



Community Park Needs Assessment

City of Poway



Introduction

- Community Park Needs Assessment
- Identify Recreation Trends
- Conduct Benchmark (via. SDSU)
- Solicit Community Input
 - Staff Interviews
 - Key Leader Interviews
 - Stakeholder Focus Groups
 - Virtual Public Meetings
 - Online Survey
- Draft Considerations and Discussion



INTERNAL STAFF & LEADERSHIP FOCUS GROUP INTERVIEWS

Stakeholder and Key Leader Meetings

- Held throughout June 2021
- Met local stakeholders that included the following groups:

Stakeholders and User Groups	
City of Poway	Parks and Recreation Advisory Committee
Poway City Council	Trail Advisory Board
Poway Valley Senior Citizen Corporation Board of Directors	SD Skate Life
Valley Elementary	Poway Sports Association

June 9, 2021

Virtual Public Meeting #2 - **COMPLETED**

6.00pm - 7.00pm PST



VIRTUAL PUBLIC INPUT MEETINGS

Virtual Public Input Meetings

- Held June 8th and 9th
- Approximate total attendance of 30 participants.

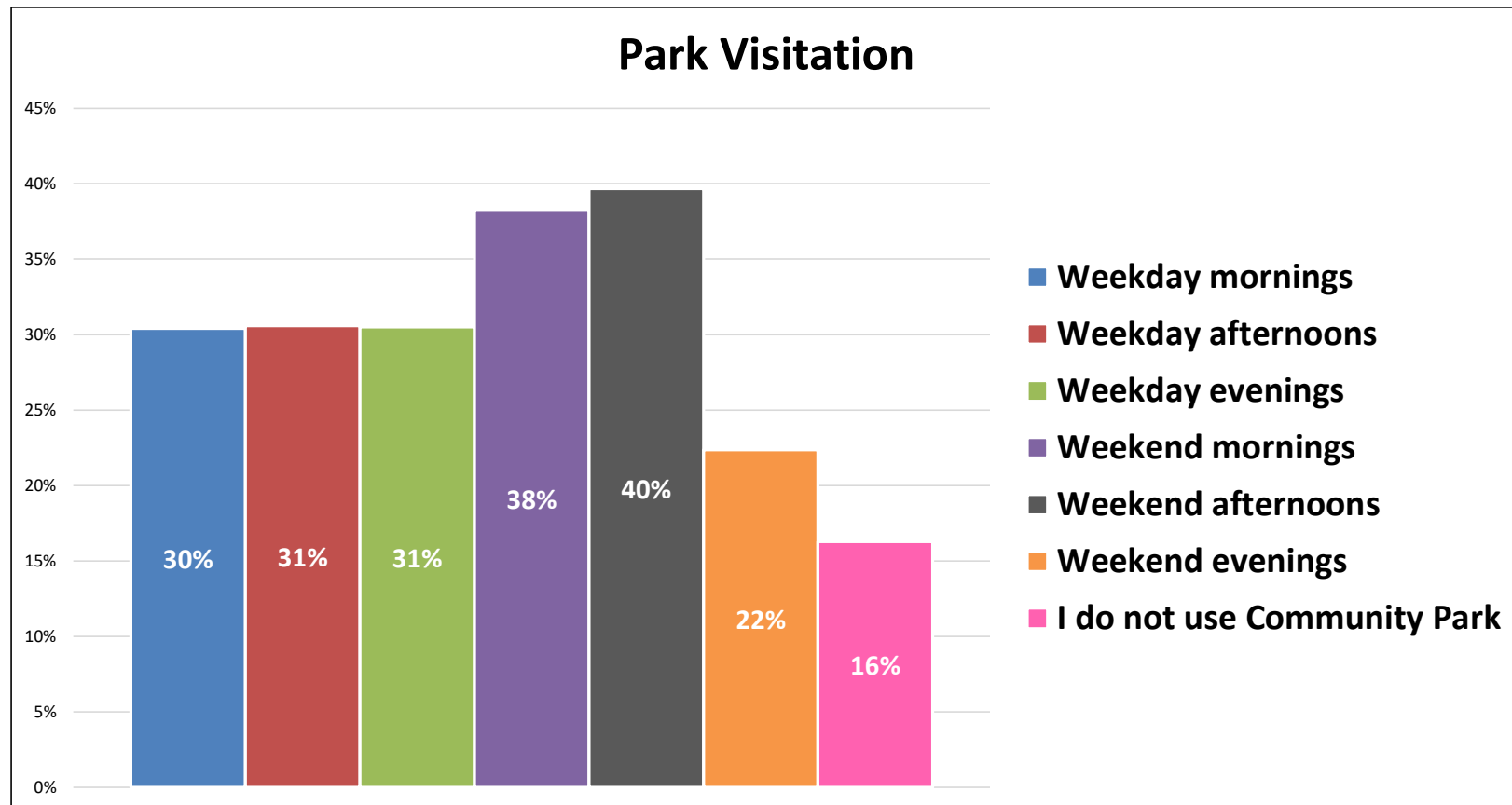


COMMUNITY SURVEY

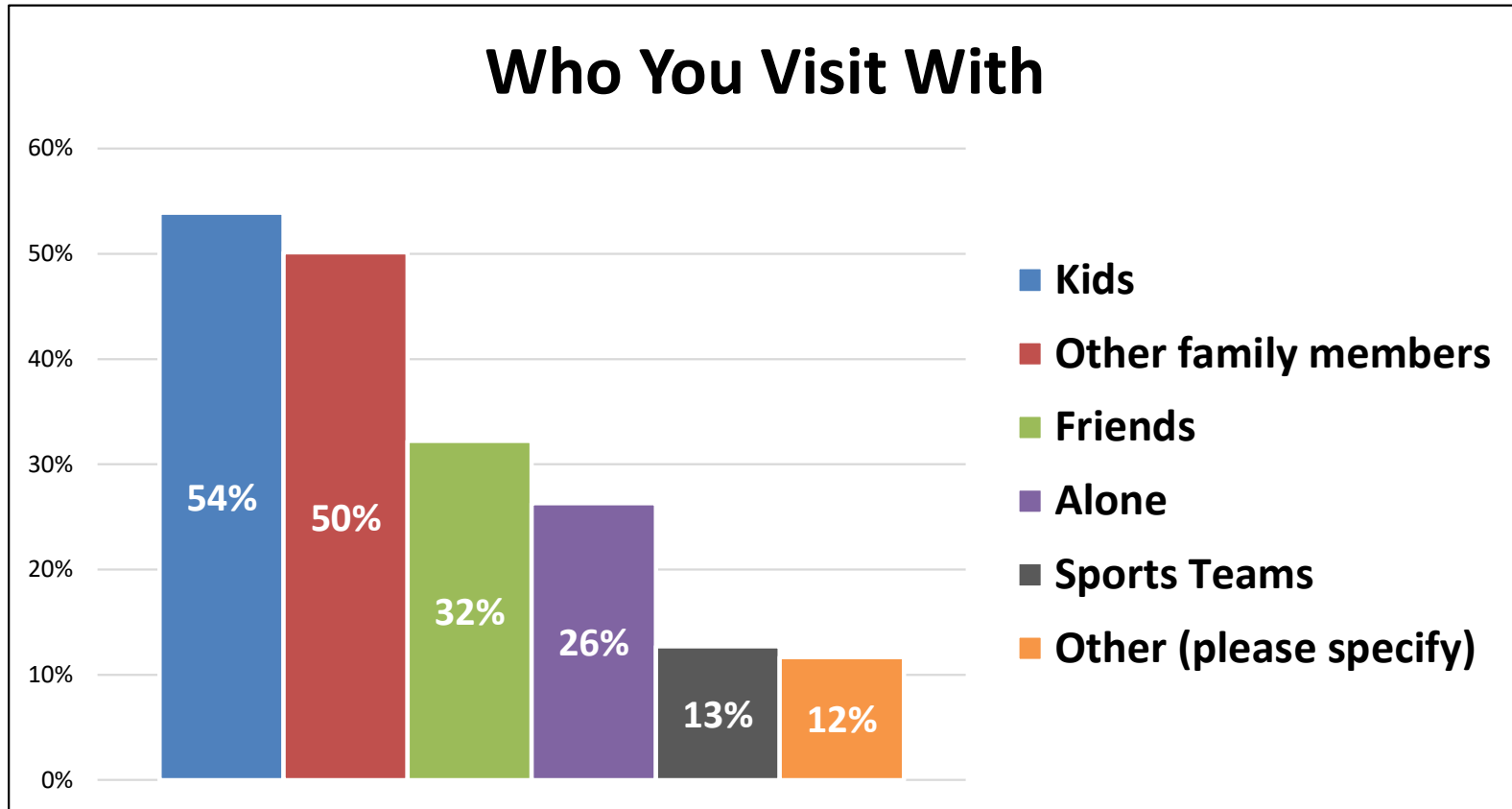
Online Survey

- Administered via SurveyMonkey from Aug 2- Sep 4, 2021
- Survey in English and Spanish
- Total respondents – 1,171!!!

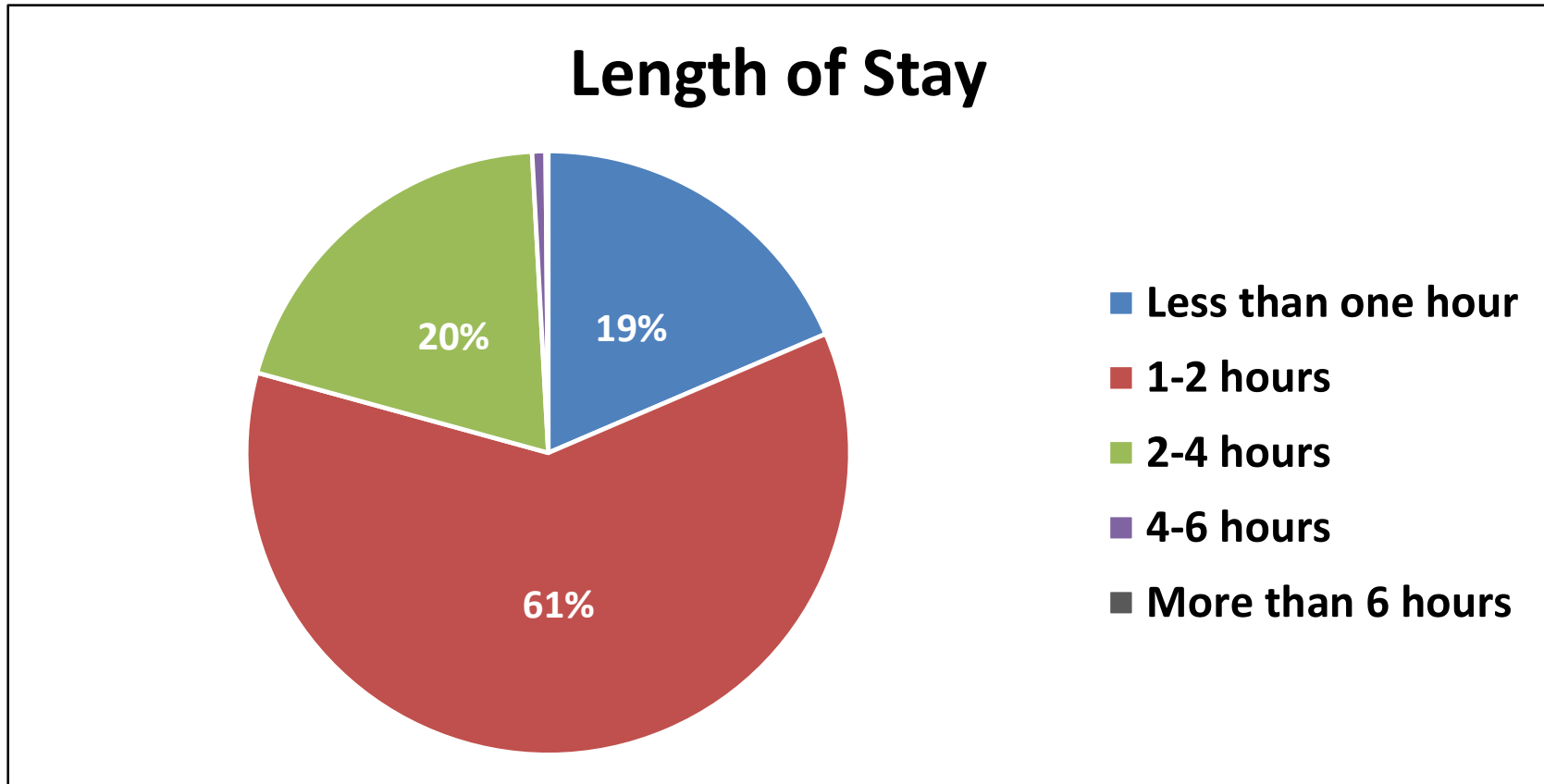
When do you or any member of your household typically visit Community Park? (select all that apply)



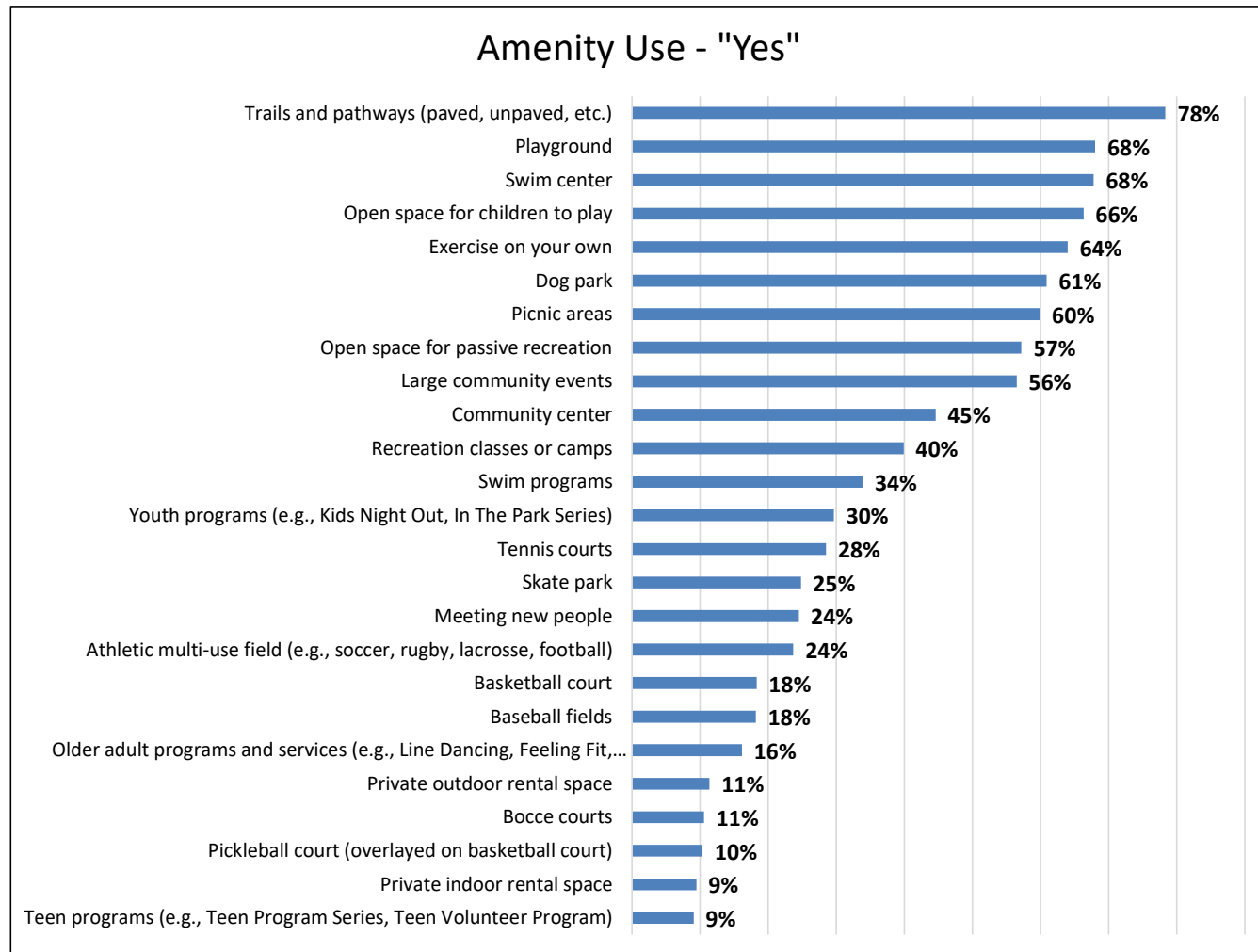
Who do you usually go to the Community Park with? (Select all that apply)



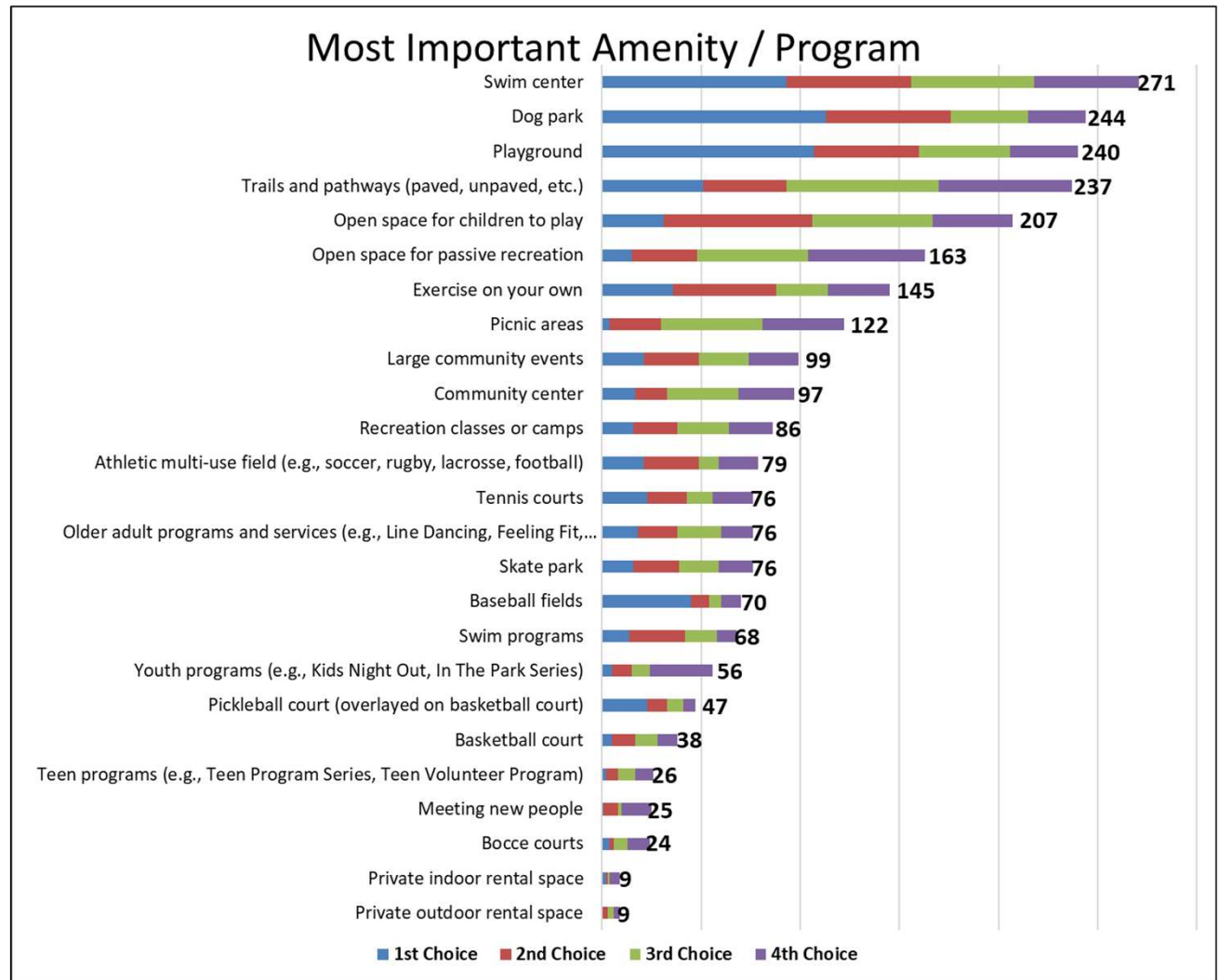
How long, on average, do you stay at Community Park when you visit?



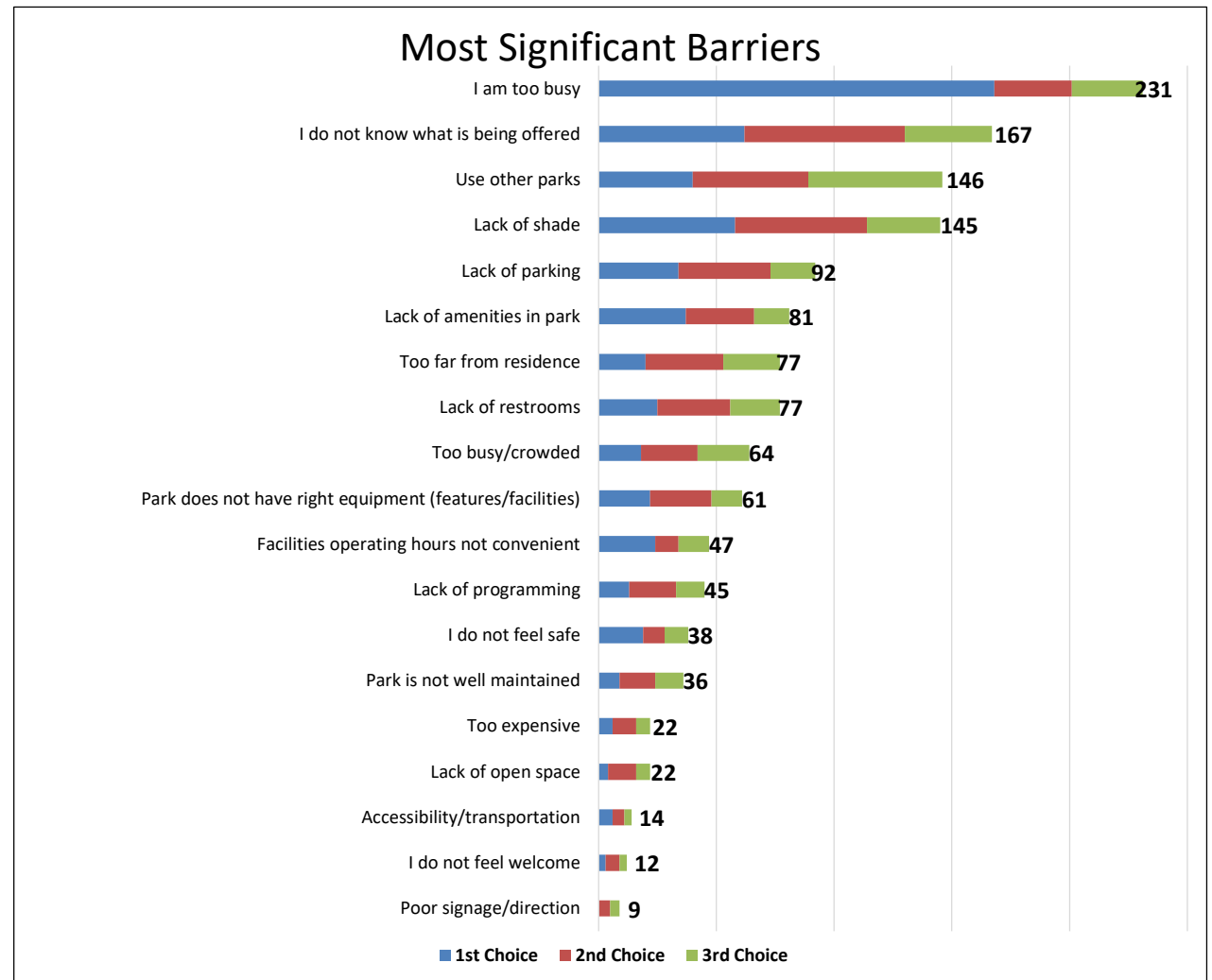
Do you
use this
amenity
or
function?



Which FOUR of these amenities and/or functions are the MOST IMPORTANT to your household?

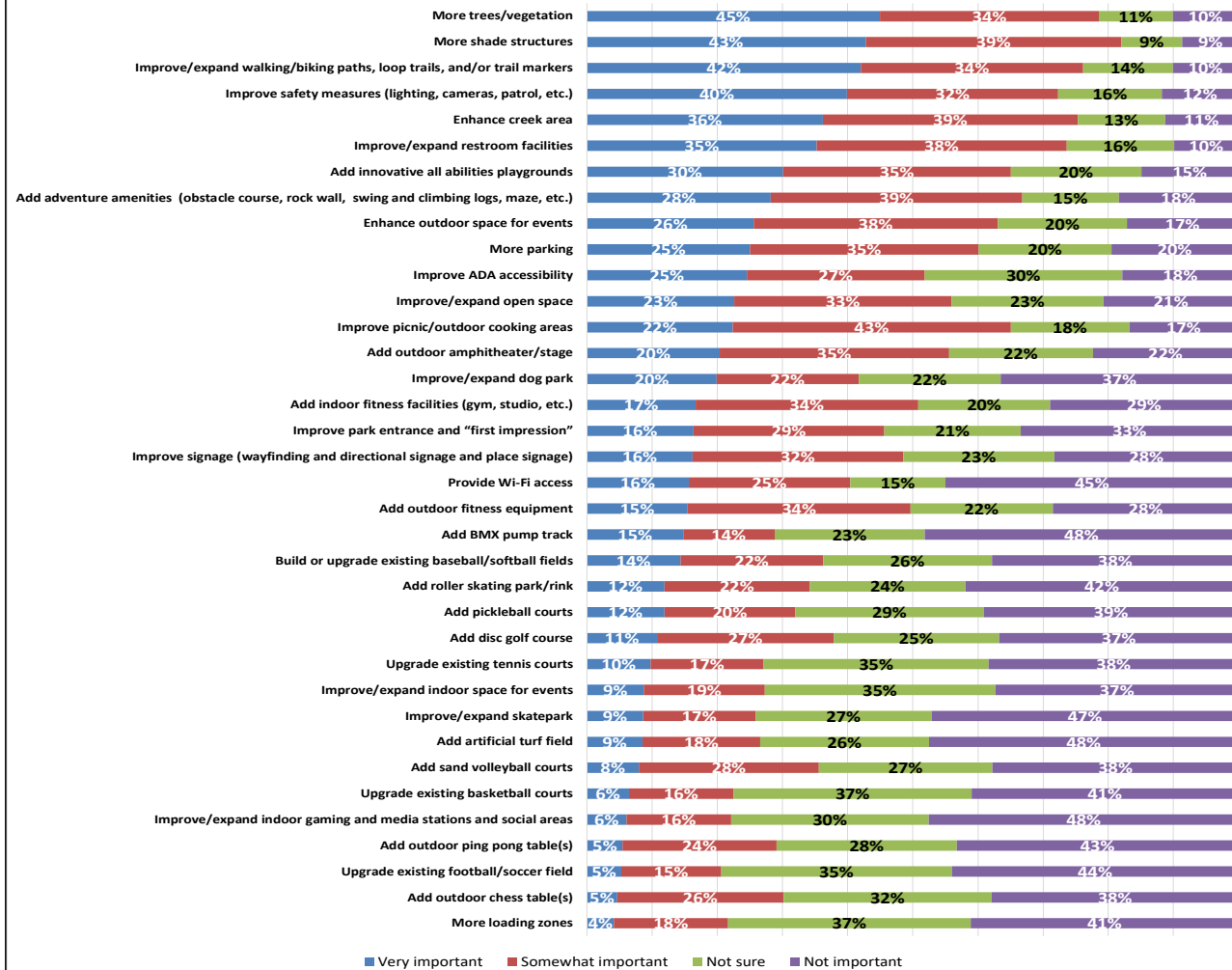


Which **THREE** of these reasons listed are the **MOST SIGNIFICANT BARRIERS** preventing you or other members of your household from using Community Park **MORE OFTEN** (Pre-COVID-19 pandemic)?

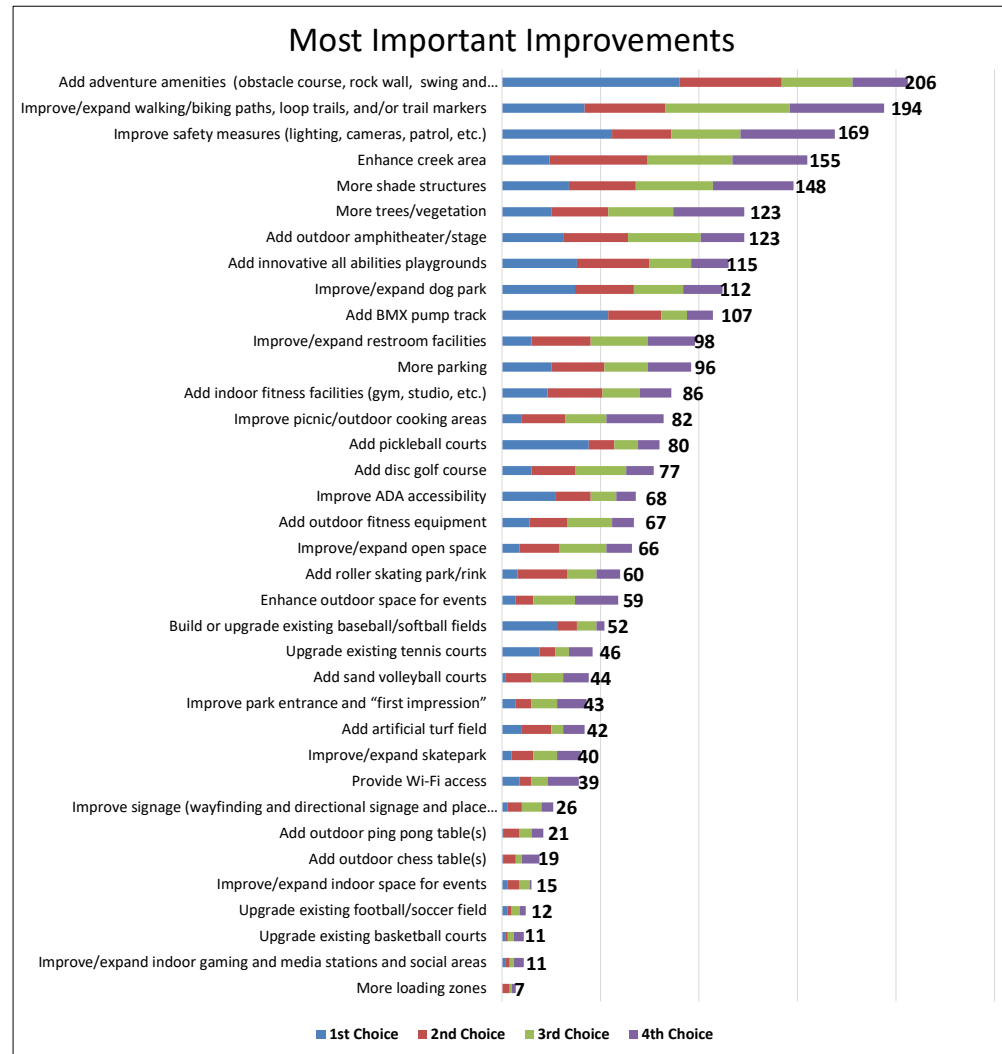


Please indicate the level of importance for the City of Poway to provide or improve the following amenity to Community Park over the next 10 years.

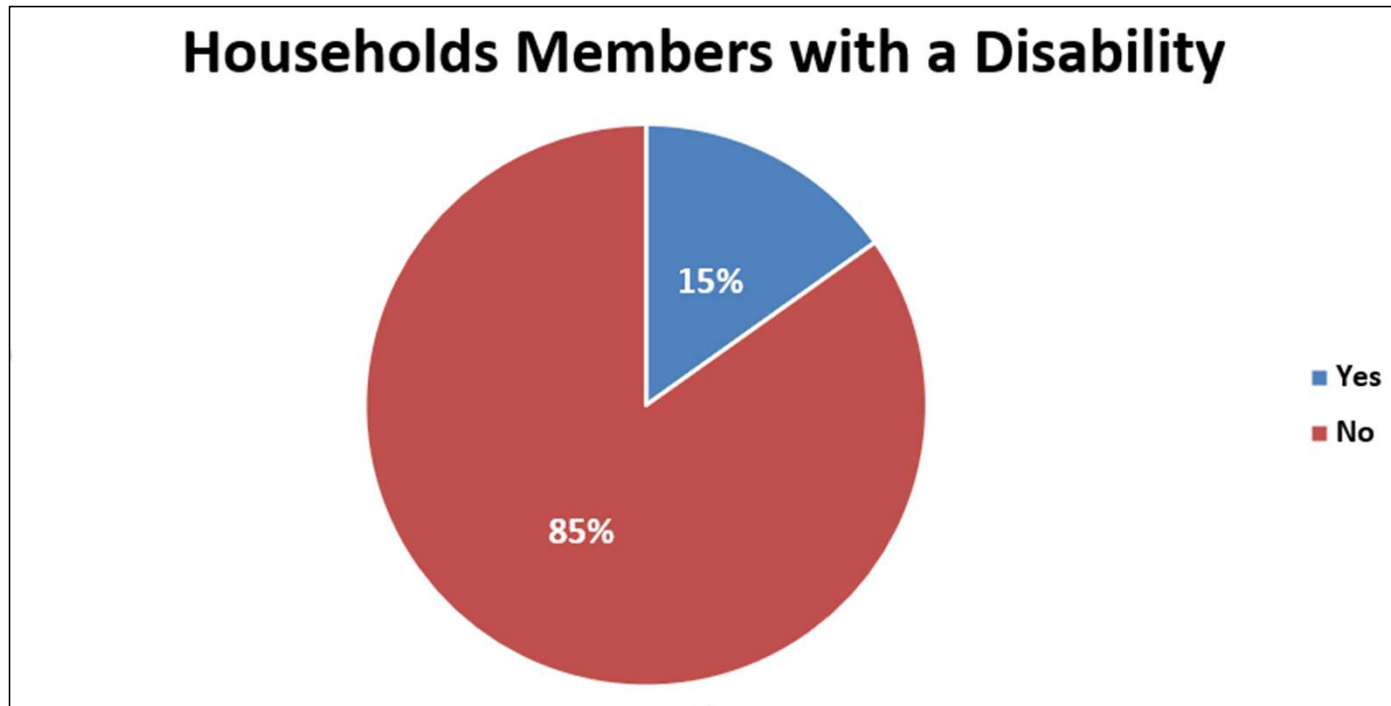
Proposed Action Support



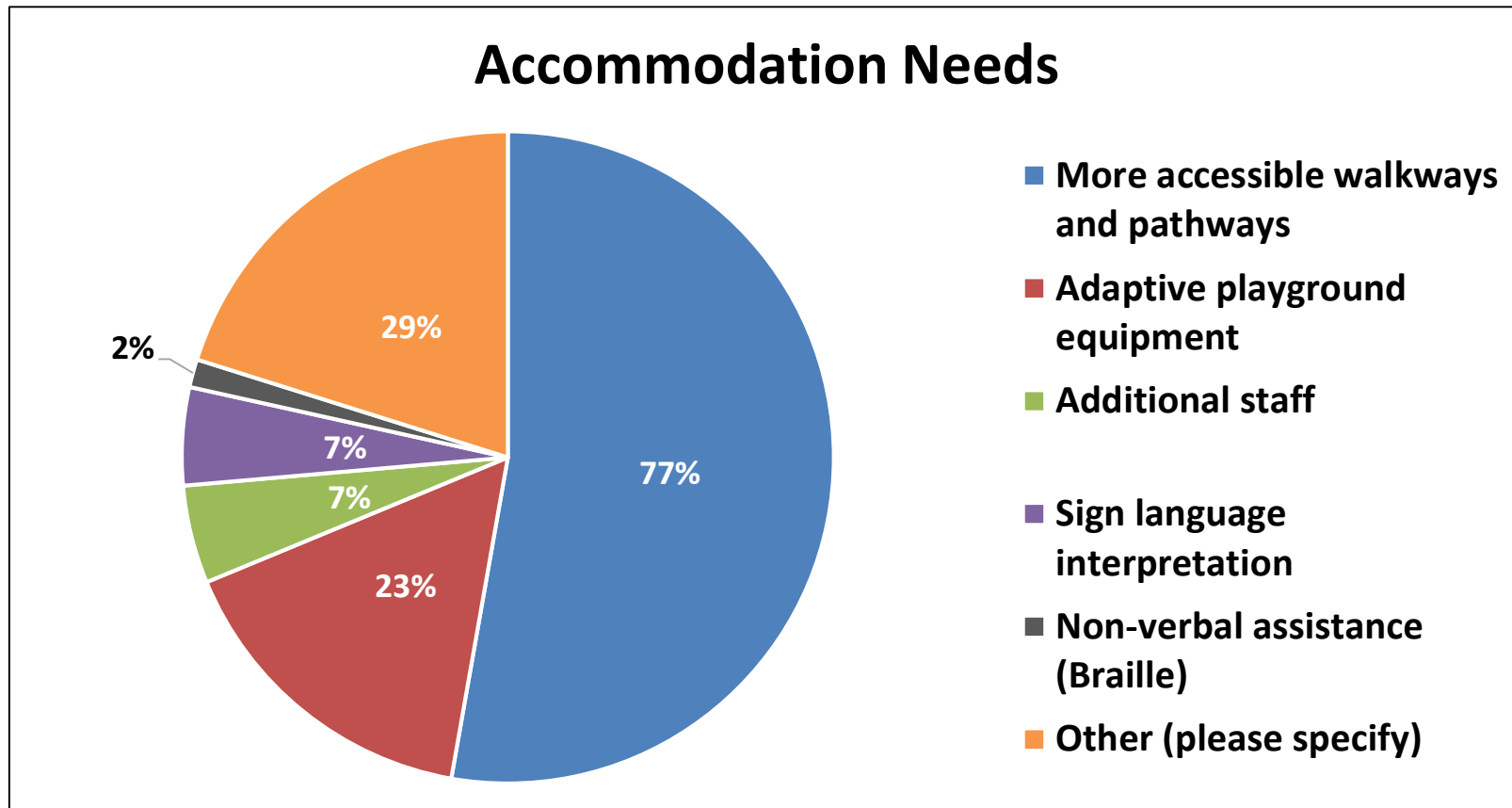
Which FOUR of these improvements are the MOST IMPORTANT for the City to add/expand/renovate?



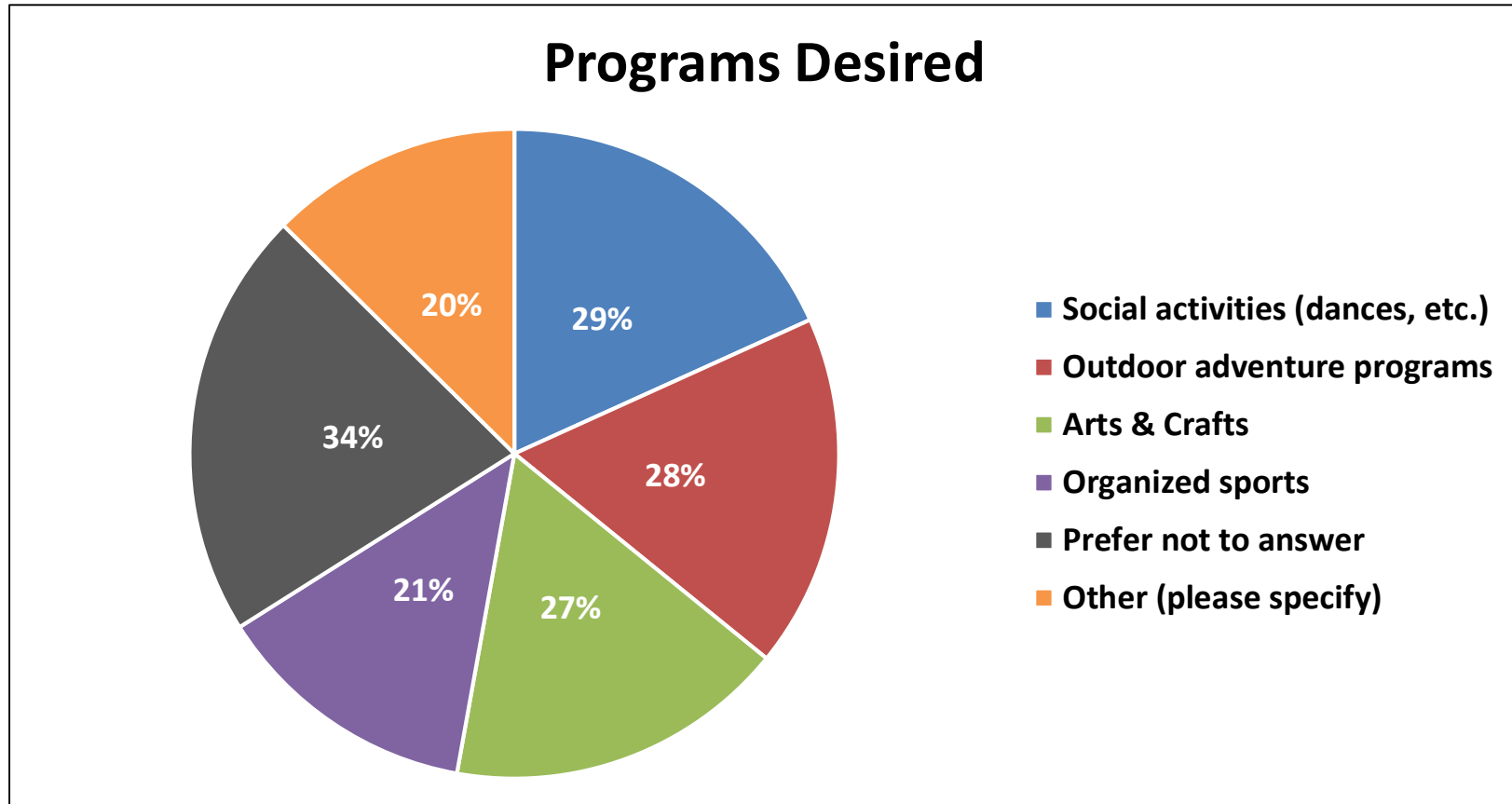
The City of Poway is committed to ensuring their parks are inclusive and accessible. Do any members of your household have a disability as defined by the Americans with Disabilities Act (ADA)?



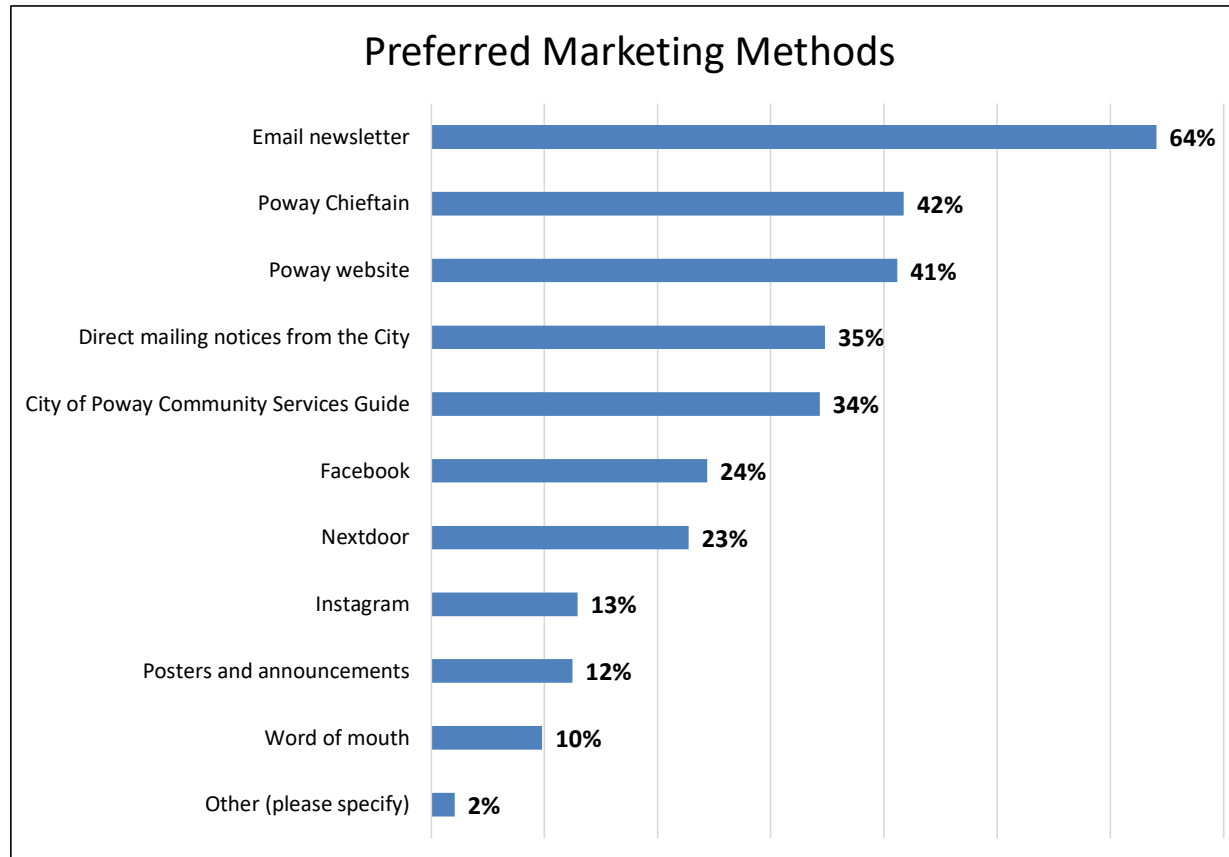
What type of accommodation is needed to serve individuals with disabilities in your household? (Please check all that apply.)



What types of programs are desired to serve individuals with disabilities in your household? (Please check all that apply)



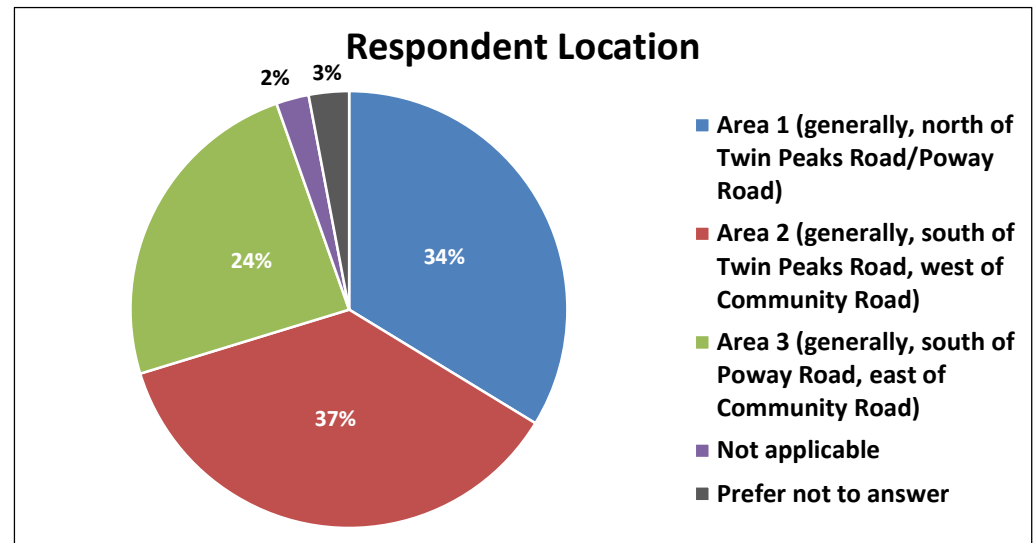
How would members of your household prefer to receive information about future Poway Community Park programs and services? (Please check all that apply.)



Respondent Demographics

Average age: 51 years old

Average years resided: 18.8



Considerations: Update Existing

1. Add additional Shade (Trees and Structures)
 - Tot lots / Pool Splash pad + Grass Area / Baseball field area / Parking lots
2. Improve Signage (Directional/Wayfinding and Informational)
 - Entrance / Amenities / Facilities and Rooms / Trail Markers
3. Connect Pedestrian loops and enhance ADA accessibility
4. Upgrade play structures to all-abilities playgrounds
5. Increase safety lighting in and around the park

Considerations: New Amenities

1. Add outdoor adventure elements
2. Add dedicated Pickleball courts
3. Add restroom(s) by play areas
4. Introduce interpretive learning and art opportunities to activate the creek
5. Provide fitness equipment / exercise stations along on the trail

Considerations: Operations

1. Invest in additional marketing to create greater awareness
2. Focus on maintenance Improvements
 - Enhance landscape; Relocate maintenance yard; add staff / contract support
3. Ensure consistency in branding and aesthetics
4. Determine consistent hours of operations
5. Utilize technology to enhance the user experience
 - E.g. Wifi, App for accessible maps / parking counts/ workout trackers etc.

Top Priorities

- 1. Shade (shade structures + trees)*
- 2. Accessible Trails and Connectivity*
- 3. Signage*
- 4. Adventure Amenities and All-Abilities Playground*
- 5. Additional Resources for Awareness and Maintenance (Staff and/or Contract Support)*

Next Steps

- **City Council Final Review**
 - *Review of Final Needs Assessment and presentation by PROS Consulting*
 - *January 18, 2022 at a regularly scheduled City Council Meeting*
 - *City Council Chambers, 13325 Civic Center Drive, Poway, CA 92064*
- **City Council Direction to Staff (Future Improvements)**



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