



## **Cost Recovery, Resource Allocation, and Revenue Enhancement Study**

### **Information Gathering Public Engagement Feedback June 29 – July 6, 2010**

A series of ten public meetings were scheduled to gather input from users, partners, stakeholders and citizens across the geography of the county. Daytime and evening meetings were held during a two week period with approximately 225 people participating.

The feedback was used to garner interest in and prepare for the Summit I, an invitation only visioning session to discuss the value of parks and recreation services (regardless of which agency provides the service) and the vision for the future (which community issues the Department of Parks and Recreation – DPR – should focus on impacting over the next five to ten years). The feedback was also used to shape the community survey questions, and to compare and contrast with those results.

Participants were given a community profile (broad information regarding the County of San Diego DPR, socio-economic and demographic information, and the project vision and timeline). They learned about the project process and methodology, and were also asked to think about “What Do You Value about Parks and Recreation Services?” A facilitated discussion ensued and their answers follow.

Key themes for un-met critical needs common around the County of San Diego:

- Maintain what we have
- Finish what is started and planned
- Skate Park
- Dog Park
- Trails

Key themes for the value of parks and recreation:

- Promotes family
- Contributes to health and fitness
- Brings community together
- Prevents crime
- Increases property values
- Preserves history and environment
- Provides mentorship and volunteerism opportunities
- Gives children something positive to do
- Contributes to the local economy and tourism
- Provides for a legacy for the future
- Creates better citizens
- Provides volunteer opportunities

# County of San Diego Public Engagement June 29 - July 8, 2010



## 1. What San Diego County issues or problems exist that parks and recreation can address?

**June 29, 2010 – South Bay region - Southwest High School – 6pm – 18 participants**

- Vandalism/graffiti
- Gang activity
- Homeless population
- Crime
- Social-economic issues
- Traffic
- Non-cooperation between government jurisdictions
- Kids have nothing to do
- Schools/other public facilities not being used after hours
- Ongoing community input and opportunities
- Higher fees for use
- Economy
- Obesity and sedentary lifestyles
- Use of “friends of ....” groups/alternative funds
- Flooding (Tijuana River Valley)
- Youth unemployment
- Increasing population/decreasing open space

- Commercialism – naming rights, sponsorship – decreasing and inconsistent
- Abandoned buildings/lots
- Land acquisition/development and use of existing land
- Partnerships with non-profits

**June 30, 2010 – Lakeside region – Lakeside Community Center – 11am and 6:30pm – 66 participants**

- Lack of resources/activities for kids
- Crime
- Unsupervised youth
- Non-athletic youth activities
- Safety in parks (perception)
- Homeless population
- Childhood obesity
- Nature deficit disorder
- Mosquito issue
- Lack of staffing for the Department of Parks and Recreation
- Activating parks
- Use of alternative funds/grants
- Disappearing open space in urban areas/publicly owned natural areas
- Lack of affordable preschool for low-income area
- Big government/waste money – increase effectiveness
- Government accountability/work ethic
- Use of volunteers
- Lack of transportation
- Work with law enforcement (public safety)
- Stewardship
- Charging for Skatepark
- Communication/marketing of available programs
- Use of school facilities
- Partner with other program providers (i.e. Boys & Girls clubs)
- Trail connections with others
- Lake water issues
- Migratory birds
- Need action now!
- Drug and alcohol
- Loitering
- Homeless (sleeping in the park)
- Obesity
- Physical Inactivity
- Skateboarders
- Centralization of facilities/access to facilities and programs
- Maintenance in parks
- Safety/perception
- Invasive wildlife
- Marketing of programs/services

- Off-roading in undeveloped area
- Maintenance agreement need
- Insurance requirements for partnerships/joint use agreements
- Not having money for operations and maintenance
- Maintain what we have versus develop new
- PLDO (Park Land Dedication Ordinance – County) funds requirement – definition of active recreation
- Lack of community involvement

**June 30, 2010 – Pine Valley region – Pine Valley Community Center – 3pm – 42 participants**

- Politics/red tape
- Regional service (25 miles) – not a lot of parks in the area
- Pay for parking – [some] locals aren't paying or are parking outside of the park lot – what about an annual pass?
- Enforcement of parking
- Access to services and amenities
- Parking RV/camping spaces
- Variety of amenities and programs between parks
- Marketing of amenities and programs
- Trail maps/services
- Transportation
- Impact from out of towners
- Loud music
- School/home-school use of park
- Obesity
- Safety for seniors to walk – lighting
- Fire
- Vandalism/crime
- Lack of water
- Wildlife/use versus natural environment

**July 1, 2010 – Fallbrook region – Fallbrook Community Center – 11:30am and 6pm – 35 participants**

- Keeping kids busy
- Respect for community
- Citizenship
- Accessibility and lack of services
- Shady areas
- Connectivity
- Gathering places
- Maintenance
- Safety
- Partnerships (businesses too)
- Level of service disparity
- Community trail system connections to parks

- Voice for Fallbrook
- Ability to implement community plans (trails)
- Lack of public awareness
- Accessibility/transportation
- Walkability/safety (along streets)
- Security
- Public restrooms
- Health – childhood obesity
- Under-utilization of parks during week
- Youth involvement
- School use (fields)

**July 6, 2010 – Spring Valley region – Spring Valley Community Center – 12 noon and 6pm – 21 participants**

- Healthy environment – safe, active
- Front line input on facilities
- Homelessness – enforcement
- Substance abuse
- Equity of services and amenities – including green space definition
- Vandalism
- Maintain facilities
- “Cutting edge” features/quality
- Obesity
- Preservation of open space
- Finish trails plan
- Marketing/communication
- Joint use at schools
- Parks – essential service
- Latch key kids
- Homelessness
- Nature deprivation
- Duplication of service
- Lack of service
- Disparity
- Socio-economic
- Prevention of delinquency
- Sense of identity
- Funding development, and operations and maintenance
- Obesity
- Health
- Funding for teen centers
- Connectivity
- Political will
- Transportation/accessibility

**July 7, 2010 – 4S Ranch region – 4S Ranch Boys & Girls Club – 6pm – 34 participants**

- Quality of trails (too wide)
- Security of sites/safety = patrols
- Lack of amenities – open fields
- Encroachment of private into public space
- Fire and appropriate management
- Water conservation
- Accessibility to parks/parking
- Obesity/active lifestyle
- Emergency procedures and preparedness (in case of emergency instructions)
- Completing planned parks
- Maintenance of what we have
- Economic condition
- Balance between humans/nature/wildlife (interface)
- Awareness and promotion of parks
- Communication of policies
- Some teens have too much time
- Critical hours for teens
- Aging of population
- Growth of population/demand
- Not enough RV sites
- Accessibility for aging and handicapped
- Mixed use trail horse/hikers
- Light/no light in residential areas

**July 8, 2010 – Ramona region – Ramona (Wellfield) Community Center – 6:30pm – 25 participants**

- Keep parks open
- Open space preservation and access
- Fires (rebuild) – planning and mitigation
- Juvenile crime
- Local economy/tourism
- Crime
- Space for active recreation
- Accessibility
- Compliance with trails program
- Connectivity
- Inter-governmental cooperation and marketing
- Oak bark beetle
- Bugs!
- Non-native plants – invasives
- Homeless
- Lack of forestation – amenities, restrooms and parking
- Project updates/status

## **2. What is the value of parks and recreation to the community? What positive outcomes can parks and recreation influence?**

### **June 29, 2010 – South Bay region**

- Community respect
- Good citizens
- Family bonding
- Early success for youth – never forget
- Mentoring/coaches
- Builds confidence
- Obesity prevention
- Extension of school/family
- Something to do/keep out of trouble
- Stewardship/docents
- Multigenerational bonding
- Learning something new
- Communicate opportunities
- Decrease medical expenses
- Saves money (prevention)
- Physical fitness
- Prevents issues from question # 1 (gangs/crime, etc.)
- Enhances the mind
- Outdoor facilities create opportunities for all regardless of socio-economic status
- Training for youth and others
- Community service

### **June 30, 2010 –Lakeside region**

- Extended family
- Social/education
- Create sense of community
- Opportunity for success
- Lifelong fitness
- Teach values
- Teamwork
- Unstructured play spaces/open space/individualism
- Stress release/respice
- Quality of life
- Free-play opportunities
- Enclosed open area
- Sense of wonder
- Liability coverage
- Providing for the public
- Wildlife habitat
- Water (Lakeside)
- Historic preservation

- Recognized in community vision
- Public access to facility for all socio-economic status
- Sense of community
- Center of community (heart – hub)
- Room for organizations that help (AA, etc.)
- Meeting space
- Bird watching/wildlife
- Place for young families to recreate
- Generate lifelong users
- Partnerships to provide services
- Use of park (fun)
- Esoteric value/intangible
- Green space
- Healthy, healing and invaluable
- Free and affordable services

### **June 30, 2010 –Pine Valley region**

- Preserve and increase property value
- Less crime
- Good for local business
- Save money (locals)
- Tourism
- Green zone
- Health and fitness
- Serenity and sanity
- Space for youth groups
- Creates community unity
- Restrooms in park
- Physical education classes for home schoolers
- Attracts people to move here
- Spaces for sports
- Adult social area
- Social gathering
- Environmental education (rangers interpretive programs)
- Wildlife preservation/stewardship

### **July 1, 2010 –Fallbrook region**

- Sense of community
- Fun and happiness
- Fell better
- Less likely to turn to crime
- Socialization/teamwork
- Affordable
- Save money – health costs, civic money
- Safety net

- Positive relationship with DPR, community partners
- Local control/influence
- Partnership with health organizations
- Safe and healthy places
- Volunteer outlet
- Afterschool programming

**July 6, 2010 –Spring Valley region**

- Family time (positive)
- Physical fitness/health
- Leadership/mentor for youth
- Help “latch key” kids
- Appreciation of environment
- Historical preservation
- Community identity
- Family-community meeting places
- Build community capacity
- Partner for grants and successful programs
- Mobilize community
- Leverage funds/County Service Area (CSA)
- Community cooperation
- Sports
- Improve health
- Affordable staycations
- Relationships with schools
- Mentors
- Modeling right behavior
- Innovative staff
- Open space preservation
- Increased safety
- Positive perception
- Gang prevention
- Active parks for safety
- Clean usable parks
- Community activism
- Variety of services
- Parks/community partnership
- Invest in future
- Volunteerism
- Rallying point
- Build skills
- Community attachment
- Friendship
- Give back
- Builds good kids

### **July 7, 2010 –4S Ranch region**

- Gathering social space
- Less crime
- Fresh air/exercise
- Protection of environment
- Appreciate nature
- Improved health – mental, physical, emotional
- Sense of community
- Exposure to wildlife
- Hub of community
- Preservation of historical sites
- Aesthetics improve community
- Property values
- Bridges a gap between young and old
- Improves family time
- Inhibits over development

### **July 8, 2010 –Ramona region**

- Sanity
- Community pride
- Tourism
- Health and fitness
- Educational opportunities
- Reduce pollution
- Alternative transportation
- Safe route to school
- Youth character development
- Stewardship
- Team building
- Safe place to play
- Mentor
- Group/social gathering
- Economic impact
- Aesthetics
- Ecological protection
- Property values
- Stress relief
- Legacy for future generations

### **3. What are the UN-MET Needs in the County?**

#### **June 29, 2010 – South Bay region**

- Crowded - not enough spaces
- No facilities – restrooms
- Maintenance issues

- A place to learn skills/mentorship
- Volunteer opportunities/training
- Low-cost/free recreation
- Safe structured activities for latch-key kids
- Systematic approach to collaboration
- Community service
- Internal resources to coordinate volunteer/service
- Graffiti abatement
- Security on trails/dealing with homeless
- Coordinate/anticipate flooding
- Maintenance for trails and other facilities
- Lack of amenities
- Policies for partnerships
- Coordination of all service agencies to solve issues and meet needs
- Transportation improvement/public transportation (to schools) – too many people driving
- Public service campaign – information outreach/marketing of available services
- Better access to park spaces
- Connect with social media and schools
- Use of reclaimed water and green practices

### **June 30, 2010 –Lakeside region**

- Skateboard/BMX park
- Basketball court
- Equipment check-out
- Sustainable programs and facilities (like lighted tennis courts)
- Environmental education and enforcement
- Increase community center ours
- Morning programs
- CSA tax/assessment
- Bike skills park/trails
- Non-sport activities for youth
- Intergenerational programs (like pickle ball)
- Gym
- Sports league
- Expand ranger presence/program
- Disabled youth programs
- Use of volunteers
- Seek alternative funding
- Stewardship
- Concessions in park - opportunities
- Affordable quality preschool
- Overall safety
- Shooting range
- Teen facilities and programs
- Skateboard park
- Park amenities for all ages

- Dog park
- Trails and staging areas, and parking
- Off-road park for motorized vehicles
- Horse trails
- Replace and repair old equipment
- Basketball court
- More community involvement
- More use of DPR website, search engines
- Green practices/solar panels

### **June 30, 2010 –Pine Valley region**

- Skatepark/bike park
- Something for youth to do (sports, arts, music)
- Adult sports
- Restrooms
- Additional parking
- Park too small
- Shade over playset and picnic tables
- Trees
- Gathering spot for emergencies
- Lack of staff for enforcement and programs
- Environmental education
- Preservation
- Volunteerism/docents/market the program
- Involve schools in community service
- More parks in region
- Equestrian area/camping
- Primitive camping area/showers
- Multiuse outdoor area
- Bike staging area
- Firing range
- Accessibility and activities for special needs
- Recreation center and equipment for youth programs
- Senior facilities/center
- Better signage for park on the freeway

### **July 1, 2010 –Fallbrook region**

- Patch of grass and bench (Hidden Meadows community)
- Accessibility to parks and facilities
- Dog parks – dog beaches
- Community service opportunities
- Gathering places
- Swimming facility
- Soccer field (and all field) spaces
- Trail development dependant on development permit/construction – discretionary applications

- More operational hours
- Skatepark
- Teen center and activities
- Trails/pathways
- Gym
- Athletic fields (game ready)
- Extreme/alternative sports
- Iron rangers (ability to charge for preserves)
- Free or affordable programs to keep kids healthy
- Trail fitness equipment

### **July 6, 2010 –Spring Valley region**

- Spray ground
- Dog park
- Skate park
- Fitness options – lifetime
- Trails completion
- Develop west Spring Valley (9 acres Caltrans)
- Rural joint use at schools
- Concerts
- After school programs
- CSA's – self funding
- Developing vacant land county owns
- Community gardens
- Desert garden
- Trails
- Dog park
- Open space safety in parks
- Disparity in Level of service(northeast)
- Transportation/accessibility
- Communication/marketing
- Private/public partnerships
- Services for adults (limited to youth and seniors)
- Weight room and cardio
- Skate park (Ildica)
- Resources
- Child care with transportation (school aged)
- Single parents

### **July 7, 2010 –4S Ranch region**

- Cultural programs
- Fields
- Enjoyable for people with pets
- Designated areas for different uses – dog parks, skate parks, botanical, bike parks, equestrian, cultural, history

- Signage and emergency evacuation
- Protection of areas
- Way-finding in trails (distance, exertion levels)
- Teen programs
- Tot lots with fencing
- Mountain bike only trail
- Equestrian only trail
- Maps (accurate) trail standardized
- Teach kids – promotion through schools
- More RV sites
- Community garden
- Overnight camping in more parks
- Park clean-up programs
- More use of volunteer patrols in parking lots
- Environmental education for young ones
- Management of invasives
- More lights for safety
- Fishing (stocked ponds and dams)
- Police patrols (Retired Senior Volunteer Patrol- RSVP)
- Notification of issues to campers so they can help watch (like thefts)
- Communication of trail conditions

### **July 8, 2010 –Ramona region**

- Diversifying portfolio of sports activities (includes rodeos, 4H, etc.)
- Wood removal – revenue if permitted
- Staff/resources
- Volunteers
- Accessibility
- Camp host
- Destination marketing
- Trails guided tours
- Land acquisition
- Sports fields for organized sports and multi-use un-programmed play
- Swimming pool
- Basketball courts
- Wildlife corridors
- Agriculture and equestrian areas
- Rodeo area restoration
- Various equestrian uses
- Playground equipment
- Single track trails (1-2 feet)
- Developed parks
- Access to Simon from Ramona side (connect to Country Estates)
- RV camping
- Self contained parking areas

## **Parking Lot Issues**

- Pine Valley – add more 35 mile an hour zones and signage
- Fallbrook – specific trail development projects in conjunction with street repairs or other DPW (Department of Public Works) projects
- 4S Ranch – difficult making reservations for large RV groups; don't require to pay 100% up front