



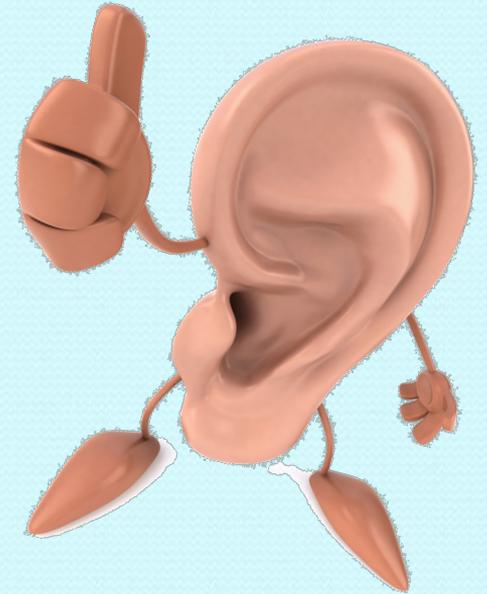
Parks, Beaches, Trails and Open Space Master Plan

Parks and Recreation Commission
June 21, 2016



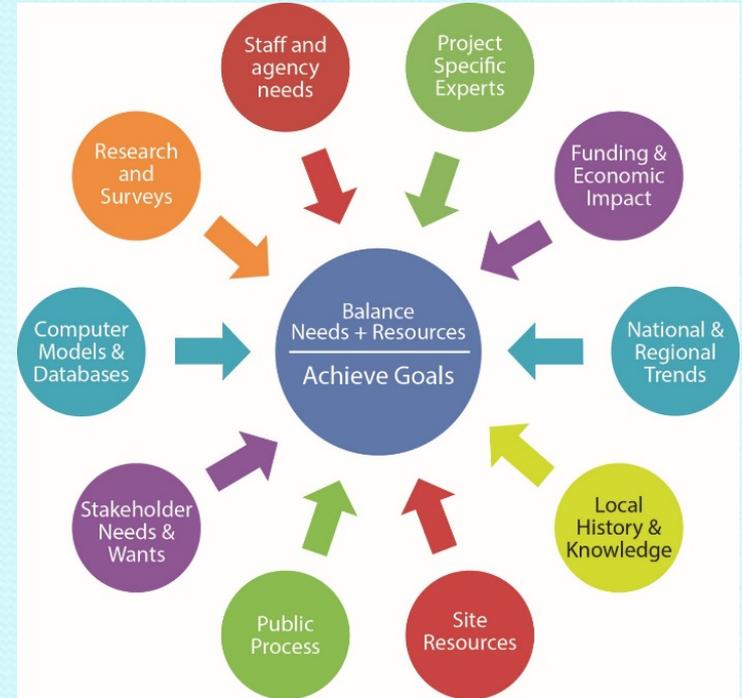
Meeting Agenda

- Master Planning Process
- Demographics
- Focus Groups/Stakeholders
- Survey Responses
- Inventory / Level of Service
- Trails Summary
- Recurring Themes
- Your input
- Questions and answers



Master Planning Process

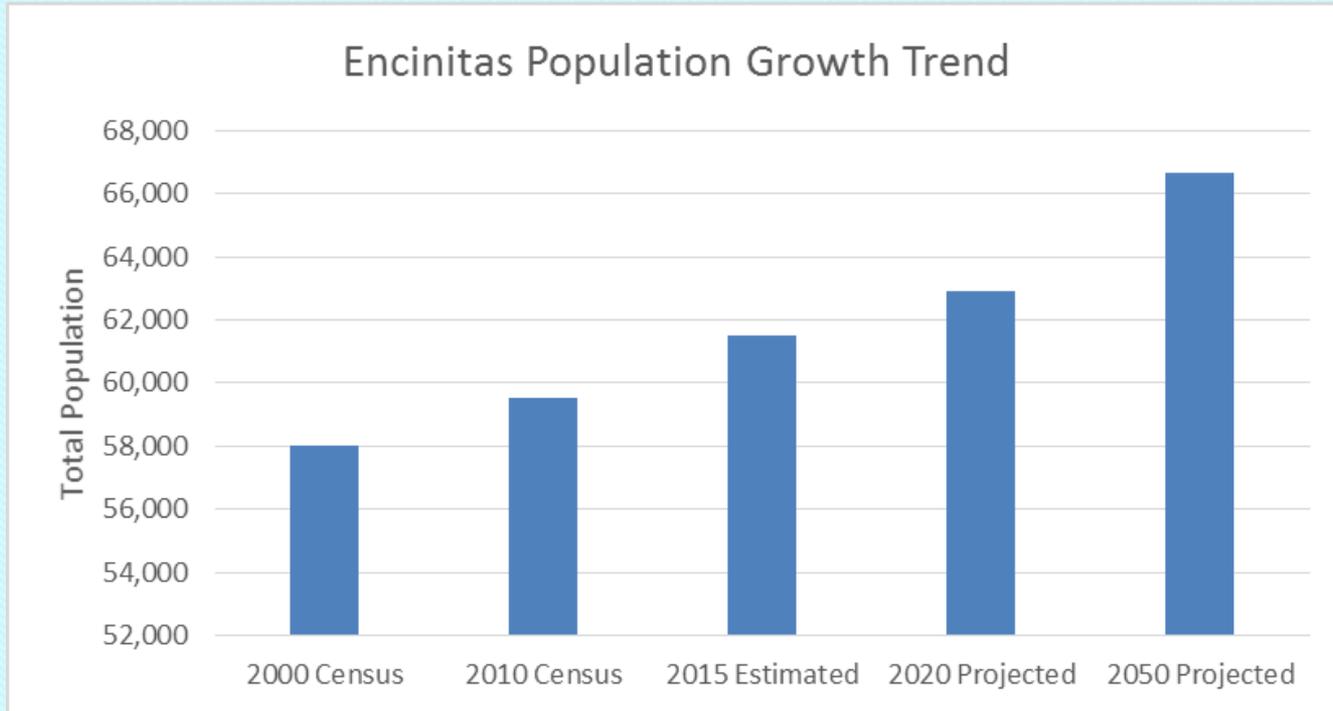
- ❑ Strategic Kick-off
- ❑ Community Input
 - ❑ Focus Groups
 - ❑ Stakeholder Meeting
 - ❑ Survey
- ❑ Inventory
- ❑ Level of Service Analysis
- ❑ Findings Presentation
 - ❑ Community Listening Session #1
- ❑ Visioning Workshop
- ❑ Draft Recommendations Presentation
- ❑ Draft & Final Plan Presentation



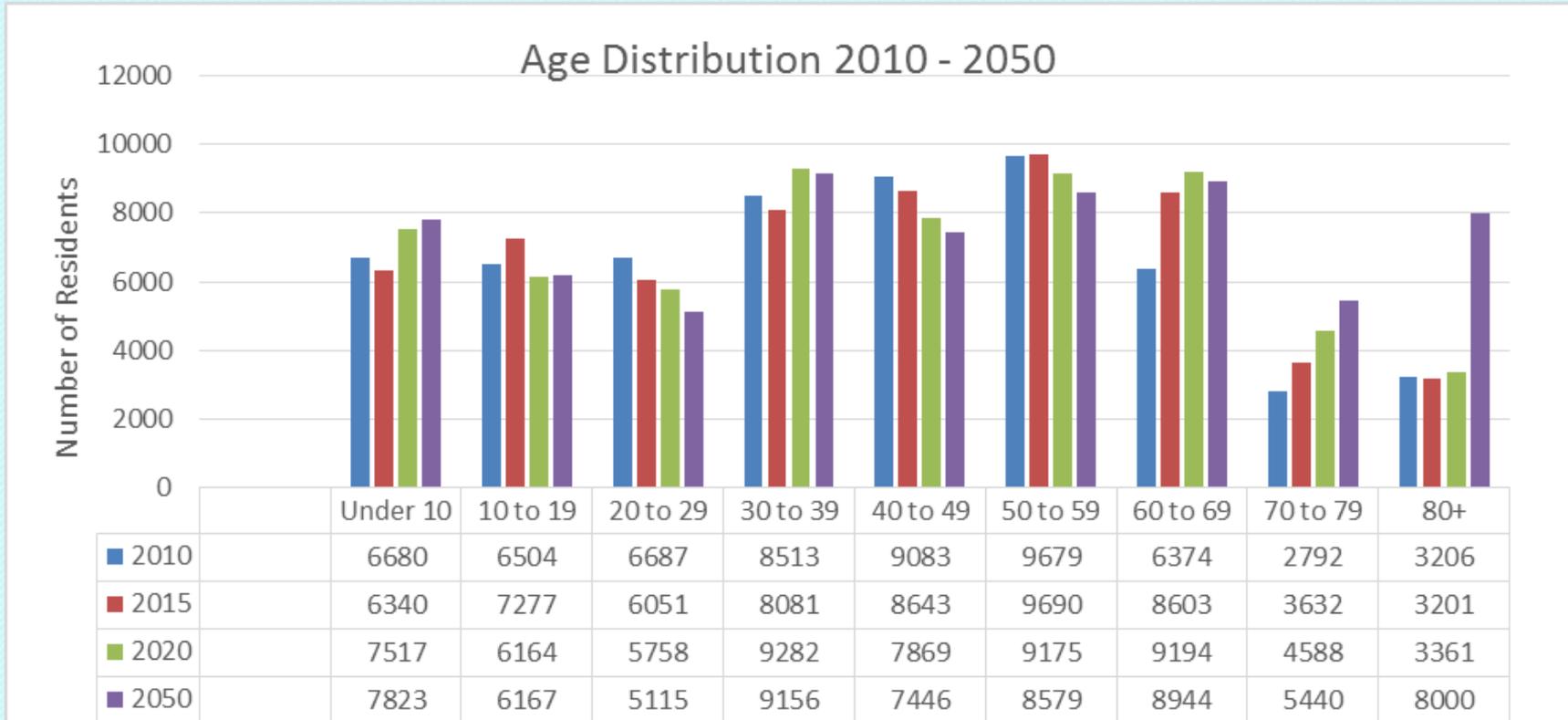
2015 Demographic Overview

Summary Demographics	
Population	61,518
Number of Housing Units	25,181
Avg. Household Size	2.46
Median Age	43.5
Median Household Income	\$93,269

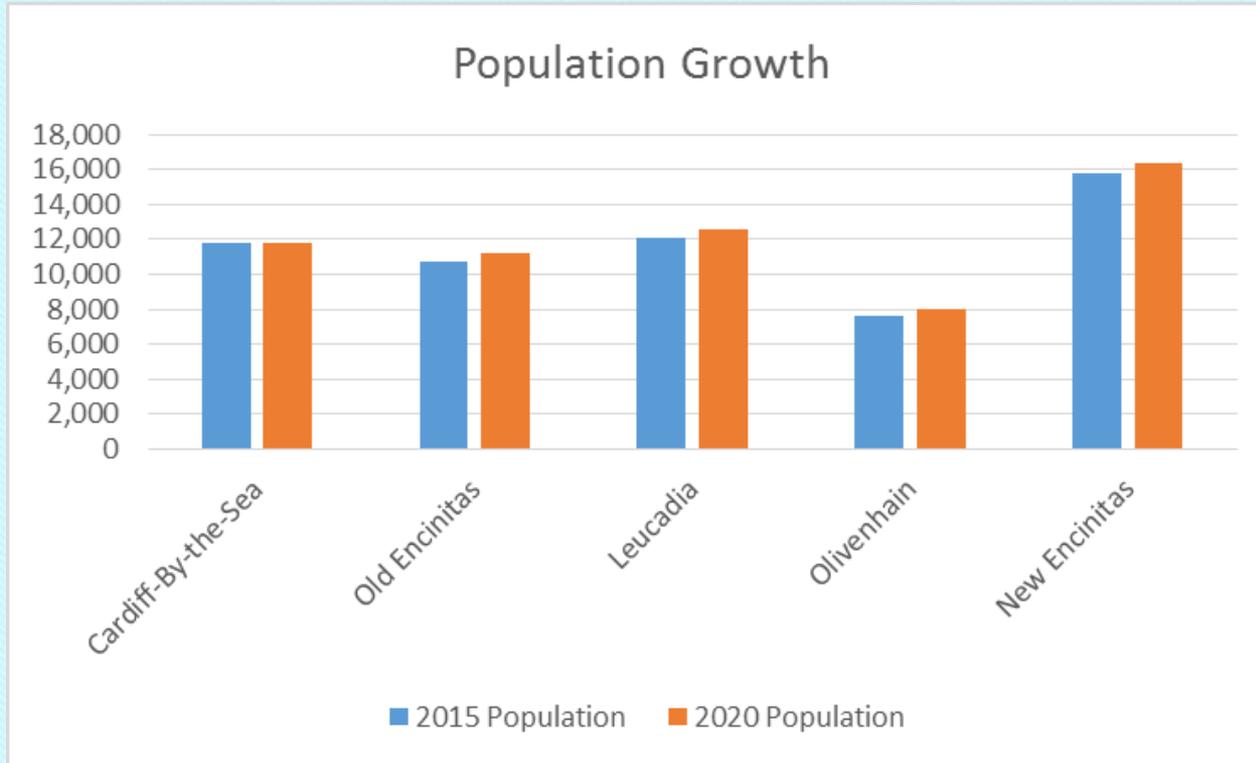
Estimated Population Growth



Population Estimates by Age

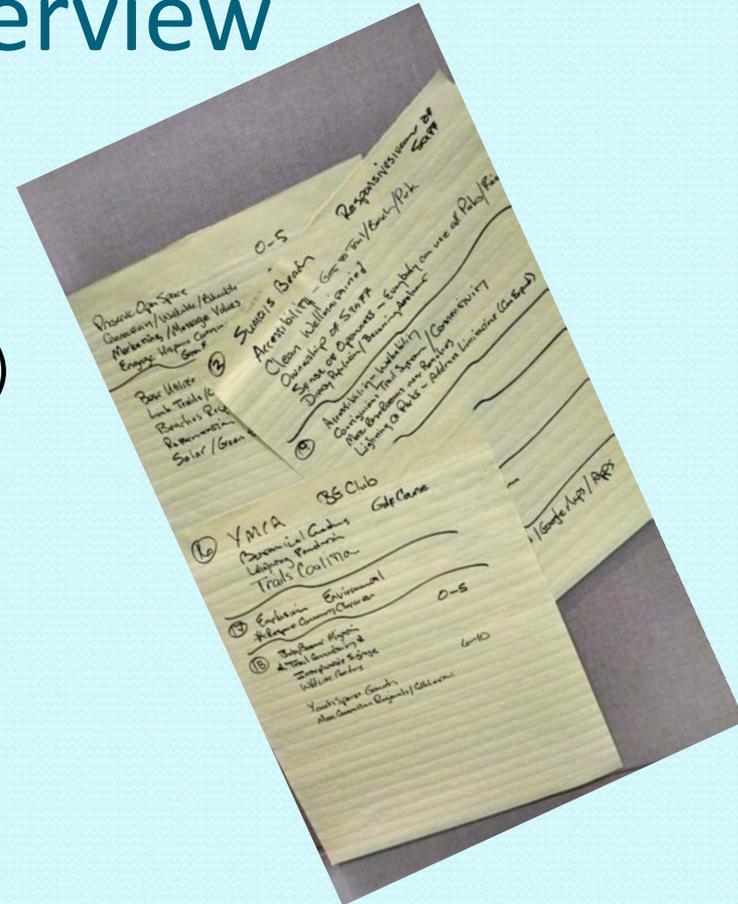


Population Change 2015 to 2020



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



Areas of Improvement - Weaknesses

- Trail needs: names, mile markers, trailheads, amenities such as fountains
- Wayfinding and interpretive signs - sensitive areas and marine/reef; trails
- Accessibility/walkability/complete streets
- Tree maintenance/declining tree canopy along 101
- Enforcement: beaches/parks rules
- Disconnected trails
- Lack of parking
- Marketing of opportunities (including trails and natural areas); telling the P&R story
- Summertime visitors strain resources
- Ordinance limits lighting above 30'
- Not enough restrooms at / near beaches



Improvements to Existing Facilities

- Provide connectivity for trails and multi-modal access
- Add amenities to parks and trails (restrooms and drinking fountains)
- Repairs to existing facilities
- Add shade structures
- Add wayfinding and signage
- Create safer access to parks and beaches
- Parking
- Add more beach fire pits
- Add lights to courts, fields
- Add courts (tennis, b-ball, Pickleball, sand volleyball)



New Facilities or Amenities

- Develop Standard Pacific Park (Olympus)
- Indian Head Canyon on Saxony Road – open space
- Connectivity trails/sidewalks to parks, beaches, facilities
- Wayfinding / trail maps and apps
- Sand volleyball courts
- Aquatic facility
- Additional dedicated dog park
- Additional skate features or another skate park
- Lights on athletic fields



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
- Reforestation of tree canopy (101 corridor)
- Improvements to beach access
- Wayfinding/interpretative signage
- Interconnection with other communities/regional collaboration
- Tennis/Pickleball/sand volleyball courts
- 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



ENCINITAS PARKS, BEACHES, TRAILS, AND OPEN SPACE MASTER PLAN

1. How long have you lived in the City of Encinitas? _____ Years (00) Check here if less than a year

2. The City of Encinitas is made up of 5 communities, which community do you reside in? Cardiff Del Mar Escondido Encinitas Rancho Santa Fe Other _____

3. How familiar are you and your household with City of Encinitas park and recreation facilities, programs and services? NOT AT ALL FAMILIAR VERY FAMILIAR

MARK YOUR PRIORITY

4. Mark up to three (3) most important park and recreation concerns on responses. Select from items listed. Mark "1" for your first priority, "2" for your second priority and "3" for your third priority.

_____ Availability of services	_____ Preserving scenic beauty
_____ Access for all ages, programs and facilities	_____ Preserving historic landmarks
_____ Community outreach and involvement	_____ Quality and maintenance of facilities and services
_____ Environmental preservation and sustainability	_____ Safety and security
_____ Funding of park facilities	_____ Other (please specify) _____
_____ Funding of park programs	

COMPLETION OF FACILITIES

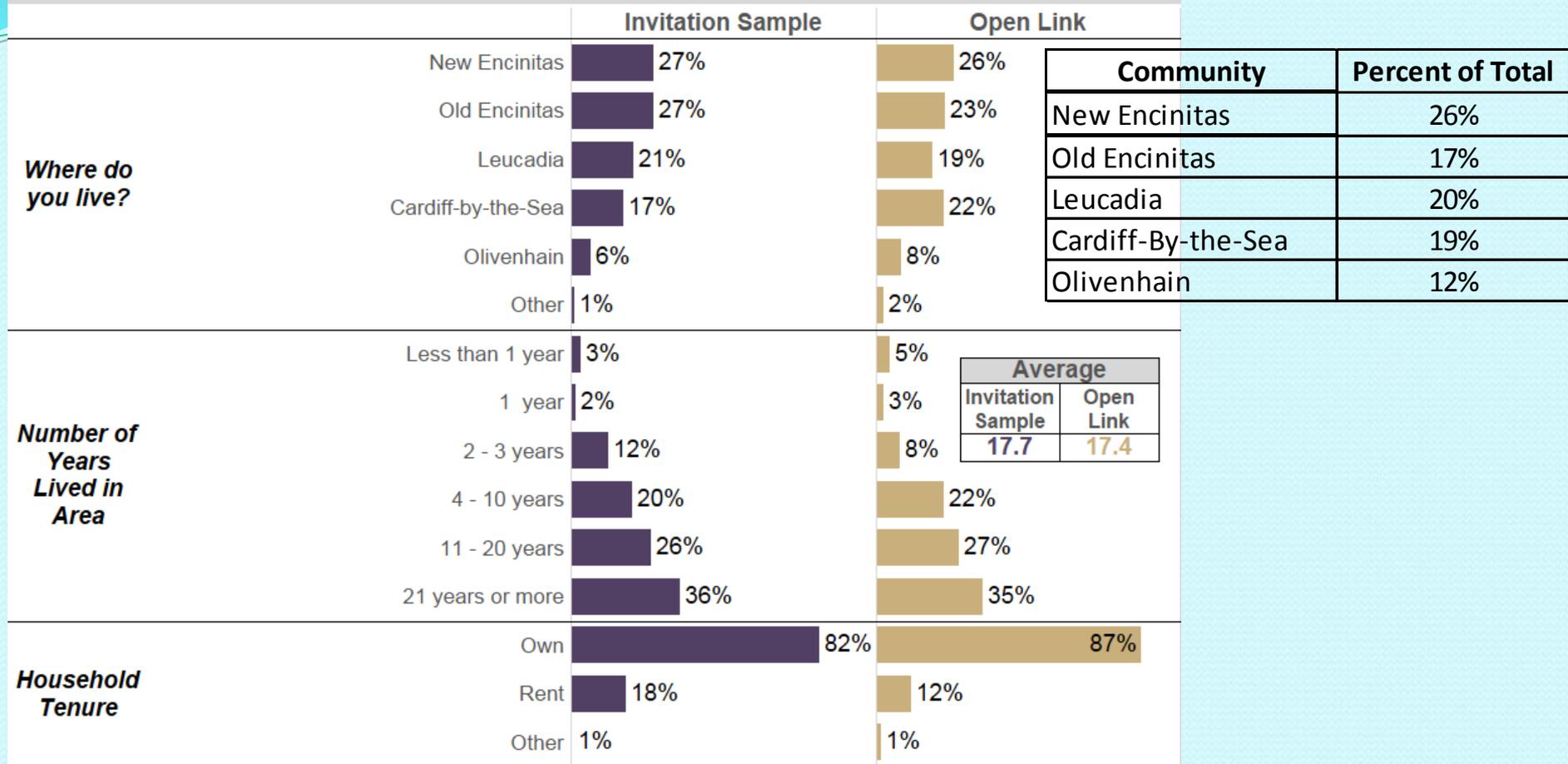
5. All of these items have improved the following facilities in your neighborhood. All items are how well these facilities are meeting the needs of Encinitas residents. (Please provide an answer for A and B. Mark your choice and the facility in circle.)

FACILITY	A: AS WELL AS THE NEEDS OF ENCINITAS RESIDENTS		B: MEETING THE NEEDS OF ENCINITAS RESIDENTS	
	1	2	3	4
Agate Valley (open)	1	2	3	4
Agate Valley (landscaped, tennis, etc.)	1	2	3	4
Agate Valley (swim, football, etc.)	1	2	3	4
Beaches and ocean resources	1	2	3	4
Community green	1	2	3	4
Community & neighborhood parks	1	2	3	4
Community recreation center	1	2	3	4
City parks	1	2	3	4
Escondido facilities	1	2	3	4
Open spaces - natural areas	1	2	3	4
Lawrenceville	1	2	3	4
State parks	1	2	3	4
Tennis and golf courses	1	2	3	4
Other facility	1	2	3	4

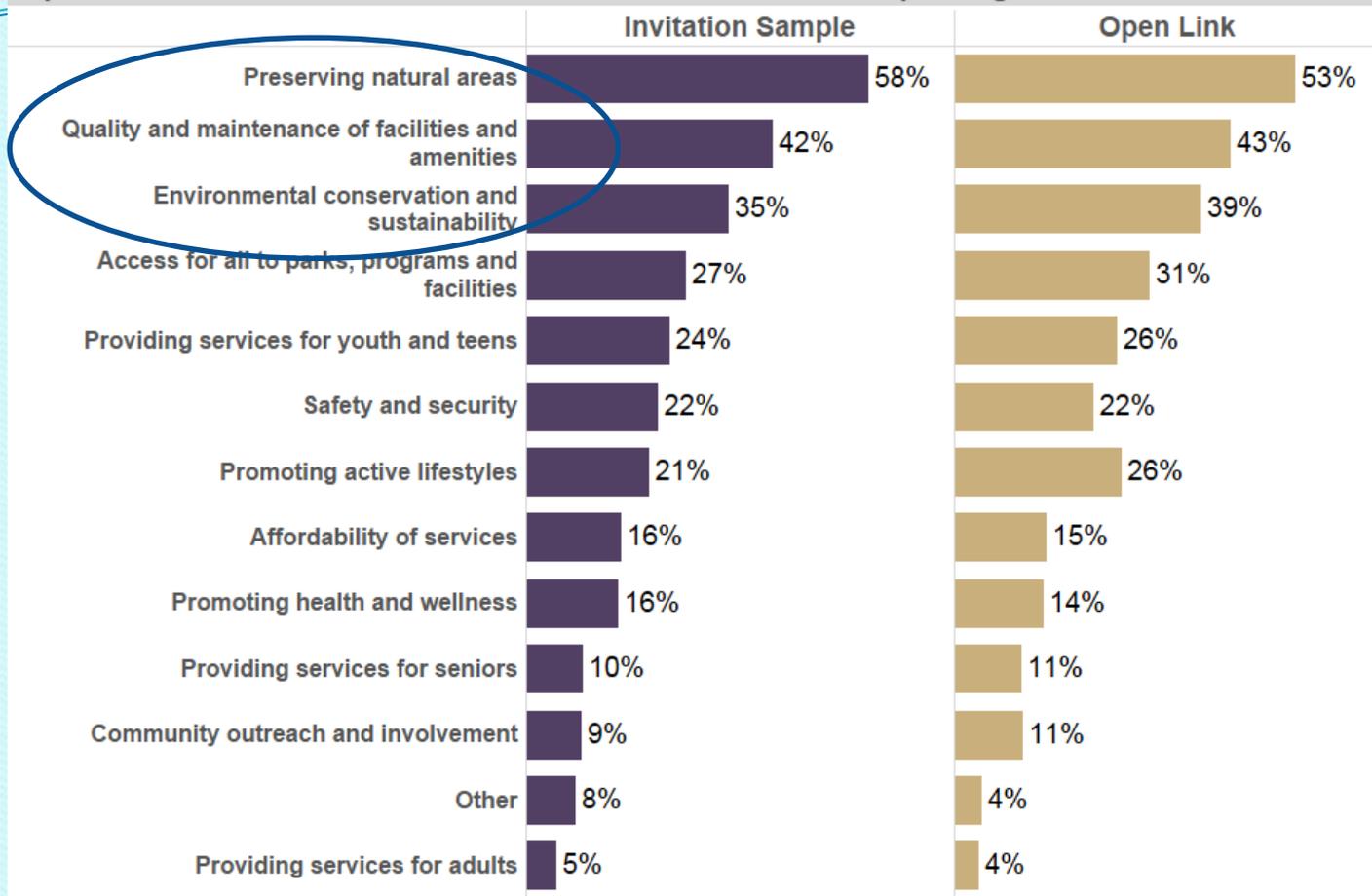
Demographic Profile

		Invitation Sample	Open Link
Gender	Female	60%	64%
	Male	40%	36%
Age	Under 25	0%	0%
	25-34	11%	5%
	35-44	31%	22%
	45-54	19%	25%
	55-64	21%	27%
	65-74	11%	19%
	75 or over	8%	3%
Household Status	Single, no children	13%	9%
	Single with children at home	5%	4%
	Single, children no longer at home	7%	6%
	Couple, no children	17%	12%
	Couple with children at home	41%	45%
	Couple, children no longer at home	17%	23%
Annual Household Income	Under \$25,000	3%	2%
	\$25,000 - \$49,999		
	\$50,000 - \$74,999	11%	12%
	\$75,000 - \$99,999	13%	11%
	\$100,000 - \$149,999	23%	23%
	\$150,000 - \$199,999	17%	19%
	\$200,000 - \$249,999	9%	11%
	\$250,000 or more	20%	16%
Race	White	86%	90%
	Other	7%	6%
	Asian/Asian Indian/Pacific Islander	6%	4%
	Black/African American	1%	0%
	Native American	0%	0%
Ethnicity	Non-Hispanic/Latino	86%	96%
	Hispanic/Latino	14%	4%

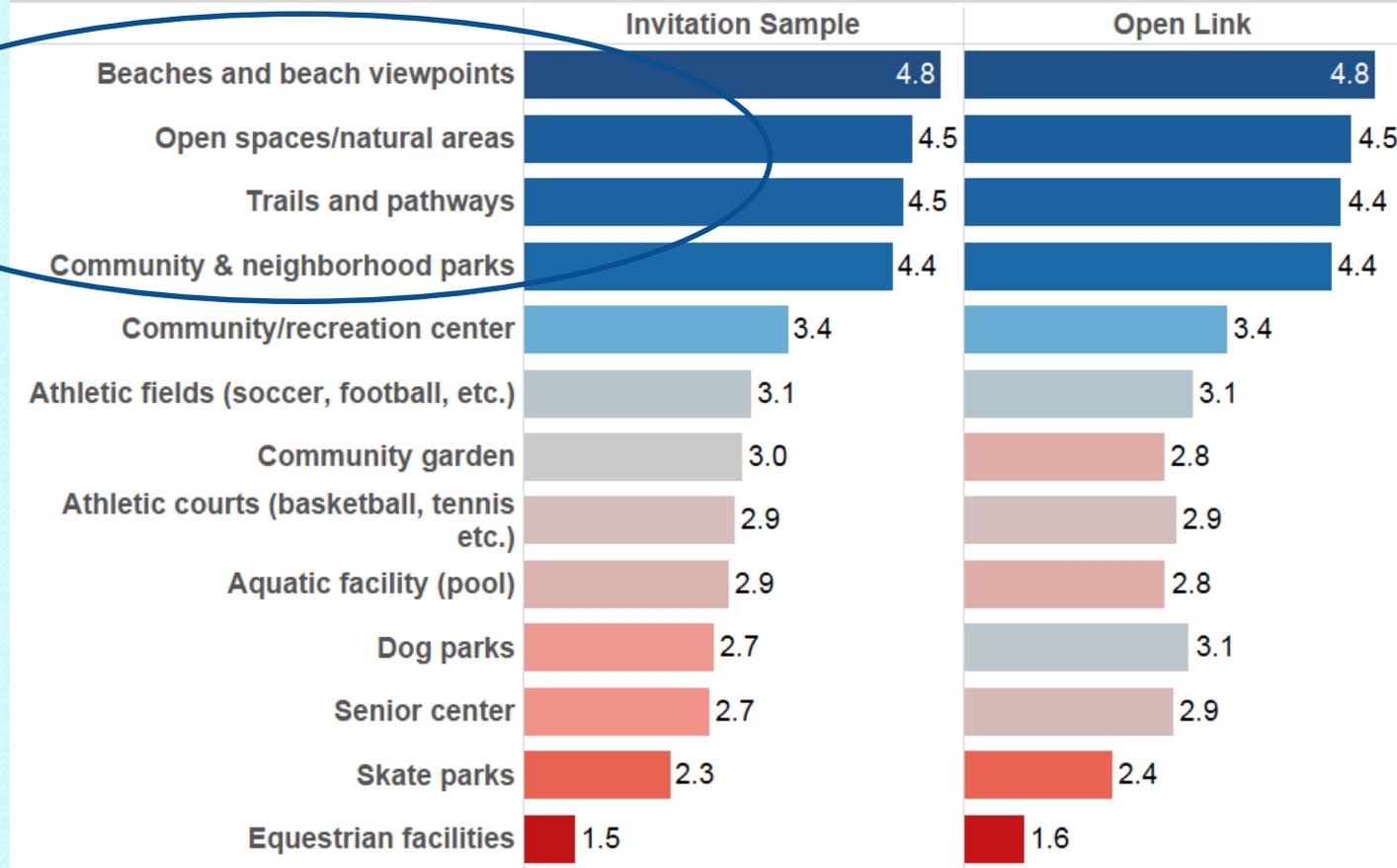
Residential Profile



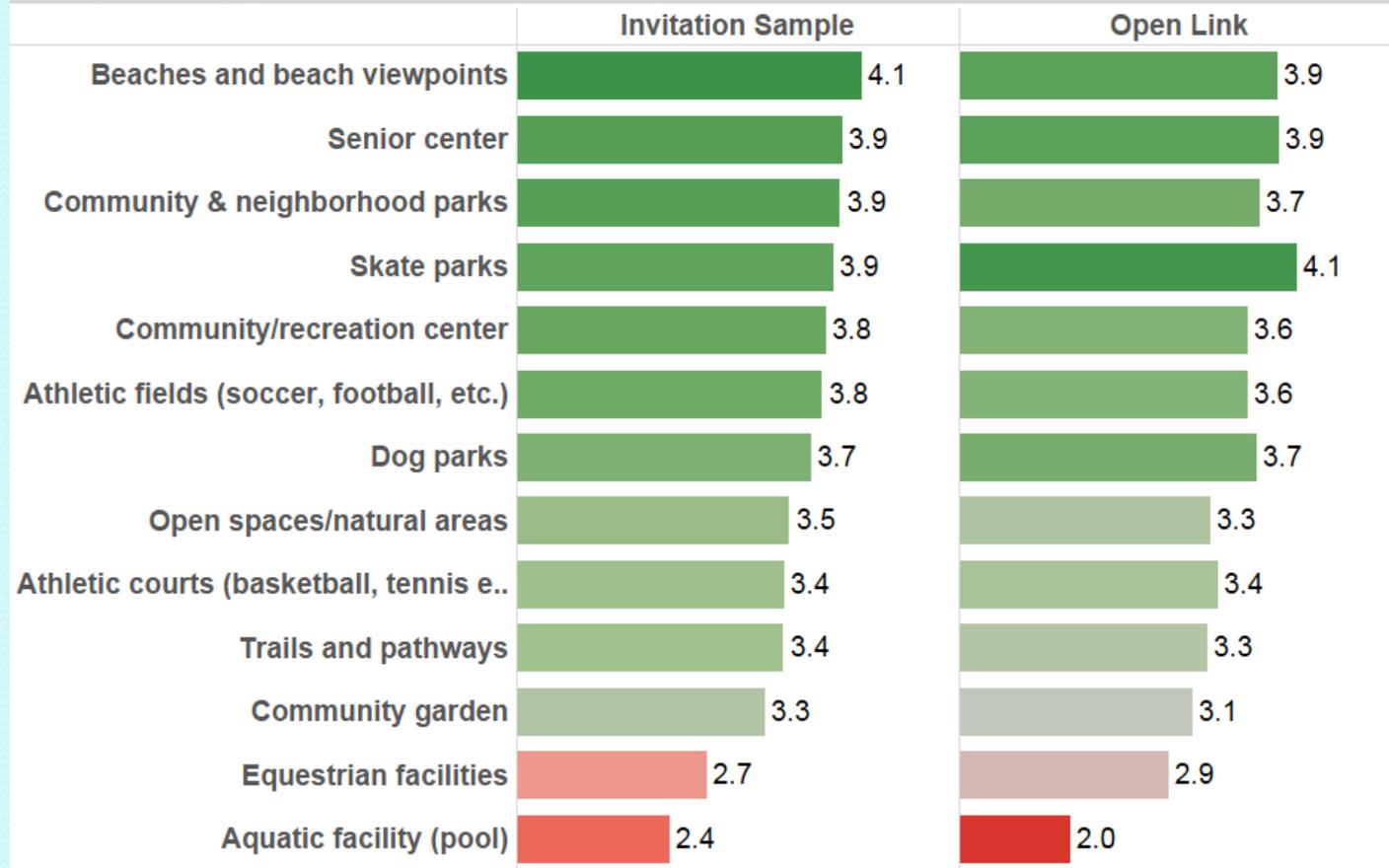
Top Three Areas Combined that Encinitas Should Focus On Improving



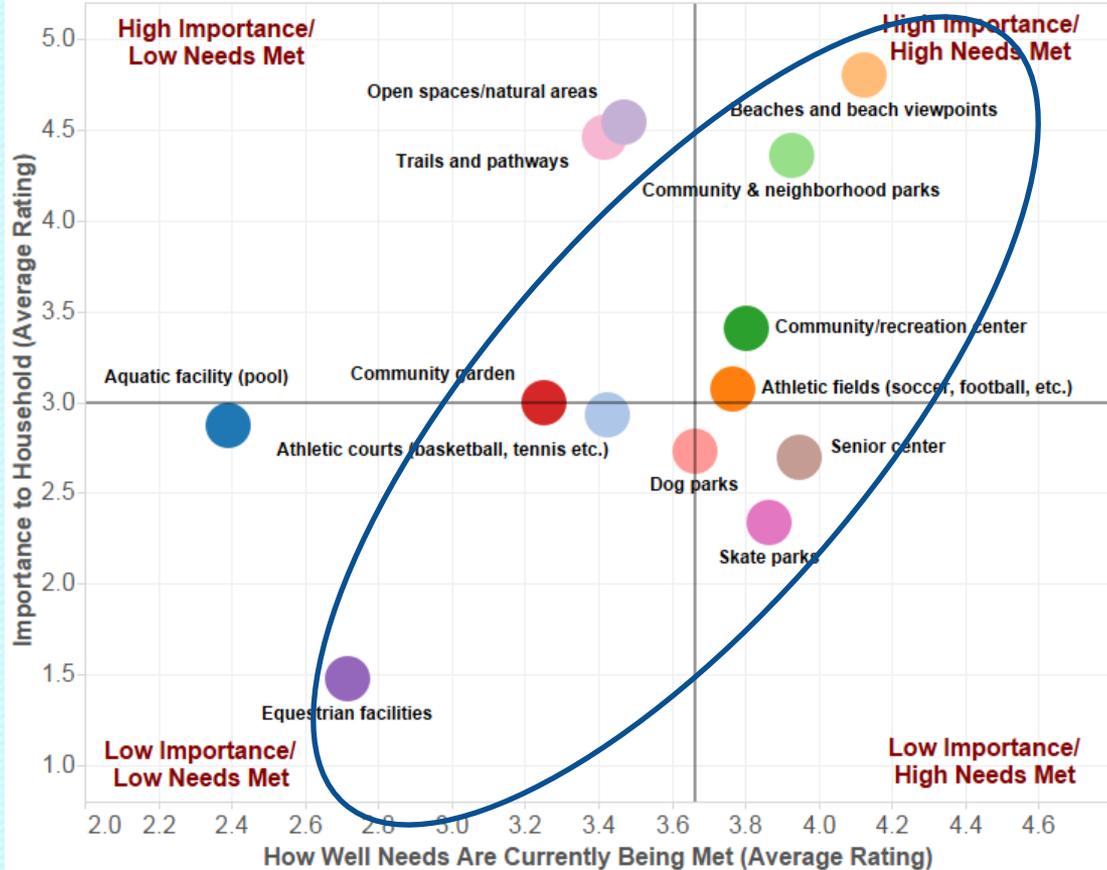
Importance of Encinitas Facilities to Household
Average Rating (1=Not At All Important, 5=Very Important)



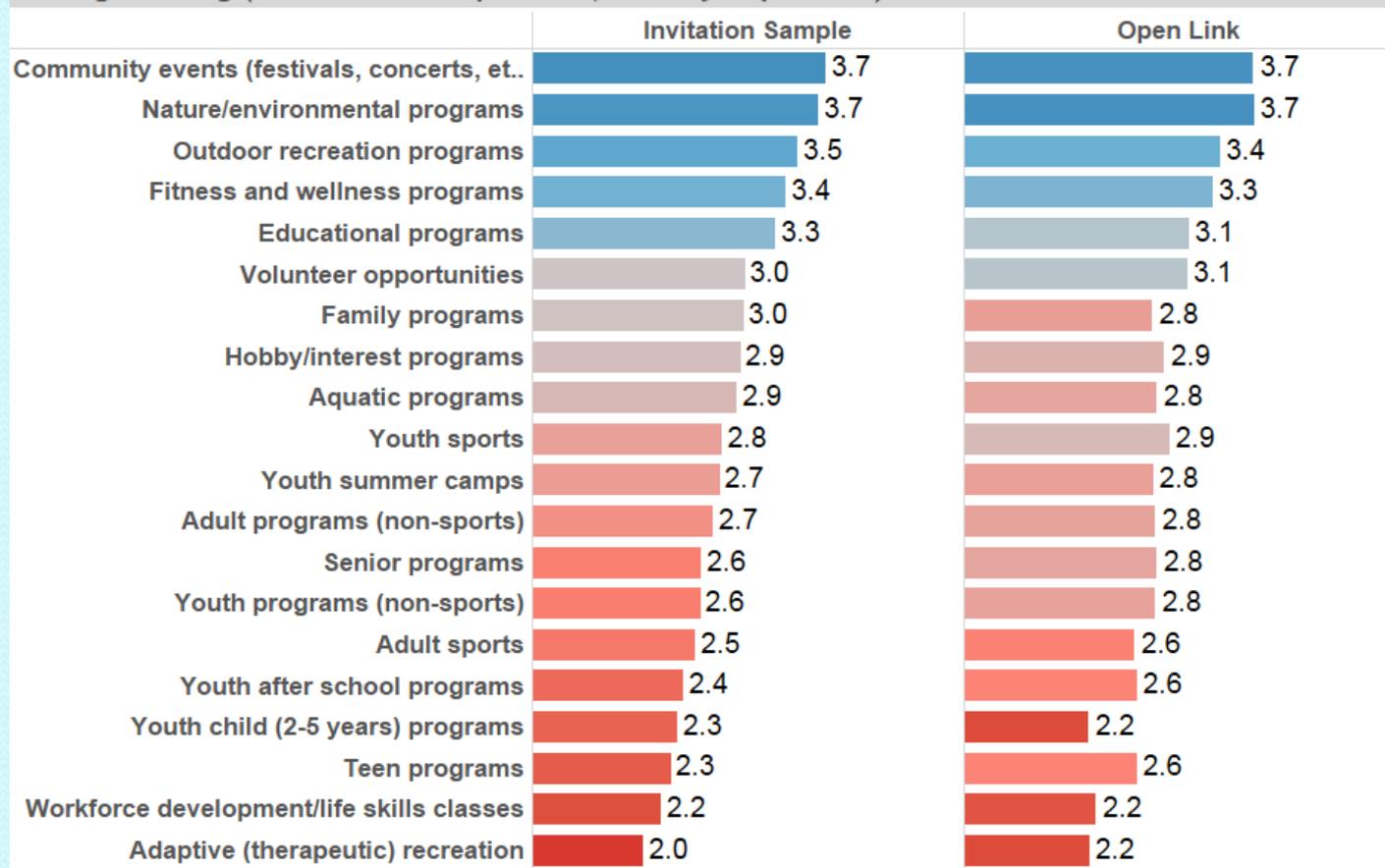
Degree to Which Encinitas Facilities Meet the Needs of the Community
 Average Rating (1=Not At All, 5=Completely)



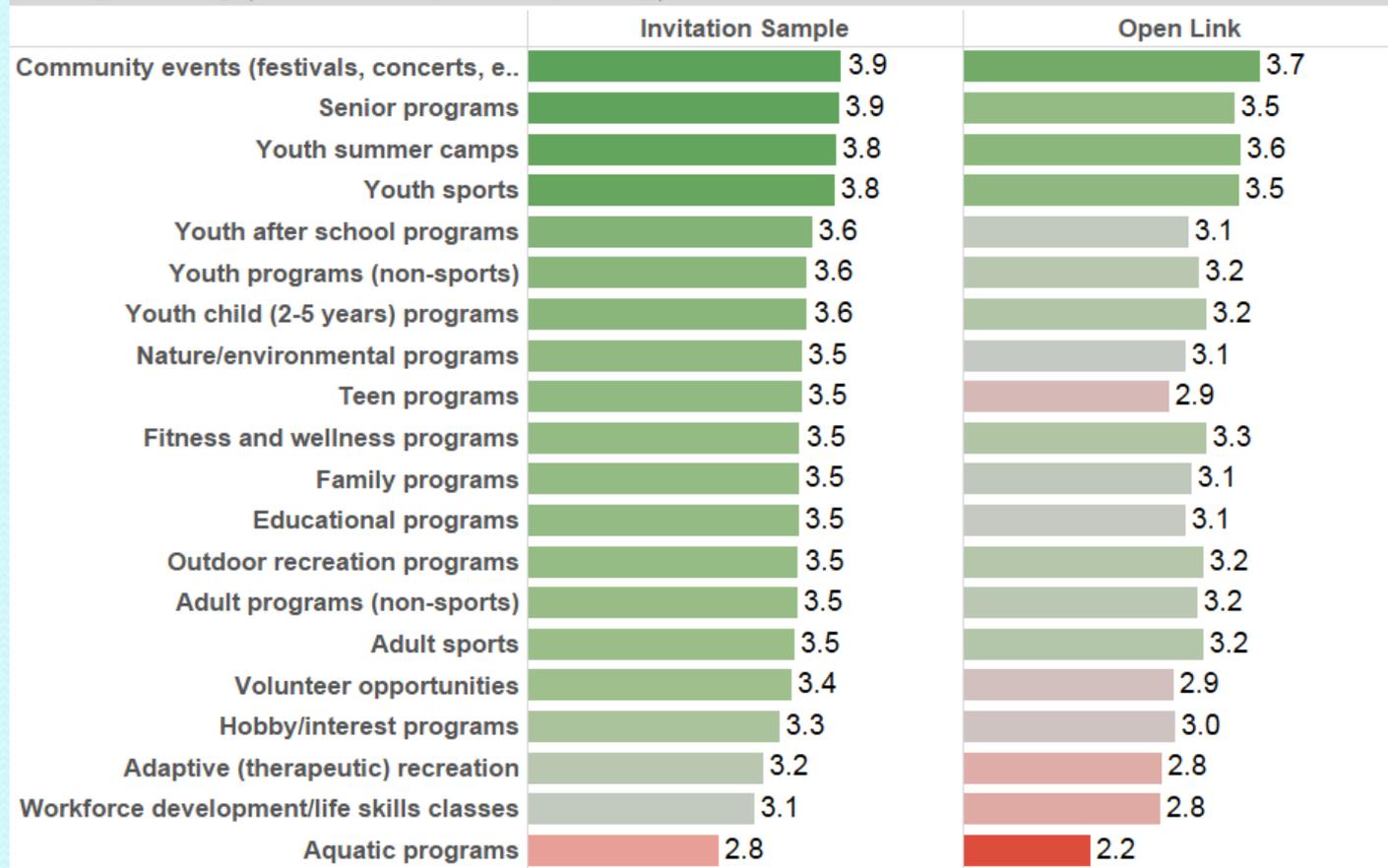
Level of Importance vs. Needs Met for Current Encinitas Facilities - Invitation Sample Only



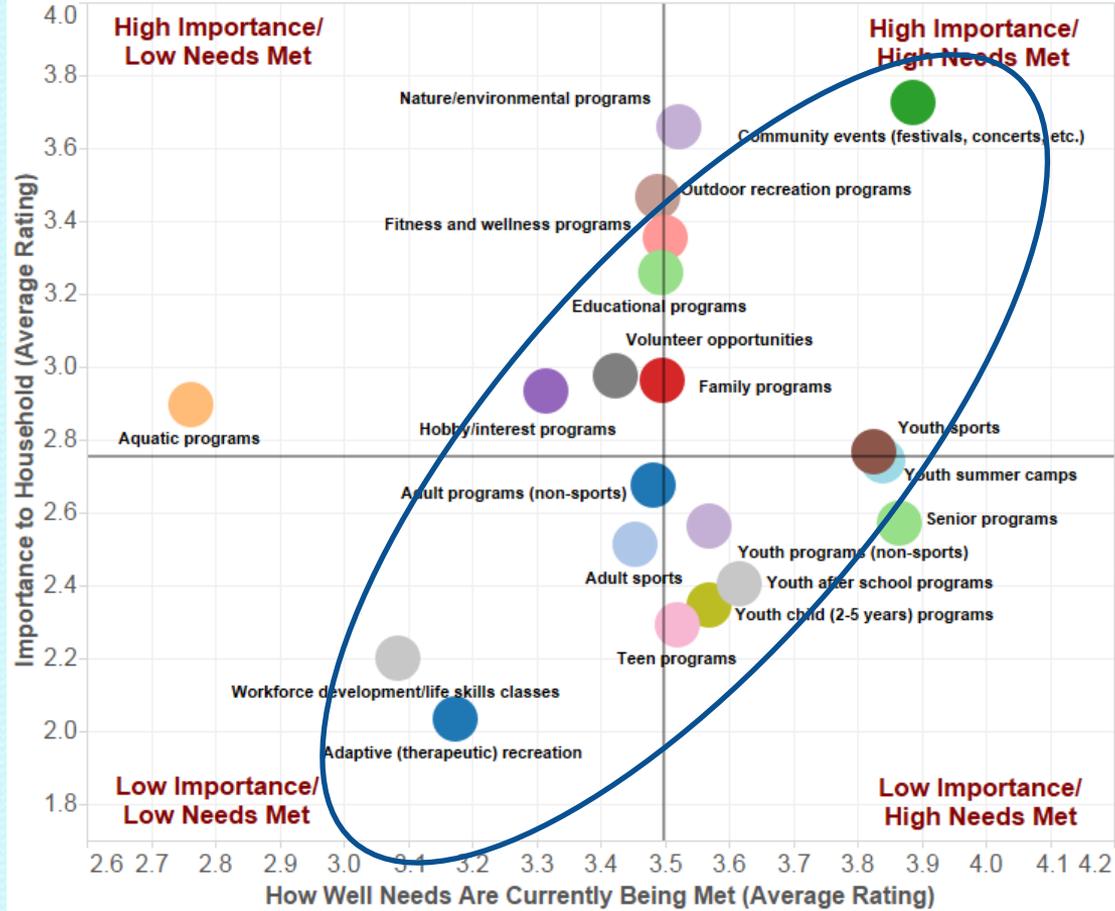
Importance of Encinitas Programs to Household
Average Rating (1=Not At All Important, 5=Very Important)



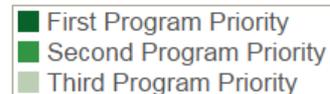
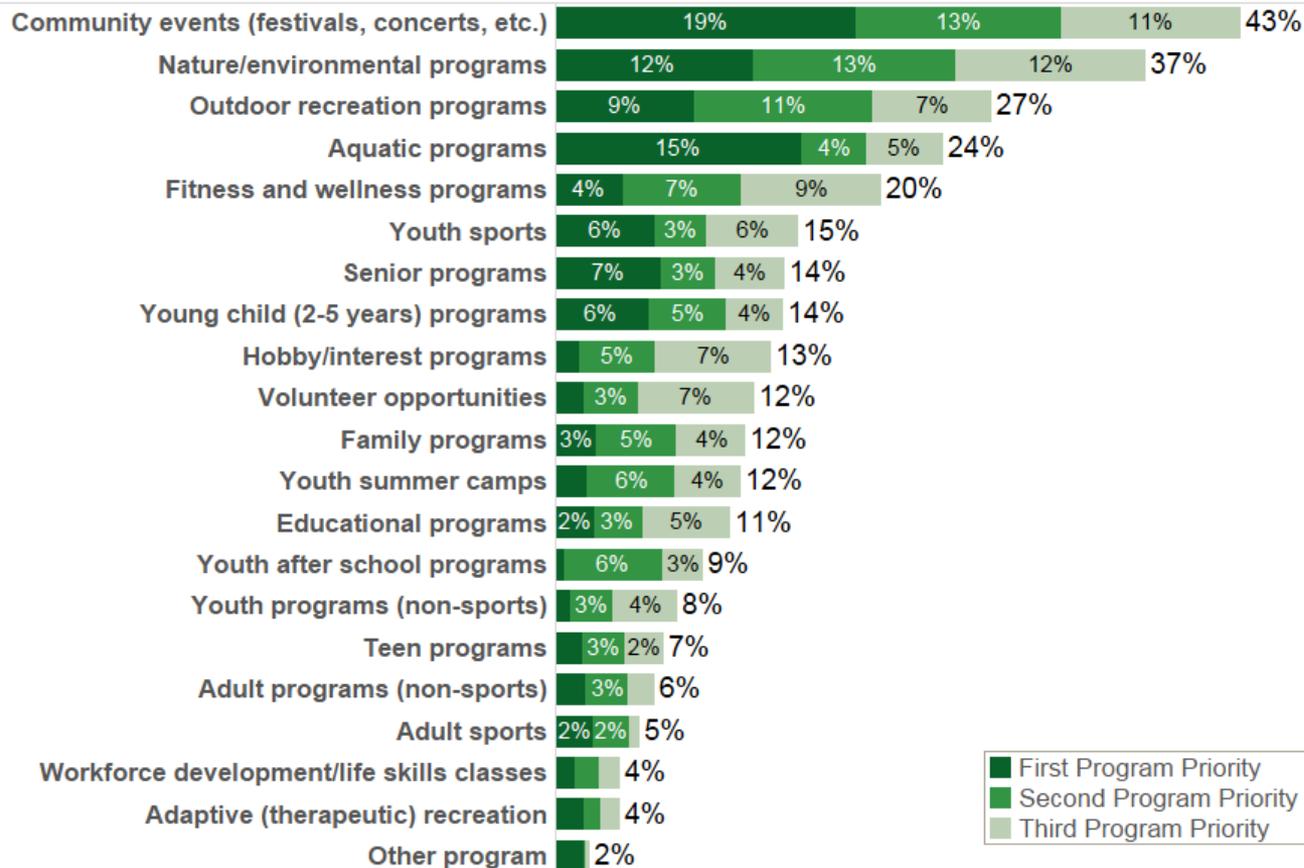
Degree to Which Encinitas Programs Meet the Needs of the Community
 Average Rating (1=Not At All, 5=Completely)



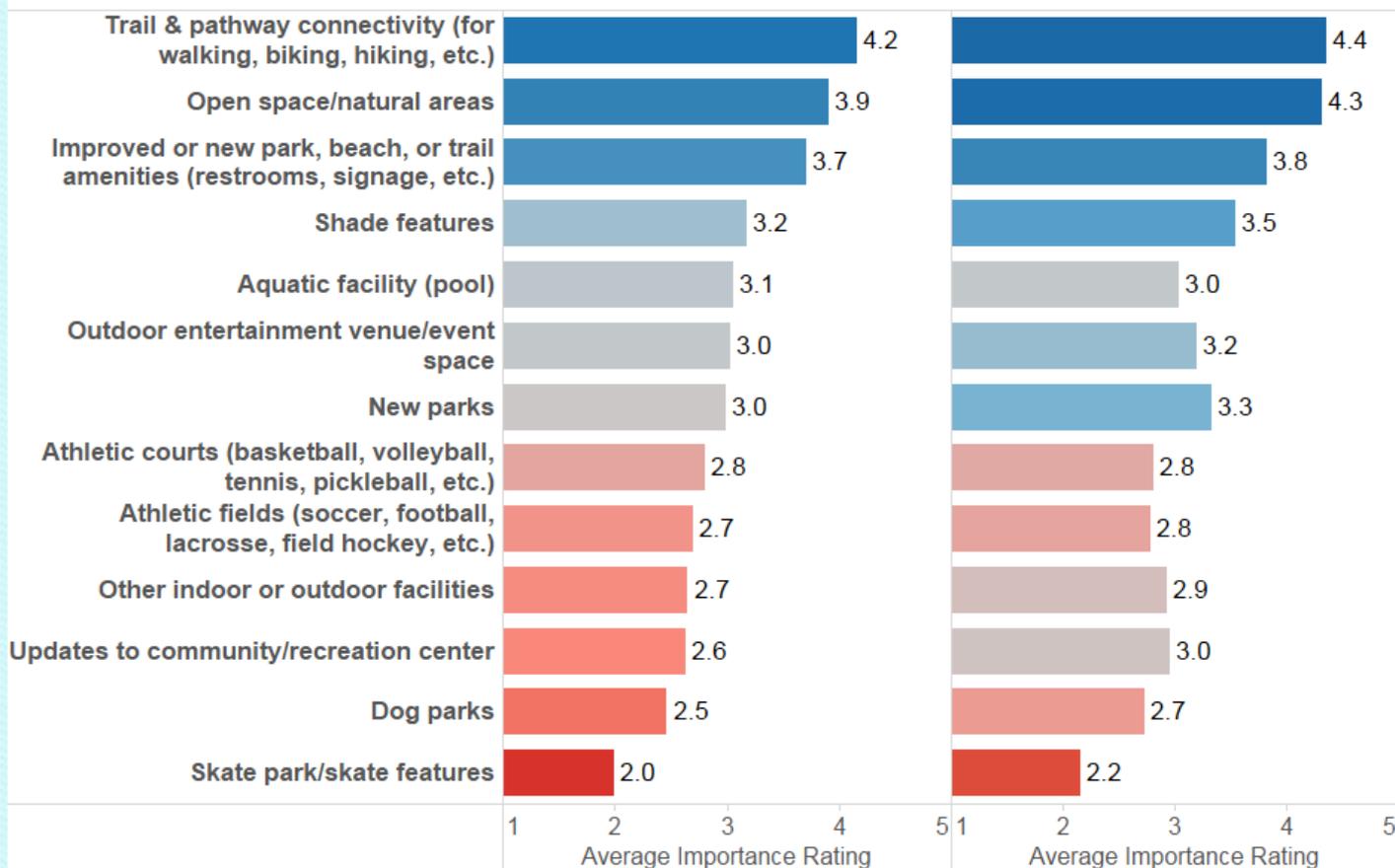
Level of Importance vs. Needs Met for Current Encinitas Programs



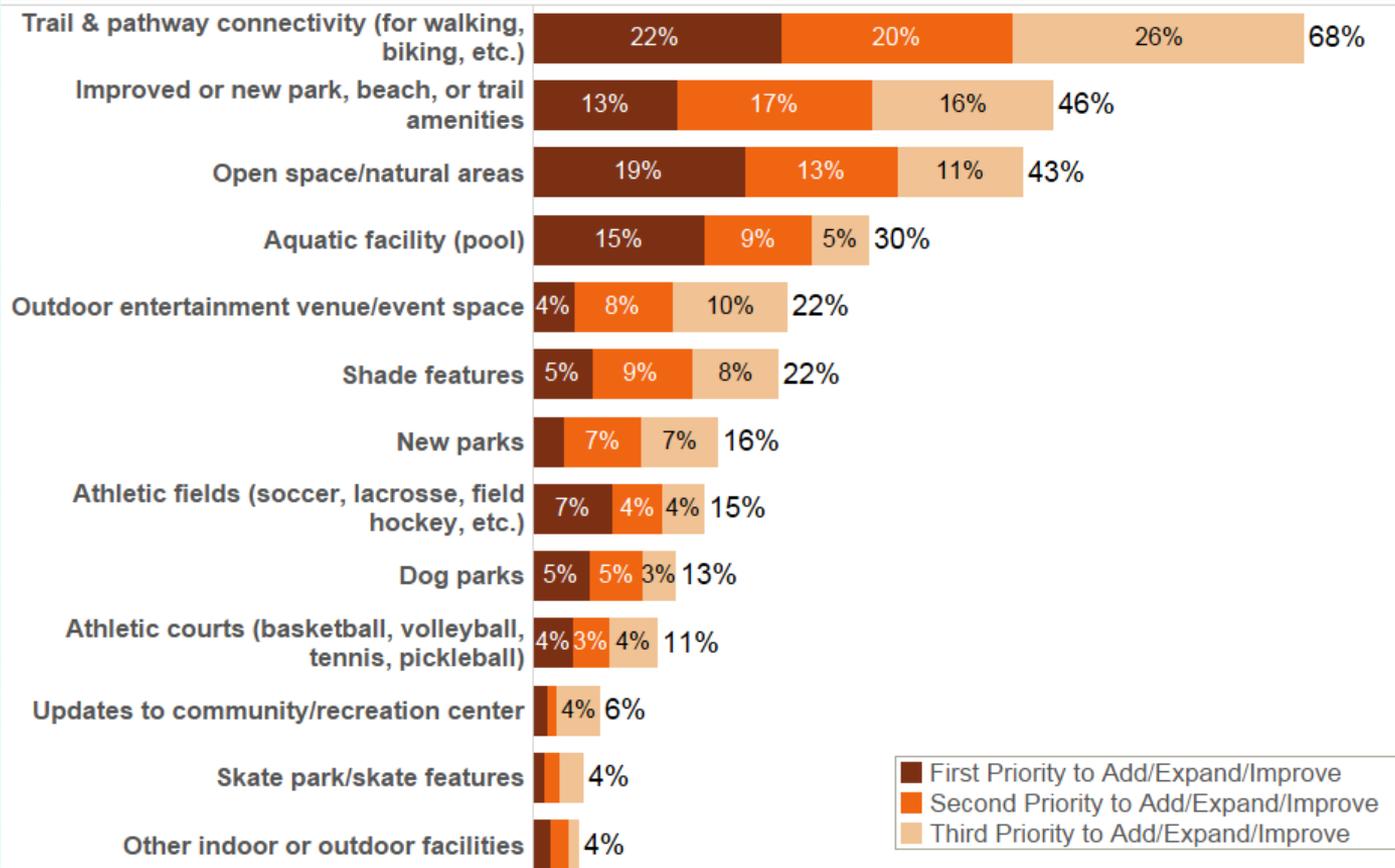
Top Three Priority Programs to be Added, Expanded or Improved for Encinitas Invitation Sample Only



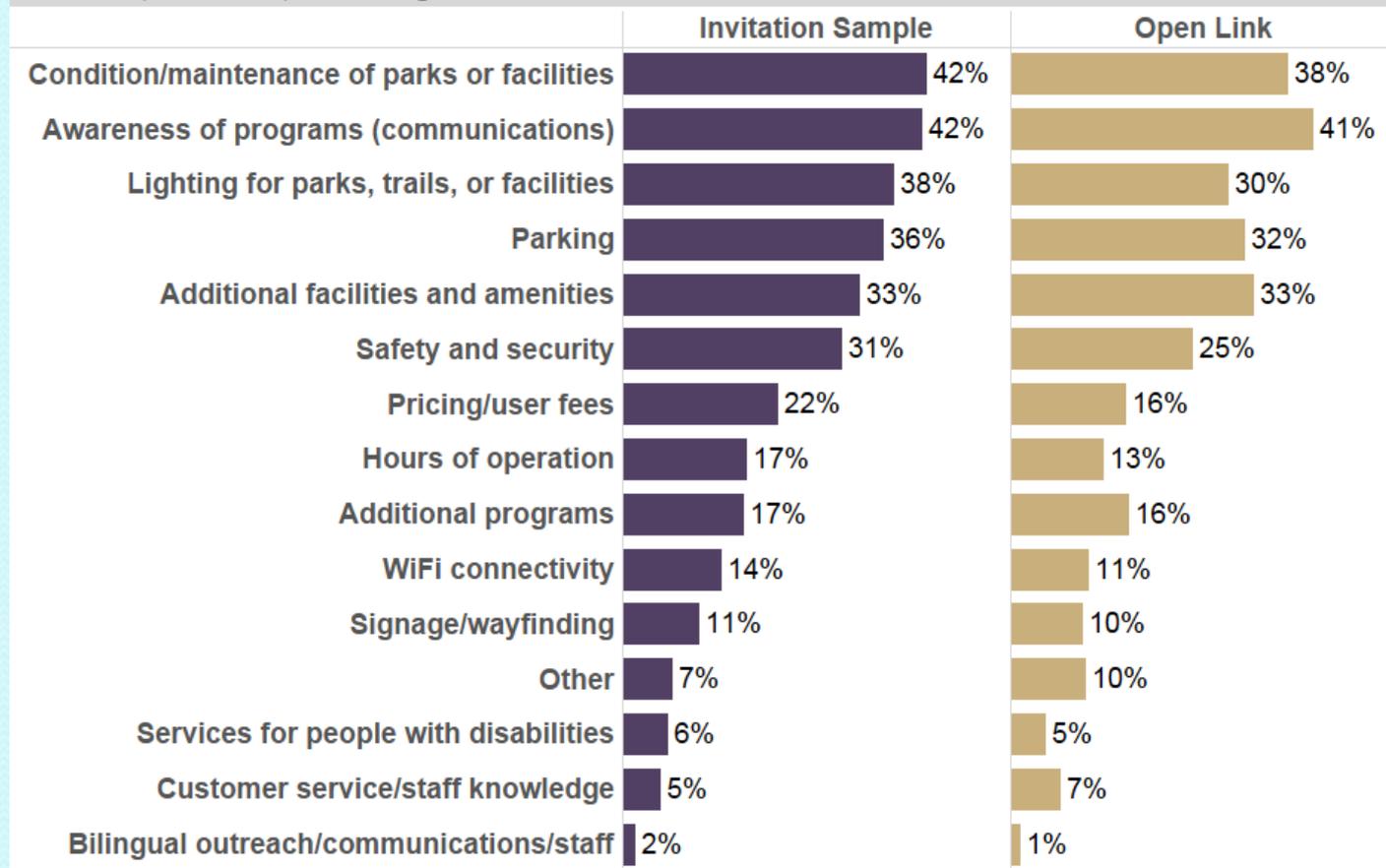
Importance of Indoor or Outdoor Facilities to be Added, Expanded, or Improved in Encinitas
Average Rating (1=Not At All Important, 5=Very Important)



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

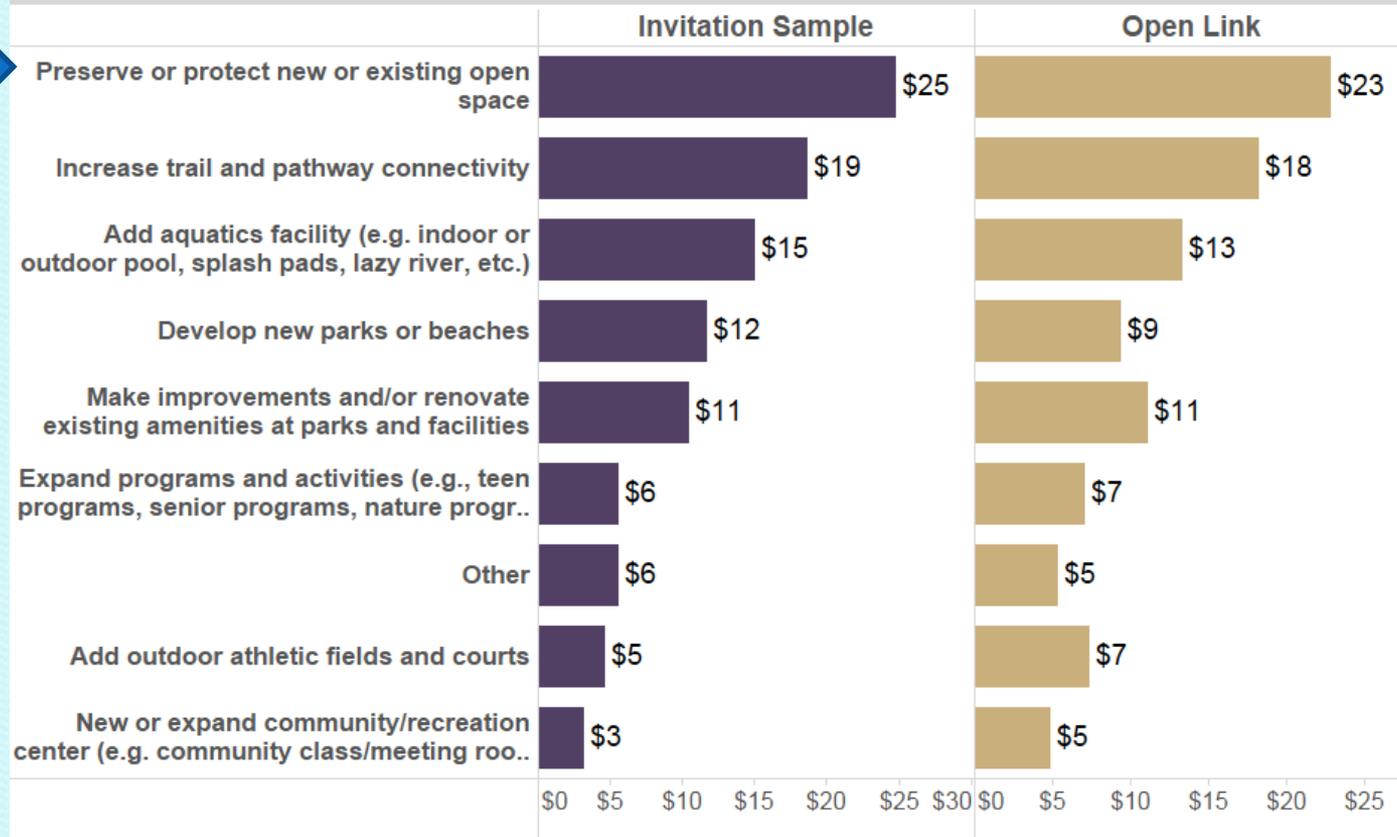


Important Areas that, if Addressed by the City, Would Increase Use of Encinitas Facilities, Services, and Programs



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



Summary of Selected Findings

- **Most important amenities include beaches and beach viewpoints, open spaces/natural areas, trails, and parks.**
 - The most important facility is beaches and beach viewpoints (94 percent)
 - Open spaces/natural areas (88 percent)
 - Trails and pathways (87 percent)
 - Community/neighborhood parks (84 percent)
- **These four amenities are consistently identified throughout the survey as top parks and recreation offerings in Encinitas.**

Summary of Selected Findings

- **Open space and trails are highest priorities for future.**
 - Open space and trails/pathways, received somewhat lower needs-met ratings, with under 50 percent of respondents identifying each as currently meeting community needs adequately.
 - Trail and pathway connectivity and open spaces/natural areas were also identified as the most important facilities to add, expand, or improve with 76 percent and 68 percent respectively.
 - Finally, respondents allocated the most money on average towards these two amenities in a financial prioritization exercise.

Summary of Selected Findings

- **Importance and Met Needs of programs and facilities.**
 - Beaches and beach viewpoints scored highest in both importance and met needs for facilities at 4.8 and 4.1.
 - Similarly, community events scored highest for programs at 3.7 and 3.9.
 - Aquatic facility (pool) and aquatic programs were the only responses that score high in importance and low in needs met followed by open space/natural areas and trails and pathways for facilities and nature/environmental programs.

Summary of Selected Findings

- **Community events are highly valued.**
 - Community events was identified as the most important parks and recreation program, with approximately two-thirds of invitation respondents identifying it as important (64 percent).
 - It is also currently meeting the needs of the community best, with 69 percent indicating that community needs are currently being met.
 - In addition, 43 percent value community events as their top priority program to be added, expanded or improved in the City of Encinitas.

Summary of Selected Findings

- **Focus on condition/maintenance of existing parks and recreation facilities.**
 - Forty-two percent of invitation sample respondents stated they would likely utilize Encinitas facilities, services and programs more if condition/maintenance of parks or facilities were addressed.
 - In addition, when asked to select the top three areas that parks and recreation should concentrate on improving, two in five (42 percent) selected the quality and maintenance of facilities and amenities.

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



Component based



Component – things people go to a park to use

Scoring system:

1 = Below Expectations

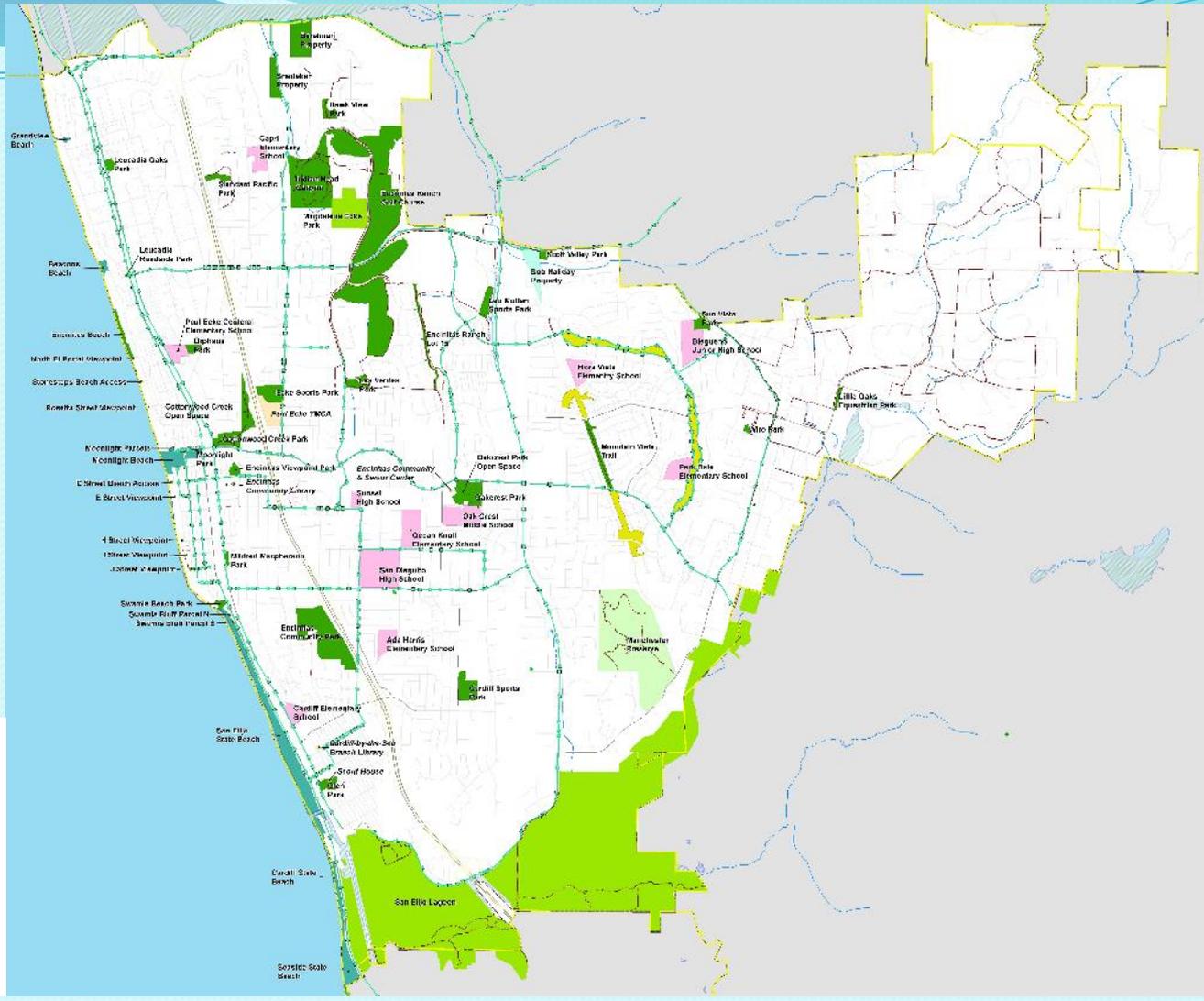
2 = Meets Expectations

3 = Exceeds Expectations

All 439 components and sites scored based on condition, functionality, and quality



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

General Assessment:

- Parks show generally good commitment to design and details
- Need more shade opportunities
- Sand surfacing in playgrounds
- Limited storage especially at sports fields
- Opportunity for public art in parks
- ADA accessibility maintenance level requirements for soft surface paths
- Increasing community health focus?
Measured loops
- Dogs, dogs, dogs...



Example of some of the 1's

GIS Map ID	Location	Component	Quantity	Neighborhood Score	Community Score	Lights	Comments
186	Beacons Beach	Water Access, Developed	1	1	1		Access trail and steps should be improved
189	Cardiff Sports Park	Rectangular Field, Large	2	1	1	Y	Overlays
190	Cardiff Sports Park	Rectangular Field, Small	2	1	1	Y	Overlays
281	Cottonwood Creek Park	Water Feature	1	1	1		Too small lacks volume to drown out busy street corner
294	E Street Viewpoint	Passive Node	1	1	1		
176	Encinitas Community Park	Passive Node	1	1	1		Seems unfinished could be enhanced with public art piece
347	Encinitas Viewpoint Park	Passive Node	1	1	1		This could be so much more to incorporate great ocean view
181	Glen Park	Volleyball Court	1	1	1		No net. If its widely known that nets must be supplied by users then we can raise these scores
298	Glen Park	Horseshoe Court	1	1	1		In need of repair
274	Leo Mullen Sports Park	Picnic Ground	1	1	1		No grills.
304	Leo Mullen Sports Park	Trailhead	1	1	1		Parking and trailhead are at one end but trail crosses on other end of park

Measuring Level of Service

Neighborhood Access to Recreation

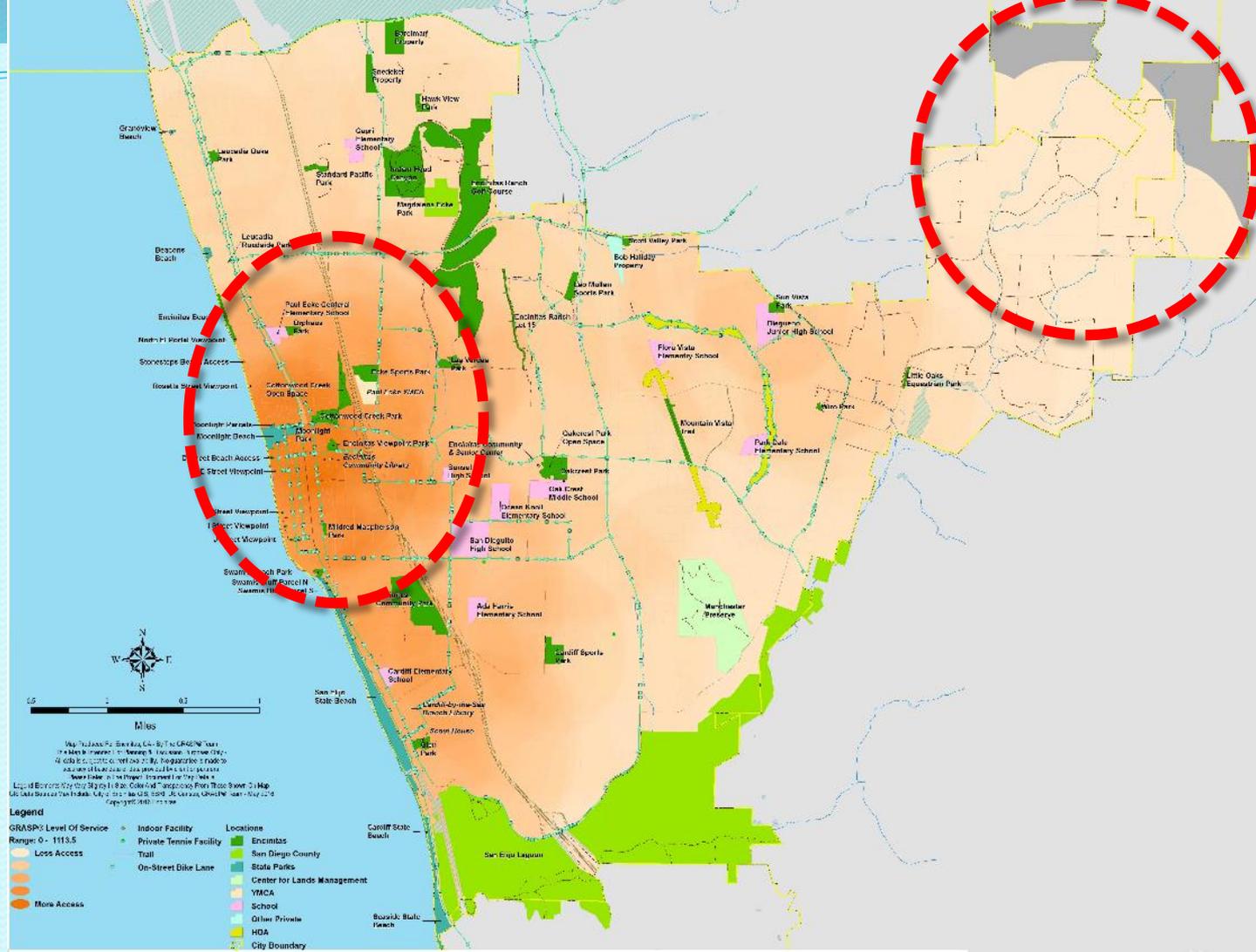
- Includes outdoor sites, indoor facilities, and trails
- One mile service areas
- Premium within 15 minute walk

Walkability Access to Recreation

- 15 minute walk service areas
- Barriers (highways, major roads, railways) limit walkable access

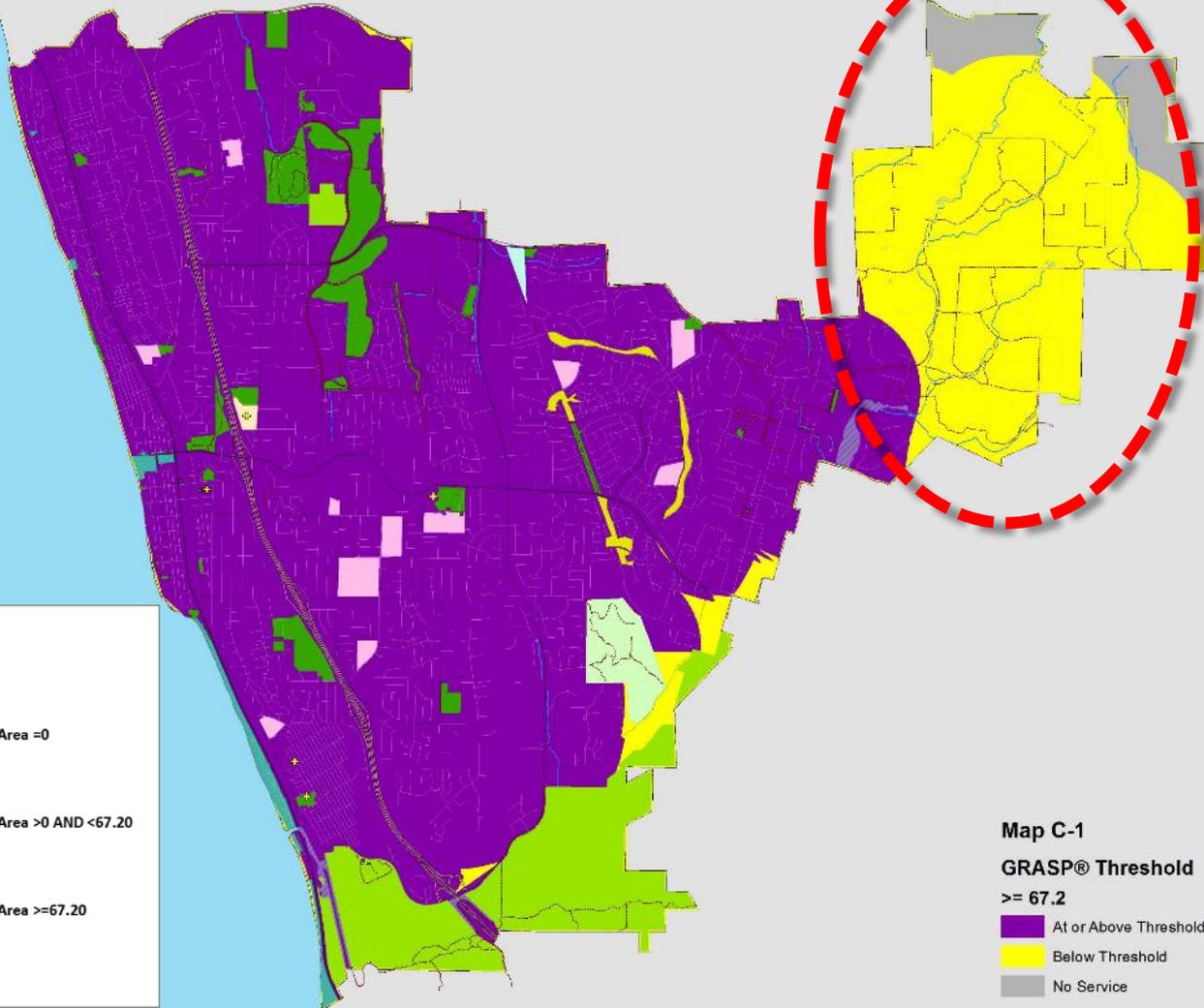
Neighborhood Access

- 97% limits is within one mile of a recreation opportunity
- West central has the greatest service concentration
- Good distribution of park lands in developed parts

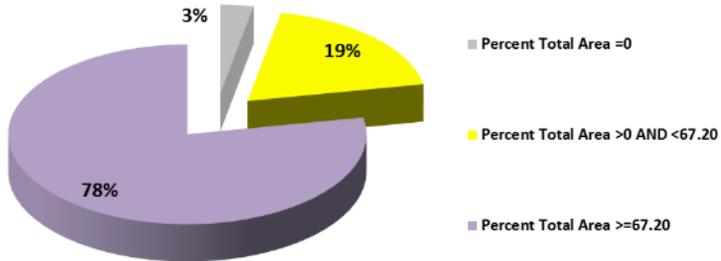


Neighborhood Access

- Threshold analysis serves to reveal potential gaps based on minimum standard threshold
- 78% of acres meet threshold value

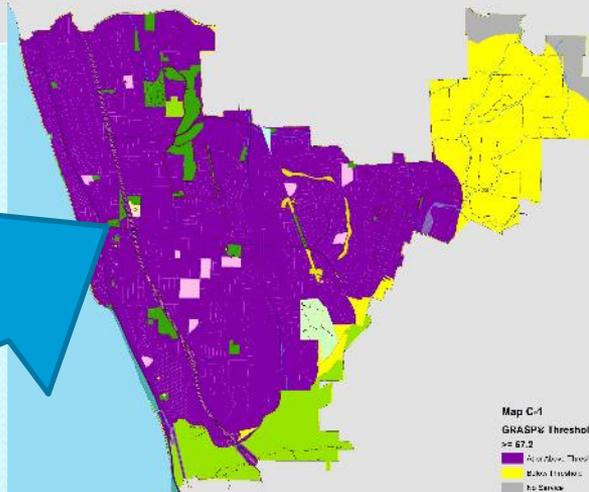
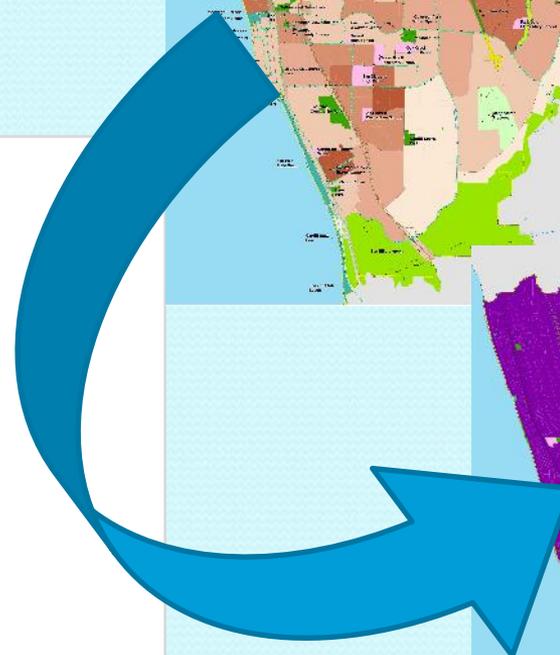
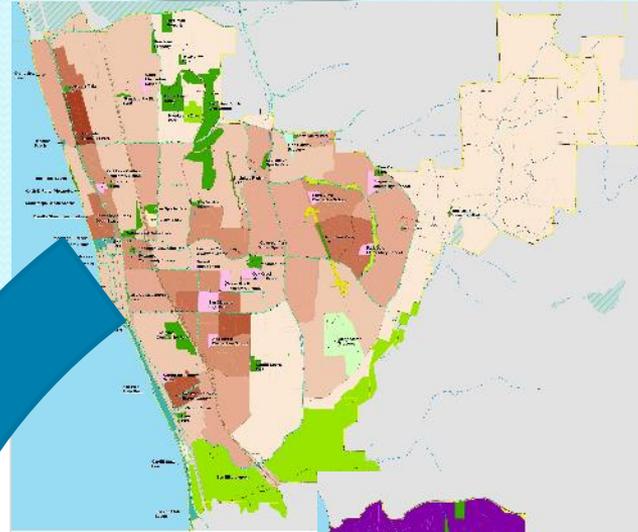
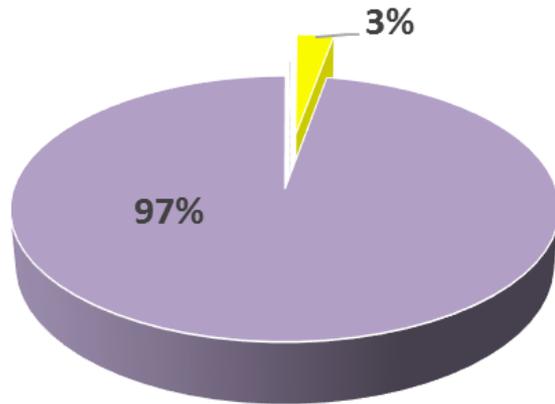


Encinitas
Access to All Recreation



% of Population with Access

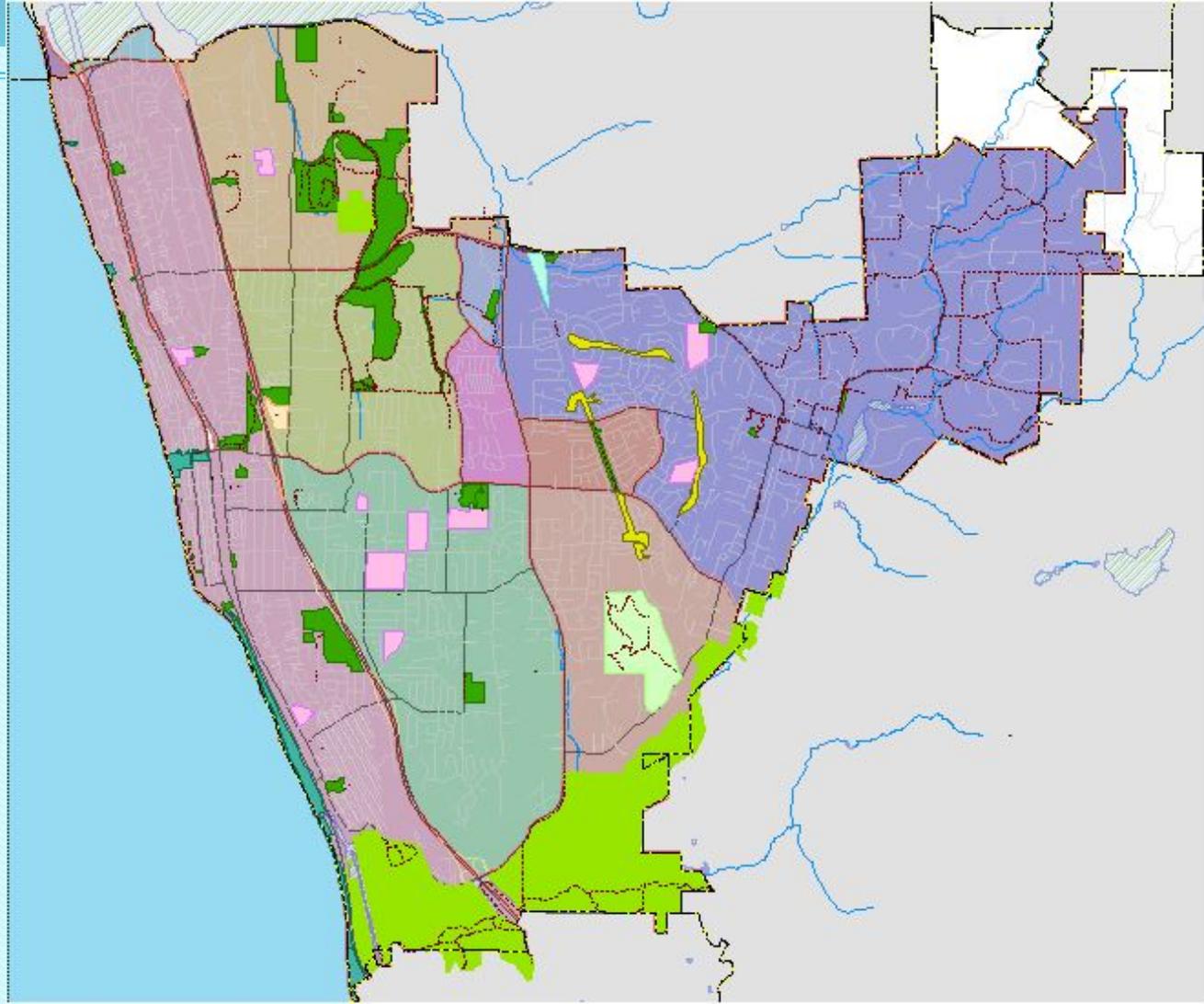
% of Population by Service Value



Map C-1
GNABP's Threshold
≥ 67.2
Purple: Above Threshold
Yellow: Below Threshold
Grey: No Service

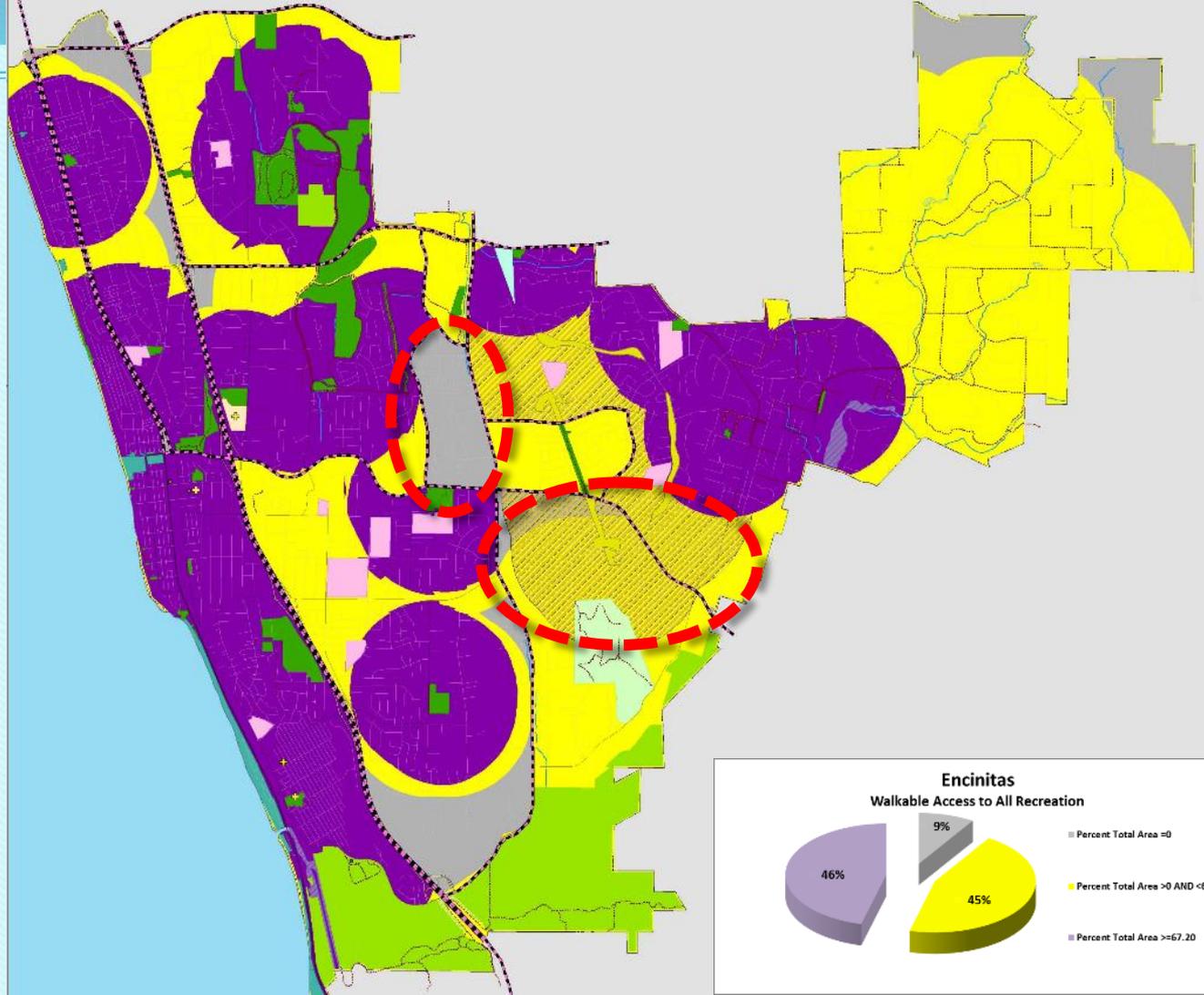
Pedestrian Barriers

- Barriers limit service areas (highways, major roads, railways)
- One-half mile service = 15 minute walk



Walkable Access

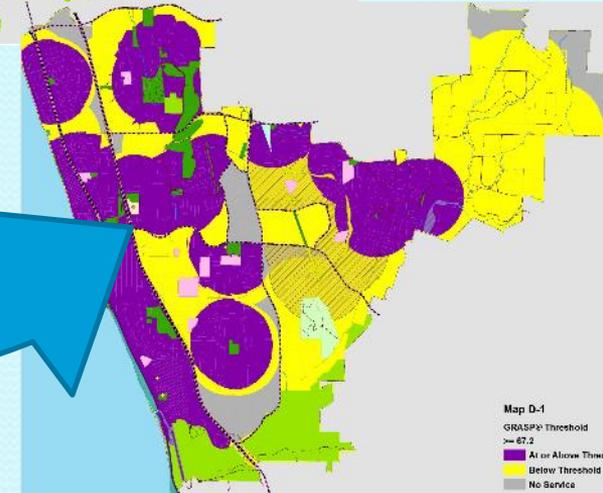
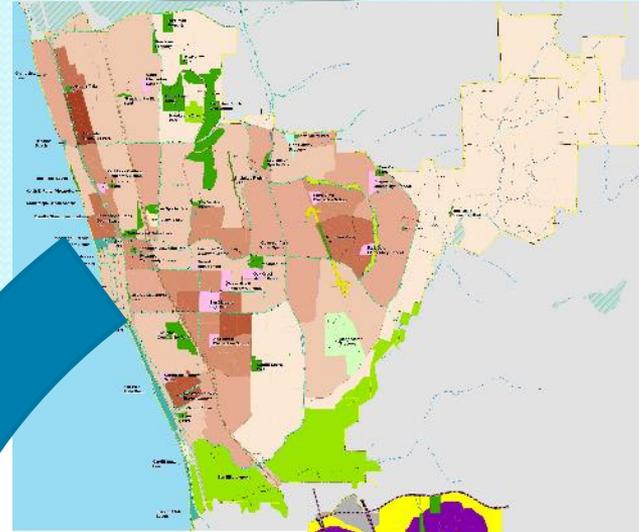
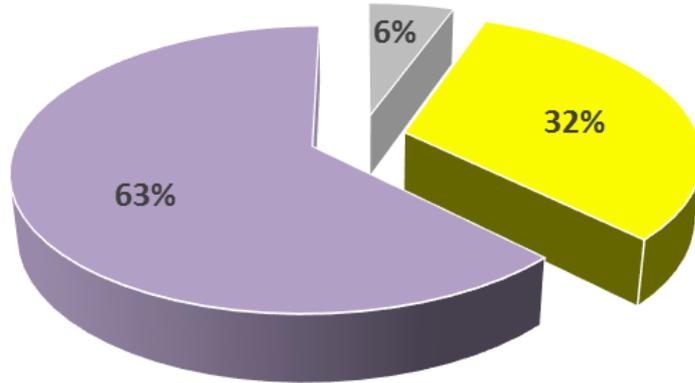
- 91% of Encinitas within a 15 minute walk of a recreation opportunity but some noticeable “gray” areas
- “Pocket” of higher service around Moonlight Beach and Cottonwood Creek Park
- Pedestrian barriers are definitely impacting walkable access



% 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

Visioning example

- 1732 people live in this area with an average household income of \$86897
- Some recreation opportunities provided by HOA/Apartment?
- Commercial
- Two parks adjacent but limited by pedestrian barriers

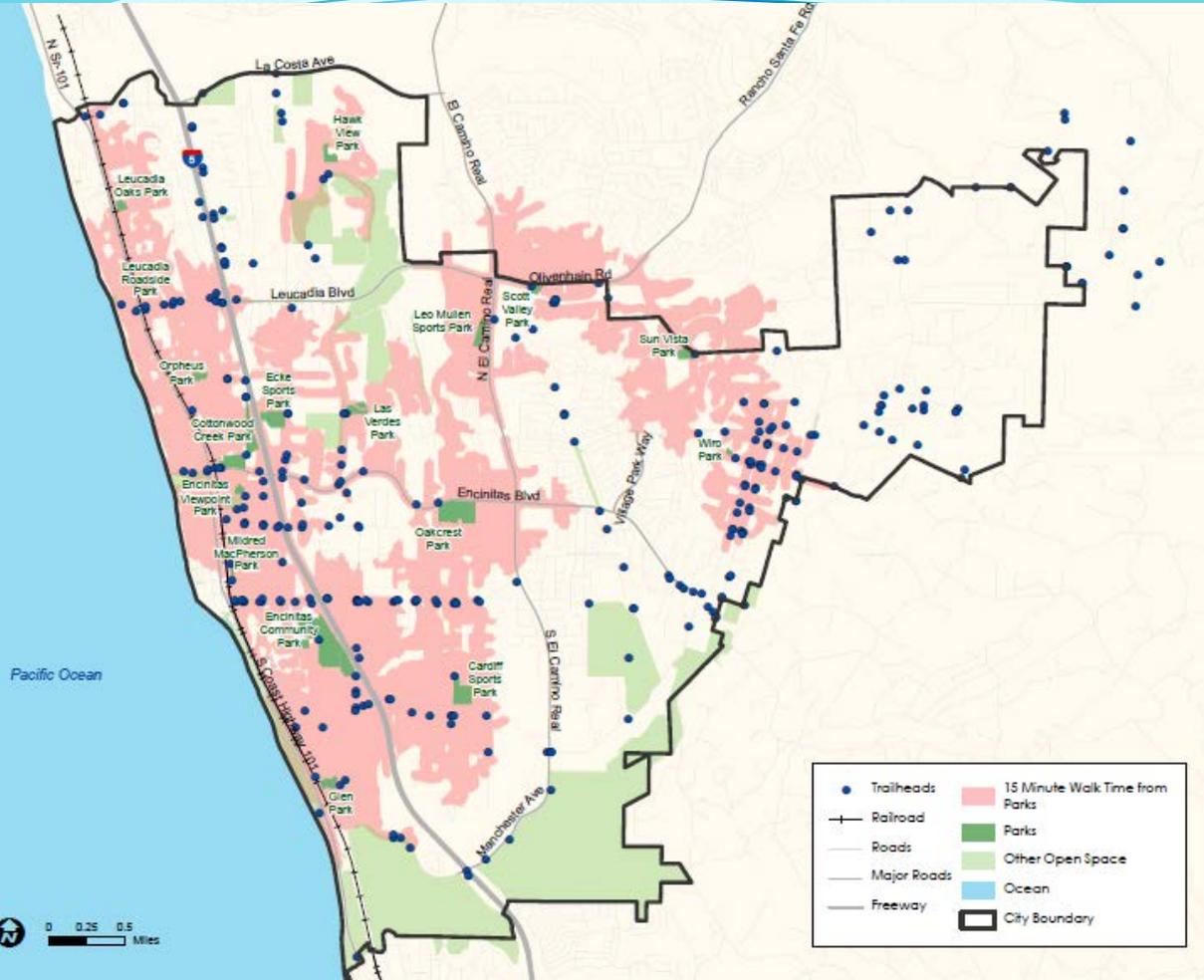


Trails Summary

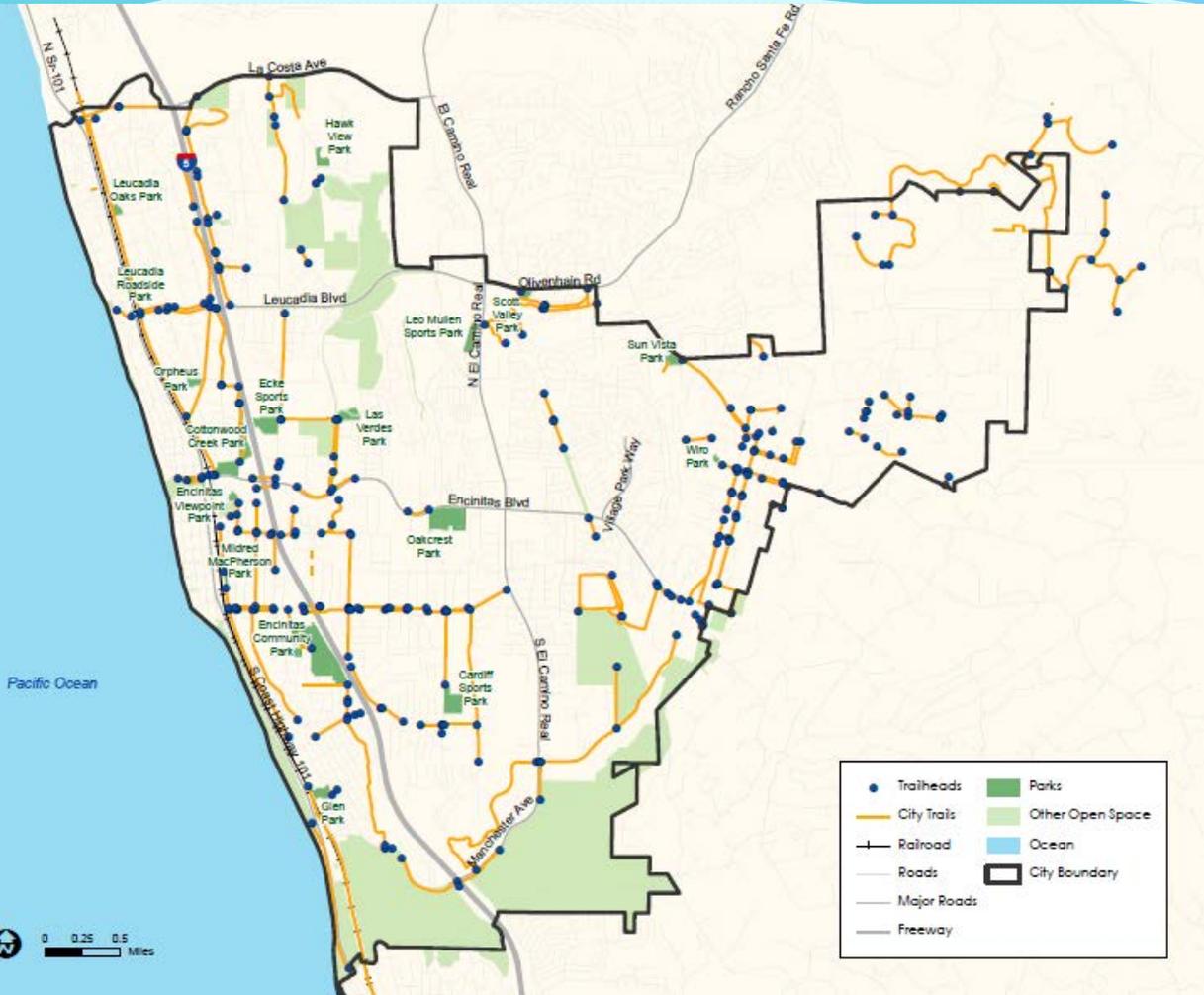
- Evaluated walk time to trailheads
- Defined a trailhead as any intersection of a trail with a public right-of-way (ROW)
- 73% of community within 15 minute walk of a trailhead

Park Name	Number of Trailheads within 15 Minutes
Cardiff Sports Park	36
Cottonwood Creek Park	71
Ecke Sports Park	43
Encinitas Community Park	68
Encinitas Viewpoint Park	31
Glen Park	56
Hawk View Park	6
Las Verdes Park	17
Leo Mullen Sports Park	3
Leucadia Oaks Park	4
Leucadia Roadside Park	15
Mildred MacPherson Park	32
Oakcrest Park	17
Orpheus Park	39
Scott Valley Park	7
Sun Vista Park	8
Wiro Park	40

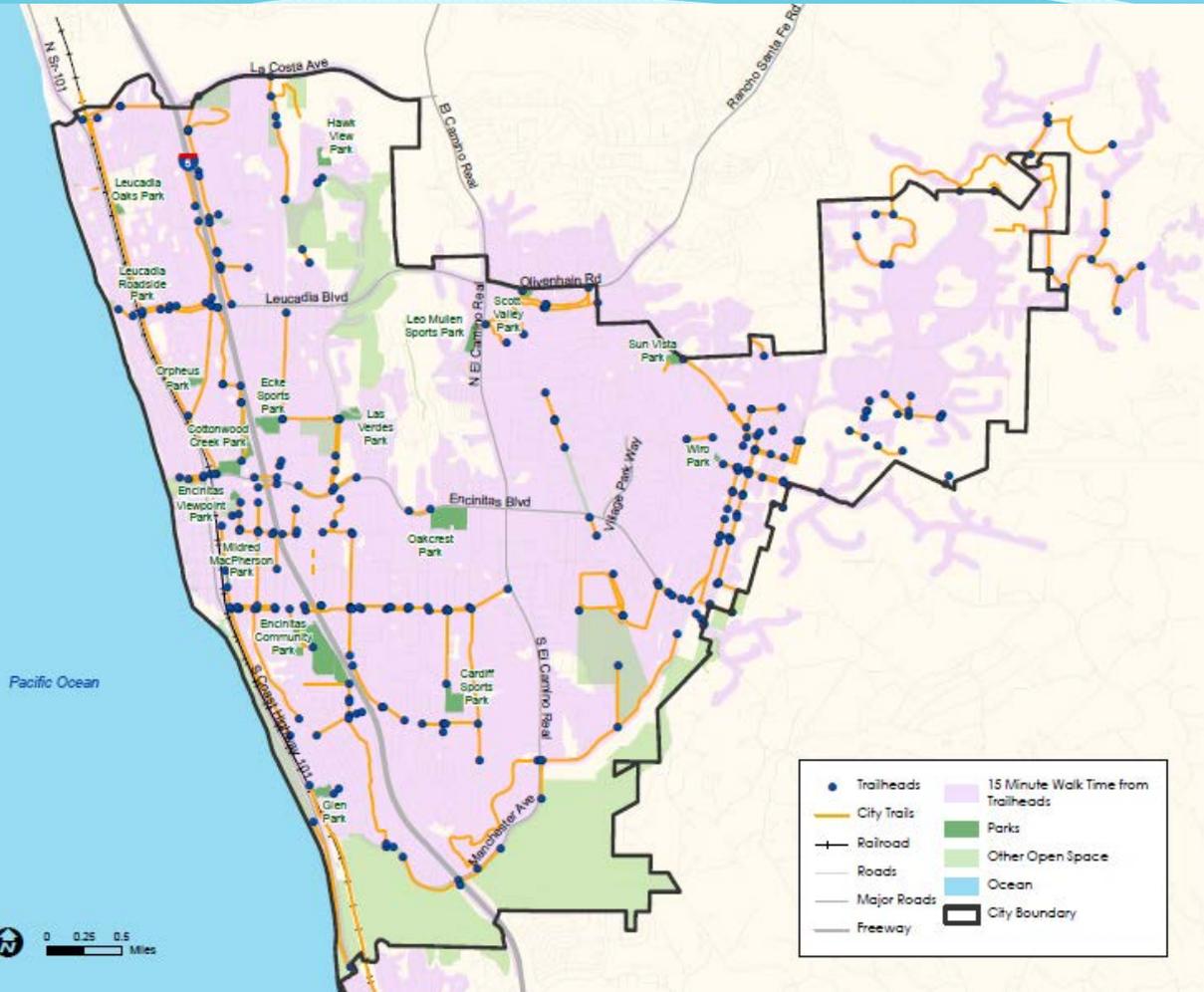
Parks and Trailheads



Trails



Trailhead Walk Times



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 will be given 2 recurring themes to develop an Objective to address the theme and Action Steps.
- If time permits and the table wants to address an additional recurring theme: Go For It!
- Select a Table Spokesperson to report out your findings.



Recurring Themes

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 opportunities for active recreation: courts, athletic fields
7. Explore options for an aquatic facility
8. Increase marketing, branding and awareness

Additional Theme to consider



Programs for disabled

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





**Any
questions?**

**Public
comments...**

Next Steps

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



Thank you for
your time &
input!



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