



ENOS RANCHOS COMMUNITY OUTREACH

Caroline Raftery / Senior Project / Spring 2011
California Polytechnic University San Luis Obispo
City and Regional Planning Department

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GETTING

1. STARTED

1.1 Organization

1.2 CRP 410 & CRP 411

1.3 Initial Project Ideas

1.4 Senior Project



1.1 Organization

The following pages will be a detailed account of how I spent my last quarter as City and Regional Planning Undergraduate as I conducted my senior project. The first chapter will summarize what I learned in the two precursory courses, CRP 410 and CRP 411. The material I learned in both of these classes allowed me to have an initial idea of where I wanted to go with my project, so Chapter 1 is accurately titled "Getting Started." Chapter 2, "Project Summary," introduces the project, providing a bit of history about the land, as well as summing up applicable existing documents. Researching the history of the proposed project site was crucial to understanding how to approach this quarter long task. "The Process" is the title of Chapter 3. My schedule of tasks is described, and I provide an introduction to the survey participants who made my project possible. The last subsection of this chapter explains what steps I had to take in implementing the community outreach survey. Chapter 4, "Information Gained," begins the most important part of my project: the summation and evaluation of information gained. In this chapter I present peoples responses and then interpret the results looking for opposing views and commonalities. The last chapter applies what I have learned during my senior project process. Titled, "What I Learned," Chapter 5 forecasts a positive future for the Enos Ranchos Park. Since this process of community outreach and site development will take many more years, and will require the work of more people I included a section on future recommendations to the next intern or person working on this project. I end my report with a thanks to staff and participants, because without them I would not have had this opportunity to learn and help. Resources used are also provided at the end.

1.2 CRP 410 & CRP 411

My senior project topic came as the perfect extension to the work I had completed in CRP 410 and CRP 411. In these precursory classes I worked on the Recreation and Parks team updating and writing parts of the City of Santa Maria's Recreation and Parks Element. I had a few ideas for senior projects and I am glad I was able to help the City of Santa Maria with community outreach regarding the Enos Ranchos Park.

During Fall 2010 and Winter 2011 I was given the opportunity to work with my peers, professor, and Santa Maria Planning Staff on the City of Santa Maria's Community Profile and General Plan. Interested in recreation and parks I chose to concentrate my work in CRP 410 and CRP 411 on researching existing conditions and looking into the long run future of the City's residents in terms of recreation opportunities. I was grouped with other students with my same interests to ensure the recreation and parks portion of the Community Profile and subsequent General Plan Update would be looked at with genuine concern.

During the first quarter, CRP 410, I focused most of my research for the Community Profile on documenting existing programs throughout the City. I also contributed valuable information to a community needs and issues list, and overarching park inventory. These needs and issues were then molded into goals, policies, and implementing actions in CRP 411 to ensure a maximized quality of life for Santa Maria's residents.

Aware of Santa Maria's Recreation and Parks Department's mission to "enrich the lives of the residents and the surrounding area through quality recreation programs and services; and to provide safe and well-maintained facilities and parks, while anticipating changing needs of the community," I knew my senior project would need to incorporate these general ideals. The following points were important parts of my work in CRP 410 and CRP 411, and each of these points will be incorporated into the eventual design of the Enos Ranchos Park.



Community Outreach, Abel Maldonado Youth Center



Community Outreach, Santa Maria Christmas Parade



Community Outreach, Santa Maria Christmas Parade



Community garden

Encourage health, sustainability, and community involvement

Educational Programs (potentially in conjunction with John Hancock College)

Increase the City's catalog of education programs for all ages

Storm Water Retention

Ensure that the area will be safe from flooding

Zoning

Ensure that the area will be zoned appropriately so that it compatible with surrounding uses

Historic Preservation

Incorporating a historic farmhouse in the plan preserves a historic resource will adding to the educational aspect of the site

Community Center/Barn

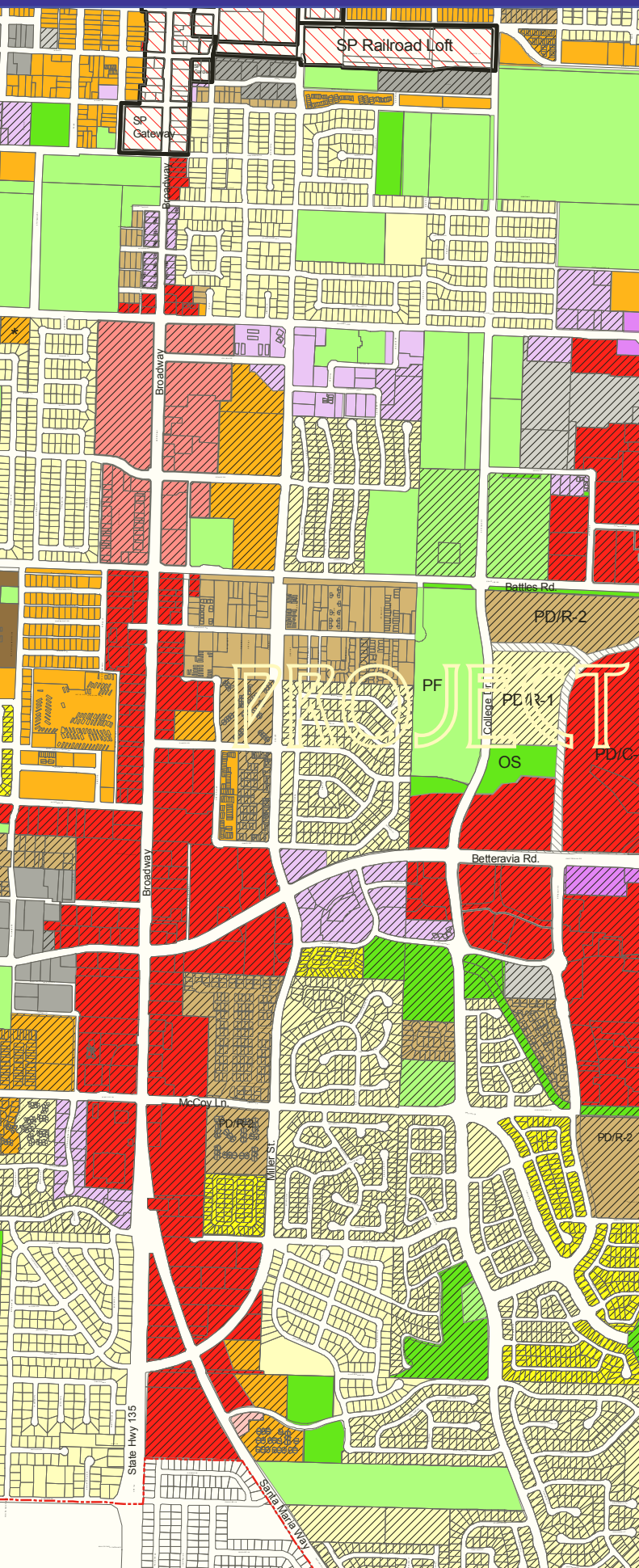
Increase community gathering space and community interaction within the City

1.3 Senior Project

How did I end up with this project? After contemplating a variety of park-related senior projects, Alex Posada, the City's Recreation and Parks Director, informed me of an future addition to the City's parks: Enos Ranchos Park. The park was currently in its conceptual phases. After taking a look at the plans, I asked if the public was involved in the design and Alex informed that they had not been. My positive experiences in CRP 410 and CRP 411, encouraged me to offer to conduct community outreach for the City in regards to the design of the park and facility. Alex had an initial list of organizations for me to contact, and it was up to me to make that list longer and make an initial interface with the public.

I initially wanted to have an in person workshop with interactive design exercises and in person interviews, but that quickly changed into a simple survey for time reasons.





2.

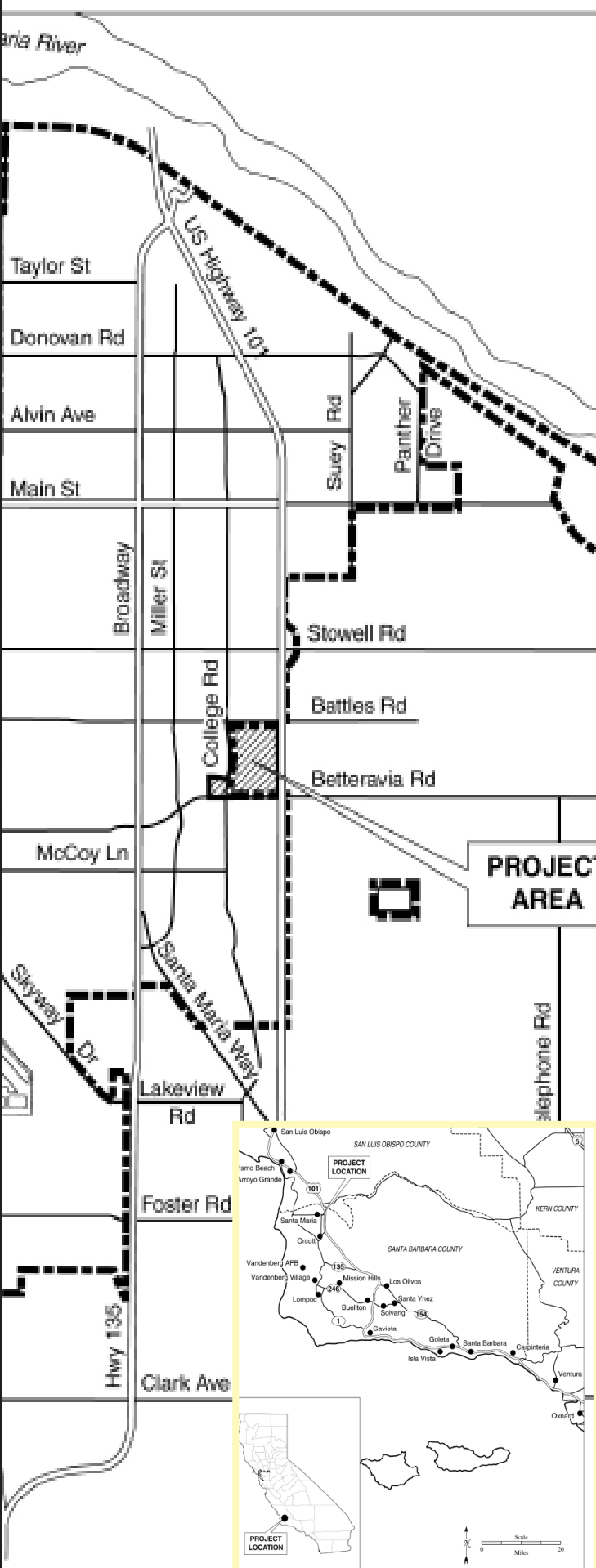
INTRODUCTION

2.1 Overview

2.2 Enos Ranchos Location

2.3 Existing Documentation

2.4 Property History



2.1 Overview

Santa Maria would benefit from the development of Enos Ranch Park. Community input targeting interested groups will ensure that the design of this future agricultural and historical destination becomes a positive symbol City. As the oldest farm house in the City of Santa Mara, the Enos home should be embraced for its historic wealth. My senior project aims at learning about the Enos Ranchos property and getting people involved in the design of a facility that could greatly impact their future, and the future of generations to come. This open space will not only provide a historical perspective on an upcoming facility, but it will provide educational opportunities for all demographics. The Enos Ranchos Park will also link the City and Region by the inclusion of multimodal transportation routes.

My senior project gathers information regarding the future of Enos Ranchos by conduct a survey, and documenting responses.

2.2 Project Location

Currently zoned agriculture and surrounded by a cemetery, commercial and residential uses, and more agriculture, Enos Ranchos, is a relatively large area of current open space at the intersection of Betteravia Road, Battles Road, and Bradley Road which parallels US Highway 101 that would ideally become home to an Agricultural Education Facility, working farm, and historic museum. College Drive bisects the land and would eventually become the main access point to the facility, as proposed in the area's Specific Plan. At 121 acres, Enos Ranchos would eventually dedicate about 6.7 acres to the facility.

The Enos Ranchos property was annexed into Santa Maria's city limits in 2008 and has been under Williamson Act preservation up until recently. In 2010 the property's designated as Agricultural Land Preserve expired, resulting in the City's heightened need to acquire the land for development. Since the Williamson Act was passed as a way to protect farm and ranch land, the site has been more or less untouchable until now. A specific plan and environmental impact report were conducted as the City anticipated the contracts end.

2.3 Existing Documentation

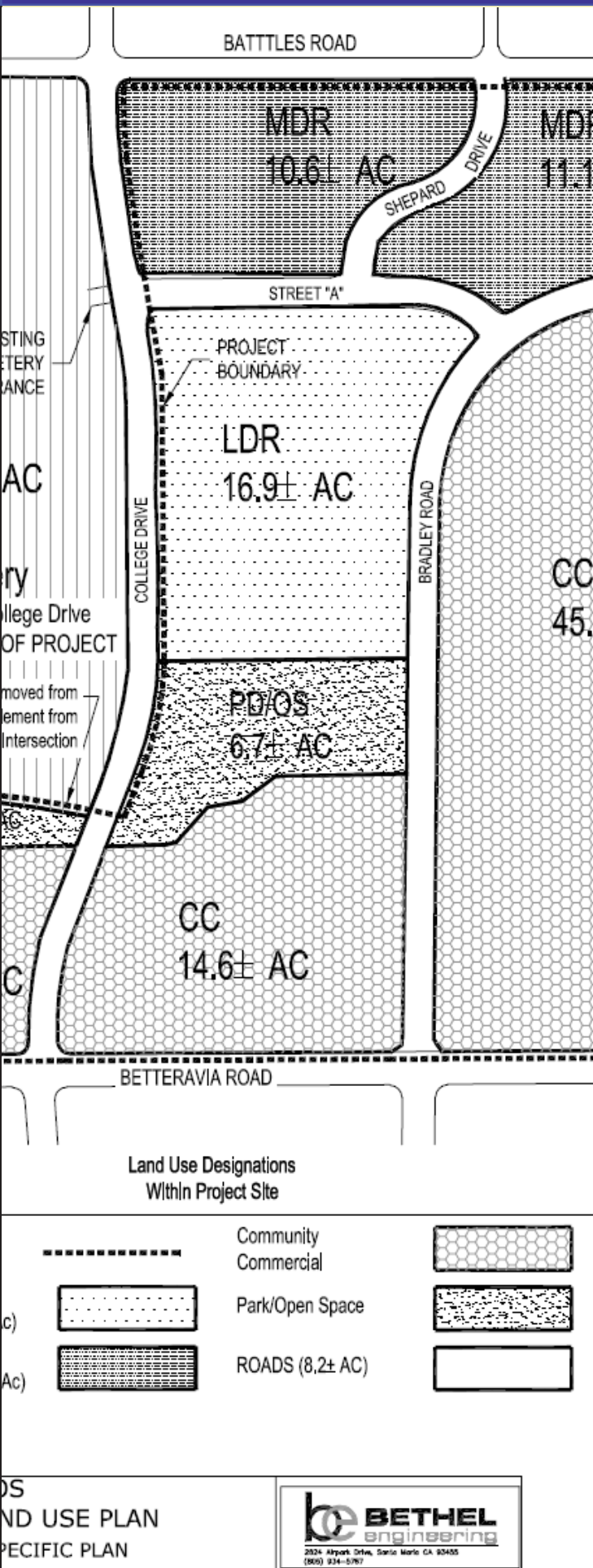
The following three document summaries demonstrate the City's concern for the project, but also act as evidence pertaining to the project's slow development process. Each plan shows that the Enos Ranchos Park has potential due in large part to City conducted research.

1. Specific Plan

Urban Planning Concepts in association with Bethel Engineering developed the "Enos Ranchos Specific Plan" in 2007 for the City of Santa Maria. The City plans on developing approximately 121 acres of land into a variety of uses, including community commercial, lower density residential and middle density residential. The section most pertaining to my senior project is a 6.7 +/- acre portion of land towards the center of Enos Ranchos, currently zoned open space. The open space would eventually be converted into a working farm and agricultural education facility that would provide opportunities for many organizations throughout the City. This area would also be home to the Enos Ranchos farmhouse and surrounding historic structures, including a water tower. The farmhouse, which is approximately 1705 square feet would add a historic education/museum element to the site and represent the City's agricultural history.



Enos Ranchos Property Existing Land Uses (Specific Plan, 2008)



This Specific Plan does an excellent job of providing alternative design schemes for the larger 121 acres, while taking into consideration issues such as future pedestrian and vehicular connectivity. The plan also acknowledges surrounding uses and topographical constraints.

The Plan also has a section titled the "Relationship of the Specific Plan to the Santa Maria General Plan" which details how the plan meets the objectives of the City's visionary document. For instance, Policy L.U.1 – Balanced Land Use Mix, states that the City, "establish and maintain a balanced mix of land uses to meet the present and future demands of the community." The Enos Ranchos Park Plan takes into consideration the recreational and educational needs of a growing population.

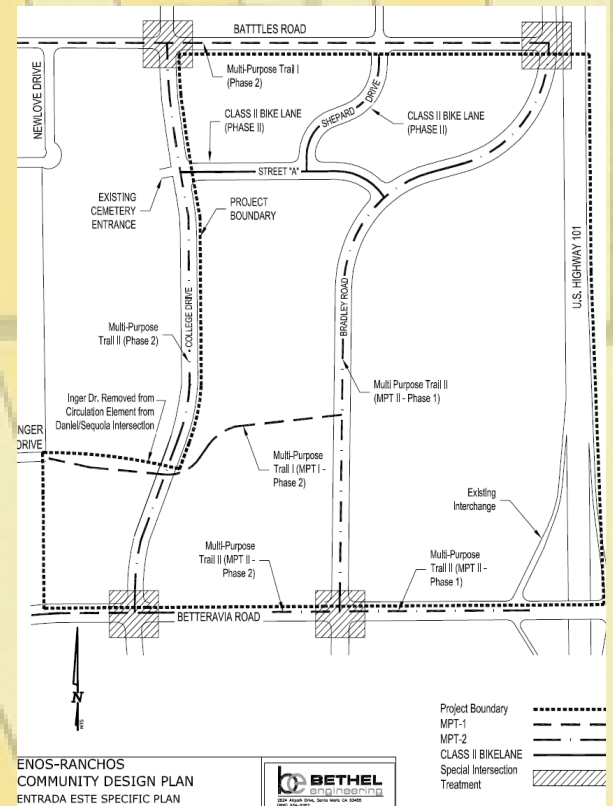
The Specific Plan project objectives also correlate with the project goals of the Enos Ranchos Park Plan. For instance, the objective to "provide safe pedestrian and bicycle connections to onsite commercial, recreational, and open space amenities" will be met through the phasing development plan that includes the Enos Ranchos open space.

While reading the "Enos Ranchos Specific Plan" Chapter 2 stood out to me. Titled "Open Space," this chapter describes the importance of conservation, retention basins and community parks and trails; which are all important aspects of the Enos Ranchos Park. This section states that the "Enos Ranchos Planning Area will provide a park system that is integrated directly with other land uses of the project. These parks and open spaces will be linked to other areas of the community by Multi-Purpose Trails. The open space trail is a corridor that supports a bike trail which follows the proposed detention basins" (II-3). This portion of the Specific Plan further shows how important this open space land is to the recreational opportunities within the City. Not only will the open space be designed as a destination, but it will also incorporate paths for people passing through. The section concludes saying that the park site is envisioned as an active and passive park site, matching the conceptual plans visioning thus far.

The plan has included flood and drainage safety precautions in the planning of the open space area. Overall, the objectives of this specific plan provide the basis for why the Enos Ranchos Park will be successful.

2. Environmental Impact Report

The Enos Ranchos Specific Plan Amendment EIR, completed in December 2007 is a document that looks at all the impacts that would be generated with the development of the entire 121 acre site. As I was going through the document there weren't that many facts that related to the open space portion of the site. However, I learned that "the project site is a homestead property recorded with the County of Santa Barbara under Homestead Certificate #1153." The EIR continues stating "the project site has been in continuous agricultural production (ie. irrigated row crops) for decades. The project site currently consists of agricultural cropland (ie. broccoli, cauliflower, and lettuce), a farmhouse and agricultural outbuildings, an existing water well, and two irrigation reservoirs" (EIR, 3-1).



Emphasis on Connectivity (Specific Plan, 2008)



Location of Enos Ranchos Park (Enos Ranchos Property Now)



3. General Plan

The City of Santa Maria's General Plan Elements specifically pertaining to open space reiterated the significance of developing the Enos Ranchos Park.

Resource Management Element

This element details the City's goals and policies regarding conservation and open space. The City has been actively trying to conserve the historic structures existing on the Enos Ranchos site, but as time goes by the structures are becoming weathered for a variety of reasons, including vagrants and vandalism. The Enos Ranchos structures are historic resources. According to the element, "conservation is the wise management to prevent waste, destruction, or neglect." The City's proposal to move the historic buildings, to the newly zoned "open space" area would have a positive effect on their quality in the long run. The images to the left show how just 8 years can have a destructive effect on a structure. The paint is chipping away, the roofing shingles are loose, and the wood is rotting.

The elements also emphasizes the importance of having "open space for outdoor recreation including areas of historic and cultural value, park and recreation purposes, utility easements, corridors, [and] trails." The Enos Ranchos Park would meet that objective. The Specific plan specifically maps out utility easements, corridors, and trails as well.

Land Use Element

This element describes all uses within the City. However, there is a section dedicated to open space, and corresponding goals and policies. According to the General Plan there are four types of open space: Primary Agricultural, Secondary Agricultural, Recreational and Conservation Open Space. With a historical element, agricultural and recreational aspect the Enos Ranchos Park would be a unique mixture of all of these designations.

Goal L.U.6c-URBAN/AGRICULTURE EQUILIBRIUM: "to achieve a balance between increased development and the maintenance management, and/or preservation of local resources," matches perfectly with the intent of the Enos Ranchos Specific Plan described earlier. Surrounded by a mixture of uses, the Enos Ranchos Park would provide a good balance while preserving existing resources.



Farmhouse in 2003



Farmhouse's Current Condition



2.3 Property History

The history of the Enos Ranchos property, farmhouse, and surrounding structures is what makes it a valuable asset for the City. Maintained by the Rhea-Buss Family Trust and the City of Santa Maria, the Enos Ranchos site will become a prominent symbol of the City's rich past. The conversion of the now open space plot into an interactive park will serve as a desirable place for residents and visitors alike to explore the agricultural heritage that is Santa Maria.

On June 8, 2011, I was able to contact Sam Rhea, a representative of the Enos Property. In hopes of learning more about the history of the property I contacted Richard Chenoweth, the Santa Maria Historical Museum's curator. He did not have any information, but referred me to Doreen Rhea, the granddaughter of the home's second owners. However, I never got in touch with Doreen. Thankfully, her husband Sam was available and gave me a better understanding of the historical of the property over the phone.

William and Sara Smith first bought the 121-acre plot of land in the 1870s. In 1906, the Enos family, namely Doreen's grandparent's Joseph and Mary, acquired the home.

Sam recalled that the land had always been used for agriculture. Over time, the family began leasing their property. I then asked him what types of crops were grown on the land. He stated that initially "dry farming" was conducted, since irrigation had not been developed. Growing row crops is now the main use of the land. During World War II the land grew crops like bean and corn. Lettuce, broccoli, and strawberries have also been grown on the Enos Ranchos Property.

Sam informed me that he didn't believe the Enos family was especially influential in the development of Santa Maria in its early years. However, he did say that family "had a lot of roots" in Santa Maria, and that a lot of prominent people had worked on the property over the course of many years.

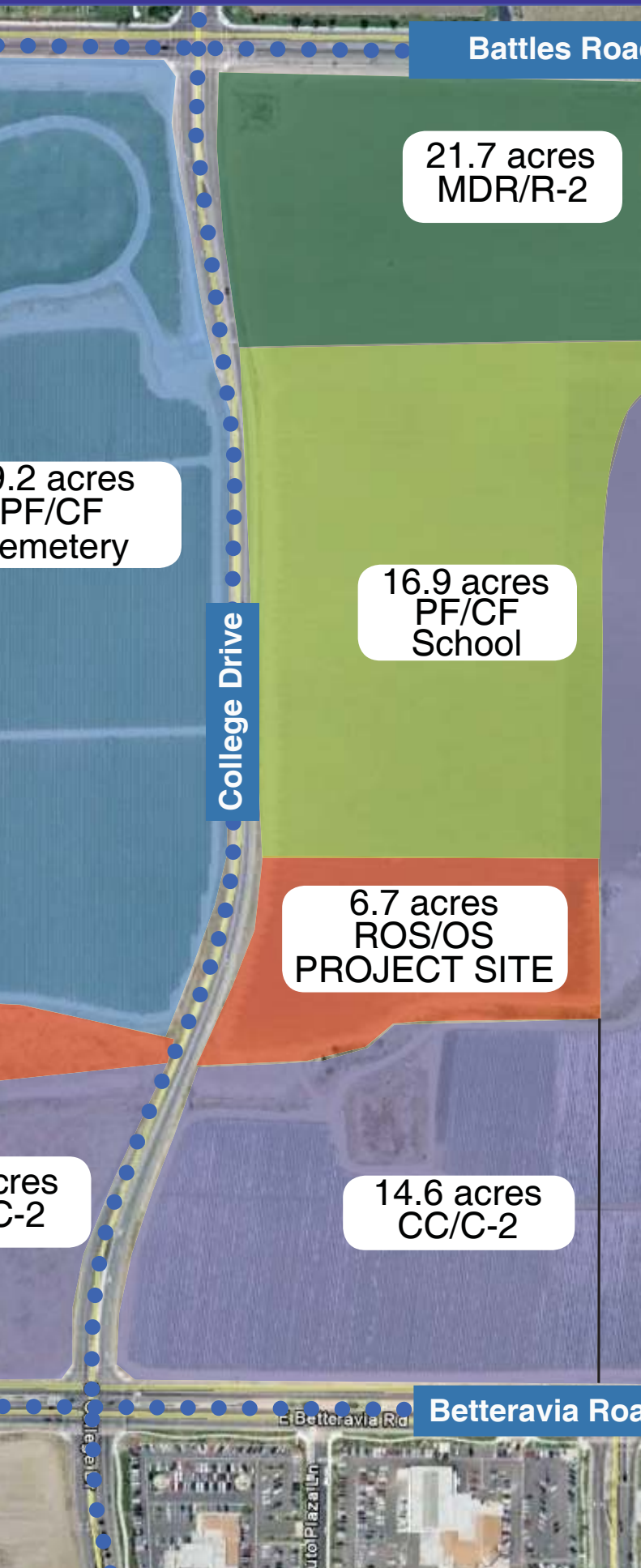
When asking him about what he saw for the future of Enos Ranchos, he stated that it will be used for housing and commercial purposes. He based this statement on the fact that the City had annexed the Enos Ranchos property into the city limits in 1970.

I then asked him about the farmhouse. He told me that the structures were completely useless, and that the property had been through a "long, discouraging battle." Building codes and the structures' inability to be easily moved seemed to be his main concerns as he talked to be about the future of the buildings.

He also mentioned that the City was interested in preserving the home, and possibly retrofitting it into an office, much like the Recreation and Parks Department building. He acknowledged the idea of preserving the home, even saying that a museum honoring the land and family's history would be nice.



Surrounding Barn Structure on the Enos Ranchos Property



3.

PURPOSE

- 3.1 Why Now?
- 3.2 Conceptual Evolution
- 3.3 Plans
- 3.4 Who is the Plan Helping?
- 3.5 Legal Reasoning
- 3.6 My Role

3.1 Why Now?

The Enos Ranchos Park Development Plan began as a way for the City of Santa Maria to meet its open space to population ratio requirement. The City's current open space requirement is 4.7 acres of open space to every 1,000 people. With approximately 100,000 people living in Santa Maria, that brings the required open space to 470 acres. At roughly 265 acres the City currently only has half of its requirement. The Enos Ranchos Park would help the City slowly meet the requirement by increasing the amount of open space within the City limits. Patty Ellis simply voiced, "we are always looking for parkland, because we are so deficient in it." The expiration of the "agricultural land preserve" designation mentioned previously further contributes to the possibilities to alter the land.



Existing Santa Maria Parks

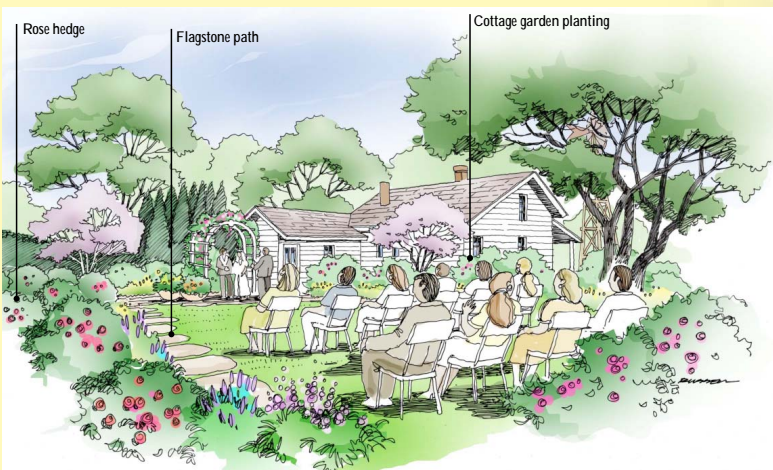
3.2 Conceptual Evolution

The need to preserve the Enos Ranchos historic farmhouse was the first priority that has been in the works for over 20 years, and the need to include this structure would be a focus as the plans progressed.

The Enos Ranchos Park conceptually began as an aesthetically focused, open space destination where up scale events, such as weddings or family reunions would occur in a well-designed, pleasant park. According the Patty Ellis, the Enos Ranchos farm home, the oldest remaining farm home in the City, would become a centralized historical backdrop with lavish gardens and passive park areas surrounding it. The site would become a beautiful place to celebrate Santa Maria while emphasizing social gatherings and ceremonies. The evolution of this site did not end there.

As the social and aesthetic focus of the site unfolded, a new factor began to reveal itself: agriculturally education. The City of Santa Maria was founded on an agrarian base. Within and beyond City boundaries agricultural fields provide jobs for many of the City's residents. Santa Maria is home to generations of farming families who have laid the foundation for what Santa Maria is today. Agriculture is extremely important to the economic stability of the City and its residents. For this reason, providing educational agricultural opportunities is a priority. Celebrating the City's past agricultural heritage through the development of an education facility should provide social interaction and a place to learn and share ideas. Aware of these truths, the City contacted a landscape architect to provide an initial vision.

The City of Santa Maria's recommendation for this project is to "preserve the historic link between Santa Maria Valley's agricultural heritage and its development into an urban and regional trade center by developing a 6.7 (+/-) acre working Farm Park," and I was willing to help. According to Alex Posada, the following bullets can be deemed as "goals for the project."



Case Study Image of Wedding Occuring on a Working Farm (17 Mile House Farm Park Master Plan, 2007)

1. Preserve and restore the historic residence and farm outbuildings on the site
2. Maintain sufficient open space to provide for the agricultural training and education of local youth
3. Provide a venue for the fostering of skills in youth in programs of animal husbandry
4. Create a park-like interactive setting for exposing non-agricultural person to the historic lifestyle of the Santa Maria Valley
5. Maintain an open space element along one of the major transportation corridors of the State, County and City.



Although there is documented phasing in the Specific Plan for the entire 121 acre area, the details surrounding the 6.7 acres of open space still need to be finitely mapped out.

The design of this facility is still in the conceptual phase; particularly because the site's ownership is controversial and further negotiations and discussions need to be made with the Rhea Family (the current property owners).

Before accepting to do this project I was able to look at two conceptual plans devised by Landscape Architect Baxter Miller. I liked his ideas, but wanted to know if the public had contributed to these concepts at all. Once I found out that there was no public involvement in the design of these two concepts, I volunteered to help. Both of the plans incorporate the historical Enos Ranchos farmhouse and water tower, as museum elements/ visitor center, small animal pens and units (to house 25-30 rabbits, 25-30 chickens, 8-10 swine, etc), a central barn, equipment sheds, a corral, a community garden area, restrooms, and plenty of parking. A detention basin, to support potential flooding, would take up about half of the Enos Ranchos Open Space area. The Enos Ranchos farmhouse and surrounding structures would eventually be moving from their current locations, down slope about 300 ft. to the west.

After seeing these plans, I began thinking of ways that I could incorporate effective community input exercises. I really enjoyed the community outreach efforts I participated in during CRP 410 and CRP 411, and believed they were extremely successful given the time we had to do them.

During CRP 410 I conducted a few surveys involving general questions, such as “What do you like about Santa Maria?” and “What do you think could be improved?” at the weekly Farmers Market. I thought the results of these surveys provided me, and the rest of the class, with valuable information regarding the wants and needs of Santa Maria's citizens, so I knew I wanted to incorporate a survey into my senior project. In CRP 411, the recreation and parks group developed posters regarding what people thought could be improved in their parks. An image and a brief explanation was enough to get the point across as people walked in and out of grocery stores.

This outreach effort was also very effective, especially since it allowed people the opportunity to participate only if they really wanted to. This outreach effort also demonstrated how successful poster presentations are if the symbology and presentation is simple and easy to interpret. Although some participants contributed more in their responses, the overall information generated in these exercises demonstrated how community input is definitely needed, if a successful plan is to be generated.



3.3 Plans

Baxter Miller, a Landscape Architect based out of Corona, CA, took into account both of the underlying ideas stated previously and spatially located various elements in a series of conceptual plans developed in 2010 (move images here). With 6.7 acres to work with Miller dedicated 3.7 acres as a detention basin, and 3 acres to the Enos Ranchos Park. Miller has plans incorporate a 1 to 1.5 acre Future Farmers of America (FFA) site, showing that an agricultural aspect has been added to conceptual design. Miller stated that the FFA portion of the site should " be used by the local FFA as well as the adjacent [proposed] school as a demonstration and practice area for traditional farm activities." The image below shows how Baxter thought the Farm House Site and the FFA Farm site would look. In the image it appears that he isolated the two concepts, having the farmhouse to the southwest and the FFA site to the northeast. The second plan aims at having the farmhouse a focal point, and the agricultural elements in the foreground. In both plans, parking takes up a lot of space.



One of Landscape Architect Baxter Miller's Conceptual Land Use Plans

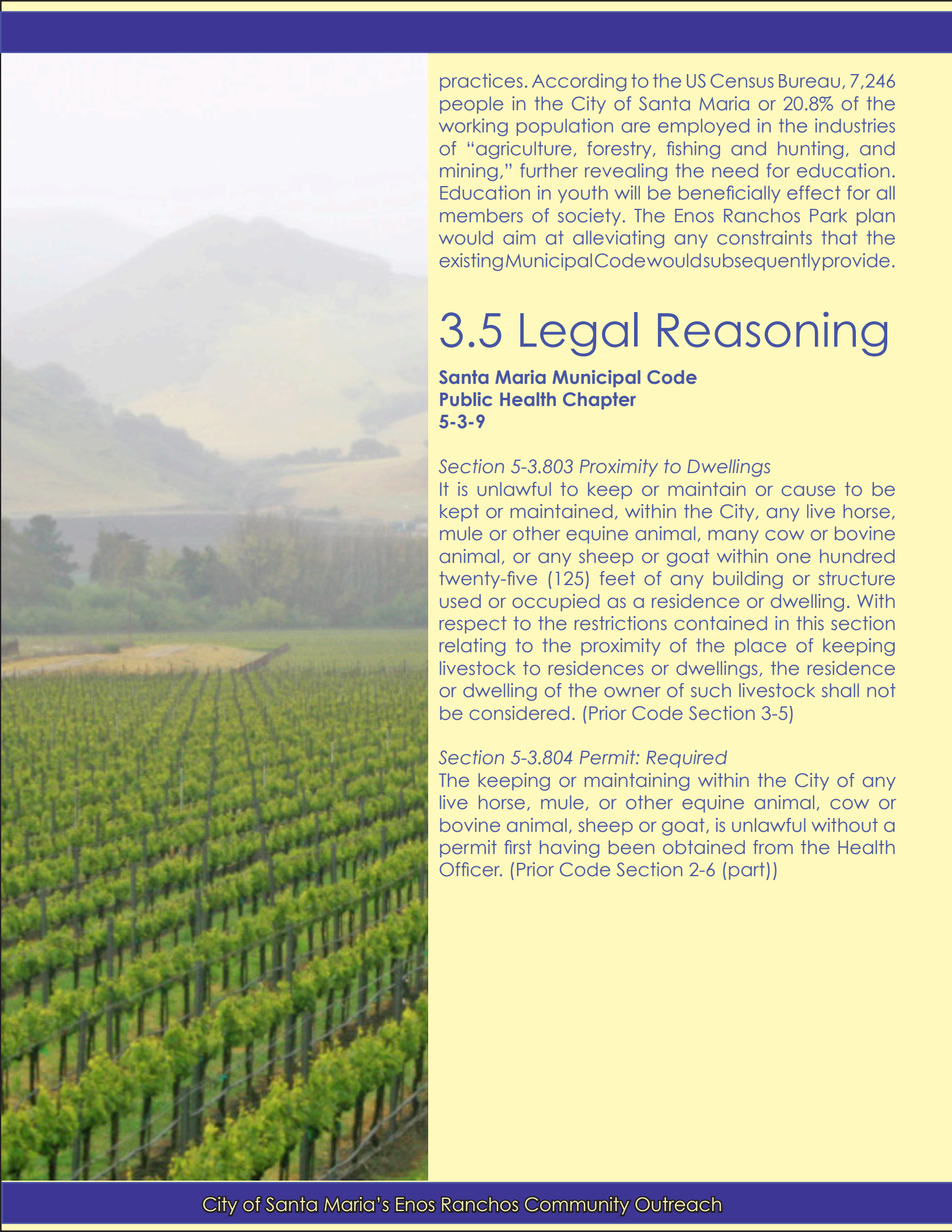
3.4 Who is the Plan Helping?

The Enos Ranchos Park would help a variety of constituents, while providing a overarching focus on education. The historic home would provide an educational centerpiece for visitors. As a symbol of Santa Maria's past the farmhouse would provide an intriguing contrast to the current agricultural practices occurring in Santa Maria. The Enos Ranchos Park could be a historically journey for the visitors, as they are able to learn about the past, by viewing structures, tools, and walking through a museum, and continuing their journey with lessons about existing crops, livestock, and specific agricultural endeavors. Greenhouses, community gardens, a small vineyard, and housed livestock would enable interested people the opportunity to learn about different agricultural principles, such as crop seasons and harvesting. The park would help whoever was interested in a topic. The actual programs and final design of the site will take many years of preparation, and getting opinions from organizations should ensure facility success.

The plan currently aims at helping the youth of Santa Maria. Groups such as 4-H and Future Farmers of America would benefit from the park. Since the fair is the only time of the year when people can actually keep in close, monitored contact with their livestock it hinders the learning experience. The park could also have classrooms for organizations, such as Alan Hancock College. Students could enroll in an agricultural curriculum.

The City of Santa Maria's Municipal Code provides legal instruction specially pertaining to livestock's proximity to dwellings, permitting, and sanitation and enclosure. Having a place for livestock to be housed on a regular basis would increase the youth's learning experience indefinitely. Although the reasoning behind the City's Municipal Code is logical and is in place for residents safety, it does pose an inconvenience for the youth who want to learn about agricultural





practices. According to the US Census Bureau, 7,246 people in the City of Santa Maria or 20.8% of the working population are employed in the industries of “agriculture, forestry, fishing and hunting, and mining,” further revealing the need for education. Education in youth will be beneficially effect for all members of society. The Enos Ranchos Park plan would aim at alleviating any constraints that the existingMunicipalCodewouldsubsequentlyprovide.

3.5 Legal Reasoning

Santa Maria Municipal Code Public Health Chapter 5-3-9

Section 5-3.803 Proximity to Dwellings

It is unlawful to keep or maintain or cause to be kept or maintained, within the City, any live horse, mule or other equine animal, many cow or bovine animal, or any sheep or goat within one hundred twenty-five (125) feet of any building or structure used or occupied as a residence or dwelling. With respect to the restrictions contained in this section relating to the proximity of the place of keeping livestock to residences or dwellings, the residence or dwelling of the owner of such livestock shall not be considered. (Prior Code Section 3-5)

Section 5-3.804 Permit: Required

The keeping or maintaining within the City of any live horse, mule, or other equine animal, cow or bovine animal, sheep or goat, is unlawful without a permit first having been obtained from the Health Officer. (Prior Code Section 2-6 (part))

Section 5-3.807 Sanitation: Enclosure

All corrals, pens, buildings, kennels, yards or other places wherein any animals are kept or maintained shall be kept in a clean and sanitary condition, free from accumulations of urine, stagnant water, manure, used bedding material or any other filthy or odorous or unhealthful substances; provided, that the animals described in Section 5-3.804 shall be kept or maintained only in pens of corrals or buildings, and shall not be staked out or allowed to run on leash or tether in any unfenced or unenclosed area. (Prior Code Section 3-7)

The above legal requirements have societies best interests in mind, but can be seen as a hindrance to people interested in having livestock within in relatively close proximity home. Having a facility designated to alleviate the potential constraints generated by the City's Municipal Code would be beneficial to people.

3.6 My Role

How did I get involved in the process?

As Alex Posada introduced me to the site and showed me the plans, I immediately wondered how the community, and interested stakeholders, had participated in the design of these concepts. I voiced my question and Alex informed me that the public had not been involved in the plan thus far. As my project emerged. I would be responsible for making the first contact with interested groups. Acknowledging that is project this still in the introductory phases I took into consideration my time frame as I started planning.

After visiting the City of Santa Maria's Chamber of Commerce and picking up "Clubs and Organizations: A listing of Clubs and Organizations in the Santa Maria Valley," I began to formulate a draft list of contacts. Since I would have less than 10 weeks to complete the task of contacting organization representatives, I had to think of which groups would more than likely be interested in giving input. My initial list was a little lengthy, but with the help of Alex Posada, Patty Ellis, and Baxter Miller I knew whom I would be contacting. This list would allow me to cater my outreach strategy to the participants.



4. PROCESS

- 4.1 Tasks
- 4.2 Groups Contacted
- 4.3 Implementing the Survey
- 4.4 Survey



4.1 Tasks

After coming up with a project I then needed to allocate a schedule of tasks to ensure that I would help the City of Santa Maria's Recreation and Parks Department to the best of my ability.

After getting familiar with the site and the Enos Ranchos historic farmhouse, I knew that I would first need to come up with a group of contacts, and then consult with Alex Posada to see if the list was reasonable. After having a list of contacts I would then be able to mold the survey questions so that the organization representatives would be able to provide the most thorough responses.

After finalizing the surveys I would then sent them out and waited for a reply. The responses became the bulk of my research. I documented and analyzed their responses, specifically looking for overlaps or areas of common interest. Keeping in close contact with the groups throughout this project will make sure that the next intern will have a clear idea of what has been previously done with community outreach regarding the Enos Ranchos Park.

4.2 Groups Contacted

The Enos Ranchos Park and Agricultural Education Facility aims at offering a variety of agriculturally related education programs, particularly for the youth of Santa Maria, so it was important that I contracted groups that had those ties. My initial list was lengthy including groups such as Grower Shipper Vegetable Association, Camp Fire USA, and Central Coast Wine Growers Association. After meeting with Alex Posada and Baxter Miller during week 4 it became clear that I would only have enough time to contact the most practical and crucial groups, such as Future Farmers of America (FFA), 4-H and the Santa Barbara County Farm Bureau. Unfortunately some group representatives did not reply to my emails or voice their desire to participate.

4.3 Implementing the Survey

I initially wanted my community outreach strategy to be more personal, incorporating interactive design exercises, but because time was an issue it had to be chiseled down to a survey. This survey would act as a way to document parties interested in such a facility and provide information for the next intern to look at and work off of, as he or she continues receiving information.

With a general idea of what kind of questions I would be asking, I formulated an initial email inviting participants. This would allow them to turn down or accept the opportunity before receiving any more information. This would also allow me to cross them off the list if it was obvious they did not want to contribute in this design process. If they didn't want to reply it appeared that they just didn't respond to my email, (or perhaps I did not have their updated contact information) instead of replying and saying that they didn't want to participate.

After getting the initial list of participants I then drafted a survey. After receiving constructive comments from Alex Posada and Baxter Miller I then finalized the survey and began sending it out. I scheduled in person meetings with people who preferred that, such as Pam Lind with California Women for Agriculture.

4.4 Survey

Initial Invitation to Participate

Hello _____,

My name is Caroline Raftery, I'm a Cal Poly San Luis Obispo student working with the City of Santa Maria's Recreation and Parks Department.

The City has plans to eventually transform an open space area within the city limits into an agriculture education facility with a historical museum component (3-8 acres). By your participation in a short phone survey, your opinions will be considered as we develop the design of the facility over the next several weeks. If you would prefer to respond to the questions via email, or in person, that can be arranged. If you know of anyone else who may wish to participate in this survey please give us their contact info.

Some potential elements of the design could include a community garden, animal stalls/pens, or classroom/meeting rooms, but it is really up to you to tell us what you think may be necessary. We would like to develop a project that truly meets the needs of youth agricultural organizations. Your participation would be very much appreciated.

I will only be able to respond to this email on Tuesdays before 4 PM, but if you would like to participate in the design of this future facility please email me back at ceraftery@gmail.com.

Thanks!
Caroline Raftery
(805) 794-7768



Response to Participants

Hello _____,

Thanks for getting back to me about participating in the educational agricultural facility design survey! I just sent the City of Santa Maria's Director of Recreation and Parks, and the landscape architect my last draft of the survey so I am waiting for any corrections or comments they might have. I will hopefully have the survey finalized by next Tuesday, May 3rd and will be sending it out then, if not earlier.

Once again if you know of anyone else who would be interested in this design exercise please let me know. Your input will become a huge part of how the facility ends up so this is very exciting!

I will only be able to respond to this email on Tuesdays before 4 PM, so email me back at ceraftery@gmail.com.

Thanks again,
Caroline Raftery
(805) 794-7768



Final Survey

Subject: Agricultural Education Facility Community Input Survey!

Hello _____,

I have attached the final survey and am excited to hear back from you with your input via email!

Part of my senior project is to evaluate and document these results into a report, so I need to have your input back within the next week. It is currently week 6 in the quarter, and I need to have a draft summation of your responses by week 8 to turn in. I want enough time to ask you questions if I don't quite understand something, or need clarification. If you don't think that is enough time please let me know.

Please send all your ideas to cerafferty@gmail.com

If you know anyone else who could share their ideas feel free to forward this email to them, and let me know so I can document who they are and who they represent. The more input the better!

Thank you!
Caroline Rafferty
(805) 794-7768



Thank you so much for showing interest in this project and the design of a new educational agriculture facility! As stated in the previous email this survey is as short or long as you want to make it, but the more information and details the better. All your input will be documented and given to Santa Maria staff, the Landscape Architect and any students who will be following up with further outreach as the facility's design progresses.

The 5 questions below will guide the development of this facility so your honest input as you represent your organizations needs is very much appreciated! Since I have attached this as a word document feel free to type in your answers.

For number 2, if you would like to draw a conceptual plan or attach a case study of your ideal facility that would be great, but I understand that would take additional time.

I am available to meet in person during the next couple weeks if you would like to describe an idea you have better.

1. Do you mind telling me a little about your organization and how agricultural education tie into the organization's mission?
2. If your organization could have their ideal facility what would it look like? (classrooms, animal stalls/pens, a community garden, educational gardening plots, etc.)
3. How big would it be? (acreage, amount of people visiting facility on weekly basis, etc.)
4. Are there any existing facilities with features that you would like to see incorporated in this new project that could benefit your organization? If so, where?
5. Would you being willing to maintain the facility or a portion of the facility yourself? (costs, cleaning, etc)

Other comments, concerns, or questions?

Thank you so much for participating in this survey! Unless you object, I will keep your contact information as a part of a mailing list being developed for this project. You may be contacted by me or another City of Santa Maria staff member with further information/questions?

Is there anyone else who you think would like to contribute to the design of this facility?

If Yes, Other Person & Contact Information:



INFORMATION

5.

GAINED

5.1 Responses and Interpretation

5.2 Summary of Responses

5.1 Responses and Interpretation

The community outreach participants listed below were not told that the Enos Ranchos property was the most probable site for an agricultural education facility. The survey questions were developed in a non site-specific way, to ensure that the participants' responses can be applied to any project site. The following information is a summary of what survey participants said, as well as my personal interpretations.

1. Pam Lind, Co-president of the California Women for Agriculture (CWA) San Luis Obispo Chapter, was the first, and only, person I had the pleasure of speaking to in person. I was actually surprised to hear back so quickly from this California Women for Agriculture representative because I had sent them the invitational email through their contact page online. They didn't have easily accessible personal emails so I tried the contact page not thinking I would get a quick response. To my surprise Pam called my cell phone and we set up a date to meet the next week after our initial phone call.

We met at Abel Maldonado Youth Center at 2:30 PM on May 3rd (the same day I sent out the email surveys to the rest of the participants), right across from the City's Recreation and Parks Department Building. The Youth Center Staff let me use their conference room making for a comfortable meeting place to conduct the survey.

To answer the first question, she informed me that CWA is an organization that aims at funding youth education programs in the field of agriculture.

Her response to the second question was a little hard for her to verbalize because she individually could not really think of a vision for an ideal facility. She agreed with the mentioned elements, such as classrooms, animal stalls, a community garden, and educational gardening plots, but had little to say regarding her own unique details regarding the spatial layout and elements of the design.



I then showed her the conceptual plans from Baxter Miller, to see if she had any comments on the layout of them. Pam once again agreed with how they were laid out. She made one comment that stood out to me, however. She noticed that the surrounding land was agriculture and spoke of how the runoff from the animal pens and waste, if not monitored or planned properly. (LOOK AT PHASING IN SPECIFIC PLAN!!!). This comment made me double check the information on the specific plan, to make sure that phasing would remove immediate surrounding agriculture before developing the park. One element that she kept stressing, however, was the addition of a greenhouse. Having a few green houses where different schools can have a designated growing area would be a definite plus if considered in the design.

Her main suggestion for me was to have about 5 more detailed plans so that it would be easier for her to see what she liked and disliked. I had to keep telling her that I was the first link in this community outreach process and that I was just the first step in getting the public involved. I understood her concern and definitely recommend more plans so that it is easy for people to see what they like and dislike. In opposition to her concern, I thought that having a fresh canvas to look at would increase the possibilities, thus the reason why I worded the question with idealism. Pam approached the questions with a little too much weary in my point of view. She let realistic issues cloud her imagination in a way.

For the third question involving the size of the project she simply said it depends. She was optimistic in that she really saw any project of this nature would be beneficial regardless of the size.

When I asked her question #4 she told me that there wasn't anything she could think of right now, but she told me that a the facilities garden element could possibly be modeled after school gardens currently existing in schools nearby.



She continued to tell me that California Women for Agriculture donates money to schools to ensure that they have good programs to offer children who may be interested in agriculture. Instead of providing me with a distinct case study to look at she suggested I contact nine schools in the Santa Maria area that are currently being sponsored by the organization. Since each of these schools have successful gardens Pam told me that incorporating the design of these gardens would be something to look into.

Overall I could tell that she was very interested in remaining in contact with the City as this project evolves, which was extremely reassuring!!

The nine elementary schools that have agricultural element that could influence the design of the facility:

1. Bonita School Elementary – Santa Maria
2. Alice Shaw Elementary – Santa Maria
3. Fairlawn Elementary- Santa Maria
4. Tunnell Elementary – Santa Maria
5. Leonara Fillmore Elementary - Lompoc
6. Blochman Union District – Sisquoc
7. Jonata Middle School – Buellton
8. St. Patrick School – Arroyo Grande
9. Crestview – VAFB

2. Kevin Small, a Landscape Architect referred to me by Patty Ellis, was the second person to respond to the survey, and the first person to do so over the email. His responses were concise and to the point, and although short they gave enough information to get me to start thinking and contextualizing.

Kevin mentioned that his “connection to agricultural education has been minimal,” but he did state that his firm had proposed a historical garden to be a part of the “children natural history museum,” which is a similar concept to the Enos Ranchos Park.

I was also excited to see that his firm was responsible for the title murals that can be seen on the freeway overpasses at Betteravia and Broadway, some of which have agricultural references. (REFER TO IMAGE). One mural for instance, has agricultural farm workers and another has cows. This fact stood out to me, because when I initially thought of groups to contact I wanted to contact groups that would possibly be interested in contributing to an art element within the park. Unfortunately, because of time constraint I mostly contacted groups that are directly related to agricultural education. Knowing that Kevin has experience with murals is definitely something to keep in mind as the project come to fruition.

Growing up in a suburb of Los Angeles, Kevin had a unique perspective when answering the second question. He stated that there was a small farm that was incorporated into a local park, which correlates with Baxter's conceptual plans. This park "served both the FFA program and elementary schools" and had animal pens and a community garden," also paralleling the goals of the Enos Ranchos Park. (ASK HIM FOR THE NAME OF THE PARK!!!) In this question he also raised the possibility of having a local charity or food bank get involved in the gardening aspect of the park, while having plot rentals for family gardens. This would promote educational agriculture while encouraging healthy living.

For the third question he stated that the park he experienced was fairly small (1-2 acres). This fact ensued optimism because it proves that the project concept could successfully be applied on a small portion of land.

Unfortunately, he would be unwilling to maintain the facility or a portion of it.

He referred me to William Orndoff, a Santa Maria Valley Beautiful representative, because that organization was "planning a botanical garden where there was an agriculture component."



3 & 4. Terri Bontrager & Kevin Merrill were the next participants in the outreach survey. Terri Bontrager, a Santa Barbara County Farm Bureau representative, actually called me after I sent the first invitational email, demonstrating how much she was interested in the project. She immediately contacted me over the phone and gave me Kevin Merrill's, the Santa Barbara County Farm Bureau President, contact information. I could tell she was anxious to help from our initial talk on the phone. Kevin was the person to actually fill out the survey and Terri provided a few comments of her own towards the end. Overall, Terri agreed with the information relayed by Kevin.

Kevin responded to the first question by saying that the Santa Barbara County Farm Bureau aims at "educating the public about the benefits that our agricultural industry brings to our country." Acknowledging that this type of education is very important Kevin stated that more and more generations are being "removed from the farm folks" resulting in a loss of understanding about "where their food comes from and what it takes to get" to them. The Farm Bureau's mission is to "proactively support [the] members who derive their livings from agriculture." To close his response to this question reiterated the importance of having a viable and competitive agricultural industry in this "worldwide economy."

To address the second, and perhaps the most crucial question, Kevin continues stating that showcasing the agricultural history of the Central Coast is important. Since crops, including vegetables and fruit, are season-specific when it comes to how successfully they grow Kevin emphasized the need to "showcase" this process of growth. Showing the present and historical equipment used for the different crops would be another helpful tool in education. He also specifically mentioned the cattle and wine industry of the Central Coast so that is definitely a target group that the next intern should research and eventually contact.

He specifically mentioned a visitor center in Lodi that displays the history of the wine industry well. King City also has "a great Ag Museum as well." These two references will certainly help when continuing to look in to case studies and successful existing relatable projects.

For the third question he stated, "the facility should be large enough to incorporate my ideas in #2." Since he mentioned existing facilities in his second response he simply said refer to #2, for his fourth response. Lastly, he said that at "this time it would be difficult for our county Farm Bureau to take on part of the maintenance of the facility," but he also wrote that his organization "would be happy to work with other Ag organizations to help develop a funding source for this project."

Although I wish Terri Bontrager had approached the survey with her own unbiased opinions, her agreement with Kevin's comments was beneficial. She also added that there is a World Ag Expo Facility in Tulare and in Woodland that are both examples of excellent education centers. Researching more about these facilities would be another potential task for the next intern.



World Agriculture Exposition, Tulare



5. Angelica Guerrero, Regional Director of Girl Scouts and Group Services, was the fifth person to reply to the email community outreach survey. After going through the Chamber of Commerce's list of organizations and clubs as I started researching groups to contact I came across organizations such as the Girl Scouts, the Boy Scouts, and the YMCA. I think that having youth groups that are not necessarily immediately related to agriculture could be an extremely beneficial outlet to expand the agricultural education base.

I initially sent out the invitational email to the "help desk" or contact page on the Girl Scouts of California's Central Coast's website. Karen Sullivan, a Girl Scout representative, replied to me stating that she was forwarding my email to someone who could help. Angelica then replied to me saying that there were "500 girl members and 200 adult volunteers in the Santa Maria area." She recognized her role as a representative and said the best way to participate would be via email. An important point that she made was that there are monthly meetings with the volunteers, so the next intern could possibly go to one of those and do an in person interview. She was very enthusiastic as she closed her first email, and recognized how beneficial this project could be for the youth of Santa Maria.

Her response to the first question was really nice. She started out summing up the organizations mission, stating that "Girl Scouts of CA's Central Coast is a leadership program for girls K-12th grade," and finished adding an agricultural perspective on this mission. Recognizing that Santa Maria and the surrounding areas have a lot to do with agriculture, she said, "our youth need to be aware of [agriculture's] importance and [the] impact it has on their lives."

For the second question she agreed with all the elements mentioned in the question, but she also proposed some other unique ideas. First, she mentioned the idea of having an outdoor stage for events and/or performances. Second, she stated that an outdoor space for camping would be a good addition to the design.

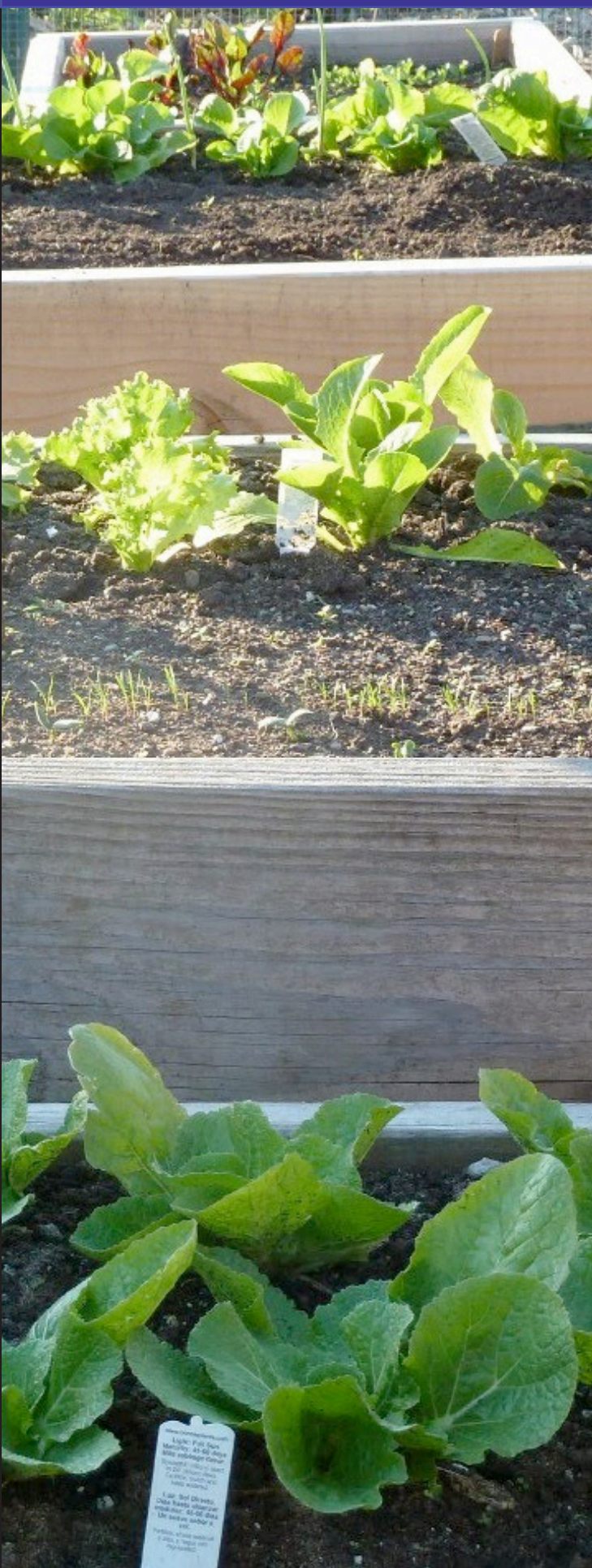
I think this would be a good way for people to observe how the crops and livestock react or behave during the night, further expanding their educational experience. Third, she stated the importance of having storage areas for non-profits to store their supplies. Lastly, she mentioned having a social hall for big events.

To answer the third question she said, "I think a facility that would be big enough to accommodate 300 people at one time would be great." She said it didn't have to be that big, just big enough to be used for both indoor and outdoor events. She provided the Abel Maldonado Youth Center as an example facility that is geared towards the youth, in her response to the fourth question. She graciously stated that "our organization would be very interested in supporting a facility such as this [and we] could definitely help with cleaning/maintenance," but it would depend on the costs associated.



Abel Moldonado Youth Center, Santa Maria

6. Shannon Seifert, the Santa Maria Valley YMCA Chief Executive Officer, was the sixth person to respond to the outreach survey.



The YMCA, like the Girls Scouts of America, is an excellent contact because it provides a different perspective, then an organization that's prime concern is agricultural agriculture. Having a contact like the YMCA provides another dimension to the outreach since it reveals that there are other organization, both youth and adult, that would be interested in expanding their services offered and receiving agricultural education.

To answer the first question Shannon explained how the YMCA's healthy nutrition and diabetes prevention curriculum could benefit from agricultural education. She also mentioned that the organization was planning on having a community garden by 2012. To design this community garden Shannon stated that a volunteer would be in charge of designing the addition. She did not provide an in depth response to the second question, meaning that contacting her again would be helpful to ensure that the YMCA has an better say in the design of the Enos Ranchos Park.

For the third question she provides detailed information, saying "the garden would be large enough to accommodate 30 12' x 12' plots." She also voiced the idea that the garden is fenced in, and that the community garden aspect of the project would initially allow for 15 families to have a plot. However, the amount of families participating in this activity would be limited to capacity or space. She stated "N/A" when asked if she knew of any existing facilities that she could see benefiting the YMCA.

To conclude her responses she provided a reassuring response that volunteers would be willing to maintain the facility.

7. Kathy Thompson, a 4H representative, was an important contact. Of the small list of organizations to contact given to me by Alex Posada in the beginning of this quarter of research, 4H was one that he stressed. According to Kathy "4H has a hands on educational program for youth" where "agriculture is part of that education."

She kept her responses very short and agreed with most of the items already listed in the third question, including animal pens and community gardens. She added a meeting room and said "a wood/metal shop would also be great." The idea of having a wood or metal shop was not included in Baxter Miller's designs. A show ring for practice and exercise would also be needed. Although she did not specify what this point meant, since she is a 4H representative, it can be inferred that she is talking about livestock activities. She hoped the facility would be 5 acres and that each species would have its own area. To continue with the positive responses regarding the maintenance of the facility, Kathy said "all groups using the area should be part of cleaning and maintenance."

8. MaryEllen Dick, the Central Coast Agricultural Water Quality Coalition Program Manager and Coordinator, also participated in this initial community outreach effort and provided well thought out responses. Emphasizing water quality this coalition's "mission is to represent the growers and ranchers in the development and implementation of voluntary, cost-effective, producer-directed programs...on the California Central Coast." Education, outreach, coordination, facilitation, and innovation were the five methods MaryEllen mentioned the coalition partakes in to strive to live out their mission. Her description of the organization mentioned the coalition's goal of providing "clear timely information and education" to people so that they can treat and control runoff while maintaining water quality. As stated in the Enos Ranchos Specific Plan, the proposed uses surrounding the park will be commercial and residential. Therefore, it is essential to have a contact like MaryEllen in close contact in the design of this park, since runoff, especially from livestock can have harsh sanitary consequences.

MaryEllen stated that the educational programs would need classrooms to accommodate the rancher and farmer participants. She also said that "field training is usually done at a farmer's site," so the area needed to do this task would not need to be included in the design of the facility.



When answering the third question, MaryEllen was the only person to only answer the second part of the parenthesized part of the question. According to her, "10-25 people per week between November and February" would be the bulk of the participants since that is when their classes are currently ran.

She also mentioned unique comments about her organization's ideal facility. Having a dark presentation room with a good PowerPoint wall, for example, was one comment that she emphasized as being an important aspect of the facility. Having the room dark enough to clearly see a presentation while having the ability to easily take notes was her concern. Having a good speaker system, with microphones for the presenter as well as audience members who may need to make comments was another unique element of an ideal facility she voiced. Having a registration room, and a break room for snacks and coffee should also be included in the design.

MaryEllen also said that the organization would be willing to help with maintenance. The Central Coast Agricultural Water Quality Coalition "could pay minimal fees" and would be happy to "do room set up and tear down." Her detail when replying to this question was very encouraging. Based on her response it seemed like coalition members and constituents were active in giving back to their organization by helping with cleanup and fees.

9. Carrie Jordan, like Kathy Thompson, is a representative for 4H. As the Co-Community leader for Bonita 4-H, a Santa Maria subgroup within the wider 4H organization, she mentioned how "learning by doing" was an important part of 4H's learning strategies. She also mentioned the fact that many of the members have animal projects that they show and sell at the county fair. The county fair only occurs once a year, so this point she made is another reason why this project should develop. Carrie mentioned that an ideal facility could incorporate a farm, much like the existing farms at some of Santa Maria's high schools. The agricultural education facility would have a farm that would allow kids to keep animals.

The facility would also have gardens with shelters for kids to grow “their projects.” She also stated that the second survey question would be a “great question for an Ag teacher at the high school level.” Luis Guerra, the next community outreach participant is Agriculture Education Teacher at Santa Maria High School. The next intern, at Enos Ranchos Park, community outreach coordinator, will definitely contact more agriculture teachers throughout the City.

Carrie also indicated that at least one acre would be the ideal size for the facility as it starts off. She had the idea that the facility would start off small and become bigger as “more people come to see the value of this resource.”

For the fourth question she could not think of any existing facilities. She advised having a facility manager to help in maintaining the facility. Since 4H is a nonprofit organization she said “I don’t know if clubs would be willing to financially support a facility like this.” However, she did comment saying “this would be an ideal county project for the Santa Barbara County 4-H clubs, but you could also get the local high school FFA chapters involved as well.”

10. Luis Guerra, an FFA advisor and Agriculture Education Teacher at Santa Maria High School, began to address Carrie Jordan’s previous comments about talking to an FFA representative. With hands on learning as the FFA’s motto, Luis stated, “our program has its mission to prepare, inform and develop an appreciation for agriculture and [agriculture’s] major part in all of our lives.” The FFA teaches leadership, citizenship, and agricultural skills, and these skills are acquired through numerous projects, according to Luis. Having an agricultural education facility for the City of Santa Maria would be “a fantastic teaching resource for our students and entire community.”

His response to the second question was thorough and well thought out. He acknowledged that a classroom or lab would be an important asset to learning, and would serve as a starting point for visitors to the facility.



Understanding that each are of the agriculture industry is important, Luis stated that “vegetable production, viticulture, greenhouse, and animal science” should all be incorporated into the design of the facility. Student projects would address each industry.

His responses to this question made me think that having a well-planned agenda for visitors would be a crucial task, and potential job for an upcoming intern. The classroom would act as the entrance to the facility, after registration and introductory information was filled out. Then having a physical demonstration, followed by a hands on learning exercise would be a good way to get participants, namely the youth, aware of what the facility was about. Then depending on time, there could even be a “spend the night” element, such as a campsite, as mentioned by the Girl Scout representative Angelica Guerrero. This facility would provide the youth with a unique, thorough education. This process would mark a participants introduction to the site. Independent use of the facility could eventually be acquired by attending a series of classes, demonstrations, and by obtaining maintenance credit.

Luis stated that the facility “could be as little as 2 acres but there would have to be prioritized features,” which was a good point. He then said, “the ideal size would be between 10 to 20 acres” for all elements to have sufficient space, and there to be enough room to “grow and experiment.”

Luis then mentioned that “community gardens, farm advisor experimental plots, [and] parks and rec. demonstration facilities” would be beneficial. I think Luis probably has experience with existing facilities that have good agricultural education aspects, but he may have interpreted this question in a different way. However, regardless his comments are helpful.

His response to the last question stood out the most to me: “Yes; I feel that it is so important that I would be willing to contribute time and effort through myself and my student organization to ensure a quality educational facility and community resource.”

He was the only survey respondent to attach a personal “myself” into his response, meaning that he is very serious about this project.

Lastly, he mentioned that people involved in the development of this project take a look at other states programs to get a better idea of what would work. Luis also said that he would make a list of some programs and have “them available for future reference,” further showing his dedication to the facility's development.

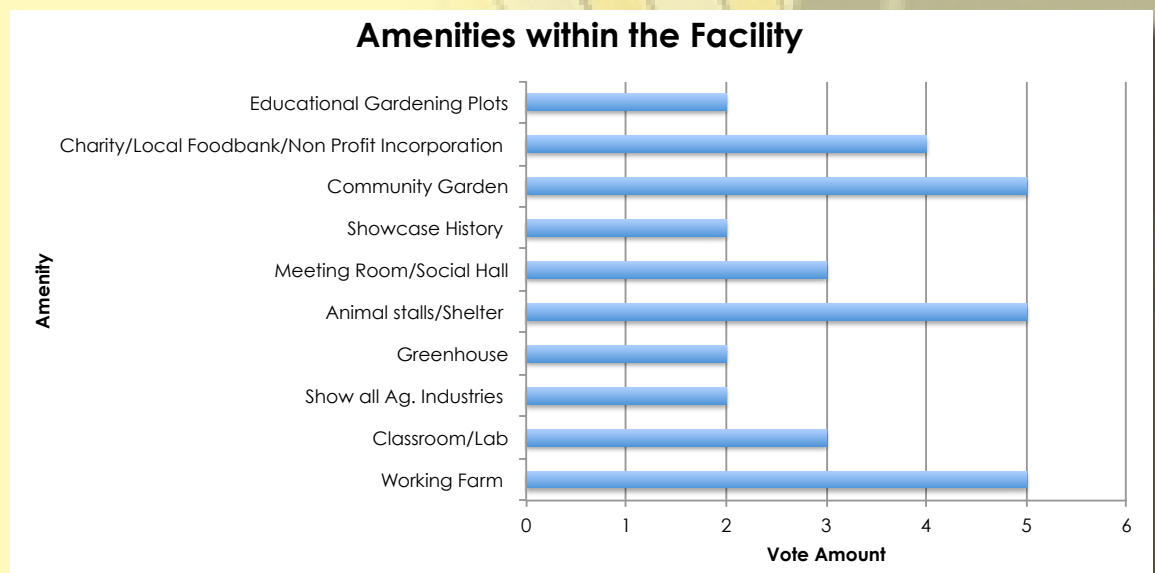
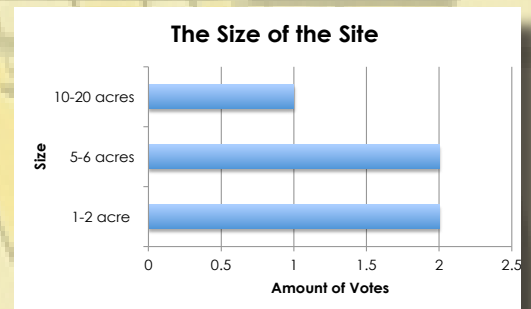
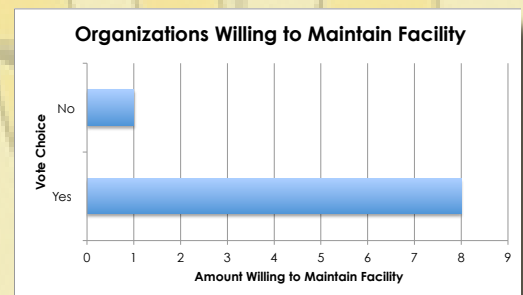
5.2 Summary of Responses

Overall, the participants voiced a lively interest in the design of the City of Santa Maria's future agricultural education facility. Encouraging learning by doing, and celebrating agriculture, the following table summarize the main message portrayed from this initial community outreach effort.

The graphs on this page summarize the survey participant's responses. The graph titled, “Amenities within the Facility,” does not include elements that were mentioned once., but a list of amenities mentioned once follows this paragraph.

Botanical Garden
Plot Rentals for Families
Outdoor Stage
Outdoor Camping Space
Storage Areas
Wood/Metal Shop
Show Ring

PowerPoint Wall
Microphone System
Registration Room
Snack Room
Visitor Center
Agricultural Museum



The actual list of their responses can be found in the Appendix at the end of this document.



6.

FUTURE OF ENOS RANCHOS

- 6.1 Case Studies
- 6.2 Reflection
- 6.3 Recommendations
- 6.4 Conclusion

Enhanced Storm Drainage

Potential Caretaker's Residence

Picnic Pavilion / Restroom

Farm Gate

Milking S...

Silo & ...

Barn Forecour...

Farmhouse

Wedding Garden

Windmill & Trough

Arbor

Farmhouse Garden

Farm Implement...

Privy

en Coop & ...

break

Enhanced Storm Drainage

Potential Caretaker's Residence

Picnic Pavilion / Restroom

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Silo &...

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Farmhouse

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Windmill & Trough

Arbor

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Farm Implement...

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Silo &...

Barn Forecour...

Farmhouse

Wedding Garden

Windmill & Trough

Arbor

Farmhouse Garden

Farm Implement...

Privy

en Coop &...

break

The first phase involved evaluating and documenting existing conditions. The second phase focused on community outreach in the form of workshops. The last phase was the completion of the master plan, which incorporated the concerns voiced in the workshops (p. 10). These three phases, although over the course of a much longer period of time, are similar to how I approached my senior project.

Overall, this plan demonstrates how thorough research can materialize into an extremely useful document. The City of Santa Maria should strive for this level of detail when continuing to plan for the agricultural education facility. However, community input and the development of stakeholders should be a major priority. This plan's use of workshops as the primary form of community outreach should be considered as the Enos Ranchos Parks develops.

2. Geraldson Community Farm: Conceptual Management Plan

The second case study I chose to apply to the Enos Ranchos Park was titled the "Geraldson Community Farm: Conceptual Management Plan." Finished in 2006, this plan describes the development of a working farm in Florida. This plan was not as detailed as the 17 Mile House Farm Park Master Plan, but provided supplemental information that could benefit the City of Santa Maria.

The Geraldson Community Farm is a 20 acre plot of land with the goal of integrating "the preservation of natural areas such as environmentally sensitive lands with the preservation of green space in productive agriculture" (p.4). Although this plan does not have an historical structure the plan's goal of appreciating agriculture and family tradition is present. As stated in the plan, the community farm has been "designated as a location for education, outreach, sustainable farming demonstrations, celebrations of the farm's agricultural heritage and other community events" (p. 4).



This plan approached community outreach by holding public notified community meetings (p. 8). Community meetings for the Enos Ranchos Park would be an effective way of getting community opinions, after a coalition of stakeholders has been devised. This coalition would be responsible for coming up with meeting agendas, times, and locations.

Aside from holding these meetings the Geraldson Community Farm also provided surveys on a variety of websites. Since most people I contacted preferred replying to my survey questions online anyways, have an online forum would make it easy for people to voice their opinion.

The Geraldson Community Farm Conceptual Management Plan also had a few pages devoted to explaining the purpose of the plan. Within these pages are subsections titled "Key Management Objectives" and "Key Components of Successful Community Farms," that can be applied to the Enos Ranchos Park Plan. For instance, having a park that is "community operated" and "financially independent" are some key management objectives. Having a "newsletter/website," an "attractive, welcoming appearance," and having a "presence at local farmer's markets," are some key components of successful community farms, according to the plan (p. 12,13).

Overall, the Geraldson Community Farm Conceptual Management Plan does not come close to providing as much background information as the 17 Mile House Farm Park Master Plan, but it does increase the amount of feasible references available to the City of Santa Maria. If the City continues to research successful case studies the Enos Ranchos Park will be extremely successful.

New England Grown is another resource I found during my research. With "Educational Farms/Farm Museums" throughout Massachusetts, Maine and New Hampshire, Rhode Island and Vermont, these programs paralleled the Enos Ranchos Park concept.

I did not get the chance to research the entire farms list on the website, but I think that would be a beneficial task for the next intern. I have provided the hyperlink below.

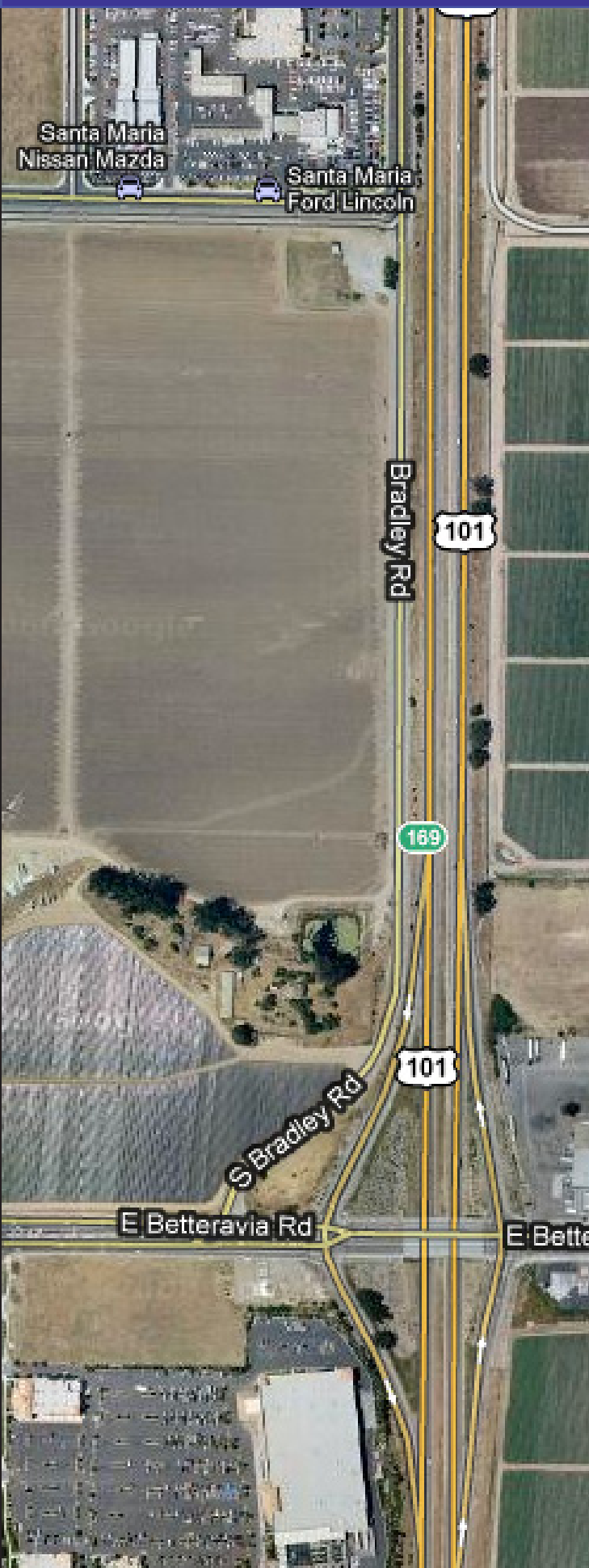
6.2 Reflection

I am so appreciative of all the people who voiced their concern about this important project! They provided a lot of design information, but the fact that they were interested in remaining in contact and helping out with the development of an agricultural education facility was refreshing. I am optimistic towards the future of this project and I think Enos Ranchos Park is closer than the City thinks. These outreach participants were serious about this project, so keeping in close contact with them and having meetings individually with potential stakeholders, and a stakeholder groups will speed up the development process tremendously. I think my outreach has provided a good foundation for the next intern to work off of.

Of all the participants who responded to my survey questions I believe the following five people stood out as have a genuine concern for the project.

- 1. Pam Lind**
- 2. Kevin Merrill**
- 3. Angelica Guerrero**
- 4. MaryEllen Dick**
- 5. Luis Guerra**

For their contact information contact the City of Santa Maria's Recreation and Parks Department.



This project should not be left in the dark anymore, or placed at the end of the long list of City priorities. Organizations have expressed sincere interest in the develop of this, and it is the City's duty to provide its residents with a high quality of life. Education, whatever the subject may be, is an essential part of a person's life. These organizations are excited to participate in educational opportunities so the City should be excited to help. Since most survey respondents voiced their organizations' willingness to help out with maintenance the City cannot use that as an excuse that slows this project's development.

I am thankful that Alex Posada allowed me to work on this project with the City of Santa Maria's Recreation and Park Department came, because it made my senior project fun as well as a positive learning experience. After my experiences with community outreach, specifically through the lens of the park element I knew I wanted to incorporate community interface in my project, and this senior project did just that. Although the quarter time constraint didn't allow me to contact very many people in person I was still able to communicate with interested organizations via email.

Of course, I didn't expect everyone to have a welcoming response back to the invitational initial email, but I got a good list of participants to start of this outreach process for the Enos Ranchos Park. Developing a list of interested parties is a crucial step that I am happy to say I helped with. People's attitudes toward the project definitely could be seen in our email correspondents. Terri Bontrager, Kevin Merrill, and Angelica Guerrero, for instance, had a lot of enthusiasm and seemed very happy to be included in the process. Kevin Merrill even lost his mom during this process and was still willing to spend some time to fill out the survey, which was very admirable and showed how the Santa Barbara County Farm Bureau feels about such a project. Pam Lind, agreed to meet in person but her attitude when answering the questions was a

She didn't seem to understand that I only had a limited amount of time to conduct my research and that this first step was purely introductory, as well as an opportunity to see who would like to continue in this process.

Overall, I really appreciated the time and effort the participants put into this survey, especially the first few people because it showed that they cared about my schedule (and were willing to make that minor sacrifice to fill it out). A lot of the people I contacted were in managerial or director positions so I understood their work demand, and was conscientious not to bother them. However, I was a little disappointed when people wouldn't respond to my emails if they didn't want to participate. I didn't need a reason; I just wanted to make sure I could stop contacting them if they truly did not want to help.

6.3 Recommendations

After conducting these surveys and looking back on my project, I have some recommendations for the next intern or person working on this portion of Enos Ranchos Park's development, to ensure that the facility receives the most users in the future.

1. Create an Enos Ranchos Park Master Plan.
2. Designate at least two quarters or about 5 months. I felt that I wasn't able to respond to people on a personal level because of the time constraints. I had to resort to pre-typed messages that could quickly be sent, and I think that deterred from how people may have responded.
3. Create spreadsheet of response; record any correlating or opposing responses among the organization representatives.
4. Research more on the case studies people mentioned: Kevin Merrill's Lodi & King City, Terri's Tulare and Woodland World Ag Expo Facilities, Kevin Small's working farm/park, Pam's school gardens.



5. Make 5 different, more detailed plans because Pam Lind, the one in-person interviewees had a hard time visualizing their ideal facility, and therefore had a hard time voicing their detailed opinions. This was probably an issue when it came to the organization representatives typing up their responses as well.

6. In person interview at one of the monthly Girl Scout volunteer meetings.

7. Contact representatives of Alan Hancock College and begin to develop a curriculum outline.

8. Some participants provided answers that could be explained a little further. The intern could contact these representatives to get more detailed responses.

9. Call Case Study representatives for community outreach advice (ask them how they overcame any constraints)

10. Establish guidelines for stakeholders and eventually initiate the creation of a stakeholders coalition.

11. Show existing participants the list of things people said would make up their ideal facility and ask for comments or further recommendations.

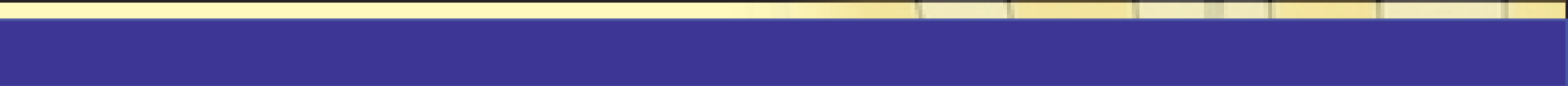
12. Meet with Sam and Dorreen Rhea in person.

6.4 Conclusion

As this research has come to an end for me I keep trying to add more of my personal reflection and comments. I am truly concerned with the welfare of our youth and believe education, in any subject, is crucial to the overall health of a community. After presenting to City staff the importance of my work, and subsequent work was solidified. Santa Maria deserves this facility! This project has definitely contributed to my attitude towards planning, a community visioning. Overall, this facility is for the citizens of Santa Maria and their input is vital.

Whether someone is replying to a quick email survey voicing their opinions in the form of a couple sentences, or a person makes the effort to meet in person and provide a face to face interaction, the City needs to take into consideration every second a person donates to the design of the project. I look forward to visiting Santa Maria's Recreation and Parks Department in the future and seeing how my input has evolved. In 20 years when I am driving north to visit my undergraduate alma mater I hope to see the Enos Ranchos home in pristine condition, surrounded by aesthetic and edible gardens, and children getting the opportunity they deserve.





7. RESOURCES

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8.

APPENDIX

8.1 Survey Responses

Pam Lind (CA Women for Agriculture; Co-President)

Contact City of Santa Maria's Recreation and Parks Department for her complete response.

1. Bonita School Elementary – Santa Maria
2. Leonora Fillmore Elementary – Lompoc
3. Alice Shaw Elementary – Santa Maria
4. Blochman Union District – Sisquoc
5. Fairlawn Elementary – Santa Maria (NW)
6. Jonata Middle School – Buellton
7. St. Patrick School – Arroyo Grande
8. Tunnell Elementary – Santa Maria
9. Crestview Elementary – VAFB

These are the name of the schools that have gardens. Call them and ask the principals for the contact for the garden

Pam Lind

Kevin Merrill (Santa Barbara County Farm Bureau; President)

1. From the Farm Bureau perspective, educating the public about the benefits that our agricultural industry brings to our county is very important. With more and more generations being removed from the farm folks lose sight of where their food comes from and what it takes to get it to them. The Farm Bureaus mission is to proactively support our members who derive their livings from agriculture. Education is key to keeping our industry viable and competitive in a worldwide economy.

2. I think a facility that would showcase the history of agriculture along the Central Coast is important. We need to show that agriculture is constantly evolving. Be able to showcase the different crops grown here, show how vegetables like broccoli and lettuce are grown. Do the same thing with fruits like strawberries and wine grapes. Showcase the equipment that is used both in today's agriculture but also historical equipment as well. The cattle industry is vitally important to keeping our beautiful rolling hills free from development. The wine Industry in Lodi built a visitor Center that showcases that industry very well. King City as a great Ag museum as well, you should take a look at what they have done.

3. The facility should be large enough to incorporate my ideas in # 2.

4. See # 2.

5. At this time it would be difficult for our county Farm Bureau to take on part of the maintenance of the facility. We would be happy to work with other Ag organizations to help develop a funding source for this project.

Terri Montrager (Santa Barbara County Farm Bureau; Executive Director)

The only thing I would add to Kevin's [Merrill's] remarks is for you to check the World Ag Expo facility in Tulare. It's an excellent education center as is the one in Woodland.

Thank you so much for all of the time you have put in this endeavor.

Kevin Small (Local Landscape Architect)

1. We are a landscape architecture firm. Our connection to agriculture educations has been minimal. We did propose a historical garden at the children natural history museum that had an agriculture component to it. Also it was my firm that proposed the tile murals for the freeway over passes that have an agriculture reference.

2. I grew up in a community where the agriculture was giving way to the suburbs of Los Angeles. There we had a small farm that was incorporated into a local park. It served both the FFA program and elementary schools. There were animal pens community gardens. I think that would be a good asset to have here in SM. Possibly tie into a local charity/food bank? Plot rentals for family gardens?

3. The one I experienced was fairly small an acre or two

4. See answer #2

5. No

Q: Is there anyone else who you think would like to contribute to the design of this facility?

A: Santa Maria Valley Beautiful was planning a botanical garden where there was an agriculture component. William Orndorff may be worth a call

Q: If Yes, Other Person & Contact Information:

A: William Orndorff
Orndorff Planning Services
801 S. Broadway, Suite 1
Historic Santa Maria Inn
Santa Maria, CA 93454
(805) 264-2832 cell

Angelica Guerrero (Girls of CA Central Coast; Regional Director Girl Scout Troop and Group Services)

1. Girl Scouts of CA's Central Coast is a leadership program for girls K-12th grades, our mission is to build girls of character, courage and confidence that make the world a better place. We live in a community that is surrounded by agriculture and our youth need to be aware of its importance and impact it has on their lives. Girl Scouts is very interested in offering girls an opportunity for girls to learn about agricultural education and we also have Girl Scout program materials associated with it.

2. Our ideal facility would have classrooms, community garden, education gardening plots, outdoor stage (for events, performances), outdoor space for camping, storage areas for nonprofits to store their supplies, social hall for big events.

3. I think a facility that would be big enough to accommodate about at 300 people at one time would be great. Doesn't have to be outrageously big but would be great if it could be used for big events indoors/outdoors.

4. Abel Maldonado would be a great example of a facility that features a youth friendly building.

5. Our organization would be very interested in supporting a facility such as this. Definitely could help with cleaning/maintenance and it would depend on the costs associated.

Shannon Seifert (Santa Maria Valley YMCA; Chief Executive Officer)

1. Ag education ties in with our healthy nutrition and diabetes prevention education-we are planning a community garden for 2012.

2. We are working with a volunteer to design a community garden at this Y.

3. The garden would be large enough to accommodate 30 12X12 plots and would be fenced in. We would begin our project with 15 families and grow it to capacity. Families would work in their plots on evenings and weekends.

4. N/A

5. Our volunteers will maintain the facility.

Kathy Thompson (4-H)

1. 4H has a hands on educational program for youth. Agriculture is a part of that education

2. Animal pens / stalls, meeting room and community gardens. A wood/metal shop would also be great. A show ring for practice and exercise would be needed.

3. My hope would be 5 acres.

4. Not that I know of. Each species should have it's own area.

5. All groups using the area should be part of cleaning and maintenance.

MaryEllen Dick (Central Coast Agricultural Water Quality Coalition; Program Manager/Coordinator)

1.The Central Coast Agricultural Water Quality Coalition is a 501 (c) 3 organization formed by growers to work on behalf of growers to improve water quality. Our mission is to represent the growers and ranchers in the development and implementation of voluntary, cost-effective, producer-directed programs to protect water quality on the California Central Coast. We do this through education, outreach, coordination, facilitation and innovation.

The Coalition is a founding partner in the Central Coast Agricultural Water Quality Alliance (AWQA), a unique partnership formed to implement the Monterey Bay National Marine Sanctuary's Water Quality Protection Program (Ag & Rural Lands Action Plan IV). The other primary partners include the Monterey Bay National Marine Sanctuary, local Resource Conservation Districts, USDA-Natural Resources Conservation Service, and University of California Cooperative Extension.

The Coalition works closely with the seven county Farm Bureaus to provide farmers and ranchers with clear timely information and education that they can use to protect water quality by treating and controlling the runoff from their properties.

2. Since our educational programs are primarily for ranchers and farmers, what we need is classrooms. Field training is usually done at a farmers' site.
3. 10-25 people per week between November and February (that is when the bulk of our classes run).
4. The ideal facilities have a good powerpoint wall, get dark enough to see the powerpoint but light enough to take notes, have space for tables facing the speaker with room to write notes, are generally wide and shallow instead of narrow and deep (so that most of the students are close to the speaker and screen and can see and hear well), a good microphone system so the speaker is clear and there are microphones to hand to questioners so that the whole audience can hear the question. Also, there should be a place in the back or outside the room to set up registration and coffee, snack breaks, etc.
5. Yes, we can pay minimal fees and can do room set up and tear down (set up and put away tables and chairs and clean up after ourselves and sweep floors. We always balance fees and cleanup/set up with the room amenities when we look for a site for our classes and workshops.

Carrie Jordan (4-H; Co-Community Leader of Bonita 4-H)

1. I am a co-community leader of Bonita 4-H club and also work for an agricultural company. 4-H is an organization that promotes learning by doing. So many of the members have animal projects that they are raising to show and sell at the county fair.
2. It would be much like some of the high school farms. Where kids could keep animals, have gardens etc. This would probably be a great question for an Ag teacher at the high school level. 4-H members usually have to rely on finding their own shelter or place to grow their projects.
3. If you could start with at least an acre. You may have to start small and build on it as more people come to see the value of this resource.
4. None that come to mind right now.

5. This could be an ideal county project for the Santa Barbara County 4-H clubs, but you could also get the local high school FFA chapters involved as well. 4-H is non profit and we raise money each year to operate our club I don't know if clubs would be willing to financially support a facility like this. You would have to have a facility manager to govern the volunteers that would come to help take care of the facility.

Luis Guerra (FFA, Agriculture Education Teacher and FFA Advisor)

1. I am an agriculture education teacher and FFA advisor. Our program has as its mission to prepare, inform and develop an appreciation for agriculture and its major part in all of our lives. We teach leadership, citizenship, and of course agriculture skills that are put into practice through their projects. Our motto is a hands on learning approach. A facility like the one proposed would be a fantastic teaching resource for our students and the entire community.

2. The ideal facility would have a classroom or lab that would serve as a starting point for learning activities that would be gained. In the ideal facility there would be a representation of each of the areas of the agriculture industry with special emphasis on our area: vegetable production, viticulture, greenhouse, and animal science facilities for student projects. Each of the agriculture programs in the surrounding high schools have a school farm and yet our very own quality programs here in Santa Maria do not have a facility for their projects.

3. The facility could be as little as 2 acres but there would have to be prioritized features. The ideal size would be between 10 to 20 acres to allow for all facilities and room to grow and experiment.

4. The community gardens, farm advisor experimental plots, parks and rec. demonstration facilities.

5. Yes; I feel that it is so important that I would be willing to contribute time and effort through myself and my student organization to ensure a quality educational facility and community resource.

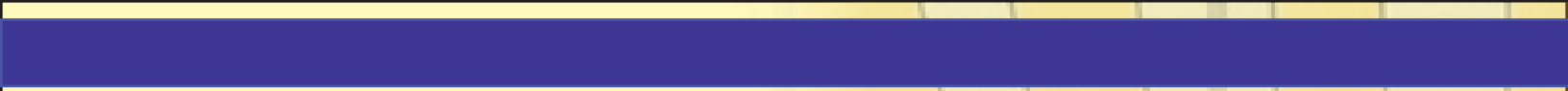
Q. Other comments, concerns, or questions?

A. There is programs throughout the state that we might draw from to get the Ideal facility.

Q. Is there anyone else who you think would like to contribute to the design of this facility?

A. I will make a list and have it available for future reference.





ENOS RANCHOS
COMMUNITY OUTREACH

