



CITY OF CORONADO

CITY COUNCIL STAFF REPORT

August 15, 2023

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CAYS PARK MASTER PLAN COMMUNITY SURVEY RESULTS

RECOMMENDATION:

Receive Cays Park Master Plan Community Survey results and provide direction as necessary on the Coronado Cays Park Master Plan process.

BACKGROUND:

Coronado Cays Park (Cays Park), located along Coronado Cays Boulevard and adjacent to the intersection with Grand Caribe Causeway, is Coronado's largest city-owned park, totaling approximately 15 acres. The park currently has four athletic fields, a children's play area, a dog run, tennis, pickleball, and basketball courts, as well as restrooms and a parking lot.

In October 2022, the City initiated a new park master planning effort to develop a long-range vision for Cays Park that will enhance the current design and meet the needs of the community over time. The transformation of this public space will create a signature park that will serve Coronado now and into the future.

In early 2023, the City hired the renowned community park planners, Schmidt Design Group to manage the Cays Park Master Planning project. The park master planning process includes robust community engagement from residents and other stakeholders.

The City Council previously directed staff to pursue initial conceptual Master Plan design options of: 1) maintaining 100% of the current active field space; 2) maintaining 75% of the current active field space and 25% more passive space; and 3) maintaining 50% of the current active field space and 50% more passive space, and 4) maintaining 25% of the current active field space and 75% more passive space. Current active field space is defined as the open field used for sports and the softball field (horseshoe pits, volleyball court, dog park, children's playground, basketball, pickleball, and tennis courts are excluded).

The City kicked off the public outreach process in February 2023 with small stakeholder group meetings. A project website has been created for the Cays Master Plan process where regular updates are provided to interested stakeholders and individuals can sign up for email notifications located at <https://www.projectcoronado.org/cays-park>.

ANALYSIS:

Public Survey

In November 2019, a prior public survey was conducted online as part of the City's initial public outreach efforts to solicit input on desired amenities in Cays Park. The original master planning effort was ultimately paused due to the pandemic. However, the 2019 survey received 302 responses, with 89% of respondents residing in the Coronado Cays. A summary of the 2019 survey results is included as Attachment 1 for reference. It should be noted that while it was informative, the prior survey was not conducted using modern survey techniques that help ensure broad and uniform participation from the community.

As a result, the current Cays Park Master Plan scope of services included the administration of a new public survey by an outside consultant, True North Research, specializing in conducting public opinion surveys. The survey was conducted in English and Spanish between May 24 and June 14, 2023 and followed a mixed-method design that employed multiple forms of recruiting methods (mail, email, text, and telephone) and multiple data collection methods (telephone and online).

The 2023 survey was designed to:

- Profile the recreation activities of interest to Coronado residents;
- Identify the frequency with which residents visit Coronado's parks in general, as well as Cays Park in particular;
- Measure how well existing parks and facilities are meeting resident's needs, as well as the improvements that are most desired; and,
- Capture residents' top-of-mind ideas for how Cays Park can be improved, as well as how they prioritize a variety of potential amenities that could be included in the park.

There were 464 respondents to the survey, resulting in a maximum margin of error $\pm 4.4\%$ providing a 95% level of confidence. The geographic breakdown of respondents by neighborhood is representative of the Census population for those neighborhoods and included military housing. This represents a very healthy response rate for a community of Coronado's size.

Some common themes emerged when comparing the prior 2019 survey and the new 2023 survey results and the prioritization of desired amenities. Respondents in both valued shade trees and additional seating, paths for biking and walking, sports fields and courts, as well as improvements to the dog park, restrooms, children's playground, and landscaping areas. However, as was previously mentioned, the designs of the two surveys were notably different so direct comparisons should be approached with caution.

A detailed report and analysis of the 2023 public opinion survey results is included as Attachment 2, along with a copy of the questionnaire on page 37 of the report.

Next Steps

The Schmidt Design Group is currently working on the development of draft conceptual designs based upon prior City Council direction and informed by prior feedback from the community and the most recent survey results. Upon completion of those draft plans, the conceptual designs will be shared with the community for additional input through public outreach meetings and pop-up events. The first public Cays Master Plan workshop will be held on September 12 at 5 pm. Staff will be promoting this opportunity to participate with additional details, along with future workshops, online and via print media. All City residents and park users are invited to participate.

After initial public workshops have been completed, the Schmidt Design Group will work collaboratively with the City to update designs based on community input and preferred plans will advance for additional input from the community, including the Coronado Cays HOA, as well as consideration by the Parks & Recreation Commission and City Council.

FISCAL IMPACT:

Receiving the Cays Park Master Plan Community Survey results has no fiscal impact. Survey costs were incorporated in the scope of services for the Schmidt Design Group master contract.

ALTERNATIVE:

The City Council could decide to direct staff to conduct additional surveying or revised prior direction on the scope of the Cays Park Master Plan.

CALIFORNIA ENVIRONMENTAL QUALITY ACT:

Not Applicable.

PUBLIC NOTICE:

No notice required.

ATTACHMENTS:

1. 2019 City Public Survey Results
2. 2023 City Public Survey Results

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