The Government's Role in Increasing Racial Equity in Coastal California

Sam Schuchat, Executive Officer
The Coastal Conservancy

- The Coastal Conservancy is a state agency that was created to protect, enhance and increase public access to the California coast
- We are not a regulatory agency – everything we do is in partnerships
- We work along the entirety of California’s coast and up coastal watersheds
- 75% of California’s population lives within our jurisdiction
Our Vision

The State Coastal Conservancy’s vision is of a beautiful, restored, and accessible coast for current and future generations of Californians. We act with others to protect and restore, and increase public access to, California’s coast, ocean, coastal watersheds, and the San Francisco Bay Area.
A Coast for All

- Nearly 90% of all Californians agree that the California coast, including beaches and the ocean, are personally important to them
- Over 75% of Californians agree that even when they are not visiting the California coast, they feel a strong connection to it
- Nearly 70% wish they could visit the California coast more often

Source: Probolsky Research, 2017
Who doesn’t visit the coast or beach in California?

- 18% of Californians visit the coast or beach less than once a year
- 5% - 7% of Californians never visit the coast
- 1 out of 5 of those Californians live in the Central Valley
- Half live in households with income under $60,000 a year
- Half of them are Latino
- Half of them are foreign born
- A third of them are unfamiliar with coastal amenities

Source: Probolsky Research, 2017
Income in California

California per capita personal income by county in 2015
Why Don't You Go to the Beach More Often?

- **AMOUNT OF TIME IT TAKES TO TRAVEL TO THE COAST**: 43.7%
- **MY FRIENDS AND FAMILY DON'T GO TO THE COAST OR BEACH**: 29.1%
- **AVAILABILITY AND COST OF PARKING**: 22.3%
- **COST TO VISIT THE BEACH**: 20.4%
- **PHYSICAL IMPAIRMENT PREVENTS ME FROM GOING TO THE COAST OR BEACH**: 15.8%
- **LACK OF AFFORDABLE OPTIONS TO STAY OVERNIGHT**: 14.2%
- **I CAN'T SWIM**: 12.8%
- **GETTING TIME OFF WORK**: 9.8%
- **LACK OF PUBLIC TRANSPORTATION OPTIONS**: 9.4%
- **CONCERN ABOUT NEGATIVE INTERACTIONS WITH LAW ENFORCEMENT**: 2.5%

Source: Christensen and King, *Access for All*, 2017
Most of us do not stay the night

Do you ever stay overnight when you visit the California coast?

- Yes: 41.1%
- No: 58.3%

Source: Probolsky Research, 2017
Older people stay overnight

Do you ever stay overnight when you visit the California coast?

Source: Probolsky Research, 2017
White people stay overnight

Do you ever stay overnight when you visit the California coast?

[Bar chart showing percentages of different ethnic groups who stay overnight, with the following data:
- Latino/Hispanic: 26.5% stay, 73.5% do not
- White/Caucasian: 51.2% stay, 48.2% do not
- Black/African American: 33.3% stay, 64.8% do not
- Asian: 29.5% stay, 69.5% do not
- Other: 43.9% stay, 54.2% do not]

*ASKED OF ALL EXCEPT THOSE WHO RESPONDED "NEVER BEEN"

Source: Probolsky Research, 2017
Higher-income people stay overnight

Do you ever stay overnight when you visit the California coast?

Source: Probolsky Research, 2017
Environmental Justice

• Prioritize projects located in and benefitting disadvantaged communities

• Increase resilience to climate change impacts of communities that lack capacity due to systemic inequities

• Increase coastal access for all Californians
Explore the Coast Grant Program
Explore the Coast Overnight Program
Designing Outdoor Environments that Works for Everybody
California’s Native Tribes
Prop 68
Project Labor Agreements – Measure AA
Partnering for change