

2014

CAYUCOS COMMUNITY HEALTH PLAN



San Luis Obispo County Health Agency
Health Promotion
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This plan was designed and authored by Jennifer Franich, Masters Student in City and Regional Planning at Cal Poly, in partial fulfillment of a Master of City and Regional Planning degree at California Polytechnic State University, San Luis Obispo. She also served as the graduate Planning intern at the Health Promotion Division of the San Luis Obispo Health Agency. Phillip Brennan, also a graduate intern, assisted with the crafting of the plan. The project with developed under the direction of Professor Kelly D. Main, PhD. Professor Kelly Main chaired the professional project committee, which also included Kathleen Karle, Director of Health Promotion at the San Luis Obispo Health Agency, and Chuck Stevenson, lecturer at Cal Poly in City and Regional Planning and former planning director for the County of San Luis Obispo.

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Healthy Communities Workgroup

Kathleen Karle
Sachi Oshima
Kenta Ishii
Kelly D. Main
Karen Aydelott
Janice Fong Wolf
Stephanie Teaford
Jim Patterson
Ellen Carroll
Geoffrey Chiapella

Partners

HEAL SLO
SLO County Health Commission
SLO County Health Department
SLO County Planning and Building

TABLE OF CONTENTS

Introduction	4
Community Health Goals	7
Health and the Built Environment: A Historical Perspective	8
Relationship to Other Planning Documents	10
The Estero Area Plan.....	10
Local Coastal Program.....	11
Other County General Plan Elements.....	12
Outreach Summary	13
Health & Wellness Context	14
Overall Health in Cayucos	14
Obesity and Physical Fitness	15
Parks, Recreation, and Open Spaces.....	16
Pedestrian Environment	18
Bicycling	19
Mental Health	20
Public Safety.....	20
Drug, Alcohol, and Tobacco Use	23
Transportation Network	24
Access to Healthy Food	25
Environmental Quality and Health	28
Access to Health Care Facilities.....	30
Participation.....	31
Goals, Policies, and Action Programs.....	32
References	48



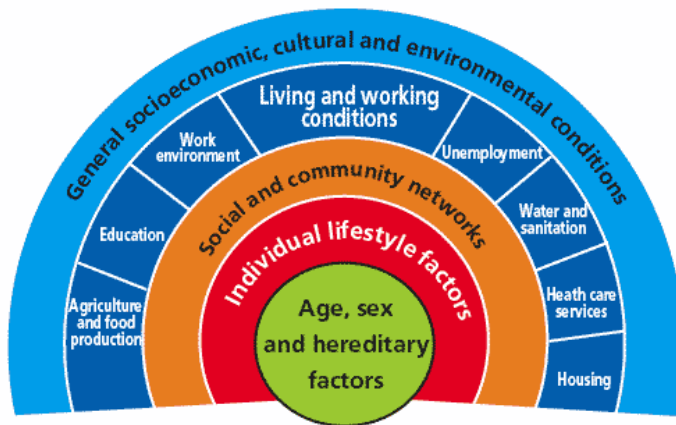
CAYUCOS COMMUNITY HEALTH PLAN

INTRODUCTION

One of the primary goals of both the San Luis Obispo County Public Health Department and the Health Commission is to identify and improve the social and root determinants of health in communities throughout the County. As public health advocates, these bodies have acknowledged the need to address the many chronic diseases and preventable health conditions which stem from unhealthy diets and sedentary lifestyles. The built environment affects health through providing opportunities for physical activity, social interaction, and access to healthy food, and minimizing the risk for injury. Planning plays a role in all of these aspects of health, and communities seeking to improve the capacity for health can use the existing framework of the general plan.



With these assertions, many jurisdictions in California have created Health Elements to include as optional elements into their existing general plans. The Cayucos Community Health Plan makes use of this framework to address health in planning as applicable at the small community level.



The Ecological Model

Factors such as genetics, age, and existing health conditions and access to healthcare, account for approximately 30 percent of health outcomes on an individual basis (Institute of Medicine, 2005). The determinants that make up the remaining 70 percent of health outcomes include services and infrastructures other than health care, such as recreational opportunities, education, transportation, housing conditions, access to food, employment, environmental quality, and social, economic, and political factors (Human Impact Partners 2011, p. 10). This demonstrates the importance of taking a holistic, community-based approach to improving public health and working with community partners to make public health and wellness priorities for the community.



Cayucos is an active community in many ways: first in terms of the mobility of the population, including commuters and vacationers, secondly in the literal sense, as the abundant sunshine and natural features encourage active pursuits of all kinds, and thirdly in terms of community participation, which drives the bulk of the improvements, conveys a sense of community pride, and produces explicit examples of how the people care for their hometown. This active community exudes spirit, and may be a primary reason for the attractiveness of this beach town for visitor throughput the county and California. This plan strives to reinforce the many positive attributes already present and forge a future that supports the improved health of Cayucos residents.



COMMUNITY HEALTH GOALS

The Cayucos Community Health Plan centers on feasible changes, policy actions, and the exploration of possible new avenues to promote community involvement, partnerships within the county, the healthy habits, physical activity, ease of access to nutritious foods and health care, improved safety, and a clean, beautiful environment. The goals that guide this plan are a result of the careful study of community healthy conditions in the area, the self-identified needs in the community, and best practices for achieving the optimum health-promotive environment.

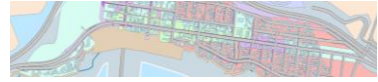
- GOAL 1: **Strengthened partnerships** between the Health Agency, the County Planning Department, and the Cayucos community in policy implementation and programming.
- GOAL 2: **A low rate of smoking, drug and alcohol abuse** among Cayucos residents and visitors.
- GOAL 3: **A built environment that promotes increased walking** for recreation and transportation for all age groups and abilities as a means of addressing root determinants of health.
- GOAL 4: **An environment that encourages physical activity and social interaction** through a reduced risk of injury and a safe multimodal transportation system.
- GOAL 5: **A built environment that accommodates bicycles** as a means of active transportation and recreational opportunity.
- GOAL 6: **An aesthetically pleasing and inviting environment** that is designed to accommodate residents and visitors of all ages and abilities.
- GOAL 7: **A local parks and recreation system** that accommodates residents, local employees, and visitors of all ages, interests, and abilities to promote mental and physical health and wellbeing throughout Cayucos.
- GOAL 8: **A standard of environmental quality** that encourages active pursuits, prevents exposure to toxic or infectious substances, and minimizes local greenhouse gas emissions.
- GOAL 9: **Accessible, affordable food** for all Cayucos residents.
- GOAL 10: **Convenient access to a wide range of healthcare** facilities in Cayucos and nearby for all ages and income levels.



HEALTH AND THE BUILT ENVIRONMENT: A Historical Perspective

The origin of modern city planning can be traced to the urban reform movement near the end of the nineteenth century, which arose from the need to mitigate the health issues caused by rampant industrialization, urbanization and population increase. Major cities were a breeding ground for infectious diseases such as yellow fever, cholera, typhoid and tuberculosis. Further, toxic air pollution and run-off from nearby industrial sites, ventilation and lack of clean water sources made living in a city a health risk. Over the course of the following decades, the two fields continued to work jointly to tackle the incredulous health issues in dense, putrid, and harmful urban neighborhoods. However, by the first quarter of the twentieth century, the two fields began to diverge. Advancements in research and technology led to the understanding of diseases being biological in nature instead of environmental (Drummond, 2013). Meanwhile, the organization of built environments was left to urban planners. By the middle of the last century, the two fields became their own specialized professions; each working independently of one another and with its own respective interests.

Today, a growing number of planning professionals and researchers are working to reintegrate public health and planning and contextualize land use decisions as a community health issue. The public health and community planning disciplines intersect in the interest of improving safety, nutrition, environmental quality, physical exercise, and the spread of disease. Health departments and planning professionals throughout the world have realized that without changes to particular physical determinants of health, behavioral changes cannot be influenced and risk factors contributing to chronic disease can neither be addressed or controlled (CCLHO and CHEAC, 2013). Health professionals have begun



collaborating with planners in an effort to bring forth changes to the built environment to positively influence public health.

Research has shown what has long been perceived as common sense: there is a strong correlation between the built environment and public health. “The designated use, layout, and design of a community’s physical structures including its housing, businesses, transportation systems, and recreational resources affect patterns of living (behaviors) that, in turn, influence health” (Aboelata, 2004). The decisions communities make and the planners that create plans for them to control land use, vehicle circulation, zoning and street design are all elements that affect individual propensity for healthy diets and physical activity. The Cayucos Community Health Plan will serve to strengthen policies that acknowledge the connection between health and the built environment. It will guide programming, funding, and future development toward a more health-conscious environment.



RELATIONSHIP TO OTHER PLANNING DOCUMENTS

The Cayucos Community Health Plan helps to address health where it is not fully addressed elsewhere in the general plan. San Luis Obispo County area plans describe specific land use policies and categories that determine uses, density, and intensity for the specific portions of the county. They specify development standards for public services, circulation, and land use, as well as programs for correcting local problems or conditions.

The Estero Area Plan

The Estero Area Plan provides the land use policies for the area of the north county that includes Cayucos. The Estero Plan was adopted in January 2009 to establish a vision for the future of the Estero Planning Area that will guide development over the next 20 years. The goals encourage carefully planned development that respects the area's natural assets, maintains the community's small-town character as a beach community, and balances and promotes both the residential and visitor-serving aspects of the community. The Estero Area Plan outlines a low-growth, slightly urbanized vision for Cayucos that keeps with its current character, but may also serve to encourage healthy design. The Estero Area Plan outlines the vision for future land use in Cayucos, which includes preventing urban sprawl, encouraging infill development, the creation of a greenbelt surround the town, allowing limited residential development in commercial areas, and phasing development in accordance with available water supply (County of San Luis Obispo, 2009).

The Estero Area Plan includes a goal to foster health and wellbeing, though it lacks how to address many aspects of community health, and does not identify the built environment as a factor in public health or mention chronic disease. There is also no established procedure for evaluating or monitoring the health impacts of plans.

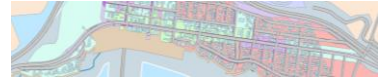


The Estero Area Plan includes goals and policies that support public health, though generally there is no mention of how these may contribute to physical activity levels, mental health, access to health services, healthier eating. The Estero area plan is strongest on goals and policies relating to active living, although the explicit link to public health benefit is missing. The plan identifies programs to improve pedestrian access and safety and to provide traffic calming (pg. 4-29), establishes guidelines for including sidewalks and bike lanes in future development, and establishes a high level of service for park access and design (pg. 4-33, 4-34). Environmental exposure is also more strongly represented, although the focus is likely attributable to the influence of CEQA policies. The plan includes policies to protect ground and surface water, including for stormwater runoff, though it is lacking in other areas of environmental exposure protection. There are policies included to limit noise to sensitive receptors and incorporate design features to increase safety, though there is no mention of the impact that this may have on crime prevention or promoting active lifestyles. These considerations are helpful to protecting health, but again lack the crucial connection between environmental quality, exposure, and community health.

Local Coastal Program

According to the California Coast Act of 1976, local governments must prepare a land use plan and schedule of implementing actions to carry out the policies of the Coastal Act in all areas designated as a coastal zone. The California Coastal Commission is a state agency with quasi-judicial regulatory oversight over land use and public access in the California coastal zone. San Luis Obispo County consists of an expansive coastal zone which encompasses Cayucos' entire boundary (County of San Luis Obispo, 1988).

The Coastal Zone Land Use Ordinance (CZLU) is the guiding document of allowable uses in designated coast zones. The purpose of this document is to implement the General Plan and the Coastal Program, and to guide and manage future growth of the county in accordance with those plans. Further, to minimize adverse effects on the public resulting from



inappropriate creating, location, use, or design of building sites, buildings, land uses, parking areas, or other forms of land development by providing appropriate standards for development. These development standards apply to a large portion of the land in Cayucos due to the community's location along the coast. When applicable, additional permitting from the Coastal Commission often adds another layer of development regulation to many projects in Cayucos.

Other County General Plan Elements

Other goals and policies that apply in Cayucos are described in the San Luis Obispo County General Plan. The General Plan is the blueprint for the future physical, economic and social development of the unincorporated areas of the county, outside cities. It implements California laws that regulate land use planning and development. State law requires that every general plan must contain the following components or elements: Land Use, Conservation, Noise, Circulation, Open Space, Safety and Housing. In addition, state law allows for the adoption of additional or optional elements of a general plan. The County of San Luis Obispo has adopted seven optional elements: Recreation, Historic and Esthetic, Energy, Off-shore Energy, Economic and Agriculture (County of San Luis Obispo, 2014). The goals, policies, and programs described herein were developed and tailored specifically for Cayucos, but may lend indications of the types of policy language that would be appropriate to include in a Countywide Health Element. Because health outcomes are determined by a number of factors, extraneous of policies to guide development and land use, this plan should be considered in conjunction with existing and future planning documents.

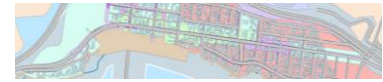


OUTREACH SUMMARY

Several efforts were made to connect with the community prior to and throughout development of this document. The goal of the outreach effort was to garner valuable perspective and feedback from community members regarding physical activity levels, information about the built environment where they live, work, and play, and perceived barriers to healthful activities and food access. Efforts included key informant interviews with representatives from the community, a widely-distributed questionnaire, meetings with active community groups, a planning activity with students at Cayucos Elementary, visits to community events such as the Farmers’ Market and Seaglass Festival, and presentations to the Cayucos Citizens’ Advisory Council. Outreach results aided in constructing goals, policies, and programs that will meet the specific needs of the Cayucos community. Results are included in the following section, Health and Wellness context, and contributed to creating a more complete picture of community health in Cayucos.



Community Outreach in Cayucos



HEALTH & WELLNESS CONTEXT

The Health & Wellness Context section describes health concepts that relate to city planning, the built environment and public health. Background information is provided regarding existing conditions and issues found in Cayucos that relate back to those concepts, helping to inform and provide rationale behind the goals, objectives and policies later outlined in this document.

Cayucos's status as an unincorporated, census-designated place meant certain community-level health data was not available. In these cases, regional county-level data taken from the ACTION for Healthy Communities Project (2013) was utilized, with "North Coast" area data being representative of Cayucos, along with the communities of Baywood, Cambria, Harmony, Los Osos, Morro Bay, and San Simeon. Additionally, project studies involving specific segments of Cayucos's population were utilized, and provided some relevant data findings that helped to inform this plan. This section also includes some general information about the known relationships between health and the built environment. Key findings from community outreach and physical assessments of the built environment are also included here to provide context for the specific issues in Cayucos.

Overall Health in Cayucos

Cayucos is a town of about 2,500 residents, and a somewhat affluent, well-educated, and mostly white community. In 2013, per capita income averaged \$42,000 per year, compared to about \$30,000 per capita in California overall. Educational attainment in Cayucos is also high, with 94.5% having attained a high school diploma, and 40.5% holding a bachelor degree, compared to 30.5% in California. The population in Cayucos is trending toward older residents, and the median age is quite high at 57.2 (U.S. Census Bureau, 2012). These demographics have implications for the prevention of injury, transportation modes, and well as medical care access.

According to those that live in Cayucos, the town is a healthy place to live. Almost $\frac{3}{4}$ of questionnaire respondents indicated that they are "very Healthy" or "Healthy." Cancer and heart disease are the leading causes of death in Cayucos but a large margin. During a three-year (2008-2010) recorded span, the leading causes of death in Cayucos were cancer and diseases of the heart (CDHS, 2003-2011). These health conditions commonly stem from obesity, poor nutrition, and sedentary lifestyles. Cayucos is also an aging community, with a median age of about 1.5 times that in San Luis Obispo County, and 65% of residents are over fifty years of age. Only 10% of the population is under 18 (U.S. Census Bureau, 2012). Though these chronic diseases are attributable to a number of factors, increasing exercise and healthy eating habits among community members may have a positive impact on these rates.



Number of Deaths in Cayucos

	2008	2009	2010	Total
Cancer	10	6	8	24
Diseases of the Heart	11	7	5	23
Chronic Lower Respiratory Disease	1	2	3	6
Injury	1	1	3	5
Stroke	2	0	2	4
Suicide	0	3	1	4
Essential Hypertension & Hypertensive Renal Disease	2	0	1	3
Alzheimer's Disease	1	1	0	2
Diabetes	0	1	1	2
Chronic Liver Disease and Cirrhosis	0	0	2	2
Influenza and	0	1	0	1
Nephritis, Nephrotic Syndrome and Nephrosis	0	0	0	0
Other	6	4	2	12
Total	34	26	28	88

(County Health Status Profiles, California Department of Health Services and California Conference of Local Health Officers, 2003-2011).

Population growth has declined in Cayucos, and vacation homes and rental units account for many of the housing units. Cayucos currently has 2,354 total housing units and 1,040 vacant housing units, making up 44% of the total housing units. Much of the vacancy rate can be explained in the 893 seasonal, vacation use homes or second homes. As a town of many vacationers and as a small bedroom community, high-paying jobs and affordable housing are both lacking in Cayucos. Seventy-four percent of owner-occupied units are valued at 500,000 or more, and 22% are over

one million, which is more than double the county rate of 7%.

Obesity and Physical Fitness

Lack of physical activity and obesity is associated with an increased risk of many chronic diseases, including the leading causes of death listed above (Feng, Glass, Curriero, Stewart, & Schwartz, 2010). It has been estimated approximately 400,000 premature deaths occur annually in the United States as a result of the negative health outcomes which stem from obesity due to physical inactivity (Mokdad, Marks, Stroup, & Gerberding, 2004). A body mass index (BMI) of 30 kilograms/meter or more is considered obese, and overweight is considered to be a BMI of 25 kg/m or more. According to the California Health Interview Survey (CHIS), in 2011-2012 48% of adults in San Luis Obispo County were overweight or obese, which although a high rate, was lower than the state of California as a whole (60%).

According to the 2013 ACTION for Healthy Communities Report, released by the Community Foundation, just over half (53%) of San Luis Obispo County resident respondents participated in five or more days of physical activity for at least 30 minutes in 2013. When asked if their employer tries to help employees with healthier eating and physical activity, including weight reduction programs, subsidizing health club memberships, or providing stress management classes, 41.4% responded yes, a figure which declined since 2006 (ACTION, 2013). This not only indicates that lack of physical activity is an issue in the county, but that it is becoming a larger issue



with time. Numerous features of the built environment have been associated with physical activity, including residential density, land-use mix, urban sprawl, intersection density, walkability, park availability, and accessibility to physical activity-related resources (Casagrande, 2011).

Cayucos Elementary students are also in need of physical fitness improvements. According to the California Department of Education, Aerobic Capacity is perhaps the most important indicator of physical fitness and assesses the capacity of the cardio respiratory system by measuring endurance. According to student fitness testing results, 17% of 5th Graders tested at Cayucos Elementary during the 2012-2013 school year were classified in the “needs improvement health risk” category for body composition. In the aerobic capacity area, 39% were classified as “needs improvement” (ACTION, 2013). Of 34 Cayucos 7th Graders, 21% were classified in the “needs improvement health risk” category for body composition, and 6% were classified as “needs improvement” under aerobic capacity (CDE, 2013).

This is a matter of concern because habitual inactivity early in life can establish life-long high risk behaviors. These findings indicate that among children and adults in Cayucos, an increase in physical fitness is necessary as a means of preventing illness. When asked what would help their children to exercise more, 43% of county survey respondents listed activities at school and after-school, 30.4% listed a park or playground closer to home, and 25.6% said safer streets for children to walk to destinations (ACTION 2013).

The following sections, Parks, Recreation and Opens Spaces; Pedestrian Environment, and Biking, detail results connecting Cayucos with opportunities for physical activity.

Parks, Recreation, and Open Spaces

Though incorporating physical ability into daily activities can help to “cure” physical inactivity, it has also been proven that living close to parks, trails, and recreation facilities is related to greater use of facilities and more recreational physical activity (Sallis et al., 2011, p. 33). Overall, residents would like to see more hiking trails, bike paths, natural areas, and parks in the county. Convenient, accessible parks and recreation facilities in directly correlated to the amount that individuals exercise. Additional facilities or improved access can increase the proportion of residents who exercise three times per week by 25%.



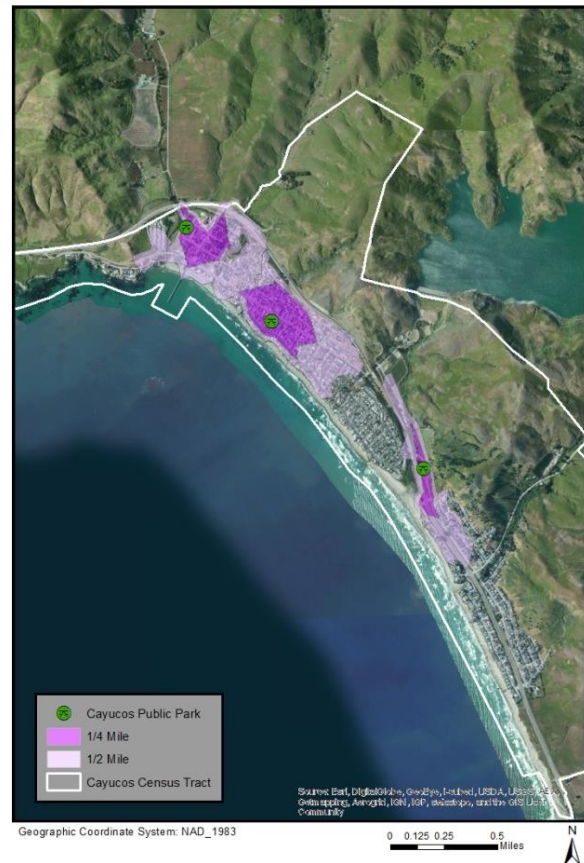
Hardie Park



Parks, hiking areas and additional facilities including the community pool, tennis courts, and school facilities serve the community. Cayucos has three official parks, Hardie Community Park, Paul Andrew Neighborhood Park, and Norma Rose Park, as well as elementary school playgrounds at Cayucos Elementary School. The Cayucos Public Park Access map shows ¼-mile and ½-mile access to these parks via existing streets. Hardie Community Park is 4 acres and features playground equipment, picnic benches, horseshoes, and a lawn area. The tennis courts and community swimming pool are also located at Hardie Park. Paul Andrew Neighborhood Park is a 1-acre park with a playground, picnic tables, and a bike rack. The newest park, Norma Rose Park, is a 1.5 acre park east of Highway 1. Improvements to come include a skate park, children's playground, basketball court, restroom, and picnic areas (San Luis Obispo County Parks, 2002). According to National Recreation and Park Association (NRPA) recommended guidelines, and the Estero Area plan, Cayucos needs 27 additional acres of neighborhood and community parks.

In particular, Cayucos needs more opportunities for "active" recreation, such as ball fields, children's play equipment, and recreation programs (Estero Area Plan, 2008). Many Cayucos residents, especially elementary students, expressed a need for parks that are better suited for team sports. Some community members also indicated that there is a need for activities for seniors.

Cayucos Public Park Access

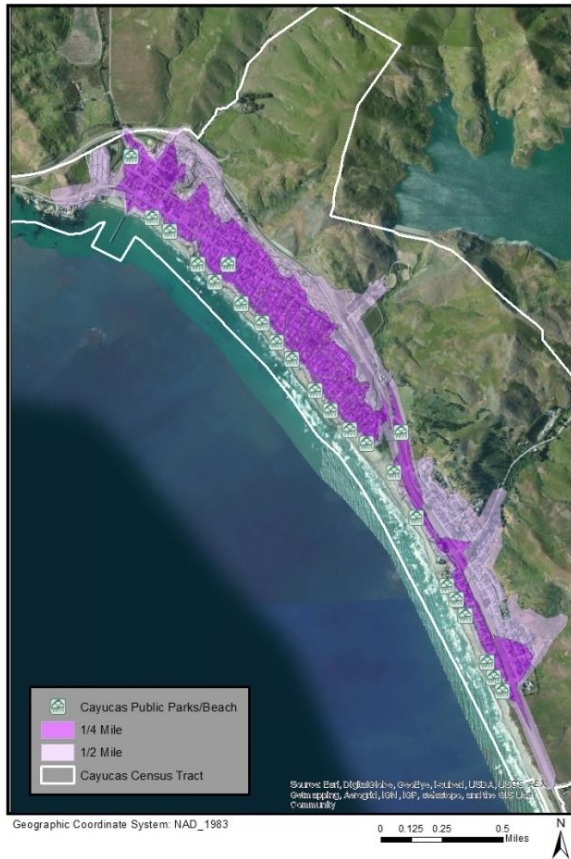


The first map shows parks only, without the beach access points. The maps show that especially south of the commercial core, many residents do not have convenient pedestrian access to a park.

Because many residents of and visitors to Cayucos use the beach for exercise such as walking, running, kayaking, or surfing, and because the beach serves as a community space, the second map identifies the beach access points. The Cayucos Public Park and Beach Access map also shows ¼-mile and ½-mile access by existing streets. With the inclusion of beach access, parks are accessible by most residences in Cayucos.



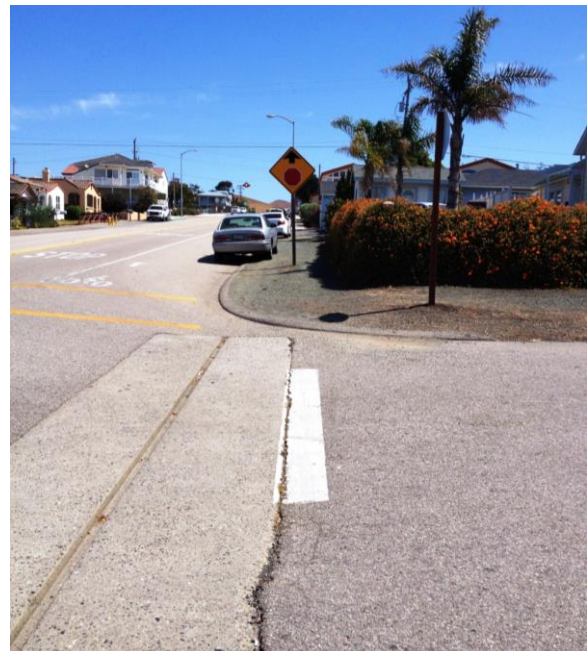
Cayucos Public Park and Beach Access



incorporation of daily walking to destinations and as a social activity, and accommodate individuals without access to vehicles. Pedestrian activity also invites window-shopping and increased consumer traffic for businesses and increases random encounters with others in the community, which increases neighborly connections, a feeling of belonging, and brings with it improved mental wellbeing (Litman, 2014; Saelens and Handy, 2008). Outreach participants were supportive of widened sidewalks and increased outdoor seating areas, and pedestrian safety was listed as a major factor contributing to health. “Sidewalk improvements” was also one of the options chosen most often as a community feature that could contribute to health and quality of life.

Pedestrian Environment

A foundational U.S. Surgeon General's Report on Physical Activity and Health (1996), concluded people of all ages who are generally inactive can improve their health and well-being by becoming even moderately active on a regular basis. Research has found multi-level social ecological factors such as urban aesthetic, perceived safety, accessibility, and opportunity for social interaction to be motivating factors for increased physical activity (Lee & Moudon, 2004; Brownson, Baker, Housemann, Brennan & Bacak, 2001; Cao, Handy, & Mokhtarian, 2006). Pedestrian-friendly areas allow for low-impact exercise for the elderly, accommodate the



Path Conditions along Cayucos Drive

A walkability audit was conducted in Cayucos to provide an objective evaluation of the walking environment, and to identify pedestrian



concerns related to safety, access, comfort, and convenience. Though pedestrian activity throughout Cayucos is not as limited as in other areas of the county, there are many areas throughout the commercial core and connecting to residential areas that could benefit from improved pedestrian infrastructure. In Cayucos, the overall most pedestrian and bike-friendly area is along the northern section of Ocean Avenue, near the commercial core of the town, as indicated on the walk audit results map.

east side of Highway 1, for people walking and biking downtown on Ocean Avenue, and near the school. These findings suggest that there is ample room for improvement in pedestrian infrastructure throughout Cayucos.

Bicycling

Bicycling allows for active transportation at greater distances and speeds than walking, provides connections between residences and transit stops, and is a highly accessible form of transportation for all ages and income levels. Like walking, riding a bike to services and frequent destinations incorporates physical activity into daily life, helping to increase the chances that the rider experiences the countless health benefits of regular exercise. Bike lane improvements was one of the options chosen most often as a community feature that could contribute to health and quality of life.

Cayucos is located along the Pacific Coast Bike trail which follows Highway 1 along the coast. The climate and scenery make Cayucos a great place to bicycle for avid cyclists, casual bikers, and commuters. However, most roads lack a safe amount of lighting, there are few places to park a bicycle, and there have been several bicycle-vehicle collisions in Cayucos. Results from outreach include that Street lighting along the bike trail, along Pacific Avenue, and in residential areas could help kids and adults bike more, especially in the dark. Bicycle safety was also brought up as an issue relating to injury.

Overall Walkability



Students attending Cayucos Elementary and seniors on the whole were particularly interested in improved walking environments. Pedestrian safety is an issue for those on the

There is a lack of bike infrastructure in Cayucos as well, such as bike racks, biking signs, smooth paths and lighting. Many residents supported the plans to complete the path to Morro Bay,



and said that the bike trail along the cemetery needs improvements.



Colin C. Reilly Bike Path

The walk audit showed that segments along 13th Street, which connects Ocean Avenue and Pacific to the neighborhoods to the east of Highway 1 ranked consistently low in terms of walkability and bike-friendliness.

Mental Health

According to the American Institute of Stress (2011), an increasing number of Americans are citing personal health and their family’s health as a source of stress. Godbey (2009) states an “estimated 75 percent of all visits to primary care physicians are for stress-related complaints and disorders” (p. 3). Countywide, those reporting their mental health as good, very good, or excellent decreased, while the number of mental health patients and the unmet need for mental health care increased (ACTION, 2013). Incidence of suicide also increased. The number of 2-1-1 calls for assistance, a free program for health and human services information and referrals, increased from 3,376 to 5,196 in 2011. The highest numbers of calls

were for mental health and addiction assistance, which increased from 347 calls to 854. Though it is not clear that Cayucos specifically is troubled by mental health problems, these conclusions suggest that mental health is an increasing issue throughout the county.

Research studies have indicated being in contact, or in the very least, in sight of natural environments has beneficial effects on our mental health (Maller, Townsend, St Leger, Henderson-Wilson, Pryor, Prosser, & Moore, 2009, Gullone, 2000.). Further, Maller et al. (2005) argue that “Empirical, theoretical and anecdotal evidence demonstrates contact with nature positively impacts blood pressure, cholesterol, outlook on life and stress-reduction” (p. 49). The provision of open spaces, green spaces and parks, i.e., the built environment, contribute to overall well-being through increased levels of physical activity, relaxation, recreation and social engagement (Maller et al., 2009, p. 54) and is beneficial across all age groups (Mass, Verheij, Spreeuwenberg, & de Vries, 2006, p. 590). Efforts to improve health through the design of the built environment are one aspect of creating a community that supports mental health and wellbeing.

Public Safety

Public safety and perceptions of public safety contribute to the use or avoidance of public spaces. Almost 80% of SLO County ACTION survey respondents in 2013 reported feeling “very safe” in their communities, 21% reported feeling “Somewhat Safe” and only 0.8%



reported feeling “Not at all Safe.” According to the Healthy Community Questionnaire results, Cayucos specifically is a very safe, low crime town with a quick emergency response time.

Juvenile crime, one of the most salient indicators of community safety, as it is associated with abuse, neglect, substance abuse, mental health problems, gang activity, and family disorganization also decreased in 2012 (Noguera, P., 1995). The juvenile felony and misdemeanor arrest rates decreased from 2006 to 2012. In Cayucos, when given the statement “I feel safe at my school”, 86% of 7th Graders chose either “Agree” or “Strongly agree”, and 14% chose “Neither agree nor disagree.” Fifth graders responded “Yes, all of the time” at 55%, “Yes, most of the time” at 27%. In sum, Cayucos is rightly assumed to be a safe community, and it is likely that feelings about safety or security are not a major health factor. Elements of the built environment may help to continue the trend of low crime rates, especially through Crime Prevention through Environmental Design (CPTED) techniques, such as lighting and natural surveillance (Newman, 1972, Crowe, 1991).

Safety in the built environment also includes safety from injury. In 2008, the Physical Activity Guidelines Advisory Committee reported findings from amalgamated scientific literature on the health benefits of exercise, including that the benefits of activity far outweigh the possibility of adverse outcomes (USDHHS, 2008). However, physical activity can expose individuals to risks for injury, due in part to the high priority of accommodation of vehicles and the incomplete adoption of designs and practices for injury prevention in our

environments. In Cayucos, the unfinished skate park and bicycle safety were brought up as issues relating to injury. Lack of street lighting was mentioned as a concern.

Seniors are more susceptible to falls, and a large number of injuries are attributable to falls while using footpaths or sidewalks (Binder, 2002). Uneven surfaces are a major cause, along with slippery surfaces, steepness, and stairs that are hard to see or too high. Obstructions such as pavement signs, poorly sited street furniture, protruding grates or manhole covers, and litter and other debris, create tripping hazards.

Walkability: Safety Category



Cayucos Drive ranked high in the safety category due in part to the number of crossing aids and other signage. The street segments in

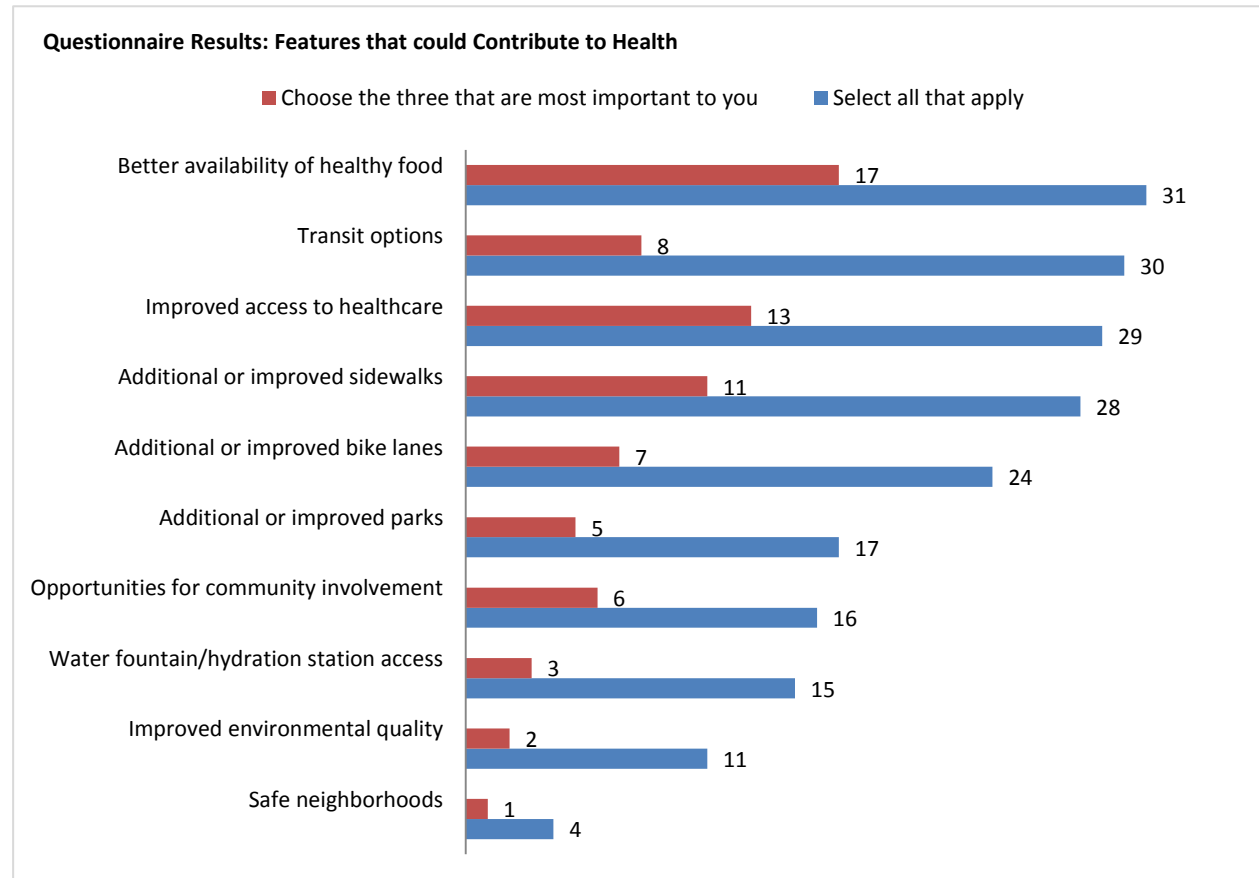


the commercial core along Ocean Avenue that ranked highest in walkability overall ranked slightly lower for the safety category, largely for injury risk and traffic safety issues. According to the California Highway Patrol, there were nine pedestrian-vehicle collisions resulting in injuries in Cayucos since 2004, and two of these collisions resulted in death. There were eight bicycle/vehicles collisions since 2004, and of these seven resulted in injuries (CHP, 2014).

conducted for this plan showed that there is a discrepancy between overall walkability in town and the safety of the streets. This is due in part to the auto-oriented nature of the streets, obstructions in the walking path, and uneven or incomplete sidewalks. In Cayucos, sidewalk and bike lane improvements were two of the options chosen most often as community features that could contribute to health and quality of life.

Pedestrian safety is an issue for those on the east side of Highway 1, along South Ocean Avenue, and near the school. There have been several pedestrian and bicyclist deaths in Cayucos in the last ten years that were caused by collisions with automobiles. The walk audit

These issues are especially relevant for increasing the number of students walking or biking to school, limiting injuries for those needing to cross Highway 1, and individuals with disabilities or limited mobility.





The Department of Transportation has studied numerous tactics to reduce injury-by-vehicle and promote health, which they call safety countermeasures (Furst, 2012). These include features that call a driver’s attention to a pedestrian area, naturally cause slower speeds, and increases in physical space for pedestrians and bicyclists. These measures can increase actual and perceived safety and encourage active use of the built environment. Aside from traffic safety issues, most people in Cayucos feel safe in their neighborhoods. Design standards that maximize visibility, utilize natural surveillance and access control techniques, and spaces that are well-maintained can help to support crime-free use of the built environment in the future.

Drug, Alcohol, and Tobacco Use

The effects of tobacco use, second-hand smoke, and the carcinogenic properties of nicotine continue to be a leading cause of death in California. Electronic cigarettes represent a recent issue for tobacco use because of unclear policy throughout the county and the attractiveness of e-cigarettes to youth. Smoking is not currently banned in downtown Cayucos, and smoking is prevalent especially late at night. Outreach participants listed drug and alcohol abuse as the top ranking at the top of the list of most important problems in Cayucos, along with aging problems, cancers, heart disease and stroke, and obesity.

Tobacco use declined among adults in the county, and more people that smoke reported attempting to quit (a 7% increase from 2006) (ACTION, 2013). Residents in Cayucos are

concerned about the rate of smoking and problems with drug and alcohol abuse in their community. Smoking is not currently banned in downtown Cayucos, and smoking is prevalent especially late at night. One group of outreach participants specifically mentioned the rise of e-cigarettes and second-hand smoke as a major issue in Cayucos. The percentage of respondents who smoke were higher in the North Coast region compared to other areas in the county. Though the numbers have only slight differences, it appears that use of tobacco and alcohol and drug abuse is a problem in Cayucos, akin to or perhaps slightly more than other areas of the county.



Cigarette Disposal along Ocean Front Avenue

Youth tobacco use declined overall from 20% in 2005-2006 to 13% in 2011-2012, but the prevalence of smoking among youth in the county was occurring at a higher rate than the state of California as a whole (ACTION 2013). There are three tobacco retailers in Cayucos,



and four retailers that sell alcohol. The proximity of these stores near schools and parks is also of concern. In comparison to California State percentages, use of tobacco was reported to be lower at Cayucos Elementary. Zero percent of Cayucos 7th Grade students had ever tried smokeless tobacco or cigarettes. However, a higher percentage of Cayucos students reported drinking alcohol, smoking marijuana, and using inhalants.

Concern over alcohol and drug abuse in San Luis Obispo County remains steady, although binge drinking rates and youth substance abuse have declined over the last decade. Of SLO County ACTION survey respondents with middle school aged children, 56% reported that alcohol and drug abuse problems were a very serious or somewhat serious problem in 2013, up from 45% in 2006 and 48% in 2010 (ACTION, 2013). Drugs and alcohol abuse was mentioned multiple times as a major hindrance to health in Cayucos. Use of heroin, meth, and tobacco use were as specified as problems.

According to the 2011-12 California Healthy Kids Survey, the number of 11th graders that had consumed at least one drink of alcohol in the past month decreased from 43% in 2003-2004 to 38%. Use of marijuana remained about the same over the same span of years.

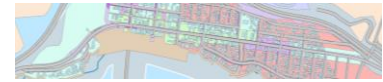
Concern over alcohol and drug abuse remains at similar levels to previous years, although binge drinking rates and youth substance abuse have declined. Alcohol use among adults increased since 2006, but self-reported student substance abuse declined. Binge drinking rates were higher in the county than in the state as a whole, with 39% of residents over 21 years of

age reporting that they drank 4 or 5 or more alcoholic beverages on an occasion in the past 30 days. Binge drinking was more prevalent among respondents in the North Coast region than some other regions of the county (ACTION, 2013).

Researchers and public health professionals in tobacco cessation and prevention utilize strategies such as reducing tobacco advertising, enforcing penalties for selling alcohols and tobacco to minors, and providing free products and services to those with unhealthy addictions. The department of Behavioral Health provides treatment and recovery services for those with drug and alcohol problems. The findings suggest that there is a need to increase awareness of such programs, increase accessibility of County programs, and limit the exposure to such substances.

Transportation Network

Long commutes and too much traffic increase stress and affect overall health in individuals by impacting physical activity rates and obesity, as well as contribute to air pollution. The modern city, built to accommodate the automobile first and foremost, deters physical activity and the use of alternate forms of transportation. The result of this practice is widespread traffic congestion; increased commute time; increased vehicle, pedestrian and biking crashes and injuries; a growing obesity epidemic; a rise in air pollution and respiratory illness; and a growing sense of disconnection between workplaces and homes (CDC, 2009, p.9; Lopez, 2004).



Bus Stop on South Ocean Avenue

Cayucos’s small town atmosphere and remote location limit the access to many community needs without the use of a private automobile. Transit to and from Cayucos is infrequent and time-consuming, which is likely deterring the use of the bus system and increasing the dependence on personal vehicles. Caltrans traffic data shows that mean travel time to work in Cayucos is similar to the figure for county residents at 18.2 minutes, and about 10 minutes less than the mean travel time for California as a whole. Mode of transportation to work was also comparable to that of other county workers with 75% driving alone. Fourteen percent carpooled, as opposed to 11% countywide (ACTION, 2013). Access to transit is a critical component of a healthy transportation system, though adequate and convenient access is difficult to achieve in a small town.

During an outreach activity, Cayucos Elementary students were asked to indicate the travel mode and route they took to school; most of them were dropped off by their parents in a car. The students mentioned many ideas for improving their environment, but came to a consensus on a few ideas including street lighting in dark, residential areas and

“smoother” roads for bicycling. In San Luis Obispo County, the most common way to get to school was also by car, followed by taking the school bus. About a quarter of elementary school children in the North Coast and San Luis Obispo regions walk to school, and 13% of those in the North Coast region bike. Walking was even more prevalent in the North Coast region for Middle or Junior High School children at 38.1%. When County residents were asked specifically about what would encourage active transportation to school, the largest numbers of responses were living closer to school, sidewalk or street improvements, and crossing guards. Sidewalk and bike lane improvements and transit options were two of the options chosen by Cayucos residents most often as community features that could contribute to health and quality of life.

Communities that encourage multiple transportation modes through a well-connected transit, bicycle, and pedestrian network can decrease overall vehicle miles traveled (VMT), which has been shown to decrease traffic speeds, volumes, and traffic-related injuries.

Access to Healthy Food

Though personal diets may be thought of as the responsibility or choice of the individual, the accessibility and affordability of healthy food plays a role in what a community eats. Inadequacies in the local food system impacts communities, especially in terms of public health (Hodgson, 2009). The most accessible foods—in convenience stores and fast-food outlets—are high in calories but low in



nutritional value. The production of nutrient-rich foods can even threaten regional environmental quality due to the methods used to produce, process, package, and transport the goods (Johns Hopkins Center for a Livable Future, 2010). Access to affordable grocery stores and farmers markets increases the likelihood that people will eat healthy food, while those surrounded by convenience and liquor stores are less likely to eat healthy food (Corburn, 2009, p. 80; Moore and Diez Roux, 2006). The food system, good or bad, is impactful to the well-being of communities of all socioeconomic kinds, though the poor are generally more vulnerable to problems of food access (Corburn, 2009).



Liquor Store on Ocean Avenue

The percentage of ACTION survey respondents in the County that exercise moderately and eat the daily recommended amount of fruits and vegetables has increased, while obesity rates declined from 60% to 48.1%.

The percentage of residents who were able to afford enough food, however, increased in the

county. The current nutritional guidelines made by the Department of Agriculture recommend getting a minimum of five servings of fruits and vegetables per day. According to the 2013 survey, only 46% of teens and 48% of adults in the County meet this standard. When asked how many glasses or cans of soda or other sugar sweetened beverages they drink in a day, 73% of teens responded zero, 13.9% responded 1, and 6.2% responded three. Percentages were higher for children 11 and younger, with 16% reporting that their child drank one sugar-sweetened beverage, and 9.4% drank two. The percentages of people who drank one or more sugar-sweetened beverages were lower in the North Coast region (ACTION, 2013). These results show that County residents are consuming too much unhealthy food and not enough fruits and vegetables.

The food access assessment in Cayucos analyzed the existing availability of food outlets and to help determine need. The assessment was conducted using GIS data collected from San Luis Obispo County and by visits to each of the stores that sell food or beverages. There are three unhealthy food outlets in Cayucos which sell only candy, chips, sodas, tobacco, and similar items.

The only store in Cayucos that offers whole grain bread and tortillas, fruits and vegetables, low fat milk, or other healthy items is the Cayucos Supermarket, located on South Ocean Avenue. A parks access map below displays 1-mile and ½ mile distances along roads from the Cayucos Supermarket.



Cayucos Healthy Food Access



Cayucos Food Retail Excluding Super Market



A large portion of residential neighborhoods, especially to the south and across Highway 101 are not within the ½-mile or 1-mile walk or bike to the grocery store.

Healthy eating is increasing in the north county, with obesity rates declining and more people consuming enough fruits and vegetables. However, only 48% of adults on the County are consuming the recommended amount of fruits and vegetables. In Cayucos, community members expressed the need for healthy food options, including a health food store, a larger grocery store, healthy, affordable eateries, and access to locally-grown food.

Weekly grocery shopping is nearly impossible in Cayucos due to the unavailability of many items, and prices are commensurate with the vacation-town setting, therefore not affordable for residents.

“Lack of food access” was one of the frequently noted issues detracting from health or overall wellness. Better availability of healthy foods was one of the options most frequently chosen as a community feature that could contribute to health and quality of life. Other key outreach findings included that even kids would like to have healthy food options, and that the farmers’ market on Friday mornings, inaccessible to some residents that work or go to school during that time.



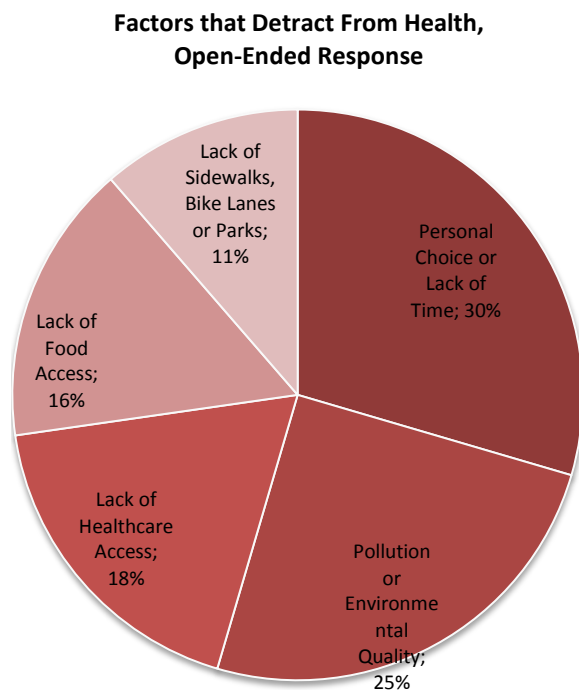
According to the Retail Food Environment Index (RFEI), there are three unhealthy food outlets in Cayucos, and only one small market which sells alcohol but no tobacco (Truong, Fernandes, An, Shier, and Sturm, 2010). This presents an issue of food accessibility and affordability for residents, especially those without access to a personal vehicle such as children and the elderly.

Environmental Quality and Health

Although many community members mentioned the beautiful natural environment as a great asset to their quality of life, pollution and issues of environmental quality were mentioned again and again. “Pollution or concerns about environmental quality” was one of the frequently noted issues detracting from health or overall wellness.

Humans are affected by the environmental quality in the places they live, work, and visit. In particular, people are affected by air and water quality. In 2013, ACTION survey respondents throughout the county were most concerned about water quality (69%), air pollution (59%), traffic congestion (58%), building in open space (57%), and pesticide use near homes (56%) (ACTION, 2013). These concerns have been reported as top concerns since 2006.

Acute and long term air pollution due to ground level ozone and particulate matter has been shown to have negative impacts on health (bell, 2010). Ground level ozone is that main component of smog, and is caused by the emissions of industrial facilities and electric utilities, motor vehicle exhaust, gasoline vapors, and chemical solvents (EPA, 2012). The San Luis Obispo Air Pollution Control Board (APCD) monitors particulate matter and ozone in the air. Long-term exposure to high concentrations of particulate matter and high ozone levels (smog) pose a health danger for the effects to lung and heart problems. Particulate matter is measured at two levels, 2.5 microns or less in diameter (PM2.5) and 10 microns or less (PM10). These size particles can penetrate the lungs and cause harm. Monitoring sites throughout the county show that certain areas reach non-attainment levels more often than others. The County of San Luis Obispo often falls into non-attainment status for air quality, meaning that the air quality is below state standards. In 2012, zero days exceeded the California ozone standards, down from 5 days in 2006 (APCD, 2012). Ozone levels are highest in the Carrizo Plains and Gillis Canyon Road. There were an estimated 3.1 days in 2012 when the PM2.5 exceeded the national standard, up from





0 days in 2006 (ACTION, 2013). However, measurements near Cayucos usually do not show that air quality is below this state standard.



Coastal Access Point

The majority of ACTION survey respondents reported being “very or somewhat concerned” about water quality. Stormwater runoff, the water that flows to the storm drains during and after a rain event, contributes to microbial contamination of water supply, especially after rainfall (Gannon and Busse, 1989). There is a strong relationship between large rainfalls and outbreaks of waterborne diseases. Much of the contamination is from non-point source pollution, with major sources including runoff from farms, parking lots, streets, and golf courses.

Water-related illnesses can be caused by microbial or chemical contamination from pesticides, metals, nitrates, pharmaceuticals, and organic chemicals (Curriero, Patz, Rose, and Lele 2001). Waterborne illnesses can be caused not only by drinking contaminated water, but also by eating produce irrigated with untreated water, eating seafood caught in contaminated water, and swimming or other recreation in

polluted water (Craun, 1992). The Beach Report Card measures water quality at 19 different locations on beaches throughout the county. The grades vary from year to year, ranging from 79% of days receiving a grade C or better in 2010-2011 during wet weather, to 100% of days in dry weather in 2011-2012 (Heal the Bay, 2014). Water pollution affects people locally in Cayucos because of location at the ocean shore, where many residents and visitors enjoy the beach and the waves.

North coast residents are very concerned with water quality and availability (ACTION, 2013). Water supply also continues to be a challenge in the Central Coast region, from securing adequate and reliable sources of water to overuse in agricultural areas. In Cayucos, per connection water use has decreased by 41% since 2005. Some outreach participants in Cayucos also mentioned Climate change as a health issue.



Public Health Advisory Sign, Cayucos



Issues in Cayucos range from contaminated runoff pollution to solid waste management. Poor environmental quality affects Cayucos locally, but is an issue with that originates at the regional level. Physical and environmental beauty is a major factor contributing to health in Cayucos, especially because it adds to the willingness of residents to recreate outside and provides mental health benefits. When asked about important factors for a healthy community, the options with the highest response rate were included “clean environment.”

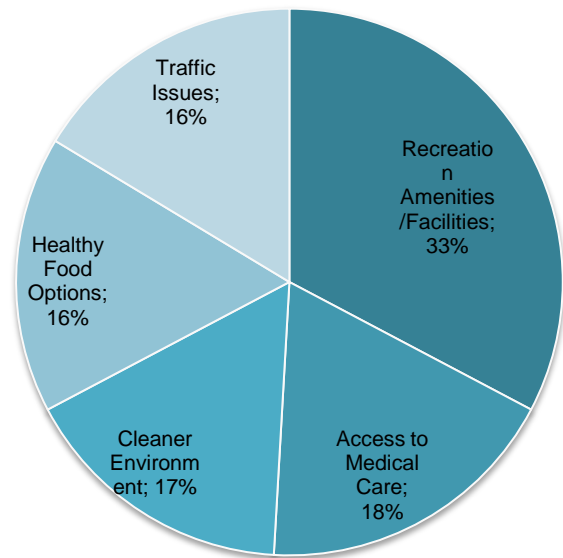
Access to Health Care Facilities

There are many aspects to determining the accessibility of healthcare access and the degree to which access impacts individual health. The location of healthcare facilities in a community, such as hospitals, emergency care facilities, and health clinics influence access. However, factors such as transportation to and from facilities, awareness of facilities and services, availability of insurance, and personal preferences have an impact on the degree to which available healthcare facilities can and will be used.

The percentage of county residents with health insurance and those with a regular source of healthcare decreased since 2010 (ACTION, 2013). The percentage of people with an inability to receive medical care due to cost increased, and 73.4% of those without insurance do not have it because they cannot afford it or it is too expensive. In the North Coast region 85% of residents have health insurance, and 35.4% of them have insurance

through a state or federal program such as Medicare or Medi-Cal. In San Luis Obispo County, access to medical care is restricted by increases in cost, higher insurance rates, and proximity to medical facilities. When asked what aspects of the Cayucos community detract from overall wellness, one of the most frequent responses was the lack of healthcare access. Though the vast majority of residents described their personal health as “healthy” or “very healthy”, many were concerned about aging problems and chronic diseases.

Changes that Could Contribute to Health, Open-Ended Response



The high median age and high percentage of seniors residents in town, coupled with the lack of healthcare facilities in town and limited transit, presents a healthcare access problem for Cayucos residents. “Access to healthcare” was one of the options most frequently chosen as a community feature that could contribute to health and quality of life.



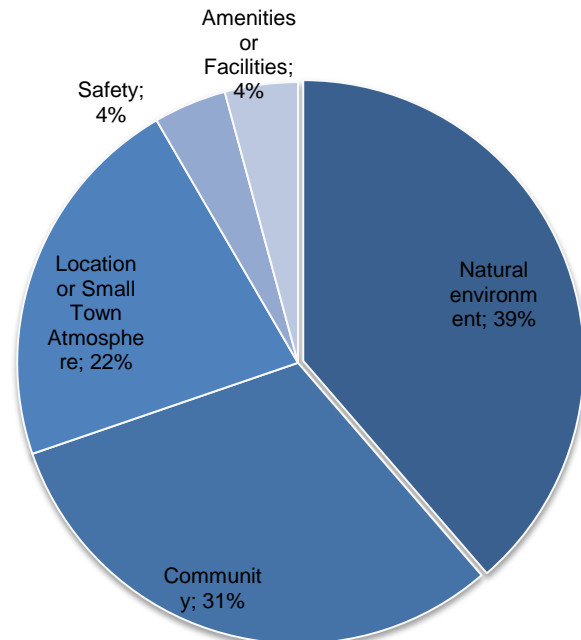
Mobile Clinic

Findings suggest that there is a need to increase access to healthcare for the wellbeing of the community.

Participation

Many of the 2,431 citizens of Cayucos are active in a number of community groups, and have been very successful in mobilizing their neighbors and supporters in the greater San Luis Obispo area to achieve desired outcomes for their community. According to the majority of questionnaire respondents, the sense of community and volunteerism contributes to making the town a great place to live. Though the majority of participants involved in clubs and organizations are older, retired residents, there is also a sense of community at the bars and hangout spots, and a lot of young business owners also contribute to the town. This capacity is sometimes referred to as social capital, and its presence in a community is positively correlated with community security, friendship and community, and a civic identity, which studies show improves mental health, cardiovascular health, and faster recovery from illness (Kawachi, Subramanian, and Kim, 2008).

Contributors to Quality of Life, Open-Ended Response



When asked about important factors for a healthy community, the options with the highest response rate included good schools, low crime and safe neighborhoods, and good place to raise children. The “sense of community” and “smallness” were chosen by participants as factors in overall wellbeing.



Save the Pier Fund Sign

In this way, the findings suggest that the community participation levels are a boon to public health, but collaboration will ensure the success of future projects related to the effort.



GOALS, POLICIES, AND ACTION PROGRAMS

This section identifies community health goals, policies, and programs that emerged from community participation, analysis of existing conditions in Cayucos, and best planning practices. These ideas are meant to be integrated into the existing general plan, incorporated into a future health element, adopted as an appendix to the Estero Area Plan, or adopted by community groups. The goals and policies herein should be used in conjunction with existing elements of the San Luis Obispo County general plan in order to achieve a holistic approach to community health.

CCHP GOAL 1: Strengthened partnerships between the Health Agency, the County Planning Department, and the Cayucos community in policy implementation and programming.

Citizens in Cayucos are highly effective in grassroots mobilization for achieving community improvements and exhibit a high degree of social capital. Collaboration with public health experts, integrating processes to address public health, and applying community design methods to ensure that the public has a say in the outcomes of planning documents are aspects crucial to the success of these planning efforts. The following goals, policies, and implementing programs strive to maintain this level of involvement and expand the reaches to include collaboration with local government, including the health agency, throughout all segments of the Cayucos community.



POLICIES

- P. 1.1 **Plan review.** Seek input from public health specialists when updating General Plan Elements or other plans to ensure that physical activity, nutrition, and other health determinants are addressed.
- P. 1.2 **Increased Participation.** Invite and encourage young families, youth, businesses, and organizations to become participants in the planning and policy-making process through diverse communication methods.
- P. 1.3 **Education.** Raise awareness about the importance of healthy behaviors and physical fitness to overall well-being.

ACTION PROGRAMS

- A. 1.1 Establish a quarterly health update from the county health department to the Cayucos Citizen Advisory Council to inform the community on health issues and public health priorities.
- A. 1.2 Integrate public education initiatives into existing Health Promotion activities such as Public Health Week to define and promote links between the built environment and health outcomes.
- A. 1.3 Refer community and development permit applications that could potentially impact health conditions and outcomes (physical activity, nutrition, or environment) to the Healthy Communities Workgroup for review.
- A. 1.4 Route all discretionary project permit applications to the County Health Commission for review
- A. 1.5 Periodically assess the health of Cayucos residents and make this information available to the public.



CCHP GOAL 2: A low rate of smoking, drug and alcohol abuse among Cayucos residents and visitors.

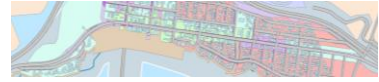
Residents in Cayucos are concerned about the rate of smoking and problems with drug and alcohol abuse in their community. Researchers and public health professionals in tobacco cessation and prevention utilize strategies such as reducing tobacco advertising, enforcing penalties for selling alcohol and tobacco to minors, and providing free products and services to those with unhealthy addictions. The department of Behavior Health provides treatment and recovery services for those with drug and alcohol problems. These policies and programs aim to increase awareness of such programs, increase accessibility of County programs, and limit the exposure to such substances.

POLICIES

- P. 2.1 **Reduce public smoking.** Encourage smoke-free parks, public spaces, and eating areas to reduce the visibility of smoking and exposure to second-hand smoke.
- P. 2.2 **Electronic Cigarettes.** Include e-cigarettes in policies that prevent the advertising, sale, or use of tobacco.

ACTION PROGRAMS

- A. 2.1 **Reduce alcohol and tobacco advertising.** Increase enforcement of existing tobacco and alcohol retail laws, such as the Lee Law. Provide incentives to retailers to reduce advertisements and displays that encourage the purchase of tobacco and alcohol, especially those that target minors.
- A. 2.2 **Liquor Stores.** Limit the number of liquor stores in Cayucos and establish a minimum distance from schools and other destinations.



A. 2.3 **Education and substance abuse assistance.** Establish areas within town where notifications will be posted or where information is available about county-sponsored tobacco cessation classes, substance abuse education, and addiction assistance programs. Explore the feasibility and need for local programming in the north coast region.

CCHP GOAL 3: A built environment that promotes increased walking for recreation and transportation for all age groups and abilities as a means of addressing root determinants of health.

Though pedestrian activity throughout Cayucos is not as limited as in other areas of the county, there are many areas throughout the commercial core and connecting to residential areas that could benefit from improved pedestrian infrastructure. Students attending Cayucos Elementary and seniors on the whole were particularly interested in improved walking environments. Pedestrian-friendly areas allow for low-impact exercise, incorporates exercise into daily activities, accommodate individuals without access to vehicles, increases neighborly connections and improved mental wellbeing.

POLICIES

P. 3.1 **Neighborhood Retail Centers.** Encourage nodes of neighborhood services within walking distance (one-quarter mile) of all residences.

P. 3.2 **Beach access.** Include e-cigarettes in policies that prevent the advertising, sale, or use of tobacco. Protect beach access points as a unique opportunity for active recreation and pleasant pedestrian route to downtown.

P. 3.3 **Landscape Improvements.** Make streets and other public spaces more appealing to pedestrians by increasing vegetation where



appropriate, planting street trees, improving landscaping, adding seating areas, and removing barriers in the walking path.

P. 3.4 **Expand pedestrian areas.** Identify opportunities to maximize the use of streets as space for the community to walk and socialize. Explore opportunities to reclaim portions of streets such as excess parking areas, to develop parklets, public spaces, and additional sidewalk areas.

P. 3.5 **New development.** When new development occurs, integrate the site design into the surrounding pedestrian network to accommodate future users. Advocate against design proposals that block access, create barriers, or create safety hazards for pedestrians.

ACTION PROGRAMS

A. 3.1 Focus on maintenance and improvement of existing areas.

A. 3.2 Work with the SLO County Health Agency Injury prevention division to audit the walking environment for Cayucos Seniors, and encourage the improvement of problematic areas.

A. 3.3 Improve pedestrian-scale lighting along Pacific Avenue and Ocean Avenue. Designs should incorporate strategies to limit light pollution while maximizing safety for bicyclists and pedestrians.

A. 3.4 Incorporate universal design or Americans with Disabilities Act (ADA) requirements, especially in high-volume pedestrian areas, near seniors' facilities, and downtown.

A. 3.5 Pursue expansion of sidewalks downtown to increase opportunities for outdoor dining and spontaneous community interaction.

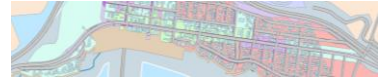


CCHP GOAL 4: A built environment that promotes increased walking for recreation and transportation for all age groups and abilities as a means of addressing root determinants of health.

Cayucos is located along the Pacific Coast Bike trail which follows Highway 1 along the coast. The climate and scenery make Cayucos a great place to bicycle for avid cyclists, casual bikers, and commuters. However, most roads lack a safe amount of lighting, there are few places to park a bicycle, and there have been several bicycle-vehicle collisions in Cayucos. Bicycling allows for active transportation at greater distances and speeds than walking, provides connections between residences and transit stops, and is a highly accessible form of transportation for all ages and income levels. Like walking, riding a bike to services and frequent destinations incorporates physical activity into daily life, helping to increase the chances that the rider experiences the countless health benefits of regular exercise. The goals and policies below, along with goals to increase safety, will help to support accommodation for and encourage use of bicycles.

POLICIES

- P. 4.1 Expand bicycle infrastructure. Improve bike lane visibility, install bicycle racks or other forms of bike parking, additional signage, and wayfinding aids for cyclists.
- P. 4.2 Eliminate barriers. Identify and eliminate barriers to bicycling including such as damaged, incomplete, blocked, or rough bike paths, excessive vehicle speeds, and insufficient lighting.
- P. 4.3 Prioritize Bicycle Parking. Provide incentives for the development of adequate bicycle parking and support facilities in existing and new businesses and in new development projects, where appropriate.



P. 4.4 Seek grant funding for the installation of public bicycle parking throughout downtown and at major destinations throughout Cayucos.

P. 4.5 Improve Bicycle Network. Create a network of clearly visible bicycle lanes, signed bicycle routes, and bicycle priority streets.

ACTION PROGRAMS

A. 4.1 Education and bicycle promotion. Work with SLO County Injury prevention, the Safe Routes to School effort, the school district, and community groups to encourage bicycle safety for bicyclists and motorists and promotional events such as bicycle rodeos, bicycle clinics, and helmet distribution events.

A. 4.2 State and Regional Partnerships. Work with CalTrans, SLOCOG, and RTA to increase bicycle access to transit options and improve safety for cyclists along Highway 1.

A. 4.3 Install pedestrian-scale lighting along the bike path extending from Norma Rose Park to 13th Street. Install additional signage to notify and encourage potential users of the bike path location.

CCHP GOAL 5: An environment that encourages physical activity and social interaction through a reduced risk of injury and a safe multimodal transportation system.

The walk audit conducted for this plan showed that there is a discrepancy between overall walkability in town and the safety of the streets. This is due in part to the auto-oriented nature of the streets, obstructions in the walking path, and uneven or incomplete sidewalks. These issues are especially relevant for increasing the number of students walking or biking



to school, limiting injuries for those needing to cross Highway 1, and individuals with disabilities or limited mobility.

Safety countermeasures, those features that call a driver’s attention to a pedestrian area, naturally cause slower speeds, and increases in physical space for pedestrians and bicyclists. These measures can increase actual and perceived safety and encourage active use of the built environment.

POLICIES

P. 5.1 **Increase Transit.** Work with RTA to improve transit stops throughout town to include benches, shelters, and bicycle parking. Consider key destinations, including health care providers, schools, parks and grocery stores, when designing routes

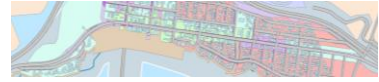
P. 5.2 **Highway 101 pedestrian improvements.** Work with CalTrans to improve safety and accessibility for pedestrians crossing Highway 1, including a reduced speed zone, pedestrian signage, and higher visibility crosswalks. Work with CalTrans and the community in order to prevent pedestrian crossings at unimproved locations.

P. 5.3 **Traffic Calming.** Implement traffic calming strategies in areas around schools and parks.

ACTION PROGRAMS

A. 5.1 Work collaboratively with the school district, SLOCOG, and the PTA to identify and address school access and safety issues through the Safe Routes to School Program.

A. 5.2 Reduce traffic speeds where appropriate around high-volume pedestrian areas, parks, residential neighborhoods, and public spaces.



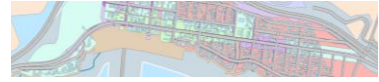
- A. 5.3 Explore the feasibility of narrowing Ocean Avenue to naturally slow traffic and allow for wider, safer sidewalks and bike lanes.
- A. 5.4 Increase the visibility of crosswalks, school zones, and high-volume pedestrian areas through the addition of varying textures and colors of crosswalks, pedestrian and crossing signs, and physical improvements such as crossing islands, raised crosswalks, curb extensions, reduced radii at intersections, perpendicular curb ramps and other measures known to improve pedestrian safety.

CCHP GOAL 6: An aesthetically pleasing and inviting environment that is designed to accommodate residents and visitors of all ages and abilities.

Cayucos benefits from a highly aesthetically-pleasing natural environment, and a town character that plays off the proximity to the ocean, and ample resources for active pursuits. However, the small town atmosphere and remote location limit the access to many community needs without the use of a private automobile, encourages tourism and vacation rental housing units, and drives up housing costs. The following goal, policies, and implementing programs aim to preserve the current character of the town, preserve a permanent population, and connect neighborhoods to services available in town.

POLICIES

- P. 6.1 **Street Closures.** Allow street closures for events such as farmers' markets, arts and craft fairs, and bicycle and pedestrian events on a promotional basis. Explore the feasibility of creating a permanent pedestrian street.
- P. 6.2 **Design Guidelines.** Preserve the unique character and atmosphere of Cayucos as new development occurs by working with the



community to incorporate design guidelines into existing County planning documents.

P. 6.3 **Vacation Rentals.** Enforce use restrictions in residential areas to reduce the incidence of unpermitted vacation rentals in order to avoid frequent vacancies of housing units, reestablish personal connections within neighborhoods, and lessen the risk for nuisances.

P. 6.4 **Recreation.** Encourage private development of recreational facilities such as fitness centers, climbing gyms, outdoor sporting facilities, and equipment rental that complement and supplement the public recreational system.

ACTION PROGRAMS

A. 6.1 Reduce physical barriers as consistent with universal design principles or the Americans with Disabilities Act to accommodate less mobile individuals.

A. 6.2 Explore ways on increasing public art, especially in areas lacking aesthetic quality.

CCHP GOAL 7: A local parks and recreation system that accommodates residents, local employees, and visitors of all ages, interests, and abilities to promote mental and physical health and wellbeing throughout Cayucos.

Cayucos residents of and visitors have access to parks, nearby trails, a community pool, tennis courts, and use the beach for exercise such as walking, running, kayaking, or surfing. However, many residents, especially elementary students, expressed a need for parks that are better



suited to active recreation, such as team sports. This finding is also consistent with language from the Estero Area Plan (2008). The following goal, policies, and implementing programs seek to diversify the parks and recreation system to accommodate all users.

POLICIES

- P. 7.1 Adopt policies that recognize that parks, open spaces, and beach access is a critical strategy to improve health benefits in the town, particularly as related to obesity, diabetes, and mental health.

- P. 7.2 Park design. Design new facilities and update existing facilities to provide natural surveillance, minimize injury risks, have adequate, pedestrian scale lighting, and signs that include hours of operation.

- P. 7.3 Complete plan and secure funding in full for separated path extending from Cayucos to Morro Bay.

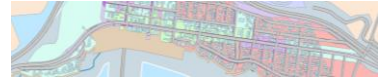
- P. 7.4 Recreation activities. Support and encourage year-round sports and recreation activities, such as team sports, fitness classes, clubs for hiking, biking, surfing, and other similar activities.

- P. 7.5 Joint use agreements. Collaborate with the school district to establish or update a joint use agreement for community-wide access to school recreational facilities such as sports fields.

ACTION PROGRAMS

- A. 7.1 Consider extending community pool hours to accommodate users year-round.

- A. 7.2 Improve signage along bicycle routes and at community gateways to better direct residents and visitors to parks and community facilities.



- A. 7.3 Inclement weather recreation. Explore the possibility of indoor recreational facilities such as basketball or squash courts.
- A. 7.4 Support community programs to increase awareness and use of hiking opportunities in the area.
- A. 7.5 Explore the feasibility of expanding Hardy park to include a large field to accommodate team sports
- A. 7.6 Explore community interest in an outdoor exercise circuit in existing parks. The course should be clearly marked with signage and include instructions for use.

CCHP GOAL 8: A standard of environmental quality that encourages active pursuits, prevents exposure to toxic or infectious substances, and minimizes local greenhouse gas emissions.

Although many community members mentioned the beautiful natural environment as a great asset to their quality of life, pollution and issues of environmental quality were also mentioned again and again. Issues in Cayucos range from contaminated runoff pollution to solid waste management. Poor environmental quality affects Cayucos locally, but is an issue with that originates at the regional level. The goal, policies, and programs below seek to bring attention to environmental quality issues, institute local programs for a cleaner environment that supports health, and serve as a model for San Luis Obispo County and the greater central coast region.

POLICIES

- P. 8.1 Non-point source pollution management. Support programs and efforts to protect the ecological integrity of the watershed.



- P. 8.2 **Runoff Education.** Educate the public about the links between specific sources of non point-source water pollution, environmental, quality, and health risks.

- P. 8.3 **Waste reform.** Implement a recycling and composting program to include commercial uses, residents, and visitors with the goal of reducing per capita solid waste disposal to landfill by 20%

- P. 8.4 **Runoff Management.** Encourage the use of runoff management techniques, such as green streets and bioswales, to slow and clean stormwater.

ACTION PROGRAMS

- A. 8.1 Increase the number trees for their many environmental benefits, including natural carbon sequestration

- A. 8.2 Work with community groups to maintain and improve awareness about the need to clean up after pets, emphasizing the harmful effects to water quality. Increase the availability of clean up bags in areas with many pedestrians.

- A. 8.3 Incorporate sustainable and watershed-friendly landscaping in all new development.

- A. 8.4 Notify the public of hazards such as dangerous water quality or injury hazards through public education, notification systems, and public signage.

- A. 8.5 Encourage the use of compost, and require where appropriate community farming and neighborhood gardening that eliminates or reduces the use pesticides, herbicides, and chemical fertilizers.

- A. 8.6 Increase participation in commercial and residential food waste collection through a composting program.



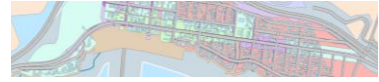
- A. 8.7 Reduce waste by improving participation in recycling programs, encouraging recycling downtown, and instituting a green waste or composting program.

CCHP GOAL 9: Accessible, affordable food for all residents.

In Cayucos, community members expressed the need for healthy food options, including a health food store, a larger grocery store, healthy, affordable eateries, and access to locally-grown food. Weekly grocery shopping is nearly impossible in Cayucos due to the unavailability of many items, and prices are commensurate with the vacation-town setting, therefore not affordable for residents. This presents an issue of food accessibility and affordability for residents, especially those without access to a personal vehicle such as children and the elderly. The measures below seek to address the Cayucos's specific issues with healthy food availability, and many provide other health co-benefits.

POLICIES

- P. 9.1 Incentives for food retailers. Support financing, zoning, tax incentives, or other programs that encourage new and existing food retailers and institutions to increase healthy food options.
- P. 9.2 Encourage and, when feasible, facilitate opportunities for Community-Supported Agriculture within the community.
- P. 9.3 Encourage and facilitate existing and new public or private shuttle systems to transport seniors and others in need to nearby grocery stores and other sources of healthy food.



P. 9.4 Encourage the development of healthy food establishments downtown and in neighborhood commercial areas throughout Cayucos.

P. 9.5 Require new development to provide and maintain drinking water fountains or hydration stations where appropriate.

ACTION PROGRAMS

A. 9.1 Facilitate careful maintenance of existing water fountains, recognizing the need for fresh water to be publicly available to support community health.

A. 9.2 Work with community groups to facilitate the development of convenient and accessible community gardens where residents can plant and grow fruit and vegetables within each neighborhood.

A. 9.3 Pursue grants and other funding sources for the development of community gardens to benefit mental and physical health.

A. 9.4 Encourage the development of edible school yards as an educational resource, or in combination with community garden establishment and maintenance.

A. 9.5 Encourage the development of underutilized land in parks and vacant lots into productive space for growing fruits and vegetables.

A. 9.6 Consider an additional farmers market day and time, or change the day and time of the current seasonal farmers market to better accommodate members of the community that work and attend school.

A. 9.7 Adopt healthy food guidelines, and provide incentives for retail stores and restaurants that provide healthy options.



CCHP GOAL 10: Convenient access to a wide range of healthcare facilities in Cayucos and nearby for all ages and income levels.

When asked what aspects of the Cayucos community detract from overall wellness, one of the most frequent responses was the lack of healthcare access. Though the vast majority of residents described their personal health as “healthy” or “very healthy”, many were concerned about aging problems and chronic diseases. The high median age and high percentage of seniors residents in town, coupled with the lack of healthcare facilities in town and limited transit, presents a healthcare access problem for Cayucos residents. The goal and policies below strive to increase access to healthcare for the wellbeing of the community.

POLICIES

- P. 10.1 **Encourage health care facilities.** Support existing and potential new health care services in the City through a variety of mechanisms including financial incentives such as reduced permit fees, reduced impact fees, and business license discounts.
- P. 10.2 **Education and visibility.** Increase availability of resources to the community on the availability of health care options and publicly available resources, such as tobacco cessation classes.
- P. 10.3 **Mobile Health Care.** Promote the use of mobile or remote health care such as clinics on wheels to increase resident’s access to preventative care, dental care, and screenings.

ACTION PROGRAMS

- A. 10.1 Encourage local transit providers to establish and maintain routes and services that provide the community with convenient access to health service facilities, where feasible.



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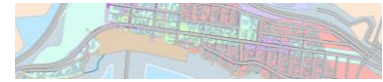
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