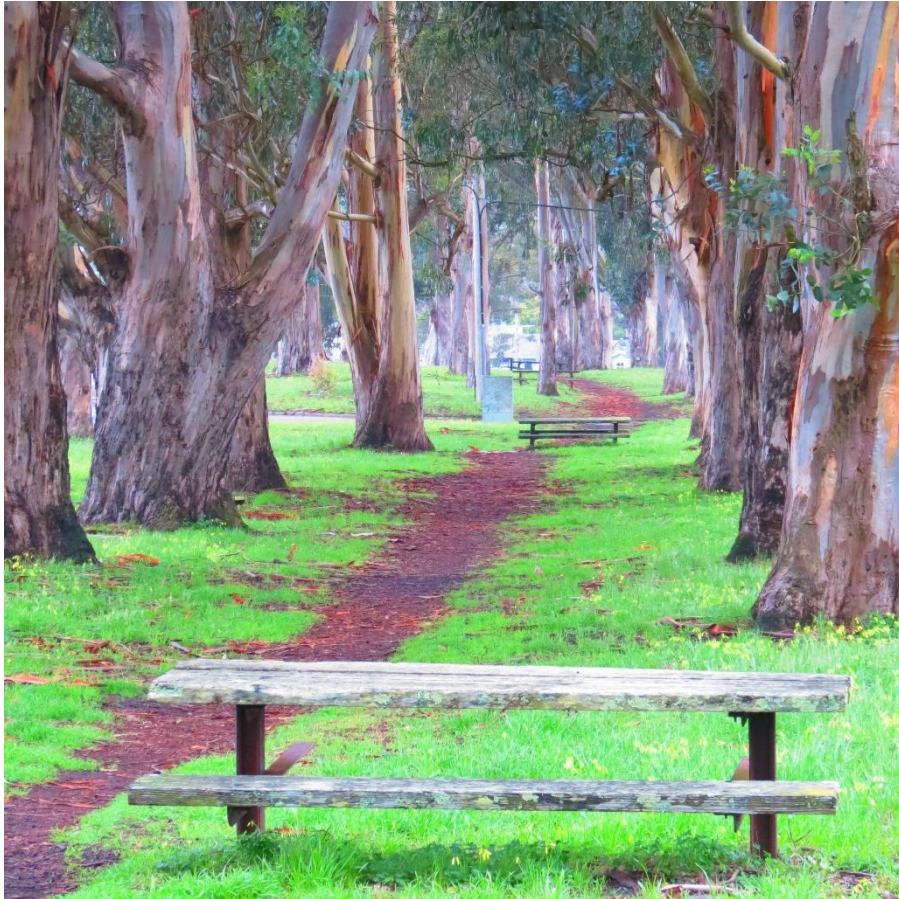


Results of 2019 GCSD Community Parks and Recreation Interest Survey



Prepared For: Granada Community Services District

Prepared By: Patrick Tierney Ph.D.
Professor of Recreation, Parks and Tourism
San Francisco State University

Date: October 9, 2019

Introduction

The Granada Community Services District (GCSD) has been charged by voters in the district to provide parks and recreation services since October 2014, when district residents approved expansion of its mission to include parks and recreation services. The district established a Parks Advisory Committee (PAC) to assist the district identify community parks and recreation needs and opportunities. The PAC suggested that a community parks and recreation interest survey is needed to get a more precise measurement of what district resident recreation and parks wants are and if they have changed since an initial community recreation needs survey was completed in 2015. The PAC along with the GCSD Board of Directors (Board) worked together to identify the types of information a new survey should gather. Together with input from Dr. Patrick Tierney, a professor of recreation, parks and tourism at San Francisco State, they developed the survey contained in Appendix D.

The 2019 parks and recreation interest survey (survey) contained some questions from the 2015 survey, to allow for comparisons. However, most questions were related to recently established services and potential new park and recreation facilities that have been identified by the Board and PAC. The district now lacks specialized recreational facilities. So, it has started to explore the idea of a community park along the “Burnham Strip.”

Figure 1-1. Map showing the location of GCSD owned property on the Burnham Strip, along Highway One in El Granada.



The Burnham Strip is seven acres of vacant land located in lower El Granada, between Obispo Road and Cabrillo Highway (Hwy 1). A portion of the parcel is currently used as a parking lot, mostly by visitors to Surfer's Beach. The GCSD is planning to develop a community park on 5 acres of this land. The 2019 survey asked for input on the need and desired characteristics of a future Burnham Park.

In addition to questions on a potential future Burnham Park the survey sought information about recreation classes and events the district could possibly offer. Since 2018 the district has offered a limited number of recreation classes and events during the summer months. The survey sought to determine the interest levels of current and future classes and events.

Another part of the 2019 community parks and recreation interest survey asked respondents about their interests and ideas for a potential small community recreation center. The district is small (about 2,500 households) and has limited financial resources, so it was important to identify that any future community recreation center would, out of necessity, be relatively modest in size, to match the scale of the community.

The final part of the survey asked respondents about potential development of either a Burnham Park or a small community recreation center. It asked if they had to choose one of these two projects to develop in the next five years, which one would they select.

Methods

The interest survey was created in English and Spanish in both written and online formats. The survey was pre-tested to ensure its validity and moderate length to complete (an average of 8 minutes). A cover letter with an invitation to respond, link and QR code to the online survey, hard copy of the survey and a self-addressed postage-paid envelope were mailed to all residential addresses in the district on September 6 along with a district newsletter. The cover letter and survey described the opportunity to be entered into a drawing to win a \$25 gift card from Spangler's Market, as an incentive to complete the survey. Instructions stated only one response per household. The first online survey response was received the night of September 9 and the first mailed back survey on September 11. In order to generate additional awareness and response to the survey, the district posted flyers about it at the El Granada Post Office and stationed one person there on the day the newsletter/surveys arrived at P.O. boxes and again on the second Saturday of the survey window, to encourage persons to complete it. Supplemental postings were placed on El Granada, Clipper Ridge, Princeton and Miramar *Next Door* websites. A reminder post card with a QR code and link to the online survey was mailed to all residences

in the district on September 20. Surveys dropped off at the district office, mailed to and received by the district or posted online were accepted through October 4, 2019. Data from hard copies of completed surveys were entered directly into the online survey database.

Dr. Tierney analyzed the survey responses using Survey Gizmo and SPSS software. Comparisons we made between respondents with self-reported households having children ages 18 and under living at home; and for households with persons aged 56 or older residing in the residence. This was done because the parks and recreation literature has shown that these two age groups often have very different parks and recreation preferences and needs. Significant differences in responses between these two groups were identified and shown in yellow (higher interest levels from households with children at home compared to households with seniors). A blue highlight indicated a significant difference where senior households had higher interest levels than did families with children for a specific variable.

Results

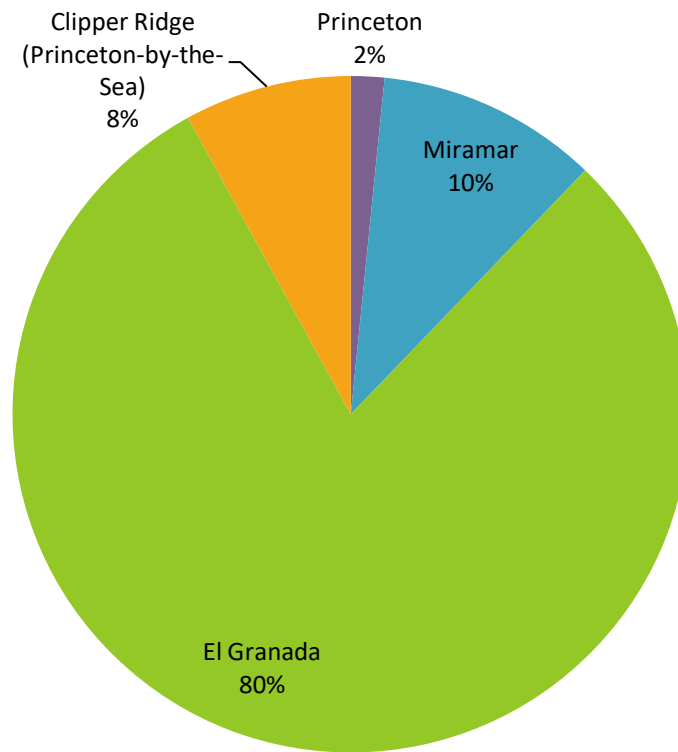
A total of 508 usable responses were received. This is a 26.1% response rate (508 out of 1,950 surveys mailed to residences and not returned undelivered). This response rate is considered good and provides a 95% confidence level with a margin of error of +/- 5%.

Response Statistics

	Count	Percent
Fully complete	483	95.1
Partially complete	25	4.9
Disqualified	0	0
Totals	508	

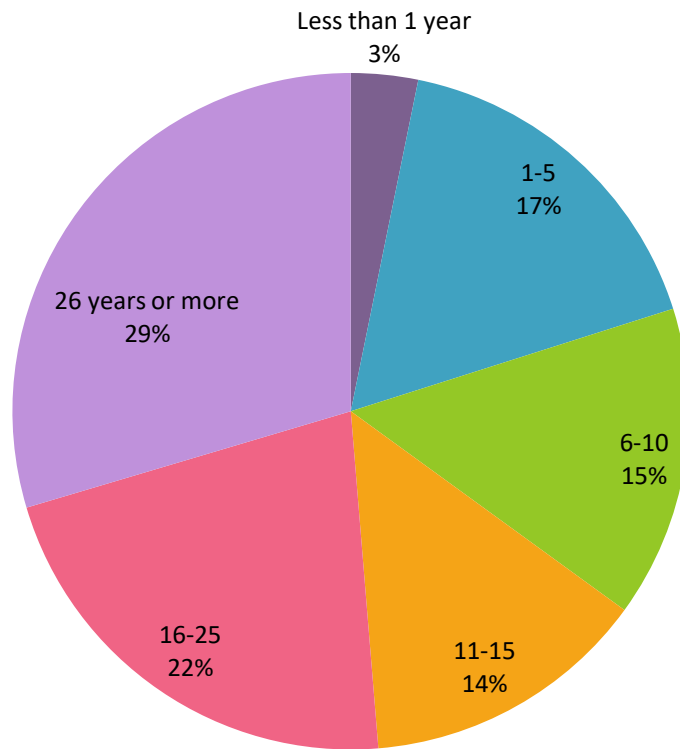
The following charts and tables present the results for each survey question. Appendix A presents the verbatim responses for the open-ended question: Do you have any additional ideas or comments about Burnham Park. Appendix B contains verbatim responses for the open-ended question: Do you have any additional ideas or comments about summer recreation programs. Appendix C contains verbatim responses for the open-ended question: Do you have any additional ideas or comments about a small community center.

1. In which neighborhood do you live?



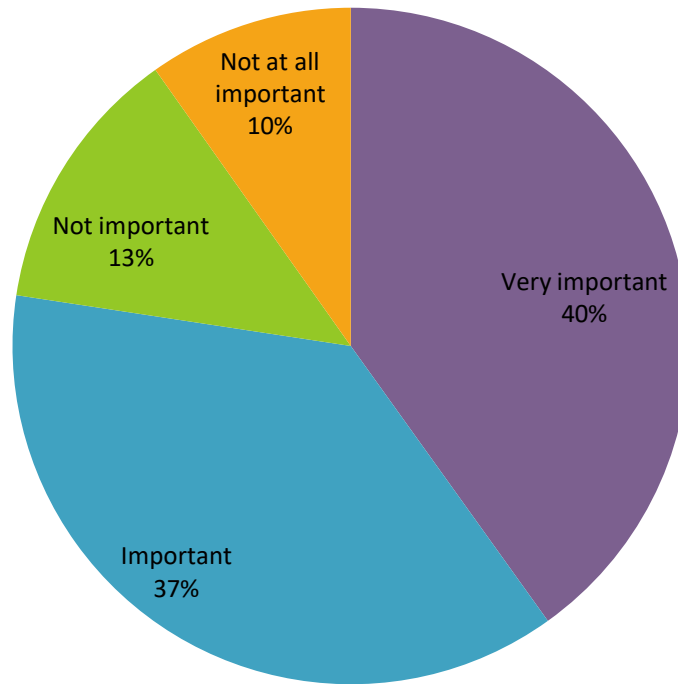
Value	Percent	Count
Princeton	1.6%	8
Miramar	10.6%	53
El Granada	79.9%	401
Clipper Ridge (Princeton-by-the-Sea)	8.0%	40
	Totals	502

2. How many years have you lived in this neighborhood?



Value	Percent	Count
Less than 1 year	3.2%	16
1-5	16.9%	85
6-10	14.9%	75
11-15	13.7%	69
16-25	21.7%	109
26 years or more	29.6%	149
	Totals	503

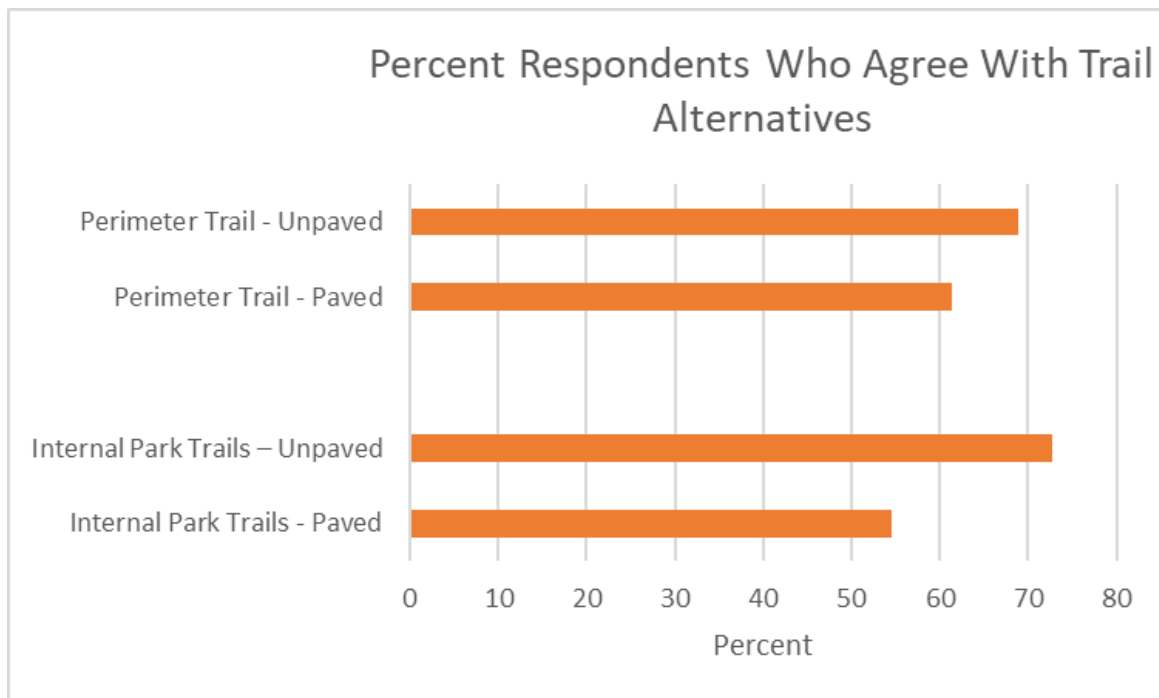
3. How important is a community park along the Burnham Strip to you and your family?



Value	Percent	Count
Very important	40.1%	197
Important	37.3%	183
Not important	12.8%	63
Not at all important	9.8%	48
Totals		491

4. Indicate your household's level of interest in including each of the following trail options:

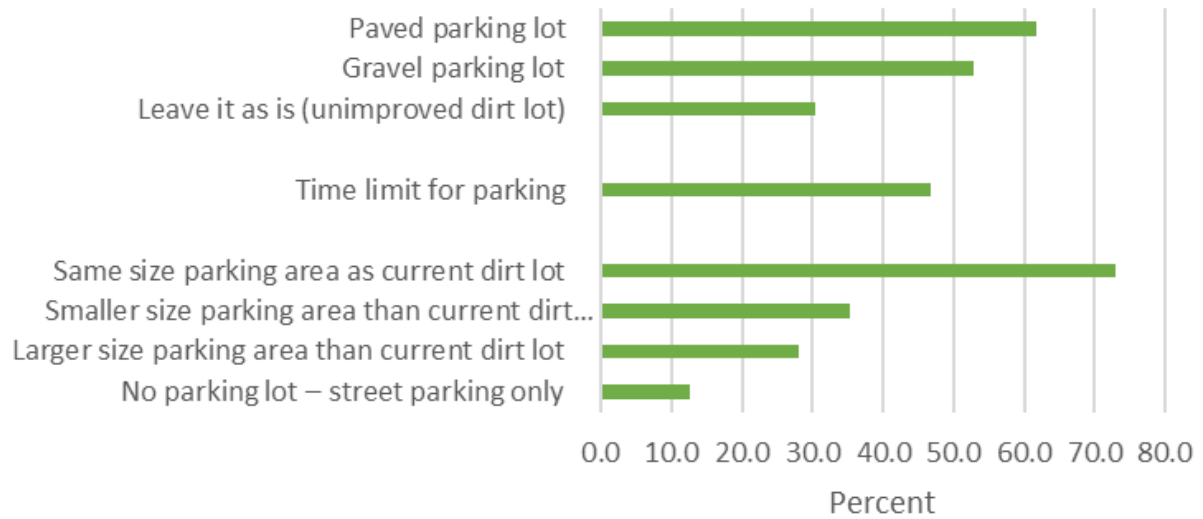
	Very Interested		Interested		Not Interested		Not At All Interested		Responses
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	
Internal Park Trails - Paved	35	24.8%	42	29.8%	19	13.5%	45	31.9%	141
Internal Park Trails – Unpaved	52	34.7%	57	38.0%	16	10.7%	25	16.7%	150
Perimeter Trail - Paved	49	32.0%	45	29.4%	15	9.8%	44	28.8%	153
Perimeter Trail - Unpaved	47	34.8%	46	34.1%	17	12.6%	25	18.5%	135



5. Indicate your household's level of interest in including each of the following parking lot options.

	Very Interested		Interested		Not Interested		Not At All Interested		Responses
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count
Same size parking area as current dirt lot	136	30.3%	192	42.8%	61	13.6%	60	13.4%	449
Smaller size parking area than current dirt lot	48	11.5%	100	23.9%	112	26.8%	158	37.8%	418
Larger size parking area than current dirt lot	61	14.5%	57	13.6%	112	26.7%	190	45.2%	420
No parking lot – street parking only	27	6.5%	25	6.0%	77	18.5%	288	69.1%	417
Time limit for parking	84	19.4%	119	27.4%	72	16.6%	159	36.6%	434
Gravel parking lot	76	17.5%	153	35.3%	88	20.3%	117	27.0%	434
Paved parking lot	132	29.7%	143	32.1%	64	14.4%	106	23.8%	445
Leave it as is (unimproved dirt lot)	63	14.7%	67	15.7%	97	22.7%	201	47.0%	428

Percent Respondents Who Agree Or Strongly Agree With Parking Alternatives



6. Indicate your household's level of interest in including each of the following elements/features in the Burnham Park.

	Very Interested		Interested		Not Interested		Not At All Interested		Responses
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count
Art, such as sculpture or sundial	96	20.6%	151	32.3%	89	19.1%	131	28.1%	467
Barbecues	62	13.2%	136	28.9%	112	23.8%	161	34.2%	471
Benches	198	41.1%	216	44.8%	22	4.6%	46	9.5%	482
Bicycle pump track	91	19.5%	123	26.4%	85	18.2%	167	35.8%	466
Bocce court	78	16.7%	127	27.1%	106	22.6%	157	33.5%	468
Children's playground (requires low fence)	109	23.0%	152	32.1%	84	17.8%	128	27.1%	473
Climbing boulders	90	19.3%	134	28.7%	88	18.8%	155	33.2%	467
Dog park (low fence off-leash area)	107	22.5%	117	24.6%	80	16.8%	171	36.0%	475
Fitness and running circuit (Parkours)	92	19.7%	132	28.2%	89	19.0%	155	33.1%	468
Half-court basketball (may require partial fence)	55	11.8%	116	24.9%	109	23.4%	185	39.8%	465
Horseshoes area	48	10.1%	123	26.0%	127	26.8%	175	37.0%	473
Interpretive signs, such as about nature, history	90	19.1%	195	41.3%	85	18.0%	102	21.6%	472
Lawn area (irrigated/planted/mowed grass)	85	18.3%	150	32.3%	88	19.0%	141	30.4%	464
Multi-use court (basketball, pickle ball, tennis, volleyball, etc.-requires high fence)	85	18.0%	99	21.0%	97	20.6%	190	40.3%	471
Native vegetation area	188	39.5%	189	39.7%	40	8.4%	59	12.4%	476
Ocean views	314	64.9%	119	24.6%	16	3.3%	35	7.2%	484

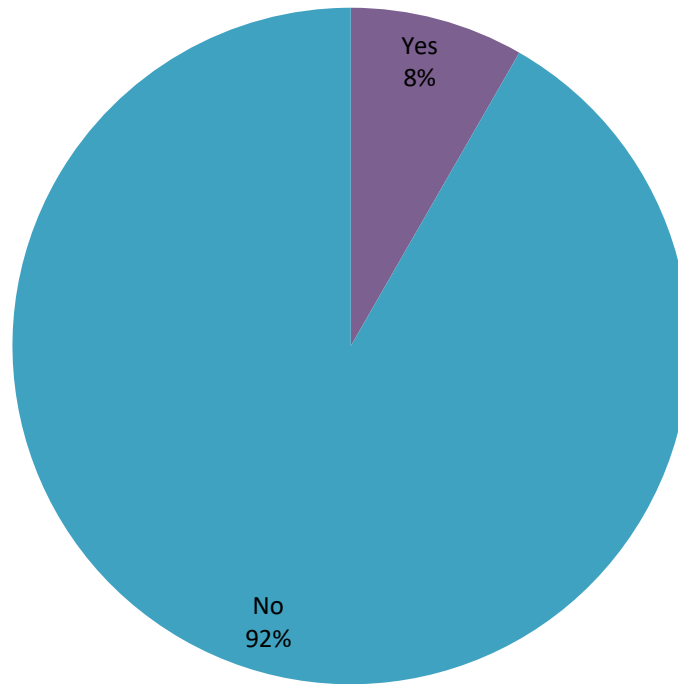
Outdoor showers	96	20.1%	131	27.4%	93	19.5%	158	33.1%	478
Picnic area- family	159	33.0%	186	38.6%	46	9.5%	91	18.9%	482
Picnic area - group	77	16.2%	144	30.3%	107	22.5%	147	30.9%	475
Plaza	37	8.0%	95	20.7%	143	31.1%	185	40.2%	460
Quiet area	84	17.8%	118	25.0%	119	25.2%	151	32.0%	472
Restrooms	241	49.0%	148	30.1%	36	7.3%	67	13.6%	492
Small amphitheater/stage	47	10.1%	131	28.2%	108	23.3%	178	38.4%	464
Skate park (small, below ground level)	126	26.9%	135	28.8%	72	15.4%	135	28.8%	468
Skate ramp (half pipe)	147	30.9%	130	27.4%	65	13.7%	133	28.0%	475

6b. Percent respondents who are interested or very interested in park features, by households with youth under 18 and seniors 56 and older*

Park Feature	Total Survey	Households Kids 18<	Seniors 56+
Ocean views	89.5	90.8	90.2
Benches	85.9	87.1	85.6
Native vegetation area	79.2	76.5	80.7
Restrooms	79.1	81.9	79.6
Picnic area- family	71.6	77.2	69.4
Interpretive signs, such as about nature, history	60.4	60.3	60.9
Skate ramp (half pipe)	58.3	72.6	48.1
Skate park (small, below ground level)	55.7	70.1	46.7
Children's playground (requires low fence)	55.1	66.9	51.2
Art, such as sculpture or sundial	52.9	54.4	53.4
Lawn area (irrigated/planted/mowed grass)	50.6	56.2	50.4
Fitness and running circuit (Parkours)	47.9	53.8	46.7
Climbing boulders	48.0	70.2	38.7
Outdoor showers	47.5	60.7	37.2
Dog park (low fence off-leash area)	47.1	49.4	44.9
Picnic area - group	46.5	47.9	44.8
Bicycle pump track	45.9	64.2	33.1
Bocce court	43.8	47.2	41.1
Quiet area	42.8	28.6	79.6
Barbecues	42.1	44.6	40.7
Multi-use court (basketball, etc - requires high fence)	39.1	50.6	31.5
Small amphitheater/stage	38.3	45.6	34.3
Half-court basketball (may require partial fence)	36.7	47.8	30.1
Horseshoes area	36.1	35.6	34.9
Plaza	28.7	28.5	30.1

* Yellow and blue colors indicate significant differences between households with youth 18< and with seniors 56+

7. Would any above ground improvements in a Burnham Park impact your view of the ocean from your home?

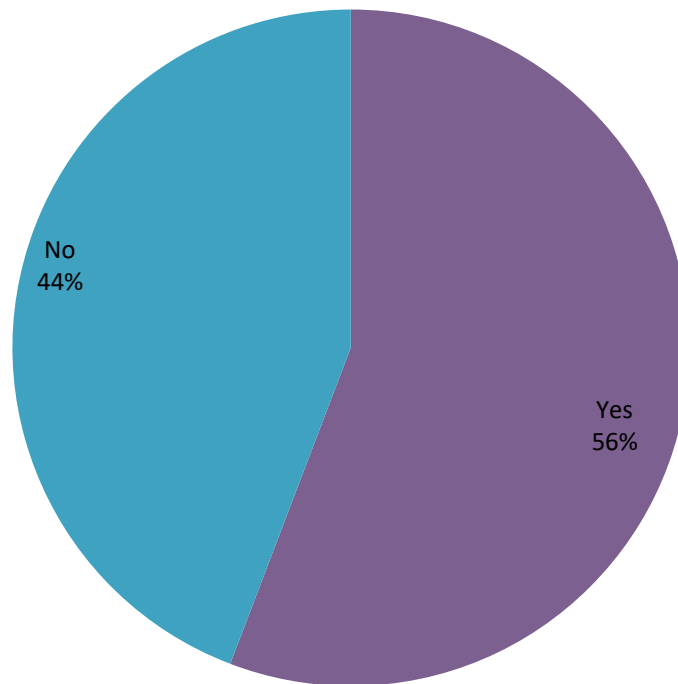


Value	Percent	Count
Yes	8.3%	41
No	91.7%	453
	Totals	494

8. Additional ideas and comments about Burnham Park?

See Appendix A for verbatim comments about Burnham Park

9. GCSD provides summer recreation activities in the district. Have you ever seen information or heard about the summer recreation programs offered by the GCSD?



Value	Percent	Count
Yes	55.8%	268
No	44.2%	212
	Totals	480

10. How did you learn about the GCSD summer programs? Summary of written responses. *

Source	Percent	Count
Newsletter/Mailer	52.4	11
Newspaper, HMB Review	19.0	4
Flyers	9.5	2
Neighbor	4.8	1
Post Office	4.8	1
Saw them occurring	4.8	1
Library	4.8	1
	Totals	21

* Only respondents who had seen or heard about summer recreation programs

11. Indicate your household’s level of interest in participating in the following possible recreation activities, if GCSD offered them locally.

	Very Interested		Interested		Not Interested		Not At All Interested		Responses
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count
Art Classes	88	19.4%	170	37.4%	96	21.1%	100	22.0%	454
Ballroom Dancing	35	7.7%	100	22.0%	127	28.0%	192	42.3%	454
Bridge Club	19	4.3%	45	10.1%	146	32.7%	237	53.0%	447
CPR, AED and/or First Aid Class	93	20.4%	212	46.6%	68	14.9%	82	18.0%	455
Coastal Clean-Ups	131	28.3%	232	50.1%	50	10.8%	50	10.8%	463
Concert (non-amplified)	112	24.0%	198	42.5%	62	13.3%	94	20.2%	466
Dog Training Classes	55	12.2%	114	25.3%	128	28.4%	153	34.0%	450
Guided Nature Walk/Hike	91	19.6%	194	41.7%	93	20.0%	87	18.7%	465
Guided Family Nature Walk In Spanish	24	5.4%	76	17.0%	144	32.1%	204	45.5%	448
Interpretive History Walks About Local Area	87	18.8%	204	44.1%	92	19.9%	80	17.3%	463
Learning Sport Fishing or Crabbing	57	12.7%	120	26.7%	114	25.3%	159	35.3%	450
Mah-Jong Club	19	4.3%	45	10.1%	144	32.3%	238	53.4%	446
Mountain Biking	69	15.4%	99	22.1%	123	27.5%	157	35.0%	448

Rosen Movement Class (increases flexibility and energy)	59	13.0%	158	34.7%	95	20.9%	143	31.4%	455
Sailing Camp for Youth	67	14.9%	130	28.9%	96	21.3%	157	34.9%	450
Skateboarding Camp	73	16.3%	113	25.3%	97	21.7%	164	36.7%	447
Surfing Lessons	100	22.1%	156	34.5%	76	16.8%	120	26.5%	452
Swimming	128	27.9%	149	32.5%	68	14.8%	113	24.7%	458
Tot Lot Jumpers (inflatable bounce houses for young Youth)	33	7.3%	77	17.1%	118	26.2%	223	49.4%	451
Zumba Gold	43	9.5%	93	20.4%	127	27.9%	192	42.2%	455
Yoga	113	24.4%	183	39.5%	77	16.6%	90	19.4%	463

11b. Percent respondents who are interested or very interested in the following recreation activities, if GCSD offered them locally; by households with youth under 18 and households with seniors 56 and older*

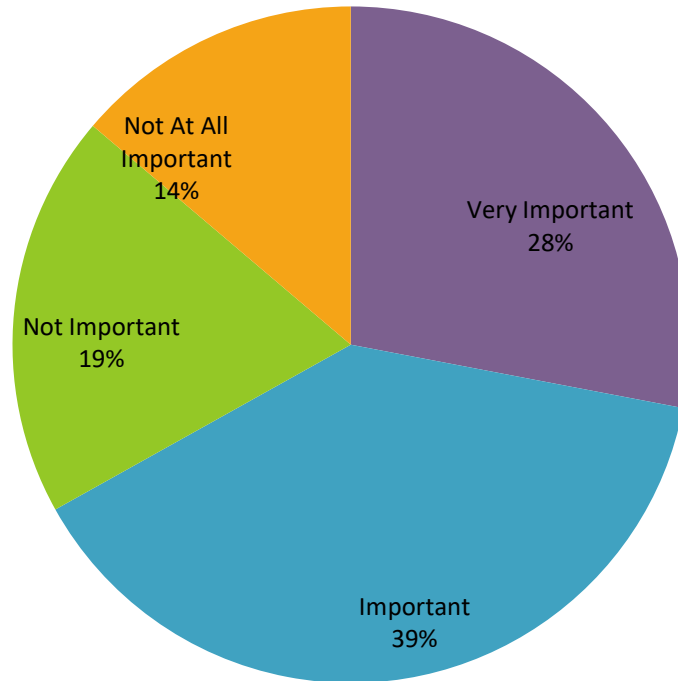
Recreation Activities	Households		
	Total	Kids 18<	Seniors 56+
Coastal Clean-Ups	78.4	85.9	72.8
CPR, AED and/or First Aid Class	67.1	75.7	63.1
Concert (non-amplified)	66.5	73.1	64.1
Yoga	63.9	68.8	58.4
Interpretive History Walks About Local Area	62.9	53.9	67.7
Guided Nature Walk/Hike	61.3	56.6	64.5
Swimming	60.4	79.4	50.2
Art Classes	56.8	61.3	51.2
Surfing Lessons	56.6	76.1	45.2
Rosen Movement Class (increases flexibility a	47.4	29.5	53.2
Sailing Camp for Youth	43.8	60.1	32.6
Skateboarding Camp	41.6	61.4	28.7
Learning Sport Fishing or Crabbing	39.4	51.1	31.4
Dog Training Classes	37.5	37.8	36.9
Mountain Biking	37.5	55.4	25.8
Ballroom Dancing	29.7	25.1	29.2
Guided Family Nature Walk In Spanish	22.4	22.5	21.3
Mah-Jong Club	24.4	9.5	13.9
Bridge Club	14.4	9.5	17.6

* Yellow and blue indicates significant differences

12. Additional ideas and comments about summer recreation

See Appendix B for verbatim comments about summer recreation

13. GCSD is interested in having a small local Community Recreation Center. How important to you and your family is a small Community Recreation Center near central El Granada?



Value	Percent	Count
Very Important	28.0%	132
Important	38.9%	183
Not Important	19.3%	91
Not At All Important	13.8%	65
	Totals	471

14. How important would each of the following elements / features be for a small Community Recreation Center in El Granada?

	Very Important		Important		Not Important		Not At All Important		Responses
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count
Basketball court	67	15.4%	136	31.3%	91	20.9%	141	32.4%	435
Childcare room	54	12.4%	125	28.7%	106	24.3%	151	34.6%	436
Crafts room (such as pottery, painting)	99	22.1%	197	44.0%	63	14.1%	89	19.9%	448
Event space	106	23.8%	195	43.7%	59	13.2%	86	19.3%	446
Fitness room	113	25.3%	155	34.8%	92	20.6%	86	19.3%	446
Large multi-purpose room	90	20.1%	181	40.5%	84	18.8%	92	20.6%	447
Multi-sport court (basketball, volleyball, tennis, pickle ball)	100	22.6%	157	35.5%	75	17.0%	110	24.9%	442
Small meeting room	57	12.8%	195	43.8%	96	21.6%	97	21.8%	445
Small swimming pool	165	36.7%	101	22.4%	70	15.6%	114	25.3%	450

14b. Percent respondents who are interested or very interested in the following community center features; by households with youth under 18 and households with seniors 56 and older*

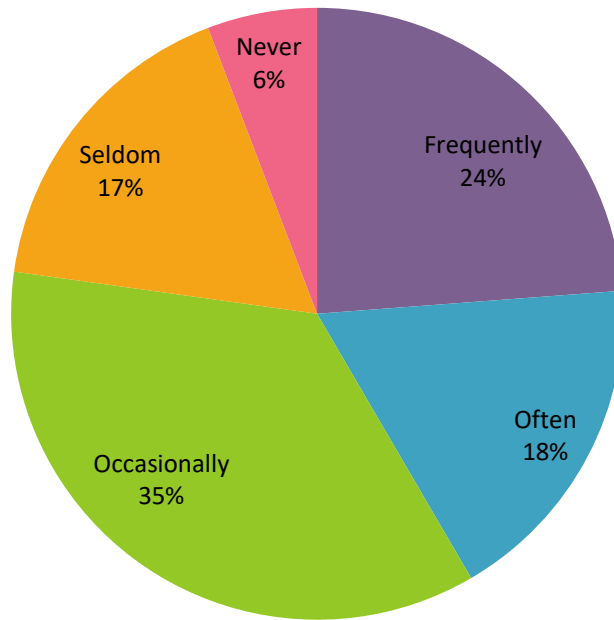
Feature	Households		Seniors
	Total	Kids 18<	56+
Event space	67.5	67.3	65.8
Crafts room (such as pottery, painting)	66.1	70.5	60.8
Large multi-purpose room	60.6	62.6	57.4
Fitness room	60.1	59.1	58.2
Small swimming pool	59.1	73.5	53.4
Multi-sport court (basketball, pickleball, etc)	58.1	71.7	48.1
Small meeting room	56.6	50.7	60.3
Basketball court	46.7	59.7	40.4
Childcare room	41.1	46.2	36.3

* Yellow and blue indicates significant differences

15. Additional ideas and comments on a small community recreation center

See Appendix C for verbatim comments about a community recreation center

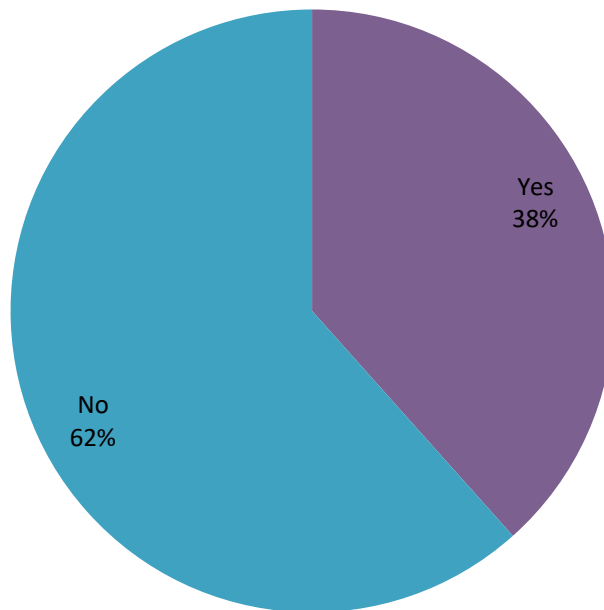
**16. How often do you and members of your household travel to parks outside of the local area for recreational facilities or activities not provided locally?
2019 Survey.**



16b. Comparison of 2015 survey results and 2019 results.

Value	2015 Percent	2019 Percent
Frequently	11.5%	23.8%
Often	18.1%	17.8%
Occasionally	38.9%	35.6%
Seldom	23.8%	17.0%
Never	7.2%	5.8%
Totals		

17. Do you feel there are sufficient public park and playground areas within our community?



17b. Comparison between 2015 survey and 2019 results

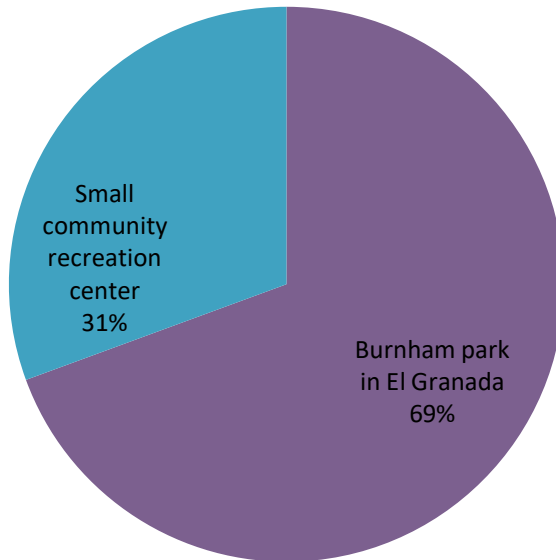
Value	Percent 2015 Survey	Percent 2019 Survey
Yes	11.9%	38.4%
(Somewhat -2015 survey only)	21.7%	(Not an option in 2019)
No	66.4%	61.6%

* 2015 responses presented in this table were reversed to make them comparable with 2019 survey

17c. Percent respondents who feel there are sufficient public park and playground areas within our community; by households with Youth 18< and households with seniors 56 or older. 2019.

Value	All Respondents	Households With Youth 18<	Households With Seniors 56+
Yes	38.4	30.8	39.6
No	61.6	68.1	60.4

18. If only ONE park and recreation project could be accomplished by the District in the next five (5) years, which of the following projects should be undertaken? (Check only one)

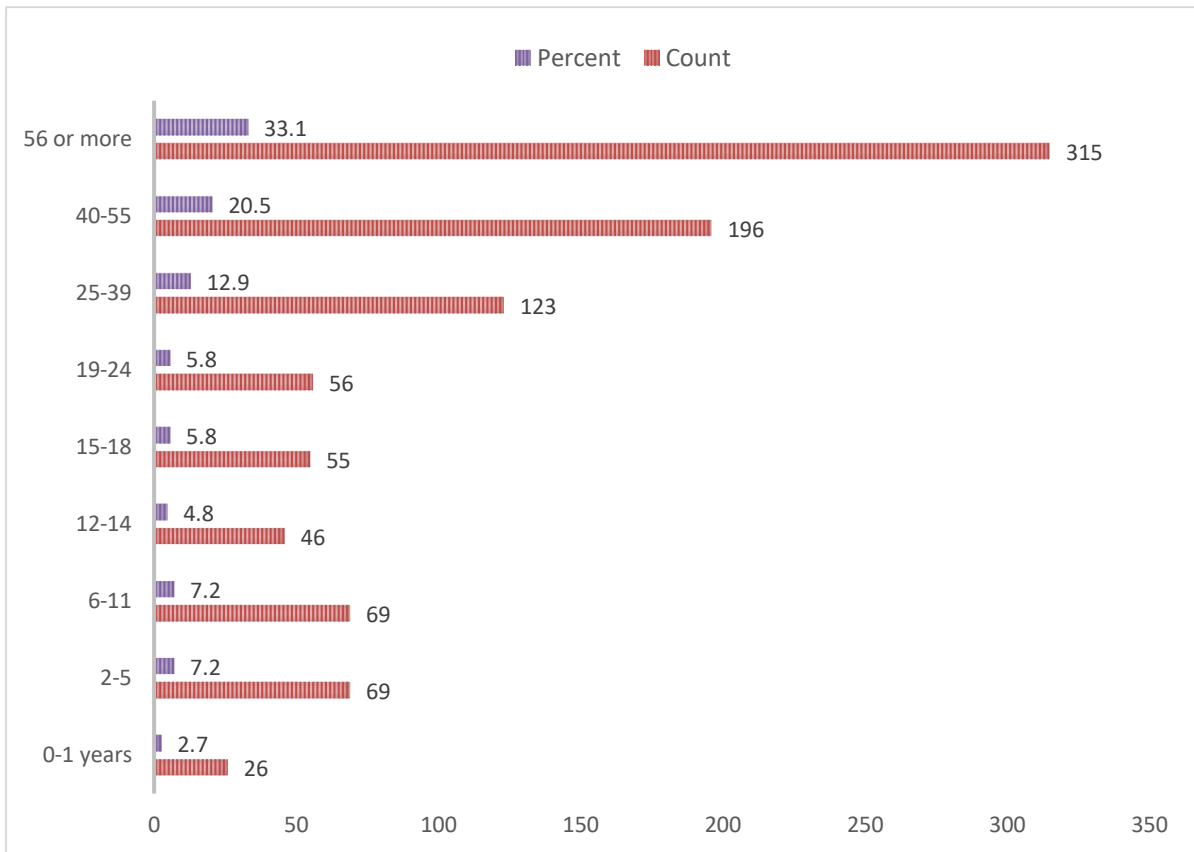


Value	Percent	Count
Burnham park in El Granada	69.4%	320
Small community recreation center	30.6%	141
	Totals	461

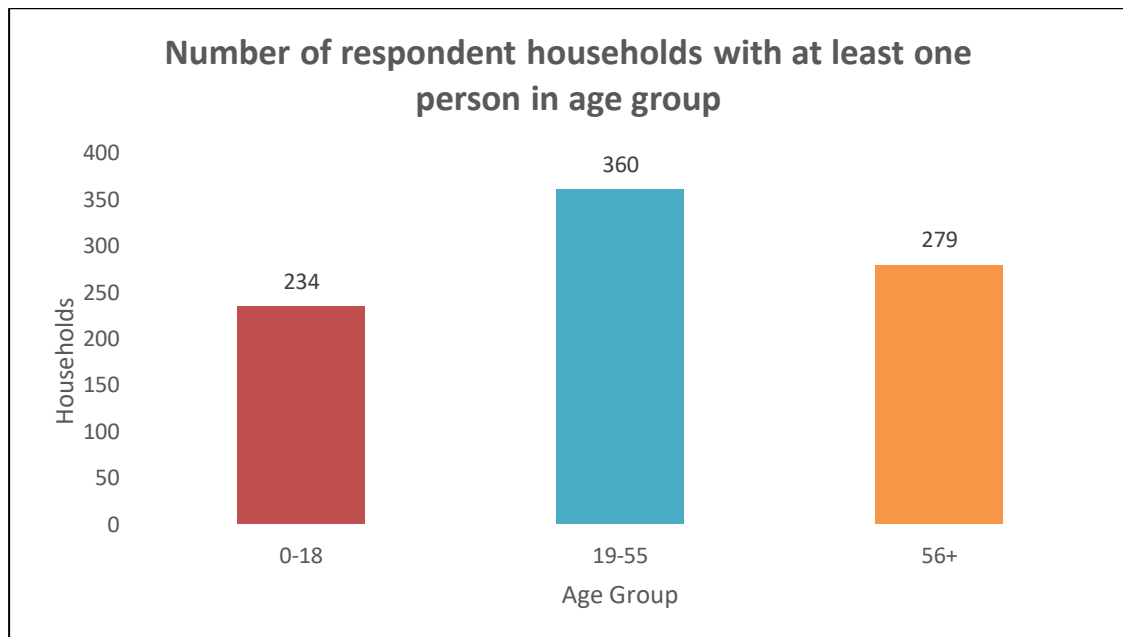
18b. If only ONE park and recreation project could be accomplished by the District in the next five (5) years, which of the following projects should be undertaken; by households with Youth 18< and households with seniors 56+

Project	All Respondents	Households With Youth 18<	Households With Seniors 56+
Burnham park in El Granada	69.4%	69.2%	68.1%
Small community recreation center in central El Granada	30.8%	30.8%	31.9%

19. Including yourself, list number of persons in your household by age group

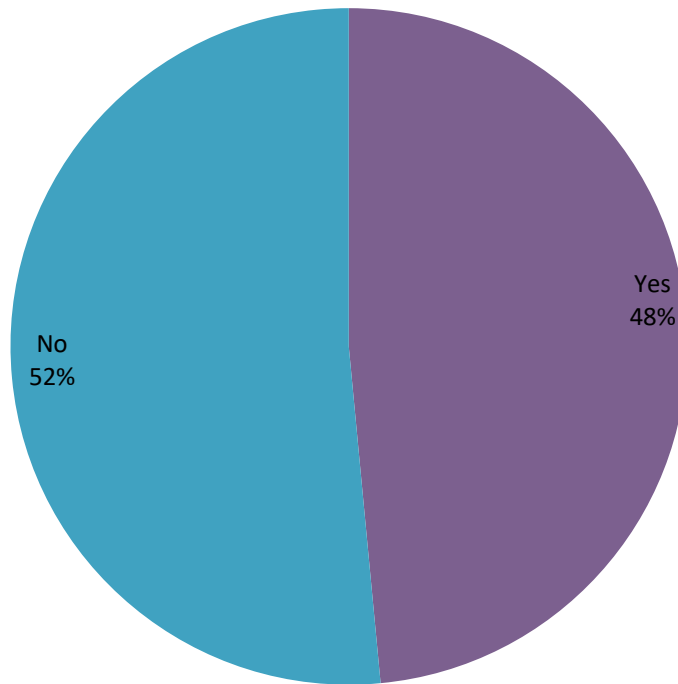


* Table shows total number of persons in each age group. The total count adds up to more than the 508 total survey responses because some households have more than one age group living there.



* Table shows the total number of households in each age group. The total count adds up to more than 508 total responses because some households have more than one age group living there.

20. As a token of our appreciation for completing the survey, would you like to be entered into a drawing for one of four \$25 gift cards to Spangler’s Market in El Granada for completing this survey? Only one person per household may enter.



Value	Percent	Count
Yes	48.5%	220
No	51.5%	234
	Totals	454