

Presentation to the Board of Supervisors

December 1, 2020

Agenda Item No: 15

- **Big Sur Destination Stewardship Plan (DSP), Completed July 2020**
- **Prepared in coordination with the Monterey County Convention and Visitor's Bureau (MCCVB) and the Community Association of Big Sur**

- **Presenters:**

**Butch Kronlund, Executive Director,
Community Association of Big Sur**

Rob O'Keefe, CEO MCCVB

Ryne Leuzinger



Board Actions:

- Receive a presentation from the Monterey County Convention and Visitors Bureau (MCCVB) on the Big Sur Destination Stewardship Plan (Plan) completed in July 2020 in collaboration with the Community Association of Big Sur (CABS).
- Provide direction on implementation of the Big Sur Stewardship Plan.

COMMUNITY
ASSOCIATION



OF BIG SUR

Serving Big Sur for over
50 years...

Butch Kronlund, Executive Director CABS

DSP Vision

“To protect and preserve the rugged, scenic, natural beauty of Big Sur and its cultural heritage, benefit the local economy, and foster a welcoming and sustainable community for generations to come.”

DSP Vision and Methodology

- The DSP ensured it was a community-based process and recognized Big Sur stakeholders across federal, state and county jurisdictions, along with non-profit organizations and businesses, private landowners and individual community members within the Big Sur Land Use area.
- Over the 12-month project period the following meetings occurred:
 - 178 small group and individual consultation meetings;
 - Nine large group stakeholder meetings
 - 131 stakeholder comments were received via the DSP website
 - 345 DSP Resident Surveys submitted, including members of the Spanish-speaking community
 - 3 week public comment period was included for the Draft DSP and feedback was included in the final plan.

DSP Steering Committee Members

- Carissa Chappellet** *Lawyer and Board President, Big Sur Health Center*
- Kirk Gafill** *President of Big Sur Chamber of Commerce and President/CFO of Nepenthe/Phoenix Corporation*
- Laverne McLead** *Author, Community Member and Co-Coordinator of Big Sur Advocates for a Green Environment (B-SAGE)*
- Lee Otter** *Strategic Advisor, Big Sur Land Use Plan*
- Matt Harris** *Fire Chief, Big Sur Fire*
- Mike Freed** *Co-Chair, California Task Force on Destination Stewardship and Owner, Post Ranch Inn*
- Ryne Leuzinger** *Board Member, Community Association of Big Sur and Senior Assistant Librarian, CSUMB*
- Yuri Anderson** *Chief of Staff to Supervisor Mary Adams, County of Monterey, District 5*











en.wikipedia.org › wiki › Big_Sur ▼

Big Sur - Wikipedia

Big Sur is a rugged and mountainous section of the Central Coast of California between ...

Toilet paper, human waste, and trash litter the roadsides. ... **Big Sur: Images of America**, Jeff Norman, **Big Sur** Historical Society, Arcadia Publishing ...





\$

Visit California annual 2018 budget= \$120 million.

- Responsible for 140 Billion in statewide hospitality revenue.
- Generates 20 Billion in taxes and fees.
- Every third image promoting California is of Big Sur.



Big Sur Sustainable
Destination Stewardship Plan

Prepared by Beyond Green Travel

The DSP was funded in cooperation with the Monterey County Board of Supervisors and in partnership with the Monterey County Convention & Visitors Bureau and the community of Big Sur. Monterey County Convention & Visitors Bureau also provided reporting oversight during the development of the DSP. Special appreciation goes to the Community Association of Big Sur, which provided both additional funding and administrative support to the plan.



Additional funding support came from the following individual and organizations:
Bill and Nancy Doolittle, Tim and Jean Weiss, Albert McFarland , Nancy Berry



Key Recommendations of the DSP:

- Visitor Data collection (understanding the true impacts of visitation).
- Visitor Education and communication (How to inform visitors of lower impact options).
- Funding implementation of the plan with a visitor supported “Go Green Pass”
- Rethinking access to popular vista points like Bixby Bridge and McWay Falls.
- Shuttles!
- Additional Public Restrooms
- Addressing Trash and litter problems.
- USFS Back Country and Front Country visitation management.
- Community housing

Rethinking Bixby Bridge and Other Popular Visitation Areas

Bixby Bridge: Implement a 12-month pilot program at Bixby Bridge to Eliminate All Visitor Stopping and Parking on Both East and West Sides of Highway 1 Before and After the Bridge, Including Old Coast Road

Pfeiffer Beach: Implement a Parking Reservations System

McWay Falls: Eliminate all Parking on Highway 1 North and South of Julia Pfeiffer Burns State Park

McWay Falls: Implement parking reservations system at Julia Pfeiffer Burns State Park

Public Restroom Availability

Improve Access and Provide Better Signage for Existing Restrooms

Work with State and Federal Agencies to Ensure a Clear and Consistent Policy for Public Use

Addressing Trash and Litter Problems

Launch Big Sur Clean and Pristine Campaign

Utilize Temporary Placement of Additional Trash Receptacles During Peak Visitation Periods

Back Country and Front Country Visitation Management

Implement VWA Pilot Back Country Self-Directed Trail Registration System to Gather Visitor Use Data

Establish an Online Self-Registration and Permit System for the Back Country Trail Heads Accessed from the Big Sur Coast

Restrict Front Country Overnight Dispersed Camping During Peak Wildfire Season

Visitor Education and Communication

Launch a New Visitor Education and Communication Campaign

Strengthen Information that Distinguishes Big Sur

Available Community Housing

Expand ADUs and address STRs

Page 115 of 115

Proposed Timeline for Recommendations

Long Term Actions (3-5 Years)

Key:

KEY: Implementation Action in place

	2023				2024				2025			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<i>Accurate Visitor Management Data</i>												
Compile a Comprehensive Annual Data Summary												
<i>Visitor Traffic Management</i>												
Shuttle Services: Establish a Big Sur North Coast Shuttle												
Shuttle Services: Establish a Big Sur Valley Shuttle												
Shuttle Services: Establish a Big Sur South Coast Shuttle												
<i>Rethinking Bixby Bridge and Other Popular Visitation Areas</i>												
Bixby Bridge: Re-design the Bixby Bridge visitor experience												
<i>Public Restroom Availability</i>												
Prioritize State Park identified restroom sites - Garrapata Beach, then McWay Falls, Soberanes, Partington Cove												
Consider Vista Point restrooms, if consistent with the BSLUP, north of JPB State Park, at Abalone Cove, and south of Big Creek												
Explore tax rebates and incentives for expanding restrooms												
<i>Addressing Trash and Litter Problems</i>												
Create incentives for reducing roadside trash and litter												
<i>Visitor Education and Communication</i>												
Establish a Visitor Education Facility at the North and South Ends of the Big Sur Coast												

Big Sur sustainable Destination
Stewardship Plan

Big Sur Byway
Organization
group

PARK IT

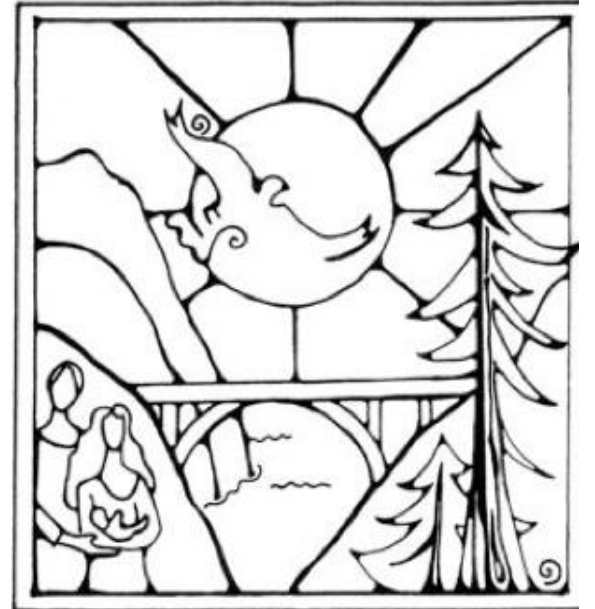


POINT
LOBOS
FOUNDATION

www.CABigSur.org



COMMUNITY
ASSOCIATION



OF BIG SUR