



CITY OF CORONADO

CITY COUNCIL STAFF REPORT

MAY 3, 2022

 {{section.number}}b

REVIEW TENNIS AND PICKLEBALL COURT USAGE DATA AND 2022 COMMUNITY SURVEY RESULTS, PROVIDE DIRECTION ON COURT RESURFACING SCOPE OF WORK AND TAKE RELATED ACTIONS

RECOMMENDATION:

Receive court usage data and review the results of the 2022 Tennis and Pickleball Community Survey, provide direction on a revised scope of work for the 2022 court resurfacing project, and take related actions as appropriate.

BACKGROUND:

The City of Coronado operates and maintains 15 USTA standard doubles size tennis courts with a current configuration that provides 14 tennis courts and 4 temporary pickleball courts:

Coronado Tennis Center (Glorietta Bay)	8 Tennis Courts
Library	2 Tennis Courts
Cays Park	4 Tennis Courts; 4 temporary Pickleball Courts

The Tennis Center-Glorietta Bay and Library tennis courts are used exclusively for tennis. At Cays Park, courts #1-4 are used for tennis and court #5 is taped with temporary markings to create four pickleball courts in the space of the single tennis court area. Cays Park Court #1 is a “soft top” cushioned court, but its degraded condition reduces the quality of play and the court is considered less desirable. In addition, Coronado High School (CHS) operates and maintains four courts. These courts may be used by the community when not used for school programming.

Pickleball is played at the Cays Park Courts, indoor at the Community Center and the Coronado Island Marriott Resort.

In April 2021, during a Special City Council meeting to discuss the Coronado Tennis Center’s operations, the City Council requested information about the utilization of the City’s tennis courts. This data was to inform the Council about the type and intensity of court use. In July 2021, the City advertised for bids for a court resurfacing project as court conditions were degrading and the courts were due for their cyclical resurfacing. Courts are generally resurfaced between four to seven years and the City’s courts were last resurfaced in 2015. Consideration of the court resurfacing contract award was pulled from a subsequent City Council agenda to provide for a holistic review of court usage and the interests of the tennis and pickleball communities. A separate agenda item on the May 3, 2022 City Council agenda recommends rejection of the bids from the July 2021 solicitation so that the scope of work can be redefined, and the project rebid.

ANALYSIS:

This agenda report provides data on court usage and presents the results of the 2022 Tennis and Pickleball Community Survey. With this information, the Council is asked to provide direction about the scope of work for a court resurfacing project, as well as potential short- and long-term actions to support the needs of Coronado’s racket sports.

Court Usage Data

Court reservations are made at the Coronado Tennis Center-Glorietta Bay Courts, Cays Courts, Library Courts, Community Center and CHS Courts. The City does not have court usage data prior to the installation of the City's tennis concessionaire, Impact Activities. Data is available as of June 2021.

The time span for the dataset analyzed is from June 2021 to mid-February 2022. The data captures dates, minutes of reservation, court and location, and information about the reserving party. Note, however, that the data for tennis and pickleball reservations is not collected uniformly and is not suitable for direct comparison. For instance, tennis reservation data does not capture number of players per court reservation. A court reservation could serve one to four players. Conversely, some pickleball reservation data is entered on a per person basis such that the same time span for a 90-minute reservation could have multiple reservation entries—each with 90 minutes of court use. Note that this data also is not comprehensive as some reservations may occur out of the reservation system, such those made directly with a long-time coordinator of pickleball activities at Cays Park. Accordingly, the data does not lend itself to comparative analysis of tennis and pickleball.

Some information can be drawn from the data, such as distribution of user groups, peak hours of play, and court reservations.

User Groups as a Percent of Reserved Time (All Sports)

Resident – Individual	19.54%
Resident – Couple	12.32%
Resident – Family	42.48%
Guest	25.65%

Coronado residents reserve about 74 percent of court time.

Number of Reservations by Location/Sport

Coronado Tennis Center/Glorietta Bay (Tennis)	14,705
Community Center, Cays Park (Pickleball)	2,252
Cays Park, CHS Courts, Library Courts (Tennis)	3,478

Hours of Reservations by Location (%)

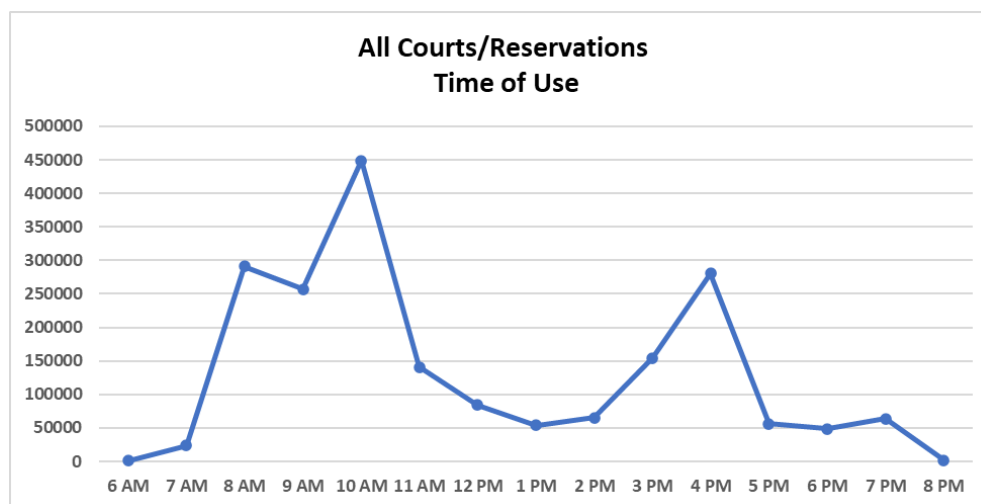
Coronado Tennis Center/Glorietta Bay (Tennis)	72%
Community Center, Cays Park (Pickleball)	17%
Cays Park, CHS Courts, Library Courts (Tennis)	11%

The Coronado Tennis Center/Glorietta Bay Courts comprise the majority of court reservations and hours of reserved time. The scale of the tennis center (eight courts) is a significant determinant of this amount of use. However, the Cays Park and Library Courts together make up six courts and even with the CHS courts, do not approach the use of the tennis center.

Tennis Reservations by Location (% of Hours Reserved)

High School Courts – 4 courts	6%
Library Courts – 2 courts	8%
CTC – Glorietta Bay – 8 courts	78%
Cays Park – 4 courts	9%

Reviewing reservation times for both sports shows two significant peaks: 8 to 11 a.m. and 3 to 5 p.m. Discussions with Coronado Tennis Association representatives confirmed that a popular time for recreation and league play is the morning from 8 a.m. to 11 a.m./noon. In the afternoon, after school youth programming occurs from about 2 or 3 p.m. to 5 p.m. The Pickleball Coronado Association confirmed that morning is also a preferred time to play for pickleball, and as there are open play opportunities in this time range.



Generally, the data shows that tennis reservations are robust and the Coronado Tennis Center/Glorietta Bay is in high demand, with particular peak areas in the morning and afternoon. The Cays, Library and High School courts also receive steady tennis use and see substantial youth programming.

Pickleball is played at the City's Community Center, for a drop-in Thursday session, the Cays Park Court #5, which is temporarily converted into Pickleball Courts A, B, C and D, and other Cays courts with temporary netting and lines, and the Coronado Island Marriott. The Marriott has weekend drop-in hours from 8 a.m. to noon and sees regular play during the week. As of the writing of this report, the City does not have data about court usage there.

Demand for pickleball is reported as outstripping the supply of courts, and weekend play at the Cays Courts, for example, can garner dozens of pickleball players waiting for court time.

2022 Tennis and Pickleball Community Survey

In March 2022, the City collaborated with tennis and pickleball communities to develop a survey to collect input on Coronado's courts. The survey comprised seven multiple choice and seven open-ended questions on the topics of player demographics, court reservations, court striping, tennis/pickleball facilities, locations, and overall experience.

On March 4, the survey was distributed via email, the City Manager's Weekly Update, throughout the tennis and pickleball community via the Coronado Tennis Association (CTA) and Pickleball Coronado Association (PCA) and Impact Activities. Surveys were accepted until March 18, 2022. The survey had high subscription with 726 responses. With such a high response rate, analyzing the results took several weeks. The results were discussed and feedback received in meetings with the CTA and PCA.

In the Survey Results, each question is summarized, and graphical data presented (Attachment 1). Staff compiled the short answer questions into like-sentiment groups and selected pertinent quotations for the report. Many respondents offered multiple thoughts for a single question and therefore more sentiments were noted than the total actual responses received for a question.

A summary of results follows:

- The respondents represent both resident and nonresident tennis and pickleball patrons who utilize City facilities. Of the 726 individuals that completed the survey, 67.5% were Coronado residents.
- About 55 percent of respondents played tennis, 69 percent played pickleball. The overlap is from respondents playing both sports.
- The majority of respondents report playing between 1 and 4 times per month, for both sports.
- The majority of respondents prefer to play between 8 a.m. and 12 p.m.
- The top two locations to play tennis and pickleball in Coronado is Cays Park and the Coronado Tennis Center. Most respondents report only playing in Coronado.
- About 42 percent of respondents report having a somewhat difficult or very difficult time reserving court time. When sorted to resident responses only, about 64 percent of tennis players have it easy or neutral to reserve a court. For pickleball players, about 50 percent of resident respondents responded as such. In general, supply of courts for pickleball players was one of the most noted responses for court reservations.
- Blended line courts (with permanent markings for both pickleball and tennis in a single area) were disfavored. Over 62 percent of tennis players found dedicated courts important; about 74 percent of pickleball players answered the same. When filtered to resident only responses, 68 percent pickleball and tennis players alike found dedicated courts important to very important.

The survey provided open ended questions about court experience and suggestions for improvement. The overwhelming responses were the lack of dedicated pickleball courts, poor court conditions and crowded courts/court availability.

After the survey results were compiled, staff met with leadership from the Coronado Tennis Association (CTA) and Pickleball Coronado Association (PCA). City staff also met with and informally solicited feedback from players in a regular morning tennis seniors group at Cays Park Courts.

In addition to the feedback in the survey, the CTA indicated that courts are getting busier with more programming, and reservations need to be made well in advance. The upgraded LED lights have worked very well and additional lights would increase the availability of courts for winter evening play, especially in the 5 to 7 p.m. period. The courts at the Coronado Tennis Center courts have different attributes ranging from sun orientation, to full or half windscreens, to access to courts, and court condition, which should be considered in determining future improvements. The Cays Courts can be less desirable due to the degraded condition of the soft top Court #1, the distant location and quality of the restrooms and the lack of seating or a clubhouse facility. Additional comments offered on Cays Park included the lack of refillable bottle water stations, shade, handwashing stations and indoor space. Pickleball attracts spectators and a suggestion was to have a wall without a windscreen and seating.

Short- and Longer-Term Options

After consideration of the data, survey results and discussions with the sports communities, staff have options for the Council's consideration.

The first pertains to the scope of work for the court resurfacing contract. In addition to the Cays Park basketball court and Glorietta Bay wall ball/practice court, an option is to resurface the City's 15 courts as previously planned with three differences from the 2021 scope of work:

- (1) Resurface Cays Park Court #1, the existing soft top court, with a traditional court surface;
- (2) Convert Cays Park Court #5 to four pickleball courts with dedicated lines; and
- (3) Include the four CHS Courts as an add alternate line item to the bid so that the Coronado Unified School District may elect into the project, if desired and at the District's cost, and take advantage of the competitive pricing from the larger City bid.

This approach will provide dedicated public pickleball courts, which represents an upgrade from the temporary, taped lined at Cays Court #5. It will bring an underused Cays Park Court (#1) to a condition for more universal playability. Finally, it will provide the option for the high school courts to join the City's project. Those courts were resurfaced on a more recent cycle than the City's 15 courts and resurfacing may not be immediately needed.

Staff also see an opportunity for potential collaboration with the Coronado Island Marriott to support community access to the pickleball courts. Should Council be interested, staff can reach out and discuss possibilities.

Finally, with the Cays Park Master Plan process in the development phase for plan alternates and community engagement, there is an opportunity to consider the Cays Park Courts and amenities offered there. In the Council's recent Cays Park Master Plan discussion, moving the tennis courts elsewhere in the park was not favored, but there could be consideration of bathroom location and quality, and other courtside amenities, court enhancements or expansion to improve the experience and encourage use.

FISCAL IMPACT:

There is no immediate fiscal impact. Should Council direct staff to rebid the court resurfacing contract, there will be a subsequent agenda item to award the contract and authorize expenditure. Funds are appropriated in the Capital Improvement Program for this project.

ALTERNATIVE:

The Council may provide different direction or may chose not to move forward with a court resurfacing contract at this time.

CALIFORNIA ENVIRONMENTAL QUALITY ACT:

Not applicable.

PUBLIC NOTICE:

None required.

ATTACHMENTS:

1. 2022 Tennis and Pickleball Community Survey Results

Submitted By: City Manager's Office / Tina Friend



Tennis and Pickleball Survey

Coronado City Council

May 3, 2022

TABLE OF CONTENTS

Executive Summary	3
Residency	4
Q1. Are you a Coronado resident?*	4
Survey Source	4
Q2. How did you learn about this survey?*	4
Sport Demographics	5
Q3. Do you or your child(ren) play pickleball, tennis or both?	5
Frequency of Play	6
Q4. How many times per month do you play racket sports?	6
Q5. What time of day do you prefer to play (mark all that apply)?	6
Location of Play	7
Q6. Where do you play in Coronado?	7
Q7. When you aren't playing in Coronado, where do you prefer to play?	7
Reservations	8
Q8. How difficult is it to reserve a court when you want to play?	8
Q9. Do you have any additional comments on court reservations?	9
Dedicated Courts and Blended Lines	10
Q10. How important are dedicated courts vs. blended lines courts (shared with other sports: tennis, basketball, etc.)?	10
Q11. Do you have any additional thoughts about dedicated courts or blended lines courts?	11
Likes and Dislikes About Location of Play	12
Q12. What do you like about where you play?	12
Q13. What do you like least or can be improved where you currently play?	13
Q14. Any additional thoughts or comments about how to make your tennis or pickleball experience better in Coronado?	14
Summary Conclusion	15

OVERVIEW

Executive Summary

The City has proactively sought feedback through a survey intended to provide an understanding of the Coronado tennis and pickleball community's wants, needs and expectations as they apply to reservations, court striping, facilities, location, and overall experience.

726 people responded to the survey, which was officially open from March 4 through March 18, with 67.5% of respondents identifying as residents of Coronado. It was publicized through many avenues including the City Manager's Weekly Update, Comment Coronado, Impact Activities, Coronado Tennis Association and Pickleball Coronado Association.

Results were compiled by City staff after the close of the survey, including grouping like-sentiments for open text responses. Not all responses were applicable to the question asked but were noted as a response received for the query. Many respondents offered multiple ideas/thoughts for a single question and therefore more sentiments were noted than the total actual responses received for a question.



With the overwhelming response to the survey, staff has been meticulous in reviewing the data, compiling results, and extrapolating information to allow City Council to have an understanding of the concerns of the tennis and pickleball community as it applies to the survey.

DEMOGRAPHICS AND SURVEY SOURCE

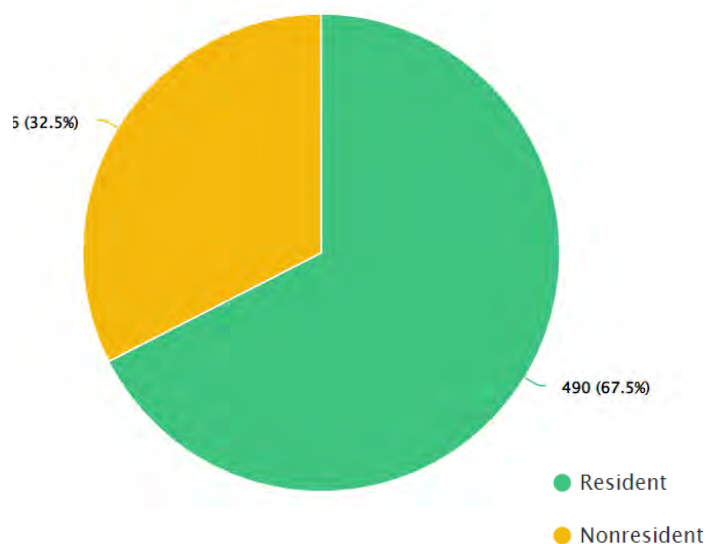
Residency

. Are you a Coronado resident?*

Of the 726 total responses, 490 (67.5%) respondents identified as Coronado residents.

Residency is defined as living in Coronado, owning a business or property, or having a lease or housing orders for at least 6 months.

*Required question



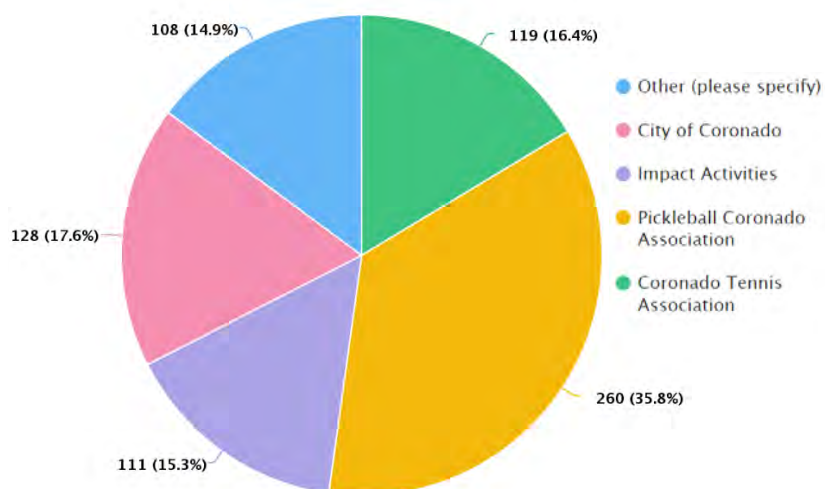
Survey Source

Q2. How did you learn about this survey?*

As noted above, respondents were notified of the survey through various channels. Of those responses, 85.1% heard about the survey from the City of Coronado, Coronado Tennis Association, Pickleball Coronado Association or Impact Activities.

“Other” responses included notifications from friends or other players.

*Required question



DEMOGRAPHICS AND SURVEY SOURCE

Sport Demographics

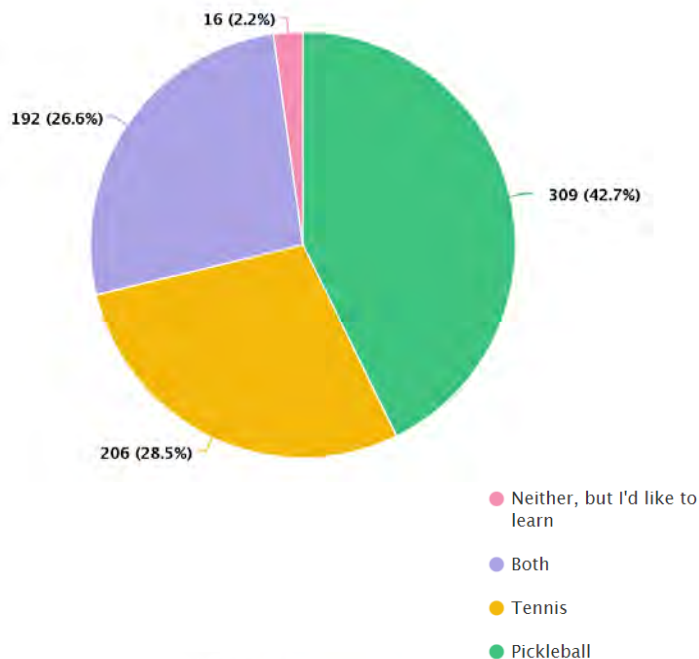
Q3. Do you or your child(ren) play pickleball, tennis or both?

All Responses

Almost all survey participants responded to this question (723). Of those responses:

- 55.1% play tennis
- 69.3% play pickleball

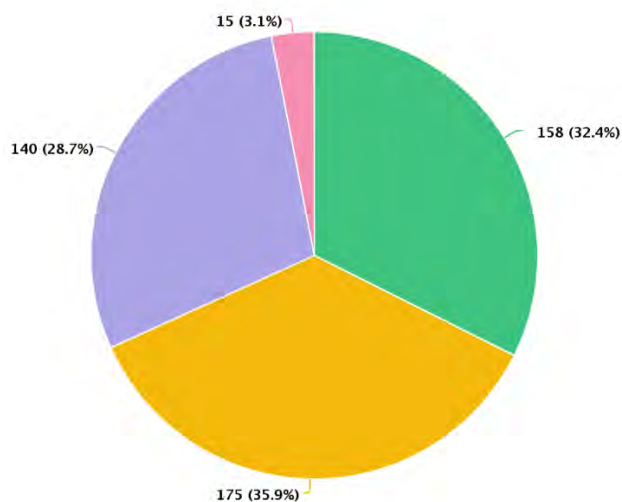
The overlap occurs in those who have stated they play both sports.



Resident Responses

Filtered data with resident-only responses found:

- 61.1% play pickleball
- 64.6% play tennis



PLAY FREQUENCY AND LOCATION

Frequency of Play

Q4. How many times per month do you play racket sports?

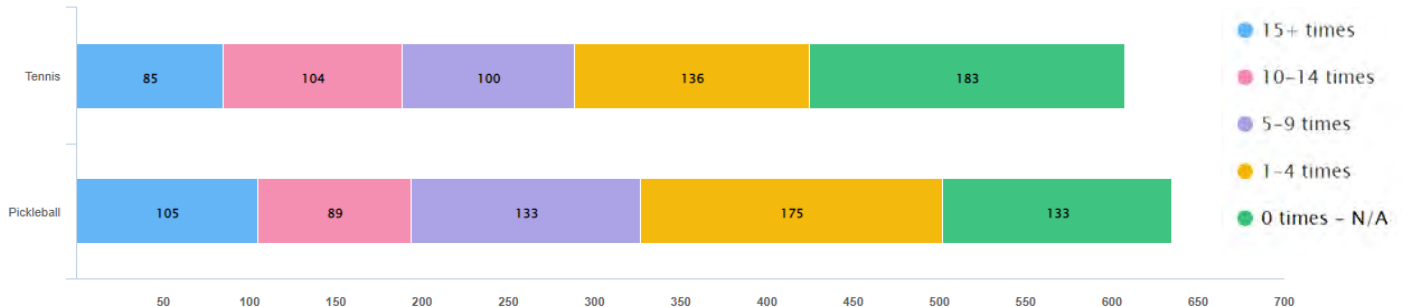
Most respondents play at least once monthly:

- Tennis: 69.9%
- Pickleball: 79.1%

Significantly fewer play 10 or more times per month:

- Pickleball: 30.5%
- Tennis: 31.1%

There were a total of 726 responses on this question and respondents were allowed to answer both types.

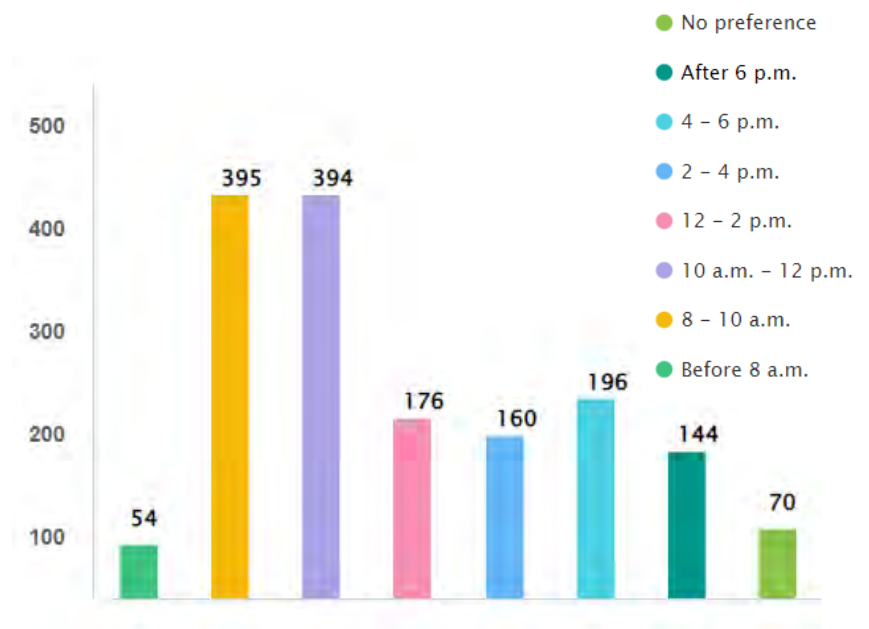


Q5. What time of day do you prefer to play (mark all that apply)?

Twice as many participants prefer to play in the morning between 8 a.m. and 12 p.m. than in the afternoon.

Referenced in many comments were requests for Impact Activities to offer more availability for open play or reservations in the morning. However, the data suggests that many people are taking advantage of this time already and space may not be available to honor those requests.

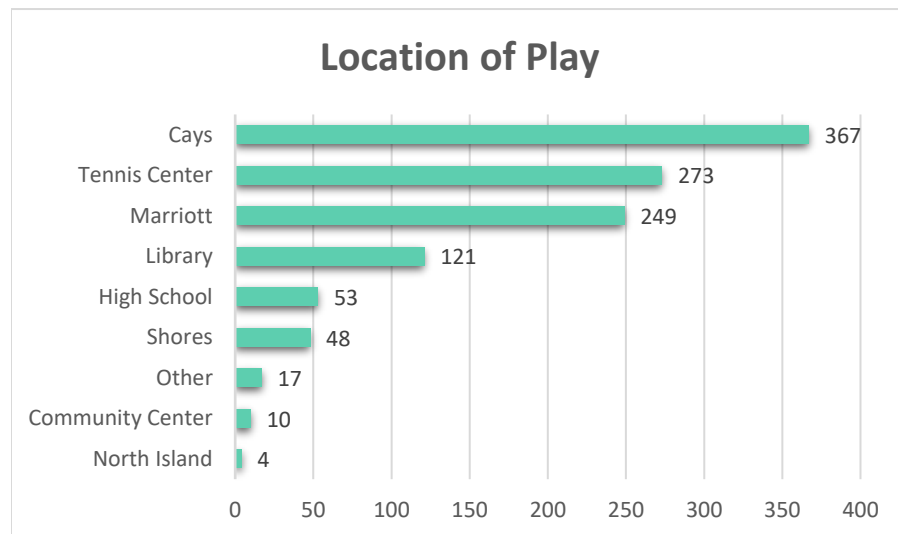
There were 724 responses to this question.



PLAY FREQUENCY AND LOCATION

Location of Play

In Coronado

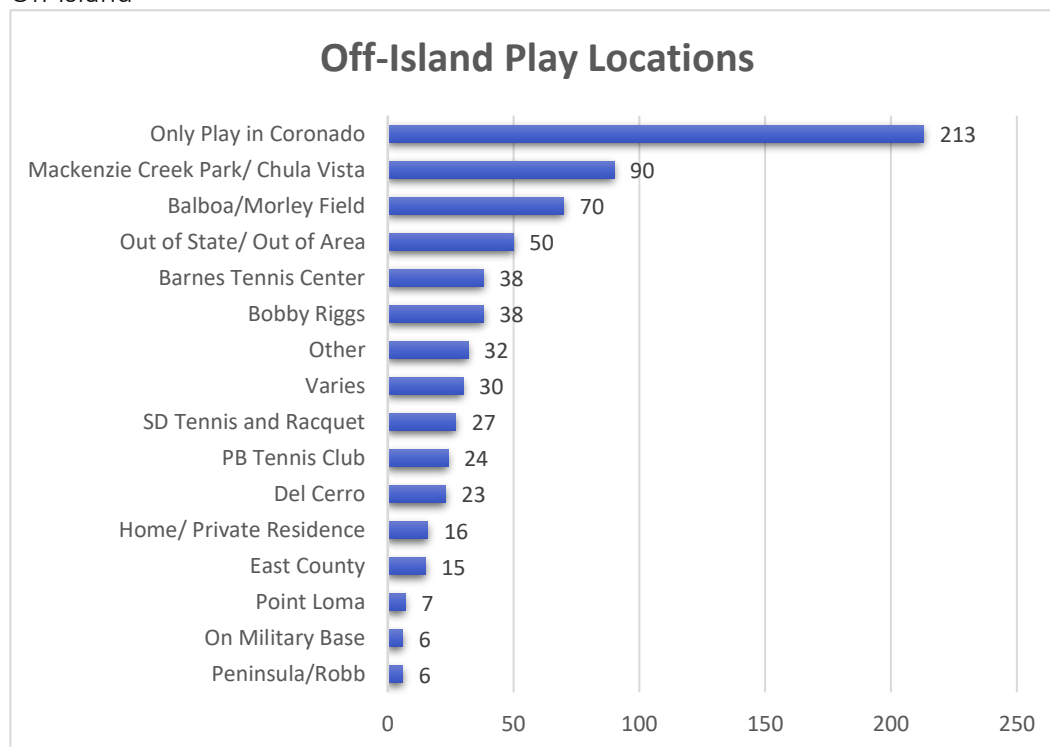


Q6. Where do you play in Coronado?

Many respondents answered this question with multiple locations in their text response. Therefore, a total of 1142 locations/responses were recorded of the 701 responses.

The Coronado Cays, Coronado Tennis Center, and the Coronado Island Marriott were the most popular locations for play for pickleball and tennis with 77.8% responses.

Off Island



Q7. When you aren't playing in Coronado, where do you prefer to play?

Responses varied with a large group replying that they only play in Coronado (31%).

No particular location was singled out for a sport except Mackenzie Creek Park for pickleball and Balboa/Morley Field for tennis.

There were a total of 590 responses for this question and 685 answers.

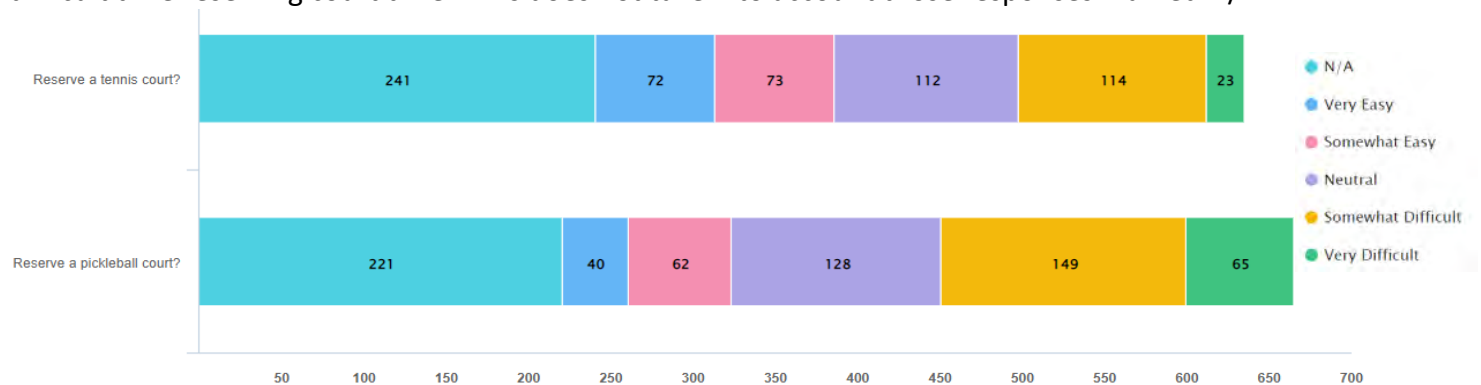
COURT PREFERENCES

Reservations

Q8. How difficult is it to reserve a court when you want to play?

All Responses

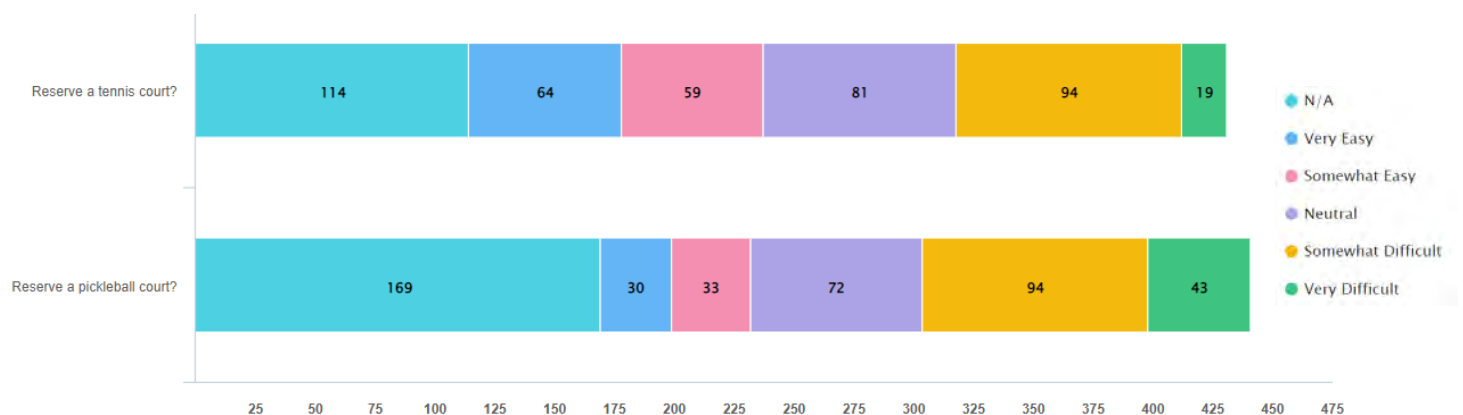
There were 721 responses on this question with 41.8% reporting they had a somewhat difficult or very difficult time reserving court time. This does not take into account those responses marked N/A.



Those marked N/A are attributed to those who do not play the queried sport or do not reserve courts (open play). Of the two court reservation types, pickleball court reservations appear to be more difficult for players to secure.

Resident Responses

Of the 487 resident responses, 64.4% found it very easy, easy or were neutral on reserving a tennis court versus 49.6% of pickleball reservations. Supply of courts for pickleball was one of the most noted responses for court reservations.



COURT PREFERENCES

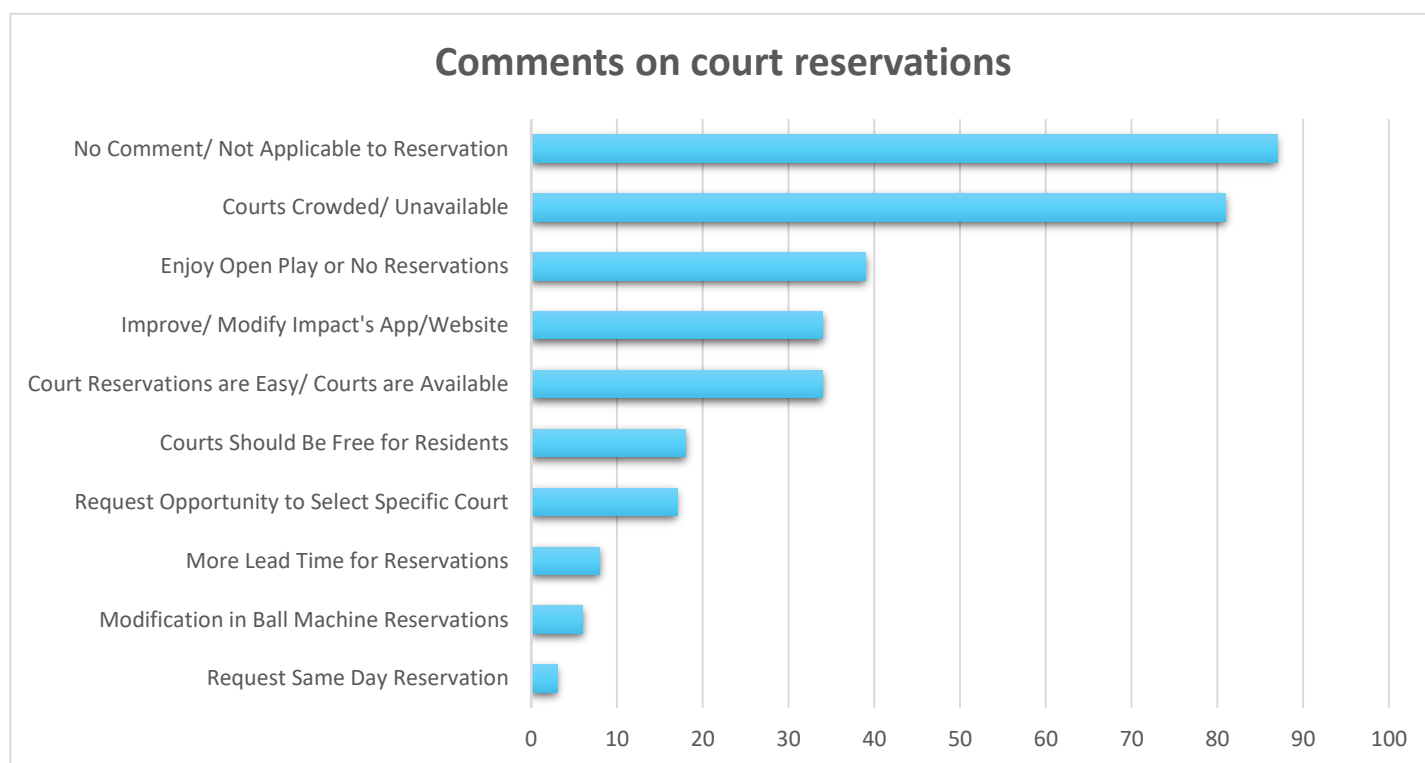
Q9. Do you have any additional comments on court reservations?

A few comments were combined, thus the 291 responses garnered 327 total sentiments.

Excluding those listing no comment or responses not applicable to the question (26.6% of total received), crowded courts or no courts available was the most prominent reply with 33.8% of the adjusted pool (240 replies).

Conversely, those who noted that court reservations are easy/courts are available, accounted for 14.2% of the adjusted pool.

34 people requested modifications to the way Impact Activities application or website takes reservations.



"The reservation system needs to allow us to designate which court we reserve." – George R.

"Recently had difficulty reserving court during my usual time slot. Seems more people are playing as sport is getting popular." – Esther G.

COURT PREFERENCES

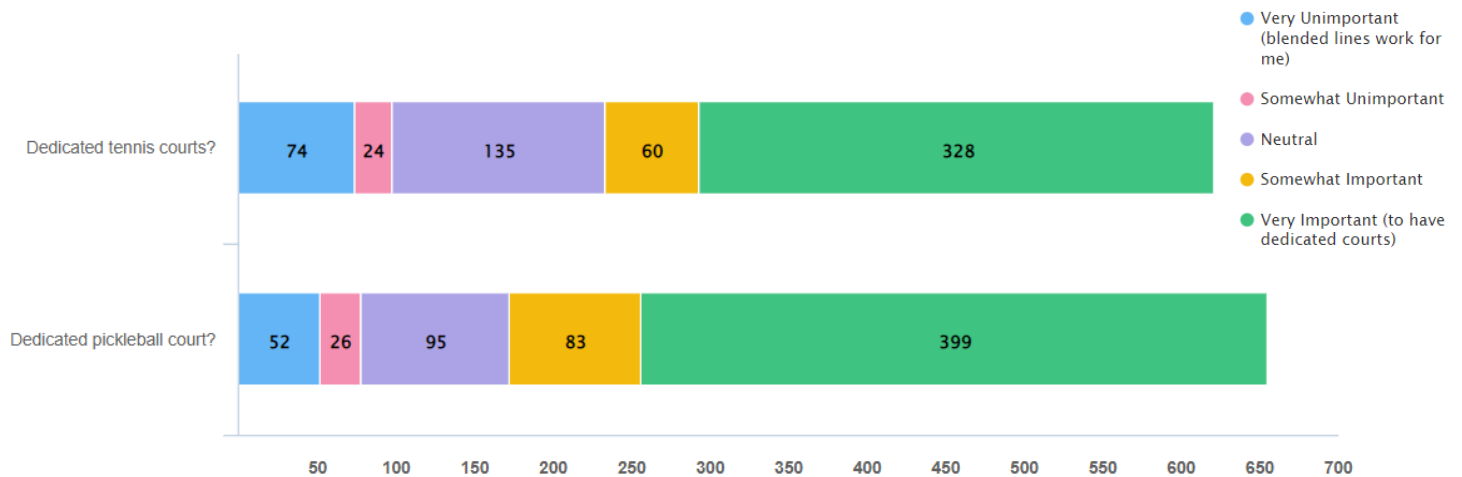
Dedicated Courts and Blended Lines

Q10. How important are dedicated courts vs. blended lines courts (shared with other sports: tennis, basketball, etc.)?

All Responses

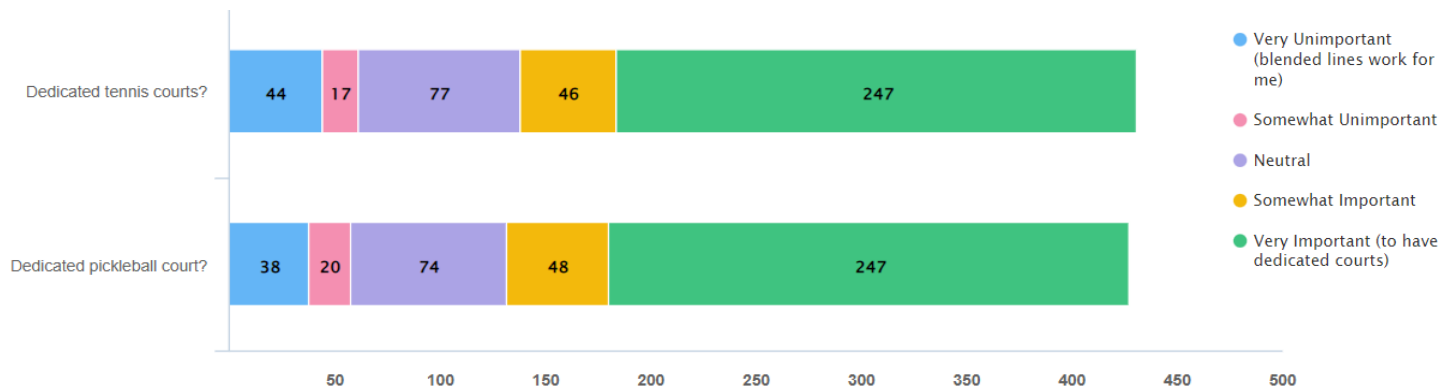
An overwhelming response was received showing both tennis and pickleball players consider dedicated courts to be important:

- Tennis: 62.4%
- Pickleball: 73.6%



Resident Responses

Resident only responses (487) garnered much of the same result with a higher percentage stating dedicated courts are somewhat important to very important for tennis 67.9%.

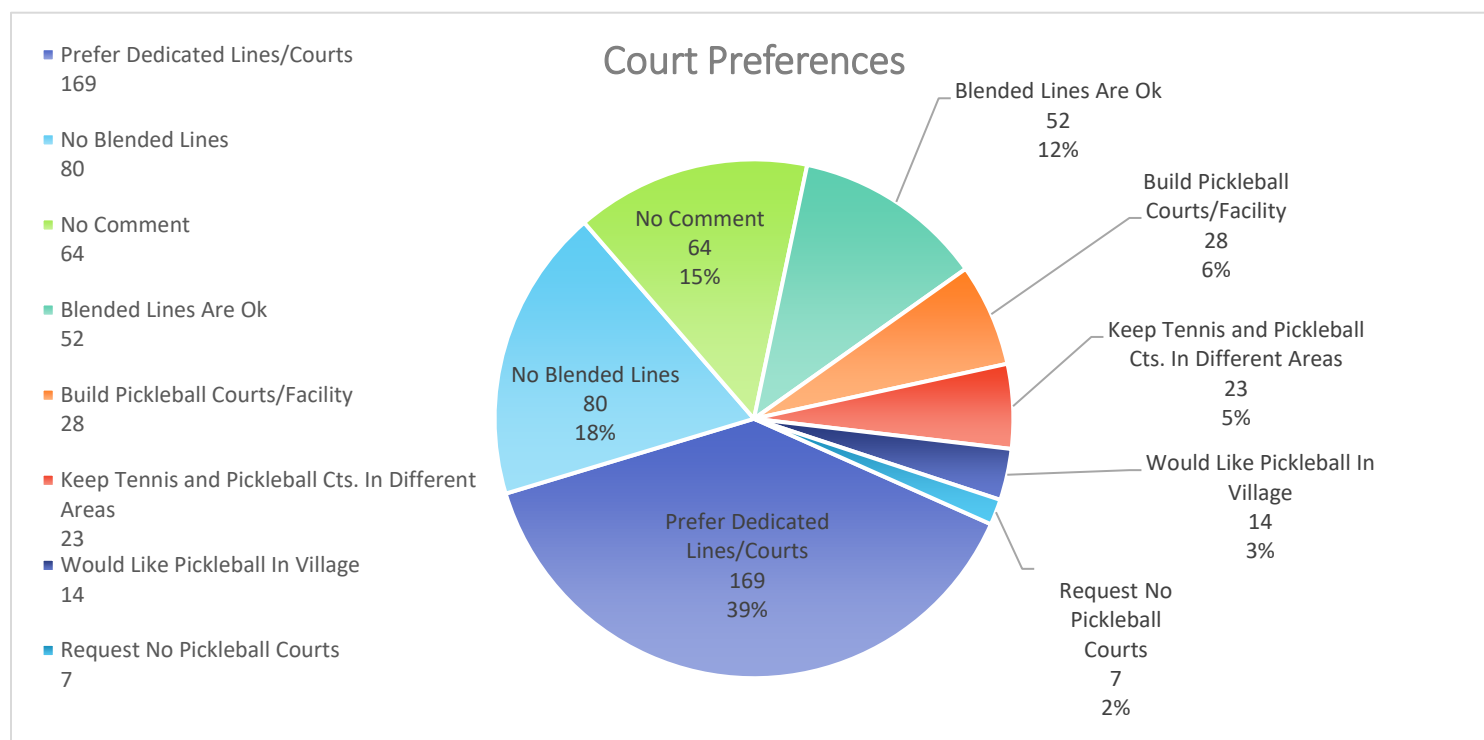


COURT PREFERENCES

Q11. Do you have any additional thoughts about dedicated courts or blended lines courts?

Many strong opinions were expressed regarding dedicated courts and blended lines (358 participants, 437 responses). A majority of respondents prefer no blended lines, prefer dedicated courts, prefer to keep the courts separate, or would like a separate facility for pickleball (68%). The difference between the four sentiments is subtle, but “no blended lines” mostly refers to the fact that blended lines can be confusing and may limit competitive tournament play. “Prefer dedicated lines/courts,” “build pickleball courts/facility,” and “keep tennis and pickleball courts in different areas,” mainly refers to completely separate courts with dedicated lines with a slant from the primary sport player stating the sentiment.

Blended lines are minimally supported in the absence of dedicated courts for pickleball (12%).



“Pickleball has a significantly higher noise level than tennis that is distracting for adjacent tennis players and may be a nuisance for others in close proximity.” – Joe E.

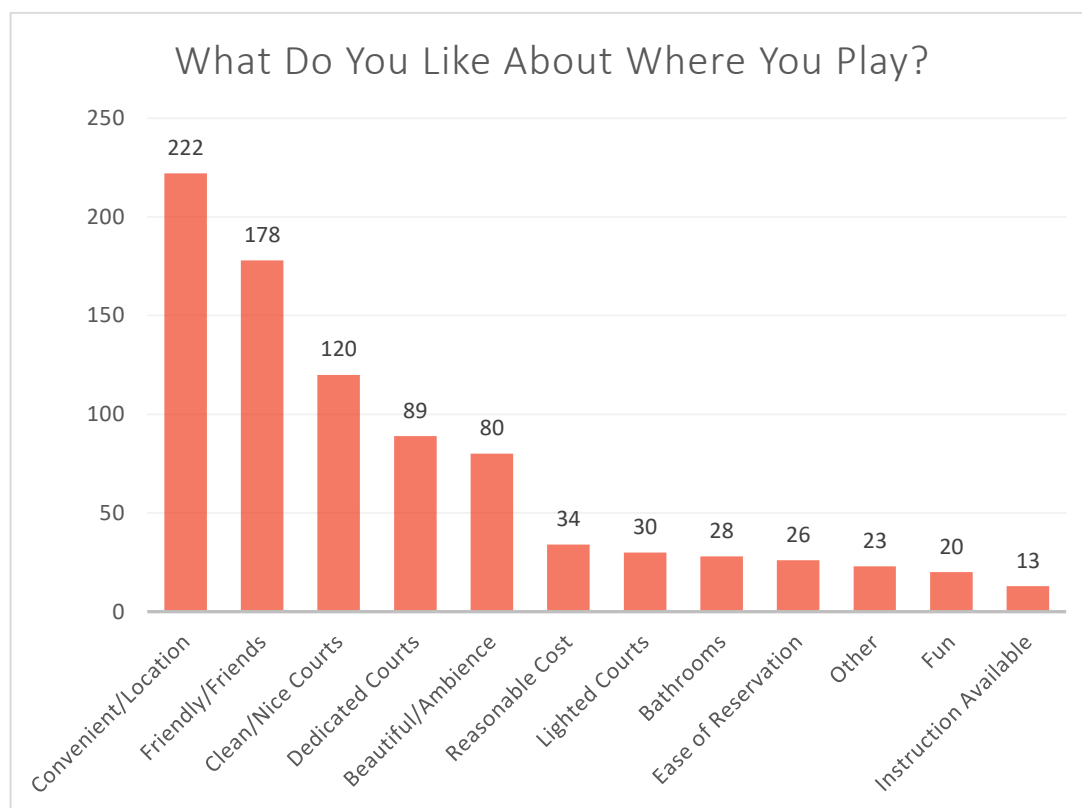
“Coronado should take the lead and develop dedicated courts for the community. The community support is overwhelmingly positive and pickleball is a sport for all ages and families.” – Toni P.

OVERALL IMPRESSIONS

Likes and Dislikes About Location of Play

Q12. What do you like about where you play?

Of the 613 replies and 863 comments, many appreciated how convenient court locations were (25.7%), how they were able to play with friends and interact with friendly staff (20.6%) and the nice condition of the courts (13.9%).



"People are friendly and it's a great workout. Also, I appreciate it being close so not much driving involved." – Christy

"Beautiful setting. Getting to say hello to friends. Great court quality." – Nick T.

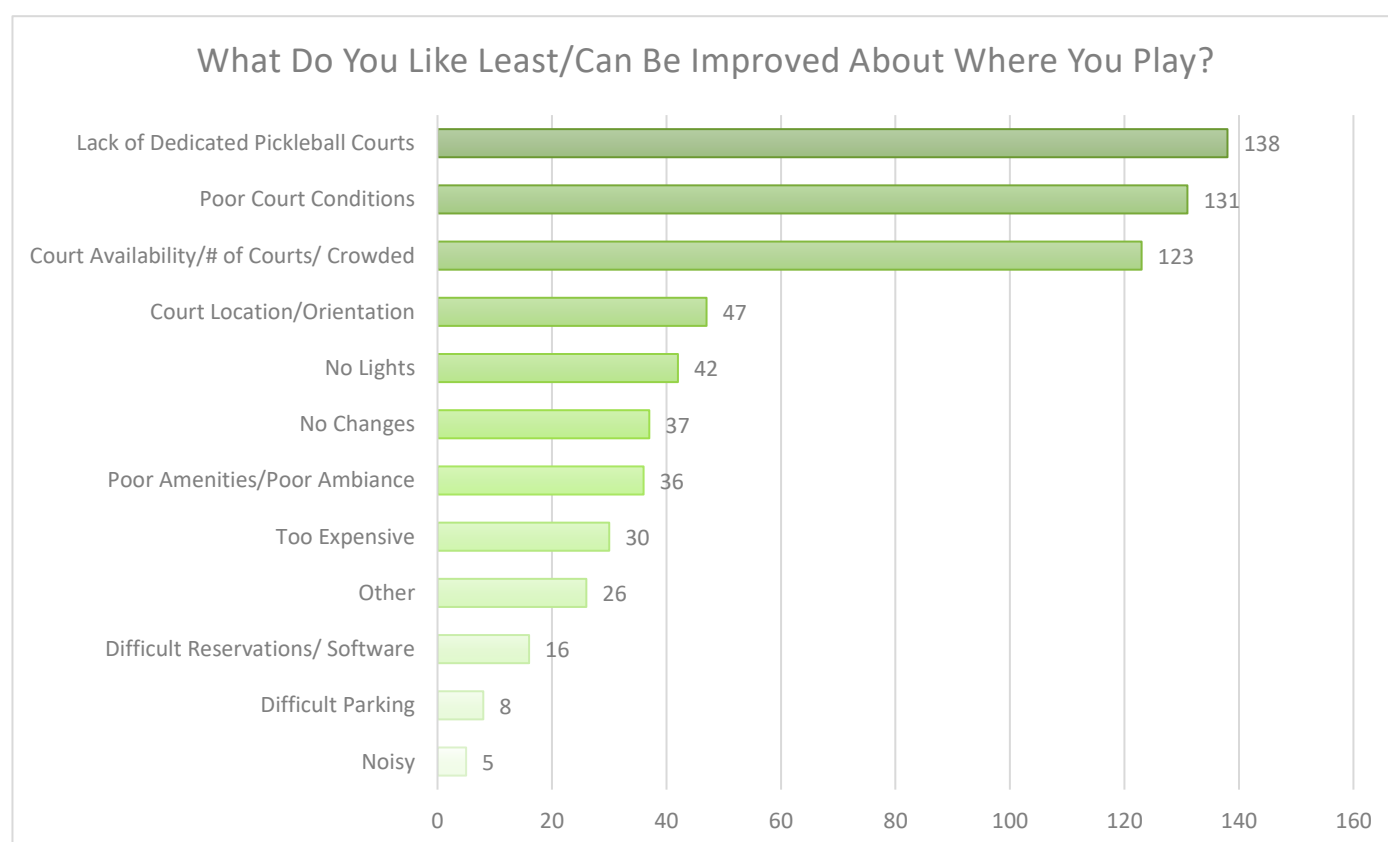
"I love Glorietta tennis courts and the Marriott pickleball courts because they are dedicated, nice courts." – Susie K.

OVERALL IMPRESSIONS

Q13. What do you like least or can be improved where you currently play?

639 responses were received for 561 survey question submissions. Of those responses, lack of dedicated pickleball courts (21.6%), poor court conditions (20.5%) and court availability/crowded courts (19.2%) were the most mentioned.

Not all comments pertained to Coronado courts, but many, including court condition, court orientation and lack of lighting were specific to the City.



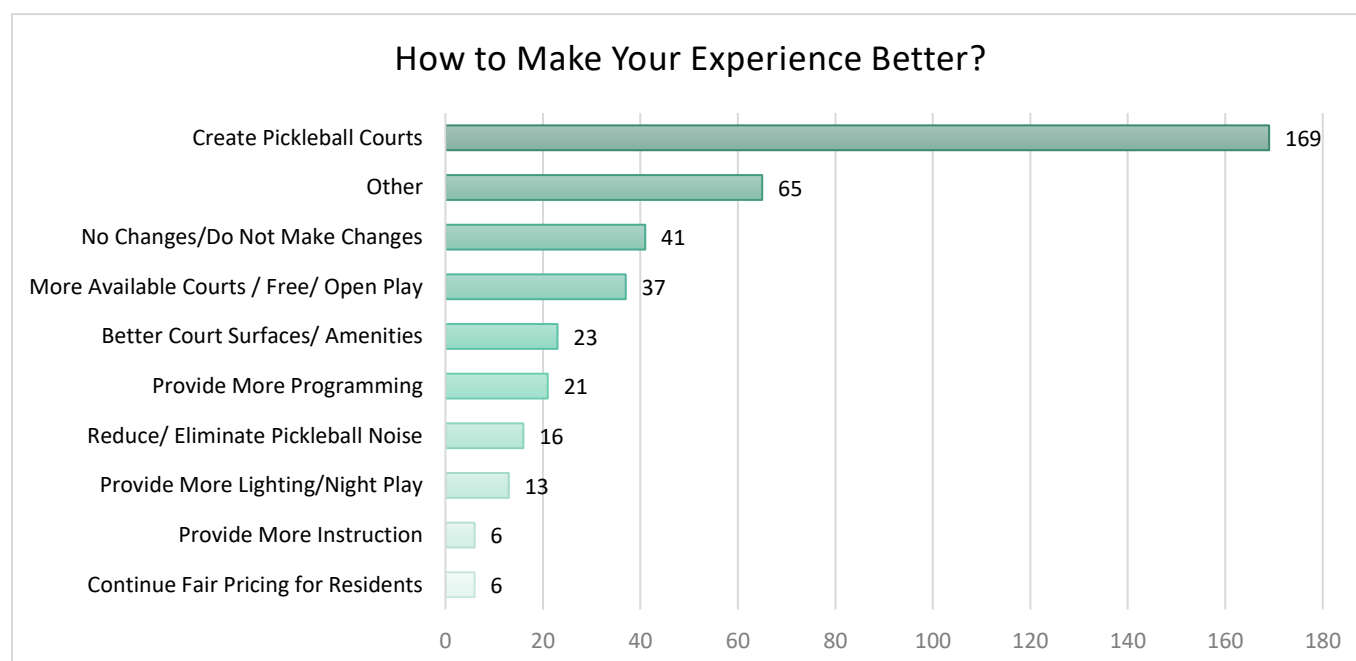
"All courts need current lights. Play at most courts are very busy at night when lights are available and for those who work, this is the only time to play. The limited access to lighted courts makes it difficult to get a court during the peak times at night. The Cays has a lot of room for growth. I would like to see more infrastructure with a support center, bathrooms, ball machines and additional dedicated pickleball courts." – Dale

"Courts at the Cays are badly in need of resurfacing, especially court 1." – Jim R.

OVERALL IMPRESSIONS

Q14. Any additional thoughts or comments about how to make your tennis or pickleball experience better in Coronado?

From both tennis and pickleball players, many responses supported the creation of pickleball courts. Of 359 submissions and 397 remarks, 42.6% support the creation of dedicated pickleball courts. Many of the creation of these courts requested courts purpose built away from tennis courts to minimize noise and impact on the tennis. "Other" comments did not either specifically address ways to improve the experience or were generalized comments.



"I play both pickleball and tennis and I do understand how loud pickleball is compared to tennis. If there were to be dedicated pickle ball courts in the village to me the library courts seem like the best option, as they are not affecting any surrounding homes with their noise. I am not in favor of pickleball courts being down at the Glorietta Courts as the sound impact on the surrounding homes would be horrible." – Sue

Thanks for the lights. Big improvement. There is an opportunity to use the natural advantages of Coronado with weather, tourism, etc. and build out better infrastructure to improve and attract some more diverse and potentially higher revenue generating players, leagues, and options. I don't know who really oversees the actual strategic planning from the city perspective but much more can be done. – Todd

"Consider the opportunity for cooperation and give on both sides. No need to choose one over the other. They can both go-exist if everyone is willing to give a little." – Jil F.

CONCLUSION

Summary Conclusion

In compiling the freeform responses to this survey, the overall impression is of a burgeoning and enthusiastic group of pickleball players hoping to see the game gain recognition and court allocation. Players describe it as a sport open to all ages which lends itself to “play for fun” recreation.

This contrasts somewhat with the impression from tennis-only respondents who value the sport competitively and are reluctant to share facilities with pickleball or lose existing court space to it. Tennis has traditionally been the primary racket sport in Coronado and pickleball respondents largely do not take issue with this, though many expressed a hope for recognition by way of dedicated courts.