

#### 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 8<sup>th</sup> and 9th

Approximate total attendance of 30 participants.







## **COMMUNITY SURVEY**





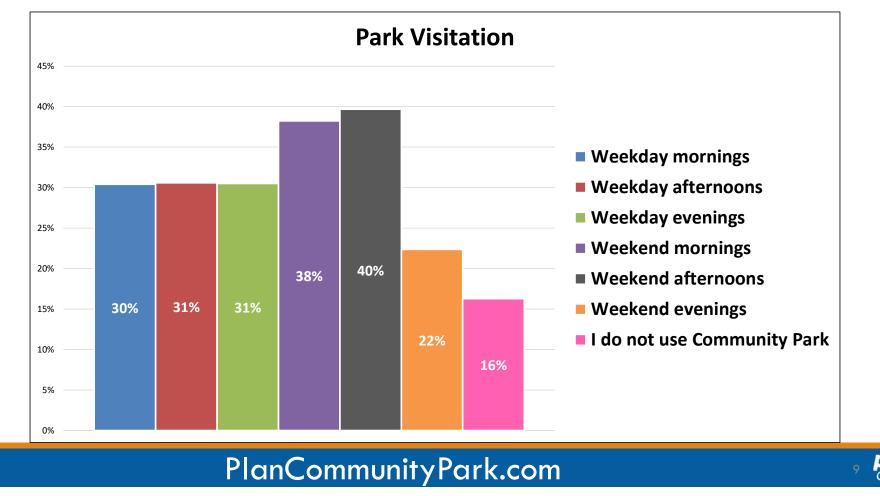
## **Online Survey**

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



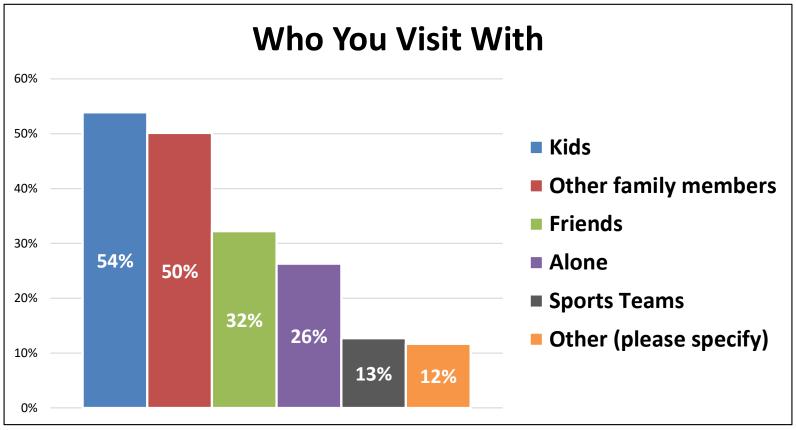


# When do you or any member of your household typically visit Community Park? (select all that apply)



POWAY

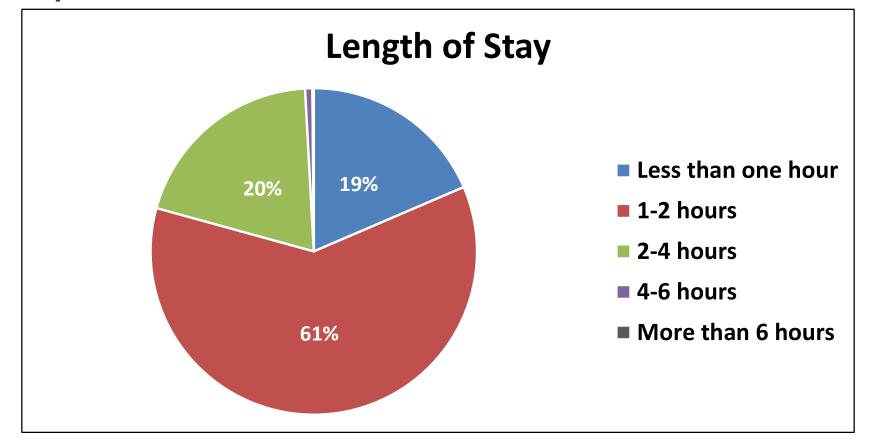
## Who do you usually go to the Community Park with? (Select all that apply)







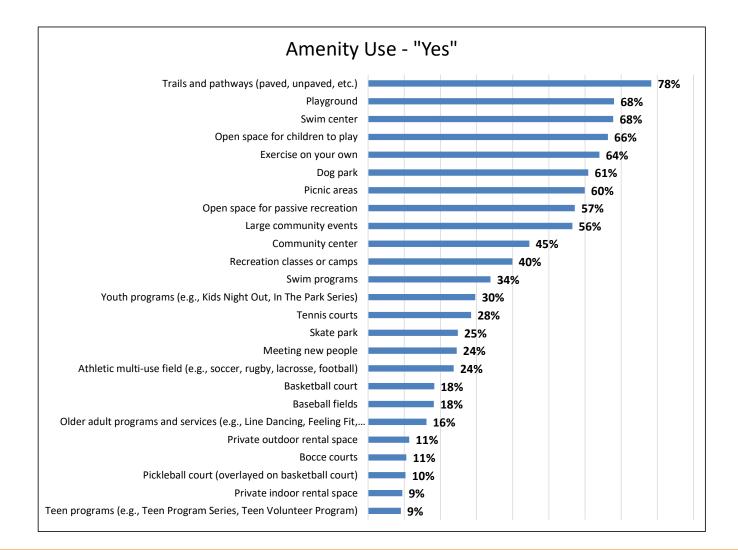
How long, on average, do you stay at Community Park when you visit?







Do you use this amenity or function?

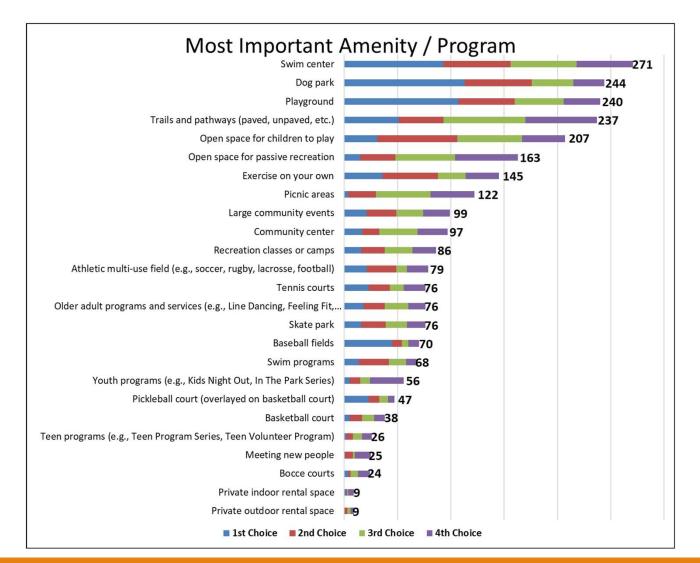




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2 pros:

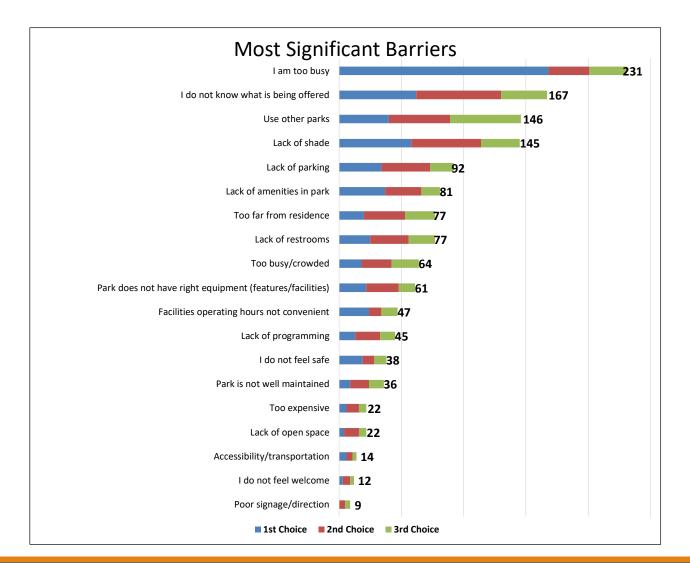
Which FOUR of these amenities and/or functions are the MOST IMPORTANT to your household?







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.

More trees/vegetation		45%			34%		11%	10%
More shade structures		3%			39%		9%	9%
Improve/expand walking/biking paths, loop trails, and/or trail markers	4	2%			34%		14%	10%
Improve safety measures (lighting, cameras, patrol, etc.)	4(	)%			32%	1	.6%	12%
Enhance creek area	36%	6			39%		13%	11%
Improve/expand restroom facilities	35%	6			38%		16%	10%
Add innovative all abilities playgrounds	30%			35%		20%		15%
re amenities (obstacle course, rock wall, swing and climbing logs, maze, etc.)	28%			39%		15%	1	8%
Enhance outdoor space for events	26%			38%		20%		17%
More parking	25%			35%		20%	2	0%
Improve ADA accessibility	25%		27%	6	30	%		.8%
Improve/expand open space	23%		33	%	23	8%	21	.%
Improve picnic/outdoor cooking areas	22%			43%		18%		17%
Add outdoor amphitheater/stage	20%		35%	6	225	%	22	%
Improve/expand dog park	20%	2	2%		22%		37%	
Add indoor fitness facilities (gym, studio, etc.)	17%		34%		20%		29%	-
Improve park entrance and "first impression"	16%	2	29%		21%		33%	
Improve signage (wayfinding and directional signage and place signage)	16%		32%		23%		28%	
Provide Wi-Fi access	16%	25%	%	15%		45%	6	
Add outdoor fitness equipment	15%		34%		22%		28%	-
Add BMX pump track	15%	14%	23	3%		48%		
Build or upgrade existing baseball/softball fields	14%	22%		26%	6		38%	-
Add roller skating park/rink	12%	22%		24%		42	2%	
Add pickleball courts	12%	20%		29%		3	39%	
Add disc golf course	11%	27%		25	%		37%	_
Upgrade existing tennis courts	10% 179	/		35%		Ē	38%	-
Improve/expand indoor space for events	9% 19%	6		35%			37%	
Improve/expand skatepark	9% 17%		27	%		47%		
Add artificial turf field	9% 18%		26	%		48%		-
Add sand volleyball courts	8%	28%		27%	6		38%	
Upgrade existing basketball courts	6% 16%		3	7%		4:	1%	
Improve/expand indoor gaming and media stations and social areas	6% 16%		30%			48%	-	
Add outdoor ping pong table(s)	5% 24%			28%		43	%	
Upgrade existing football/soccer field	. <mark>5%</mark>		35%	6		44	%	
Add outdoor chess table(s)	5% 26%	(		32%			38%	( )

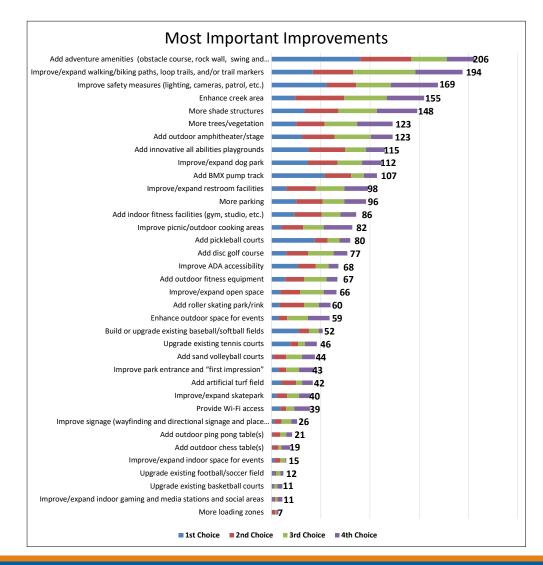
Very important
Somewhat important
Not sure
Not important



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Add ad



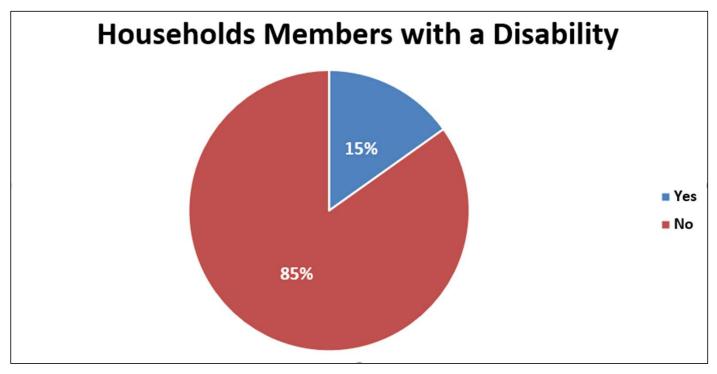


#### Which FOUR of these improvements are the MOST IMPORTANT for the City to add/ expand/ renovate?



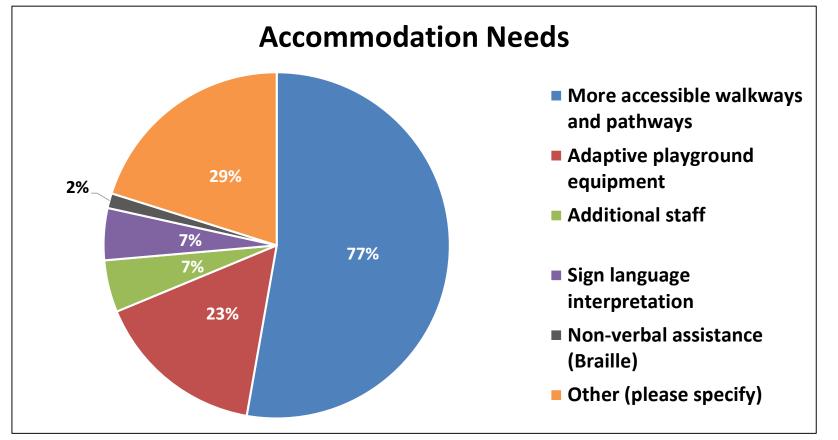


The City of Poway is committed to ensuring their parks are inclusive and accessible. Do any members of your household have a disability as defined by the Americans with Disabilities Act (ADA)?





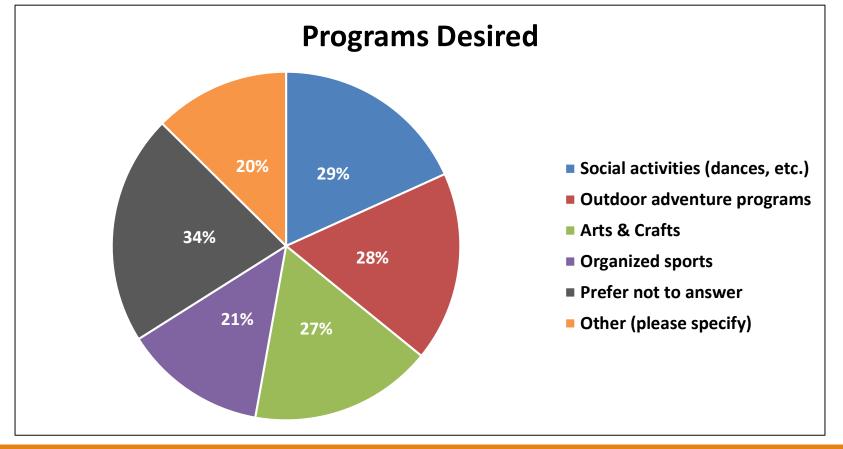
What type of accommodation is needed to serve individuals with disabilities in your household? (Please check all that apply.)







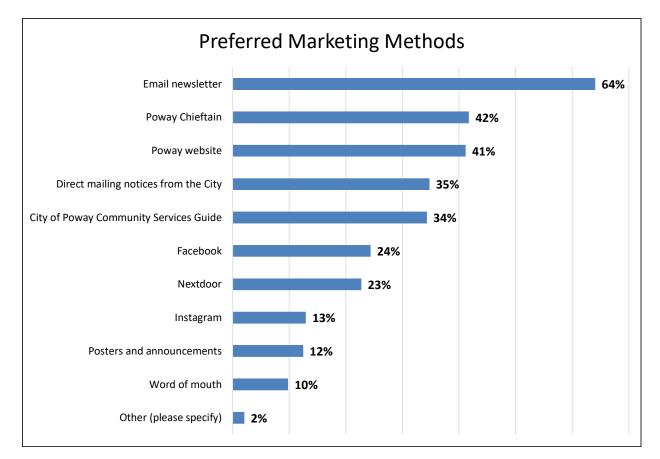
What types of programs are desired to serve individuals with disabilities in your household? (Please check all that apply)







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



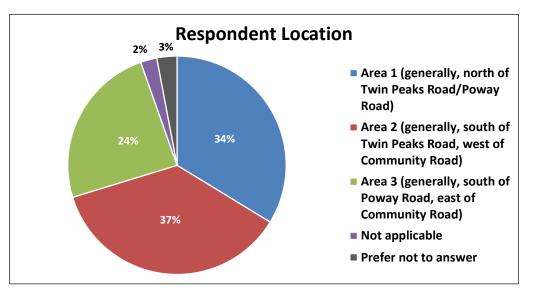




### **Respondent Demographics**

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

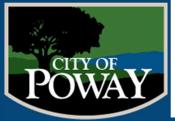
- Review of Final Needs Assessment and presentation by PROS Consulting
- January 18, 2022 at a regularly scheduled City Council Meeting
- City Council Chambers, 13325 Civic Center Drive, Poway, CA 92064

#### City Council Direction to Staff (Future Improvements)









#### Community Park Needs Assessment

City of Poway

