



Community Park Needs Assessment

City of Poway



Introduction

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

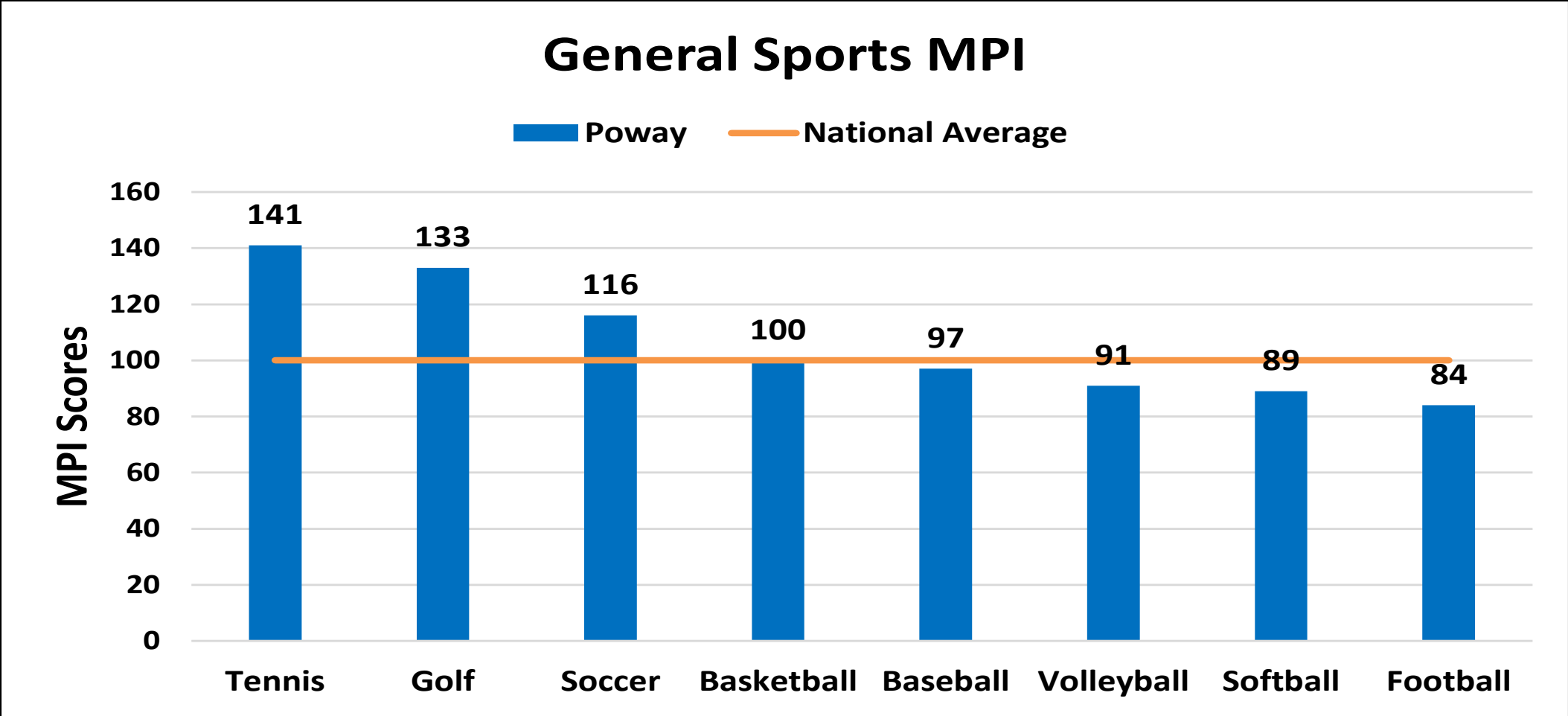


RECREATION TRENDS

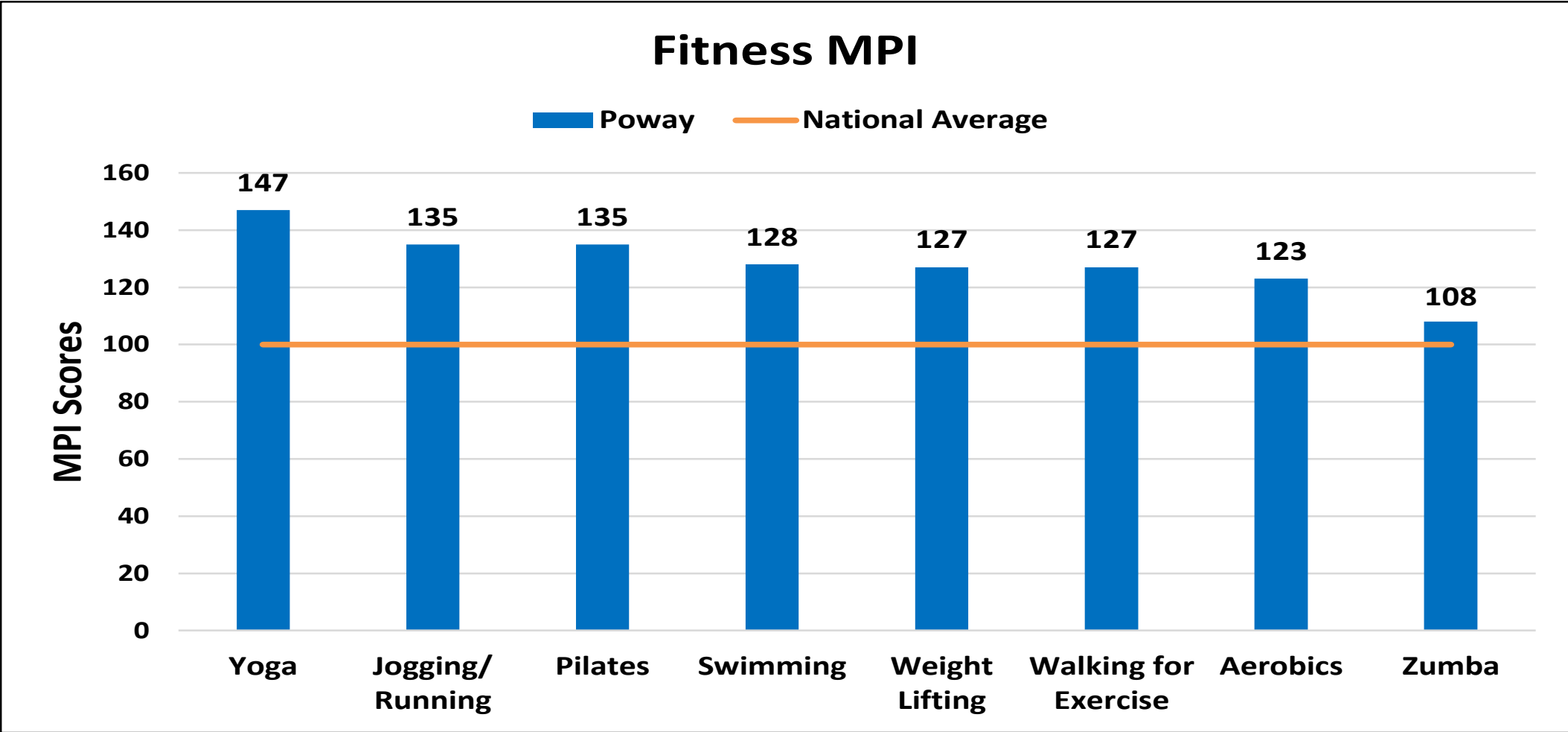
MPI

- Market potential index (MPI) measures the probable demand for a product or service within a defined service area
- MPI shows the likelihood that an adult resident will participate in certain activities when compared to the U.S. National average
- Provided by the environmental systems research institute (ESRI)
- 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)

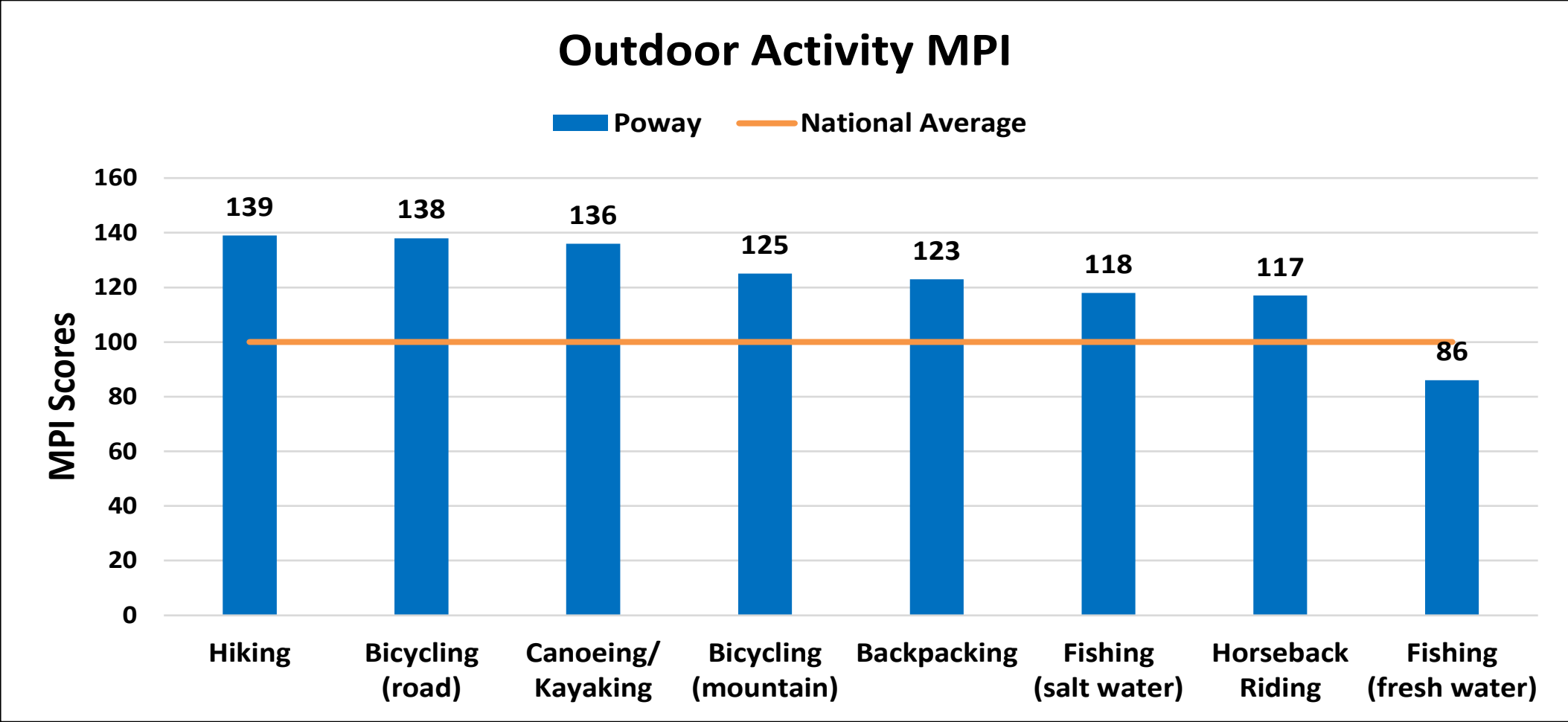
Local Trends (MPI)



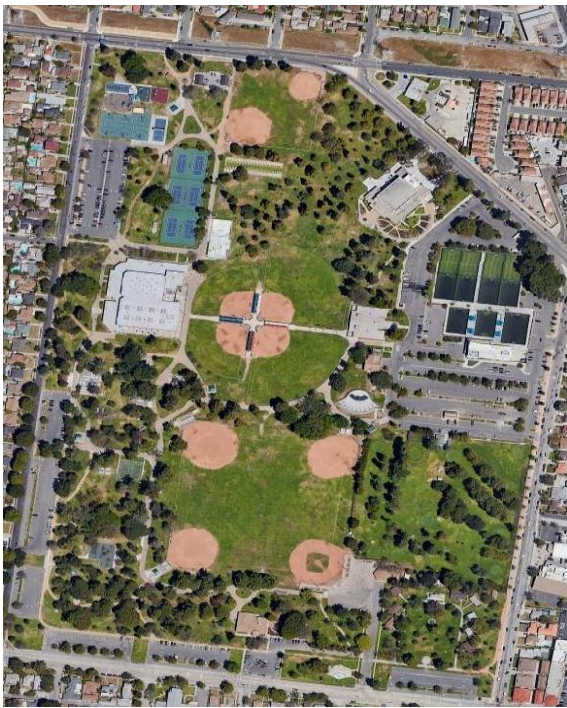
Local Trends (MPI)



Local Trends (MPI)



BENCHMARKING (VIA SDSU)



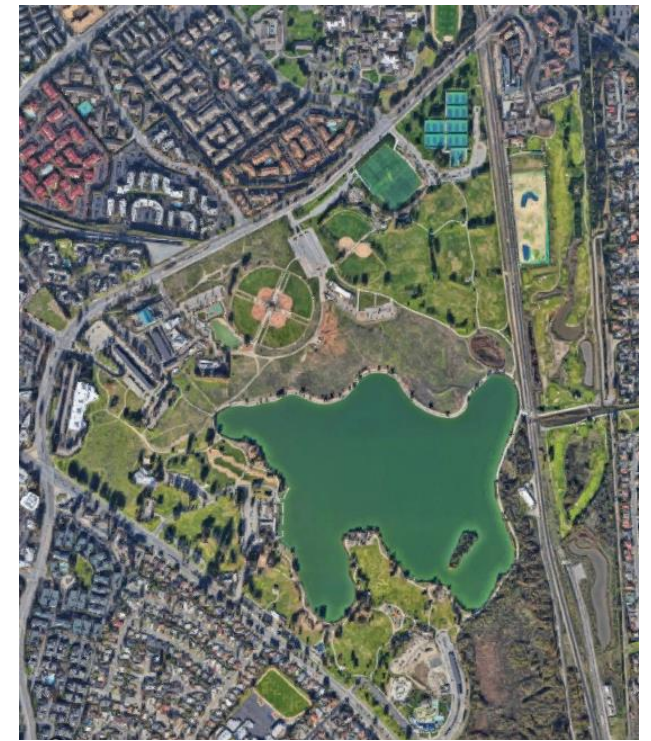
South Gate Park



Arcadia Community Regional Park



Alga Norte Park



Central Park - Fremont

BENCHMARKING (VIA SDSU)

Park	Community Park	Alga Norte	Arcadia Community Regional Park	South Gate Park	Central Park
Jurisdiction	Poway	Carlsbad	LA County	South Gate	Fremont
Size	22.3 acres	32 acres	50 acres	97 acres	450 acres
Facilities					
Indoor Facilities	<ul style="list-style-type: none"> -23,000 sq. ft. -Multigenerational community center -2 large meeting rooms -6 classroom sized meeting rooms 	<ul style="list-style-type: none"> -20,000 sq. ft. -Fitness Center -90 capacity Meeting Room -Concessions 	<ul style="list-style-type: none"> -14,000 sq. ft. -Senior Center -Community Center -Multipurpose Room -Concessions 	<ul style="list-style-type: none"> -Community Center -Gymnasium -Meeting Rooms -Senior Center -Girls Club -Boy Scout huts 	<ul style="list-style-type: none"> -240 capacity Teen Center with dining hall -Two 60 capacity Meeting rooms -30 capacity Visitor Center -5,000 sq. ft. Community Center -6,000 sq. ft. Senior Center



INTERNAL STAFF & LEADERSHIP FOCUS GROUP INTERVIEWS

Stakeholder and Key Leader Meetings

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

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

June 9, 2021

Virtual Public Meeting #2 - **COMPLETED**

6.00pm – 7.00pm PST

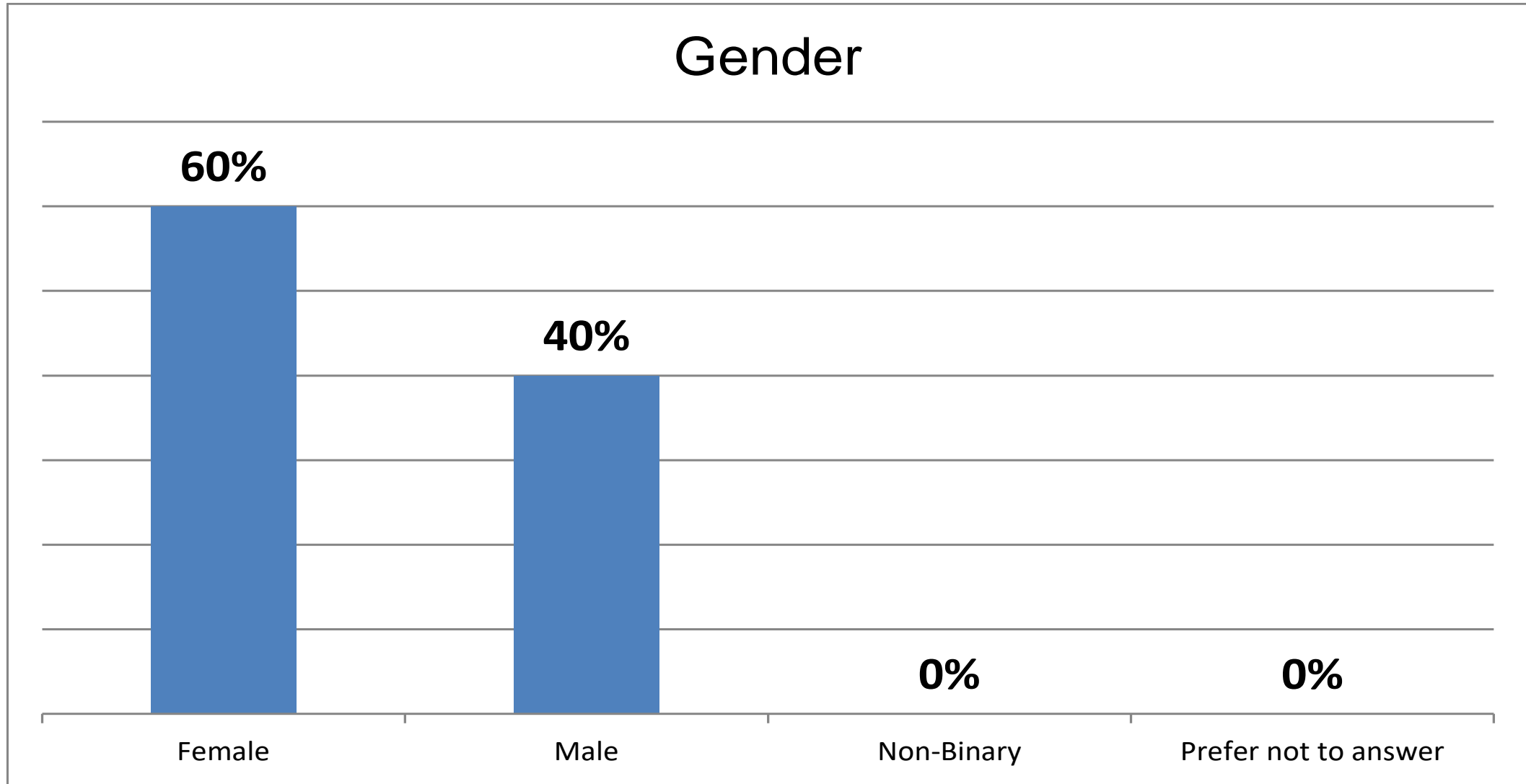


VIRTUAL PUBLIC INPUT MEETINGS

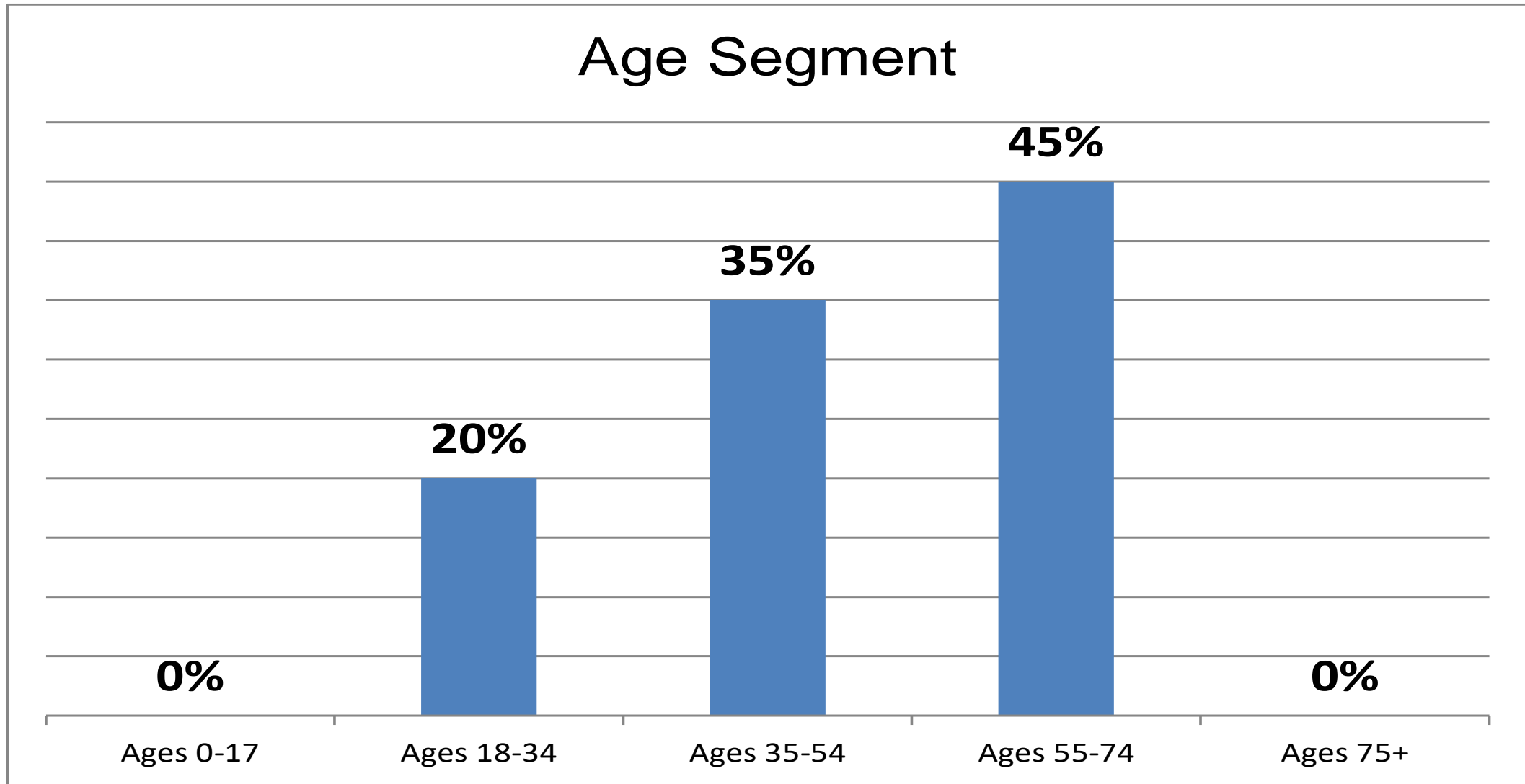
Virtual Public Input Meetings

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

What is your gender?

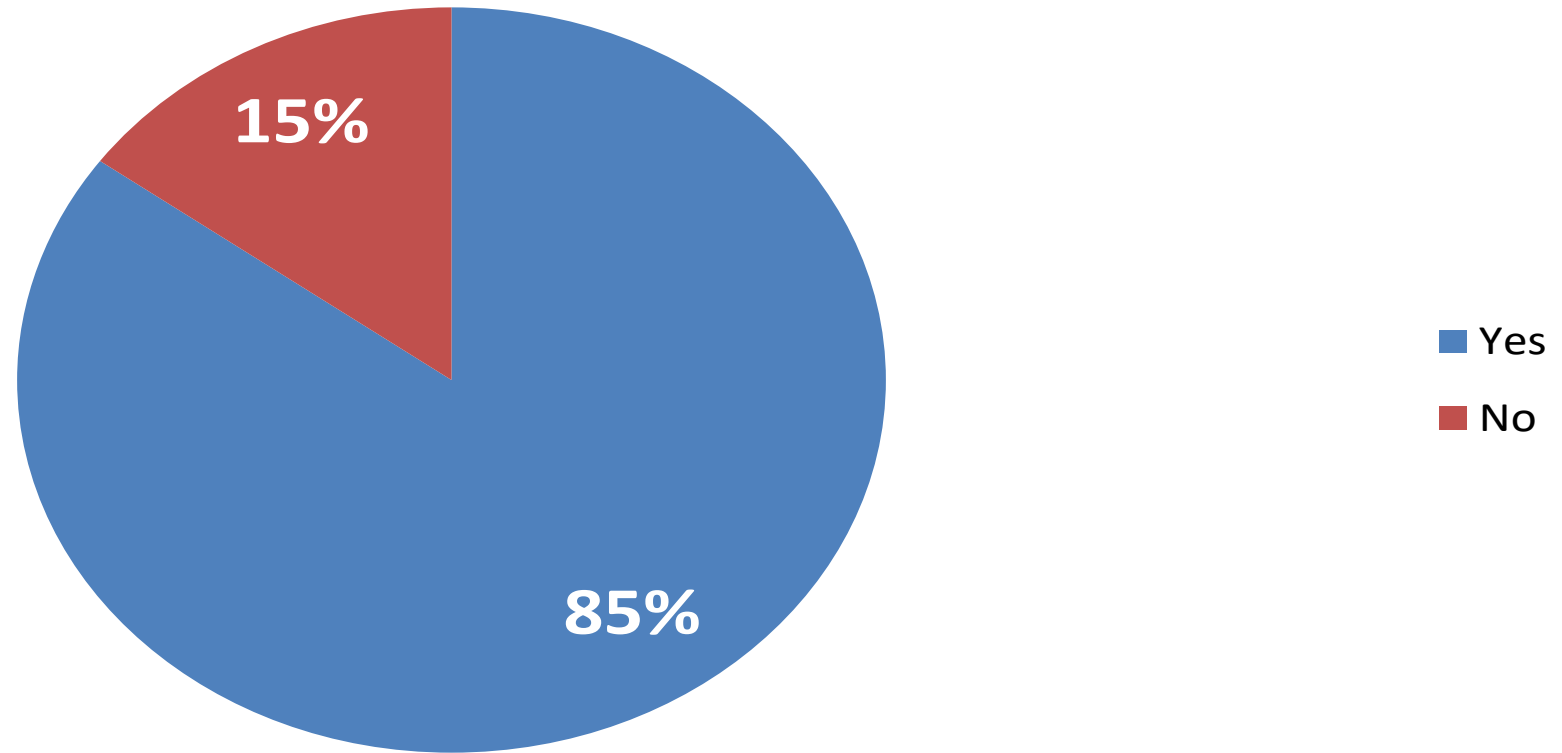


What age segment are you in?

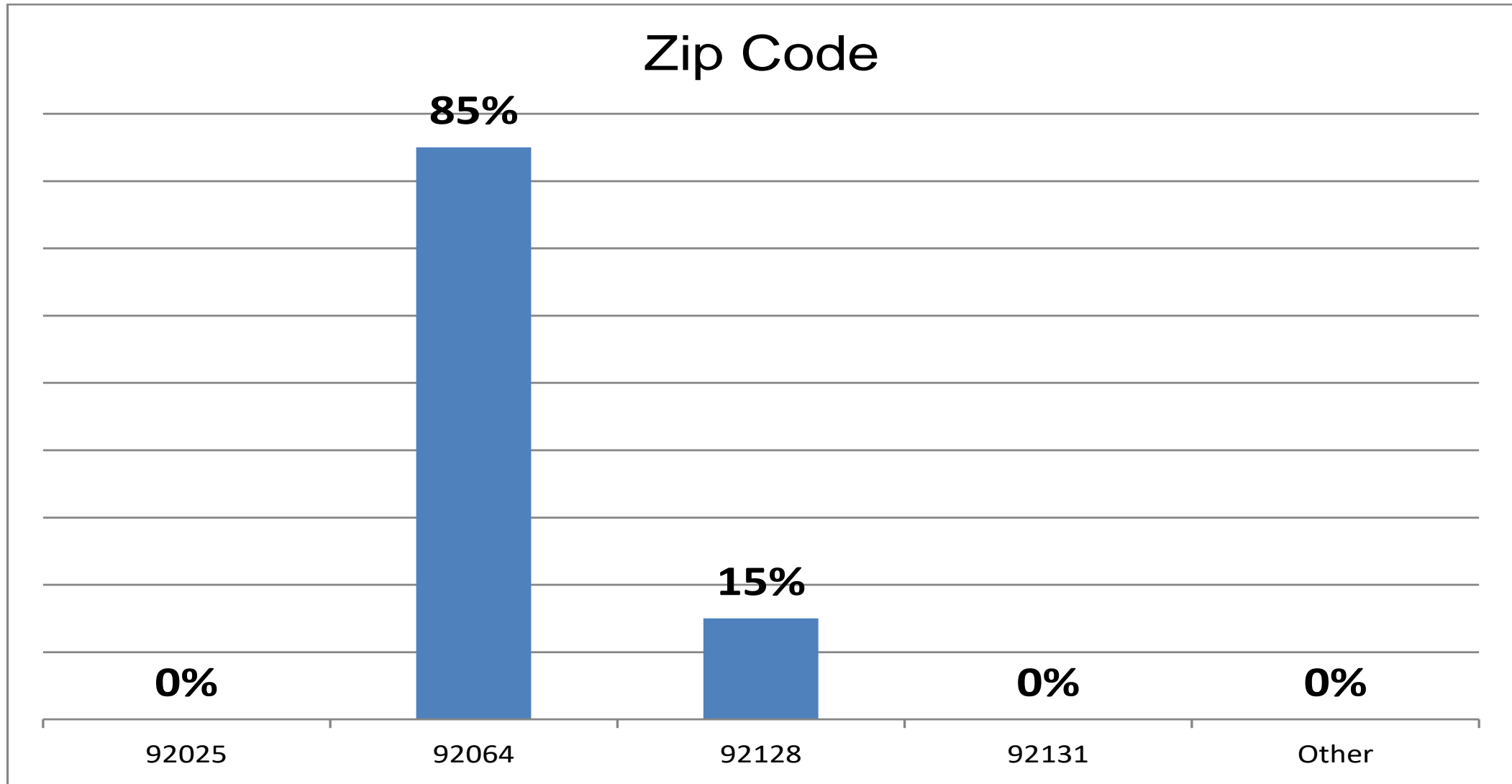


Are you a Poway resident?

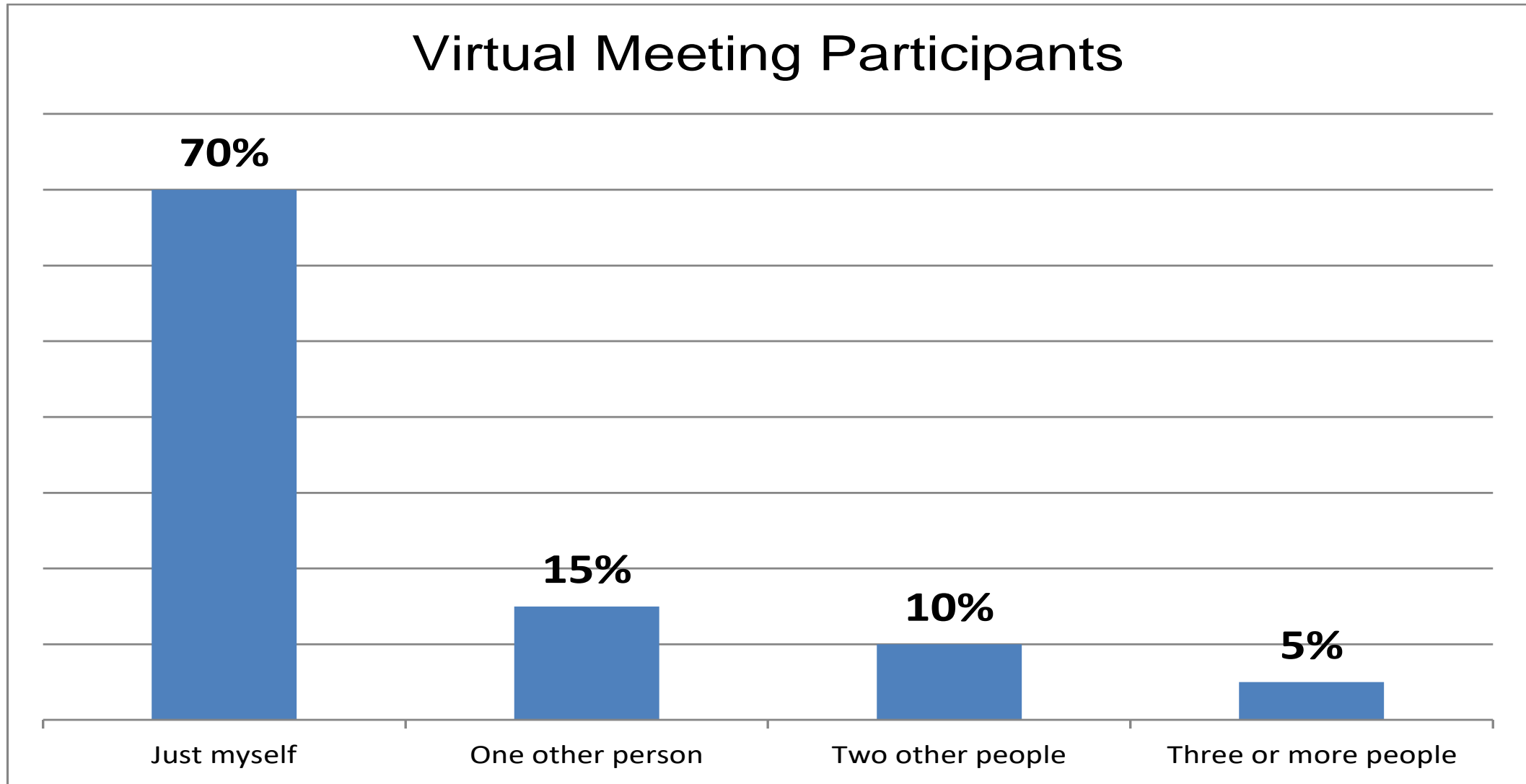
Poway Resident



What zip code do you live in?



How many people are participating with you in this virtual meeting?



Strengths

■ Facilities and Amenities

- *A variety of well-maintained grounds and facilities, including the dog park, pool, baseball fields, skate park, new community center, and walking trails/pathways*

■ Overall Aesthetics and Layout

- *The space and natural beauty the park provides and appreciate the effort to maintain it*

■ Staff

- *The knowledge, service and passion of parks, recreation and cultural services staff*

■ Variety of Activities

- *The variety of programs, services, and opportunities available to users of all ages*

Opportunities

■ **Accessibility & Connectivity**

- *“Accessibility” in terms of every person’s ability to utilize the park (including ADA) and all it’s amenities, “connectivity” in its ability to connect users to the park in a non-motorized manner*

■ **Lack of Shade**

- *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*

■ **Layout**

- *Concerns included space allocation, parking (mentioned above), lack of restrooms in some places, and which areas are underutilized (e.g., Bocce Ball courts)*

■ **Parking**

- *Would like to see improvements made to not only to the amount of parking, but to the layout and lighting of the existing lots*

■ **Public Awareness**

- *Concerns were addressed that there are portions of the population that are unaware of Community Park’s services, programs, and even location*

Top Priorities

■ **Open Space**

- *More space available for unstructured or free activities that allow users to enjoy the natural beauty of the park*

■ **Park Entrance/First Impression**

- *Stakeholders would like to see the entrance be more open with better sightlines and believe it would improve the first impression of the park*

■ **Multi-Generational Facilities and Amenities**

- *Many participants in the key stakeholder and focus group interviews wanted to see the addition of Multi-Generational Facilities and Amenities, such as pickleball courts*

■ **Shade**

- *Addition of both shade structures and more trees to make visiting the park more enjoyable*

■ **Trails/Connectivity**

- *Participants mentioned wanting more trails, pathways, and walking paths as well as better connectivity to the natural areas*

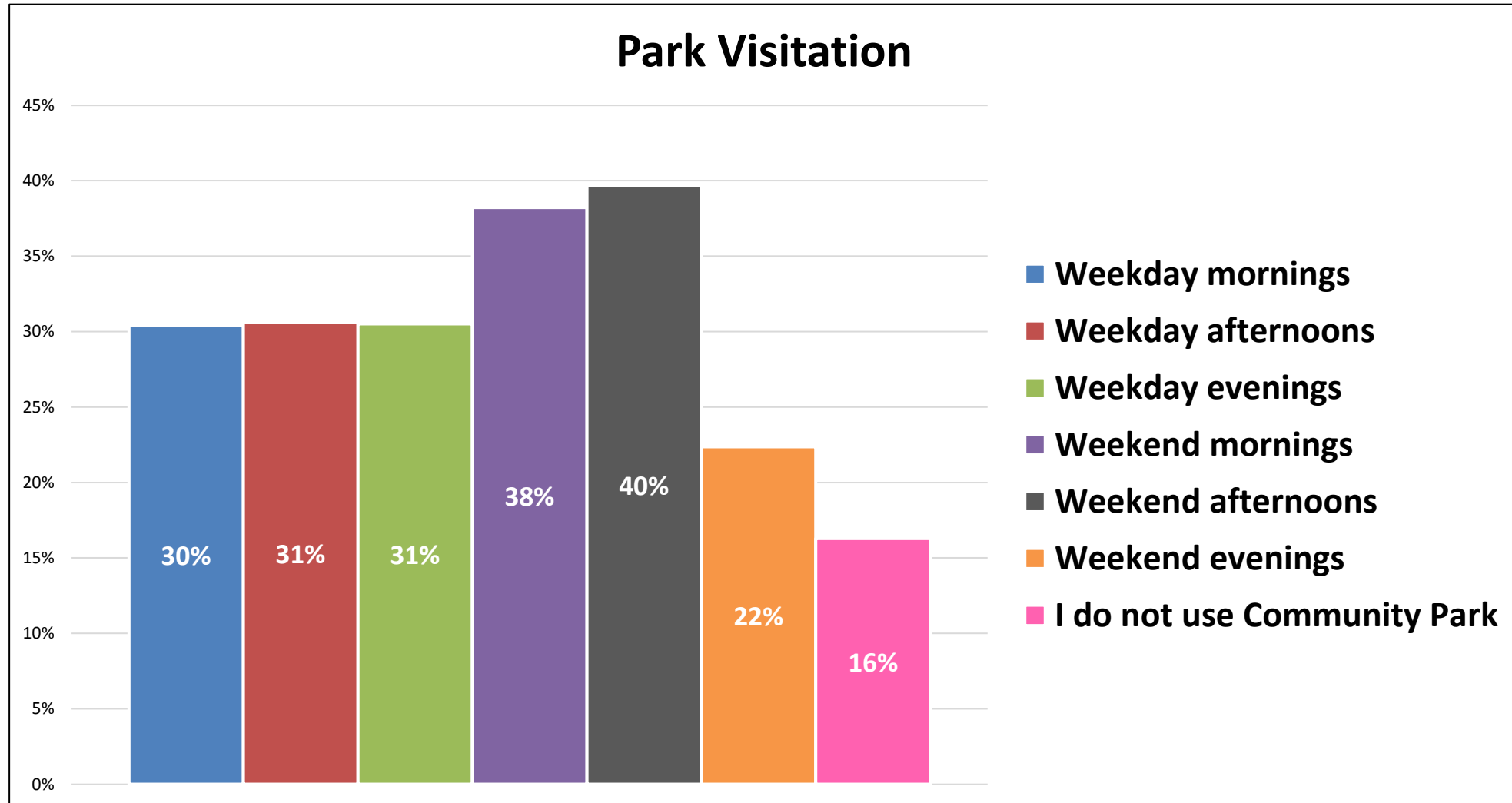


COMMUNITY SURVEY

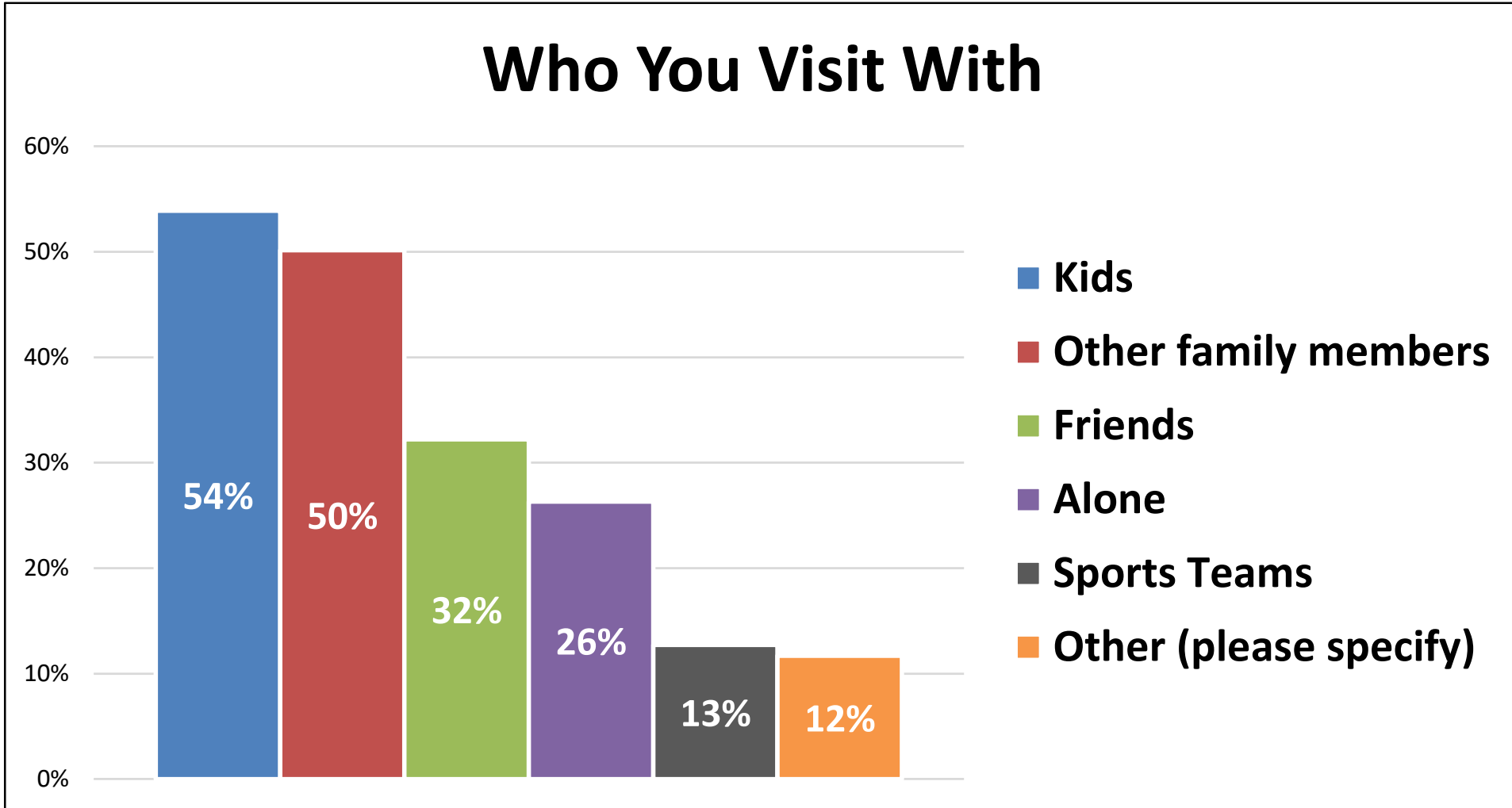
Online Survey

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

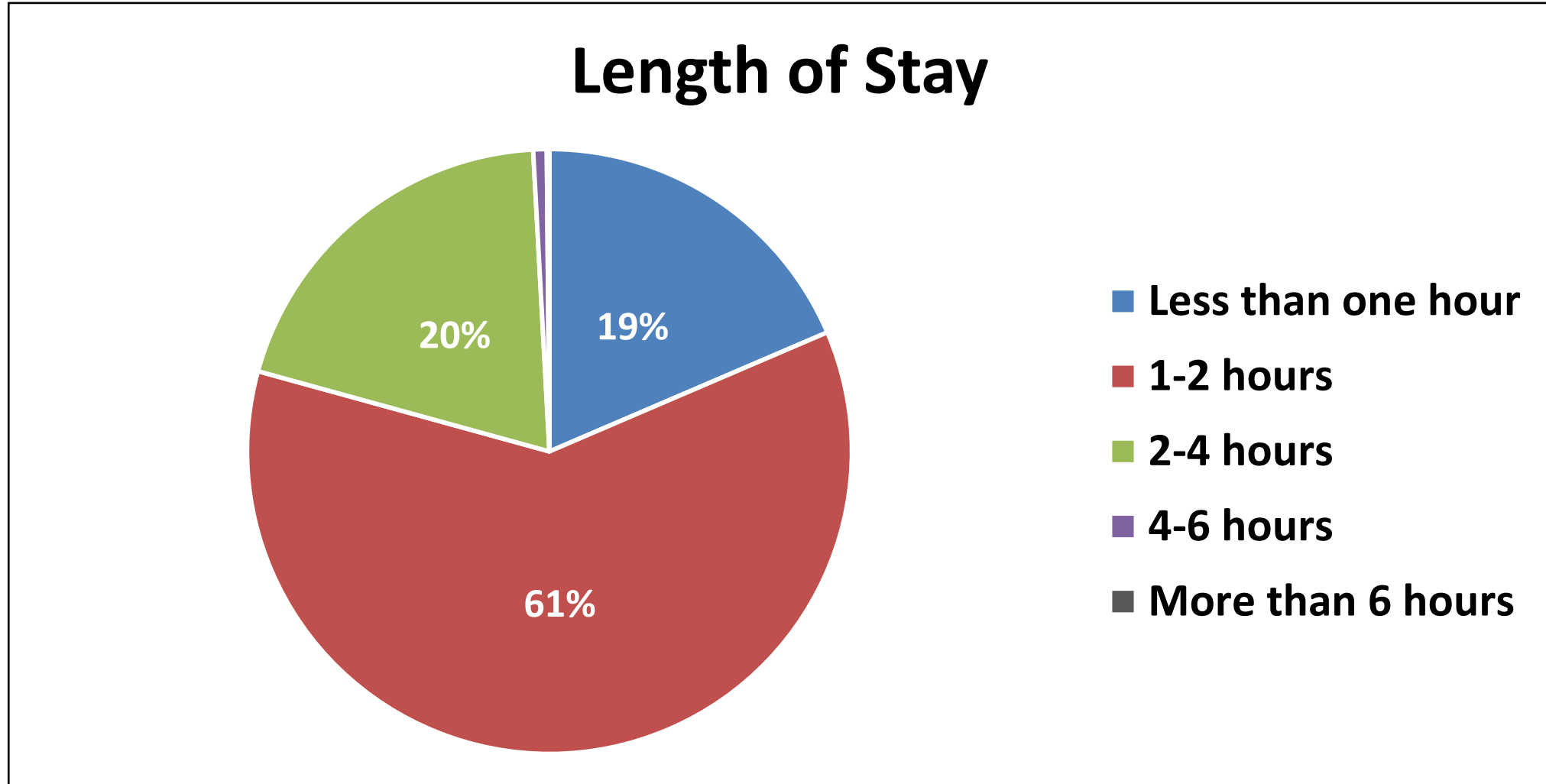
When do you or any member of your household typically visit Community Park? (select all that apply)



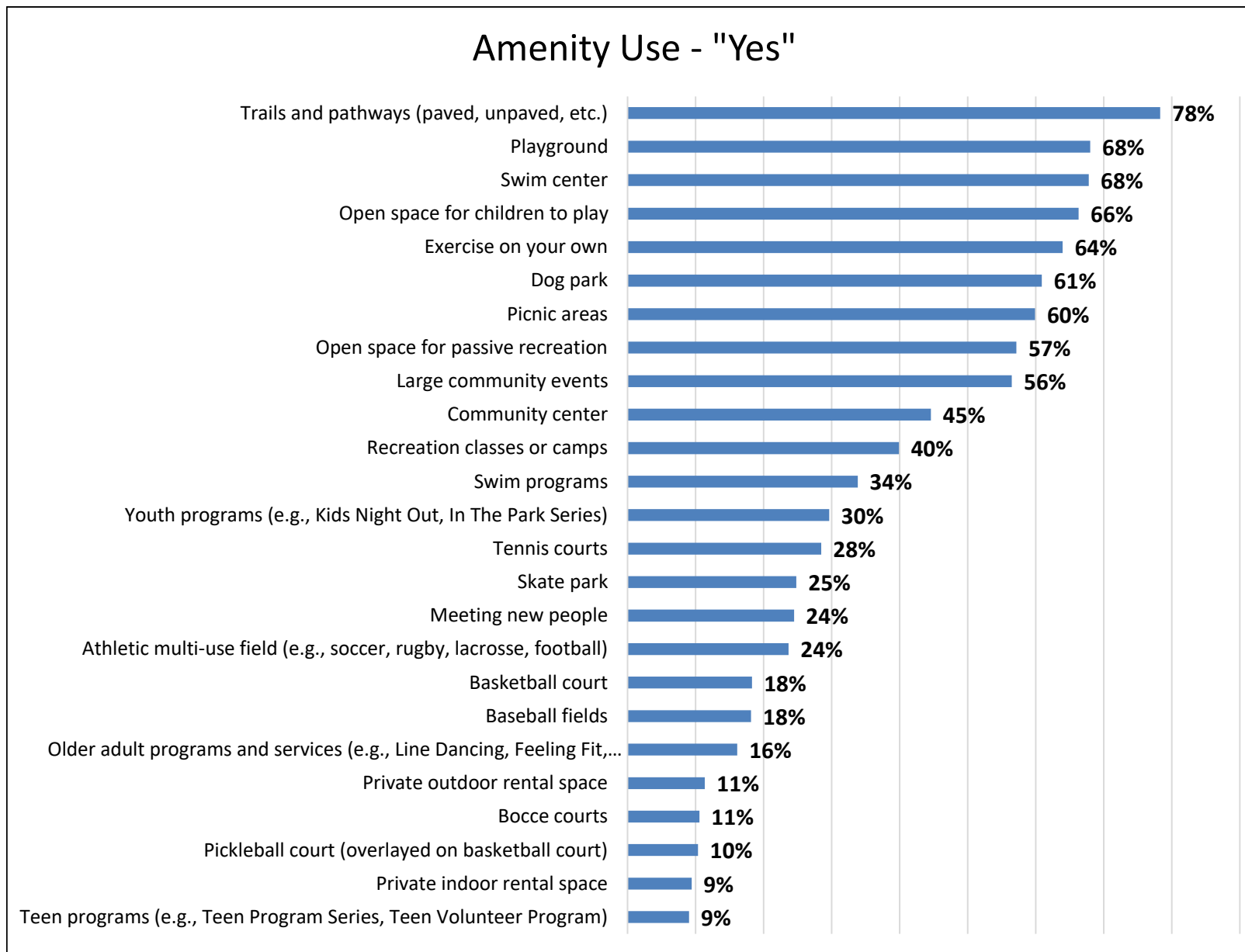
Who do you usually go to the Community Park with? (Select all that apply)



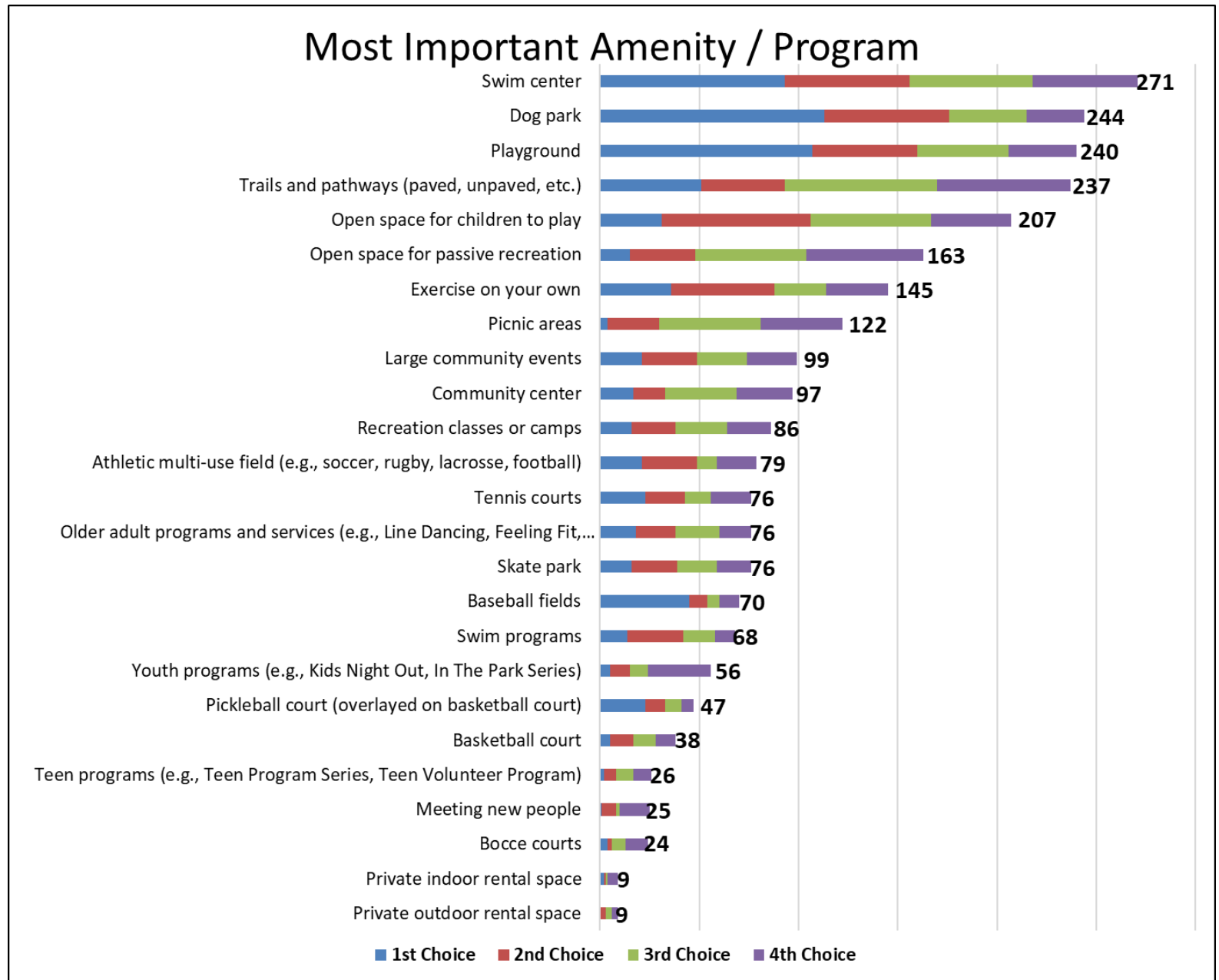
How long, on average, do you stay at Community Park when you visit?



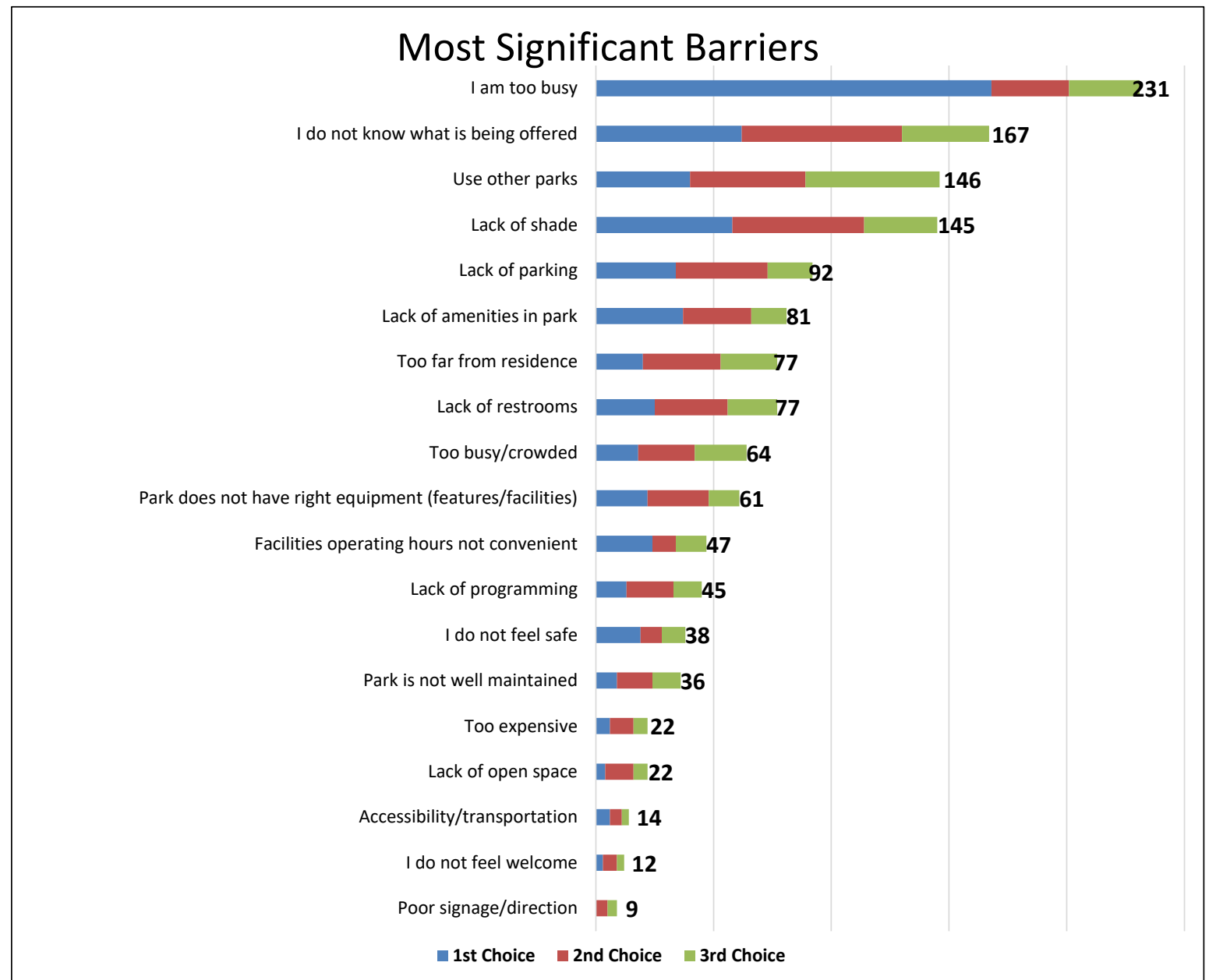
Do you
use this
amenity
or
function?



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

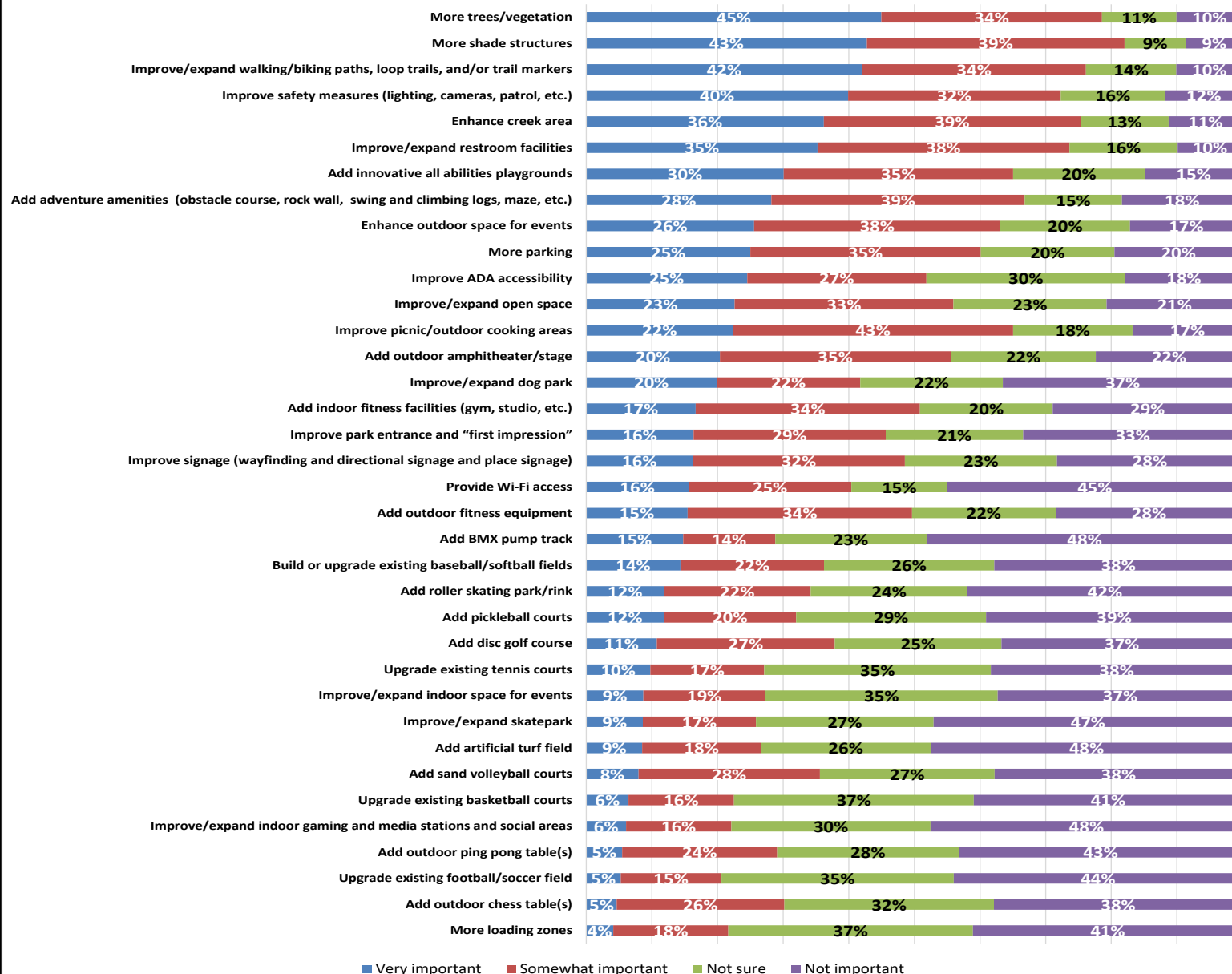


Which **THREE** of these reasons listed are the **MOST SIGNIFICANT BARRIERS** preventing you or other members of your household from using Community Park **MORE OFTEN** (Pre-COVID-19 pandemic)?

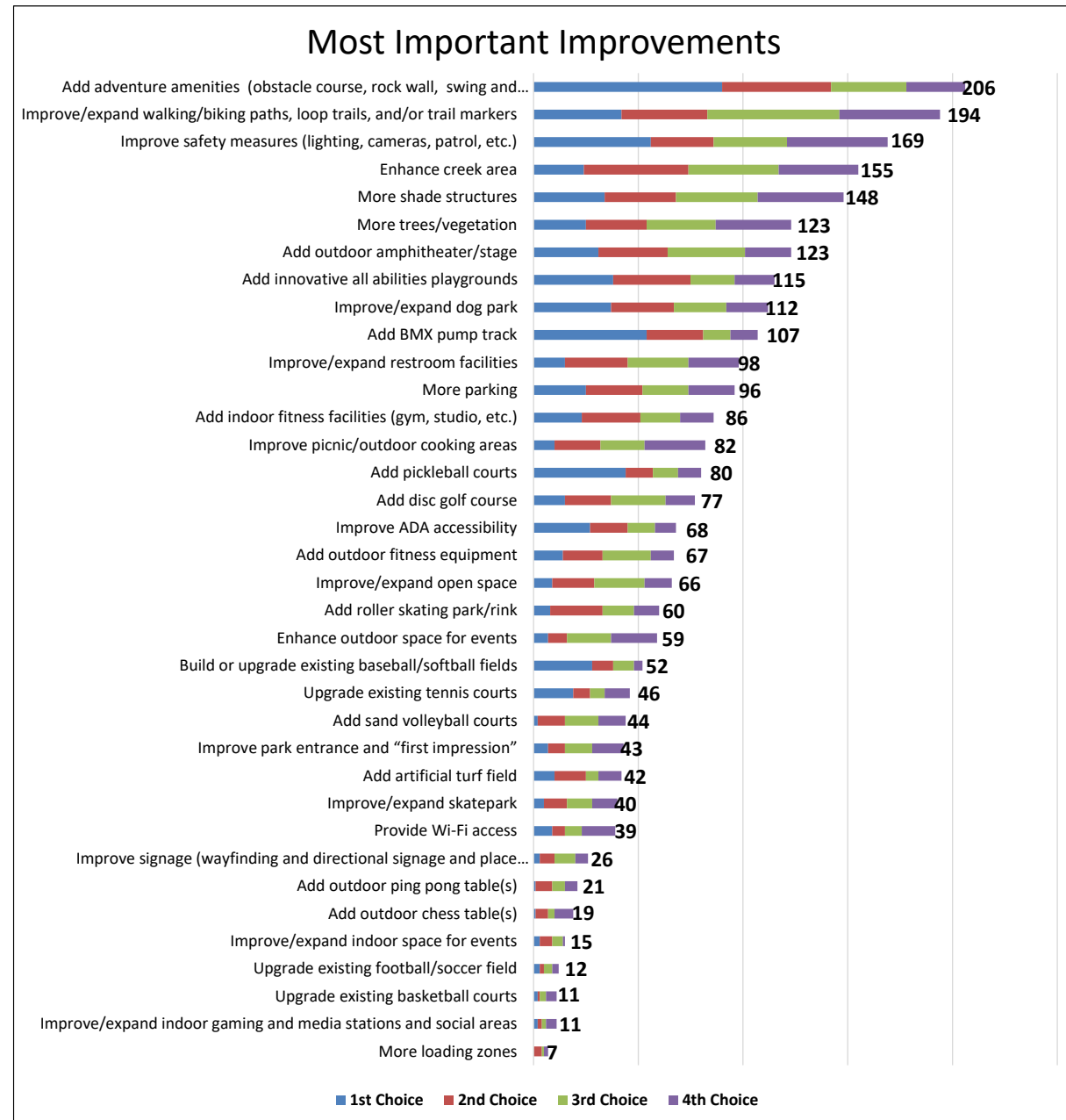


Please indicate the level of importance for the City of Poway to provide or improve the following amenity to Community Park over the next 10 years.

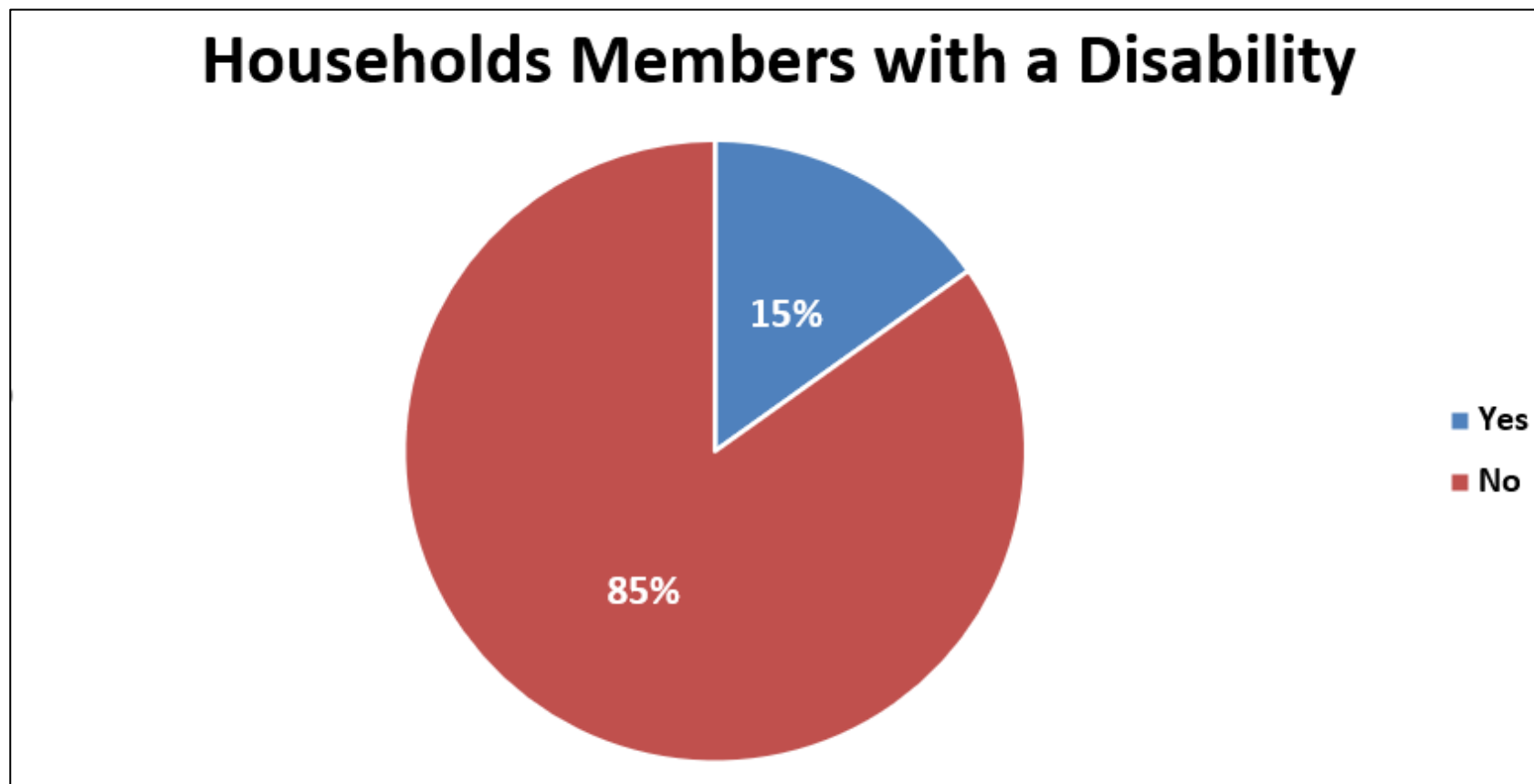
Proposed Action Support



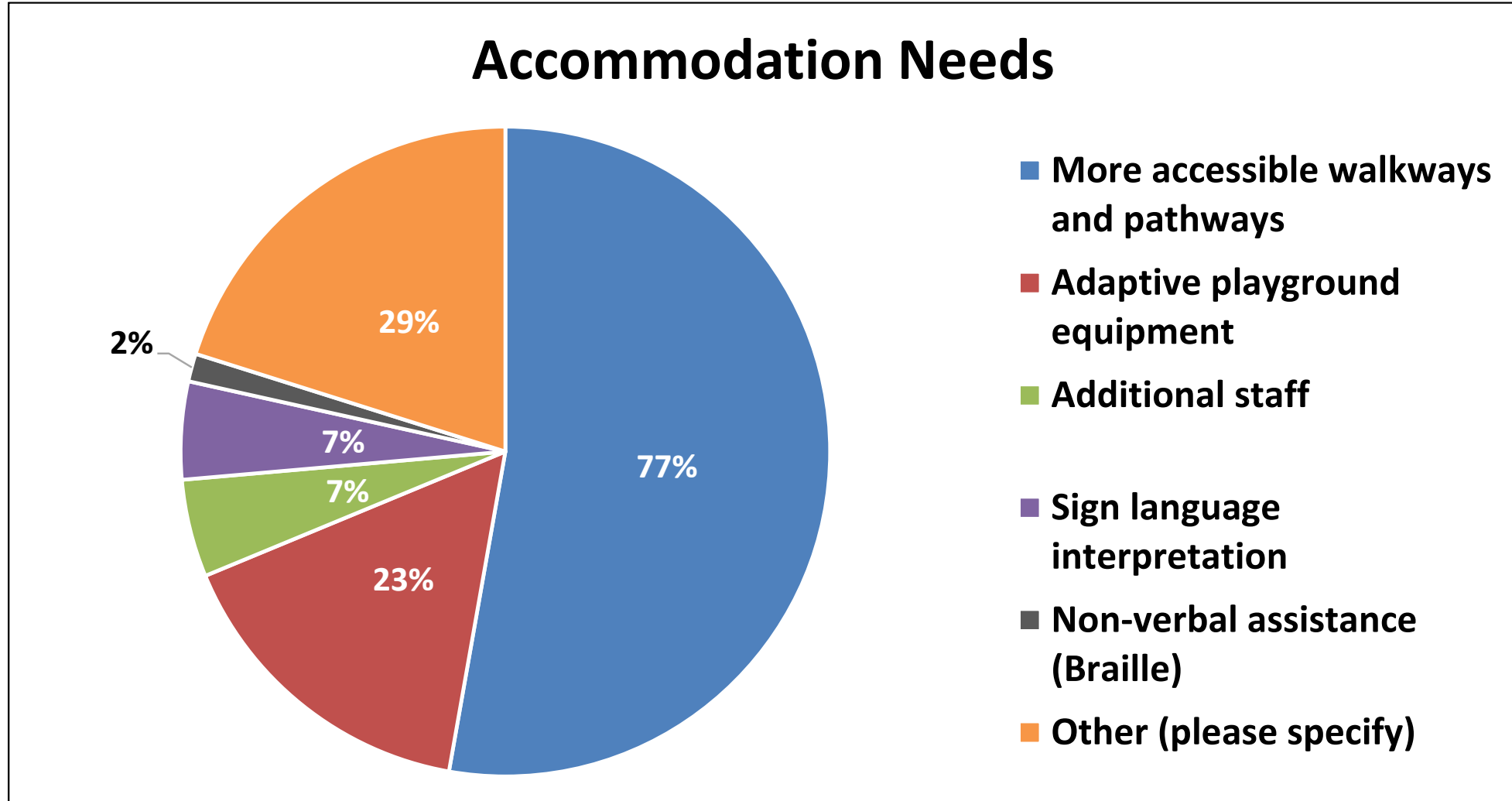
Which FOUR of these improvements are the MOST IMPORTANT for the City to add/expand/renovate?



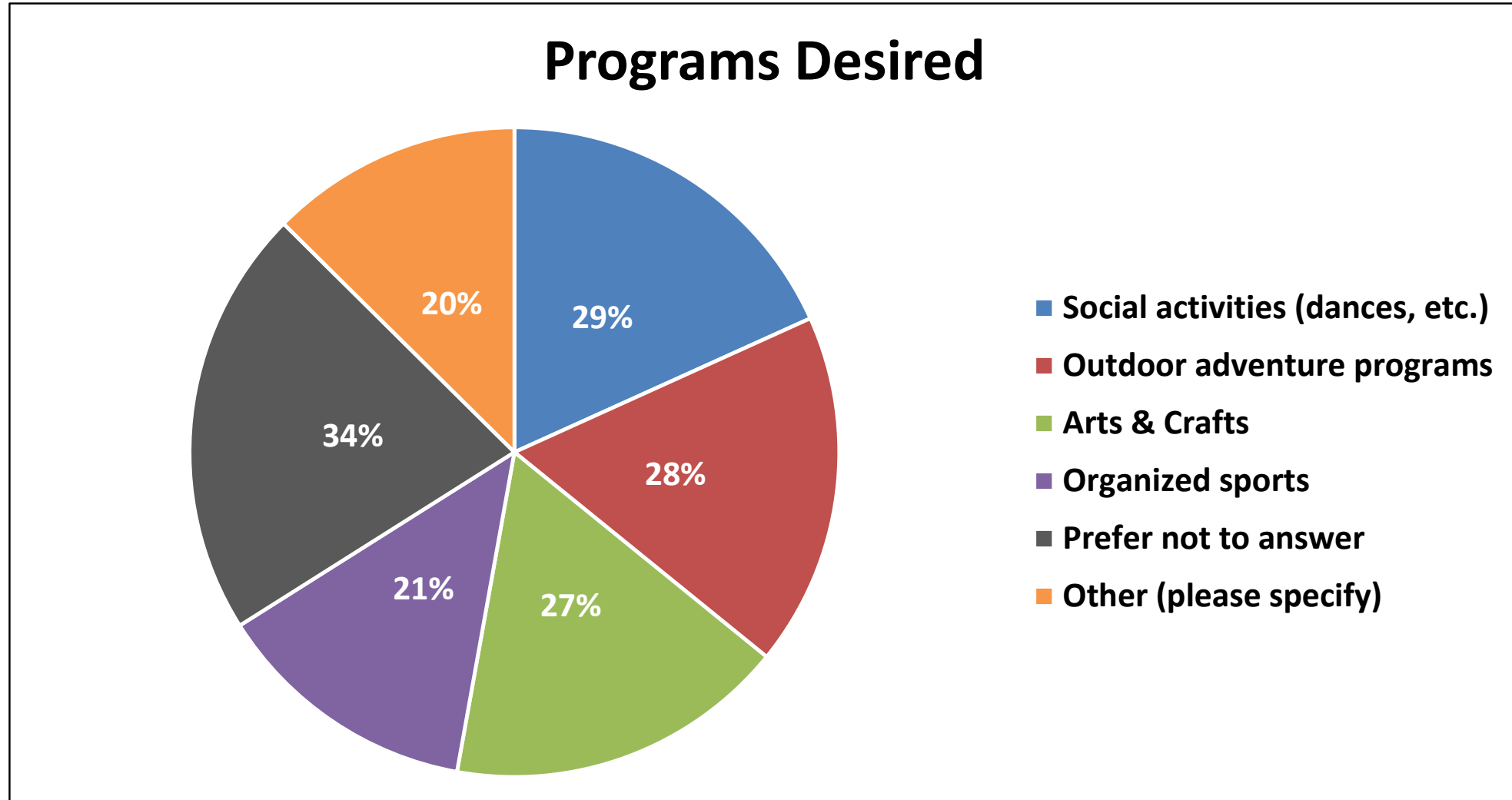
The City of Poway is committed to ensuring their parks are inclusive and accessible. Do any members of your household have a disability as defined by the Americans with Disabilities Act (ADA)?



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



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



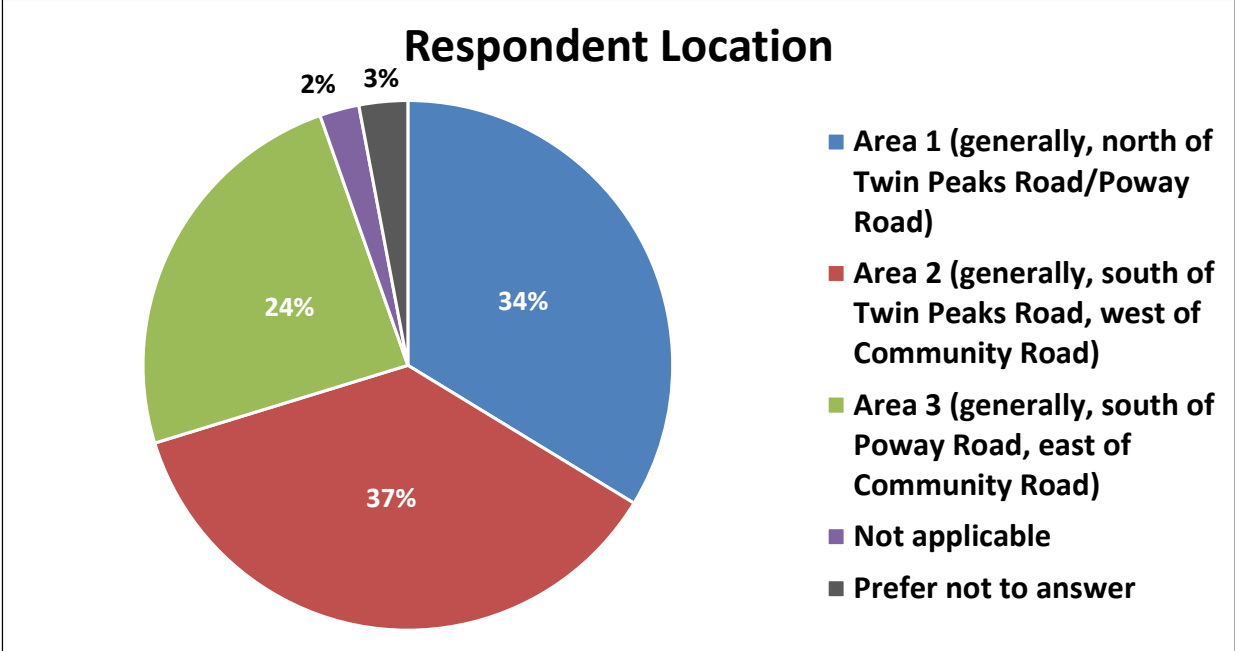
How would members of your household prefer to receive information about future Poway Community Park programs and services? (Please check all that apply.)



Respondent Demographics

Average age: 51 years old

Average years resided: 18.8



Considerations: Update Existing

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

Considerations: New Amenities

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

Considerations: Operations

1. Invest in additional marketing to create greater awareness
2. Focus on maintenance Improvements
 - 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
 - E.g. Wifi, App for accessible maps / parking counts/ workout trackers etc.

Top Priorities

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

Next Steps

- **Parks and Recreation Advisory Committee (PRAC) Review**
 - *Review of Draft Needs Assessment PowerPoint and presentation by PROS Consulting*
 - *October 28, 2021 at 5 p.m.*
 - *City Council Chambers, 13325 Civic Center Drive, Poway, CA 92064*
- **City Council Initial Review**
 - *Review of Draft Needs Assessment Executive Summary and presentation by PROS Consulting*
 - *November 16, 2021 at 7 p.m.*
 - *City Council Chambers, 13325 Civic Center Drive, Poway, CA 92064*
- **City Council Final Review**
 - *Review of Final Needs Assessment and presentation by PROS Consulting*
 - *January 2022 at a regularly scheduled City Council Meeting*
 - *City Council Chambers, 13325 Civic Center Drive, Poway, CA 92064*



Community Park Needs Assessment

City of Poway

