75K</td>
<td>60.5%</td>
<td>25.6%</td>
</tr>
<tr>
<td>$76K-$100K</td>
<td>64.3%</td>
<td>24.2%</td>
</tr>
<tr>
<td>$101K-$200K</td>
<td>66.9%</td>
<td>23.3%</td>
</tr>
<tr>
<td>Over $200K</td>
<td>63.6%</td>
<td>30.3%</td>
</tr>
</tbody>
</table>
Arriving to the CA Coast (Parking)
54.3% of Respondents Agree that Parking
Is convenient and generally available at the California coast

Statement: Parking is convenient and generally available at the California Coast.
62.5% of Respondents Agree that Parking Is affordable at the California coast

Statement: Parking is affordable at the California Coast.

- Agree: 62.5%
- Disagree: 26.6%
- Unsure/Refused: 10.9%
A Majority Among All Income Brackets
Agree that parking is affordable at the CA coast

Statement: Parking is affordable at the California Coast.

- Under $25K: Agree 52.4%, Disagree 31.0%
- $25K-$50K: Agree 61.5%, Disagree 29.4%
- $51K-$75K: Agree 66.9%, Disagree 30.2%
- $76K-$100K: Agree 63.1%, Disagree 28.0%
- $101K-$200K: Agree 70.6%, Disagree 21.5%
- Over $200K: Agree 77.3%, Disagree 18.2%
Experience at the Coast
64.6% Do Not Wish There were More
Things to do at the CA coast when they get there

Statement: I wish there were more things to do at the California Coast when I get there.
A Majority of Latino/Hispanic Residents Wish there were more things to do at the CA coast

Statement: I wish there were more things to do at the California Coast when I get there.
47.6% of Respondents with an Income Under $25K wish there were more things to do at the CA coast when they get there.

Statement: I wish there were more things to do at the California Coast when I get there.

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $25K</td>
<td>47.6%</td>
<td>44.9%</td>
</tr>
<tr>
<td>$25K-$50K</td>
<td>41.6%</td>
<td>55.8%</td>
</tr>
<tr>
<td>$51K-$75K</td>
<td>28.5%</td>
<td>70.9%</td>
</tr>
<tr>
<td>$76K-$100K</td>
<td>23.6%</td>
<td>75.2%</td>
</tr>
<tr>
<td>$101K-$200K</td>
<td>16.0%</td>
<td>82.2%</td>
</tr>
<tr>
<td>Over $200K</td>
<td>19.7%</td>
<td>80.3%</td>
</tr>
</tbody>
</table>
Staying Overnight at the Coast
58.3% Do Not Stay Overnight When They Visit the California Coast

Question: Do you ever stay overnight when you visit the California Coast?

*ASKED OF ALL EXCEPT THOSE WHO RESPONDED “NEVER BEEN”

Yes 41.1%
No 58.3%
Unsure/Refused 0.6%
Californians 65 and older are the only Age group (majority) that stays overnight when visiting the CA coast

Question: Do you ever stay overnight when you visit the California Coast?

18-34: Yes 28.6% No 70.4%
35-54: Yes 42.5% No 57.5%
55-64: Yes 44.8% No 54.6%
65 and older: Yes 52.1% No 46.6%

*ASKED OF ALL EXCEPT THOSE WHO RESPONDED “NEVER BEEN”
A Majority of White/Caucasian Residents Say they stay overnight when they visit the California coast

Question: Do you ever stay overnight when you visit the California Coast?

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Yes (%)</th>
<th>No (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latino/Hispanic</td>
<td>26.5%</td>
<td>73.5%</td>
</tr>
<tr>
<td>White/Caucasian</td>
<td>51.2%</td>
<td>48.2%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>33.3%</td>
<td>64.8%</td>
</tr>
<tr>
<td>Asian</td>
<td>29.5%</td>
<td>69.5%</td>
</tr>
<tr>
<td>Other</td>
<td>43.9%</td>
<td>54.2%</td>
</tr>
</tbody>
</table>

*ASKED OF ALL EXCEPT THOSE WHO RESPONDED “NEVER BEEN”*
74.8% of Those with a Household Income
Under $25K do not stay overnight at the CA coast

Question: Do you ever stay overnight when you visit the California Coast?

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $25K</td>
<td>25.2%</td>
<td>74.8%</td>
</tr>
<tr>
<td>$25K-$50K</td>
<td>36.7%</td>
<td>63.3%</td>
</tr>
<tr>
<td>$51K-$75K</td>
<td>40.8%</td>
<td>58.6%</td>
</tr>
<tr>
<td>$76K-$100K</td>
<td>52.9%</td>
<td>47.1%</td>
</tr>
<tr>
<td>$101K-$200K</td>
<td>48.4%</td>
<td>51.6%</td>
</tr>
<tr>
<td>Over $200K</td>
<td>33.3%</td>
<td>66.7%</td>
</tr>
</tbody>
</table>
25% of Respondents Note Financial Reasons as a barrier to staying overnight at the CA coast

Question: In your own words, please tell me what are the barriers to staying overnight at the California Coast.

Financial reasons

- Live near at the coast/have family/friends live nearby: 25.0%
- No time/busy at work/busy in school: 13.9%
- Not interested/don't want to stay overnight: 11.0%
- Accommodation issues/no place to stay: 8.8%
- Inconvenient location/far from the coast: 4.2%
- Health conditions: 4.2%
- Camping not allowed on the beach: 3.0%
- Not safe/dangerous: 2.8%
- Weather issues: 2.8%
- Haven't been there: 2.4%
- Too crowded/not enough camp grounds/space to camp: 2.4%
- Have obligations at home/family issues/taking care with the kids/loved one: 2.4%
- Transportation issues: 2.4%
- Prefer to stay at home: 2.4%
- Difficult to get reservations/hassle for booking: 2.4%
- Don't have equipment for camping: 2.4%
- Traffic issues: 2.4%
- Parking issues: 2.4%
- There is not much to do there: 2.4%
- Beach facilities issues: 2.4%
- None/no barriers/always go there: 2.4%
- Other: 9.3%
- Don't know/Refused: 9.3%

*ASKED OF ALL EXCEPT THOSE WHO RESPONDED “NEVER BEEN”*
Hotel Accommodations are Most Common
Among respondents when they visit the California coast

Question: What kind of accommodations do you stay at when you visit the California Coast?

<table>
<thead>
<tr>
<th>Accommodation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel</td>
<td>40.7%</td>
</tr>
<tr>
<td>Camp ground such as sleeping in a tent, sleeping bag or RV</td>
<td>18.6%</td>
</tr>
<tr>
<td>With friends and family</td>
<td>12.5%</td>
</tr>
<tr>
<td>Motel</td>
<td>11.4%</td>
</tr>
<tr>
<td>Your own vacation home or time share</td>
<td>7.0%</td>
</tr>
<tr>
<td>Short-term rental (AirBnb, VRBO, HomeAway)</td>
<td>5.0%</td>
</tr>
<tr>
<td>Indoor camping such as staying in a cabin, cottage or bunkhouse</td>
<td>3.1%</td>
</tr>
<tr>
<td>Somewhere else</td>
<td>1.1%</td>
</tr>
<tr>
<td>Don’t know/Refused</td>
<td>2.4%</td>
</tr>
</tbody>
</table>

*ASKED ONLY OF THOSE WHO RESPOND “YES” TO STAYING OVERNIGHT AT THE COAST*
59.5% of Respondents Would Not Stay in College dorms, or other similar accommodations, near the coast

Question: If there was an option to stay in college dorms near the coast, or other similar accommodations with shared bathrooms, for a modest per night price, would you ever choose to stay there?
Respondents 18-34 Show More Inclination

In choosing to stay in college dorms near the coast, or other similar options

Question: If there was an option to stay in college dorms near the coast, or other similar accommodations with shared bathrooms, for a modest per night price, would you ever choose to stay there?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>48.0%</td>
<td>49.5%</td>
</tr>
<tr>
<td>35-54</td>
<td>38.5%</td>
<td>59.1%</td>
</tr>
<tr>
<td>55-64</td>
<td>31.9%</td>
<td>64.8%</td>
</tr>
<tr>
<td>65 and older</td>
<td>28.6%</td>
<td>68.1%</td>
</tr>
</tbody>
</table>
A Majority of Respondents Across All Income Brackets would not choose to stay in college dorms/similar accommodations near the coast

Question: If there was an option to stay in college dorms near the coast, or other similar accommodations with shared bathrooms, for a modest per night price, would you ever choose to stay there?
Overnight Accommodations
45.3% of Respondents Disagree that Finding overnight accommodations at the CA coast is convenient and affordable.

Statement: Finding overnight accommodations at the California Coast is convenient and affordable.
Latino/Hispanic Residents Agree the Most that finding overnight accommodations at the CA coast is convenient, affordable

Statement: Finding overnight accommodations at the California Coast is convenient and affordable.

<table>
<thead>
<tr>
<th>Group</th>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latino/Hispanic</td>
<td>44.8%</td>
<td>38.1%</td>
</tr>
<tr>
<td>White/Caucasian</td>
<td>34.9%</td>
<td>48.9%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>35.0%</td>
<td>51.7%</td>
</tr>
<tr>
<td>Asian</td>
<td>34.5%</td>
<td>44.0%</td>
</tr>
<tr>
<td>Other</td>
<td>29.8%</td>
<td>50.0%</td>
</tr>
</tbody>
</table>
A Majority of Respondents Across All Income Brackets disagree that finding overnight accommodations at the CA coast is convenient and affordable

Statement: Finding overnight accommodations at the California Coast is convenient and affordable.

<table>
<thead>
<tr>
<th>Income Bracket</th>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $25K</td>
<td>36.4%</td>
<td>41.2%</td>
</tr>
<tr>
<td>$25K-$50K</td>
<td>41.1%</td>
<td>44.6%</td>
</tr>
<tr>
<td>$51K-$75K</td>
<td>38.4%</td>
<td>47.7%</td>
</tr>
<tr>
<td>$76K-$100K</td>
<td>37.6%</td>
<td>52.9%</td>
</tr>
<tr>
<td>$101K-$200K</td>
<td>35.6%</td>
<td>49.7%</td>
</tr>
<tr>
<td>Over $200K</td>
<td>43.9%</td>
<td>47.0%</td>
</tr>
</tbody>
</table>
Desire to Visit the Coast More Often
68.9% Say They Wish They Could Visit the California coast more often

Question: Do you wish you could visit the coast in California more often?

*ASKED OF ALL EXCEPT THOSE WHO RESPONDED “DAILY”*
71.1% of Respondents from Inland Area
Wish they could visit the coast in California more often

Question: Do you wish you could visit the coast in California more often?

Coastal 5
- Yes: 58.1%
- No: 39.3%

Coastal 10
- Yes: 56.3%
- No: 41.4%

Inland
- Yes: 71.1%
- No: 27.6%

*ASKED OF ALL EXCEPT THOSE WHO RESPONDED “DAILY”
60.2% Say They Have No Time or are Too busy with work or school to visit the coast more often

Question: In your own words, please tell me what are the barriers to your visiting the coast more often.

- **No time/too busy** 33.9%
- **Working/busy at work** 23.0%
- **Distance/too far/hard to get there** 20.3%
- **Road condition/too much traffic/congested** 13.3%
- **Transportation issues** 11.7%
- **Financial reasons** 10.0%
- **Family issues/taking care with the kids/loved one** 5.6%
- **Parking lot is expensive/too hard to park** 5.3%
- **Health problems** 4.4%
- **Age/too old** 3.9%
- **Busy in school** 3.3%
- **Weather condition** 2.8%
- **Overpopulated/too crowded** 2.1%
- **Prefer to go to somewhere else/have other priorities/plans** 1.9%
- **The water/beach is undesirable/not clean** 1.6%
- **Don't like to go there/not interested** 1.3%
- **Companion/social contact/need someone to go with** 1.3%
- **It is not safe/dangerous** 0.8%
- **None/no barriers/always go there** 2.4%
- **Other** 1.0%
- **Don't know/Refused** 2.6%

*ASKED ONLY OF THOSE WHO WISH THEY COULD VISIT THE COAST MORE OFTEN*
Next Steps
Next Steps
For the Coastal Conservancy

• CHALLENGE: Concern over transportation and distance cause more people not to visit the coast than any other reason.
  • SOLUTION: Address this with new transportation options, such as partnerships with transit agencies or private enterprise.

• CHALLENGE: Cost is the top reason that prevents people from staying overnight at the coast.
  • Find ways of offering low-cost options for overnight stays, such as the partnering with state universities. Increase/preserve the overall availability of overnight accommodations to drive down/stabilize costs.

• IMPORTANT: Californians have a strong connection to the coast; they appreciate it and want to visit it more. The coast has a different meanings to different people, including some who have fond memories of visiting as a child and others who simply like that the coast is there. Some people want a more active experience when visiting the coast, but most people like it the way it is now. It is important to recognize that even if people are not visiting the coast, they still highly value it.
  • Measuring “coastal engagement” is not just about how many people physically visit the coast.
Thank You.
ACCESS FOR ALL

A New Generation’s Challenges on the California Coast
CALIFORNIANS LOVE THE COAST

Between 83 and 94 percent of California voters say the condition of our ocean and beaches is important to them personally. Darker colors represent a higher percentage of voters in each region.
piodoyle Family vacation success.
#PloDoyleVacay

beccajoydunn Love San Elijo! We have reservations in October! Go get some Bull Taco nachos and enjoy your time in that lovely place! 😊

nashifuku Glad you guys are having a great time! Can

nashifuku Can't wait to hear about it! 😊
PRIMARY REASONS FOR VISITING THE BEACH

- Enjoy Scenery or Relax: 32.69%
- Children Can Play: 30.95%
- Swim/Wade: 8.55%
- Walk: 5.80%
- Surf: 4.07%
- Celebration or Party: 3.77%
- BBQ or Picnic: 3.67%
- Sand Recreation: 2.55%
- Water Recreation: 2.55%
- Fish: 1.63%
- Snorkel or Dive: 0.10%
- View Marine Life: 0.10%
AVERAGE RESPONSE TO HOW IMPORTANT ARE THE FOLLOWING BEACH CHARACTERISTICS TO YOU, ON A SCALE OF 1-5?
The percentage of people responding “very” or “somewhat” important.

82.5%  94.2%

How important is the coast to you?
And the most important things at the beach for all Californians? According to our survey of beachgoers: clean sand, clean water, a place to relax and enjoy the scenery, and a place for kids to play.
How often we visit the coast

Californians who live farther away from the coast don't visit as often. Distance and time are big factors, along with the cost of staying overnight near the beach.
Four obstacles to coastal access, ranked by California voters

- **Affordable parking**: 33% Big problem, 45% Somewhat of a problem
- **Affordable overnight accommodations**: 28% Big problem, 47% Somewhat of a problem
- **Public transit**: 27% Big problem, 41% Somewhat of a problem
- **Public access to the coast**: 21% Big problem, 41% Somewhat of a problem
TRAVEL COST MODEL OF VALUE AND COST OF BEACH VISITS

We used a travel cost model to calculate the value of trips to the beach. We found the average day trip had a total value of $36.74 with travel to the coast costing $22.09, not including expenses at the beach, leaving a surplus of $14.65. We found the average overnight trip of four nights had a total value of $605.05, with travel costing $194.41, not including lodging, leaving a surplus of $410.64. Please see our report for details.

If parking or day-use costs $15, many visitors might elect not to go to the beach.

For the average stay of four nights, this leaves just $102.66 a night for lodging.
Hotel rooms closed on the coast since 1989.
Source: California Coastal Commission.
Recommendations

- Focus legislative and executive branch attention on the coast
- Change the narrative on coastal access to be more inclusive
- Increase the supply of low-cost overnight accommodations
- Enhance public transportation options
- Recognize the importance of affordable parking
- Support groups that are changing the culture of access to the coast
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650-759-6534

For an interactive version of our full report, as well as downloads of the report, supplements, data, and other references, see: ioes.ucla.edu/coastal-access-california