

CHAPTER II: 2000 ENVIRONMENTAL SCAN AND SOUTH COUNTY NEEDS ASSESSMENT

A.	ENVIRONMENTAL SCAN	29
B.	SOUTH COUNTY COMMUNITY NEEDS ASSESSMENT	51

This chapter begins with a review of geographic and climatic features of the District. It proceeds with a look at other environmental and infrastructure qualities, including factors relating to transportation.

In order to determine whether the present San Luis Obispo Campus is meeting the needs of potential students in all areas of the District, various analytical approaches were taken. Among these were:

- Projection of future population
- Analysis of participation rates
- Projection of future enrollment
- Analysis of demand and overcrowding
- Analysis of local population characteristics and ways these might affect enrollments
- A review of student characteristics
- Study of attendance at existing outreach centers
- Assessment of general community needs
- Assessment of employer needs and employment trends

The chapter ends with conclusions as to the directions in which the District needs to evolve if it is to improve the degree to which it serves all sectors in the county.

A. ENVIRONMENTAL SCAN

1. General Physical Characteristics

The San Luis Obispo County Community College District serves San Luis Obispo County which is 3,316 square miles in area with a population of 246,681 in 2000 and a small portion of the southern portion of Monterey County. Of the total San Luis Obispo County area, fully 3,250 square miles are unincorporated. This represents 98% of the total land area and approximately 43% of the estimated county population. Approximately 21% of the county population is (and is projected to continue to be) classified as “rural” by the California Department of Finance.

1,345,000 acres of land are devoted to agricultural uses, the majority of which are used as dry land range areas. Vegetable, fruit and nut crops comprise the fastest growing uses of agricultural land—especially wine grapes. The wine grape industry is quickly emerging as a major player in agriculture in San Luis Obispo County, (see below).

2. Climate

The south coastal region of California, which includes Cuesta College San Luis Obispo Campus and South County Campus, is blessed with what some would call ideal climatic conditions with warm sun and cool air. A northwest ocean breeze blows across much of the county at a mean hourly speed of 8 mph. Summer temperatures rise to the mid-80s and drop in the evenings to the mid-50s. In January the range varies from average daily highs of around 66° to lows of around 43°. It has recently been discovered that this is ideal weather for cultivation of wine grapes. The coastal areas have typical California coast weather—cool breezes, often foggy, but generally very temperate and pleasant.

In the north county region, the climate is different and more typical of a high-desert inland climate. Atascadero and Paso Robles, for example, are cut off from the ocean breezes by the

Santa Lucia Mountains and can get quite warm in the summer months as well as considerably colder in the winter season.

To the east of the Salinas River Valley is a sparsely populated desert-like region, which includes the Carrizo Plain and the San Andreas Fault. Communities in this region are relatively small and currently include Shandon, Creston and Cholame, which are served primarily by Cuesta College North County Campus.

3. Geography

The Santa Lucia Mountains run diagonally from the northwest to southeast and generally divide San Luis Obispo County into a coastal area and the rolling hills of a high-desert inland area. Other major geographic features include the San Andreas Fault, which traverses the extreme eastern portion of the county, the headwaters of the Salinas River and Lake Nacimiento. Large portions of the southern part of San Luis Obispo County are relatively level and easily developable whereas the northwest portion of the county is generally more rugged. The Santa Maria River forms the southern border of San Luis Obispo County. However, easily developable land extends south of the river also. This area—known as northern Santa Barbara County or the Santa Maria Valley—is one of the fastest growing areas on California’s Central Coast. It is bordered on the south by the Santa Ynez mountain range.

No environmental scan would be complete without including this area because of its explosive growth. It should be considered as a harbinger of things to come in the San Luis Obispo south county area.

4. Four Regions of San Luis Obispo County

San Luis Obispo County is located within the area of California generally known as the “Central Coast.” It includes all of the unincorporated area of San Luis Obispo County and currently has seven incorporated cities: Arroyo Grande, Atascadero, Grover Beach, Morro Bay, Paso Robles, Pismo Beach and San Luis Obispo. In addition, Los Osos, Templeton, and Nipomo are growing and expanding to include major school systems and retail and are often perceived as small cities.

The county has been divided into four geographic regions because of the Santa Lucia Mountain range running diagonally through it: the north coastal, the north county, the south county and central regions. A brief description of each of these sub-regions follows. Much of the data for this analysis is presented by region because it has been aggregated by other agencies using this rubric.

The **North Coastal** area includes the city of Morro Bay and the unincorporated communities of San Simeon Acres, Cambria, Harmony, Cayucos and Los Osos/Baywood Park. This area extends from the southern part of the Los Osos area north through the Monterey County line and is bounded by the Pacific Ocean and the Santa Lucia Coastal Range to the west and east. This area’s zip codes include: 93452, 93428, 93435, 93430, 93442 and 93402.

The **North County** (actually the entire northeastern portion of San Luis Obispo County) includes the cities of Paso Robles and Atascadero and the unincorporated communities of San Miguel, Heritage Ranch, Lake Nacimiento, Shandon, Creston, Cholame, Templeton, Santa Margarita, Pozo and California Valley. It includes the area north of Cuesta Grade on Route 101 through the Monterey County line and from the Coast Range east to the Kern County line. The zip codes include: 93426, 93451, 93446, 93465, 93422, 93432, 93453, 93461 and 93431.

The **South County** includes the incorporated cities of Pismo Beach, Grover Beach and Arroyo Grande and the unincorporated communities of Oceano, Nipomo, Huasna and Cuyama. It extends from the northern tip of Pismo Beach south to the Santa Barbara County line and east to the Kern County line. Much of this area is part of the Los Padres National Forest and relatively uninhabited. The zip codes include: 93455, 93444, 93420, 93433 and 93449.

The **Central** area includes the city of San Luis Obispo and also extends southwestward to the unincorporated community of Avila Beach. Technically, it extends from Cuesta Grade on Route 101 southwest to Avila Beach and the Pacific Ocean. This area includes zip codes 93401, 93405, 93407 and 93424.

5. South County Focus

The *1991 Educational and Facilities Master Plan* for Cuesta College detailed the structure and final design for the existing Cuesta College Campus near San Luis Obispo and outlined the need and viability for a North County satellite campus. In addition, the document conceptualized the projected need for a center/campus in the southern portion of San Luis Obispo County during the early part of the 21st Century.

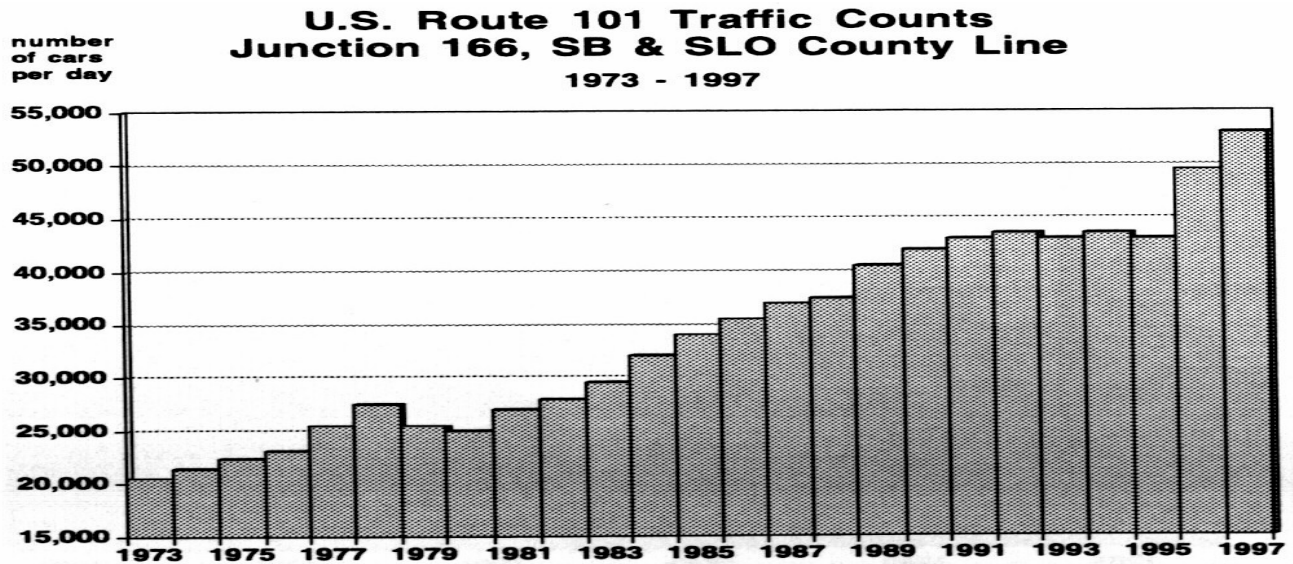
This document updates the *1991 Educational and Facilities Master Plan* and focuses on future expansion efforts in the South County area, as both the main San Luis Obispo Campus and North County Campus are now healthy, on-going entities. As noted earlier, the environmental scan portion of this document also includes the area known as northern Santa Barbara County including the city of Santa Maria.

6. South County Vehicular Access Routes

California Highway 101 transverses San Luis Obispo County from south to north. It is the major vehicular artery of the entire “Central Coast” region of California. Traffic counts increased last year along Highway 101 in Northern Santa Barbara County, and generally these counts have increased each year since 1980. Between 1996 and 1997 the traffic measured at Donovan Drive in Santa Maria rose 5.4%. Meanwhile, traffic increased by 7.1% at the junction of Route 166 just inside the southern border of San Luis Obispo County.¹

¹ UCSB Economic Forecast Project, Institutional Advancement, University of California, Santa Barbara, CA, The 1999 Northern Santa Barbara County Economic Outlook, p. 72.

Graph 1: Highway 101 Traffic Counts – Junction 166



It should be noted that since this graph does not start at a zero baseline, it tends to over-magnify differences in yearly performance.

Total traffic counts along Highway 101 through San Luis Obispo County increased an estimated 1.1% on average between 1997 and 1998. (Traffic counts reveal information about road usage defined as the total number of vehicles on the highway or route measured at a particular intersection or overpass within the county.)

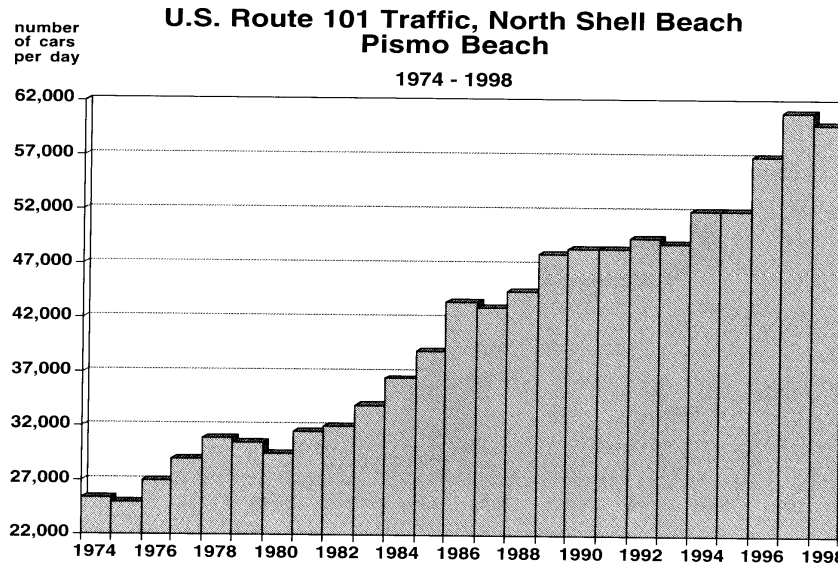
For most locations of measurement on San Luis Obispo County roads and highways, traffic volume has been holding steady or rising modestly. For most of the early 1990s, the rate of traffic growth hovered around an annual average of less than 1%. One of the principal reasons for the slowdown early in the decade was the general decline in the local economy (which paralleled the major recession in California) leading to decreasing numbers of local residents that commuted to work. Then in 1996, the total traffic counts increased by about 7% over the 1995 levels, and the next year they grew almost 5% more. Increases on the order of 1% that were noted, from 1997 to 1998, suggest a new leveling-off period indicating that commuters had probably reestablished their usual commuting patterns developed in previous years, and any new traffic at this stage is related to the region's economic and population growth.

Traffic counts generally decrease as one progresses from south to north along Highway 101 as it runs through San Luis Obispo County. At the Santa Barbara County line to the south, specifically the junction of Route 166, the 1998 Annual Average Daily Traffic (AADT) was 53,000 vehicles. This count goes down to 16,000 near the Monterey County line on the north border of San Luis Obispo County, and that figure includes a small local peak of traffic associated with Camp Roberts (north of Paso Robles).

The county's highest traffic counts in 1998 were measured at the Pismo Oaks interchange in Pismo Beach where the AADT was 68,000 vehicles. Nearly as great, the AADT at Madonna Road in San Luis Obispo was 67,000 vehicles in 1998, up 1.5% from the 1997 level. Highway

101 traffic counts through the city of San Luis Obispo have been consistently high throughout the 1990s after a decade-long expansion during the 1980s. The Pismo Beach area traffic has witnessed more sporadic growth, with sizeable increases in 1986, 1989, 1994, 1996 and 1997, but more subdued growth or occasional declines in the other years, including an apparent decline on the order of 1.5% in 1998.² But in 2000 it has increased.

Graph 2: Highway 101 Traffic – North Shell Beach/Pismo Beach



It should be noted that since this graph does not start at zero baseline, it tends to over-magnify differences in yearly performance.

7. Adjoining Districts

Six community college districts directly adjoin the San Luis Obispo County Community College District (SLOCCCD). Most of these have little impact on potential enrollment because of the relatively large area of the SLOCCCD and the large distances separating the neighboring community colleges. For this reason, “free flow” to five of the six surrounding colleges is considered to be statistically insignificant and therefore will not be addressed further.³

However, a free flow condition does occur at Cuesta College’s south boundary shared with the Allan Hancock Community College District. This free flow condition will be investigated in detail through analysis of zip codes and available data from both college districts.

Allan Hancock College, located less than five miles from the southern edge of the SLOCCCD, attracts many students from neighboring Santa Barbara County communities as well as from the communities within San Luis Obispo County Community College District’s southern region. Data from Allan Hancock’s Office of Research and Planning indicated that 1,864 San Luis Obispo County students attended Allan Hancock College instead of Cuesta College during fall

² UCSB Economic Forecast Project, Institutional Advancement, University of California, Santa Barbara, CA., The 2000 San Luis Obispo County Economic Outlook, p. 104.

³ Cuesta College, San Luis Obispo County Community College District, Educational and Facilities, Master Plan 1991, p. 10.

2000. This means that the equivalent of about 19% of Cuesta College's potential enrollment was in effect "lost" to Allan Hancock. Because of geography and proximity there was little compensating free flow from Allan Hancock College to Cuesta College in return.

In the Nipomo area *per se*--which is growing rapidly and is closest to the southern San Luis Obispo boundary—Cuesta College currently loses approximately 85% of its potential current total community college enrollments to Allan Hancock College. However, it should also be noted that the total participation rate in the Nipomo area for combined enrollment of both college districts (including the incorporated city and surrounding rural areas) is still only 48 per 1,000. The state average participation rate is 64 students per 1,000 adults.⁴

In the San Luis Bay/Five Cities area, 50% of potential Cuesta enrollments are also currently being "lost" to Allan Hancock College because of relative proximity to Allan Hancock College. With a combined district participation rate of 48 per 1,000 participants, it then appears that these areas are still under-served by the two colleges. But with a new educationally comprehensive south county center, current enrollments at Cuesta College could potentially improve from 955 to 2,956 students per year, assuming that a state average participation rate of 64 students per 1,000 adult population could be achieved at Cuesta College.

8. General Population Projections

2000 census data indicate a population of 246,681 for the County of San Luis Obispo. Population continues to rise relatively slowly. From 1990 to 2000 the county grew at an average rate of 1.4%, roughly equal to the state's growth rate over the same period.

The population in the unincorporated area is estimated at 103,800, 43% of the county total. In 1998, there were 39,050 housing units with 2.72 persons per household and a 15.04% vacancy rate.

Paso Robles has the highest growth rate (3.1%) and San Luis Obispo and Morro Bay have the lowest (1.5%) of the seven incorporated cities in San Luis Obispo County. The county projects the 2010 population to be 287,888; however, the Department of Finance's 2010 projection tops 324,741. Note the 36,853 (or 9%) disparity in the two projections by the different agencies. Naturally, these types of discrepancies make attempting to project future enrollment needs difficult.

9. South County Incorporated Areas

Arroyo Grande is part of the Five Cities area and shares boundaries with Grover Beach and Pismo Beach. The 1999 population estimate was 16,000. In 1998, there were 6,528 housing units with 2.53 persons per household and a 5.53% vacancy rate. The 2000 Arroyo Grande population was 15,851. The build-out population is 18,676. The city encompasses 3,225 square acres and is seeking to incorporate areas just south of its existing boundary.

Grover Beach is also part of the Five Cities area and is adjacent to the Pacific Ocean. The 2000 census population was 13,067. The planned build-out population is 15,990. In 1998, there were 5,286 housing units with 2.58 persons per household and an 8.76% vacancy rate. The smallest in

⁴ Section 12 of this report, page 38, discusses student-to-adult rate in detail.

terms of acreage of the seven incorporated cities, Grover Beach is estimated to cover 1,440 square acres.

Pismo Beach is part of the Five Cities area and is directly adjacent to the Pacific Ocean. The 2000 census population was 8,551. In 1998, there were 4,948 housing units with 2.05 persons per household and a 17.76% vacancy rate.

10. Ethnicity of the Population

The two predominant ethnic groups in San Luis Obispo County and most particularly in northern Santa Barbara County are white and Hispanic. Ethnic groups who comprise much smaller proportions of the population include Black and Asian.

Hispanic birth rates are steadily rising in all southern California counties, especially in Los Angeles and Santa Barbara Counties. More than 50% of all births are Hispanic in these two counties. Elsewhere in the state, the Hispanic population continues to grow faster than all other ethnic groups. The latest year in which definitive ethnicity information is available is 1997 when a record 57.0% of all births in Santa Barbara County were to Hispanic parents.

San Luis Obispo County compiles birth information also, but curiously, does not break it out ethnically over time. The following quote summarizes what is known:

“Fertility rates vary by ethnic group in the County. For white mothers, 28 was the most fertile age, with an average rate of 96.4 births per 1,000 females over the 1989 to 1997 period. For Hispanic mothers the most fertile age was 24, and the average rate of births was 172.9 per 1,000 females of that age. The total fertility rate of white females, considering all ages from 12 through 48, was 63.7 births per 1,000 females. For Hispanic females the total fertility rate was twice as high at 127.8.”⁵

Thus it can be inferred that the Hispanic birth rate vis-à-vis white birth rate, parallels that of Santa Barbara County (see below).

The 2000 census showed the San Luis Obispo county Hispanic population to be 40,196 or 16.3 percent of the total county population. This marks a 3.3 percentage point increase from 1990 in the percentage of Hispanics in San Luis Obispo County

A further piece of information is available from the California Department of Finance in the form of a projection of race and ethnicity for San Luis Obispo County between 2000 and 2010:

Table 2: Ethnicity/Race Projection

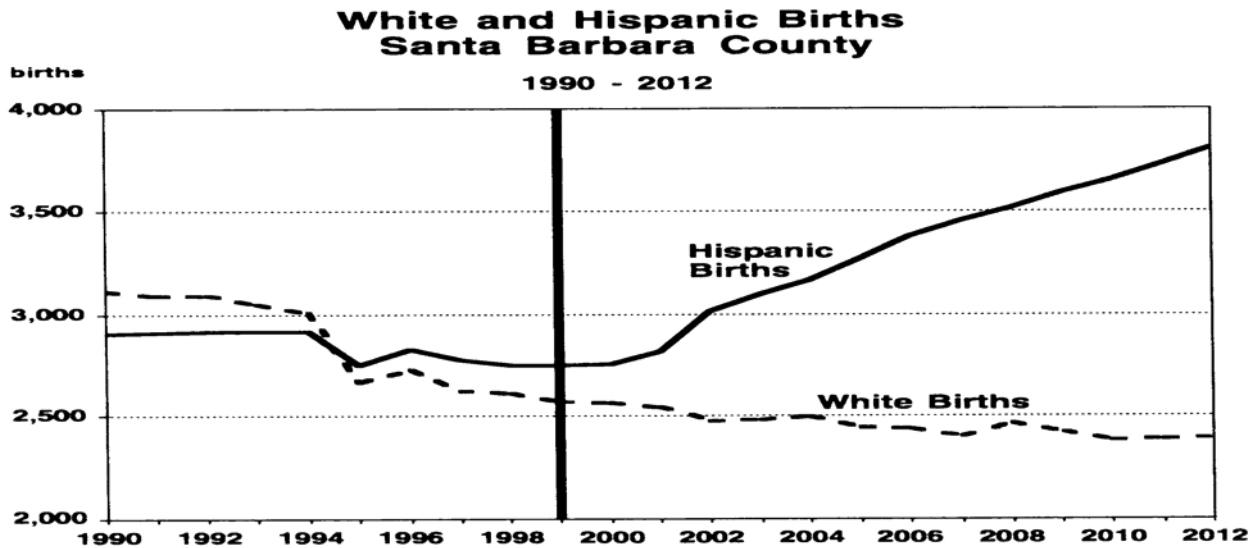
TIME	TOTAL	HISPANIC	PERCENTAGE
1990	219,500	29,233	13.3
2000	246,681	40,196	16.3
2010	306,781	57,333	18.7

⁵ UCSB Economic Forecast Project, Institutional Advancement, University of California, Santa Barbara, CA., The 2000 San Luis Obispo County Economic Outlook, p. 30.

One can conclude that the high frequency of Hispanic births during the 1980s will translate into a sharply growing 25-to-34-age cohort after 2007. By 2011, that population group will have the greatest number of members in northern Santa Barbara County and most probably in the southern region of San Luis Obispo County.

Hispanic demand for housing, retail products and personal services has become an increasingly important element of consumerism both in San Luis Obispo County and particularly in northern Santa Barbara County. The Hispanic population currently represents 32.2% of the total population in Santa Barbara County. By the year 2010, this proportion will rise to an estimated 40.2%. In the Santa Maria Valley, the Hispanic population will dominate all other ethnic groups by 2005. These trends are shown graphically below:⁶

Graph 3: Santa Barbara County Births



It should be noted that since this graph does not start at zero baseline, it tends to over-magnify differences in yearly performance.

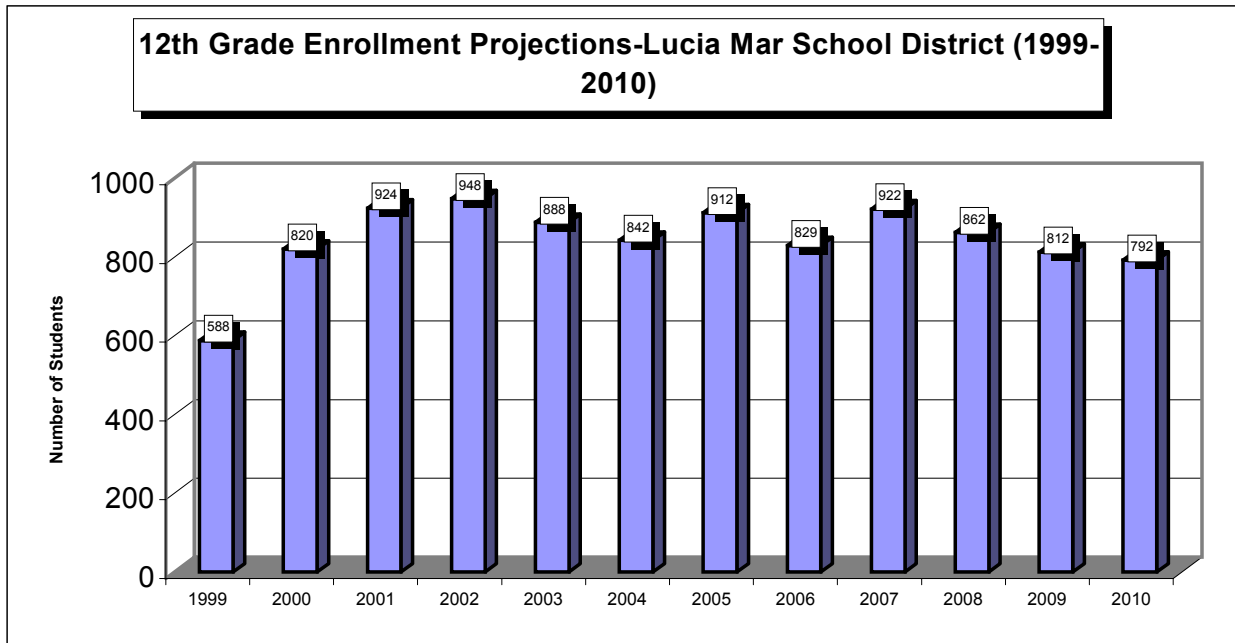
11. Relevant Pre-College Enrollments And Graduation

Overall, K-12 public school enrollment growth in San Luis Obispo County is expected to slow and even decrease by 1% while the state is expected to grow by 8% between 1998 and 2007.

However, San Luis Obispo County 12th grade enrollment projections indicate a 7% increase in the year 2000 from 1999. Subsequently, enrollments are predicted to remain static—and even decrease slightly—until 2007 when a 4% increase (from the previous year) is forecast. Over the period 1999 to 2010, the average yearly growth rate for 12th grade enrollments in San Luis Obispo County is projected to be about 1.5%.

⁶ UCSB Economic Forecast Project, Institutional Advancement, University of California, Santa Barbara, CA., The 1999 Northern Santa Barbara County Economic Outlook, p. 17.

Graph 4: 12th Grade Enrollment Projections – San Luis Obispo County

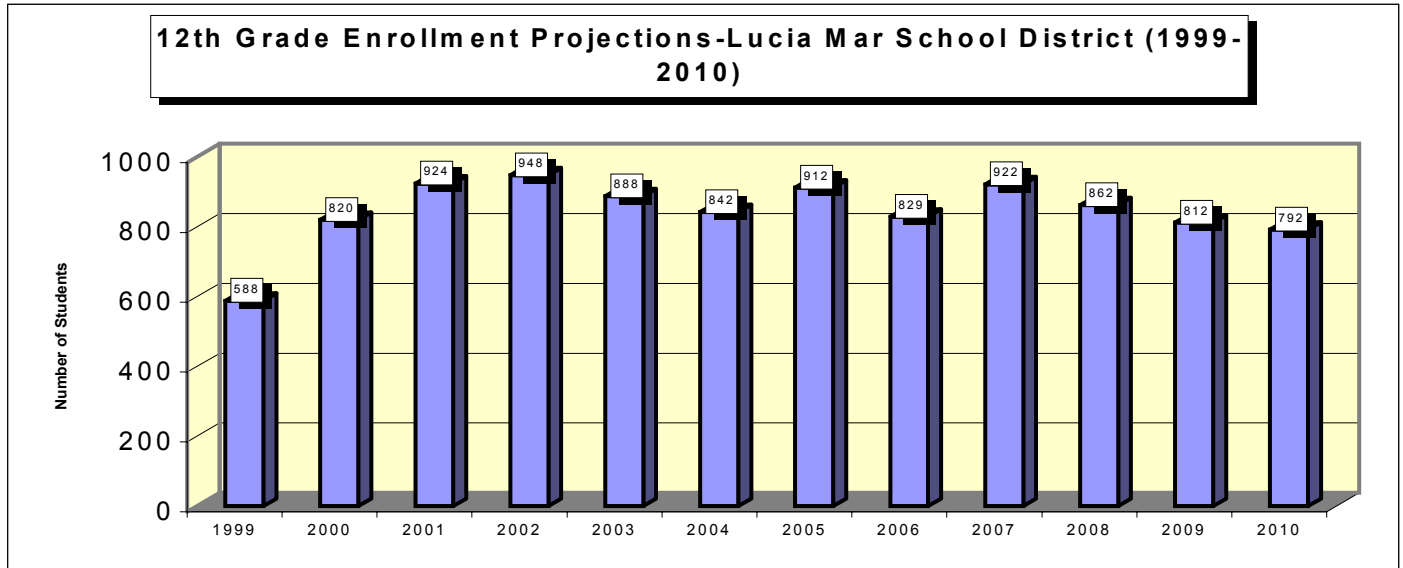


Given the state of California’s assumption of a 3-4% annual increase in community college enrollments and the fact that high school enrollments are a crucial factor in enrollment prediction, Cuesta College, therefore, will need to attract a higher percentage of local high school graduates, increase its out-of-area student enrollment, or attract other unserved or underserved populations within the District, if it has any chance of meeting state expectations of growth.

Given the Hispanic birthrates noted earlier, special attention to Hispanic educational needs must also become an integral component of any planning of a future south country center/campus.

One possible local source of additional enrollment may come from the K-12 Lucia Mar Unified School District, which serves the southern portion of San Luis Obispo County. Whereas San Luis Obispo County 12th grade enrollments will be relatively flat, Lucia Mar’s 12th grade enrollment will surge 54.7% between 1999 and 2002. After 2002, 12th grade enrollment is anticipated to be volatile until 2007 when enrollments will begin to decrease steadily (assuming no unexpected population increases).

Graph 5: 12th Grade Enrollment Projections – Lucia Mar District



12. Cuesta College Participation Rates

The rate of participation measures how many students attend a college (community college in this case) per 1000 adults (age 18 and over) living in a given location. The number of students used to compute the participation rate is derived from an analysis of fall 2000 student enrollment records. Population figures were obtained from the 2000 census report.

Although individual participation rates are included for selected cities and regions, these rates are necessarily inflated due to the practical impossibility of sorting students as either urban or rural within a given city and/or zip code.

The regional subgroups used in this report are identical to those employed in *San Luis Obispo Council of Government's (SLOCOG) 1999 Regional Profile* report. They include four distinct regions: *Central County, North County Inland, North County Coastal and South County* as defined earlier.

Central County: The participation rate for the central region is the highest in the county. Cuesta College is located on the edge of this region. The central region, which includes San Luis Obispo (95:1,000), Avila Beach (62:1,000) and the surrounding area, has an overall participation rate of 69:1000. For comparison purposes, the 2000 community college participation rate for the state of California was 64 students per 1,000 adults. Note, however, that most of Cuesta College's out-of-area students (i.e., those whose intent is transfer) settle in this area because of Cal Poly's proximity. Thus, it may be said that this area's participation rate is—in effect—overstated.

North Coastal: The participation rate for the north county coastal region, which includes Los Osos/Baywood Park (67:1,000), Morro Bay (59:1,000), Cayucos (49:1,000), Cambria (32:1,000) and surrounding areas, has an overall participation rate of 53:1,000—slightly below the state participation rate.

North County (Inland): The participation rate for the north county inland region, which includes Santa Margarita (98:1,000), Templeton (76:1,000), Paso Robles (71:1,000), San Miguel (51:1,000), Atascadero (54:1,000) and surrounding areas has been steadily increasing since the creation of the North County campus. The north county area has an overall participation rate of 46:1,000—significantly below the state average.

South County: The south county has the lowest Cuesta College participation rate of any of the county sub regions. The south county region, which includes Arroyo Grande (36:1,000), Pismo Beach (26:1,000), Grover Beach (29:1,000), Oceano (21:1,000), Nipomo (10:1,000) and surrounding areas, has an overall participation rate of 21:1,000—significantly below the state average. However, because of the propinquity to Allan Hancock College, an additional 1,385 (fall 2000) students from the south county currently participate at Allan Hancock Community College. When Cuesta and Allan Hancock College participation rates are aggregated for the entire south county region, the participation rate becomes 48:1,000—still below the statewide average. Although it is possible that duplicative counting is occurring (i.e., some students may be attending both Cuesta and Allan Hancock simultaneously), it is doubtful that significant numbers of students are concurrently enrolled at both colleges.

Thus, from the perspective of participation rates *at Cuesta College*, the south county is severely underserved *vis-à-vis* other county regions and in comparison to the state participation rate.

The following table shows a detailed breakdown of each college’s students by local residence.

Table 3: First Census Enrollment by Residence by College
Fall 1999 First Census Enrollment by Residence by College

City	Count of Enrollments			% of Total College Enrollment	
	Cuesta	Hancock	Total	Cuesta	Hancock
Nipomo	89	493	582	0.9%	4.8%
Grover/Oceano	390	373	763	4.0%	3.7%
Arroyo Grande	434	417	851	4.5%	4.1%
Pismo/Shell Beach	187	102	289	1.9%	1.0%
South County Total*	1100	1385	2485	11.3%	13.6%
Santa Maria	40	3125	3165	0.4%	30.6%

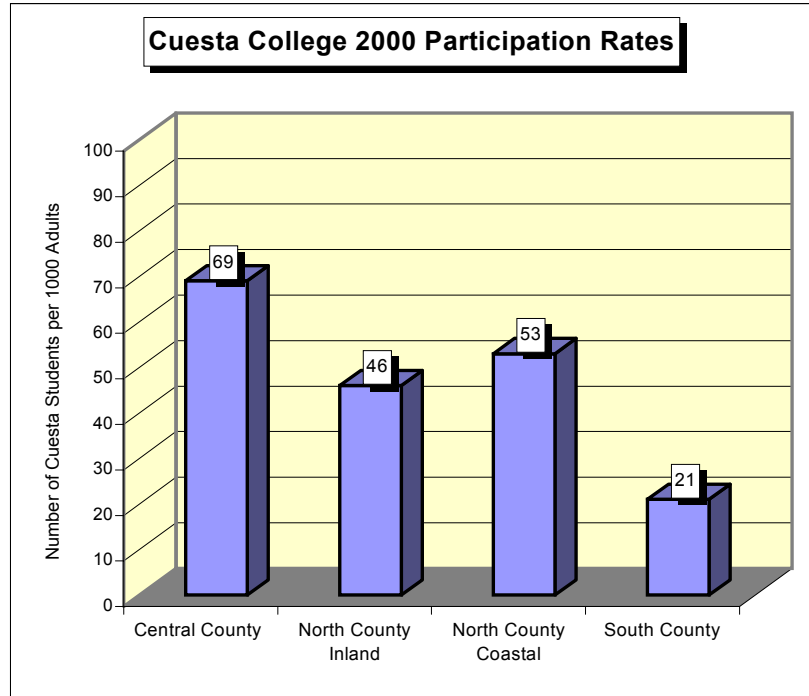
Thus, Nipomo contributed a total of 582 students to either community college in fall 2000. Eighty-nine students from Nipomo (or 0.9% of Cuesta College’s enrollment) attended one of Cuesta College’s campuses, while 493 students (or 4.8% of Hancock’s enrollment) attended Allan Hancock College. The remainder of the table is read accordingly.

Note the shaded portion of the table. It indicates that 11.3% (or 1100 students) of Cuesta College’s enrollment lives in south county. However, another 1385 students (or 13.6% of Hancock’s enrollment) should theoretically be attending Cuesta, but due to proximity, attended Allan Hancock College in fall 2000.

San Luis Obispo County Overall: In summary, the overall San Luis Obispo County participation rate is 50:1000 for Cuesta College, which is below the state average, but up 13 students per thousand since 1990 due in large part to Cuesta College’s new North County

Campus. When Allan Hancock College’s participation rate by San Luis Obispo County students are added, the overall participation rate of adults in the County becomes 60:1000—still slightly below the state average (64:1,000).

Graph 6: Cuesta College Participation Rates



Appendix B shows a different way of looking at adult population density. This technique was developed by the California Community College Chancellor’s office in August 1999. The chart in Appendix B shows the number of students (enrollment size) compared to the size of the adult population for that area. Thus, rural college districts such as the San Luis Obispo County Community College District have low adult population densities because of the vast amount of acreage devoted to agriculture. Contrarily, large community colleges (such as El Camino) located in highly populated areas have high adult population densities.⁸

It would be useful to have state participation rates for rural and urban community colleges. Unfortunately, the information is not yet available. It would also be useful for this technique to be functional at the sub-district level; however, this information is not available either. But the available current information does allow the analyst to see how other community colleges in California are classified on the basis of adult population density per square mile.

13. Student Characteristics By Region

As noted at the outset of this environmental scan, its focus is on the population in south county. The following chart depicts the characteristics of Cuesta College’s south county students during

⁸ Judy Waters, Vice Chancellor, Policy Analysis & Management Information Services, “New Matrix on Stratification of Colleges by Enrollment Size,” August 26, 1999, State of California, California Community Colleges, Chancellor’s Office, Sacramento, California.

the Fall 2000 semester who were enrolled in at least one evening class at the existing Arroyo Grande Center on the current Arroyo Grande High School campus and in the Lucia Mar District facilities in Arroyo Grande.

SOUTH COUNTY STUDENT CHARACTERISTICS (1999)

Table 4: South County Student Characteristics

South County Student Characteristics (1999)		
Gender		
	N	%
Female	247	66.0
Male	127	34.0
TOTAL	374	100.0
Ethnicity		
	N	%
American Indian	2	0.5
Asian	6	1.6
Black	3	0.8
Filipino	4	1.1
Hispanic	63	16.8
White	271	72.5
Other/Undeclared	25	6.7
TOTAL	374	100.0
Age		
	N	%
17 and under	81	21.7
18 only	46	12.3
19 only	25	6.7
20-21	50	13.4
22-25	54	14.4
26-30	32	8.6
31-40	44	11.8
41-50	30	8.0
51-65	10	2.7
Over 65	2	0.5
Unknown	0	0.0
TOTAL	374	100.0
Local and Out of Area Students		
	N	%
Local (SLO County)	117	88.0
Out of Area	16	12.0
TOTAL	133	100.0
Student Course Load		
	N	%
6 or fewer units	167	44.7
6.1-11.9 units	76	20.3
12-15 units	112	29.9
More than 15 units	19	5.1
TOTAL	374	100.0

Of the 374 students, 66% were female, 72.5% were white (only 16.8% Hispanic), and fully 68% were 25 years of age or younger. Only 12% of the first-time students had lived in San Luis Obispo County less than one year.

The 374 students divide themselves almost evenly by course load—with 44.7% taking six or fewer units during Fall 1999. Lastly, 65% of the 374 students were part-time students (taking less than 12 units) and only 45% were full-time (taking 12 or more units).

14. Role Of “Out-Of-Area” Students

Because Cuesta College San Luis Obispo Campus is located near a comprehensive four-year, state university (California Polytechnic State University) and has a good academic reputation, as well as ideal location, it attracts nearly 37% of its first-time students from outside the county of San Luis Obispo. Many of these students come to Cuesta College with the idea of completing their lower-division work at Cuesta College and then transferring to Cal Poly in two or three years.

The vast majority (92%) of out-of-area, first-time students locate in the central region of the county (near the city of San Luis Obispo). Very few choose to locate further south than Pismo Beach because of the transportation required to commute to Cuesta College San Luis Obispo Campus and subsequently the Cal Poly campus.

The presence of a comprehensive community college campus somewhere near Arroyo Grande or Nipomo may alter the above-noted pattern but perhaps not appreciably.

15. General Economic Forecast: Overview

Housing: In 1997 the California Department of Finance estimated 64% of all housing units in San Luis Obispo County were single-family detached units; 56% of all housing units in the state were single-family detached units. Region-wide the person per household was estimated to be 2.6; the statewide estimate was 2.9. Region-wide, the vacancy rate was predicted at 11.1%; the statewide estimate was 7.4%. In 1997, 1,329 new housing units were built, 95% were single-family units.

Land Use: The word “Nipomo” is a Chumash Indian language term meaning “at the foot of the hills.” The foothills are those of the Sierra Madré Mountain Range running east of Nipomo and Santa Maria. A word of caution must be noted about the town of Nipomo and the Nipomo Mesa on which it is located. That word of caution is spelled W-A-T-E-R. If the Nipomo Mesa has an “Achilles Heel,” it is the level of the water table within the Nipomo Mesa—a sub-unit of the Santa Maria ground water basin. Recent construction in the area is placing increasing stress on this aquifer. Since construction is continuing at a rapid pace, the aquifer will continue to experience increased stress unless mitigating steps are taken.

This situation is not unlike those existing in Cambria, along the north coastal region. Due to over-building in the 1970s and 1980s and into the early 1990s, building moratoriums had to be enacted to ensure adequate potable water for the existing residents. The likelihood of similar moratoriums in the Nipomo Mesa area is not at all remote—especially if the La Niña weather patterns persist into the early 2000s when almost all water tables will be under stress.

Agriculture is still an extremely important part of San Luis Obispo's regional economy. Overall, the total value of the five major agricultural groups (animal, field, nursery & seed, fruit, nut and vegetable) for the region is \$381,806,000. This figure is up 43% since 1988 when it was \$266,860,000. The total agriculture acreage in 1997 was 1,203,590, down 27,363 acres (due to housing development) from 1996. The value of wine grapes increased 159% between 1994 and 1997, (from \$32.3 million to \$83.7 million). New vineyards are rapidly being established and will become productive in the next few years. Projections are that San Luis Obispo's agricultural economy will become ever more dependent upon viticulture as time progresses.

Lastly, several cities are nearing or have reached 80% capacity of planned build-out (Arroyo Grande 86%, Atascadero 82%, Morro Bay 80%, Grover Beach 79%, and San Luis Obispo 78%).

Employment and Income: In April 1999, San Luis Obispo County posted a 3.4% unemployment rate; the state's rate was 5.5%. Of the unincorporated areas, Templeton had the lowest unemployment (1.4%) and San Miguel had the highest (8.8%). Among the incorporated cities, Morro Bay is noted for the lowest unemployment (2.5%), and Paso Robles demonstrated the highest (4.3%). The largest employment sectors in the San Luis Obispo region in 1997, were retail trade (25%), government (25%), and services (24%). The civilian labor force has increased from 98,000 in 1990 to an estimated 108,700 in 1999 (an 11% increase).

Local Government Revenues: After a substantial drop in 1991, total taxable retail sales in the county reached an all-time high of \$1,543,297,000 in 1997. The city of San Luis Obispo has historically had and still has the highest percentage of taxable retail sales. However, it lost some of its share over the past decade. In 1995, the city of San Luis Obispo was surpassed by Pismo Beach in the highest per capita retail sales, but recaptured the highest spot in 1997. San Luis Obispo's 1997 annual per capita taxable retail sales were \$12,696, and \$12,599 for Pismo Beach.

Transportation: Passengers per vehicle increased from 1.87 in 1992 to 1.94 in 1997. Ridership on public transit carriers has more than doubled over the last decade in part because of the increase in public awareness due to advertising. Nearly all transit agencies showed a significant increase (between 20% and 40%) in ridership from 1994 to 1998. Countywide, there were more than 1.5 million transit riders in 1997/98. However, San Luis Obispo city transit ridership decreased 18% after reaching a high of more than one million passengers in 1995/96.

New passenger rail services became available to San Luis Obispo County in late October 1995 with the extension of the San Diegan train from Santa Barbara. After three full fiscal years of data, ridership for the past fiscal year was found to be just below 133,000. The San Diegan is exclusive from the Coast Starlight Route, which extends as far north as Seattle, Washington. Coast Starlight on/off counts of the San Luis Obispo and Paso Robles stations showed 97,305 passengers in 1998, down 17% from 116,637 passengers in 1997.

Passenger airline activity at the San Luis Obispo County Airport has continued to increase each year since 1987, except for 1998, when it dipped 4.3% from the highest mark in 1997 of 311,611 passengers to 298,279 in 1998. Passengers per departure have increased from 8.4 in 1989 to 19.2 in 1998.

16. Northern Santa Barbara County/Santa Maria Valley

Local economic conditions in northern Santa Barbara County are described as upbeat, vibrant and relatively broad-based in the Santa Maria Valley. Job creation has accelerated, wage and salary income has increased sharply, home sales have been good and the brand new retail environment has attracted new spending into the region, both from southern San Luis Obispo county and northern Santa Barbara county. As noted earlier in this environmental scan what happens in Santa Maria today foreshadows what will most likely happen in the greater Nipomo area tomorrow.

The farming sector emerged virtually unscathed from El Niño and the freeze of December 1998. Broccoli remains king of agriculture in Santa Barbara County, though wine grape acreage is rising sharply. That momentum is indicative of the entire Santa Maria Valley region. Homes are selling and prices are clearly rising. Home sales soared 40% last year in Santa Maria and selling prices rose 6% in 1998.

A very strong California economy prior to September 2001, the continuous expansion of the U.S. economy nationwide and the unprecedented returns from the financial and equity markets are creating higher levels of individual wealth and economic well being for many citizens. That well being is responsible for the current economic prosperity of the Santa Maria Valley economy also.

17. Most Recent Santa Maria Valley Information

Retail markets: In step with nationwide consumer trends, the 1998 retail spending increased sharply in Santa Maria. The city led all principal Santa Barbara County retail markets in sales growth, both in 1997 and 1998.

Sales in Guadalupe (an area just west of Santa Maria) were ahead during the first half of 1998 but sank in the third quarter of the year. For the year, retail sales were off about 1% in Guadalupe. The total north Santa Barbara County contribution to the retail spending represents 35% of total Santa Barbara County retail spending (see below).

Table 5: Retail Sales

Area of the Santa Maria Valley	Estimated 1998 Retail Sales*	Percent Change Over 1997
Santa Maria	791	+7.9
Guadalupe	13	-1.2
Total North County (including Lompoc)	998	+6.5
Percent of Total Retail Sales in North Santa Barbara County	35%	
<i>*millions of dollars</i>		

Much of phase I construction of the "Crossroads Shopping Center" is now complete in Santa Maria. Home Depot, Staples, Wal-Mart and Kinkos are now open. The PetSmart has just opened. Though the remainder of phase I will be completed this year, the Center already

provides more reasons for northern Santa Barbara County and southern San Luis Obispo County residents to spend retail dollars in Santa Maria.

Employment: The Santa Maria Valley economy created estimated 940 new non-farm jobs in 1998, an increase of 3.4% over 1997. Currently, there are an estimated 28,823 wage and salary jobs in the Santa Maria Valley.

Further employment gains during the last half of 1998 and early 1999 are the result of new business entrants into the Santa Maria Valley. MicroAge Teleservices relocated to Santa Maria June 1998. They now employ 250 workers. With the opening of Home Depot in November 1998, and Wal-Mart in March 1999, 449 additional jobs have been created.

The picture that clearly emerges is that of an expanding dynamic economy in the Santa Maria Valley – directly south of the greater Nipomo area.

Average Salaries: Last year, average salaries increased Santa Maria by roughly 5.0%. These are larger increases than those observed from the state of California as a whole for all of Santa Barbara County. Because the farm sector represents over 22% of all wage and salary jobs, the average salary per worker in the Santa Maria Valley is still the lowest paid in the county of Santa Barbara. For the non-farm sector in Santa Maria, salaries averaged \$23,683 per worker. The highest paying industry is durable manufacturing where salaries average \$36,593 per worker.

Residential Real Estate: Home sales soared in Santa Maria in 1998 making it the most prolific year on record for residential real estate. The median price for all homes sold in Santa Maria during 1998 was \$138,000, a reasonable price by San Luis Obispo county standards.

The apartment vacancy rate in Santa Maria has been averaging 4% recently, and rental prices have been gradually rising. In March 1999, the average rent for a one-bedroom apartment was \$683 per month – again reasonable by San Luis Obispo County standards.

Commercial Real Estate: Relative to 1998, accelerating lease, sales and new development activity now characterizes the Santa Maria Valley. More business expansion and some new business in-migration have caused the demand for commercial space to rise, leading to a tightening real estate market in Santa Maria. The retail environment in north Santa Barbara County is healthy, though a transition from downtown Santa Maria to the peripheral areas is currently underway.

Population Growth: Most of the recent population growth in the county of Santa Barbara has occurred in the cities of Lompoc and Santa Maria, and the unincorporated areas of the north county. Guadalupe and Santa Maria are expanding faster than any other incorporated cities, and the northern part of the county is the principal area of population growth today. The population estimate for the total northern Santa Barbara County area was 172,555 persons in 1998. Most of the net migration into Santa Barbara County has been in the north, because of the availability and affordability of housing.

New Development, Residential: In Santa Maria, entry-level and mid-priced, move-up housing developments are now building out at a brisk pace. There are at least 579 units that have been approved along with 120 more in which building permits were issued and construction is

underway. An additional 1,300 residential units are pending review. The largest project currently under construction is Princes Estates, a 186-single-family-home subdivision just south of the Santa Maria River (the boundary between San Luis Obispo and Santa Barbara Counties) and east of Highway 101.

New Development, Commercial: During 1998, over 500,000 square feet of commercial and industrial space was under construction in the city of Santa Maria. Much of it was completed, notably Home Depot in the new Crossroads Shopping Center. During 1999, over 300,000 square feet of construction was under way. Furthermore, as of March 1999 (the latest data available), there were 1.8 million square feet of commercial and industrial projects on the city of Santa Maria's drawing boards.

In fall 1999, the total commercial and industrial projects under consideration in Santa Maria are over three times the amount of space either under construction or being considered as compared to January, 1998.

18. Most Recent San Luis Obispo County Information

As with northern Santa Barbara County, the continuing health of the San Luis Obispo County economy is confirmed by a variety of indicators. The recent evidence is both clear and consistent. Though employment growth has moderated, the labor markets remain quite healthy, visitor spending continues to rise, and retail markets are recording their biggest year ever. New commercial development accelerated in 1999, but available office and industrial space is still hard to find.

Business Sentiment: A recent survey conducted during August and September 1999 of business owners and managers who reported that 62% of all respondents in the county believe that the health of their firms were better off than a year ago⁹. This percentage is down from a 1998 summer survey, for which 78% said conditions within their firm had improved.

Sentiment regarding general business conditions in the San Luis Obispo County economy has weakened, slightly. Last year 77% of respondents felt that general business conditions were better. This year, the percent responding "better" slipped to 63%. Half of the respondents expect general conditions to remain stable over the next six months.

Perceptions about future hiring and expected business conditions over the next six months remained even throughout 2000. Of the San Luis Obispo County respondents, 44% said they expected to augment their labor force over the next 12 months. Last year at this time that percentage was 42% of respondents. However, by December, 2001 all of San Luis Obispo County felt some of the State's and Nation's economic recession. While San Luis Obispo County is more insulated from national and state economic variations because of its heavy dependence on state funded agencies and educational institutions and a small business environment, the late 2001 to 2003 recession will affect the County.

Employment: The rate of job creation cooled in 1999, following a very positive 4.8% increase in non-farm employment a year earlier. San Luis Obispo County created nearly 1,100 non-farm

⁹ UCSB Economic Forecast Project, Institutional Advancement, [The 2000 San Luis Obispo County Economic Outlook](#). (A complete reference to the work.)

wage and salary jobs in 1999, a 1.9% gain. Much of the gain in jobs continues to be the result of smaller business expansion throughout the county. Some notable job gains among the larger employers were reported by Mid-State Bank, Atascadero State Hospital, the school districts, Cuesta College and the Economic Opportunity Commission.

Since the labor market recovery began in 1994, a total of 13,340 non-farm jobs have been created in San Luis Obispo County. The state and local government sector added 15%. Consequently, these three industries are responsible for 71% of all non-agriculture jobs created over the five years in San Luis Obispo County. However, the impact of the 2001 recession is not reflected in these numbers.

Income: Average per capita income is now at the highest level ever recorded in San Luis Obispo County. Retirement income is principally responsible for the solid income gains observed over the last three years. This year, property and asset income is estimated to rise about 5.5%, due principally to the robust gains in the equity markets. However, with the slowdown in income creation from the business sector in 1999, average per capita income increased just 2.9 percent. Spending nevertheless was prolific in the county.

High- vs. Low-Paying Jobs: During 1999, the average salary for all workers in the county was \$26,694. Of the 1,900 jobs created in the county during 1999, 63% was in industries that paid above-average wage or salary for all industries. For the 800 jobs lost in the county during 1998, 37% was in industries that paid above the average salary. The industries that expanded during 1999 and paid salaries in excess of the average included construction, non-durable manufacturing, wholesale trade and education.

The net gain in total wage and salary income from new jobs created totaled \$23.7 million. The average net salary gain per new worker employed was \$21,828 per worker. This implies that net jobs created in 1999 produced a drag on the average salary in the county until late 2001.

Despite the higher incidence of lower-paying job creation, the average salary per worker for all workers in San Luis Obispo County rose 2.7% in 1999, the highest level in record to date. Due to the so-called "labor shortage," even the lower-than-average-paying industries have had to increase average salaries in order to attract more workers.

Consequently, average salaries have risen and more wage and salary income is being created and distributed. Between 1994 and 1999, the average salary for all workers in San Luis Obispo County has risen faster than the rate of general price inflation. Consequently, in terms of earnings, the average wage and salary worker has become better off during the ongoing economic expansion in the county and nation.

19. Most Recent Employment Information by Sub-Region

Analysis of wage and salary job trends by region within San Luis Obispo County clearly shows that most of the employment base and growth have occurred within the city of San Luis Obispo and its environs. Employment information for sub-county areas is available but the data are generally incomplete because not all employers can be effectively assigned to a particular area of the county.

About 13% of total countywide employment cannot be pinpointed geographically within the county. (The sum of the employment totals for the regions therefore does not yield the total for the county.) Nevertheless, these data are important for monitoring general employment trends within regions rather than quantifying the exact number of jobs within the regions. Assuming that the employment that is not assignable to particular regions has the same locational distributions as the assignable employment, the following total numbers of jobs characterize the regions of San Luis Obispo County.¹⁰

Table 6: Wage and Salary Employment by Region

Regions of San Luis Obispo County	1999 Assignable Wage & Salary Employment	1999 Total <u>Estimated</u> Wage & Salary Employment
North (Santa Margarita, Templeton, Paso Robles, San Miguel, Atascadero)	23,529	26,934
Central (San Luis Obispo, Avila Beach)	32,419	37,110
Coastal (Los Osos, Baywood Park, Morro Bay, Cayucos, Cambria)	7,156	8,191
South (Arroyo Grande, Pismo Beach, Grover Beach, Oceano, Nipomo)	16,605	19,008
Total County	79,709	91,243

The central region of the county contributes 41% of total wages and salary employment in the county with over 32,000 jobs. Because the administrative seats of the county and San Luis Obispo City are located within the central region, another 3,500 public administrative jobs are also present. The northern region, led by Paso Robles and Atascadero, represent 30% of all jobs in the county.

The southern region (Five Cities and the Nipomo area) contributes 21% of total employment. Slightly more than half of all farm workers in San Luis Obispo County is located in the southern region. In fact, 18% of all wage and salary workers in the southern region are currently employed in agriculture.

Coastal San Luis Obispo County accounts for about 9% of total wage and salary employment in the county. The coastal region, comprised of Morro Bay, San Simeon and Cambria has experienced vigorous labor market growth the last few years. The area has traditionally been tourist driven with many restaurants, gift shops and transient lodging facilities. This sector has been expanding rapidly and three new hotels are now open along the coast, namely the Ascot Suites in Morro Bay, the Cayucos Beach Inn and the Pelican Suites in San Simeon. Furthermore, Los Osos is now the location of MCI/WorldCom Telecommunications--the trans-Pacific fiber optic cable terminates at Montaña de Oro. The area served by this cable terminus may see related fiber-optic-oriented-business expansion in the near future.

¹⁰ UCSB Economic Forecast Project, Institutional Advancement, University of California, Santa Barbara, CA., The 2000 San Luis Obispo County Economic Outlook, p. 40.

The northern region is currently subject to more job growth than the other three regions in the county. The fastest growing sectors in the northern region are construction, agriculture, education and retail trade. The new North County Cuesta College Campus has increased employment in the region, as has the prolific expansion of vineyard and winery facilities around Paso Robles. Experience shows that the presence of a new college campus generally stimulates both residential and commercial growth over time.

Industrial expansions have been common in Paso Robles over the last two years. Paris Precision Products, Sunbank Electronics, ProForms, Life Fitness, Block Graphics and new entrant Flight Environments have also been increasing the manufacturing workforce in the north county. New building in Paso Robles and Atascadero increased construction employment sharply in 1998 and 1999.

Employment in all areas has been growing sharply the last two years. Analysis of employment trends in the sub-regions of San Luis Obispo County can be summarized as follows:

Table 7: Employment Growth by Region

Employment by Region of San Luis Obispo County ¹¹	Percent Growth Rate 1997 to 1998	Percent Growth Rate 1998 to 1999*
North Region	5.7%	12.9%
Central Region	1.9%	3.0%
Coastal Region	11.6%	10.0%
South Region	3.1%	3.9%
<ul style="list-style-type: none"> • based on first three months of actual employment 		

Largest Employers: The UCSB economics forecast project also conducts an annual employer survey by telephone each October. The survey requests employment information for all workers in the largest organizations located in San Luis Obispo County. If local firms have locations outside the county, workers at those locations are not included in the employment counts. Employment includes full-time, part-time and seasonal workers.

The top 80 firms account for 29,611 workers in San Luis Obispo County. Since there were 91,243 wage and salary workers in the county for the month of September 1999, the top 80 employers contribute 32.5% of all wage and salary jobs in San Luis Obispo County.

The largest private firm in the county is PG&E even though it suffered financial difficulties in 2000-2001, followed by Mid-State Bank, the Economic Opportunity Commission and French Hospital. Eight of the top employers in the county are state and local agencies or institutions. These include county government, Cal Poly, Atascadero State Hospital, the California Men's

¹¹ UCSB Economic Forecast Project, Institutional Advancement, University of California, Santa Barbara, CA., The 2000 San Luis Obispo County Economic Outlook, p. 41.

Colony and all of the public school districts. Collectively, the school districts have created more jobs in the last two years than any other “sector” of the San Luis Obispo County economy.

Home Sales: 1999 was another remarkable year for residential real estate activity in San Luis Obispo County. The level of home sales set new records in the county in 1999, with the lion’s share of home sales occurring in the southern region.

For the 2000 calendar year, home sales have advanced 18.6% over sales in 1999. Nearly all sub-regions of the county have participated in the lively market for home sales. Low interest rates, healthy job growth, and rising incomes in the state and local economy are the principal reasons for the current house-buying spree.

First American Solutions, a company that tracks homes sales and prices throughout the state, confirms the dramatic increase in home sales in San Luis Obispo County during 1999. There were more than 500 additional home sales in the county this year than were recorded in 1998. The percentage gain in single-family home sales between 1998 and 1999 is a remarkable 17.8%. Consequently, another new record for the level of home sales in San Luis Obispo County was set in 1999.

Every community, with the exception of Arroyo Grande, has experienced increased sales volume. Sales of single family homes jumped 44% in Nipomo, 43% in Pismo Beach, 31% in San Luis Obispo, 21% in Atascadero, 18% in Grover Beach, 17% in Paso Robles, 15% in Los Osos, 10% in Cambria, and 3% in Morro Bay.

Homebuyers were undoubtedly responding to sharp declines in mortgage interest rates that began in 1997. The lower rates, however, were reversed in 2000. In 2000-early 2001, demand for housing was being principally fueled by healthy labor market conditions and consumer sentiment in the region. By late 2001 the impact of a recession was slowing home purchases and housing prices even though interest rates are the lowest in a decade.

Median selling prices rose sharply in 1999 in most sub-markets of San Luis Obispo County. The value of housing rises when demand for home ownership exceeds the supply of homes. In both 1998 and 1999, the growth of demand has exceeded the rate of home inventory, both new and existing. Consequently, selling prices for single family homes jumped 13.2% – the largest home-price appreciation in one year since 1990. The median price for all homes sold in San Luis Obispo County during 1999 was \$205,191. Furthermore, in August 1999, the median value exceeded the previously high watermark of \$221,000 recorded in August 1998.

All principal southern and northern California counties showed increases in the median home selling price for the nine months ending September 1999. San Luis Obispo County leads all southern California counties in median price increase.

According to the more complete record of county real estate deeds recorded, prepared by First American Real Estate Solutions, the median price for all homes sold in San Luis Obispo County during the first 8 months of 1999 was 13.9% higher than 1998 values. In the north, selling prices advanced 9.4% over year ago values. In the south county, 1999 selling prices were 16.3% higher than 1998 values.

Some markets exhibited extraordinary median selling price gains in 1999 for single family homes:

Table 8: Home Price Increase

City or Town ¹²	Median Price Percent Increase Over 1998
Cayucos	25.8%
Grover Beach	21.5%
San Luis Obispo	20.5%
Nipomo	16.9%
Pismo Beach	14.9%
Los Osos	13.8%
Paso Robles	13.6%
Atascadero	11.4%
Oceano	8.7%
Morro Bay	8.2%
Arroyo Grande	5.9%

20. General Economic Forecast: Conclusion

All in all, the economic health of San Luis Obispo County (and neighboring Santa Maria Valley) can only be described as very healthy through 2000. Even in 2001 this county's economic health was stronger than many other areas of the state.

B. SOUTH COUNTY COMMUNITY NEEDS ASSESSMENT

In an effort to solicit as much input as possible about the feasibility of expanded community college operations in the south county area, Cuesta College mailed 33,000 oversize post-card (5 ½ " x 8 ½ ") notices to every household and post office box in south county in late May, 2000. The area targeted ran from Avila Beach—on to the north, to the Santa Maria River—on the south.

The post card announced the fact that Cuesta was soliciting community responses to a nine-question needs survey. Appendix C shows the survey form entitled "South County Educational Needs Survey." The post card also outlined the response options available to the public to complete the survey, which was available in both Spanish and English. These options were:

- Telephone call to obtain a copy of the survey
- Telephone call to complete the survey by phone
- Completion of the survey on the Internet
- Hand-written completion of the survey within two focus groups held in mid-June in south county (Nipomo and Arroyo Grande)

In addition, numerous Spanish surveys were hand delivered to be completed by south county Hispanic community residents.

¹² UCSB Economic Forecast Project, Institutional Advancement, University of California, Santa Barbara, CA., The 2000 San Luis Obispo County Economic Outlook, p. 61.

Data was collected between June 1, 2000 and June 30, 2000. A total of 379 usable responses was received. The following table shows a breakdown of the responses by location, language option used to respond, and the group responding (or mode of response).

Table 9: South County Survey Responses by Residence

Respondents by Residence	N	%
Arroyo Grande	107	28.2%
Avila Beach	1	0.3%
Grover Beach	44	11.6%
Nipomo	122	32.2%
Oceano	32	8.4%
Pismo/Shell Beach	24	6.3%
Santa Maria	4	1.1%
Unknown	45	11.9%
Total	379	100.0%

Table 10: South County Survey Responses by Language

Respondents by Language	N	%
English	288	76.0%
Spanish	91	24.0%
Total	379	100.0%

Table 11: South County Survey Responses by Mode/Group

Respondents by Mode/Group of Response	N	%
Arroyo Grande Focus Group	13	3.4%
Arroyo Grande High School Seniors	6	1.6%
Association of Mexican American Engineers (AMAE)	26	6.9%
Grover Beach Residents	26	6.9%
Internet Respondents	121	31.9%
Living in America Hispanic Citizen's Group	16	4.2%
Delivered by Mail	37	9.8%
Nipomo Community Advisory Committee	19	5.0%
Nipomo Chamber of Commerce	9	2.4%
Nipomo Focus Group	14	3.7%
Respondents from Nipomo Health Fair	31	8.2%
Nipomo Learning Center Respondents	16	4.2%
St Josphes Church, Nipomo	8	2.1%
Talley Farms Respondents	4	1.1%
Telephone Respondents	33	8.7%
Total	379	100.0%

As expected, the preponderance of response was from the Nipomo area, but generally speaking was scattered across south county. In addition, nearly 25% of the respondents used the Hispanic language survey form while just over 75% used the English language version.

The reader will note that 121 (or nearly 32%) of the responses were submitted by respondents who used the Internet. Unfortunately, in actuality, the Internet received 154 responses. Through a mix-up in communications, 33 (of the 154 Internet respondents) had actually telephoned in their

Table 13: South County Survey Response by Language – Question 2

Responses by Language to Question #2		English	Spanish	Total
YES	N	116	10	126
	%	40.3%	11.0%	33.2%
NO	N	151	74	225
	%	52.4%	81.3%	59.4%
UNKNOWN	N	21	7	28
	%	7.3%	7.7%	7.4%
TOTAL	N	288	91	379
	%	100.0%	100.0%	100.0%

Table 14: Responses by Internet – Question 2

Responses by Internet or Not to Question #2		Internet	Not Internet	Total
YES	N	74	52	126
	%	48.1%	23.1%	33.2%
NO	N	71	154	225
	%	46.1%	68.4%	59.4%
UNKNOWN	N	9	19	28
	%	5.8%	8.4%	7.4%
TOTAL	N	154	225	379
	%	100.0%	100.0%	100.0%

Question 3 asked those who had not taken a class at Cuesta College to identify the reasons for non-attendance (i.e. the perceived barriers to attending Cuesta College).

The data was initially examined by location/city, but no trend was discernable. (See next page for Question #3 data)

Table 15: Responses by Residence: Question 3

Perceived Barriers to Attending Cuesta by Residence		Arroyo Grande	Avila Beach	Grover Beach	Nipomo	Oceano	Pismo/Shell Beach	Santa Maria	Unknown	Total
Transportation	N	14	0	11	25	6	4	0	11	71
	%	25%	0.0%	61.1%	27.2%	35.3%	40.0%	0.0%	37.9%	31.6%
Childcare	N	4	0	2	11	1	1	2	3	24
	%	7%	0.0%	11.1%	12.0%	5.9%	10.0%	66.7%	10.3%	10.7%
Cost	N	7	0	4	13	6	1	0	5	36
	%	13%	0.0%	22.2%	14.1%	35.3%	10.0%	0.0%	17.2%	16.0%
Money for Books	N	4	0	5	15	4	0	0	2	30
	%	7%	0.0%	27.8%	16.3%	23.5%	0.0%	0.0%	6.9%	13.3%
Unsure whether I was eligible to enroll	N	6	0	4	15	5	1	0	5	36
	%	11%	0.0%	22.2%	16.3%	29.4%	10.0%	0.0%	17.2%	16.0%
Cuesta doesn't offer the classes I want	N	9	0	5	9	4	4	1	3	35
	%	16%	0.0%	27.8%	9.8%	23.5%	40.0%	33.3%	10.3%	15.6%
Cuesta classes aren't offered where I can attend	N	24	0	6	42	3	8	0	12	95
	%	43%	0.0%	33.3%	45.7%	17.6%	80.0%	0.0%	41.4%	42.2%
Cuesta's classes are not offered at times when I can attend	N	10	0	0	13	6	2	0	7	38
	%	18%	0.0%	0.0%	14.1%	35.3%	20.0%	0.0%	24.1%	16.9%
I can't speak English very well	N	7	0	4	23	8	0	1	10	53
	%	13%	0.0%	22.2%	25.0%	47.1%	0.0%	33.3%	34.5%	23.6%
Other	N	15	0	3	14	1	1	0	6	40
	%	27%	0.0%	16.7%	15.2%	5.9%	10.0%	0.0%	20.7%	17.8%

The data indicates that the perceived barriers to attending Cuesta College are multi-causal:

- Transportation concerns constitute 31.6% of the entire 379 responses
- Tuition, cost and books, constitute 29.3% of the entire 379 responses
- Distance to class, constitute 42.2% of the entire 379 responses
- Language is a problem for 23.6% of the entire 379 responses

The next table shows how the survey responses varied as a function of native language:

Table 16: Responses by Language – Question 3

Perceived Barriers to Attending Cuesta by Language		English	Spanish	Total
Transportation	N	45	26	71
	%	30%	35.1%	31.6%
Childcare	N	12	12	24
	%	8%	16.2%	10.7%
Cost	N	12	24	36
	%	8%	32.4%	16.0%
Money for Books	N	8	22	30
	%	5%	29.7%	13.3%
Unsure whether I was eligible to enroll	N	9	27	36
	%	6%	36.5%	16.0%
Cuesta doesn't offer the classes I want	N	27	8	35
	%	18%	10.8%	15.6%
Cuesta classes aren't offered where I can attend	N	78	17	95
	%	52%	23.0%	42.2%
Cuesta's classes are not offered at times when I can attend	N	24	14	38
	%	16%	18.9%	16.9%
I can't speak English very well	N	7	46	53
	%	5%	62.2%	23.6%
Other	N	38	2	40
	%	25%	2.7%	17.8%

Note that the cost (tuition and books--62.1%), eligibility, (36.5%), and English language proficiency (62.2%) were perceived as barriers by the 91 respondents who responded in Spanish.

The following table shows survey results as a function of Internet (or not by Internet) responses:

Table 17: Responses by Internet – Question 3

Perceived Barriers to Attending Cuesta by Internet or Not		Internet	Not Internet	Total
Transportation	N	21	50	71
	%	30%	32.5%	31.6%
Childcare	N	6	18	24
	%	4%	24.3%	10.7%
Cost	N	3	33	36
	%	2%	44.6%	16.0%
Money for Books	N	1	29	30
	%	1%	39.2%	13.3%
Unsure whether I was eligible to enroll	N	4	32	36
	%	3%	43.2%	16.0%
Cuesta doesn't offer the classes I want	N	18	17	35
	%	12%	23.0%	15.6%
Cuesta classes aren't offered where I can attend	N	45	50	95
	%	30%	67.6%	42.2%
Cuesta's classes are not offered at times when I can attend	N	18	20	38
	%	12%	27.0%	16.9%
I can't speak English very well	N	1	52	53
	%	1%	70.3%	23.6%
Other	N	18	22	40
	%	12%	29.7%	17.8%

Remembering that the responses for the Internet response category are partially contaminated, one can focus on the non-Internet responses. One can see that the same patterns discussed earlier occur, namely transportation, cost, eligibility, location of classes, and language are barriers.

Note, however, a reverse effect when the Internet column is examined including the 33 non-Internet responses in this column of 154 respondents; the data now show a lack of concern for cost (3%), eligibility (3%), lack of class offerings (12%), class time (12%), problem with English (1%). One can fairly safely hypothesize that the responses are coming from a higher socio-economic level of technologically sophisticated respondents who have an entirely different set of needs from non-internet respondents.

Question 4 asked where respondents would like to attend classes. As would be anticipated, respondents prefer classes be conducted as close to home as possible. The data are displayed below:

Table 18: Responses by Residence – Question 4

Responses to the Question: "Which of the following places would be most convenient for you to attend Cuesta College Classes?" by Residence		Arroyo Grande	Avila Beach	Grover Beach	Nipomo	Oceano	Pismo/Shell Beach	Santa Maria	Unknown	Total
Arroyo Grande	N	97	1	39	22	28	23	0	25	235
	%	91%	100.0%	88.6%	18.0%	87.5%	95.8%	0.0%	55.6%	62.0%
Nipomo	N	10	0	3	111	0	0	2	15	141
	%	9%	0.0%	6.8%	91.0%	0.0%	0.0%	50.0%	33.3%	37.2%
Other	N	3	0	5	2	4	2	1	6	23
	%	3%	0.0%	11.4%	1.6%	12.5%	8.3%	25.0%	13.3%	6.1%

Table 19: Responses by Language – Question 4

Responses to the Question: "Which of the following places would be most convenient for you to attend Cuesta College Classes?" by Language		English	Spanish	Total
Arroyo Grande	N	196	39	235
	%	68%	42.9%	62.0%
Nipomo	N	89	52	141
	%	31%	57.1%	37.2%
Other	N	17	6	23
	%	6%	6.6%	6.1%

Table 20: Responses by Internet – Question 4

Responses to the Question: "Which of the following places would be most convenient for you to attend Cuesta College Classes?" by Internet or Not		Internet	Not Internet	Total
Arroyo Grande	N	124	111	235
	%	81%	49.3%	62.0%
Nipomo	N	27	114	141
	%	18%	50.7%	37.2%
Other	N	9	14	23
	%	6%	6.2%	6.1%

Question 5 explored the issue of convenient class time. Basically, evenings (6-10 p.m.) were most popular (60.9%). However, there appears to be substantial support for both mornings (38.5%) and, to a lesser extent, afternoons (31.7%).

Because age information was not collected in this survey, it is impossible to determine if certain groups wanted certain time blocks (seniors, young adults, etc.). This was an unfortunate omission from the survey because it would have helped to pinpoint class need by age group.

Table 21: Responses by Residence – Question 5

Preferred Class Times by Residence		Arroyo Grande	Avila Beach	Grover Beach	Nipomo	Oceano	Pismo/Shell Beach	Santa Maria	Unknown	Total
		N	%	N	%	N	%	N	%	N
Morning (8 am - 12 pm)	N	40	1	20	48	10	14	0	13	146
	%	37%	100.0%	45.5%	39.3%	31.3%	58.3%	0.0%	28.9%	38.5%
Afternoon (12 - 4 pm)	N	38	0	9	36	9	10	0	18	120
	%	36%	0.0%	20.5%	29.5%	28.1%	41.7%	0.0%	40.0%	31.7%
Evening (4 - 10 pm)	N	73	1	29	71	18	17	3	19	231
	%	68%	100.0%	65.9%	58.2%	56.3%	70.8%	75.0%	42.2%	60.9%
Weekends	N	45	0	17	25	8	11	2	9	117
	%	42%	0.0%	38.6%	20.5%	25.0%	45.8%	50.0%	20.0%	30.9%

Table 22: Responses by Language – Question 5

Preferred Class Times by Language		English	Spanish	Total
		N	%	N
Morning (8 am - 12 pm)	N	115	31	146
	%	40%	34.1%	38.5%
Afternoon (12 - 4 pm)	N	93	27	120
	%	32%	29.7%	31.7%
Evening (4 - 10 pm)	N	192	39	231
	%	67%	42.9%	60.9%
Weekends	N	99	18	117
	%	34%	19.8%	30.9%

Table 23: Responses by Internet – Question 5

Preferred Class Times by Internet or Not		Internet	Not Internet	Total
		N	%	N
Morning (8 am - 12 pm)	N	62	84	146
	%	40%	37.3%	38.5%
Afternoon (12 - 4 pm)	N	52	68	120
	%	34%	30.2%	31.7%
Evening (4 - 10 pm)	N	115	116	231
	%	75%	51.6%	60.9%
Weekends	N	65	52	117
	%	42%	23.1%	30.9%

Question 6 was directed at determining who would be interested in certain types of classes. The results are displayed below:

Table 24: Responses by Residence – Question 6

Goals by Residence		Arroyo Grande	Avila Beach	Grover Beach	Nipomo	Oceano	Pismo/Shell Beach	Santa Maria	Unknown	Total
To prepare to go to a four-year university	N	19	0	20	31	6	6	0	6	88
	%	18%	0.0%	45.5%	25.4%	18.8%	25.0%	0.0%	13.3%	23.2%
Two-year Associate of Arts/Science Degree	N	19	0	12	24	10	5	0	6	76
	%	18%	0.0%	27.3%	19.7%	31.3%	20.8%	0.0%	13.3%	20.1%
Career Preparation	N	26	1	14	29	11	5	2	9	97
	%	24%	0.0%	31.8%	23.8%	34.4%	20.8%	50.0%	20.0%	25.6%
Occupational classes	N	45	0	16	38	11	8	0	12	130
	%	42%	0.0%	36.4%	31.1%	34.4%	33.3%	0.0%	26.7%	34.3%
Recreation Classes	N	59	0	18	51	11	14	0	17	170
	%	55%	0.0%	40.9%	41.8%	34.4%	58.3%	0.0%	37.8%	44.9%
Basic English classes	N	11	1	4	23	5	1	0	5	50
	%	10%	0.0%	9.1%	18.9%	15.6%	4.2%	0.0%	11.1%	13.2%
Basic Math Classes	N	10	1	8	15	2	0	0	1	37
	%	9%	0.0%	18.2%	12.3%	6.3%	0.0%	0.0%	2.2%	9.8%
English as a Second Language	N	9	0	4	32	9	0	1	9	64
	%	8%	0.0%	9.1%	26.2%	28.1%	0.0%	25.0%	20.0%	16.9%
Improved Job Skills	N	41	1	20	43	8	8	2	8	131
	%	38%	0.0%	45.5%	35.2%	25.0%	33.3%	50.0%	17.8%	34.6%

As can be seen above, location of respondents is not significant and responses across goals are more or less uniform with the exception of recreation. Nearly half (44.9%) of the 379 respondents want classes involving some type of recreation—regardless of residence area. Again, because age is unknown, one can only speculate who these people are and what type of recreation classes they want based on attendees at the community meetings. At the Arroyo Grande Center, in particular, the most vocal participants were retired, recently relocated, active senior adults who wanted creative, intellectually stimulating, leisure/recreational community education courses.

Table 25: Responses by Language – Question 6

Goals by Language		English	Spanish	Total
To prepare to go to a four-year university	N	60	28	88
	%	21%	30.8%	23.2%
Two-year Associate of Arts/Science Degree	N	55	21	76
	%	19%	23.1%	20.1%
Career Preparation	N	65	32	97
	%	23%	35.2%	25.6%
Occupational classes	N	103	27	130
	%	36%	29.7%	34.3%
Recreation Classes	N	154	16	170
	%	53%	17.6%	44.9%
Basic English classes	N	13	37	50
	%	5%	40.7%	13.2%
Basic Math Classes	N	14	23	37
	%	5%	25.3%	9.8%
English as a Second Language	N	7	57	64
	%	2%	62.6%	16.9%
Improved Job Skills	N	101	30	131
	%	35%	33.0%	34.6%

When native language is examined (see above), one can see a strong need for English as a Second Language (ESL) classes (62.6%) and basic English classes (40.7%) among the 91 non-English-speaking respondents.

Internet-acquired responses were also examined for Question 6. The results appear below:

Table 26: Responses by Internet – Question 6

Goals by Internet or Not		Internet	Not Internet	Total
To prepare to go to a four-year university	N	36	52	88
	%	23%	23.1%	23.2%
Two-year Associate of Arts/Science Degree	N	32	44	76
	%	21%	19.6%	20.1%
Career Preparation	N	38	59	97
	%	25%	26.2%	25.6%
Occupational classes	N	60	70	130
	%	39%	31.1%	34.3%
Recreation Classes	N	81	89	170
	%	53%	39.6%	44.9%
Basic English classes	N	3	47	50
	%	2%	20.9%	13.2%
Basic Math Classes	N	5	32	37
	%	3%	14.2%	9.8%
English as a Second Language	N	2	62	64
	%	1%	27.6%	16.9%
Improved Job Skills	N	60	71	131
	%	39%	31.6%	34.6%

Note that Internet respondents don't seem to desire lower-level academic courses (2-3%) but do desire recreational classes (53%). Non-Internet responses were more or less evenly distributed.

Question 7 asked for a list of classes of interest to each respondee. These classes are presented below:

Table 27: Desired Courses by City – Question 7

Desired Courses by City (Sorted by Total N)	Arroyo Grande		Grover Beach		Nipomo		Oceano		Pismo / Shell Beach		Unknown		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Computer	58	54.2%	14	31.8%	37	30.3%	6	18.8%	17	70.8%	7	15.6%	139	36.7%
Fine Arts	37	34.6%	4	9.1%	9	7.4%	4	12.5%	9	37.5%	6	13.3%	69	18.2%
Language & Communication	17	15.9%	14	31.8%	15	12.3%	2	6.3%	9	37.5%	7	15.6%	64	16.9%
Miscellaneous*	26	24.3%	11	25.0%	10	8.2%	3	9.4%	10	41.7%	4	8.9%	64	16.9%
English	14	13.1%	7	15.9%	21	17.2%	7	21.9%	0	0.0%	8	17.8%	57	15.0%
Human Development	21	19.6%	8	18.2%	10	8.2%	4	12.5%	3	12.5%	1	2.2%	47	12.4%
Business Education	11	10.3%	3	6.8%	14	11.5%	8	25.0%	6	25.0%	2	4.4%	44	11.6%
Physical Education	27	25.2%	3	6.8%	10	8.2%	0	0.0%	2	8.3%	2	4.4%	44	11.6%
Social Science	12	11.2%	7	15.9%	5	4.1%	1	3.1%	3	12.5%	2	4.4%	30	7.9%
Performing Arts	7	6.5%	0	0.0%	11	9.0%	6	18.8%	1	4.2%	1	2.2%	26	6.9%
Nursing	6	5.6%	2	4.5%	7	5.7%	1	3.1%	4	16.7%	2	4.4%	22	5.8%
Engineering/Technology	4	3.7%	2	4.5%	8	6.6%	4	12.5%	2	8.3%	1	2.2%	21	5.5%
Physical Science	8	7.5%	3	6.8%	2	1.6%	1	3.1%	7	29.2%	0	0.0%	21	5.5%
Math	4	3.7%	6	13.6%	5	4.1%	3	9.4%	1	4.2%	2	4.4%	21	5.5%
Biological Sciences	4	3.7%	2	4.5%	7	5.7%	4	12.5%	1	4.2%	1	2.2%	19	5.0%
Learning Skills/DSPS	7	6.5%	0	0.0%	3	2.5%	0	0.0%	0	0.0%	0	0.0%	10	2.6%
Criminal Justice	1	0.9%	1	2.3%	2	1.6%	1	3.1%	0	0.0%	0	0.0%	5	1.3%
Nursing (Dental)	1	0.9%	0	0.0%	3	2.5%	0	0.0%	0	0.0%	0	0.0%	4	1.1%
Computer (for disabled)	0	0.0%	2	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.5%
Computer (in Spanish)	0	0.0%	0	0.0%	2	1.6%	0	0.0%	0	0.0%	0	0.0%	2	0.5%

Over seven hundred responses were submitted to this question. This analysis compiled a frequency count of classes requested by type. Note that the vast preponderance of suggestions involved computer classes to fine arts classes in a ratio of 2 to 1 (139 to 69). Note also that a large proportion of respondents (64) desire some type of language and communication classes. The fourth highest category was labeled "miscellaneous because of the wide array of class requests. Appendix D lists these class requests alphabetically.

Question 8 asked respondents to identify what classes or programs they had participated in from other post-secondary schools or from community programs. The results are presented below:

Table 28: Responses by Residence – Question 8

Other Schools Attended by Residence		Arroyo Grande	Avila Beach	Grover Beach	Nipomo	Oceano	Pismo/Shell Beach	Santa Maria	Unknown	Total
Adult Education	N	45	0	20	47	14	8	1	21	156
	%	42%	0.0%	45.5%	38.5%	43.8%	33.3%	25.0%	46.7%	41.2%
Allan Hancock Credit Courses	N	25	0	9	24	4	7	0	7	76
	%	23%	0.0%	20.5%	19.7%	12.5%	29.2%	0.0%	15.6%	20.1%
Allan Hancock Community Education Courses	N	12	0	5	25	3	3	0	5	53
	%	11%	0.0%	11.4%	20.5%	9.4%	12.5%	0.0%	11.1%	14.0%
Cal Poly	N	21	0	6	16	2	8	0	7	60
	%	20%	0.0%	13.6%	13.1%	6.3%	33.3%	0.0%	15.6%	15.8%
Chapman University	N	5	0	1	1	0	0	0	3	10
	%	5%	0.0%	2.3%	0.8%	0.0%	0.0%	0.0%	6.7%	2.6%
Literacy Council	N	0	0	0	0	1	1	0	2	4
	%	0%	0.0%	0.0%	0.0%	3.1%	4.2%	0.0%	4.4%	1.1%
Other Schools	N	39	1	12	30	4	8	1	9	104
	%	36%	0.0%	27.3%	24.6%	12.5%	33.3%	25.0%	20.0%	27.4%

There are no discernable patterns except that 41.2% of the 374 respondents had prior adult-education experience. Given that few post-secondary programs exist in the south county area, this is not a surprising finding.

The table below shows the results of the same question (#8) by primary home language.

Table 29: Responses by Language – Question 8

Other Schools Attended by Language		English	Spanish	Total
Adult Education	N	109	47	156
	%	38%	51.6%	41.2%
Allan Hancock Credit Courses	N	69	7	76
	%	24%	7.7%	20.1%
Allan Hancock Community Education Courses	N	47	6	53
	%	16%	6.6%	14.0%
Cal Poly	N	58	2	60
	%	20%	2.2%	15.8%
Chapman University	N	10	0	10
	%	3%	0.0%	2.6%
Literacy Council	N	2	2	4
	%	1%	2.2%	1.1%
Other Schools	N	103	1	104
	%	36%	1.1%	27.4%

This time 51.6% of the 91 Spanish-speaking respondents cited adult education as an alternate source of education to Cuesta College.

Lastly, Table 31 below shows Internet *vis-à-vis* non-Internet results for Question 8. There appear to be no discernable patterns in these data.

Table 30: Responses by Internet – Question 8

Other Schools Attended by Internet or Not		Internet	Not Internet	Total
Adult Education	N	56	100	156
	%	36%	44.4%	41.2%
Allan Hancock Credit Courses	N	42	34	76
	%	27%	15.1%	20.1%
Allan Hancock Community Education Courses	N	27	26	53
	%	18%	11.6%	14.0%
Cal Poly	N	32	28	60
	%	21%	12.4%	15.8%
Chapman University	N	5	5	10
	%	3%	2.2%	2.6%
Literacy Council	N	2	2	4
	%	1%	0.9%	1.1%
Other Schools	N	58	46	104
	%	38%	20.4%	27.4%

Question 9 was included to elicit additional comments. It succeeded very well—almost too well. The challenge became how to categorize the 167 additional comments so as to be able to report them in a coherent manner. A twelve-category rubric was devised after thoroughly reviewing each comment. A comment was assigned to one of these 12 categories – even though some comments covered more than one topic.

The following tables show the results. The first table shows comments by respondents’ living location.

No real pattern emerges. However, when the total column (extreme right hand side) is examined, patterns begin to emerge. The most frequent comments involve:

- Classes closer to home (39)
- Availability of education courses
 - General (20)
 - Professional/Vocational (18)
 - Self-Improvement (29)
- Availability of Support Services (16)
- Classes at more convenient times (11)

Table 31: Responses by Residence – Question 9

Comments by Residence		Arroyo Grande	Avila Beach	Grover Beach	Nipomo	Oceano	Pismo/Shell Beach	Santa Maria	Unknown	Total
Classes at More Convenient Time	N	5	0	2	0	2	2	0	0	11
	%	5%	0.0%	4.5%	0.0%	6.3%	8.3%	0.0%	0.0%	2.9%
Classes Closer to Home	N	12	0	6	13	3	3	0	2	39
	%	11%	0.0%	13.6%	10.7%	9.4%	12.5%	0.0%	4.4%	10.3%
Financial Aid	N	0	0	1	2	2	0	0	1	6
	%	0%	0.0%	2.3%	1.6%	6.3%	0.0%	0.0%	2.2%	1.6%
Orientation to College	N	0	0	3	0		0	0	0	3
	%	0%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Education: General	N	4	0	2	9	0	2	0	3	20
	%	4%	0.0%	4.5%	7.4%	0.0%	8.3%	0.0%	6.7%	5.3%
Education: Transfer	N	1	0	1	1	1	0	0	2	6
	%	1%	0.0%	2.3%	0.8%	3.1%	0.0%	0.0%	4.4%	1.6%
Education: Professional/Vocational	N	8	0	3	3	2	2	0	0	18
	%	7%	0.0%	6.8%	2.5%	6.3%	8.3%	0.0%	0.0%	4.7%
Education: Social	N	5	0	0	1	0	0	0	1	7
	%	5%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	2.2%	1.8%
Education: Self-Improvement	N	10	0	1	11	1	3	0	3	29
	%	9%	0.0%	2.3%	9.0%	3.1%	12.5%	0.0%	6.7%	7.7%
Education: Disabled	N	0	0	2	1	0	0	0	0	3
	%	0%	0.0%	4.5%	0.8%	0.0%	0.0%	0.0%	0.0%	0.8%
Services	N	5	0	0	6	3	1	0	1	16
	%	5%	0.0%	0.0%	4.9%	9.4%	4.2%	0.0%	2.2%	4.2%
Transportation	N	2	0	3	1	0	0	0	3	9
	%	2%	0.0%	6.8%	0.8%	0.0%	0.0%	0.0%	6.7%	2.4%
No Comment	N	55	1	20	74	17	11	4	29	211
	%	51%	100.0%	45.5%	60.7%	53.1%	45.8%	100.0%	64.4%	55.7%

Table 32 shows the same information by dominant language.

Table 32: Responses by Language – Question 9

Comments by Language		English	Spanish	Total
Classes at More Convenient Time	N	9	2	11
	%	3%	2.2%	2.9%
Classes Closer to Home	N	29	10	39
	%	10%	11.0%	10.3%
Financial Aid	N	3	3	6
	%	1%	3.3%	1.6%
Orientation to College	N	3		3
	%	1%	0.0%	0.8%
Education: General	N	16	4	20
	%	6%	4.4%	5.3%
Education: Transfer	N	5	1	6
	%	2%	1.1%	1.6%
Education: Professional/Vocational	N	17	1	18
	%	6%	1.1%	4.7%
Education: Social	N	7	0	7
	%	2%	0.0%	1.8%
Education: Self-Improvement	N	23	6	29
	%	8%	6.6%	7.7%
Education: Disabled	N	3	0	3
	%	1%	0.0%	0.8%
Services	N	7	9	16
	%	2%	9.9%	4.2%
Transportation	N	9	0	9
	%	3%	0.0%	2.4%
No Comment	N	156	55	211
	%	54%	60.4%	55.7%

Examining the Spanish column reveals:

- Classes closer to home (10)
- Support Services (9)
- Education: Self-Improvement (6)

The last table shows the same information as a function of Internet respondee. There are no significant response patterns discernable.

Table 33: Responses by Internet – Question 9

Comments by Internet or Not		Internet	Not Internet	Total
Classes at More Convenient Time	N	8	3	11
	%	5%	1.3%	2.9%
Classes Closer to Home	N	27	12	39
	%	18%	5.3%	10.3%
Financial Aid	N	0	6	6
	%	0%	2.7%	1.6%
Orientation to College	N	0	3	3
	%	0%	1.3%	0.8%
Education: General	N	9	11	20
	%	6%	4.9%	5.3%
Education: Transfer	N	4	2	6
	%	3%	0.9%	1.6%
Education: Professional/Vocational	N	12	6	18
	%	8%	2.7%	4.7%
Education: Social	N	3	4	7
	%	2%	1.8%	1.8%
Education: Self-Improvement	N	13	16	29
	%	8%	7.1%	7.7%
Education: Disabled	N	2	1	3
	%	1%	0.4%	0.8%
Services	N	7	9	16
	%	5%	4.0%	4.2%
Transportation	N	2	7	9
	%	1%	3.1%	2.4%
No Comment	N	67	144	211
	%	44%	64.0%	55.7%

In sum, the data from the 379 South County respondents offer three primary pieces of information, which are relevant to the decision-making process of the Educational Needs and Facilities Masterplan Committee. Specifically, the data indicate that Cuesta College consider offering predominantly evening- scheduled computer and recreation classes in both Arroyo Grande and Nipomo, as well as evening ESL classes primarily in Nipomo. The data clearly indicate that respondents are unwilling to commute from Arroyo Grande, for example, to Nipomo and vice versa. It appears then, that a singular presence might result in lower participation than could be expected from a multiple presence approach.

Further, only 40% of the respondents indicated having taken a class from Cuesta College. This finding substantiates the low participation rates for the south county, which was discussed in detail previously. This would suggest, therefore, the existence of a large pool of currently unserved or underserved residents in the south county. However, that suggestion must be tempered by the fact that the data show that Adult Education and Allan Hancock currently serve (to some extent) roughly half of the respondents. The data do not provide any reliable prediction of the number of enrollments or Full-Time-Equivalent students (FTE's) that could be generated from future offerings in the south county.