

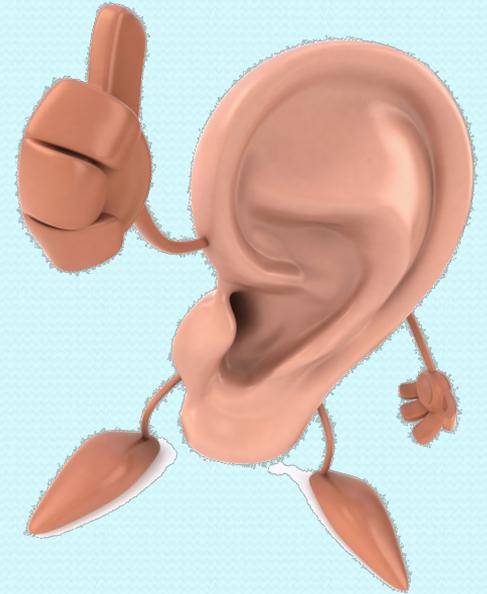
Parks, Beaches, Trails and Open Space Master Plan

Parks and Recreation
Commission
Draft Recommendations
July 19, 2016



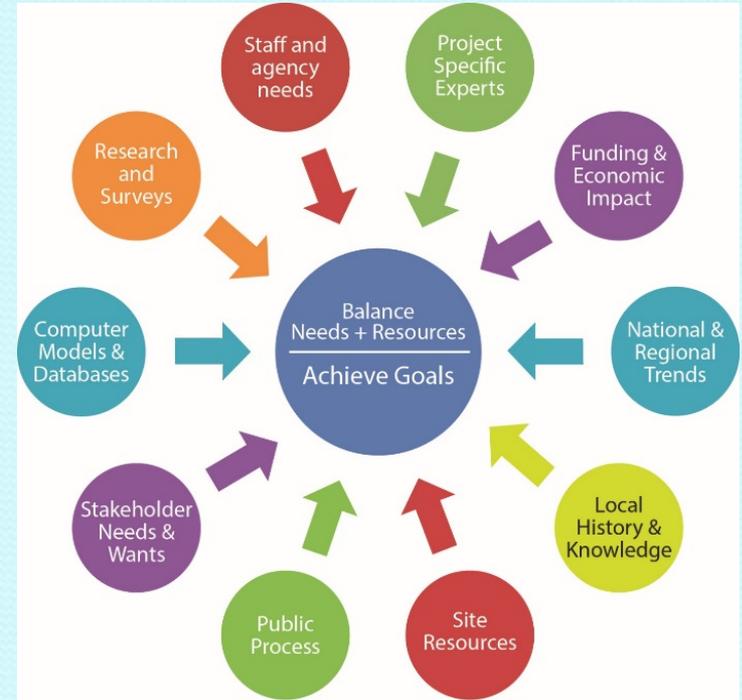
Meeting Agenda

- Master Planning Process
- Data Review
- Recurring Themes
- Draft Recommendations
- Your input
- Questions and answers

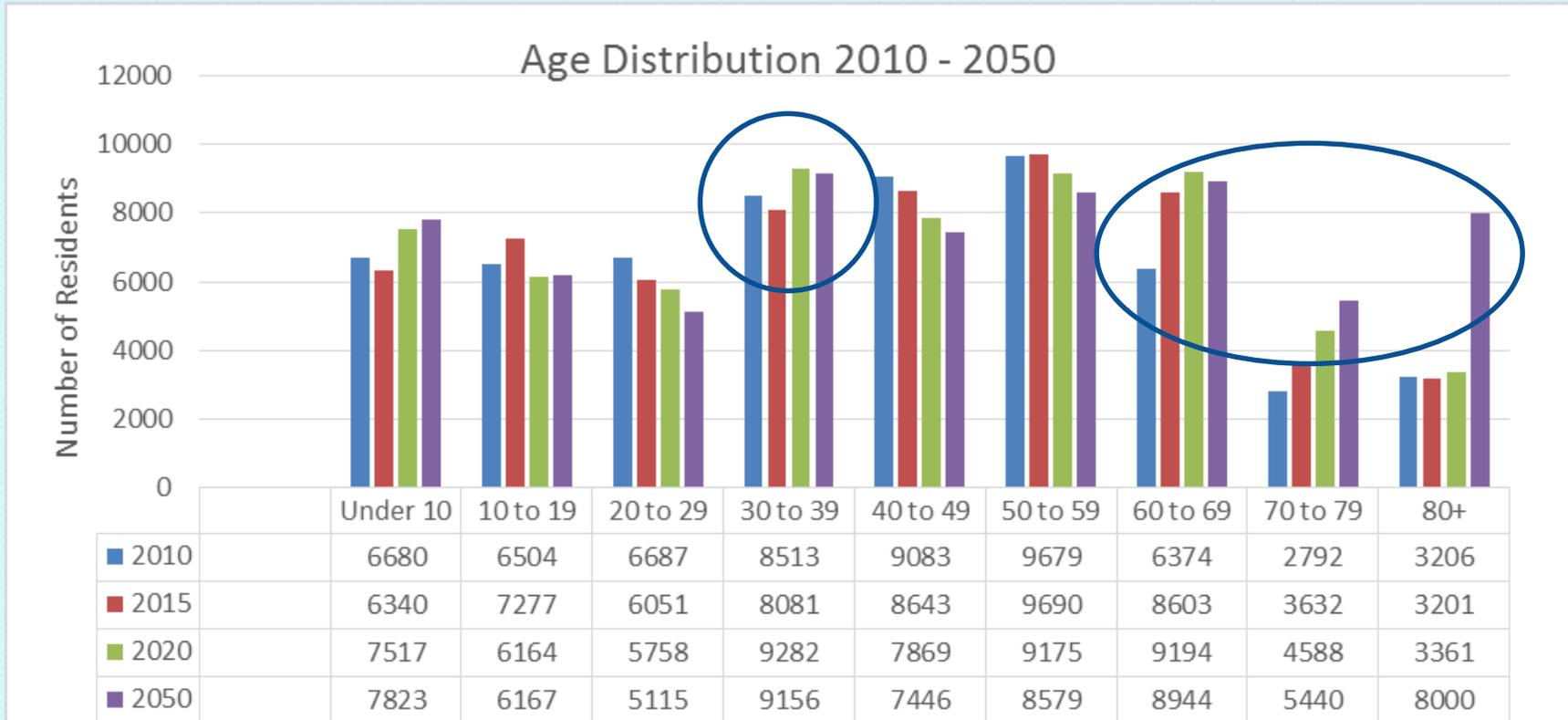


Master Planning Process

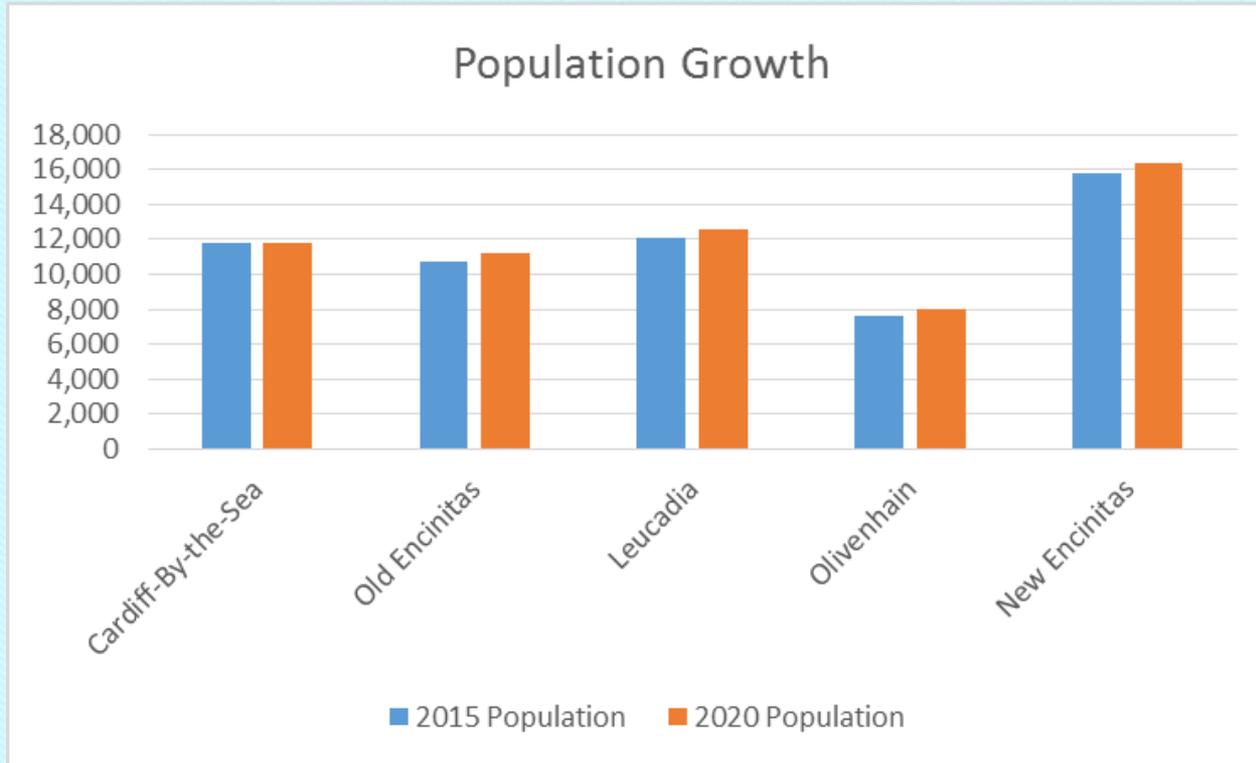
- ❑ Strategic Kick-off
- ❑ Community Engagement
- ❑ Inventory
- ❑ Level of Service Analysis
- ❑ Findings Presentation
 - ❑ Community Listening Session #1
- ❑ Visioning Workshop
- ❑ Draft Recommendations Presentation
 - ❑ Community Listening Session #2
- ❑ Draft & Final Plan Presentation

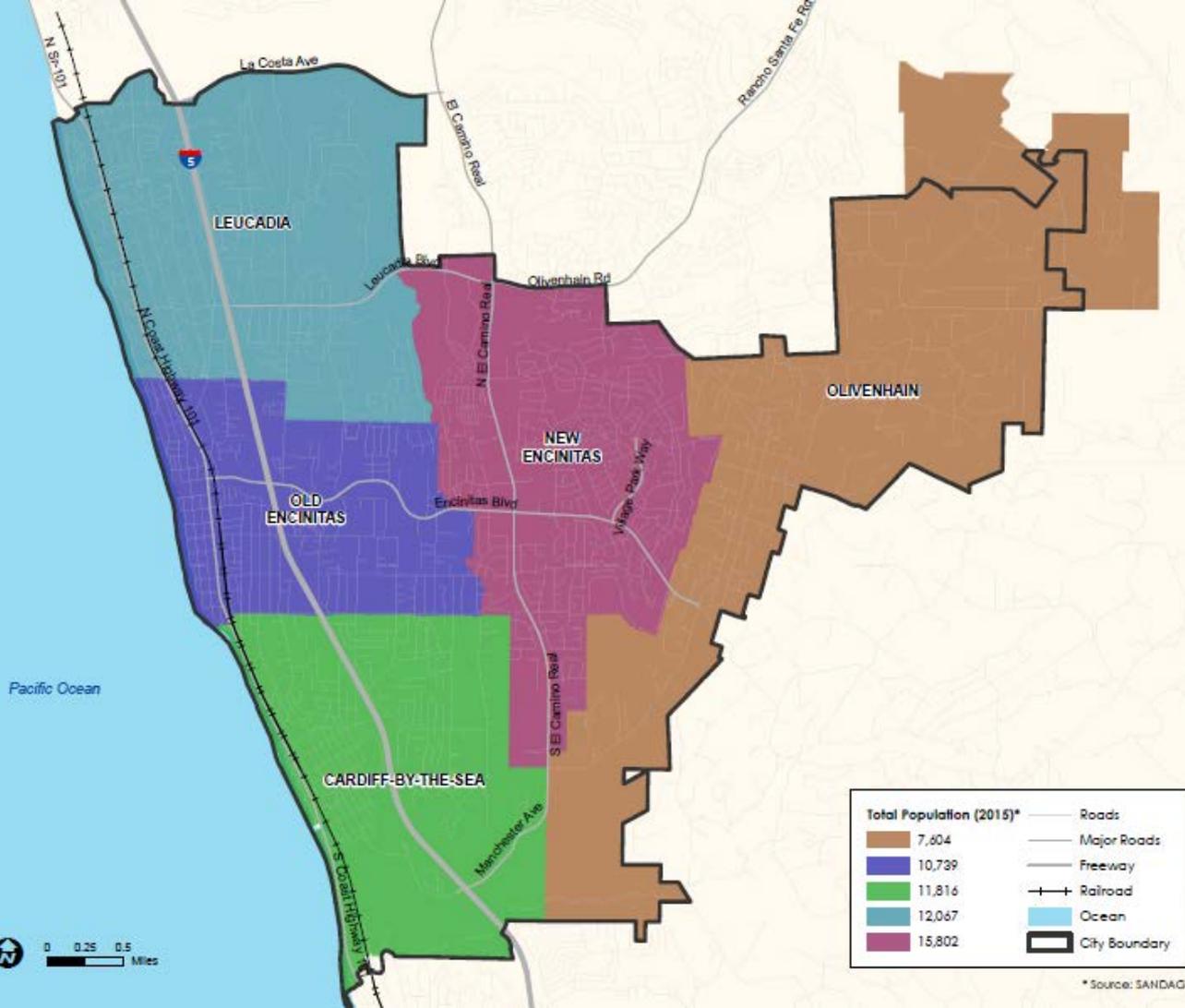


Population Estimates by Age



Population Change 2015 to 2020

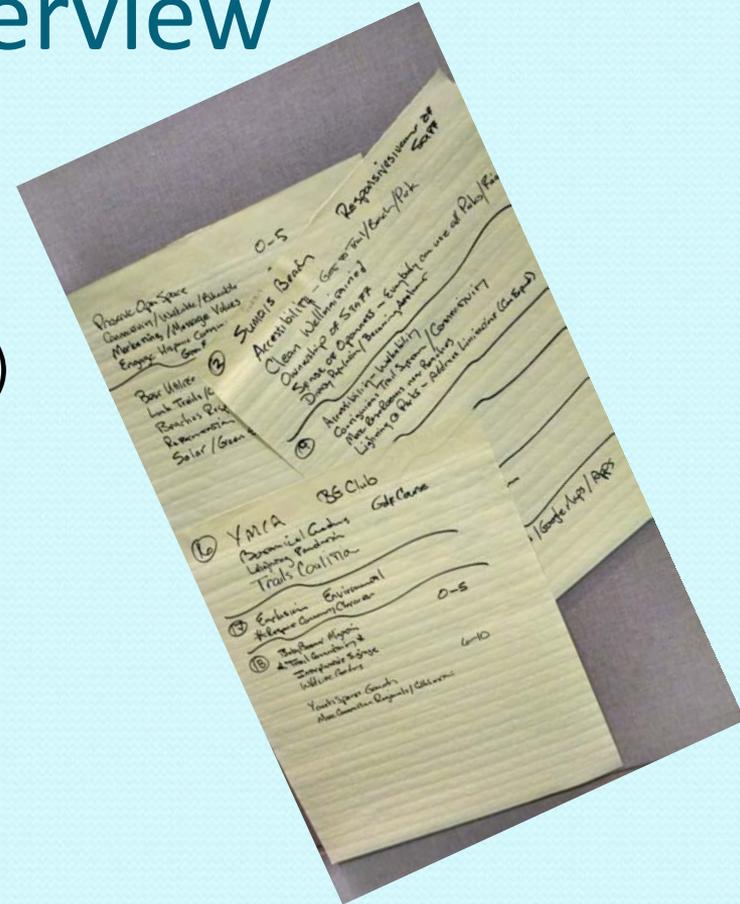




* Source: SANDAG

Public Input Week Overview

- Parks & Recreation Commissioners presentation & feedback
- **6** Focus Groups
- **30** participants (124 invitations/42 RSVP)
- **4** Stakeholder interviews with Mayor, Council members & City Manager
- **80+** Public Meeting
- **42** Questionnaires returned after public meeting



Public Input Top Priorities



- Connectivity and safety – bikeable and walkable community
- Land acquisition/donation/preservation of open space
- Maintain what we have
- Marketing / Getting the word out
- Wayfinding/interpretative signage
- Improvements to beach access
- Interconnection with other communities/regional collaboration
- Tennis/Pickleball/sand volleyball courts/basketball
- Reforestation of tree canopy (101 corridor)
- Lighting of current athletic fields/artificial turf/additional fields

Survey Methodology

Random mailed survey to 3,500 residents (62 returned undeliverable)

Total 3,438 delivered

499 completed invitation surveys (14.5% response rate) (+/-4.4% confidence)

582 completed open link surveys

Total surveys 1,081

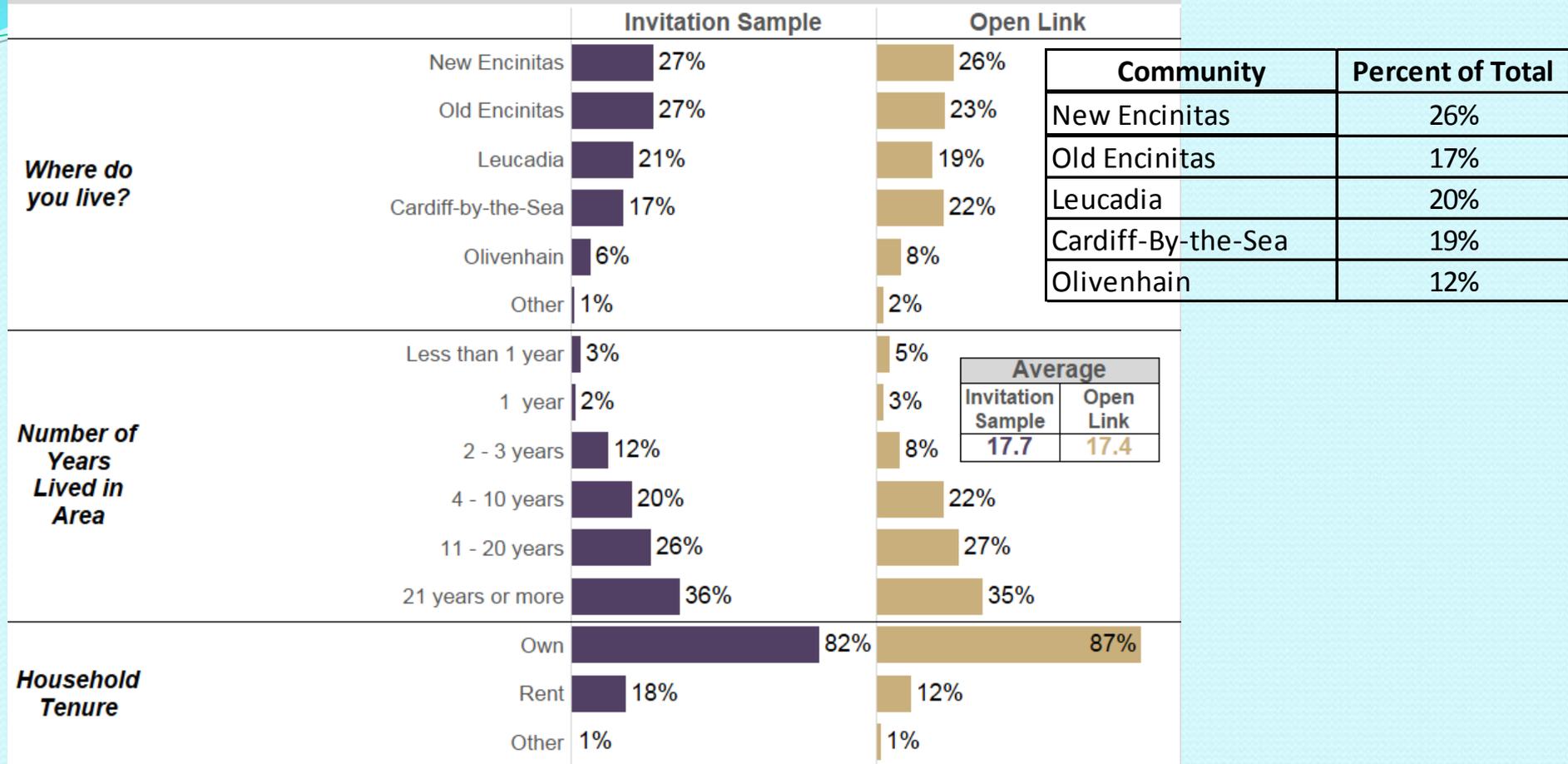
Underlying data were weighted by age and ethnicity to ensure appropriate representation



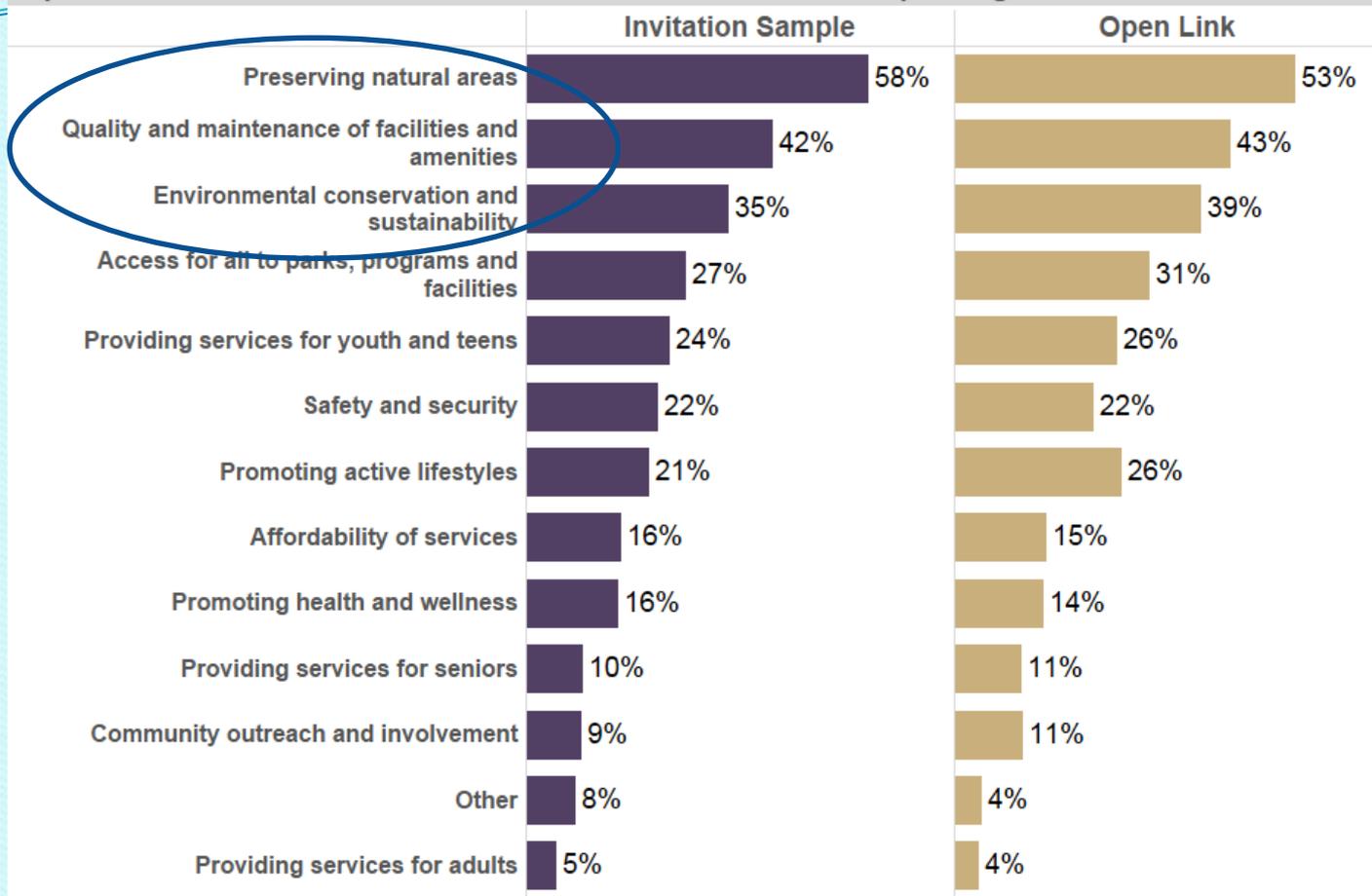
The image shows a survey form titled 'ENCINITAS PARKS, BEACHES, TRAILS, AND OPEN SPACE MASTER PLAN'. It contains several sections:

- 1. How long have you lived in the City of Encinitas?** with options: Yes (0-5 years, 6-10 years, 11-15 years, 16-20 years, 21+ years) and No (I don't live in Encinitas).
- 2. The City of Encinitas is made up of 5 communities, which community do you reside in?** with options: Carlsbad, Leucadia, Old Encinitas, Olivenhain, and New Encinitas.
- 3. How familiar are you and your household with City of Encinitas park and recreation facilities, programs and services?** with a scale from 'NOT AT ALL FAMILIAR' to 'VERY FAMILIAR'.
- 4. Which of these are the most park and recreation concerns or requests?** A list of 10 items with checkboxes:
 - Availability of services
 - Quality of all parks, programs and facilities
 - Community outreach and involvement
 - Conservation of natural and scenic resources
 - Parking and access
 - Parking spaces for youth and seniors
 - Preserving services for adults
 - Preserving services for seniors
 - Quality and maintenance of facilities and amenities
 - Safety and security
 - Other (please specify)
- 5. All of these are how important the following facilities are to your household?** A table with columns for 'ALL', 'VERY IMPORTANT', 'IMPORTANT', 'NOT IMPORTANT', and 'OTHER'. Rows include:
 - Agenda facility (open)
 - At-risk youth (senior, female, etc.)
 - Specialized services (senior, female, etc.)
 - Community center
 - Community meeting room
 - Community recreation center
 - Day care
 - Exercise facilities
 - Open space / natural areas
 - Senior center
 - State parks
 - Tennis and golf courses
 - Other facility

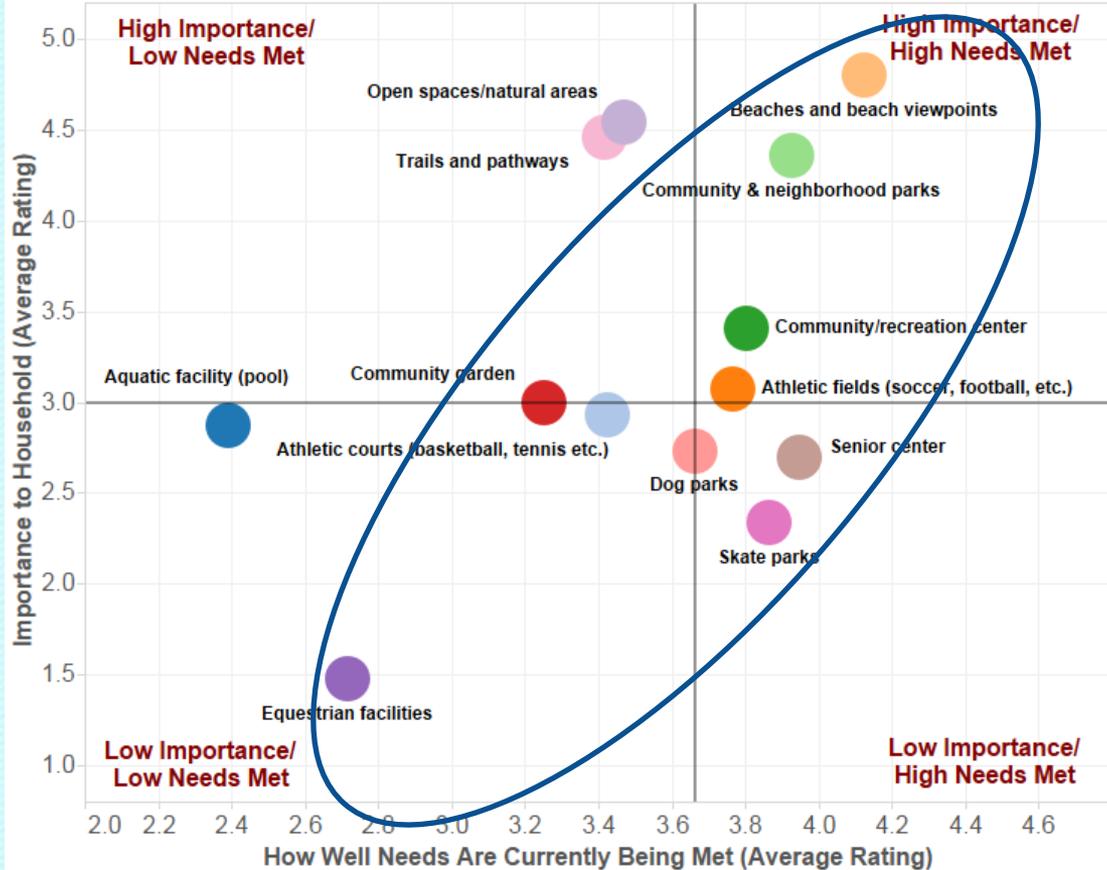
Residential Profile



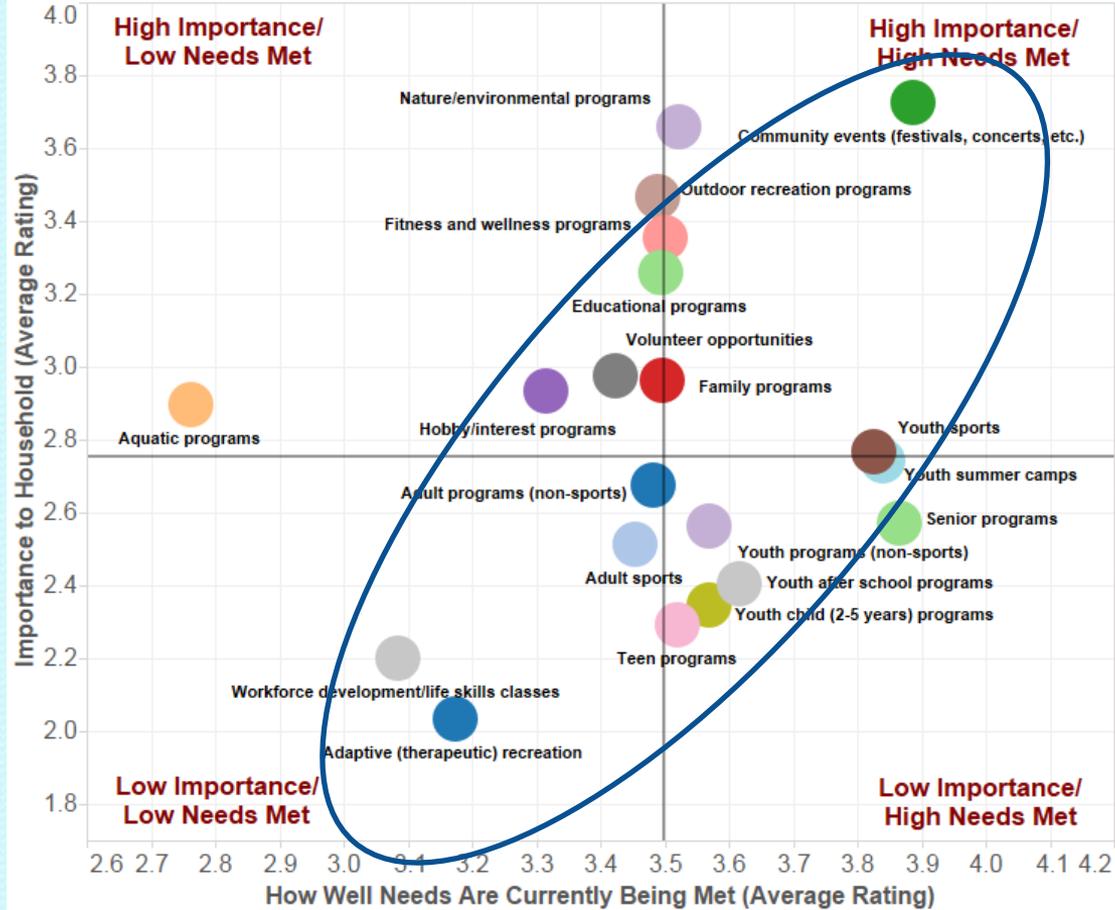
Top Three Areas Combined that Encinitas Should Focus On Improving



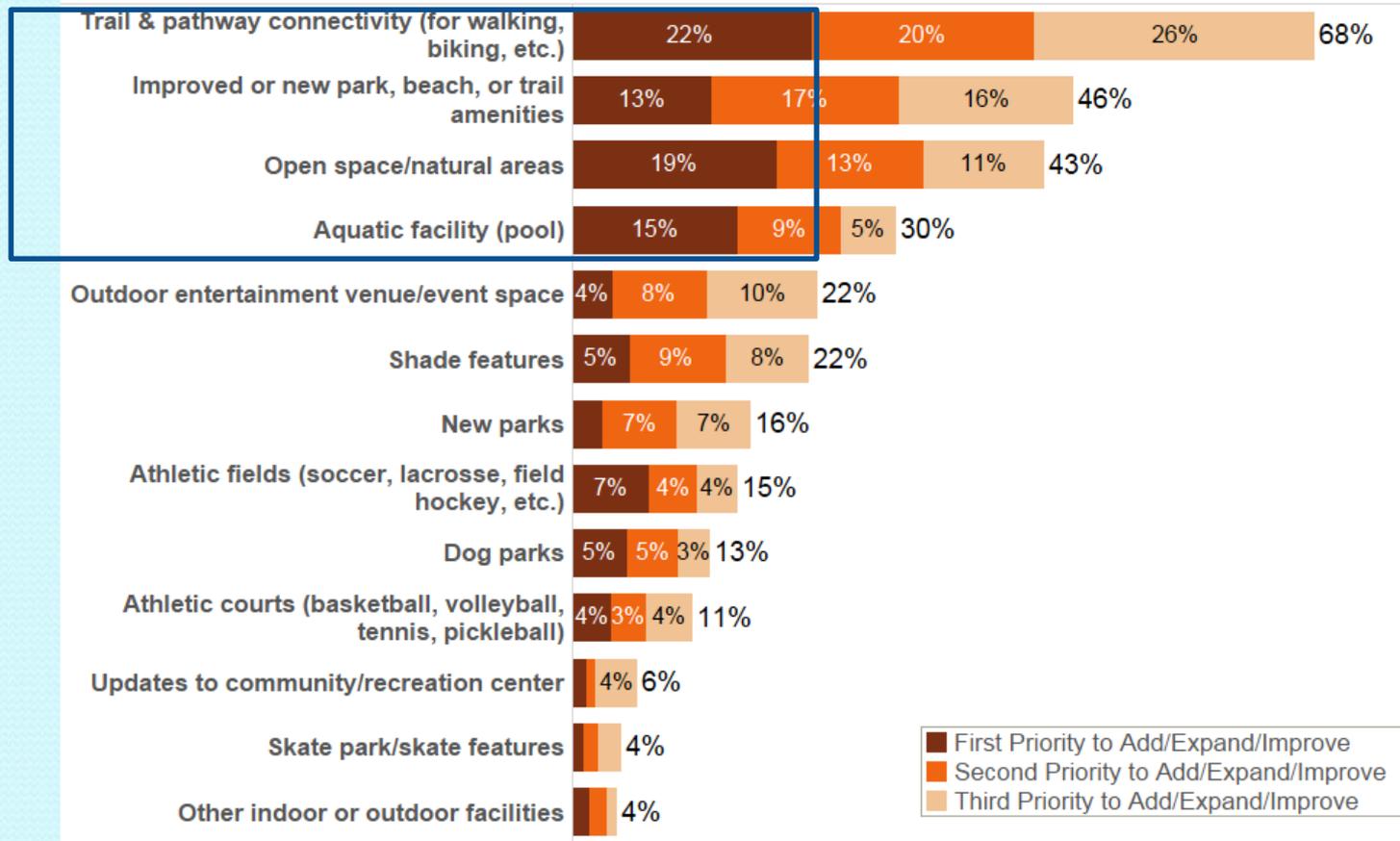
Level of Importance vs. Needs Met for Current Encinitas Facilities - Invitation Sample Only



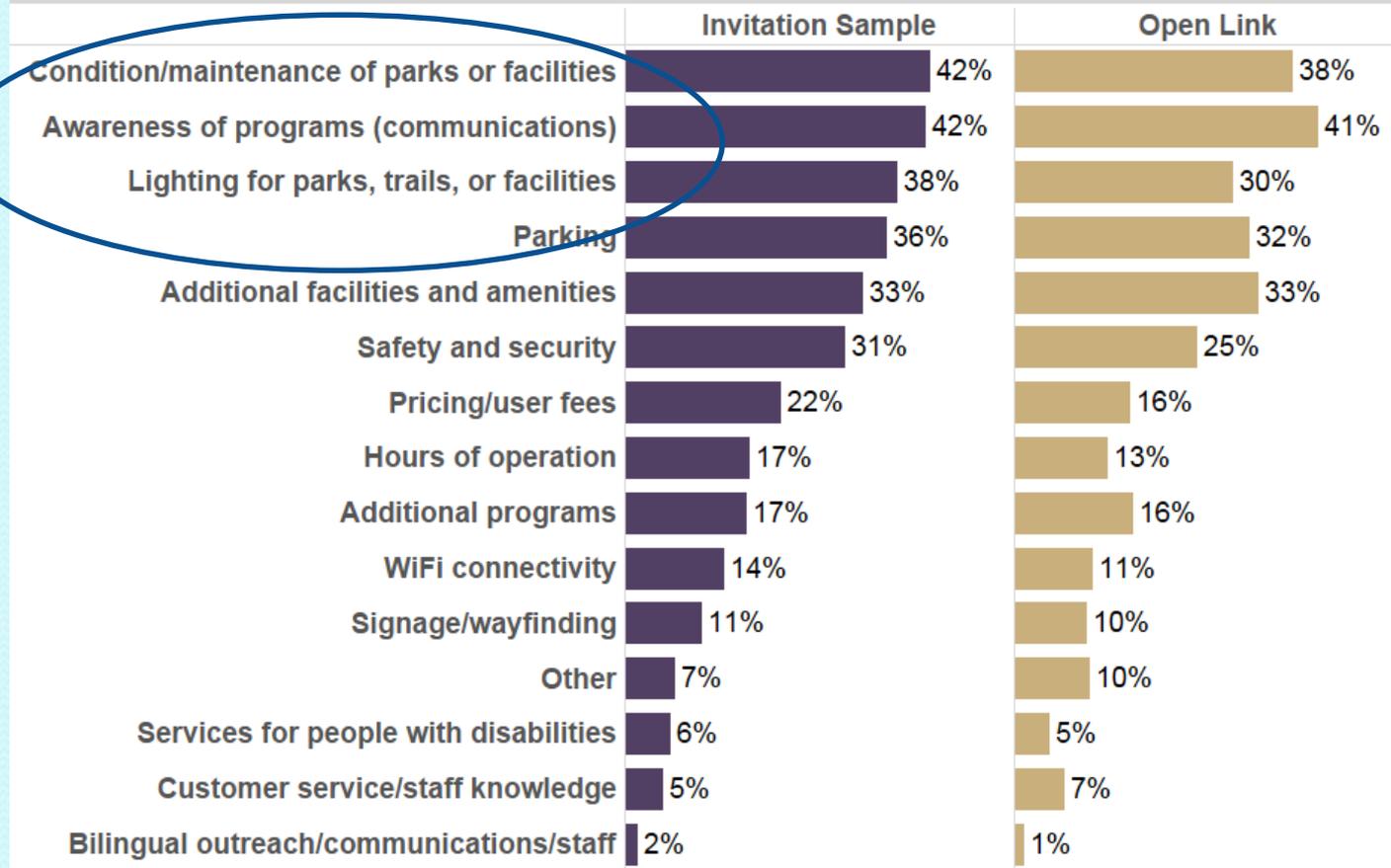
Level of Importance vs. Needs Met for Current Encinitas Programs



Top Three Priorities of Indoor or Outdoor Facilities to be Added, Expanded, or Improved in Encinitas - Invitation Sample Only

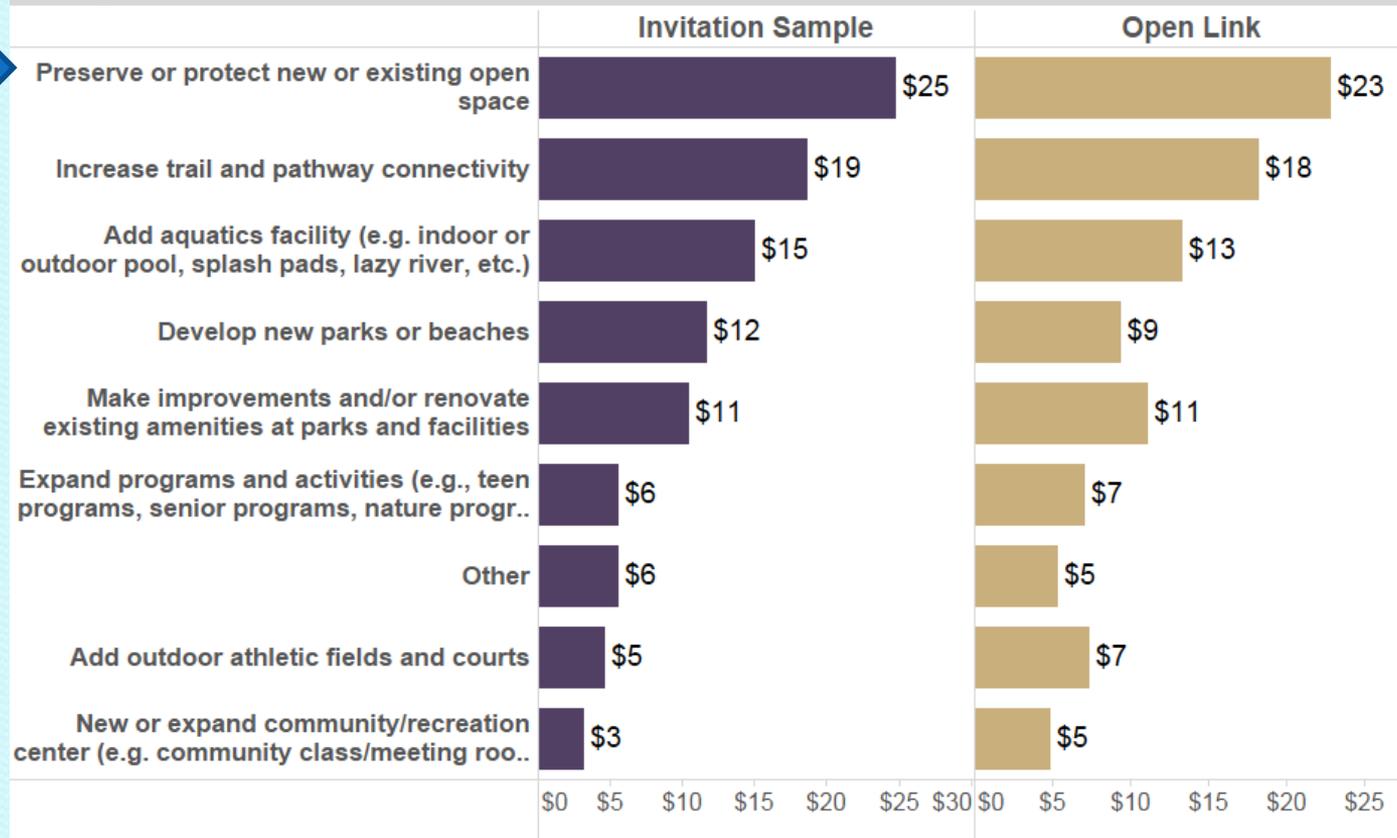


Important Areas that, if Addressed by the City, Would Increase Use of Encinitas Facilities, Services, and Programs



If you had \$100 to spend on parks and recreation facilities, services and/or programs, how would you allocate that \$100 across the following categories?

Average Allocation Amount



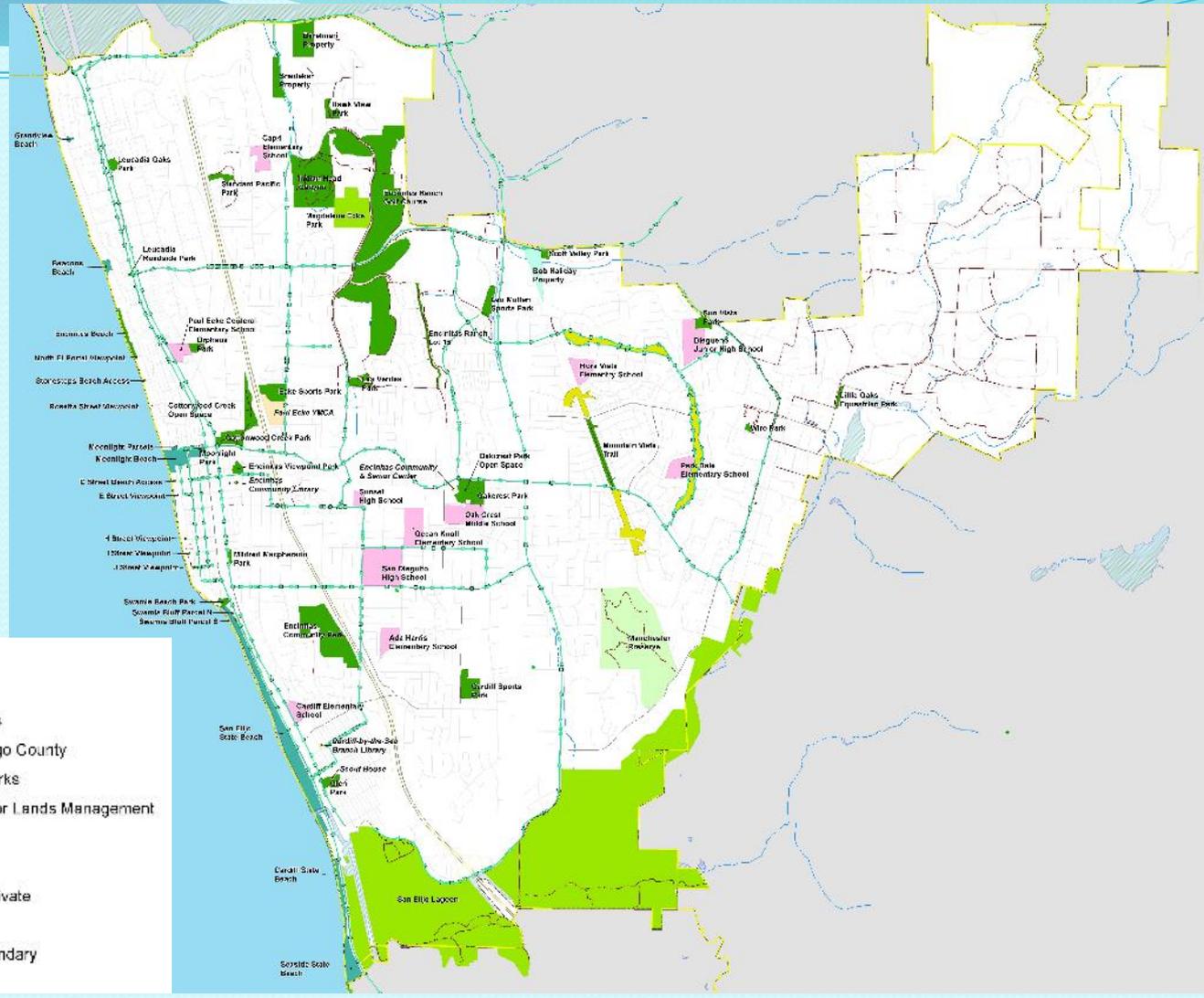
Inventory Summary

- **39 Encinitas Outdoor sites**
- **4 Indoor Facilities**
- **30+ miles of Trails**

- **2 County Sites**
- **8 State Sites**
- **11 Schools**
- **7 Other Key Providers**



System Map



Legend

- Indoor Facility
- Private Tennis Facility
- Trail
- On-Street Bike Lane

Locations

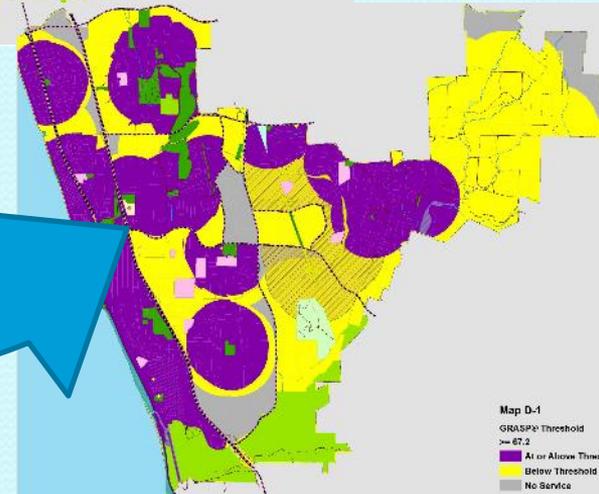
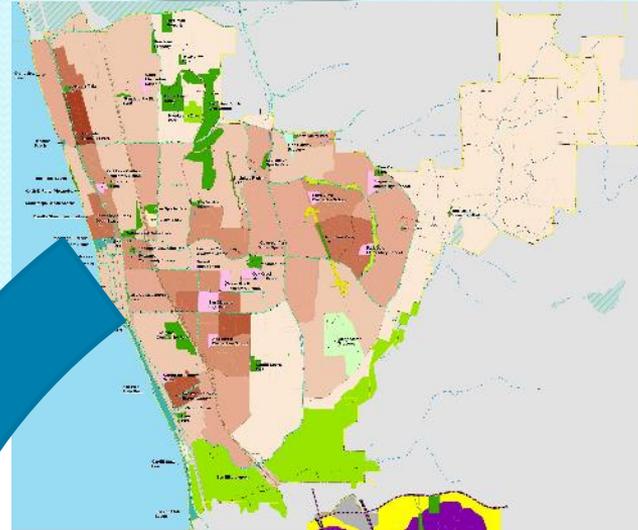
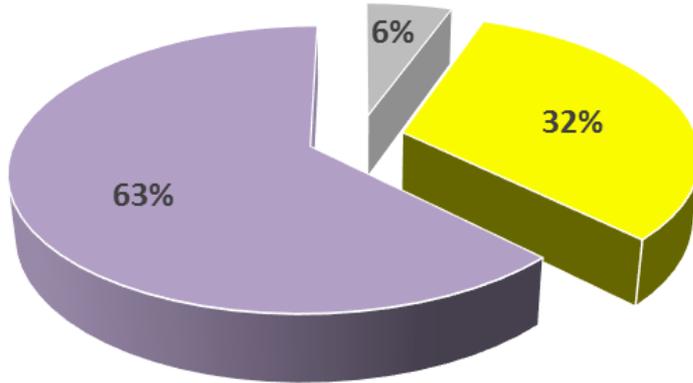
- Encinitas
- San Diego County
- State Parks
- Center for Lands Management
- YMCA
- School
- Other Private
- HOA
- City Boundary



% of Population with Access

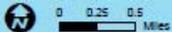
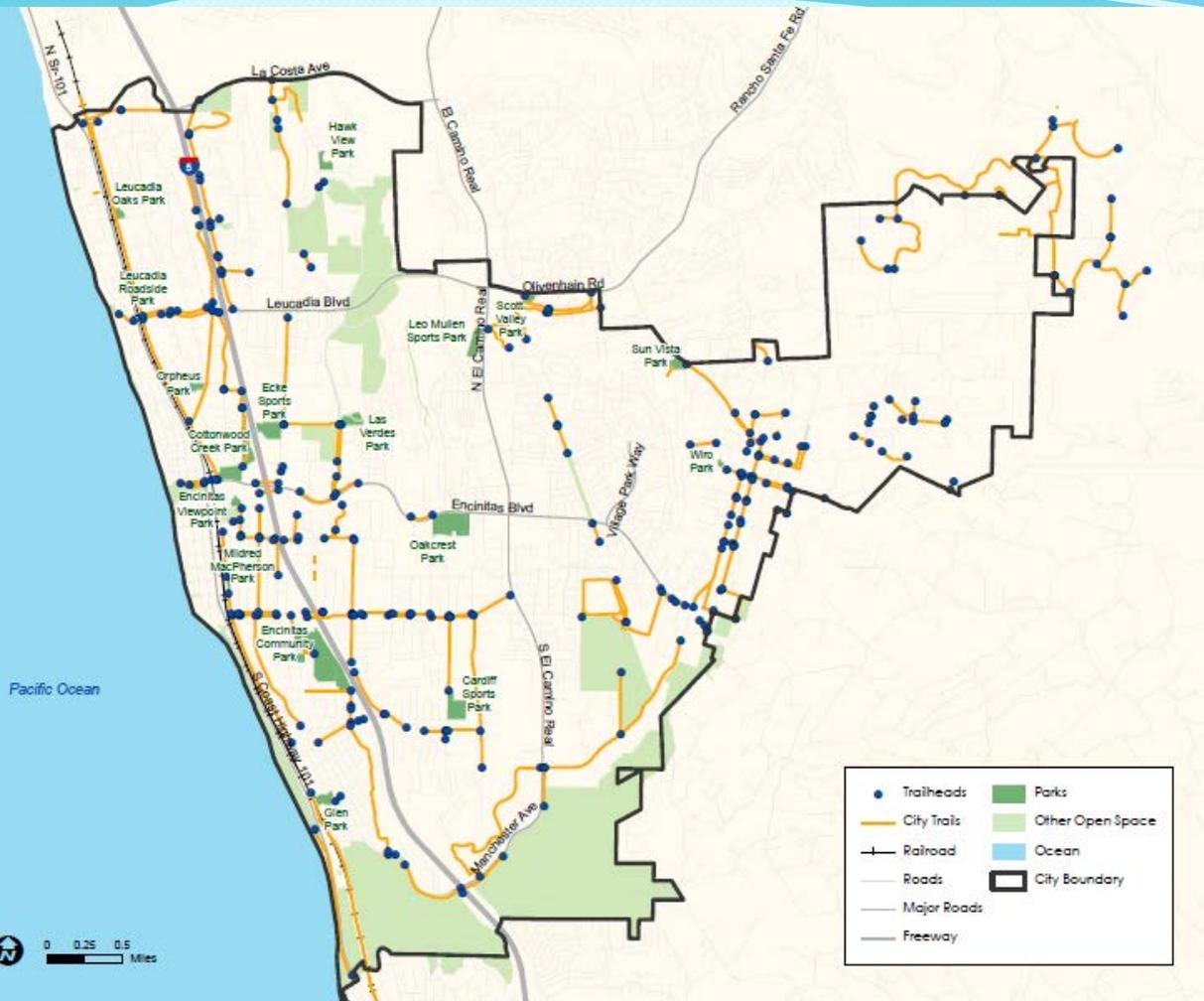
- 95% of residents have walkable access to some type of recreation

% of Population by Service Value



Map D-1
GRASP[®] Threshold
≥ 67.2
At or Above Threshold
Below Threshold
No Service

Trails & Access Points



Recurring Themes

- Increase connectivity for trails, beaches, parks and multi-modal access
- Preserve open space, beaches and natural areas
- Maintain what we have: Upgrades and Repairs to existing facilities
- Add amenities to parks, beaches and trails (restrooms, drinking fountains, shade structures)
- Increase marketing, branding and awareness
- Explore options for an aquatic facility
- Increase programming opportunities: events, outdoor recreation, nature/environmental, fitness/wellness
- Increase opportunities for active recreation: courts, athletic fields

Listening Session #1

21 Community members attended

3 Parks and Recreation Commissioners

Deputy Mayor

Reporters from the Union-Tribune and Encinitas Advocate

Parks and Recreation staff



Listening Session Work Groups

- Are there other themes that should be discussed?
- How would you prioritize the list of recurring themes?
- Each table was given 2 recurring themes to develop an Objective to address the theme and Action Steps.
- Select a Table Spokesperson to report out your findings.



Additional Theme to Consider



Programs for people with disabilities

Accessibility in parks

Acquire additional open space

Protect and enhance night sky (lighting during certain times and in certain places acceptable)

Reclaim hardscape/green infrastructure

Eliminate non-organic parks maintenance (ordinance in place)

Beautification of certain areas



Work Groups Recurring Themes Priority

1. Maintain what we have: Upgrades and Repairs to existing facilities
2. Preserve open space, beaches and natural areas
3. Increase connectivity for trails, beaches, parks and multi-modal access
4. Add amenities to parks, beaches and trails (restrooms, drinking fountains, shade structures)
5. Increase programming opportunities: events, outdoor recreation, nature/environmental, fitness/wellness
6. Increase marketing, branding and awareness
7. Increase opportunities for active recreation: courts, athletic fields
8. Explore options for an aquatic facility

Recommendations

- Primary Focus on:
 - Maintaining
 - Sustaining
 - Improving
- Priority Timeframe
 - Short-term (up to 3 years)
 - Mid-term (4-6 years)
 - Long-term (7-10 years)
 - Ongoing
- Drawn from data collected:
 - Community Input
 - Inventory
 - LOS Analysis
 - Listening Sessions
 - Findings Feedback
 - Key Issues Matrix

Four Goal Focus Areas

- Maintain and Improve Facilities and Amenities
- Continue to Improve Organizational Efficiencies
- Continue to Improve Programs and Service Delivery
- Increase Financial Opportunities

Listening Session #2

32 Community members attended
1 Parks and Recreation Commissioners
Parks and Recreation staff



Listening Session Work Groups

- How would you prioritize the list of objectives under each goal?
- Are there any objectives we missed?
- What action steps would you take to achieve the objectives?
- What would the time frame be for each action step?
- Select a Table Spokesperson to report out your findings.



Goal 1: Facilities and Amenities

1. Preserve and Acquire Open Spaces, Beaches and Natural Areas
2. Expand Greenways, Bike Paths and Trails Connectivity
3. Continue to Maintain and Improve Existing Facilities and Amenities
4. Develop New Amenities at Existing Parks Based on Level of Service Analysis
5. Continue to Improve ADA Accessibility at All Facilities
6. Upgrade Comfort, Convenience and Cultural Amenities to Existing Facilities (shade, rest rooms, water fountains)
7. Explore options to improve Parking at Parks

Goal 2: Organizational Efficiencies

1. Look for opportunities to increase Appropriate Partnerships within the Community
2. Staff Appropriately to Meet Demand and Maintain Established Quality of Service
3. Look for opportunities to expand Volunteer Program
4. Continue to Enhance and Improve Internal and External Communication Regarding Department Activities and Services
5. Continue Marketing and Branding Awareness

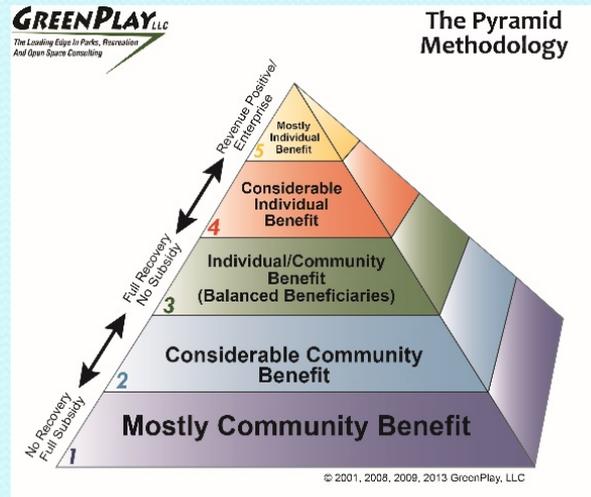
Goal 3: Programs and Service Delivery

1. Work with Other Service Providers to develop programs and services to meet demand and trends
2. Explore opportunities to Develop Additional Recreational Programs and Services
3. Explore opportunities to increase the number of Community Events based on demand and trends



Goal 4: Financial Opportunities

1. Pursue Grant and Philanthropic Opportunities
2. Continue to implement existing Cost Recovery and Pricing Philosophy and Policy
3. Explore opportunities to Increase Sponsorships



Next Steps

Key Elements of a Community Parks and Recreation Strategic/Master Plan



Thank you for
your time &
input!



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