AGENDA REPORT City of Poway

CITY COUNCIL

DATE: January 18, 2022

TO: Honorable Mayor and Members of the City Council

FROM: Robert Manis, Director of Development Services

CONTACT: David De Vries, City Planner
(858) 668-4604 or ddevries@poway.org

SUBJECT: Final Needs Assessment for Community Park

Summary:

This action is a review of the Final Needs Assessment for Community Park (Assessment) prepared by PROS Consulting. PROS Consulting was contracted by the City to prepare a usage and needs assessment of Community Park. At the meeting, the consultant will provide a brief overview of the Final Needs Assessment and priorities for Community Park for consideration.

Recommended Action:

It is recommended that the City Council adopt the Final Needs Assessment for Community Park (Attachment A).

Discussion:

Following a City Council initiated item introduced by Councilmember Leonard and Councilmember Grosch, the City Council directed the preparation of this Assessment in December 2019 to complement the recent renovation of the Swim Center and the new Mickey Cafagna Community Center. The City Council also acknowledged that, with the adoption of the Poway Road Specific Plan in 2017 and recently entitled housing projects, there would be many new families in the area using the park. The Assessment was prepared based on a robust outreach program and research analysis. Outreach included discussions with City staff, the City Council, and community stakeholders including the Parks and Recreation Advisory Committee (PRAC), representatives from the Poway Valley Senior Citizens Corporation, Poway Sports Association (PSA), and contract instructors. This outreach program, the research analysis, and resulting considerations are discussed further in the Assessment. At the November 16, 2021 City Council meeting, the City Council supported the Draft Needs Assessment Executive Summary and noted that adding bike access, increasing park visibility and creek renovations should also be prioritized. The City Council then directed the consultant to prepare the Assessment for adoption. PROS Consulting will present an overview of the Assessment and priorities for consideration at the City Council meeting (presentation available online at PlanCommunityPark.com). If adopted by the City Council, the assessment will be used to prioritize future improvements to Community Park as a part of future capital improvement program (CIP)

project programming. The results of this Assessment will be used to prioritize projects and develop a long-term concept plan for implementing improvements. This concept plan would be used to match up prioritized projects with available funding each year with the CIP budget process.

Environmental Review:

This action is not subject to review under the California Environmental Quality Act (CEQA) Guidelines.

Fiscal Impact:

None.

Public Notification:

A Notice of this meeting was posted on the designated webpage (PlanCommunityPark.com). Notification was provided to news and social media outlets, all website registrants, and noted stakeholders.

Attachments:
A.   Final Needs Assessment for Community Park

Reviewed/Approved By: Reviewed By: Approved By:

_____   _____   _____
Wendy Kaserman   Alan Fenstermacher   Chris Hazeltine
Assistant City Manager   City Attorney   City Manager

COMMUNITY PARK NEEDS ASSESSMENT DRAFT

DECEMBER 2021

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POWAY

ATTACHMENT A

ACKNOWLEDGEMENTS

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CHAPTER ONE -- EXECUTIVE SUMMARY

1.1 INTRODUCTION

The City of Poway selected PROS Consulting to assist in developing a Needs Assessment for Community Park ("Assessment"). The purpose of the Assessment is to serve as a usable "blueprint" to the City staff, Parks & Recreation Advisory Committee, and the City Council in planning for the needs of Community Park for the growing population using it.

This document is intended to be an identification of community needs based on:

- Recreation Trends
- Key Leader, Stakeholder, and User Group Input
- Virtual Public Meetings and Community Survey
- Benchmarking Data
- Staff Visioning Process

The next step in this process is recommended to be a Site Master Plan to help design and identify the best placement and location of the approved needs identified through this assessment.

1.2 PROJECT PROCESS

The Assessment followed a process of data collection, public input, on-the-ground study, assessment of existing conditions, market research, and open dialogue with local leadership and key stakeholders. The project process followed a planning path, as illustrated below:

Where Are We TODAY?
- Site Tour
- Benchmark Analysis

Where Are We Going TOMORROW?
- Community Engagement
- Demographic and Trends
- Level of Service Standards
- Online Survey

How Do We Get THERE?
- Needs Prioritization

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1.3 KEY FINDINGS

1.3.1 RECREATION TRENDS

These were developed for Poway using data from Environmental Services Research Institute (ESRI) using participation data based on Market Potential Index (MPI) measures (the probable demand for a product or service within a defined service area).

It shows the likelihood that an adult resident will participate in certain activities when compared to the U.S. National average which is denoted as 100. Thus, numbers below 100 represent lower

Fitness MPI

Poway — National Average

Activity	MPI Score
Yoga	147
Jogging/Running	135
Pilates	135
Swimming	128
Weight Lifting	127
Walking for Exercise	127
Aerobics	123
Zumba	108
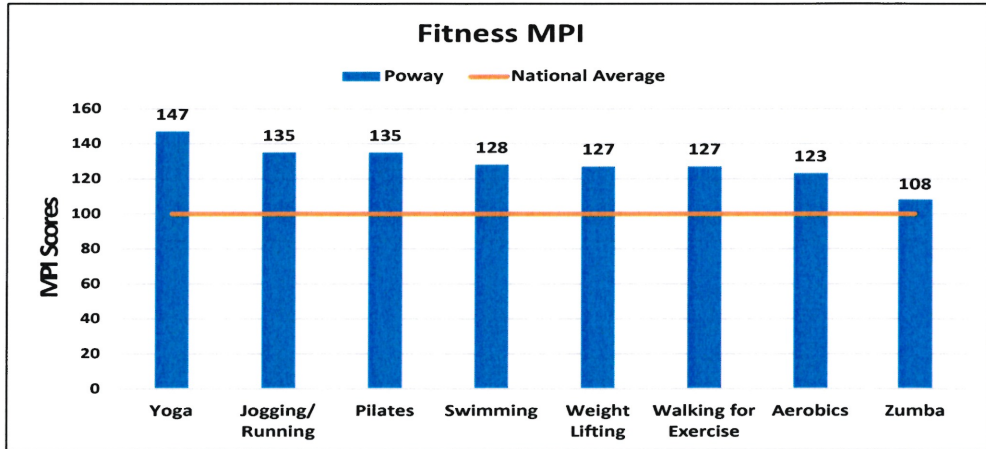
than average participation rates (lower demand) and numbers above 100 represent above average participation rates (higher demand). MPIs were developed for General Sports, Fitness, and Outdoor Activity. As seen below, a variety of fitness activities including jogging, running, and walking for exercise are all very high priorities compared to the national average.

1.3.2 COMMUNITY INPUT

This included a variety of key leader (City Council, Committee members, staff etc.), stakeholder, and user groups (partial list shown) who shared their input on strengths, opportunities, and their top priorities/vision for Community Park.

Two virtual public meetings were also conducted in June 2021 and had over 30 attendees participated in them.

In additional, the Consulting team, in conjunction with City staff, administered an online survey via Survey Monkey and the project website – www.plancommunityparks.com. The survey was launched in English and Spanish and City staff help market and promote the survey to the broader community.

The survey was live from August 2 – September 4, 2021 and had a total of 1,171 responses which is an exceptionally high response rate.

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

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1.4 RECOMMENDATIONS

Based on an iterative visioning process with staff combined with the community input, benchmarking, and analysis of recreational trends, the Consulting Team identified the following considerations and top priorities.

1.4.1 CONSIDERATIONS: UPDATE EXISTING AMENITIES

The following considerations are tied to updating already existing facilities and/or amenities:

1. Add additional trees and/or shade structures to areas including, but not necessarily limited to:
   - Tot lots
   - The Splash Pad
   - Grass areas
   - Baseball field areas
   - Parking lots
2. Improve Signage (Directional/Wayfinding and Informational):
   - Entrance (e.g., archway, on entry fences/walls)
   - Amenities
   - Facilities and Rooms
   - Trail Information and Mile Markers
   - Parking
3. Connect Pedestrian loops (e.g., bridges, circle paths) and bicycle paths and enhance ADA accessibility
4. Upgrade/add play structures for all-abilities playgrounds
5. Increase park visibility and safety lighting in and around the park (e.g., reduce fencing, relocate operational yards)

1.4.2 CONSIDERATIONS: NEW AMENITIES

The following considerations are for potential new amenities that could be added to Community Park:

1. Add outdoor adventure elements
2. Add dedicated pickleball courts
3. Add restroom by northerly play area
4. Introduce interpretive learning and art opportunities and creek renovation to activate the creek
5. Provide fitness equipment / exercise stations along the trail

1.4.3 CONSIDERATIONS: OPERATIONS

These considerations are going to be tied to the operations or processes of the City.

1. Invest in additional marketing to create greater awareness of park offerings
2. Focus on maintenance Improvements
   - Enhance existing landscape
   - Relocate maintenance yard
   - Add dedicated staff / contract support
3. Ensure consistency in branding and aesthetics
4. Determine consistent hours of operations

5. Utilize technology to enhance the user experience
    *   Wi-Fi in park
    *   App for accessible maps / parking counts / workout trackers etc.

1.4.4 TOP PRIORITIES

1. **Shade (shade structures/sails and trees) -** Create more shaded areas around the park and trails as well as around amenities where people congregate.
2. **Accessible Trails and Connectivity -** Connect pedestrian loops and make the trails more universally accessible. Provide bike access through the park with adequate bicycle parking.
3. **Signage and Park Visibility** – Enhance visibility (e.g., reduce tennis court fencing, relocate operational yard) and signage into and throughout the park, for awareness, directional, and educational purposes.
4. **Park Amenities and All-Abilities Playground** – Improve play areas to include all-abilities playgrounds and introduce pickleball and adventure amenities such as zip-lines, obstacle courses etc. to expand the park's usability.
5. **Additional Resources for Awareness and Maintenance (Staff and/or Contract Support)** – Invest additional resources to keep up with the park maintenance as additional amenities are added; also grow marketing and communication efforts to create greater awareness about the offerings particularly at the community recreation center (e.g., website App).

1.5 CONCLUSION

This Assessment is meant to be a needs assessment as the City continues to plan its future to meet the needs of its growing and very engaged population. As the area grows, Community Park will require a higher level of service for indoor and outdoor offerings while creating enjoyable, safe spaces for community members of all ages, abilities, and backgrounds to recreate comfortably. City leadership can take this Assessment into consideration for future CIP projects and/or consider funding for specific park designs and/or a park master plan.

The City's staff is a group of passionate, skilled professionals, and their dedication to the community's well-being is apparent. The Consulting Team is confident that staff in conjunction with the City's leadership will do everything in their power to ensure Community Park meets the needs of the Poway community in the years to come.

CHAPTER TWO – PUBLIC OUTREACH AND ENGAGEMENT

The planning process incorporated input from City key leaders, stakeholders and residents through a variety of mediums. This included:

- Series of key leader and stakeholder interviews and focus user group discussions
- Two (2) virtual public meetings
- Key leader site tour
- An online survey
- Crowd-sourcing project website www.plancommunitypark.com.

The public outreach program included a designated website (plancommunitypark.com) with information about community park, key findings, and ways to participate (e.g., notification sign-ups, comment cards, forthcoming surveys, and public meetings). The outreach for surveys and public meetings included:

1. Notifications on the City website and the PlanCommunityPark.com website

2. A banner image on the homepage directing potential participants to the PlanCommunityPark.com page

3. Postings on most of our social media channels (e.g., Nextdoor, Facebook, Twitter, and Instagram)

4. Electronic email notifications (Eblast) to 14,516 recipients

5. Direct notice to interested registrants and prior stakeholder, user group, and public meeting participants using a consolidated list

6. Posters at Community Park in English and Spanish

7. Flyers for PeachJar (Poway Unified School District email list) distribution

8. Flyers that Community Park staff to hand out at the Summer Movies in the Park event

9. Printed Surveys provided at Cafagna Center in English and Spanish

The following sections summarize and highlight the key findings from each stage of the extensive public input process. These mediums helped engage 1300+ participants representing a broad cross section of interests Citywide.

2.1 KEY STAKEHOLDER AND USER GROUPS SUMMARY

Over the course of three days in 2021, the consulting team convened the following groups to gain insight into the current strengths, opportunities and priorities for Community Park, and to better understand future recreational needs of its users.

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

Note: The Stakeholder and User Group list above excludes recreational instructors and organizational representatives (e.g., baseball, tennis, soccer, lacrosse, flag football, rugby, dog trainer, water aerobics, swim) and reserve park rangers who also participated. Invitees included Poway Kiwanis, Poway Rotary Club, Poway Bocce Club, Poway Library, Poway Boys & Girls Club, Pacific Swim, and Poway Unified School District representatives.

2.1.1 STRENGTHS

Based on feedback from key stakeholder and user group interviews, common themes arose in many conversations related to the strengths of Community Park. These themes included the knowledge and quality of City of Poway staff, the facilities / amenities, overall aesthetics, and the variety of activities provided at Community Park.

Figure 1: Word Cloud of all comments collected for "strengths"

STAFF

Stakeholders noted that staff's knowledge, service and passion contributed greatly towards providing an exceptional user experience. Many stakeholders highlighted the exemplary service and communication provided by staff. Others stated that quality leadership played a key role in high employee morale, noting the passion and enthusiasm of City employees. Sentiments shared regarding the strengths of staff include:

- "Communicative and professional"
- Customer service by staff including the recreation supervisor at Community Park
- Highly organized

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- Staff addresses issues that are brought forward and stay current on community's needs

FACILITIES AND AMENITIES

Community Park offers a diverse array of amenities and facilities, with activities for all ages. Many see the park as a resource that reflects a sense of community and brings people together.

Stakeholders are generally supportive of the facilities and amenities at Community Park and mentioned the following components contributing to the park's uniqueness:

- "Beautiful pool"
- "Best dog park in San Diego area"
- Baseball fields
- New Community Center
- Picnic areas
- Playgrounds
- Skateboard Park
- Tennis courts
- Walking paths, trails, and pathways

OVERALL AESTHETICS

Many stakeholders communicated their appreciation of the overall aesthetics and layout of Community Park. Residents enjoy the space and natural beauty the park provides and appreciate the effort put forth to maintain it. Comments and specifics mentioned by stakeholders regarding the aesthetics and layout of Community Park include:

- "Flagship of our park system"
- "Keep the Creek – inspires a lot of play and kids really enjoy it"
- "Love the pathways in the park and how they look"
- "Picturesque, pretty and attractive"
- Built in a way to attract more people
- Facilities are generally clean and taken care of
- Family Friendly
- Improved view corridors
- Location
- Nice open space
- Park accessible from multiple sides
- Park maintenance
- Spacious
- Trees
- Walkability

VARIETY OF ACTIVITIES

The vast amount of recreation options was continuously mentioned as a strength in the focus groups. Stakeholders praised the variety of programs, services, and opportunities available to users of all ages. Highlights of their comments include:

- "Diverse recreation opportunities"

- Activities for low-income families
- Adventure Playground
- Events and Activities
- Great programs including senior programs
- Mix of uses
- Offerings for kids / teens (kids / teen hang out) with opportunities to hang out and make new friends
- Summer programs
- Wide variety of activities

2.1.2 OPPORTUNITIES

Stakeholder and user groups shared their perspectives on the opportunities that could impact the future of Community Park. Opportunities that were listed include parking, public awareness of the park, shade, park layout, and the accessibility and connectivity of Community Park.

PARKING

The most mentioned opportunity in the focus group and key stakeholder meetings were concerns with the parking. Stakeholders would like to see improvements made to not only to the amount of parking, but to the layout and lighting of the existing lots.

Figure 2: Word Cloud of all comments collected for "opportunities"

Recommendations and comments tied to parking that were provided by stakeholders include:

- "Need more parking especially with some parking areas taken over with new condo development"
- Current parking area design and two separate lots being connected is a little confusing
- No parking available during tournaments
- Poor lighting in the parking lot
- Use Boys and Girls Club for parking
- Add directional signage to available parking areas

PUBLIC AWARENESS

Stakeholders stated concerns stated about portions of the population that are unaware of Community Park's facilities, amenities, services, programs, and even the location. Many attendees value the park and want others to be aware of and support the City's efforts.

The following ideas and comments to increase the awareness of Community Park included:

- "Need ways to make folks more interested in using the park"
- "Not much community awareness"
- Communication and outreach
- Community awareness of park

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- Senior center signage much better than community signage
- Wayfinding and Directional Signage
- Social Media
- Would like an app to track usage

SHADE

Many stakeholders mentioned the lack of shade as a major concern. The lack of trees and shade structures, especially around high use park amenities, combined with the warm climate has a negative impact on users' enjoyment of the park.

Focus groups mentioned the following in regards to the shade at Community Park:

- "Better shade for the parking area and vehicles too would be helpful"
- "Lack of shade an issue"
- Benches with shade
- Increased availability of shaded spaces
- More shade structures especially around Dog Park and play areas
- More shade trees

LAYOUT

Stakeholders verbalized opportunities within the layout of Community Park. Concerns included space allocation, restroom placement, the park's "first impression", and how areas are utilized.

Specific comments and recommendations included:

- Closer entrance
- Creek serves as natural dividing line between park
- Need restrooms on northwest corner
- Need walking paths around fields and the park
- Public works yard "unsightly"
- Space adjustment due to development
- Tennis court placement
- Additional recreational facilities (e.g., pickleball courts, accessible and inclusive playground equipment, and multi-generational facilities and amenities)

Some creative ideas for a new layout included an American Ninja course, batting cages, a BMX pump track, a beginner skate park, a roller skate rink, volleyball courts, water features, trail markers, a walking loop around the park, workout stations, a maze, Wifi-stations, indoor play stations for teens and adults, disc golf, swing and climbing logs, zip lines, ping pong tables, bbq grills, a pedestrian bridge from Oak Knoll Rd to dog park, wayfinding signs, monitoring surveillance systems, joint-use facilities, and a parking lot reconfiguration.

ACCESSIBILITY AND CONNECTIVITY

Stakeholders had multiple concerns with the accessibility and connectivity of Community Park. "Accessibility" in terms of individuals ability to utilize the park and all its' amenities and connectivity in its' ability to connect users with other parts of the City.

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The City's ability to keep up with the growth and expanding needs of the community, while remaining accessible to all, were consistent themes.

As provided by stakeholders, recommendations and comments for consideration regarding the accessibility and connectivity of Community Park include:

- Accessibility for Dog Park
- Concern with entrance from creek bed pathway
- Create loop around park with mile markers
- Disconnect between north and south side of park
- Need to look for ways to "open things up"
- Park, specifically the playground, is not inviting
- Poor access from Poway Road
- More trails and trail enhancements

2.1.3 TOP PRIORITY

Stakeholders and user groups shared many priorities to enhance Community Park. Those themes that were mentioned the most were improvements to the park entrance / first impression, better trails and connectivity, maintaining usable open space, and adding recreational facilities and shade.

PARK ENTRANCE / FIRST IMPRESSION
Multiple stakeholders and user groups mentioned Community Park's entrance as a top priority. They would like to see the entrance be more open with better sightlines and believe it would improve the first impression of the park. Many park facilities need to be rehabilitated and enhanced landscape and maintenance were recommended to be prioritized.

Figure 3: Word Cloud of all comments collected for "top priorities"

TRAILS & CONNECTIVITY
More trails and better connectivity throughout the park was another top priority. Participants mentioned wanting more trails, pathways, and walking paths as well as better connectivity to the natural areas. Wayfinding and directional signage and mile markers were also be recommended to be prioritized.

OPEN SPACE
Stakeholders and user groups were interested in ensuring that there is plenty of open space available at Community Park. They would like to see more space available for unstructured or free activities that allow users to enjoy the natural beauty of the park.

RECREATIONAL FACILITIES
Many participants wanted to see the addition of recreational facilities including pickleball courts, accessible and inclusive playground equipment, and multi-generational facilities and amenities.

SHADE

More shade was a top priority for many stakeholders. They would like to see both shade structures and more trees to make visiting the park more enjoyable.

2.2 PUBLIC INPUT MEETINGS

In tandem with the stakeholder and user group interviews, the consulting team also hosted 2 (two) virtual public input meetings designed to further engage residents of the City. The public input meetings spanned two days and provided attendees with a presentation of the project, process, initial demographic findings, as well as an opportunity for residents to offer feedback on the parks system through live polling via Zoom.

Throughout the presentation, attendees asked questions and shared feedback to identify the strengths, opportunities, and top priorities they see and envision for Community Park.

Close to 30 participants, representing a variety of interests, participated in the public meetings. Each public input meeting is combined and summarized in the following sections that include the live polling, combined results to each question asked, and summarized open discussion of the public input. Both of these meetings were done virtually.

June 8, 2021
Virtual Public Meeting #1 - **COMPLETED**
6.00pm – 7.00pm PST

June 9, 2021
Virtual Public Meeting #2 - **COMPLETED**
6.00pm – 7.00pm PST

LIVE POLLING

One key approach for soliciting feedback from attendees of the public forum was through live polling of the audience. Using the responses to focus group and key leadership interview questions, the consulting team developed questions within a PowerPoint presentation to gain an understanding of park needs, barriers to participation, communication preferences and others.

2.2.1 LIVE POLLING RESULTS

This exercise was facilitated using a live polling software that allowed for attendees to share their input in real-time during the meeting. These results were then displayed to the attendees immediately after all the respondents had provided their input. The following is a synopsis of the demographics who participated, and some key findings. The full results are shown in Appendix D and E.

Gender:
57% - Female
40% - Male
3% - Prefer not to answer

Age:
50% - Ages 55-74
34% - Ages 35-54
11% - Ages 75 +
5% - Ages 18-34

Zip Code:
85% - 92064
15% - 92128

Participation:
66% - Alone
29% - One other person
3% - Two other people
2% - Three or more people

Regularly used amenities:
71% - Trails and pathways
48% - Playground
33% - Dog Park

Most important improvements:
62% - Expand walking paths/trails
52% - More shade structures/trees
52% - Innovative, all ability playgrounds

Preferred communication
55% - Poway Chieftain
45% - Facebook
45% - Email

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2.3 ELECTRONIC SURVEY

2.3.1 METHODOLOGY

The consulting team conducted an online survey (powered by SurveyMonkey) to gain a better understanding of the characteristics, preferences, and satisfaction levels of Community Park users and stakeholders. The survey was open for approximately three weeks, from August 12th through September 4th, 2021, and received a total of 1,171 responses, which speaks to an exceptional participation rate among the community. This was one of the highest response rates per capita witnessed amongst similar surveys.

2.3.2 FINDINGS

Q1: WHEN DO YOU OR ANY MEMBER OF YOUR HOUSEHOLD TYPICALLY VISIT COMMUNITY PARK? (SELECT ALL THAT APPLY)

Weekend afternoons (40%) and weekend mornings (38%) were the most popular times to visit Community Park indicated by respondents. Weekday usage was very evenly distributed between mornings (30%), afternoons (31%), and evenings (31%). Sixteen percent (16%) of those surveyed indicated they do not use Community Park.

Park Visitation

- ■ Weekday mornings — 30%
- ■ Weekday afternoons — 31%
- ■ Weekday evenings — 31%
- ■ Weekend mornings — 38%
- ■ Weekend afternoons — 40%
- ■ Weekend evenings — 22%
- ■ I do not use Community Park — 16%
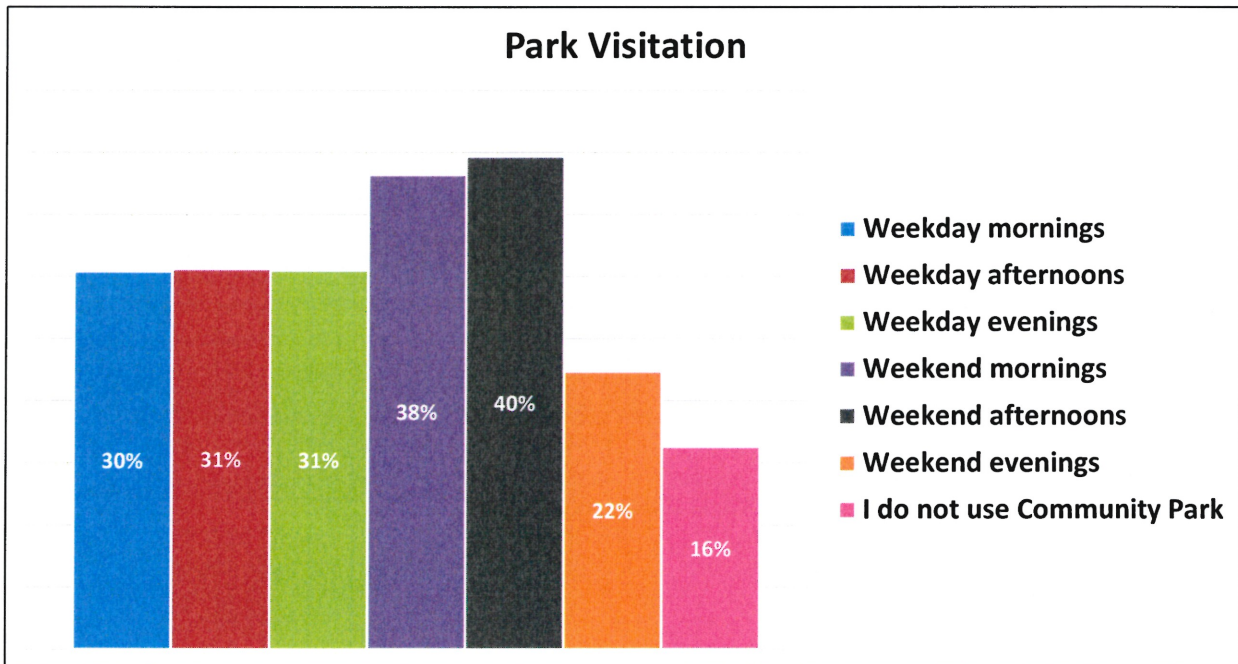
Q2: WHO DO YOU USUALLY GO TO THE COMMUNITY PARK WITH: (SELECT ALL THAT APPLY)

Over half of survey participants indicated they visit Community Park with kids (54%) or other family members (50%). About one in four (26%) visit the park alone.

Who You Visit With

- Kids 54%
- Other family members 50%
- Friends 32%
- Alone 26%
- Sports Teams 13%
- Other (please specify) 12%
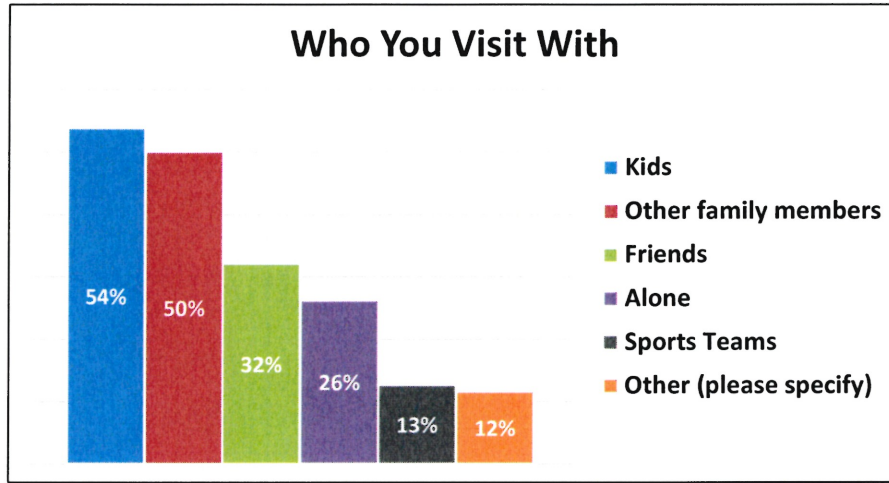
Q3: HOW LONG, ON AVERAGE, DO YOU STAY AT COMMUNITY PARK WHEN YOU VISIT?

Only 19 percent stated that they stay less than an hour while a majority (61%) spend between 1 to 2 hours when they visit Community Park.

Length of Stay

- Less than one hour 19%
- 1-2 hours 61%
- 2-4 hours 20%
- 4-6 hours
- More than 6 hours
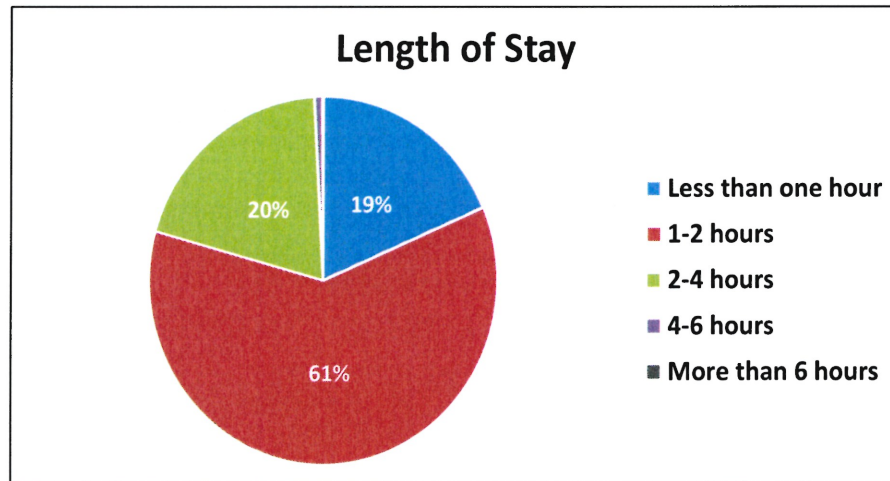
Q4: PEOPLE USE COMMUNITY PARK IN MANY DIFFERENT WAYS. PLEASE INDICATE IF YOU OR ANY MEMBER OF YOUR HOUSEHOLD USE ANY OF THE FOLLOWING AMENITIES AND/OR FUNCTIONS OF COMMUNITY PARK REGULARLY BY SELECTING EITHER "YES" OR "NO".

Trails and pathways (78%) are the most used amenity by survey respondents and any member of their household followed by playground (68%), swim center (68%), and open space for children to play (66%).

Amenity Use - "Yes"

Amenity	Percent
Trails and pathways (paved, unpaved, etc.)	78%
Playground	68%
Swim center	68%
Open space for children to play	66%
Exercise on your own	64%
Dog park	61%
Picnic areas	60%
Open space for passive recreation	57%
Large community events	56%
Community center	45%
Recreation classes or camps	40%
Swim programs	34%
Youth programs (e.g., Kids Night Out, In The Park Series)	30%
Tennis courts	28%
Skate park	25%
Meeting new people	24%
Athletic multi-use field (e.g., soccer, rugby, lacrosse, football)	24%
Basketball court	18%
Baseball fields	18%
Older adult programs and services (e.g., Line Dancing, Feeling Fit, Mahjong)	16%
Private outdoor rental space	11%
Bocce courts	11%
Pickleball court (overlayed on basketball court)	10%
Private indoor rental space	9%
Teen programs (e.g., Teen Program Series, Teen Volunteer Program)	9%

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IF "YES," PLEASE RATE THE OVERALL QUALITY

Community center (46%) received the highest percentage of "excellent" votes from respondents who have utilized the amenity. The swim center was next at forty-two (42%). The only amenity with a percentage of "poor" responses over nine percent was the baseball fields (29%), however, they were only indicated to be used by eighteen percent (18%) of respondents.

If Yes, Rate Overall Quality

Amenity	Excellent	Good	Fair	Poor
Trails and pathways (paved, unpaved, etc.)	14%	60%	24%	
Playground	21%	53%	22%	
Swim center	42%	49%	7%	
Open space for children to play	22%	57%	19%	
Exercise on your own	19%	56%	23%	
Dog park	15%	53%	27%	6%
Picnic areas	10%	43%	41%	6%
Open space for passive recreation	21%	51%	25%	
Large community events	25%	61%	14%	
Community center	46%	38%	14%	
Recreation classes or camps	34%	55%	10%	
Swim programs	42%	49%	9%	
Youth programs (e.g., Kids Night Out, In The Park Series)	35%	57%	7%	
Tennis courts	5%	62%	27%	5%
Skate park	20%	55%	17%	7%
Meeting new people	11%	61%	26%	
Athletic multi-use field (e.g., soccer, rugby, lacrosse, football)	15%	52%	32%	
Basketball court	5%	54%	35%	7%
Baseball fields	10%	35%	26%	29%
Older adult programs and services (e.g., Line Dancing, Feeling Fit, Mahjong)	27%	46%	20%	7%
Private outdoor rental space	8%	67%	21%	5%
Bocce courts	13%	47%	32%	8%
Pickleball court (overlayed on basketball court)	7%	40%	44%	9%
Private indoor rental space	32%	39%	26%	
Teen programs (e.g., Teen Program Series, Teen Volunteer Program)	32%	53%	12%	

■ Excellent ■ Good ■ Fair ■ Poor

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Q5: WHICH FOUR OF THESE AMENITIES AND/OR FUNCTIONS ARE THE MOST IMPORTANT TO YOUR HOUSEHOLD?

Swim center (271 top four selections) was mentioned the most as a top four important amenity or program, even though it received the third most "1st choice" votes (93). Dog park (244 top four selections) received the most "1st choice" votes (113), and Playground was selected as the "1st choice" 107 times.

Most Important Amenity / Program

Amenity / Program	Total
Swim center	271
Dog park	244
Playground	240
Trails and pathways (paved, unpaved, etc.)	237
Open space for children to play	207
Open space for passive recreation	163
Exercise on your own	145
Picnic areas	122
Large community events	99
Community center	97
Recreation classes or camps	86
Athletic multi-use field (e.g., soccer, rugby, lacrosse, football)	79
Tennis courts	76
Older adult programs and services (e.g., Line Dancing, Feeling Fit, Mahjong)	76
Skate park	76
Baseball fields	70
Swim programs	68
Youth programs (e.g., Kids Night Out, In The Park Series)	56
Pickleball court (overlayed on basketball court)	47
Basketball court	38
Teen programs (e.g., Teen Program Series, Teen Volunteer Program)	26
Meeting new people	25
Bocce courts	24
Private indoor rental space	9
Private outdoor rental space	9

■ 1st Choice ■ 2nd Choice ■ 3rd Choice ■ 4th Choice

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Q6: HOW OFTEN DO YOU OR ANY MEMBER OF YOUR HOUSEHOLD USE THE FOLLOWING FACILITIES AT COMMUNITY PARK?

Trails and pathways are the most often used facility on a daily (14%) and weekly (27%) basis by survey respondents. Those facilities with the highest percentage of "I do not use" selections were Boys and Girls Club (96%), bocce courts (88%), rooms/halls for rent (87%), and pickleball court (87%), though it must be noted that the current pickleball courts are overlaid on the basketball court (as noted in the choices) and many respondents were not aware the pickleball courts existed.

Frequency of Use

Facility	Daily	Weekly	Monthly	At least six times per year	Two to five times per year	Once per year or less	I do not use
Athletic multi-use field (e.g., soccer, rugby, lacrosse, football)	6%	5%	5%			9%	71%
Baseball fields		9%					73%
Basketball court		6%		5%	5%		76%
Bocce courts							88%
Boys and Girls Club (operated by the Boys and Girls Club of San Diego County)							96%
Community center		6%	9%		17%	10%	53%
Dog park	7%	17%	11%	9%	9%		43%
Pickleball court (overlayed on basketball court)							87%
Picnic areas	6%	16%	12%	21%	17%		28%
Playgrounds		19%	15%	13%	13%		32%
Rooms/halls for classes and/or programs		6%	8%	9%			69%
Rooms/halls for rent		9%					87%
Skate park	5%	6%		5%			75%
Swim center		14%	10%	13%	17%	11%	30%
Tennis courts	5%	5%	6%	6%		6%	71%
Trails and pathways (paved and unpaved)	14%	27%	15%	13%	9%		17%

■ Daily ■ Weekly ■ Monthly ■ At least six times per year ■ Two to five times per year ■ Once per year or less ■ I do not use

Q7: PLEASE CHECK ALL OF THE FOLLOWING REASONS THAT PREVENT YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD FROM USING COMMUNITY PARK MORE OFTEN. (PRE-COVID-19 PANDEMIC)

"I am too busy" (37%) was the most mentioned barrier as to why respondents or other members of their household do not use Community Park more often. "I do not know what is offered" (34%), "lack of shade" (29%) and "use of other parks" (25%) were the other options selected by at least one in four participants.

Barriers

Barrier	%
I am too busy	37%
I do not know what is being offered	34%
Lack of shade	29%
Use other parks	25%
Lack of parking	18%
Lack of amenities in park	15%
Lack of restrooms	14%
Park does not have right equipment (features/facilities)	11%
Facilities operating hours not convenient	10%
Too busy/crowded	10%
Too far from residence	10%
Park is not well maintained	8%
Lack of programming	7%
I do not feel safe	7%
Lack of open space	6%
Too expensive	4%
Poor signage/direction	4%
I do not feel welcome	2%
Other (please specify)	12%

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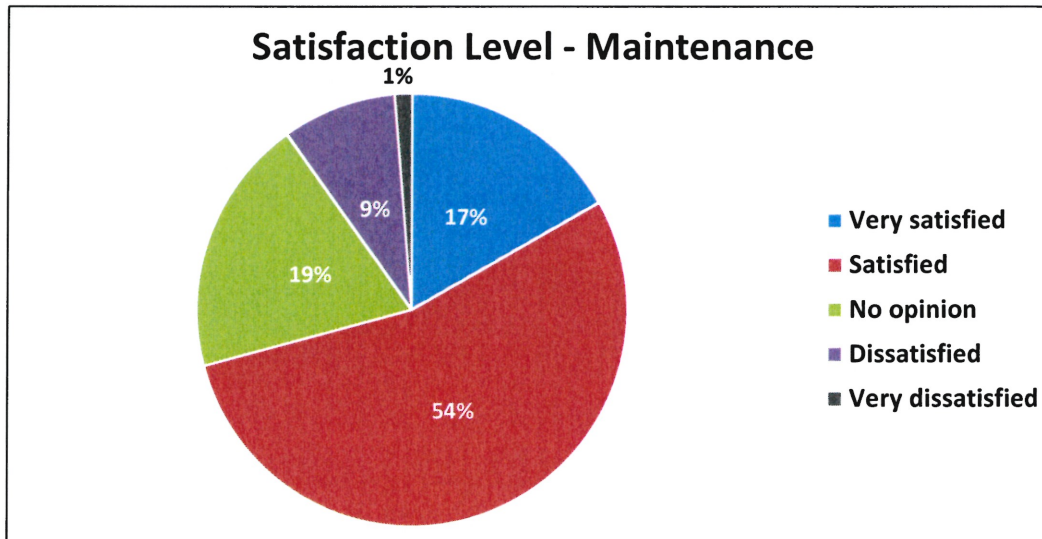
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Q8: PLEASE RATE YOUR LEVEL OF SATISFACTION WITH THE MANAGEMENT / OPERATIONS OF COMMUNITY PARK?

Over sixty-one percent (61%) of those surveyed were "satisfied" or "very satisfied" with the management/operations of Community Park. Only seven percent (7%) of respondents indicated a level of dissatisfaction.

Satisfaction Level - Management/Operations

- 1%
- 15% Very satisfied
- 46% Satisfied
- 32% No opinion
- 6% Dissatisfied
- Very dissatisfied
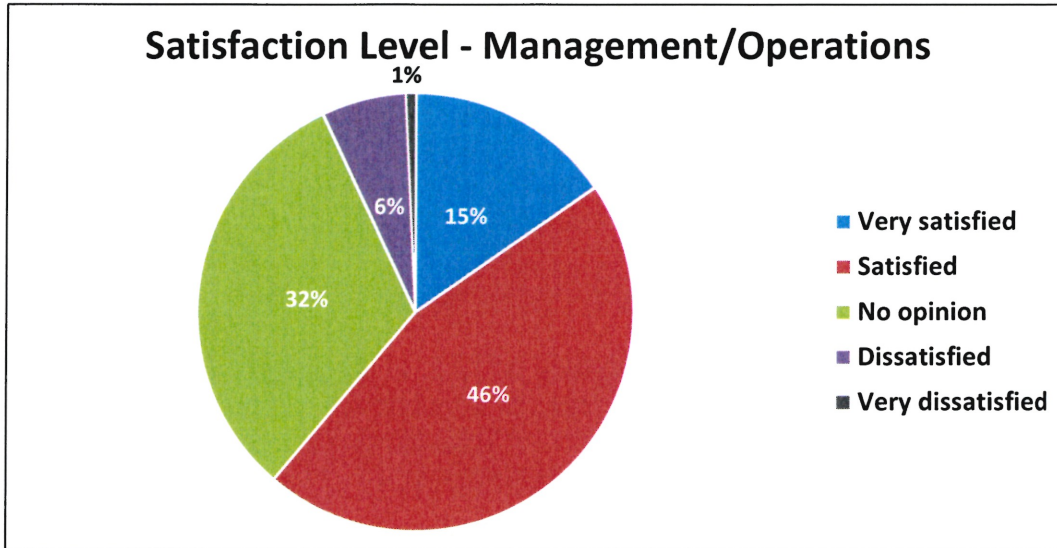
Q9: PLEASE RATE YOUR LEVEL OF SATISFACTION WITH THE MAINTENANCE OF COMMUNITY PARK?

In terms of park maintenance, over seventy percent (70%) of respondents indicated they were "satisfied" of very satisfied" with the work done by staff. Less than one out of every ten surveyed selected the dissatisfied at some level.

Satisfaction Level - Maintenance

- 1%
- 17% Very satisfied
- 54% Satisfied
- 19% No opinion
- 9% Dissatisfied
- Very dissatisfied

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Q10: HOW WOULD YOU RATE THE CURRENT LEVEL OF OVERALL SECURITY AND PUBLIC SAFETY FOR USERS OF FACILITIES OR PROGRAMS (ON A SCALE OF 1 TO 5, WITH 5 BEING "FEEL VERY SAFE" AND 1 BEING "DO NOT FEEL SAFE AT ALL")?

"Feel safe most of the time" (43%) and "feel very safe" (32%) were the most selected option by respondents in terms of how safe they feel at Community Park. Only one percent (1%) indicated they "do not feel safe at all."
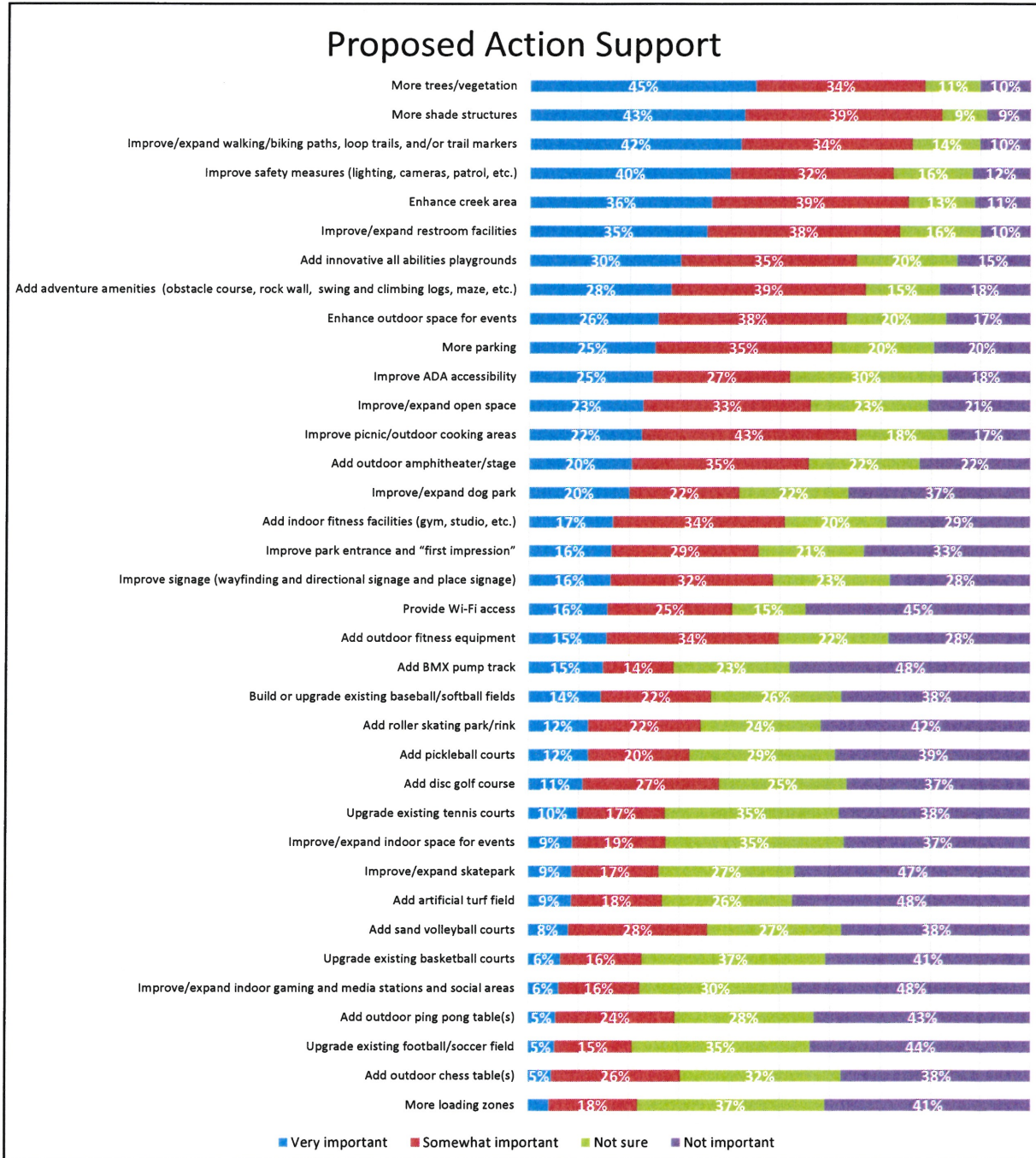

User Security/Safety

- Feel very safe
- Feel safe most of the time
- Neutral
- Sometimes feel unsafe
- Do not feel safe at all

(1%, 32%, 43%, 16%, 8%)

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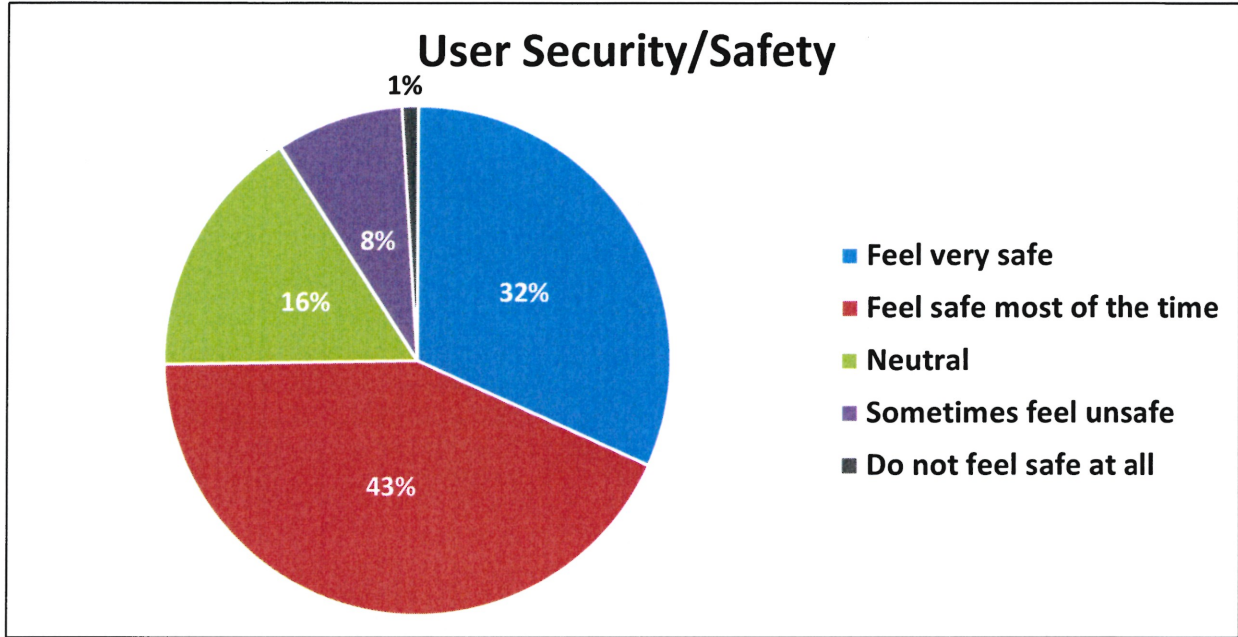
Q11: PLEASE INDICATE THE LEVEL OF IMPORTANCE FOR THE CITY OF POWAY TO PROVIDE OR IMPROVE THE FOLLOWING AMENITY TO COMMUNITY PARK OVER THE NEXT 10 YEARS.
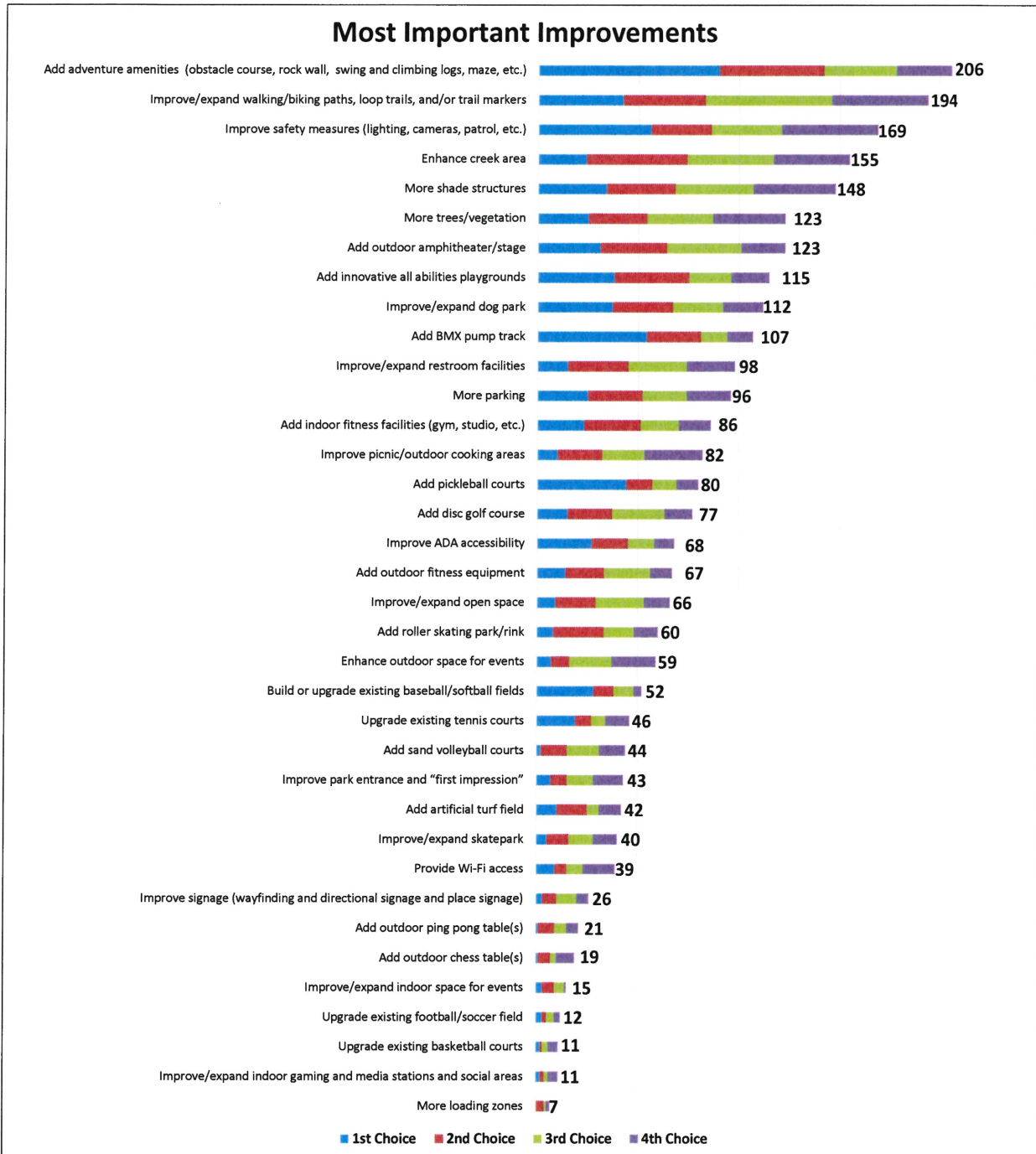
"More trees/vegetation" (45%) and "more shade structures" (43%) received the highest percentage of "very important" responses from those surveyed when asked to indicate the level of importance of amenities for Community Park for the next 10 years.

This emulates what we heard in the public input process in which the community wants more shade. "Improve/expand walking/biking paths, loop trails, and/or trial markers" (42%) and "improve safety measures (lighting, cameras, patrol, etc.)" (40%) were the other amenities in which at least two out of five respondents deemed "very important."

Proposed Action Support

Amenity	Very important	Somewhat important	Not sure	Not important
More trees/vegetation	45%	34%	11%	10%
More shade structures	43%	39%	9%	9%
Improve/expand walking/biking paths, loop trails, and/or trail markers	42%	34%	14%	10%
Improve safety measures (lighting, cameras, patrol, etc.)	40%	32%	16%	12%
Enhance creek area	36%	39%	13%	11%
Improve/expand restroom facilities	35%	38%	16%	10%
Add innovative all abilities playgrounds	30%	35%	20%	15%
Add adventure amenities (obstacle course, rock wall, swing and climbing logs, maze, etc.)	28%	39%	15%	18%
Enhance outdoor space for events	26%	38%	20%	17%
More parking	25%	35%	20%	20%
Improve ADA accessibility	25%	27%	30%	18%
Improve/expand open space	23%	33%	23%	21%
Improve picnic/outdoor cooking areas	22%	43%	18%	17%
Add outdoor amphitheater/stage	20%	35%	22%	22%
Improve/expand dog park	20%	22%	22%	37%
Add indoor fitness facilities (gym, studio, etc.)	17%	34%	20%	29%
Improve park entrance and "first impression"	16%	29%	21%	33%
Improve signage (wayfinding and directional signage and place signage)	16%	32%	23%	28%
Provide Wi-Fi access	16%	25%	15%	45%
Add outdoor fitness equipment	15%	34%	22%	28%
Add BMX pump track	15%	14%	23%	48%
Build or upgrade existing baseball/softball fields	14%	22%	26%	38%
Add roller skating park/rink	12%	22%	24%	42%
Add pickleball courts	12%	20%	29%	39%
Add disc golf course	11%	27%	25%	37%
Upgrade existing tennis courts	10%	17%	35%	38%
Improve/expand indoor space for events	9%	19%	35%	37%
Improve/expand skatepark	9%	17%	27%	47%
Add artificial turf field	9%	18%	26%	48%
Add sand volleyball courts	8%	28%	27%	38%
Upgrade existing basketball courts	6%	16%	37%	41%
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	5%	15%	35%	44%
Add outdoor chess table(s)	5%	26%	32%	38%
More loading zones		18%	37%	41%

■ Very important   ■ Somewhat important   ■ Not sure   ■ Not important

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Q12: WHICH FOUR OF THESE IMPROVEMENTS ARE THE MOST IMPORTANT FOR THE CITY TO ADD/EXPAND/RENOVATE (RANK IN ORDER 1 TO 4 WHERE 1ST IS MOST IMPORTANT)?

Survey respondents indicated that the most important improvements for the City to add, expand, and/or renovate were "add adventure amenities" (206 votes), improve and/or expand walking and biking paths, loop trail, and/or trail markers (194 votes), and "improve safety measures" (169 votes).
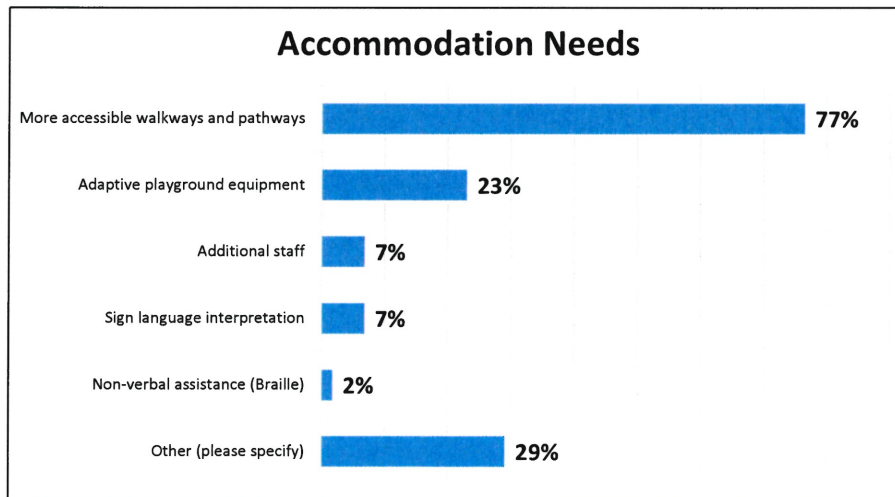
Most Important Improvements

Improvement	Votes
Add adventure amenities (obstacle course, rock wall, swing and climbing logs, maze, etc.)	206
Improve/expand walking/biking paths, loop trails, and/or trail markers	194
Improve safety measures (lighting, cameras, patrol, etc.)	169
Enhance creek area	155
More shade structures	148
More trees/vegetation	123
Add outdoor amphitheater/stage	123
Add innovative all abilities playgrounds	115
Improve/expand dog park	112
Add BMX pump track	107
Improve/expand restroom facilities	98
More parking	96
Add indoor fitness facilities (gym, studio, etc.)	86
Improve picnic/outdoor cooking areas	82
Add pickleball courts	80
Add disc golf course	77
Improve ADA accessibility	68
Add outdoor fitness equipment	67
Improve/expand open space	66
Add roller skating park/rink	60
Enhance outdoor space for events	59
Build or upgrade existing baseball/softball fields	52
Upgrade existing tennis courts	46
Add sand volleyball courts	44
Improve park entrance and "first impression"	43
Add artificial turf field	42
Improve/expand skatepark	40
Provide Wi-Fi access	39
Improve signage (wayfinding and directional signage and place signage)	26
Add outdoor ping pong table(s)	21
Add outdoor chess table(s)	19
Improve/expand indoor space for events	15
Upgrade existing football/soccer field	12
Upgrade existing basketball courts	11
Improve/expand indoor gaming and media stations and social areas	11
More loading zones	7

■ 1st Choice ■ 2nd Choice ■ 3rd Choice ■ 4th Choice

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Q13: 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)?

Fifteen percent (15%) of survey respondents indicated a member of their family has a disability as defined by the Americans with Disability Act (ADA).
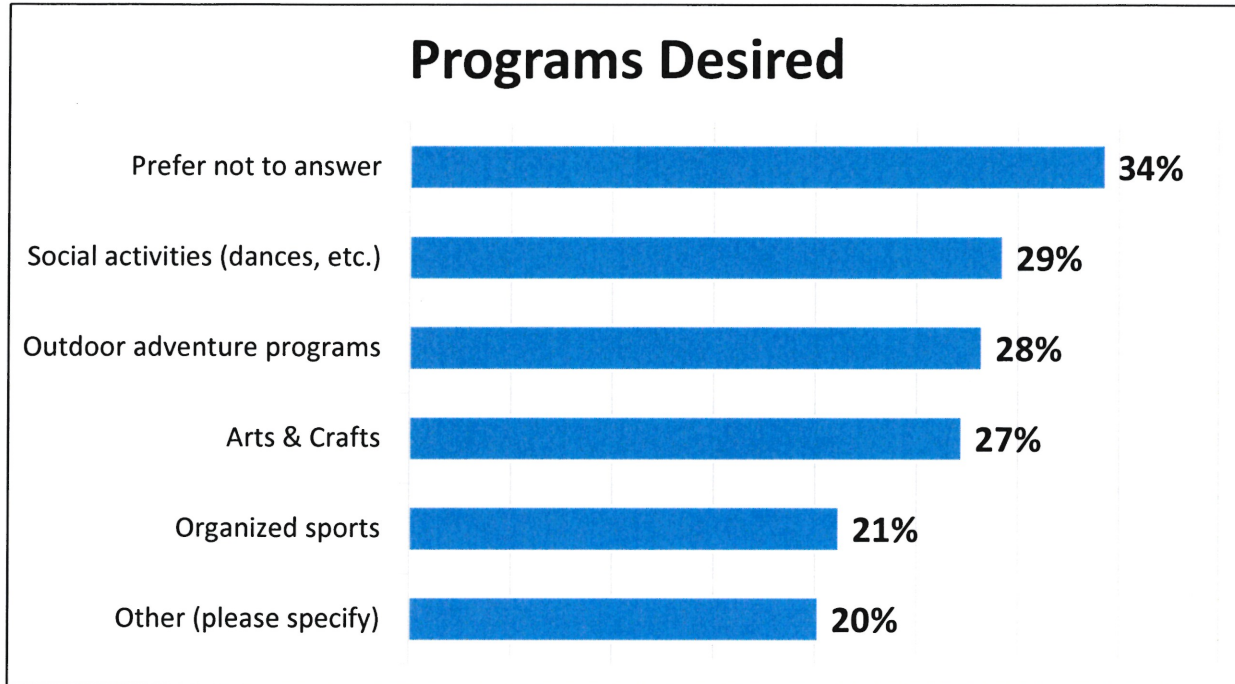
Households Members with a Disability

- Yes — 15%
- No — 85%
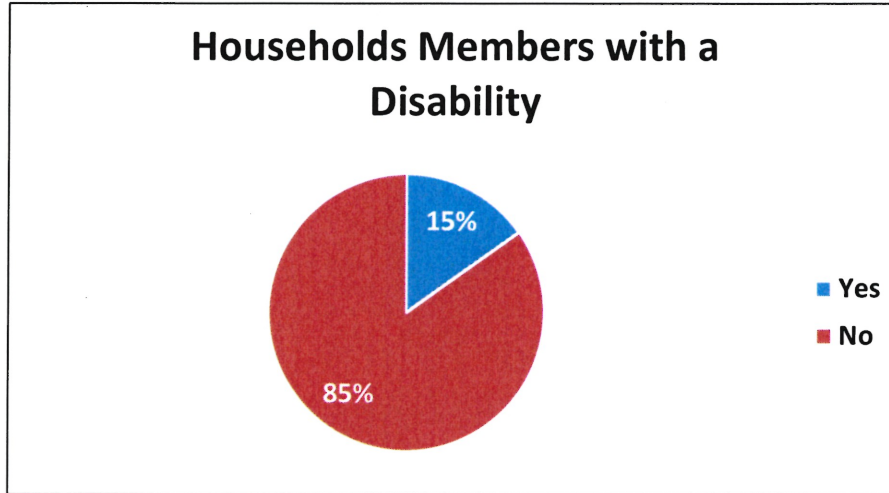
Q14: IF YES WAS INDICATED FOR Q13, WHAT TYPE OF ACCOMMODATION IS NEEDED TO SERVE INDIVIDUALS WITH DISABILITIES IN YOUR HOUSEHOLD (PLEASE CHECK ALL THAT APPLY)?

"More accessible walkways and pathways" (77%) was by far the most selected accommodation to serve those with disabilities.

Accommodation Needs

Accommodation	Percent
More accessible walkways and pathways	77%
Adaptive playground equipment	23%
Additional staff	7%
Sign language interpretation	7%
Non-verbal assistance (Braille)	2%
Other (please specify)	29%

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Q15: IF YES WAS INDICATED FOR Q13, WHAT TYPES OF PROGRAMS ARE DESIRED TO SERVE INDIVIDUALS WITH DISABILITIES IN YOUR HOUSEHOLD (PLEASE CHECK ALL THAT APPLY)?

Of the options given, "social activities" (29%) were the most selected desired program to serve individuals with disabilities, followed closely by "outdoor adventure program" (28%) and "arts & crafts" (27%).

Programs Desired

Program	Percentage
Prefer not to answer	34%
Social activities (dances, etc.)	29%
Outdoor adventure programs	28%
Arts & Crafts	27%
Organized sports	21%
Other (please specify)	20%

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2.3.3 DEMOGRAPHICS

Q16: USING THE MAP OF THE CITY AS A GUIDE, WHICH PART OF POWAY DO YOU CURRENTLY LIVE IN?

While the smallest in size, Area 2 (37%) was the most represented area in the online survey.

Respondent Location

Location	Percentage
Area 1 (generally, north of Twin Peaks Road/Poway Road)	34%
Area 2 (generally, south of Twin Peaks Road, west of Community Road)	37%
Area 3 (generally, south of Poway Road, east of Community Road)	24%
Not applicable	2%
Prefer not to answer	3%

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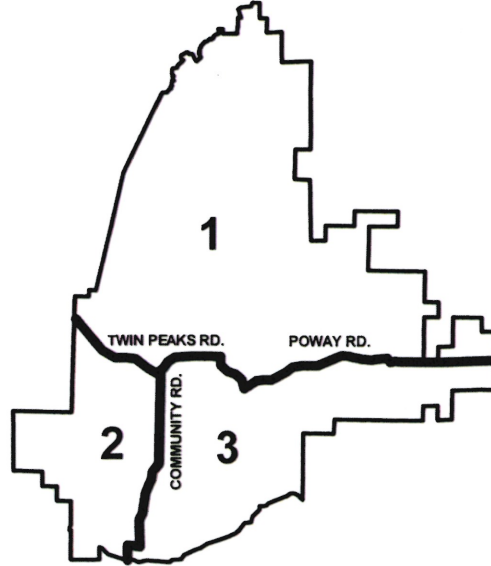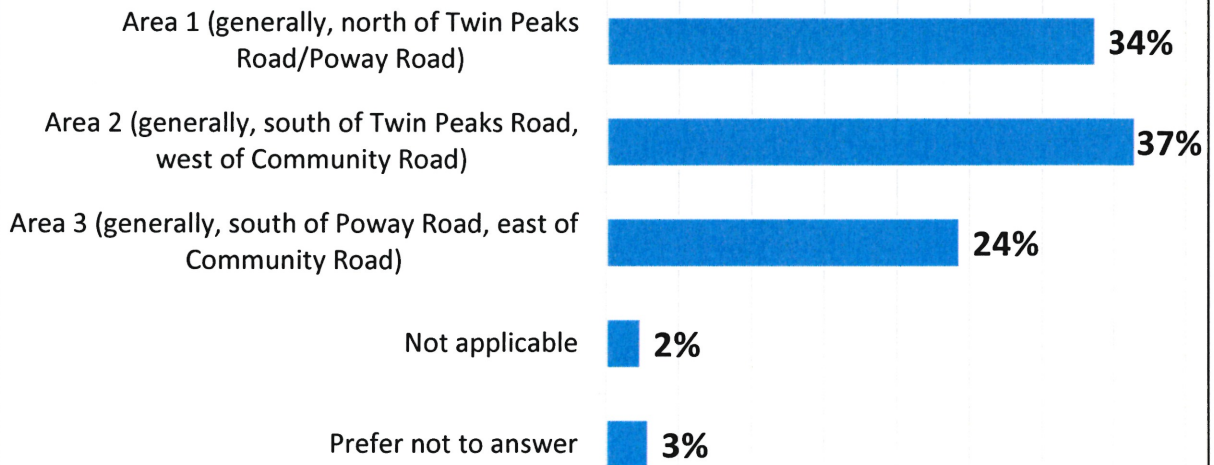
Q17: COUNTING YOURSELF, HOW MANY PEOPLE IN YOUR HOUSEHOLD ARE AGES... (INDICATED BELOW)?

When compared to 2020 demographics, we see online survey participants (households) were overrepresented substantially in the 0-17 age group and slightly over in 35-54. This indicates a larger than City average amount of families with children filled out the survey.
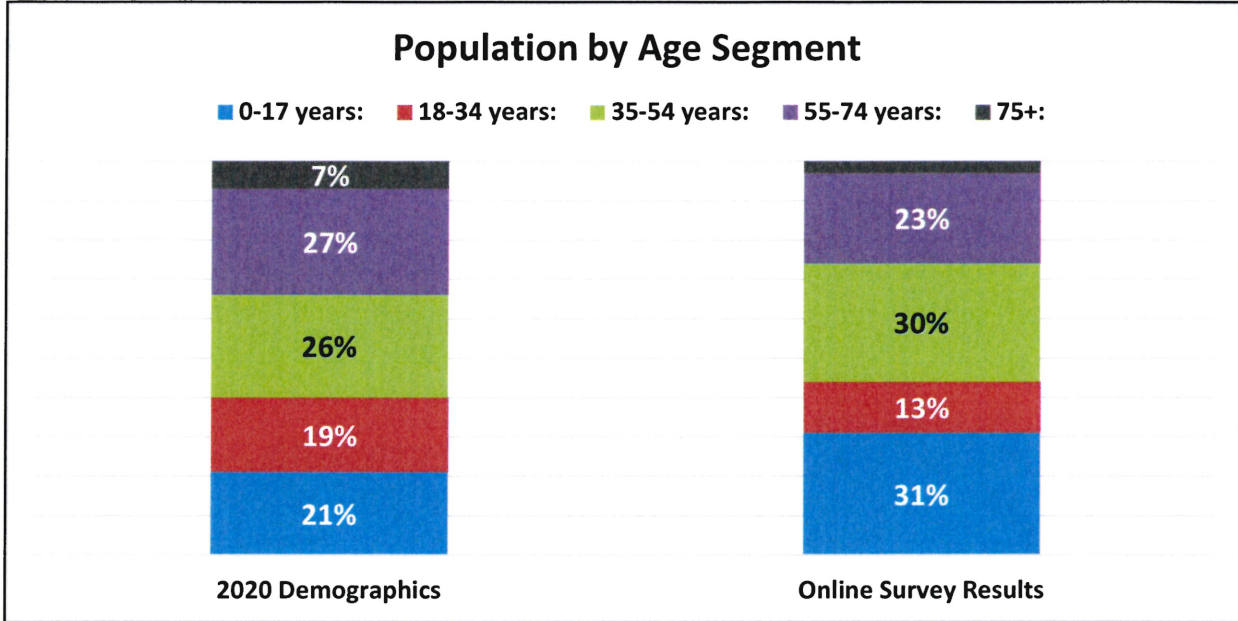
Q18: WHAT IS YOUR AGE (IN YEARS)?

The average age of survey respondents was 51, the median age was 48. The youngest respondent was 13 and the oldest was 87.

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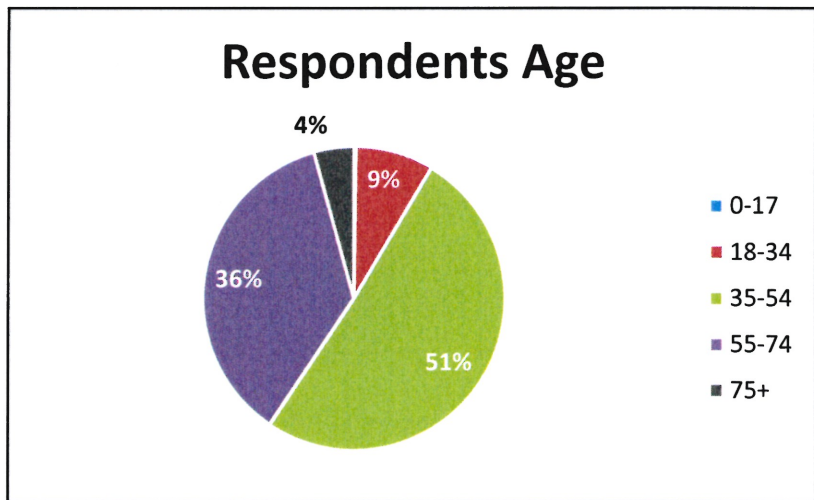
Q19: HOW LONG HAVE YOU LIVED IN POWAY (IN YEARS)?

Nearly half (46%) of survey respondents have lived in Poway for over 20 years, with the longest recorded tenure being 66 years. The average length of residence was 19 years. The median of respondents was 17.

Years in Poway

9% 0-2
27% 3-9
18% 10-19
46% 20+
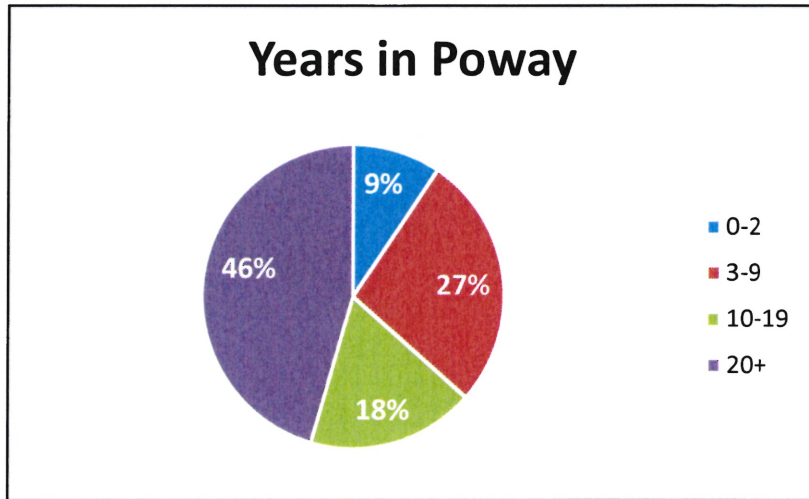
Q20: YOUR GENDER:

Females made up 55 percent of the survey respondents.

Gender

0%
5%
40%
55%

- Female
- Male
- Prefer not to answer
- Prefer to self describe
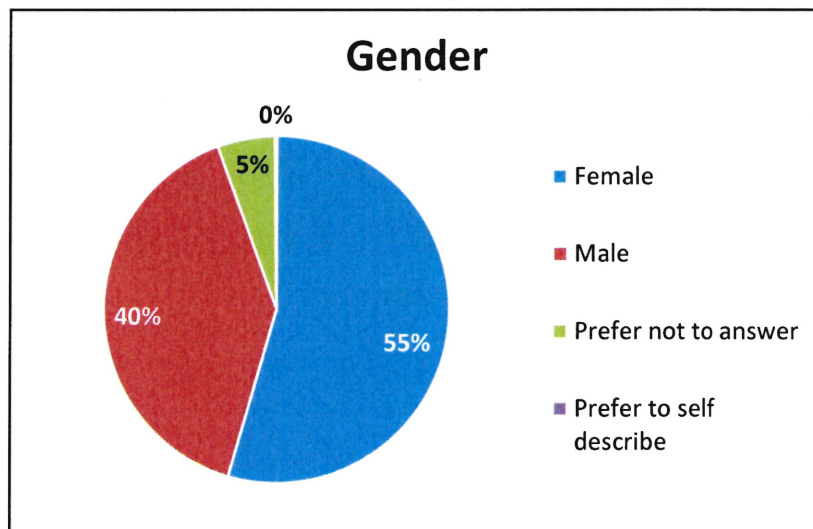
Q21: WHAT IS YOUR HOUSEHOLD INCOME?

With one in four respondents choosing not to answer, $150,000+ (38%) was the largest household income demographic selected by survey participants. Less than one percent claimed under $30,000 a year.
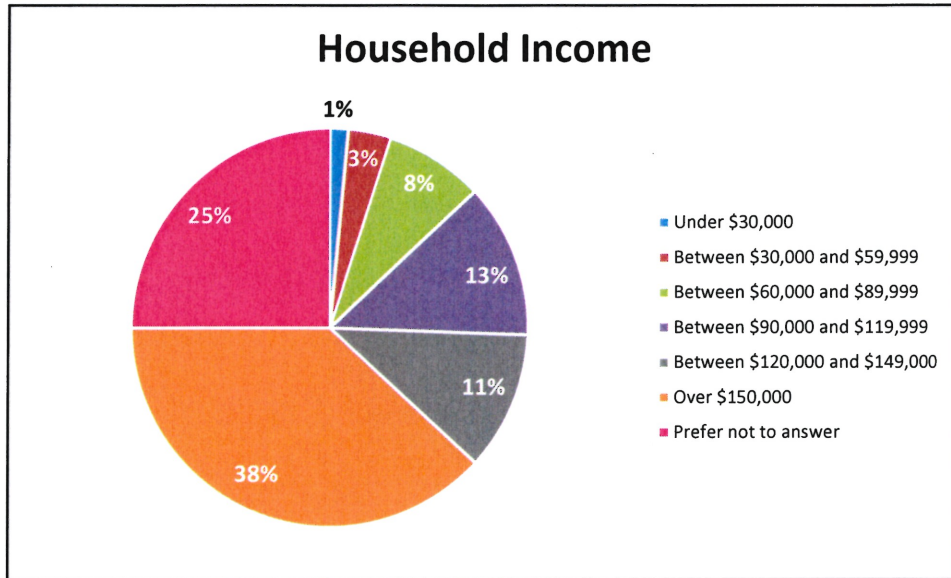
Q22: WHICH OF THE FOLLOWING BEST DESCRIBES YOUR RACE/ETHNICITY [CHECK ALL THAT APPLY]?

"White/Caucasian" (72%) was the most represented race by those that filled out the survey followed by "Asian/Pacific Islander" (11%), which is in line with demographic data for the City.

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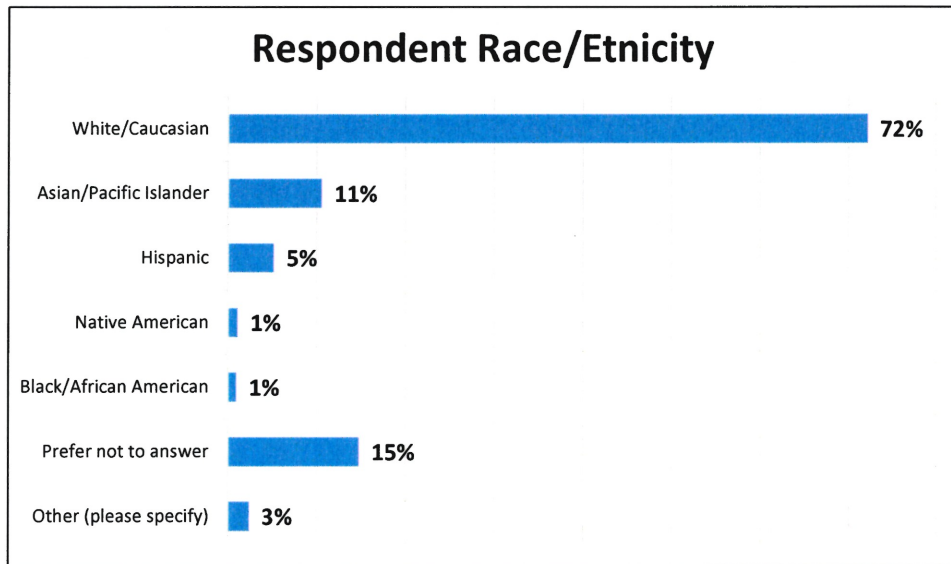
Q23: PLEASE INDICATE HOW YOU OR ANY MEMBER OF YOUR HOUSEHOLD TRAVEL TO COMMUNITY PARK BY SELECTING EITHER "YES" OR "NO."

Nearly all survey respondents utilize a car (97%) to travel to Community Park. A little more than half walk (52%), forty-four percent (44%) bike, and two percent (2%) use the bus.
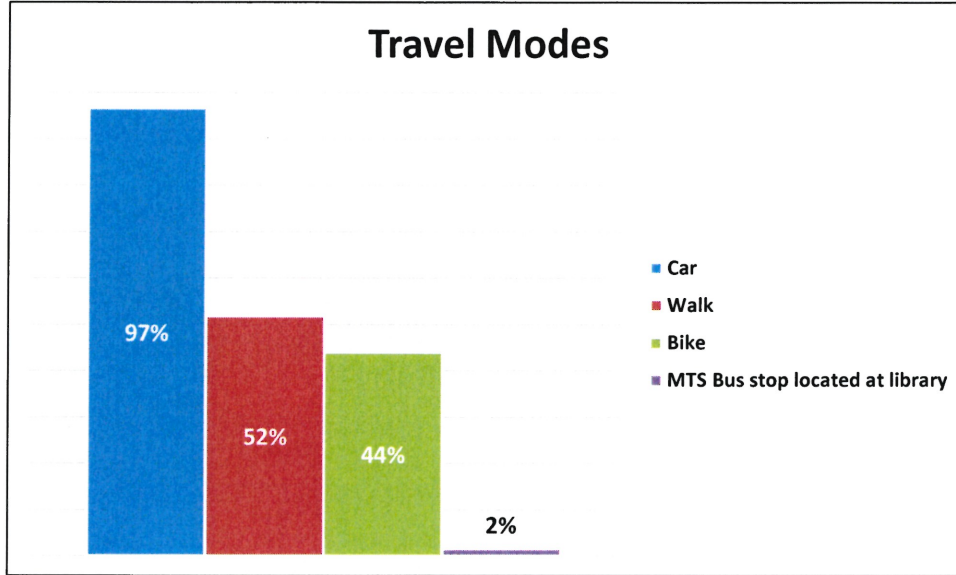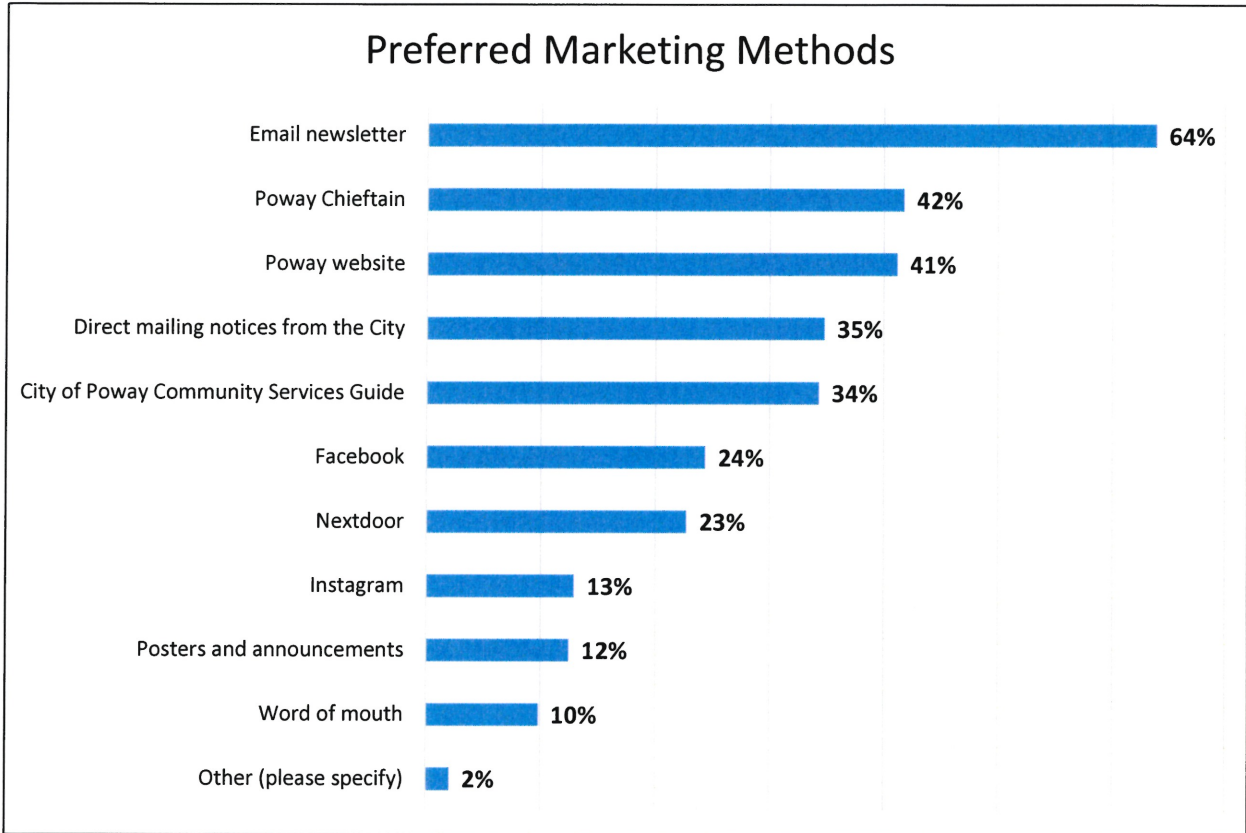

IF YES TO Q23 PLEASE LET US KNOW HOW LONG IT TAKES.

Of those who walk to Community Park, only forty percent (40%) live within a 10-minute walk. Seventy-one percent (71%) of those who drive take 10 minutes or less to get to Community Park.


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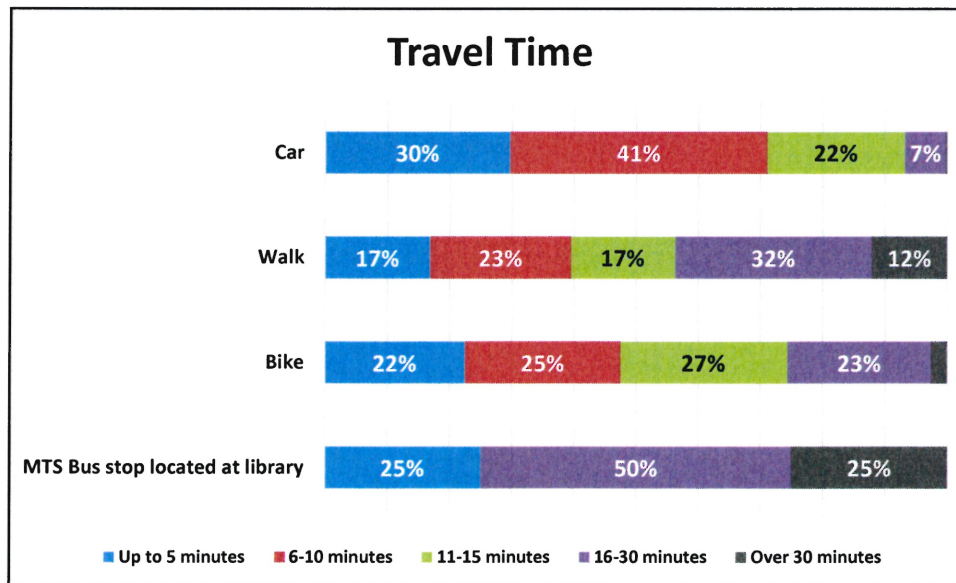
Q24: HOW WOULD MEMBERS OF YOUR HOUSEHOLD PREFER TO RECEIVE INFORMATION ABOUT FUTURE POWAY COMMUNITY PARK PROGRAMS AND SERVICES (PLEASE CHECK ALL THAT APPLY)?

In terms of preferred ways to receive information about future Community Park programs and services, Email newsletter (64%) was the top selection by respondents and was the only one selected by more than half of those surveyed. Word of mouth (10%), posters and announcements (12%), and Instagram (13%) were the least popular options.

Preferred Marketing Methods

Method	Percentage
Email newsletter	64%
Poway Chieftain	42%
Poway website	41%
Direct mailing notices from the City	35%
City of Poway Community Services Guide	34%
Facebook	24%
Nextdoor	23%
Instagram	13%
Posters and announcements	12%
Word of mouth	10%
Other (please specify)	2%

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2.4 WEBSITE ANALYTICS

From June 1, 2021 through December 1, 2021, www.plancommunitypark.com engaged almost 1500 users who accounted for close to 3,500 pageviews in less than 6 months.
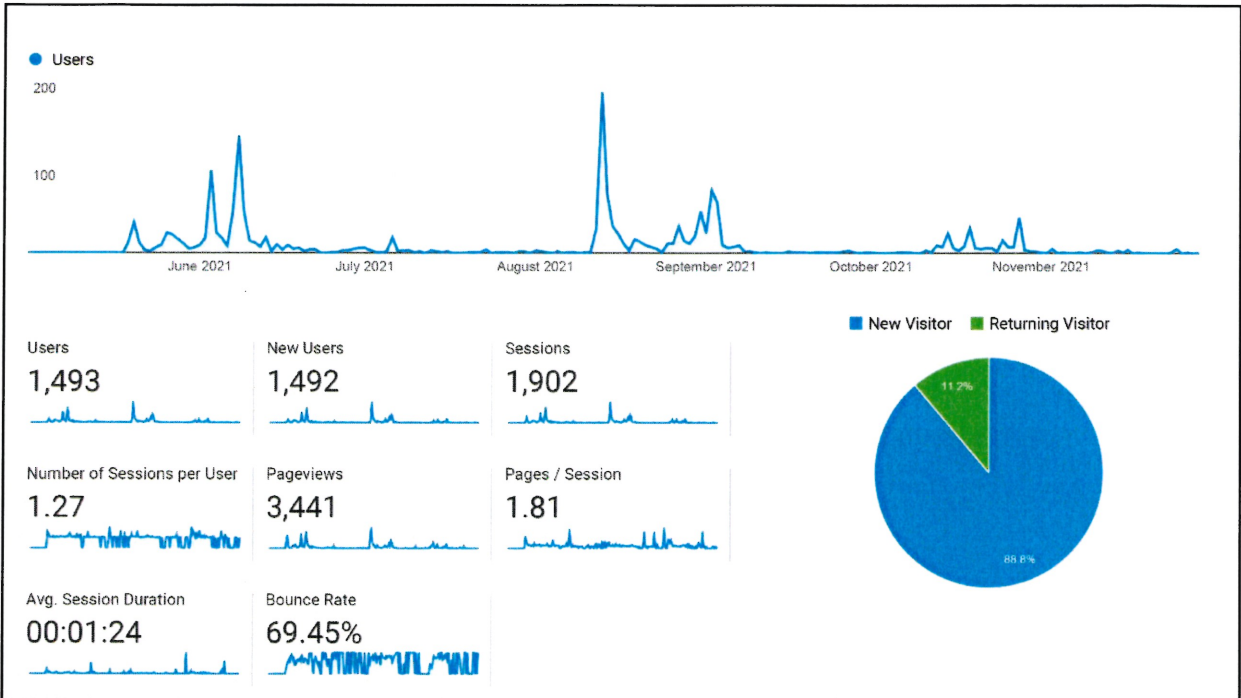
CHAPTER THREE – RECREATION TRENDS AND BENCHMARKING

3.1 RECREATION TRENDS

The Trends Analysis provides an understanding of national, and local recreational trends. Trends data used for this analysis was obtained from Sports & Fitness Industry Association's ("SFIA"), National Recreation and Park Association ("NRPA"), and Environmental Systems Research Institute ("ESRI"). All trends' data is based on current and/or historical participation rates and, while it may not all be relevant to a specific site, will shed some insights on future trends that will impact recreation offerings at Community Park.

3.1.1 LOCAL SPORT AND LEISURE MARKET POTENTIAL

The following charts show sport and leisure market potential data for City of Poway residents, as provided by ESRI. Market Potential Index (MPI) measures the probable demand for a product or service within a defined service area. The MPI shows the likelihood that an adult resident will participate in certain activities when compared to the U.S. national average. The national average is 100; therefore, numbers below 100 would represent lower than average participation rates (lower demand), and numbers above 100 would represent above average participation rates (higher demand). For example, an index of 120 implies that demand in the area is likely to be 20 percent higher than the US average; an index of 85 implies a demand that is 15 percent lower. The service area is compared to the national average in four (4) categories – general sports, fitness, outdoor activity, and commercial recreation. The City does not have the ability to meet demand for many of the activities shown (e.g., visiting a museum, theme park, indoor water park or salt water fishing).
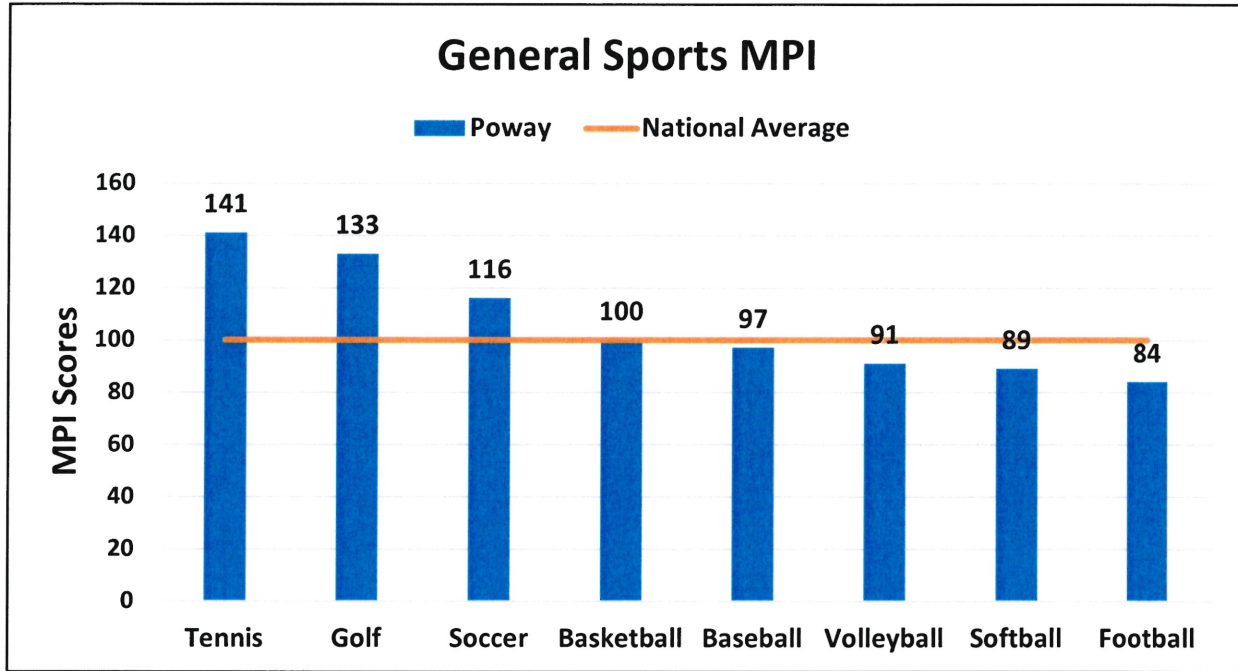
MPI scores are a tool that the Department can use for consideration of keeping existing offerings at Community Park and/or evaluating modifications and new additions. The market potential gives the Department a starting point for estimating resident attendance and participation for a broad set of recreational activities.

Only six total activities assessed (4 of which were General Sports) had MPI scores below the national average, which suggests the local population is very inclined to participate in a variety of recreational activities and are heavily engaged in Fitness and Outdoor activities in particular.

The following charts compare MPI scores for 42 sport and leisure activities that are prevalent for residents within the City. The activities are categorized by activity type and listed in descending order, from highest to lowest MPI score. High index numbers (100 or more) are significant because they demonstrate that there is a greater likelihood that residents within the service area will actively participate in offerings provided by the Department.
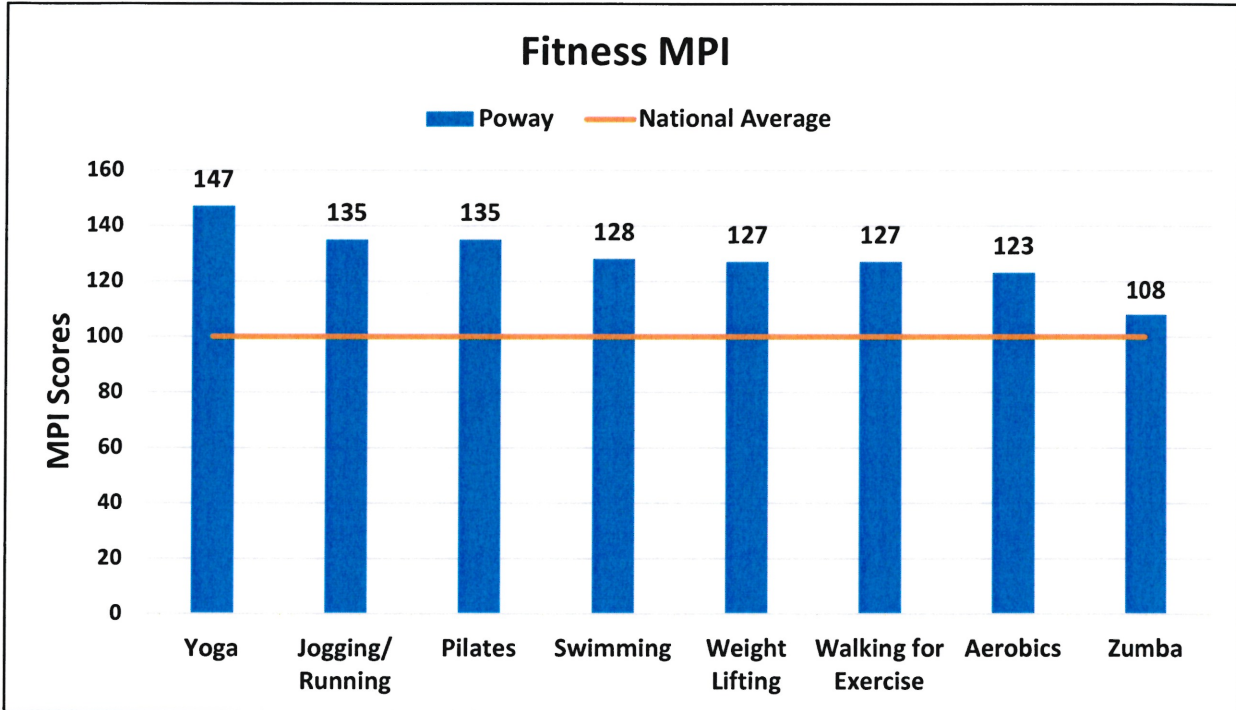
GENERAL SPORTS MARKET POTENTIAL

The General Sports category has some high MPI figures, with three activities well above the national average. The activities that are ranked the highest based on MPI are Tennis (141), Golf (133), and Soccer (116) which are significantly higher than national averages indicating a high popularity for those activities in Poway.

General Sports MPI

Legend: Poway (bar), National Average (line)

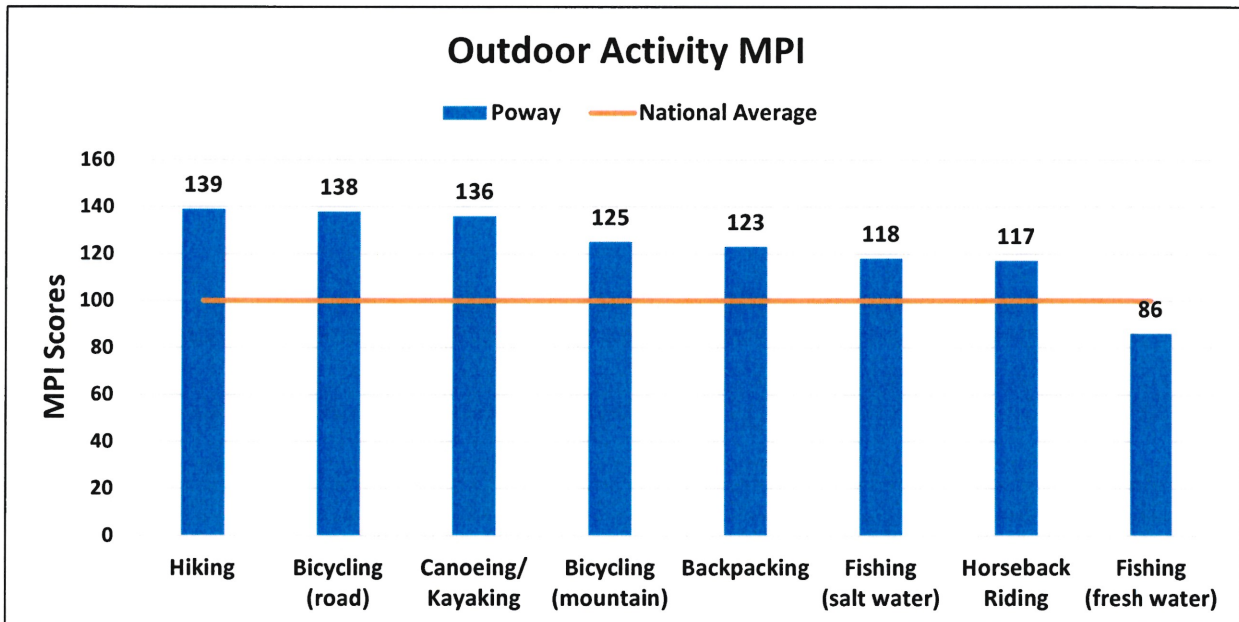| Activity	MPI Score
Tennis	141
Golf	133
Soccer	116
Basketball	100
Baseball	97
Volleyball	91
Softball	89
Football	84

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FITNESS MARKET POTENTIAL

Assessing the Fitness Activity category, every activity has an above average MPI score indicating a high interest for participating in these activities. The top activities based on MPI are Yoga (147), Jogging / Running (135), and Pilates (135), however, there is also high demand for the other Fitness Activity categories shown.

Fitness MPI

Poway ▬ National Average ▬

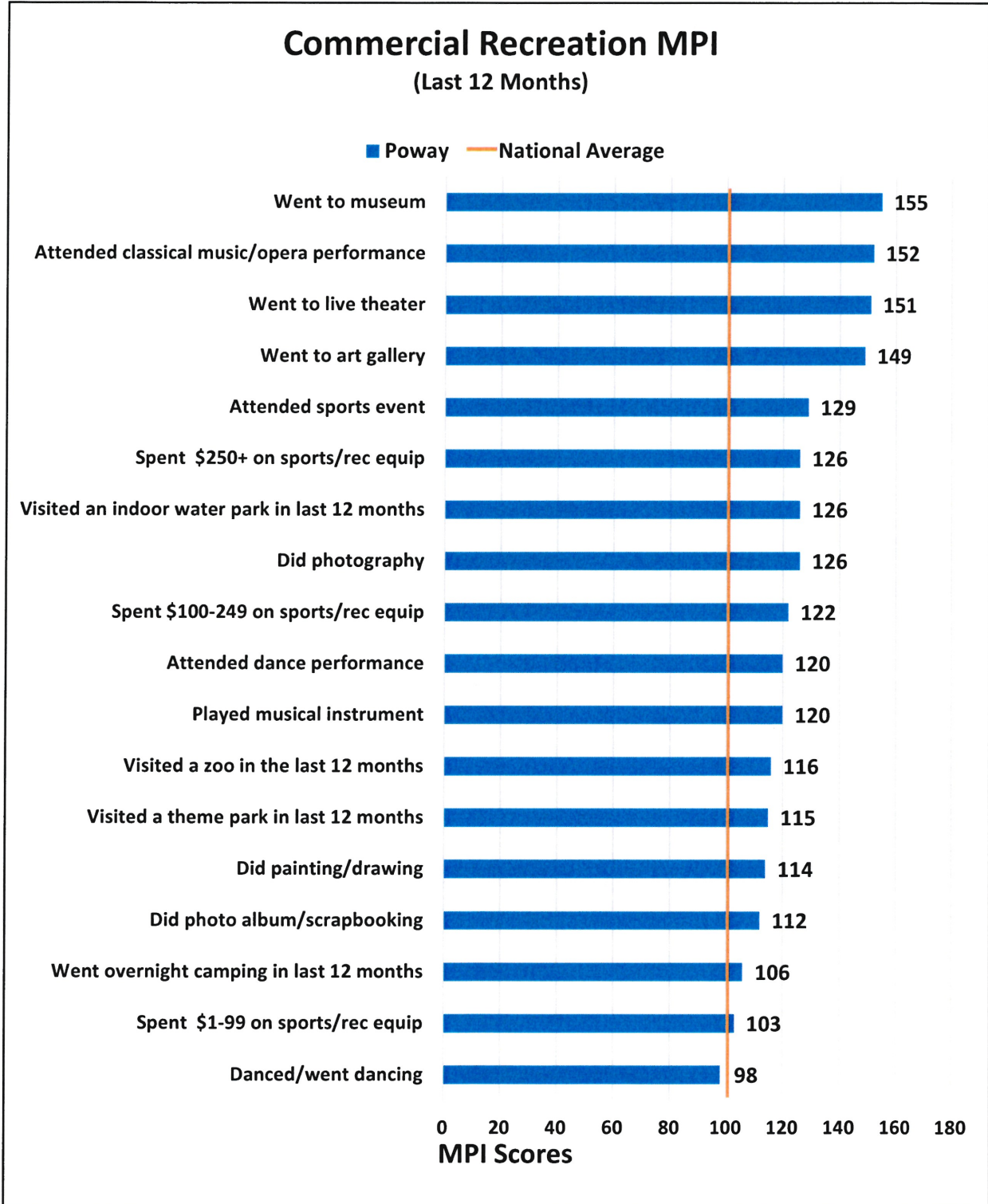| Activity	MPI Score
Yoga	147
Jogging/Running	135
Pilates	135
Swimming	128
Weight Lifting	127
Walking for Exercise	127
Aerobics	123
Zumba	108

OUTDOOR ACTIVITY MARKET POTENTIAL

All but one activity in the Outdoor Activity category have above average MPI scores. The top three activities in this category include Hiking (139), Bicycling (road) (138), and Canoeing / Kayaking (136).

Outdoor Activity MPI

Poway ▬ National Average ▬

Activity	MPI Score
Hiking	139
Bicycling (road)	138
Canoeing/Kayaking	136
Bicycling (mountain)	125
Backpacking	123
Fishing (salt water)	118
Horseback Riding	117
Fishing (fresh water)	86

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COMMERCIAL RECREATION MARKET POTENTIAL

The Commercial Recreation category also reveals all but one activity have MPI scores above the national average, with 3 activities scoring over 150. Those activities were Went to Museum (155), Attended Classical Music / Opera Performance (152), and Went to Live Theatre (151).

Commercial Recreation MPI
(Last 12 Months)

■ Poway ── National Average

Activity	MPI
Went to museum	155
Attended classical music/opera performance	152
Went to live theater	151
Went to art gallery	149
Attended sports event	129
Spent $250+ on sports/rec equip	126
Visited an indoor water park in last 12 months	126
Did photography	126
Spent $100-249 on sports/rec equip	122
Attended dance performance	120
Played musical instrument	120
Visited a zoo in the last 12 months	116
Visited a theme park in last 12 months	115
Did painting/drawing	114
Did photo album/scrapbooking	112
Went overnight camping in last 12 months	106
Spent $1-99 on sports/rec equip	103
Danced/went dancing	98

MPI Scores (0, 20, 40, 60, 80, 100, 120, 140, 160, 180)

3.1.2 KEY FINDINGS

Based on the information presented in the Trends Analysis, the following key findings are of particular interest and/or have significant implications for Community Park:

- **Local Participatory Trends:**
  - Local recreation trends show strong participation across all categories assessed, with only 6 out of 42 activities having MPI scores below the national average.

  - The high Outdoor Activity scores, coupled with the larger participation rates of fitness activities that could take place outdoors (yoga, jogging / running, pilates, walking for exercise) express potential for multiple programming opportunities as well as trail connectivity that could be utilized within Community Park.

  - The community's high participation numbers in Tennis, plus the rapid increase in participation numbers for pickleball should be monitored by the City as they indicate potential for the need of additional, and/or multi-use court space.

  - These numbers are all very promising for the City, as market potential data suggests that City residents are more inclined to participate in a wide variety of recreational activities related to sports, fitness, outdoor recreation, and commercial recreation.

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CHAPTER FOUR – STRATEGIC RECOMMENDATIONS

4.1 RECOMMENDATIONS

Based on an iterative visioning process with staff combined with the community input, benchmarking, and analysis of recreational trends, the Consulting Team identified the following considerations and top priorities.

4.1.1 CONSIDERATIONS: UPDATE EXISTING

The following considerations are tied to updating already existing facilities and/or amenities:

1. Add additional trees and/or shade structures to areas including, but not necessarily limited to:
   - Tot lots
   - The Splash Pad
   - Grass areas
   - Baseball field areas
   - Parking lots
2. Improve Signage (Directional/Wayfinding and Informational):
   - Entrance (e.g., archway, on entry fences/walls)
   - Amenities
   - Facilities and Rooms
   - Trail Information and Mile Markers
   - Parking
3. Connect Pedestrian loops (e.g., bridges, circle paths) and bicycle paths and enhance ADA accessibility
4. Upgrade/add play structures for all-abilities playgrounds
5. Increase park visibility and safety lighting in and around the park (e.g., reduce fencing, relocate operational yards)

4.1.2 CONSIDERATIONS: NEW AMENITIES

The following considerations are for potential new amenities that could be added to Community Park:

1. Add outdoor adventure elements
2. Add dedicated pickleball courts
3. Add restroom by northerly play area
4. Introduce interpretive learning and art opportunities and creek renovations to activate the creek
5. Provide fitness equipment / exercise stations along the trail

4.1.3 CONSIDERATIONS: OPERATIONS

These considerations are going to be tied to the operations or processes of the City.

1. Invest in additional marketing to create greater awareness of park offerings
2. Focus on maintenance Improvements
   - Enhance existing landscape
   - Relocate maintenance yard

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- Add dedicated staff / contract support
3. Ensure consistency in branding and aesthetics
4. Determine consistent hours of operations
5. Utilize technology to enhance the user experience
    - Wi-Fi in park
    - App for accessible maps / parking counts / workout trackers etc.

4.1.4 TOP PRIORITIES

1. **Shade (shade structures/sails and trees)** – Create more shaded areas around the park and trails as well as around amenities where people congregate.
2. **Accessible Trails and Connectivity** – Connect pedestrian loops and make the trails more universally accessible. Provide bike access through the park with adequate bicycle parking.
3. **Signage and Park Visibility** – Enhance visibility (e.g., reduce tennis court fencing, relocate operational yard) and signage into and throughout the park, for awareness, directional, and educational purposes.
4. **Park Amenities and All-Abilities Playground** – Improve play areas to include all-abilities playgrounds and introduce pickleball and adventure amenities such as zip-lines, obstacle courses etc. to expand the park's usability.
   Additional Resources for Awareness and Maintenance (Staff and/or Contract Support) – Invest additional resources to keep up with the park maintenance as additional amenities are added; also grow marketing and communication efforts to create greater awareness about the offerings particularly at the community recreation center (e.g., website App).

CHAPTER FIVE – CONCLUSION

This Assessment is meant to be a needs assessment as the City continues to plan its future to meet the needs of its growing and very engaged population. As the area grows, Community Park will require a higher level of service for indoor and outdoor offerings while creating enjoyable, safe spaces for community members of all ages, abilities, and backgrounds to recreate comfortably. City leadership can take this Assessment into consideration for future CIP projects and/or consider funding for specific park designs and/or a park master plan.

The City's staff is a group of passionate, skilled professionals, and their dedication to the community's well-being is apparent. The Consulting Team is confident that staff in conjunction with the City's leadership will do everything in their power to ensure Community Park meets the needs of the Poway community in the years to come.

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Appendices

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APPENDIX A – NON-PARTICIPANT INTEREST BY AGE SEGMENT

In addition to participation rates by generation, SFIA also tracks non-participant interest. These are activities that the U.S. population currently does not participate in due to physical or monetary barriers, but is interested in participating in. Below are the top five activities that each age segment would be most likely to partake in if they were readily available.

Overall, the activities most age segments are interested in include: Camping, Bicycling, Fishing, and Swimming for Fitness. All of which are deemed as low-impact activities, making them obtainable for any age segment to enjoy.

6-12 Year-Olds
Fishing
Camping
Soccer
Martial Arts
Basketball

13-17 Year-Olds
Fishing
Camping
Working Out w/ Weights
Volleyball
Running/Jogging

18-24 Year-Olds
Camping
Fishing
Martial Arts
Volleyball
Kayaking

25-34 Year-Olds
Camping
Fitness Swimming
Bicycling
Fishing
Kayaking

35-44 Year-Olds
Fitness Swimming
Camping
Bicycling
Fishing
Hiking

45-54 Year-Olds
Bicycling
Fishing
Camping
Fitness Swimming
Hiking

55-64 Year-Olds
Bicycling
Fishing
Fitness Swimming
Camping
Hiking

65+ Year-Olds
Fishing
Fitness Swimming
Bicycling
Birdwatching/Wildlife Viewing
Working Out Using Machines

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APPENDIX B - NATIONAL AND REGIONAL PROGRAMMING TRENDS

Programs offered by Park and Recreation Agencies (Pacific Southwest Region)

NRPA's *Agency Performance Review 2020* summarize key findings from NRPA Park Metrics, which is a benchmark tool that compares the management and planning of operating resources and capital facilities of park and recreation agencies. The report contains data from 1,053 park and recreation agencies across the U.S. as reported between 2017 and 2019.
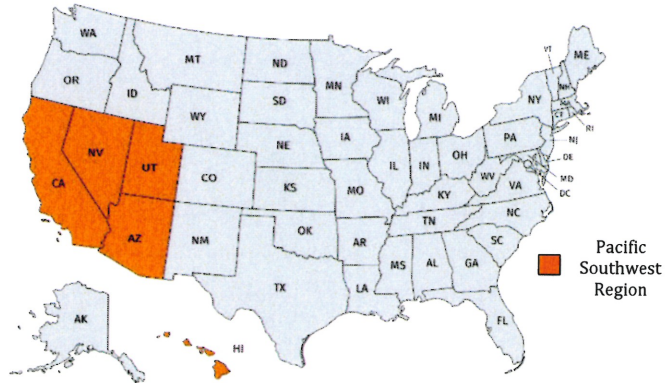
Based on this year's report, the typical agency (i.e., those at the median values) offers 187 programs annually, with roughly 64 percent of those programs being fee-based activities/events.
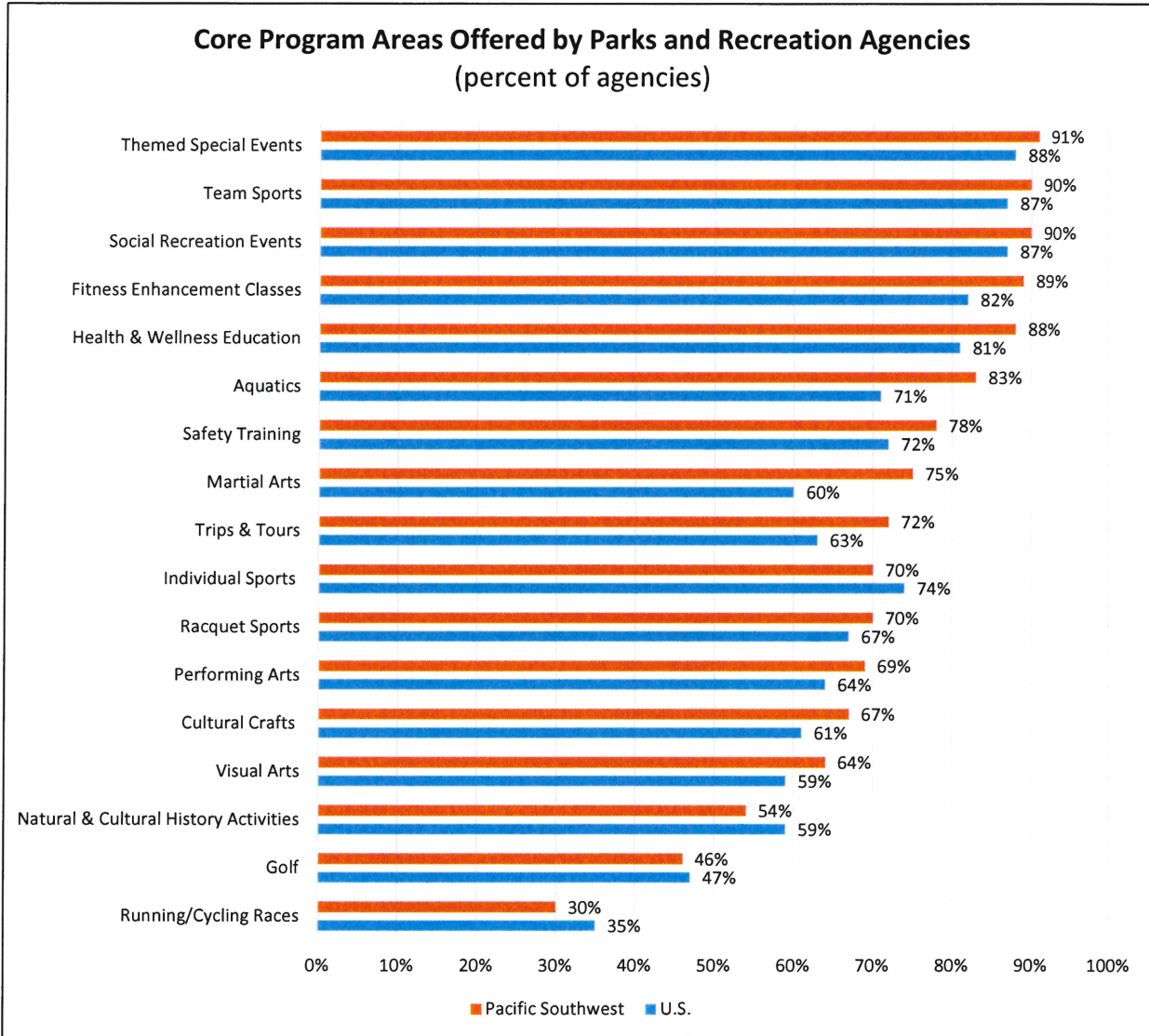
According to the information reported to the NRPA, the top five programming activities most frequently offered by park and recreation agencies, both in the U.S. and regionally, are described in the table below. A complete comparison of regional and national programs offered by agencies can be found on the following page.

When comparing the Pacific Southwest Region agencies to the U.S. average, team sports, themed special events, social recreation events, and fitness enhancement classes were identified in the top five most commonly provided program areas offered regionally and nationally.

Top 5 Most Offered Core Program Areas	
(Offered by Parks and Recreation Agencies)	
Pacific Southwest (% of agencies offering)	**U.S. (% of agencies offering)**
• Themed Special Events (91%)	• Themed Special Events (88%)
• Team Sports (90%)	• Team Sports (87%)
• Social Recreation Events (90%)	• Social Recreation Events (87%)
• Fitness Enhancement Classes (89%)	• Fitness Enhancement Classes (82%)
• Health & Wellness Education (88%)	• Health & Wellness Education (81%)

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Overall, Pacific Southwest Region parks and recreation agencies are above the U.S. average for many program offerings. When utilizing a discrepancy threshold of +/-5 percent (or more), Pacific Southwest agencies are currently offering Fitness Enhancement Classes, Health & Wellness Education, Aquatics, Safety Training, Martial Arts, Trips and Tours, Performing Arts, Cultural Crafts, and Visual Arts at a higher rate than the national average, while Natural & Cultural History Activities and Running / Bicycle Races are below average.

Core Program Areas Offered by Parks and Recreation Agencies
(percent of agencies)

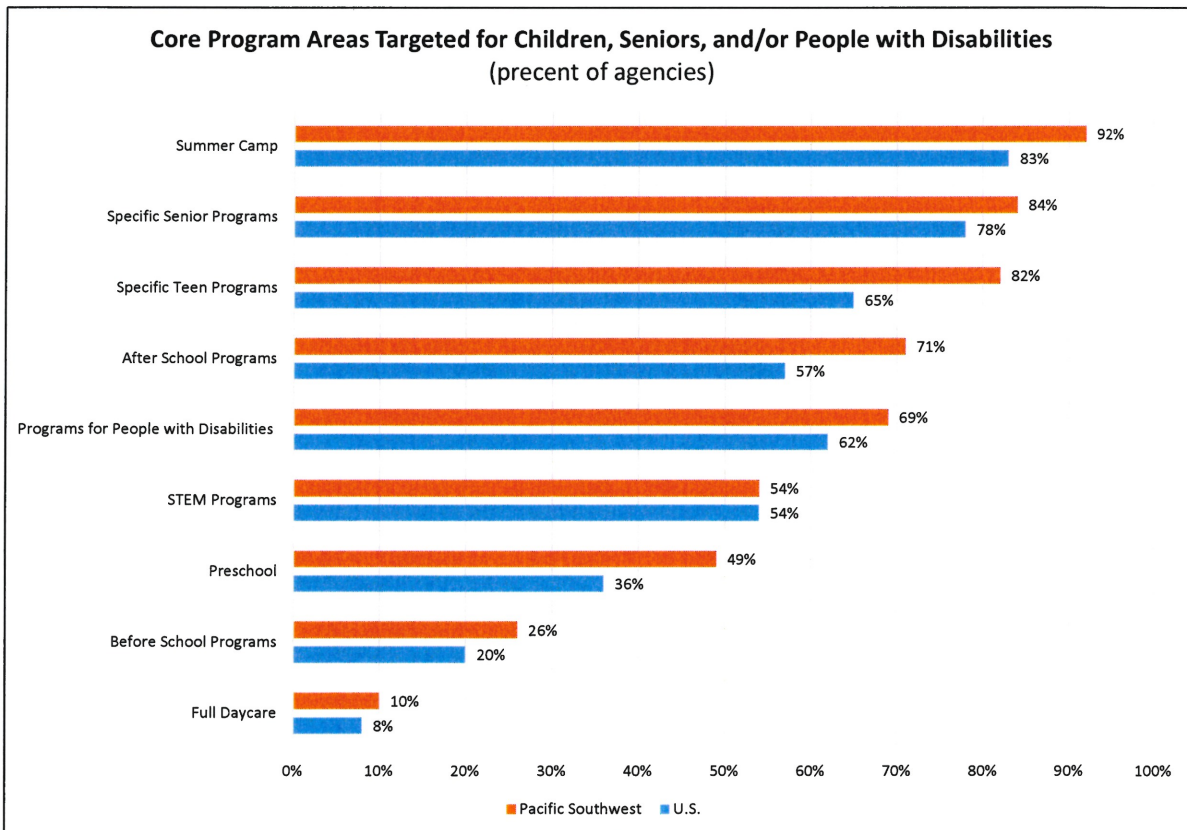| Program Area	Pacific Southwest	U.S.
Themed Special Events	91%	88%
Team Sports	90%	87%
Social Recreation Events	90%	87%
Fitness Enhancement Classes	89%	82%
Health & Wellness Education	88%	81%
Aquatics	83%	71%
Safety Training	78%	72%
Martial Arts	75%	60%
Trips & Tours	72%	63%
Individual Sports	70%	74%
Racquet Sports	70%	67%
Performing Arts	69%	64%
Cultural Crafts	67%	61%
Visual Arts	64%	59%
Natural & Cultural History Activities	54%	59%
Golf	46%	47%
Running/Cycling Races	30%	35%

■ Pacific Southwest   ■ U.S.

Targeted Programs for Children, Older Adults, and People with Disabilities

For a better understanding of targeted programs (programs that cater to a specific age segment, demographic, etc.), NRPA also tracks program offerings that are dedicated specifically to children, older adults (seniors), and people with disabilities. This allows for further analysis of these commonly targeted populations on a national and regional basis.

Based on information reported to the NRPA, the top three targeted programs offered by park and recreation agencies, nationally and regionally, are described in the table below, followed by a chart that shows the complete comparison of regional and national targeted program offerings.

Top 3 Most Offered Core Program Areas	
(Targeting Children, Seniors, and/or People with Disabilities)	
Pacific Southwest (% of agencies offering)	**U.S. (% of agencies offering)**
• Summer Camp (92%)	• Summer Camp (83%)
• Senior Programs (84%)	• Senior Programs (78%)
• Teen Programs (82%)	• Teen Programs (65%)

Agencies in the Pacific Southwest Region tend to offer targeted programs above the national average rate. Pacific Southwest agencies are currently offering Summer Camps, Senior Programs, Teen Programs, After School Programs, Programs for People with Disabilities, Preschool, and Before School Programs at a significantly higher rate than the national average.

Core Program Areas Targeted for Children, Seniors, and/or People with Disabilities
(precent of agencies)

Program	Pacific Southwest	U.S.
Summer Camp	92%	83%
Specific Senior Programs	84%	78%
Specific Teen Programs	82%	65%
After School Programs	71%	57%
Programs for People with Disabilities	69%	62%
STEM Programs	54%	54%
Preschool	49%	36%
Before School Programs	26%	20%
Full Daycare	10%	8%

■ Pacific Southwest   ■ U.S.

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APPENDIX C - CORE VS. CASUAL PARTICIPATION TRENDS

GENERAL SPORTS

National Core vs Casual Participatory Trends - General Sports								
Activity	**Participation Levels**						**% Change**	
	2014		**2018**		**2019**		**5-Year Trend**	**1-Year Trend**
	#	**%**	**#**	**%**	**#**	**%**		
Basketball	23,067	100%	24,225	100%	24,917	100%	8.0%	2.9%
Casual (1-12 times)	7,321	32%	9,335	39%	9,669	39%	32.1%	3.6%
Core(13+ times)	15,746	68%	14,890	61%	15,248	61%	-3.2%	2.4%
Golf (9 or 18-Hole Course)	24,700	100%	24,240	100%	24,271	100%	-1.7%	0.1%
Tennis	17,904	100%	17,841	100%	17,684	100%	-1.2%	-0.9%
Baseball	13,152	100%	15,877	100%	15,804	100%	20.2%	-0.5%
Casual (1-12 times)	4,295	33%	6,563	41%	6,655	42%	54.9%	1.4%
Core (13+ times)	8,857	67%	9,314	59%	9,149	58%	3.3%	-1.8%
Soccer (Outdoor)	12,592	100%	11,405	100%	11,913	100%	-5.4%	4.5%
Casual (1-25 times)	6,622	53%	6,430	56%	6,864	58%	3.7%	6.7%
Core (26+ times)	5,971	47%	4,975	44%	5,050	42%	-15.4%	1.5%
Softball (Slow Pitch)	7,077	100%	7,386	100%	7,071	100%	-0.1%	-4.3%
Casual (1-12 times)	2,825	40%	3,281	44%	3,023	43%	7.0%	-7.9%
Core(13+ times)	4,252	60%	4,105	56%	4,048	57%	-4.8%	-1.4%
Football, Flag	5,508	100%	6,572	100%	6,783	100%	23.1%	3.2%
Casual (1-12 times)	2,838	52%	3,573	54%	3,794	56%	33.7%	6.2%
Core(13+ times)	2,669	48%	2,999	46%	2,989	44%	12.0%	-0.3%
Core Age 6 to 17 (13+ times)	1,178	52%	1,578	54%	1,590	56%	35.0%	0.8%
Volleyball (Court)	6,304	100%	6,317	100%	6,487	100%	2.9%	2.7%
Casual (1-12 times)	2,759	44%	2,867	45%	2,962	46%	7.4%	3.3%
Core(13+ times)	3,545	56%	3,450	55%	3,525	54%	-0.6%	2.2%
Badminton	7,176	100%	6,337	100%	6,095	100%	-15.1%	-3.8%
Casual (1-12 times)	5,049	70%	4,555	72%	4,338	71%	-14.1%	-4.8%
Core(13+ times)	2,127	30%	1,782	28%	1,756	29%	-17.4%	-1.5%
Football, Touch	6,586	100%	5,517	100%	5,171	100%	-21.5%	-6.3%
Casual (1-12 times)	3,727	57%	3,313	60%	3,065	59%	-17.8%	-7.5%
Core(13+ times)	2,859	43%	2,204	40%	2,105	41%	-26.4%	-4.5%
Soccer (Indoor)	4,530	100%	5,233	100%	5,336	100%	17.8%	2.0%
Casual (1-12 times)	1,917	42%	2,452	47%	2,581	48%	34.6%	5.3%
Core(13+ times)	2,614	58%	2,782	53%	2,755	52%	5.4%	-1.0%
Football, Tackle	5,978	100%	5,157	100%	5,107	100%	-14.6%	-1.0%
Casual (1-25 times)	2,588	43%	2,258	44%	2,413	47%	-6.8%	6.9%
Core(26+ times)	3,390	57%	2,898	56%	2,694	53%	-20.5%	-7.0%
Core Age 6 to 17 (26+ times)	2,590	43%	2,353	44%	2,311	47%	-10.8%	-1.8%
Gymnastics	4,621	100%	4,770	100%	4,699	100%	1.7%	-1.5%
Casual (1-49 times)	2,932	63%	3,047	64%	3,004	64%	2.5%	-1.4%
Core(50+ times)	1,689	37%	1,723	36%	1,695	36%	0.4%	-1.6%
Volleyball (Sand/Beach)	4,651	100%	4,770	100%	4,400	100%	-5.4%	-7.8%
Casual (1-12 times)	3,174	68%	3,261	68%	2,907	66%	-8.4%	-10.9%
Core(13+ times)	1,477	32%	1,509	32%	1,493	34%	1.1%	-1.1%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution	Mostly Core Participants (greater than 75%)		More Core Participants (56-74%)		Evenly Divided (45-55% Core and Casual)		More Casual Participants (56-74%)	Mostly Casual Participants (greater than 75%)

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GENERAL SPORTS (CONTINUED)

National Core vs Casual Participatory Trends - General Sports								
Activity	**Participation Levels**						**% Change**	
	2014		**2018**		**2019**		**5-Year Trend**	**1-Year Trend**
Track and Field	4,105	100%	4,143	100%	4,139	100%	0.8%	-0.1%
Casual (1-25 times)	1,797	44%	2,071	50%	2,069	50%	15.1%	-0.1%
Core(26+ times)	2,308	56%	2,072	50%	2,070	50%	-10.3%	-0.1%
Cheerleading	3,456	100%	3,841	100%	3,752	100%	8.6%	-2.3%
Casual (1-25 times)	1,841	53%	2,039	53%	1,934	52%	5.1%	-5.1%
Core(26+ times)	1,615	47%	1,802	47%	1,817	48%	12.5%	0.8%
Pickleball	2,462	100%	3,301	100%	3,460	100%	40.5%	4.8%
Casual (1-12 times)	1,459	59%	2,011	61%	2,185	63%	49.8%	8.7%
Core(13+ times)	1,003	41%	1,290	39%	1,275	37%	27.1%	-1.2%
Racquetball	3,594	100%	3,480	100%	3,453	100%	-3.9%	-0.8%
Casual (1-12 times)	2,435	68%	2,407	69%	2,398	69%	-1.5%	-0.4%
Core(13+ times)	1,159	32%	1,073	31%	1,055	31%	-9.0%	-1.7%
Ice Hockey	2,421	100%	2,447	100%	2,357	100%	-2.6%	-3.7%
Casual (1-12 times)	1,129	47%	1,105	45%	1,040	44%	-7.9%	-5.9%
Core(13+ times)	1,292	53%	1,342	55%	1,317	56%	1.9%	-1.9%
Ultimate Frisbee	4,530	100%	2,710	100%	2,290	100%	-49.4%	-15.5%
Casual (1-12 times)	3,448	76%	1,852	68%	1,491	65%	-56.8%	-19.5%
Core(13+ times)	1,082	24%	858	32%	799	35%	-26.2%	-6.9%
Softball (Fast Pitch)	2,424	100%	2,303	100%	2,242	100%	-7.5%	-2.6%
Casual (1-25 times)	1,158	48%	1,084	47%	993	44%	-14.2%	-8.4%
Core(26+ times)	1,266	52%	1,219	53%	1,250	56%	-1.3%	2.5%
Lacrosse	2,011	100%	2,098	100%	2,115	100%	5.2%	0.8%
Casual (1-12 times)	978	49%	1,036	49%	1,021	48%	4.4%	-1.4%
Core(13+ times)	1,032	51%	1,061	51%	1,094	52%	6.0%	3.1%
Wrestling	1,891	100%	1,908	100%	1,944	100%	2.8%	1.9%
Casual (1-25 times)	941	50%	1,160	61%	1,189	61%	26.4%	2.5%
Core(26+ times)	950	50%	748	39%	755	39%	-20.5%	0.9%
Roller Hockey	1,736	100%	1,734	100%	1,616	100%	-6.9%	-6.8%
Casual (1-12 times)	1,181	68%	1,296	75%	1,179	73%	-0.2%	-9.0%
Core(13+ times)	555	32%	437	25%	436	27%	-21.4%	-0.2%
Boxing for Competition	1,278	100%	1,310	100%	1,417	100%	10.9%	8.2%
Casual (1-12 times)	1,074	84%	1,118	85%	1,204	85%	12.1%	7.7%
Core(13+ times)	204	16%	192	15%	212	15%	3.9%	10.4%
Rugby	1,276	100%	1,560	100%	1,392	100%	9.1%	-10.8%
Casual (1-7 times)	836	66%	998	64%	835	60%	-0.1%	-16.3%
Core(8+ times)	440	34%	562	36%	557	40%	26.6%	-0.9%
Squash	1,596	100%	1,285	100%	1,222	100%	-23.4%	-4.9%
Casual (1-7 times)	1,209	76%	796	62%	747	61%	-38.2%	-6.2%
Core(8+ times)	388	24%	489	38%	476	39%	22.7%	-2.7%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution	Mostly Core Participants (greater than 75%)		More Core Participants (56-74%)		Evenly Divided (45-55% Core and Casual)		More Casual Participants (56-74%)	Mostly Casual Participants (greater than 75%)

GENERAL FITNESS

Activity	Participation Levels						% Change	
	2014		**2018**		**2019**		**5-Year Trend**	**1-Year Trend**
	#	**%**	**#**	**%**	**#**	**%**		
National Core vs Casual Participatory Trends - General Fitness								
Fitness Walking	112,583	100%	111,001	100%	111,439	100%	-1.0%	0.4%
Casual (1-49 times)	35,694	32%	36,139	33%	36,254	33%	1.6%	0.3%
Core(50+ times)	76,889	68%	74,862	67%	75,185	67%	-2.2%	0.4%
Treadmill	50,241	100%	53,737	100%	56,823	100%	13.1%	5.7%
Casual (1-49 times)	22,525	45%	25,826	48%	28,473	50%	26.4%	10.2%
Core(50+ times)	27,716	55%	27,911	52%	28,349	50%	2.3%	1.6%
Free Weights (Dumbbells/Hand Weights)	56,124	100%	51,291	100%	51,450	100%	-8.3%	0.3%
Casual (1-49 times)	18,195	32%	18,702	36%	19,762	38%	8.6%	5.7%
Core(50+ times)	37,929	68%	32,589	64%	31,688	62%	-16.5%	-2.8%
Running/Jogging	51,127	100%	49,459	100%	50,052	100%	-2.1%	1.2%
Casual (1-49 times)	23,083	45%	24,399	49%	24,972	50%	8.2%	2.3%
Core(50+ times)	28,044	55%	25,061	51%	25,081	50%	-10.6%	0.1%
Stationary Cycling (Recumbent/Upright)	35,693	100%	36,668	100%	37,085	100%	3.9%	1.1%
Casual (1-49 times)	18,255	51%	19,282	53%	19,451	52%	6.6%	0.9%
Core(50+ times)	17,439	49%	17,387	47%	17,634	48%	1.1%	1.4%
Weight/Resistant Machines	35,841	100%	36,372	100%	36,181	100%	0.9%	-0.5%
Casual (1-49 times)	14,590	41%	14,893	41%	14,668	41%	0.5%	-1.5%
Core(50+ times)	21,250	59%	21,479	59%	21,513	59%	1.2%	0.2%
Elliptical Motion/Cross Trainer	31,826	100%	33,238	100%	33,056	100%	3.9%	-0.5%
Casual (1-49 times)	15,379	48%	16,889	51%	17,175	52%	11.7%	1.7%
Core(50+ times)	16,448	52%	16,349	49%	15,880	48%	-3.5%	-2.9%
Yoga	25,262	100%	28,745	100%	30,456	100%	20.6%	6.0%
Casual (1-49 times)	14,802	59%	17,553	61%	18,953	62%	28.0%	8.0%
Core(50+ times)	10,460	41%	11,193	39%	11,503	38%	10.0%	2.8%
Free Weights (Barbells)	25,623	100%	27,834	100%	28,379	100%	10.8%	2.0%
Casual (1-49 times)	9,641	38%	11,355	41%	11,806	42%	22.5%	4.0%
Core(50+ times)	15,981	62%	16,479	59%	16,573	58%	3.7%	0.6%
Dance, Step, Choreographed Exercise	21,455	100%	22,391	100%	23,957	100%	11.7%	7.0%
Casual (1-49 times)	13,993	65%	14,503	65%	16,047	67%	14.7%	10.6%
Core(50+ times)	7,462	35%	7,888	35%	7,910	33%	6.0%	0.3%
Bodyweight Exercise	22,390	100%	24,183	100%	23,504	100%	5.0%	-2.8%
Casual (1-49 times)	8,970	40%	9,674	40%	9,492	40%	5.8%	-1.9%
Core(50+ times)	13,420	60%	14,509	60%	14,012	60%	4.4%	-3.4%

NOTE: Participation figures are in 000's for the US population ages 6 and over

Participation Growth/Decline	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	
Core vs Casual Distribution	Mostly Core Participants (greater than 75%)	More Core Participants (56-74%)	Evenly Divided (45-55% Core and Casual)	More Casual Participants (56-74%)	Mostly Casual Participants (greater than 75%)

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GENERAL FITNESS (CONTINUED)

National Core vs Casual Participatory Trends - General Fitness								
Activity	Participation Levels						% Change	
	2014		2018		2019		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Aerobics (High Impact/ Intensity Training)	19,746	100%	21,611	100%	22,044	100%	11.6%	2.0%
Casual (1-49 times)	10,242	52%	11,828	55%	12,380	56%	20.9%	4.7%
Core(50+ times)	9,504	48%	9,783	45%	9,665	44%	1.7%	-1.2%
Stair Climbing Machine	13,216	100%	15,025	100%	15,359	100%	16.2%	2.2%
Casual (1-49 times)	7,679	58%	9,643	64%	10,059	65%	31.0%	4.3%
Core(50+ times)	5,537	42%	5,382	36%	5,301	35%	-4.3%	-1.5%
Cross-Training Style Workout	11,265	100%	13,338	100%	13,542	100%	20.2%	1.5%
Casual (1-49 times)	5,686	50%	6,594	49%	7,100	52%	24.9%	7.7%
Core(50+ times)	5,579	50%	6,744	51%	6,442	48%	15.5%	-4.5%
Trail Running	7,531	100%	10,010	100%	10,997	100%	46.0%	9.9%
Stationary Cycling (Group)	8,449	100%	9,434	100%	9,930	100%	17.5%	5.3%
Casual (1-49 times)	5,353	63%	6,097	65%	6,583	66%	23.0%	8.0%
Core(50+ times)	3,097	37%	3,337	35%	3,347	34%	8.1%	0.3%
Pilates Training	8,504	100%	9,084	100%	9,243	100%	8.7%	1.8%
Casual (1-49 times)	5,131	60%	5,845	64%	6,074	66%	18.4%	3.9%
Core(50+ times)	3,373	40%	3,238	36%	3,168	34%	-6.1%	-2.2%
Cardio Kickboxing	6,747	100%	6,838	100%	7,026	100%	4.1%	2.7%
Casual (1-49 times)	4,558	68%	4,712	69%	4,990	71%	9.5%	5.9%
Core(50+ times)	2,189	32%	2,126	31%	2,037	29%	-6.9%	-4.2%
Boot Camp Style Training	6,774	100%	6,695	100%	6,830	100%	0.8%	2.0%
Casual (1-49 times)	4,430	65%	4,780	71%	4,951	72%	11.8%	3.6%
Core(50+ times)	2,344	35%	1,915	29%	1,880	28%	-19.8%	-1.8%
Martial Arts	5,364	100%	5,821	100%	6,068	100%	13.1%	4.2%
Casual (1-12 times)	1,599	30%	1,991	34%	2,178	36%	36.2%	9.4%
Core(13+ times)	3,765	70%	3,830	66%	3,890	64%	3.3%	1.6%
Boxing for Fitness	5,113	100%	5,166	100%	5,198	100%	1.7%	0.6%
Casual (1-12 times)	2,438	48%	2,714	53%	2,738	53%	12.3%	0.9%
Core(13+ times)	2,675	52%	2,452	47%	2,460	47%	-8.0%	0.3%
Tai Chi	3,446	100%	3,761	100%	3,793	100%	10.1%	0.9%
Casual (1-49 times)	2,053	60%	2,360	63%	2,379	63%	15.9%	0.8%
Core(50+ times)	1,393	40%	1,400	37%	1,414	37%	1.5%	1.0%
Barre	3,200	100%	3,532	100%	3,665	100%	14.5%	3.8%
Casual (1-49 times)	2,562	80%	2,750	78%	2,868	78%	11.9%	4.3%
Core(50+ times)	638	20%	782	22%	797	22%	24.9%	1.9%
Triathlon (Traditional/Road)	2,203	100%	2,168	100%	2,001	100%	-9.2%	-7.7%
Triathlon (Non-Traditional/Off Road)	1,411	100%	1,589	100%	1,472	100%	4.3%	-7.4%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution	Mostly Core Participants (greater than 75%)		More Core Participants (56-74%)		Evenly Divided (45-55% Core and Casual)		More Casual Participants (56-74%)	Mostly Casual Participants (greater than 75%)

OUTDOOR/ADVENTURE RECREATION

National Core vs Casual Participatory Trends - Outdoor / Adventure Recreation								
Activity	**Participation Levels**						**% Change**	
	2014		**2018**		**2019**		**5-Year Trend**	**1-Year Trend**
	#	**%**	**#**	**%**	**#**	**%**		
Hiking (Day)	36,222	100%	47,860	100%	49,697	100%	37.2%	3.8%
Bicycling (Road)	39,725	100%	39,041	100%	39,388	100%	-0.8%	0.9%
Casual (1-25 times)	19,269	49%	20,777	53%	20,796	53%	7.9%	0.1%
Core(26+ times)	20,456	51%	18,264	47%	18,592	47%	-9.1%	1.8%
Fishing (Freshwater)	37,821	100%	38,998	100%	39,185	100%	3.6%	0.5%
Casual (1-7 times)	19,847	52%	21,099	54%	20,857	53%	5.1%	-1.1%
Core(8+ times)	17,973	48%	17,899	46%	18,328	47%	2.0%	2.4%
Camping (< 1/4 Mile of Vehicle/Home)	28,660	100%	27,416	100%	28,183	100%	-1.7%	2.8%
Camping (Recreational Vehicle)	14,633	100%	15,980	100%	15,426	100%	5.4%	-3.5%
Casual (1-7 times)	7,074	48%	9,103	57%	8,420	55%	19.0%	-7.5%
Core(8+ times)	7,559	52%	6,877	43%	7,006	45%	-7.3%	1.9%
Fishing (Saltwater)	11,817	100%	12,830	100%	13,193	100%	11.6%	2.8%
Casual (1-7 times)	6,999	59%	7,636	60%	7,947	60%	13.5%	4.1%
Core(8+ times)	4,819	41%	5,194	40%	5,246	40%	8.9%	1.0%
Birdwatching (>1/4 mile of Vehicle/Home)	13,179	100%	12,344	100%	12,817	100%	-2.7%	3.8%
Backpacking Overnight	10,101	100%	10,540	100%	10,660	100%	5.5%	1.1%
Bicycling (Mountain)	8,044	100%	8,690	100%	8,622	100%	7.2%	-0.8%
Casual (1-12 times)	3,707	46%	4,294	49%	4,319	50%	16.5%	0.6%
Core(13+ times)	4,336	54%	4,396	51%	4,302	50%	-0.8%	-2.1%
Archery	8,435	100%	7,654	100%	7,449	100%	-11.7%	-2.7%
Casual (1-25 times)	7,021	83%	6,514	85%	6,309	85%	-10.1%	-3.1%
Core(26+ times)	1,414	17%	1,140	15%	1,140	15%	-19.4%	0.0%
Fishing (Fly)	5,842	100%	6,939	100%	7,014	100%	20.1%	1.1%
Casual (1-7 times)	3,638	62%	4,460	64%	4,493	64%	23.5%	0.7%
Core(8+ times)	2,204	38%	2,479	36%	2,521	36%	14.4%	1.7%
Skateboarding	6,582	100%	6,500	100%	6,610	100%	0.4%	1.7%
Casual (1-25 times)	3,882	59%	3,989	61%	4,265	65%	9.9%	6.9%
Core(26+ times)	2,700	41%	2,511	39%	2,345	35%	-13.1%	-6.6%
Roller Skating (In-Line)	6,061	100%	5,040	100%	4,816	100%	-20.5%	-4.4%
Casual (1-12 times)	4,194	69%	3,680	73%	3,474	72%	-17.2%	-5.6%
Core(13+ times)	1,867	31%	1,359	27%	1,342	28%	-28.1%	-1.3%
Bicycling (BMX)	2,350	100%	3,439	100%	3,648	100%	55.2%	6.1%
Casual (1-12 times)	1,205	51%	2,052	60%	2,257	62%	87.3%	10.0%
Core(13+ times)	1,145	49%	1,387	40%	1,392	38%	21.6%	0.4%
Climbing (Traditional/Ice/Mountaineering)	2,457	100%	2,541	100%	2,400	100%	-2.3%	-5.5%
Adventure Racing	2,368	100%	2,215	100%	2,143	100%	-9.5%	-3.3%
Casual (1 times)	1,004	42%	581	26%	549	26%	-45.3%	-5.5%
Core(2+ times)	1,365	58%	1,634	74%	1,595	74%	16.8%	-2.4%

NOTE: Participation figures are in 000's for the US population ages 6 and over

|					
Participation Growth/Decline	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	
Core vs Casual Distribution	Mostly Core Participants (greater than 75%)	More Core Participants (56-74%)	Evenly Divided (45-55% Core and Casual)	More Casual Participants (56-74%)	Mostly Casual Participants (greater than 75%)

AQUATICS

National Core vs Casual Participatory Trends - Aquatics								
Activity	**Participation Levels**						**% Change**	
	2014		**2018**		**2019**		**5-Year Trend**	**1-Year Trend**
	#	**%**	**#**	**%**	**#**	**%**		
Swimming (Fitness)	25,304	100%	27,575	100%	28,219	100%	**11.5%**	**2.3%**
Casual (1-49 times)	16,459	65%	18,728	68%	19,480	69%	18.4%	4.0%
Core(50+ times)	8,845	35%	8,847	32%	8,739	31%	-1.2%	-1.2%
Aquatic Exercise	9,122	100%	10,518	100%	11,189	100%	**22.7%**	**6.4%**
Casual (1-49 times)	5,901	65%	7,391	70%	8,006	72%	35.7%	8.3%
Core(50+ times)	3,221	35%	3,127	30%	3,183	28%	-1.2%	1.8%
Swimming (Competition)	2,710	100%	3,045	100%	2,822	100%	**4.1%**	**-7.3%**
Casual (1-49 times)	1,246	46%	1,678	55%	1,529	54%	22.7%	-8.9%
Core(50+ times)	1,464	54%	1,367	45%	1,293	46%	-11.7%	-5.4%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution	Mostly Core Participants (greater than 75%)		More Core Participants (56-74%)		Evenly Divided (45-55% Core and Casual)		More Casual Participants (56-74%)	Mostly Casual Participants (greater than 75%)

WATER SPORTS/ACTIVITIES

National Core vs Casual Participatory Trends - Water Sports / Activities								
Activity	**Participation Levels**						**% Change**	
	2014		**2018**		**2019**		**5-Year Trend**	**1-Year Trend**
	#	**%**	**#**	**%**	**#**	**%**		
Kayaking (Recreational)	8,855	100%	11,017	100%	11,382	100%	**28.5%**	**3.3%**
Canoeing	10,044	100%	9,129	100%	8,995	100%	**-10.4%**	**-1.5%**
Snorkeling	8,752	100%	7,815	100%	7,659	100%	**-12.5%**	**-2.0%**
Casual (1-7 times)	6,935	79%	6,321	81%	6,192	81%	-10.7%	-2.0%
Core(8+ times)	1,818	21%	1,493	19%	1,468	19%	-19.3%	-1.7%
Jet Skiing	6,355	100%	5,324	100%	5,108	100%	**-19.6%**	**-4.1%**
Casual (1-7 times)	4,545	72%	3,900	73%	3,684	72%	-18.9%	-5.5%
Core(8+ times)	1,810	28%	1,425	27%	1,423	28%	-21.4%	-0.1%
Sailing	3,924	100%	3,754	100%	3,618	100%	**-7.8%**	**-3.6%**
Casual (1-7 times)	2,699	69%	2,596	69%	2,477	68%	-8.2%	-4.6%
Core(8+ times)	1,225	31%	1,159	31%	1,141	32%	-6.9%	-1.6%
Stand-Up Paddling	2,751	100%	3,453	100%	3,562	100%	**29.5%**	**3.2%**
Rafting	3,781	100%	3,404	100%	3,438	100%	**-9.1%**	**1.0%**
Water Skiing	4,007	100%	3,363	100%	3,203	100%	**-20.1%**	**-4.8%**
Casual (1-7 times)	2,911	73%	2,499	74%	2,355	74%	-19.1%	-5.8%
Core(8+ times)	1,095	27%	863	26%	847	26%	-22.6%	-1.9%
Surfing	2,721	100%	2,874	100%	2,964	100%	**8.9%**	**3.1%**
Casual (1-7 times)	1,645	60%	1,971	69%	2,001	68%	21.6%	1.5%
Core(8+ times)	1,076	40%	904	31%	962	32%	-10.6%	6.4%
Wakeboarding	3,125	100%	2,796	100%	2,729	100%	**-12.7%**	**-2.4%**
Casual (1-7 times)	2,199	70%	1,900	68%	1,839	67%	-16.4%	-3.2%
Core(8+ times)	926	30%	896	32%	890	33%	-3.9%	-0.7%
Scuba Diving	3,145	100%	2,849	100%	2,715	100%	**-13.7%**	**-4.7%**
Casual (1-7 times)	2,252	72%	2,133	75%	2,016	74%	-10.5%	-5.5%
Core(8+ times)	893	28%	716	25%	699	26%	-21.7%	-2.4%
Kayaking (Sea/Touring)	2,912	100%	2,805	100%	2,652	100%	**-8.9%**	**-5.5%**
Kayaking (White Water)	2,351	100%	2,562	100%	2,583	100%	**9.9%**	**0.8%**
Boardsailing/Windsurfing	1,562	100%	1,556	100%	1,405	100%	**-10.1%**	**-9.7%**
Casual (1-7 times)	1,277	82%	1,245	80%	1,112	79%	-12.9%	-10.7%
Core(8+ times)	285	18%	310	20%	292	21%	2.5%	-5.8%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution	Mostly Core Participants (greater than 75%)		More Core Participants (56-74%)		Evenly Divided (45-55% Core and Casual)		More Casual Participants (56-74%)	Mostly Casual Participants (greater than 75%)

January 18, 2022, Item #15

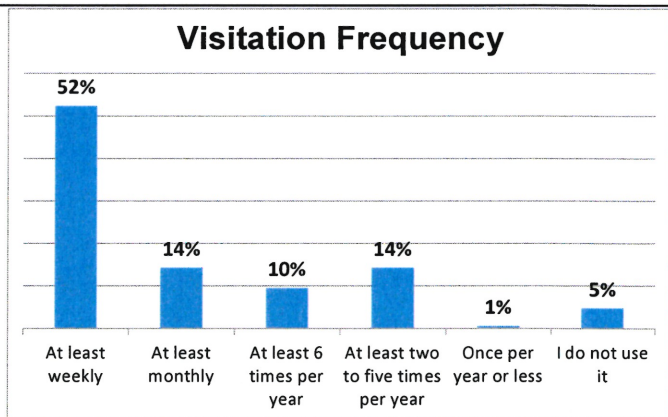## APPENDIX D - PUBLIC INPUT MEETING POLL RESULTS

HOW MANY PEOPLE ARE PARTICIPATING WITH YOU IN THIS VIRTUAL MEETING?

Three out of every ten participants attended the meeting with at least one other person with them.

Virtual Meeting Participants

- Just myself: 70%
- One other person: 15%
- Two other people: 10%
- Three or more people: 5%
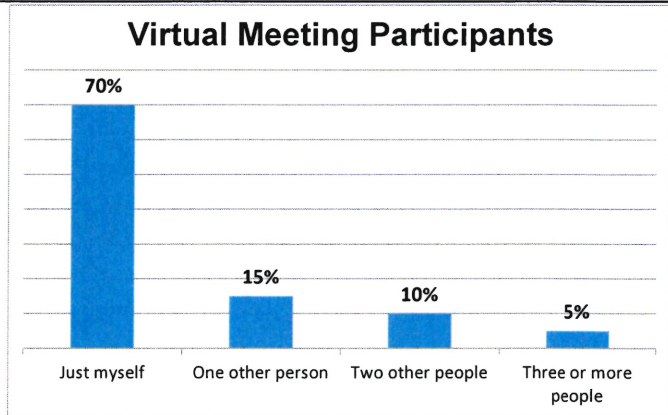
HOW OFTEN DO YOU USE COMMUNITY PARK?

Over half of participants use Community Park at least weekly (52%). Only five percent said they do not use the park at all.

Visitation Frequency

- At least weekly: 52%
- At least monthly: 14%
- At least 6 times per year: 10%
- At least two to five times per year: 14%
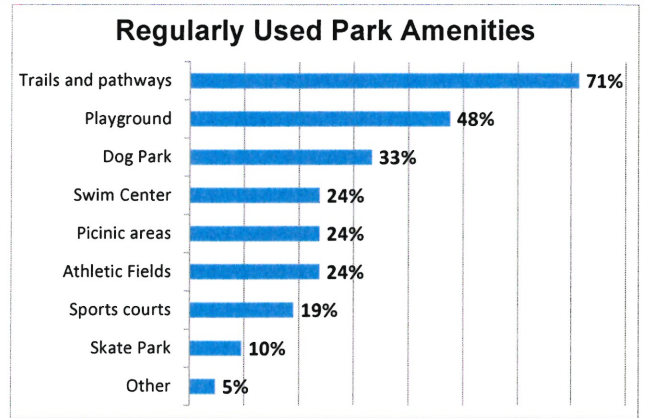- Once per year or less: 1%
- I do not use it: 5%

DO YOU LIVE WITHIN A 10-MINUTE WALK TO COMMUNITY PARK?

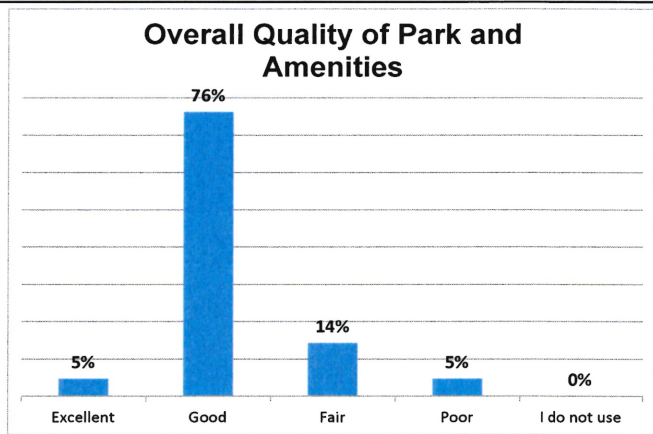Approximately 62 percent of participants indicated they do not live within a 10-minute walk of Community Park.

10-Minute Walk

- Yes: 38%
- No: 62%

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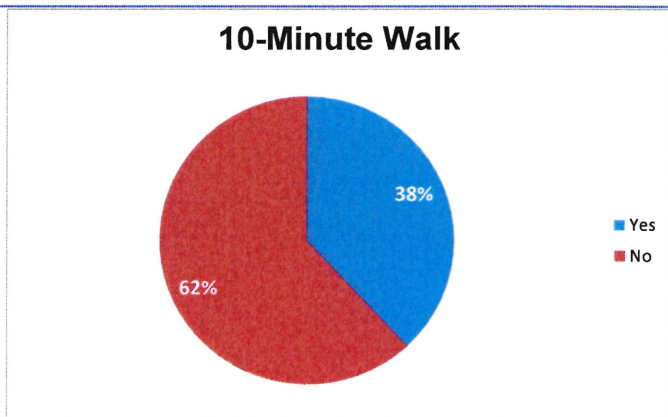
WHICH PARK AMENITIES DO YOU USE REGUARLY?

"Trails and pathways" (71%) were the most regularly used amenity by public input meeting attendees, followed by "playground" (48%) and "dog park" (33%).

Regularly Used Park Amenities

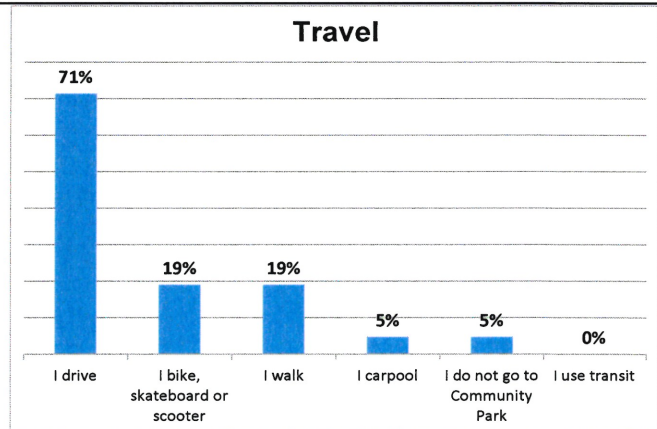| Amenity	Percentage
Trails and pathways	71%
Playground	48%
Dog Park	33%
Swim Center	24%
Picinic areas	24%
Athletic Fields	24%
Sports courts	19%
Skate Park	10%
Other	5%

HOW WOULD YOU RATE THE OVERALL QUALITY OF COMMUNITY PARK AND ITS AMENITIES?

More than four out of five attendees rated the overall quality of Community Park and its amenities as "good" or above. Only five percent rated them as "poor."

Overall Quality of Park and Amenities

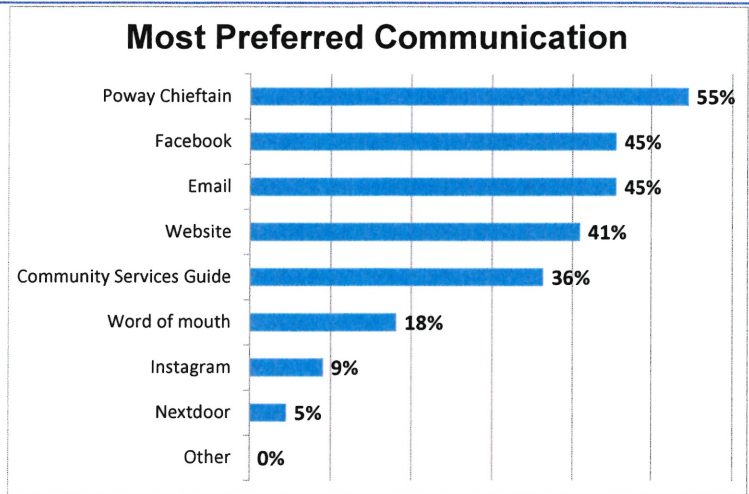| Rating	Percentage
Excellent	5%
Good	76%
Fair	14%
Poor	5%
I do not use	0%

HOW DO YOU TRAVEL TO COMMUNITY PARK?

By a substantial margin, "I drive" (71%) was the most preferred method of transportation to Community Park by attendees. This correlates with the high percentage of attendees who do not live within a 10-minute walk of the park.

Travel

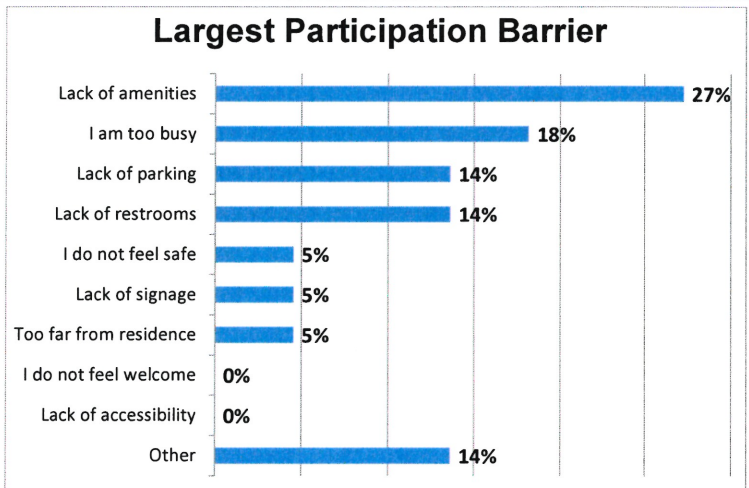| Method	Percentage
I drive	71%
I bike, skateboard or scooter	19%
I walk	19%
I carpool	5%
I do not go to Community Park	5%
I use transit	0%

January 18, 2022, Item #15

WHAT ARE THE THREE MOST PREFERRED WAYS TO LEARN ABOUT COMMUNITY PARK'S PROGRAMS, EVENTS, FACILITIES, AND AMENITIES?

The top three preferred ways to learn about what Community Park has to offer were the Poway Chieftain (55%), Facebook (45%), and Email (45%).

Most Preferred Communication

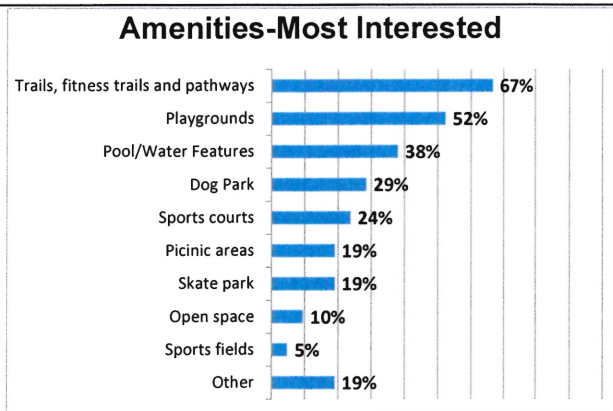|	
Poway Chieftain	55%
Facebook	45%
Email	45%
Website	41%
Community Services Guide	36%
Word of mouth	18%
Instagram	9%
Nextdoor	5%
Other	0%

WHAT IS THE LARGEST BARRIER THAT PREVENTS YOU FROM USING COMMUNITY PARK MORE OFTEN?

Lack of amenities (27%) was the most selected barrier by participants, followed by I am too busy (18%), lack of parking (14%), and lack of restrooms (14%). "I do not feel welcome" and "lack of accessibility" both received zero votes.

Largest Participation Barrier

Lack of amenities	27%
I am too busy	18%
Lack of parking	14%
Lack of restrooms	14%
I do not feel safe	5%
Lack of signage	5%
Too far from residence	5%
I do not feel welcome	0%
Lack of accessibility	0%
Other	14%

January 18, 2022, Item #15
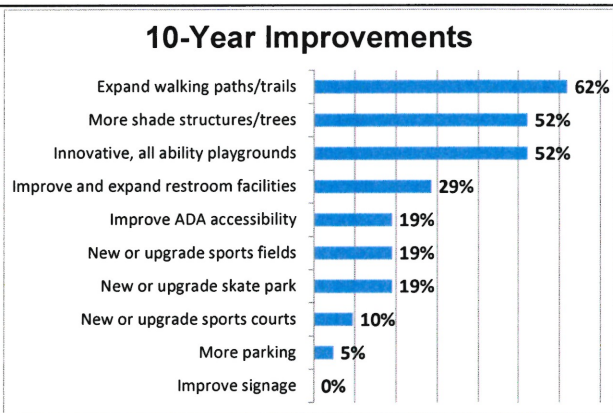
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WHICH THREE AMENITIES ARE YOU AND MEMBERS OF YOUR HOUSEHOLD MOST INTERESTED IN?

The top three types of amenities participants and members of their household would be the most interested in are "trails, fitness trails and pathways" (67%), "playgrounds" (52%) and "pool/water features" (38%).

Amenities-Most Interested

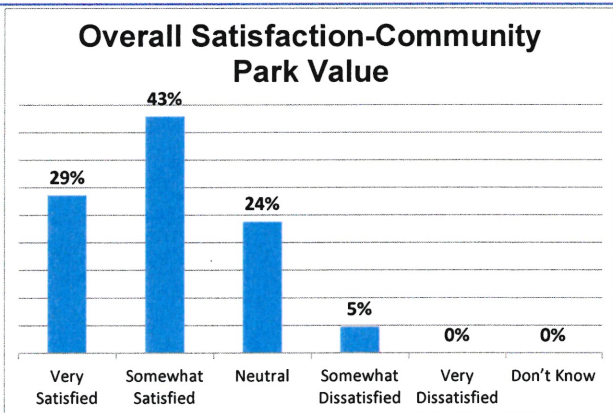| Amenity	Percent
Trails, fitness trails and pathways	67%
Playgrounds	52%
Pool/Water Features	38%
Dog Park	29%
Sports courts	24%
Picinic areas	19%
Skate park	19%
Open space	10%
Sports fields	5%
Other	19%

WHAT ARE THE THREE MOST IMPORTANT IMPROVEMENTS THE CITY OF POWAY CAN MAKE AT COMMUNITY PARK OVER THE NEXT 10 YEARS?

The top three most important improvements participants would be interesting in adding to existing parks over the next 10 years are "expand walking paths/trails" (62%), "more shade structures/trees" (52%), and "innovative, all ability playgrounds" (52%).

10-Year Improvements

Improvement	Percent
Expand walking paths/trails	62%
More shade structures/trees	52%
Innovative, all ability playgrounds	52%
Improve and expand restroom facilities	29%
Improve ADA accessibility	19%
New or upgrade sports fields	19%
New or upgrade skate park	19%
New or upgrade sports courts	10%
More parking	5%
Improve signage	0%

PLEASE RATE YOUR SATISFACTION WITH THE OVERALL VALUE YOU RECEIVE FROM COMMUNITY PARK?

Nearly 72 percent of participants were "somewhat satisfied" or above with the overall quality at Community Park. Only five percent were "somewhat dissatisfied" and there were no selections for "very dissatisfied".

Overall Satisfaction-Community Park Value

Rating	Percent
Very Satisfied	29%
Somewhat Satisfied	43%
Neutral	24%
Somewhat Dissatisfied	5%
Very Dissatisfied	0%
Don't Know	0%

January 18, 2022, Item #15

APPENDIX E - PUBLIC INPUT MEETING CHAT COMMENTS

- Love to see gardens added to the park. especially since the community center is there to be able to host or help maintain.
- Garden space. but community garden is a good idea too. I know there is a couple garden clubs in Poway that could benefit from a space.
- Planting more natives plants and butterfly gardens is great.
- Hello, resident here for about 4 years. Looking forward to hearing about the park plans and appreciate you putting this on.
- Me, my wife, and my two daughters are participating tonight. My kids are big fans of BMX and would like to see a BMX track in Poway.
- I would like to add playing near the creek to activities
- Thanks Neelay and David. My family would love to see a BMX track at Community Park or anywhere else in Poway. The sport of BMX is fun, family-friendly and fast-growing. Unfortunately, there are no tracks in North County. Poway residents would be well served with a track in the model of "San Diego BMX" in Kearny Mesa that features programming including racing.
- General upgrading and upkeep for the look. Chain link fences are not so nice looking.
- ADA accessibility is not just a want, but a must I think.
- I think it's really important to differentiate between a skate park, which Community Park already has, and a BMX track. The skate park is a concrete area without organized programming while a BMX track is a dirt track with organized practices, classes, and races.
- Would love to make it more upscale to match the aesthetic of the City Hall, Lilac Courtyard, Library