

# Parks, Beaches, Trails and Open Space Master Plan

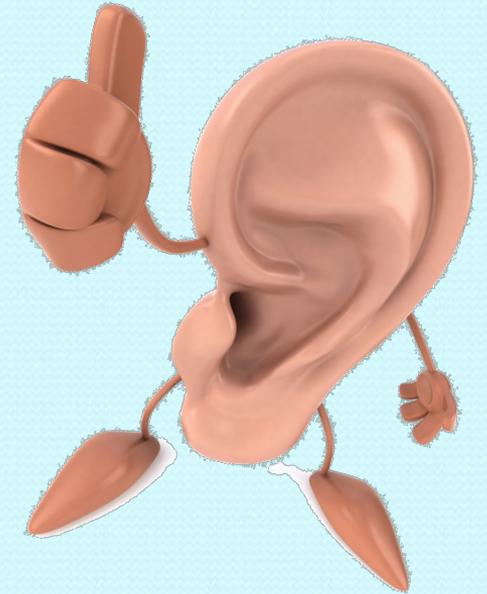


Listen Session #2  
Draft Recommendations  
July 18, 2016



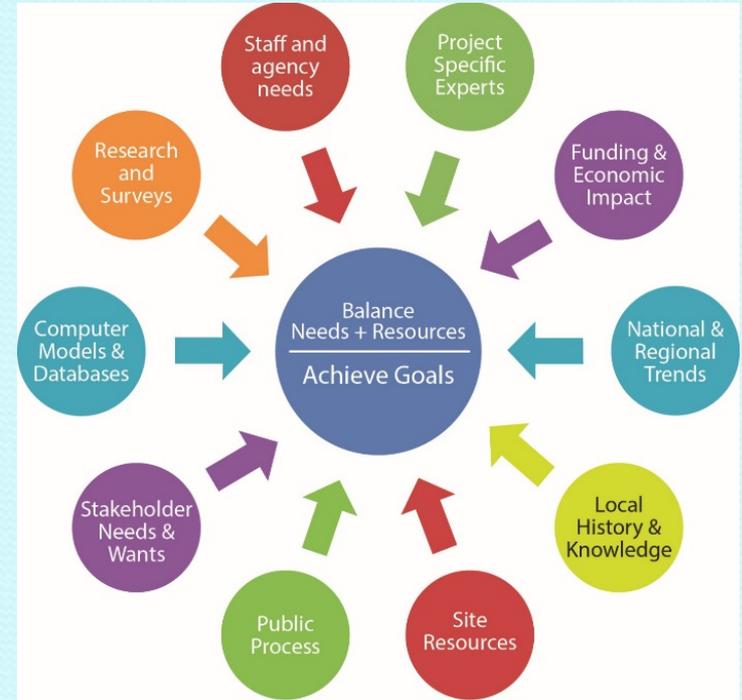
# Meeting Agenda

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

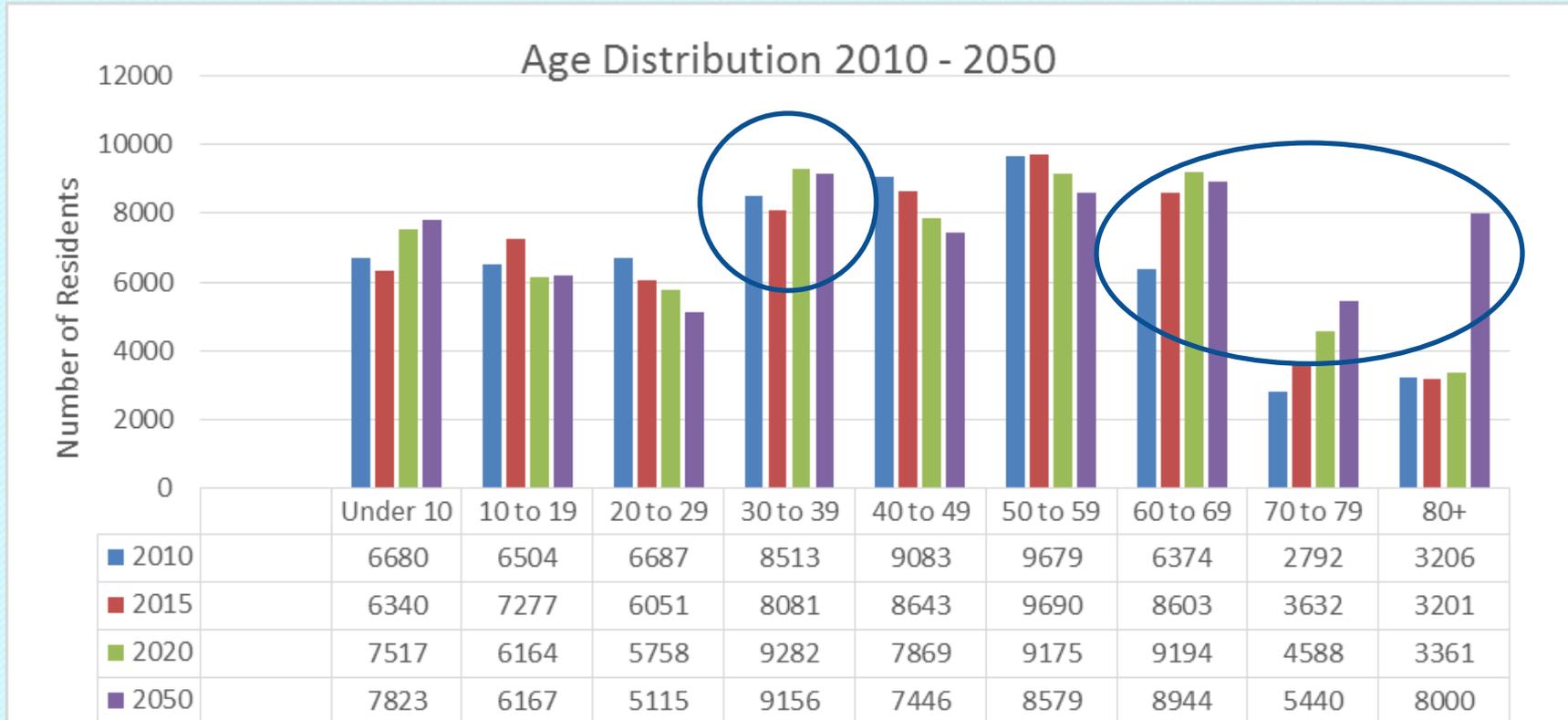


# Master Planning Process

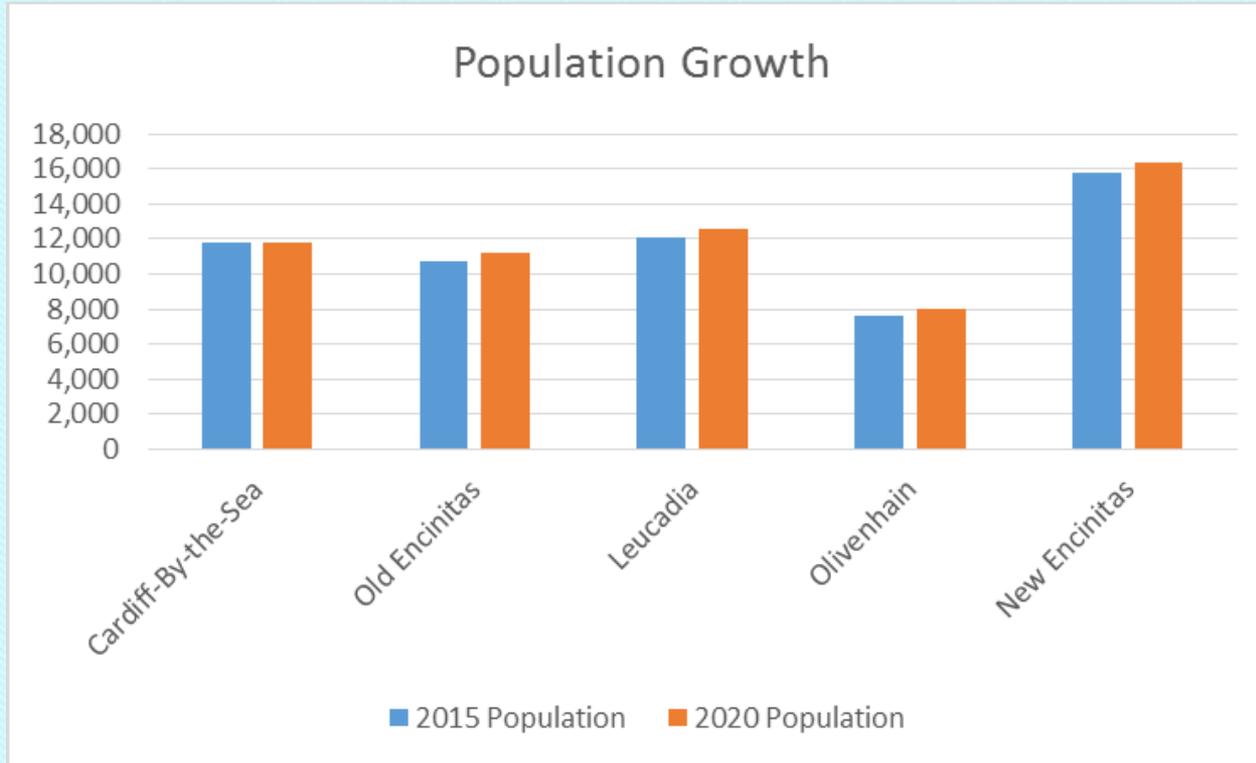
- ❑ Strategic Kick-off
- ❑ Community Engagement
- ❑ Inventory
- ❑ Level of Service Analysis
- ❑ Findings Presentation
  - ❑ Community Listening Session #1
- ❑ Visioning Workshop
- ❑ Draft Recommendations Presentation
  - ❑ Community Listening Session #2
- ❑ Draft & Final Plan Presentation



# Population Estimates by Age

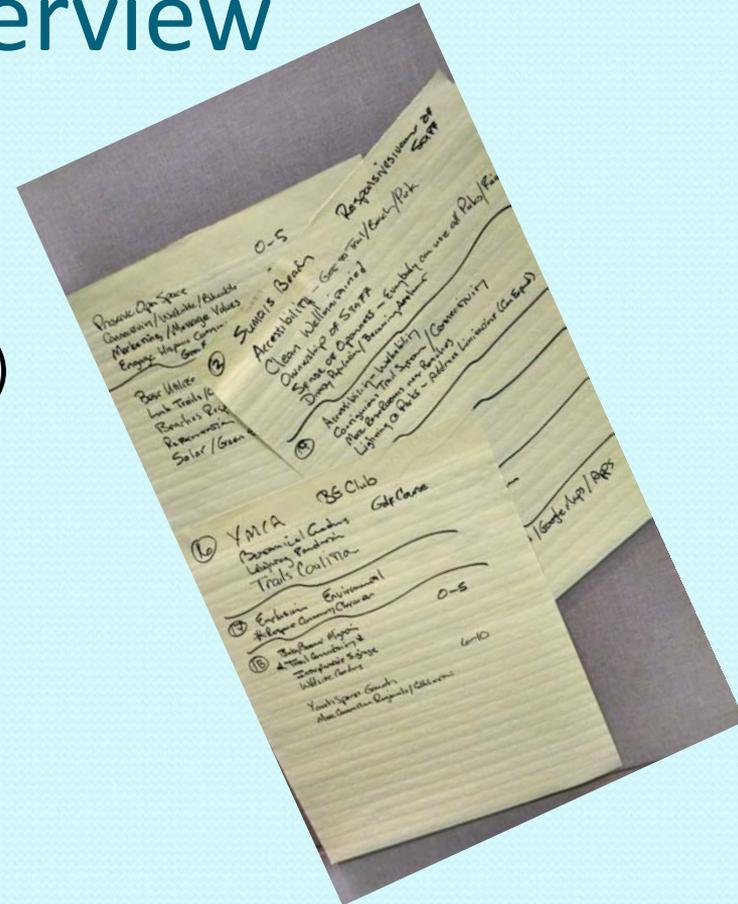


# Population Change 2015 to 2020



# 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



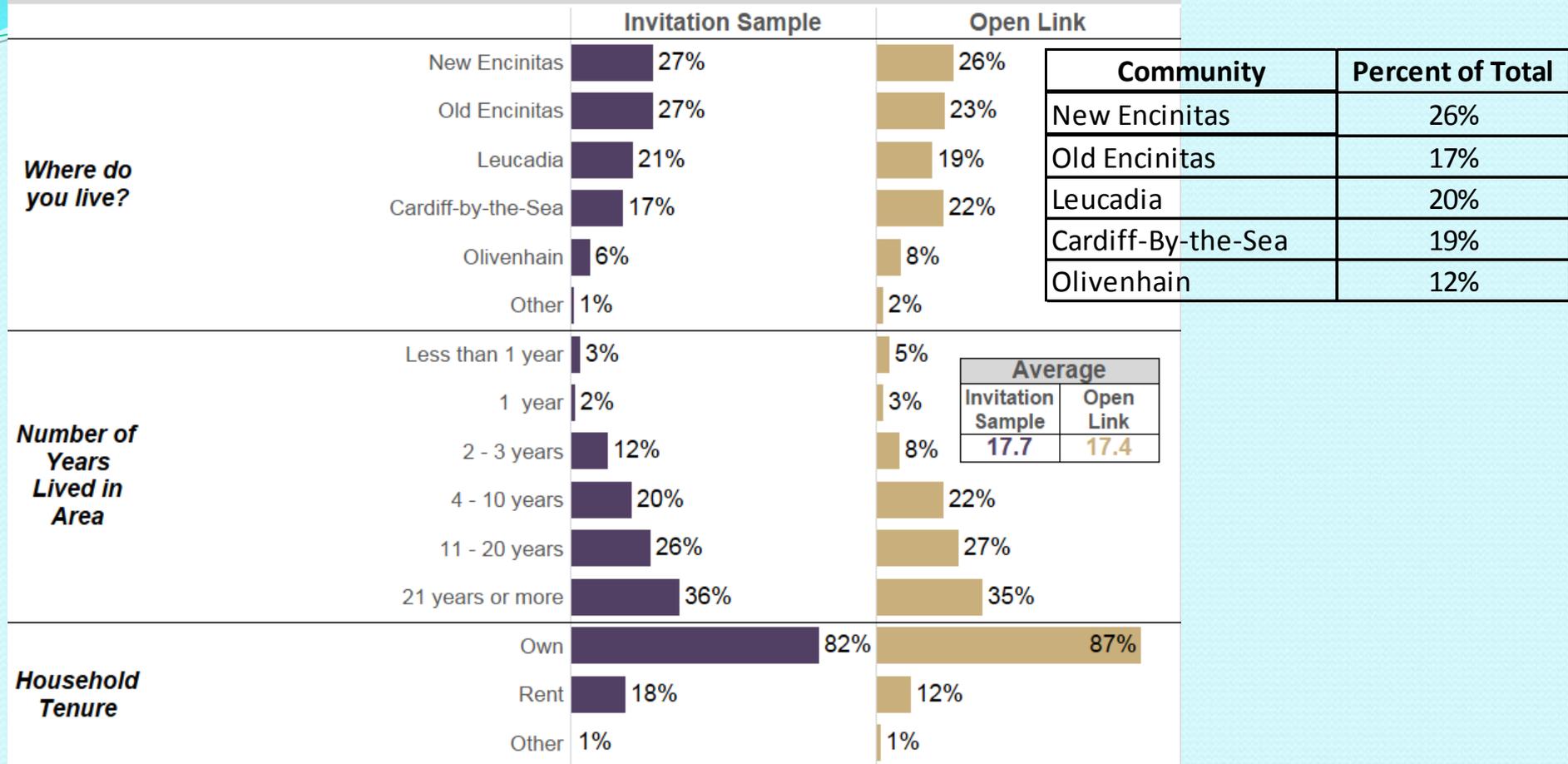
# Public Input Top Priorities



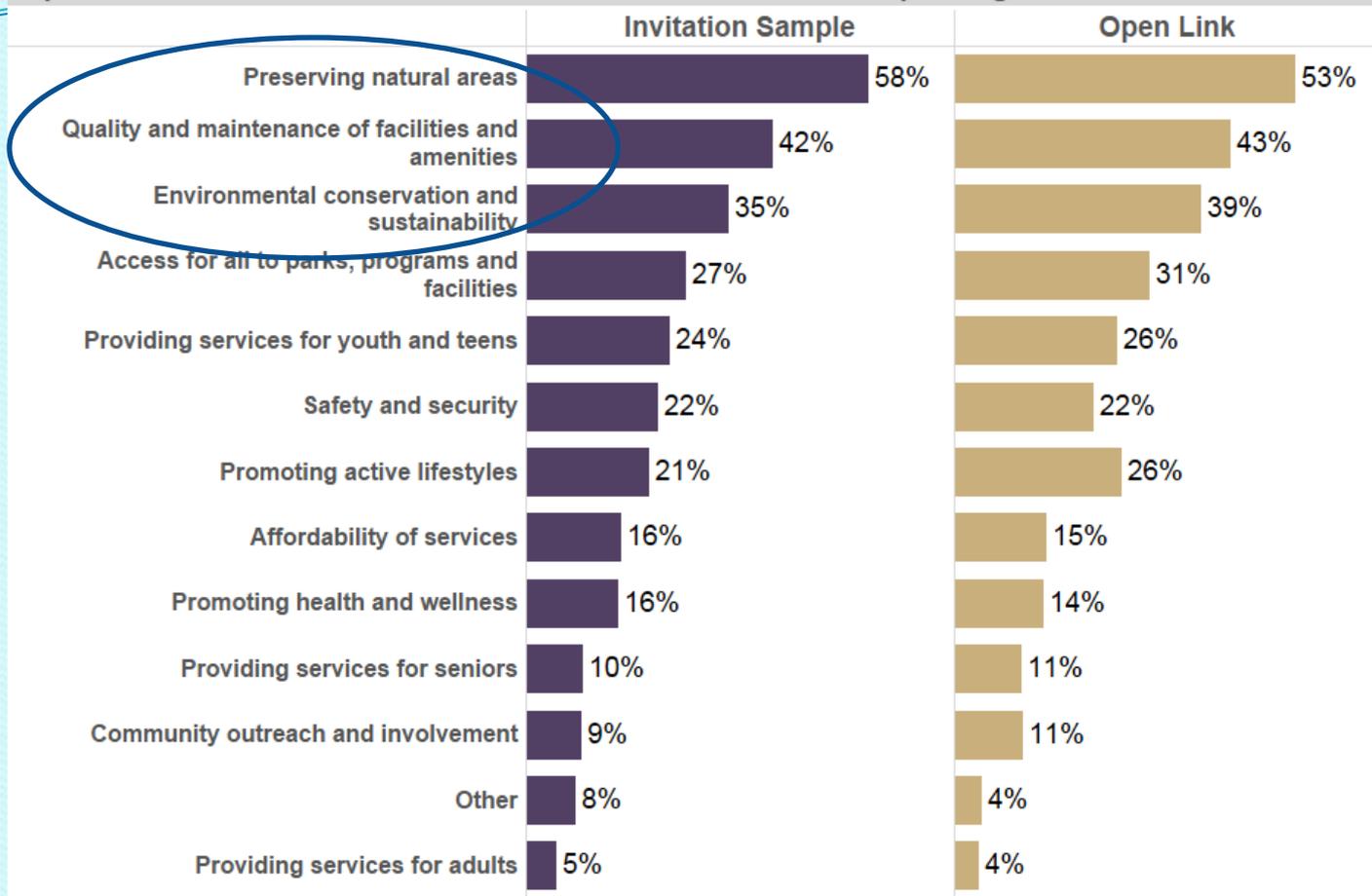
- Connectivity and safety – bikeable and walkable community
- Land acquisition/donation/preservation of open space
- Maintain what we have
- Marketing / Getting the word out
- Wayfinding/interpretative signage
- Improvements to beach access
- Interconnection with other communities/regional collaboration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



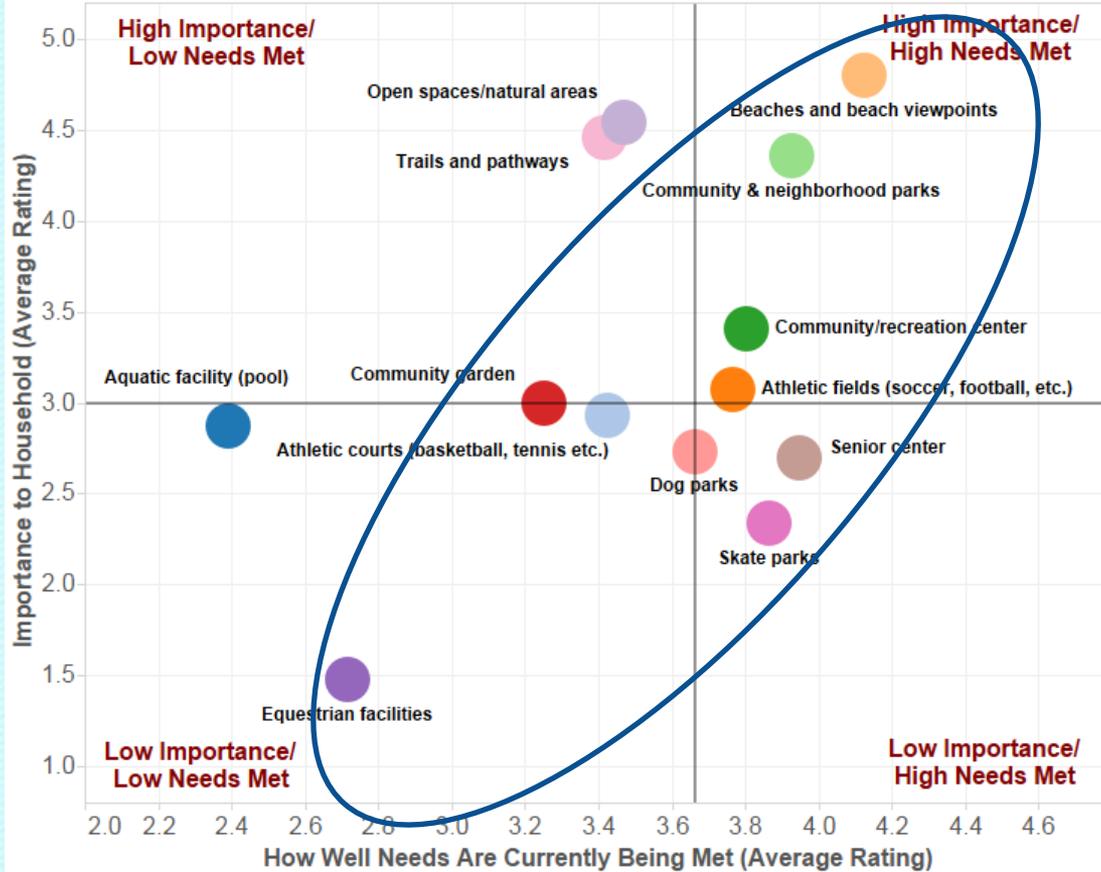
## Residential Profile



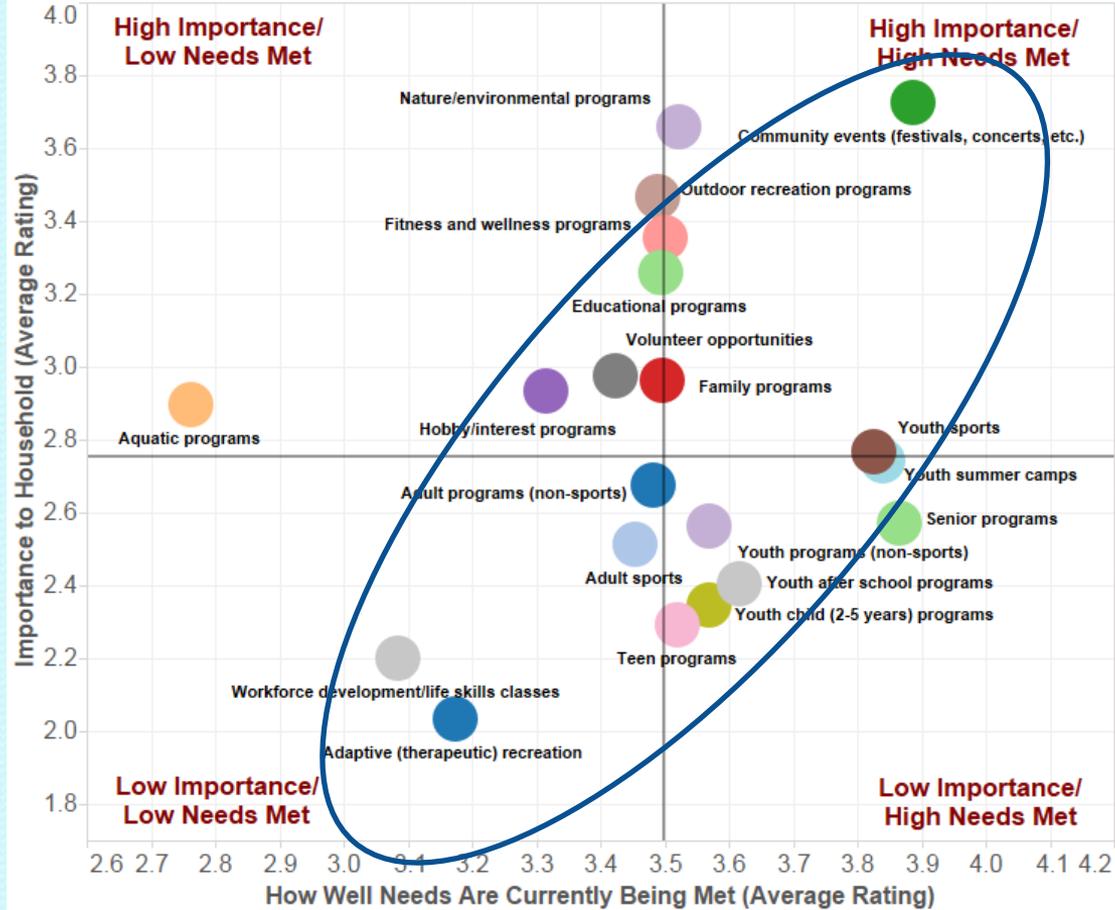
## Top Three Areas Combined that Encinitas Should Focus On Improving



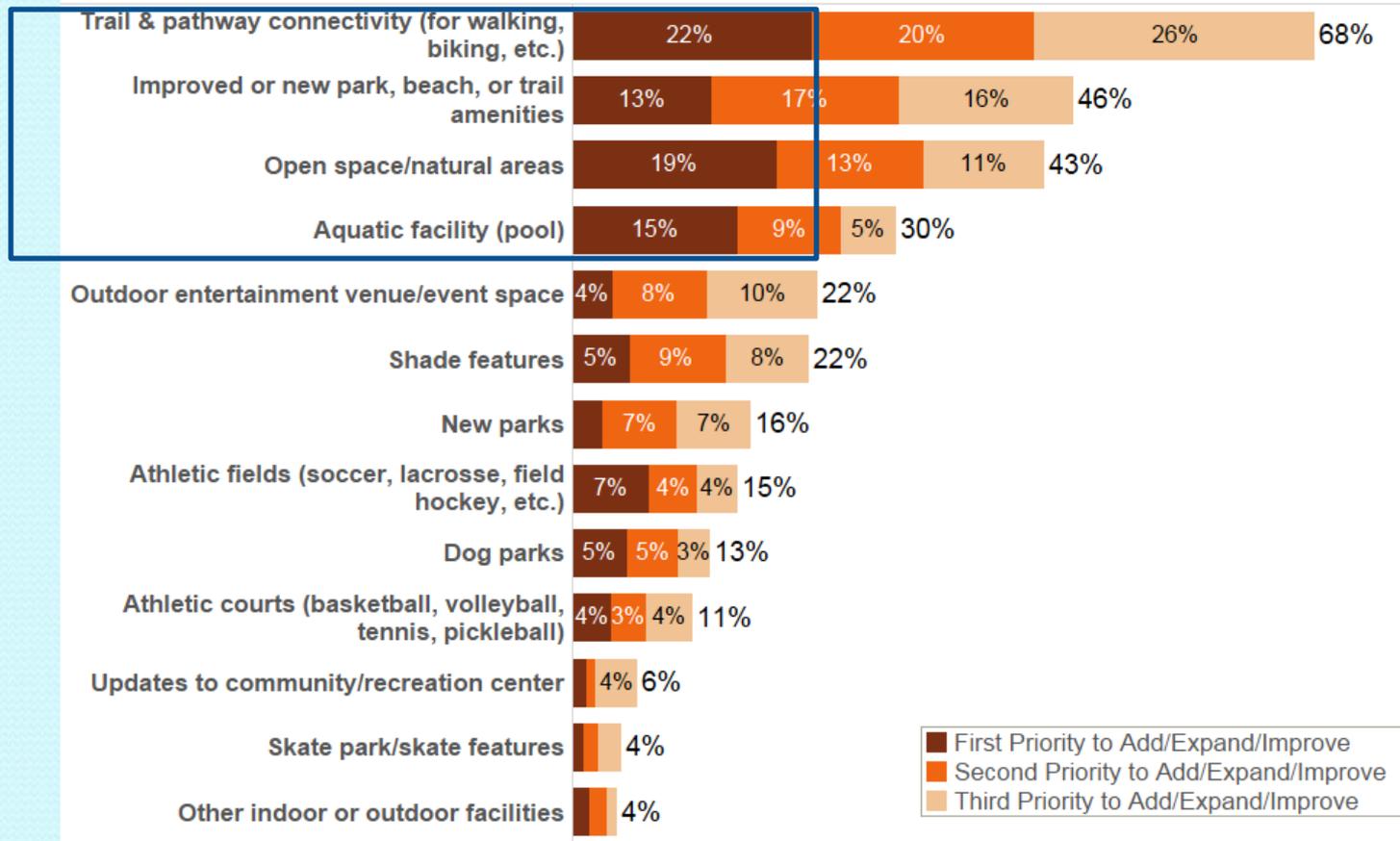
## Level of Importance vs. Needs Met for Current Encinitas Facilities - Invitation Sample Only



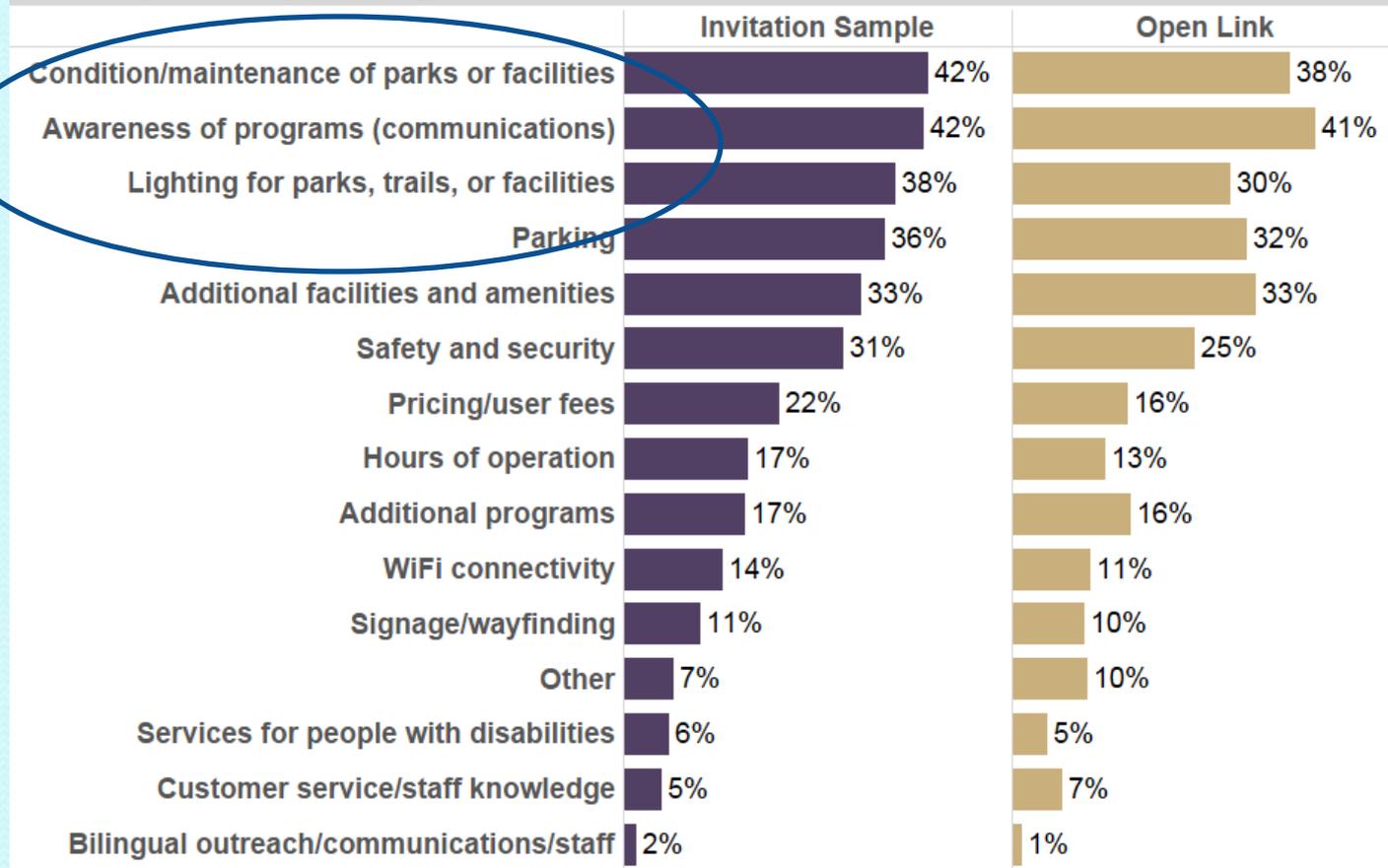
## Level of Importance vs. Needs Met for Current Encinitas Programs



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

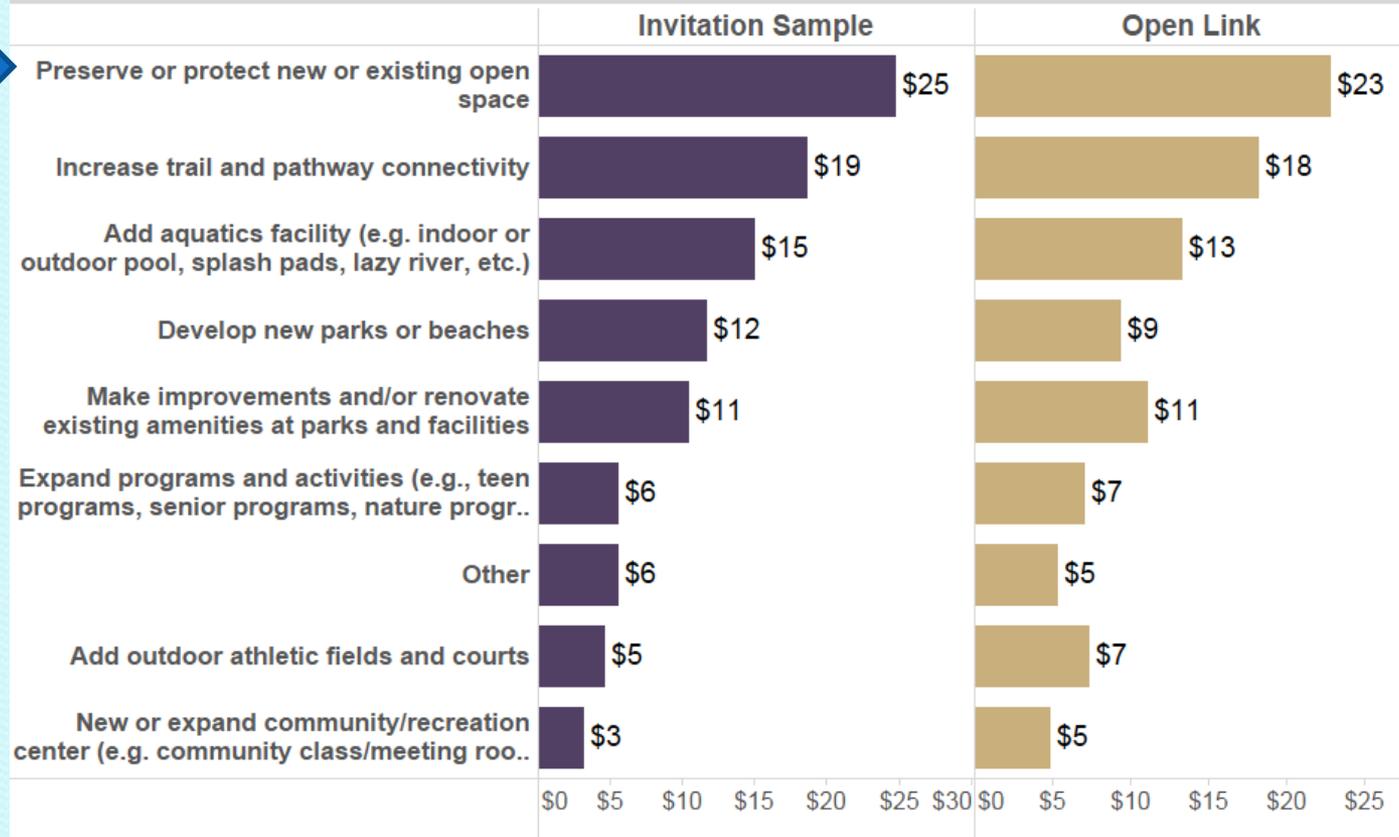


## Important Areas that, if Addressed by the City, Would Increase Use of Encinitas Facilities, Services, and Programs



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*

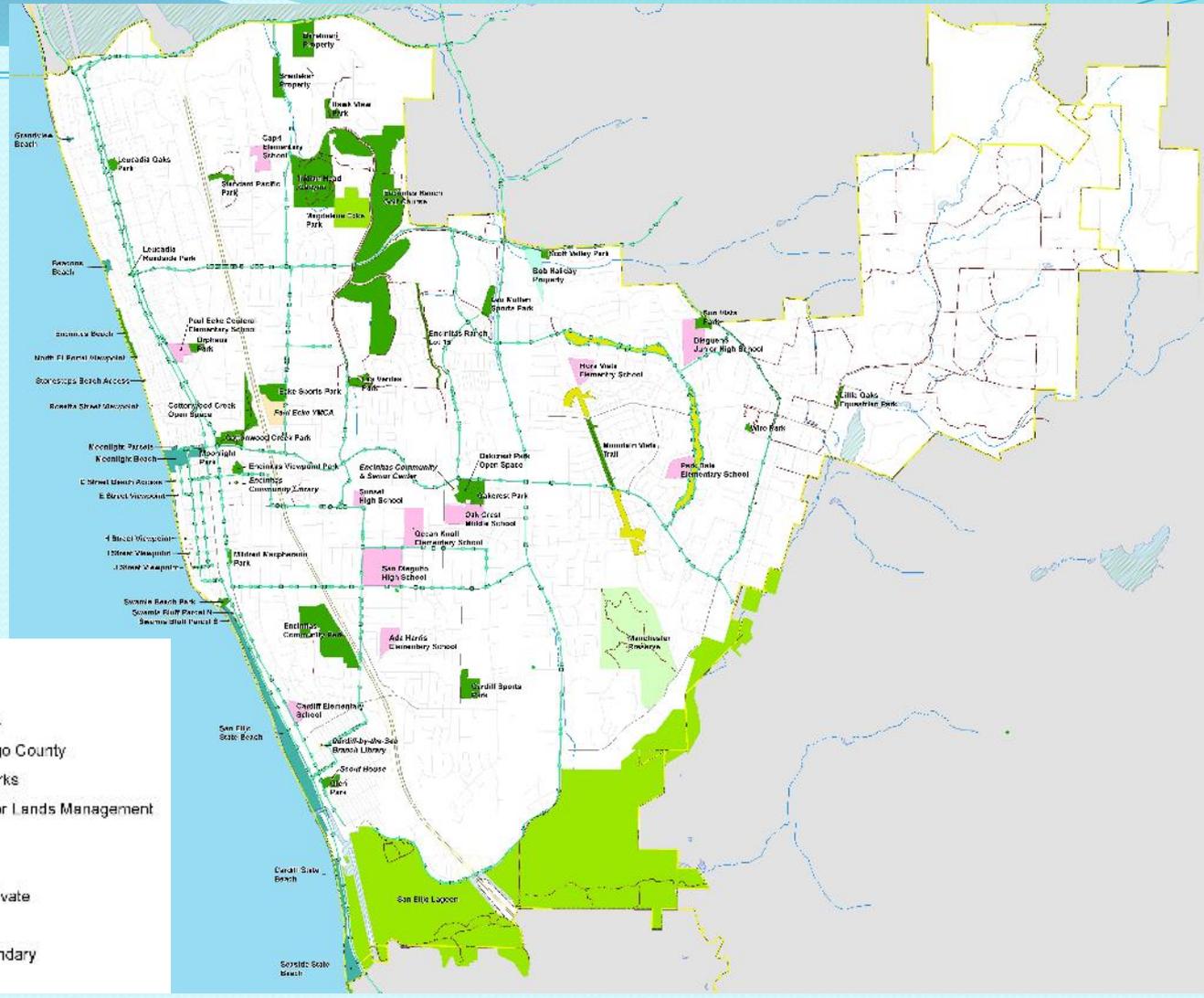


# Inventory Summary

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

## Locations

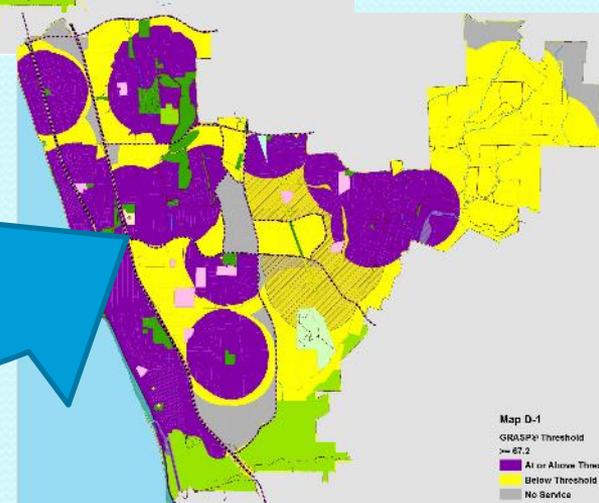
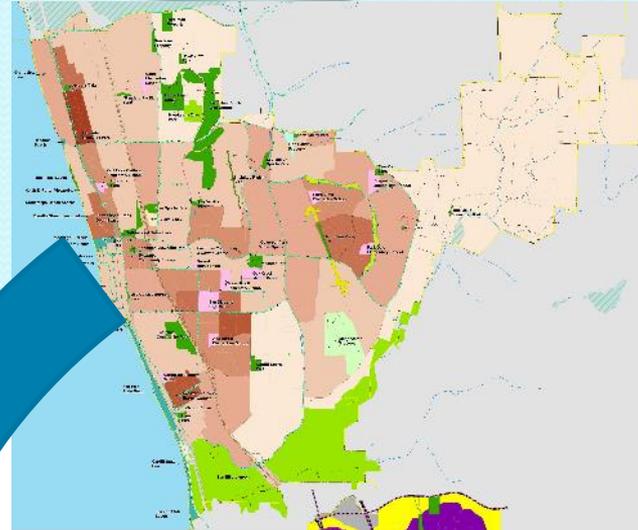
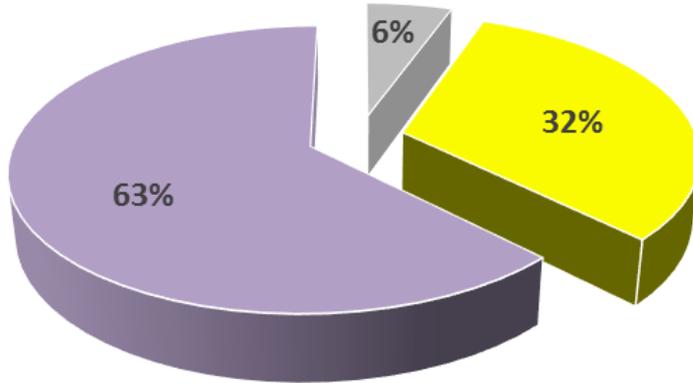
-  Encinitas
-  San Diego County
-  State Parks
-  Center for Lands Management
-  YMCA
-  School
-  Other Private
-  HOA
-  City Boundary



# % of Population with Access

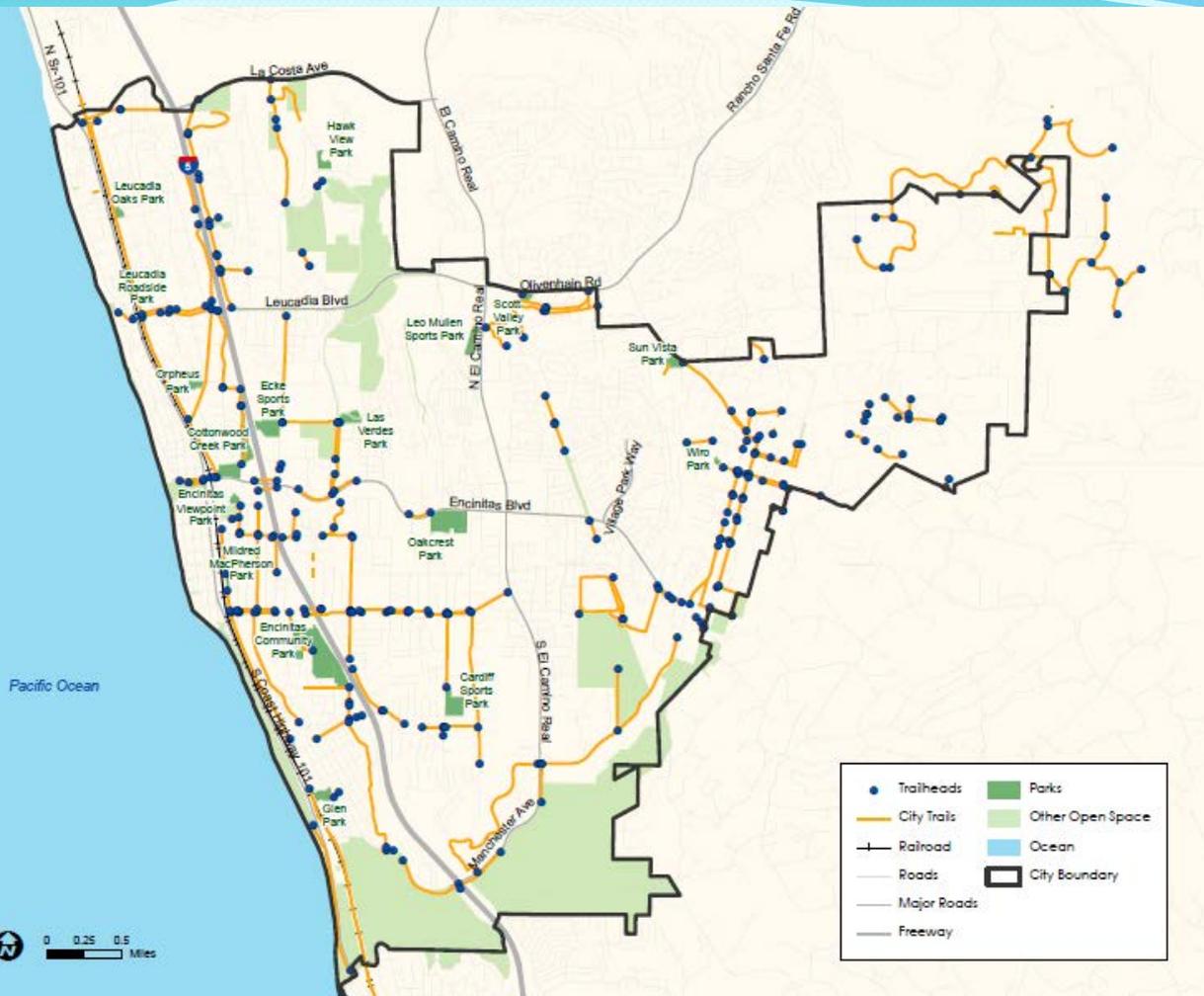
- 95% of residents have walkable access to some type of recreation

% of Population by Service Value



Map D-1  
GRASP<sup>®</sup> 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 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.



# 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

# Goal 1: Facilities and Amenities

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

# Goal 2: Organizational Efficiencies

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

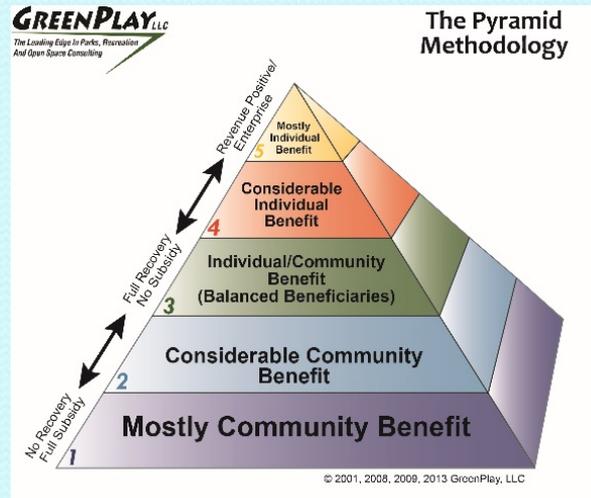
# Goal 3: Programs and Service Delivery

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



# Goal 4: Financial Opportunities

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



# 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.



# Next Steps

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



Thank you for  
your time &  
input!



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