



VETERANS MEMORIAL PARK CONCEPTS

PUBLIC INPUT REPORT



Veterans Memorial Park Concepts Public Input Report

Table of Contents

	<u>Page</u>
Introduction	3
Public Workshop Input	5
Online Input	9
Next Steps	14

Introduction

The City of Carlsbad is taking a new approach to community engagement based on several key principles:

- Members of the public have a right to be involved in decisions affecting their lives.
- Adequate time and resources are provided to allow for meaningful public involvement.
- The public involvement planning process is begun at the earliest stages of decision-making.
- Opportunities for public involvement are clearly defined, including the decision or decisions to be made, the decision-making process and how the public has influenced the decision.
- It is the city’s responsibility to seek out and facilitate the involvement of those interested in or affected by a decision. The city errs on the side of reaching out to people who might not be interested, rather than potentially missing people who are.
- Diverse participation helps ensure a broad range of perspectives is considered.
- Public involvement processes are designed to enable members of the public to participate in ways comfortable and convenient for them.
- City staff provide balanced and factual information to the public and do not engage in advocacy.
- Public dialogue strives for a focus on values over interests and positions.
- Members of the public do not need to have technical expertise to provide valuable input. Their everyday experiences as members of the community have intrinsic value to even the most complex and technical decisions.
- Public involvement planning is coordinated across all city departments to ensure consistency and avoid process fatigue.



Veterans Memorial Park Process

In early 2019, the City of Carlsbad kicked off a master planning process for Veterans Memorial Park, located on 91.5 acres near the intersection of Faraday Avenue and Cannon Road. City staff held a public workshop on March 9, 2019 and online survey from March 9 - 23 to give the community the opportunity to share their needs, priorities and values with city staff.

City staff designed two concepts for the park design based on the community input received from the workshop and survey. A second workshop and online survey was then held to share these concepts and request feedback about the two concepts presented.

Second Public Workshop

Community members were invited to listen to a presentation about the design of the two concepts and participate in small group discussions facilitated by the project team. City staff provided a brief history on the site, along with an overview of the master planning elements and the input received from the first workshop and online survey. Following the introduction, community members were allowed to ask questions and then were split into small groups to review and provide input on the four key elements of the two park concepts: memorial elements, kids' play areas and places to gather, active recreation areas and passive recreation areas.

Saturday, Sept. 21, 2019
Faraday Administration Center
10 a.m. to 12 p.m.
Attendance: 55

Online Survey

The Veterans Memorial Park online survey provided an opportunity for members of the public to provide input at a time convenient to them. Topic areas identified at the public workshop helped inform the questions on the online survey.

Sept. 21 – Oct. 6, 2019
777 respondents
443 responses from Carlsbad residents
91 responses from individuals outside Carlsbad boundaries
12,382 individual responses
245 comments

About the Findings

By providing multiple ways for the public to provide input, decision makers can hear from a larger and more diverse group of community members. Respondents were asked to disclose where they live, and the system prevented more than two responses per computer IP address (a computer's unique address). However, unlike a scientific survey, the findings of this process cannot be generalized to the entire Carlsbad population within a defined level of confidence.

That's why the input in this report should be considered with a similar weight as other qualitative forms of feedback that have always been part of the city's decision-making process, such as comments made at City Council meeting or emails sent to the city expressing an opinion.

Differences Among Subgroups

In most cases, responses did not differ significantly when comparing subgroups, such as residents vs. nonresidents or based on geographic location. Where differences were observed, they are noted.

Public Workshop Input

With 55 participants, the public workshop reflects the input of a very small percentage of the overall community. However, by choosing to spend several hours at a public meeting, these community members have demonstrated a high level of interest in this project. For that reason, this input is being reported separately from the online input and deserves unique consideration.

Upon arriving at the public workshop, community members reviewed posters that featured conceptual images of four key park elements: kids' play areas and places to gather, memorial elements, active recreation, and passive recreation. Community members were given two stickers and asked to place them on the two park elements that were most important to them. Here is a summary of the number of stickers each park element poster received:

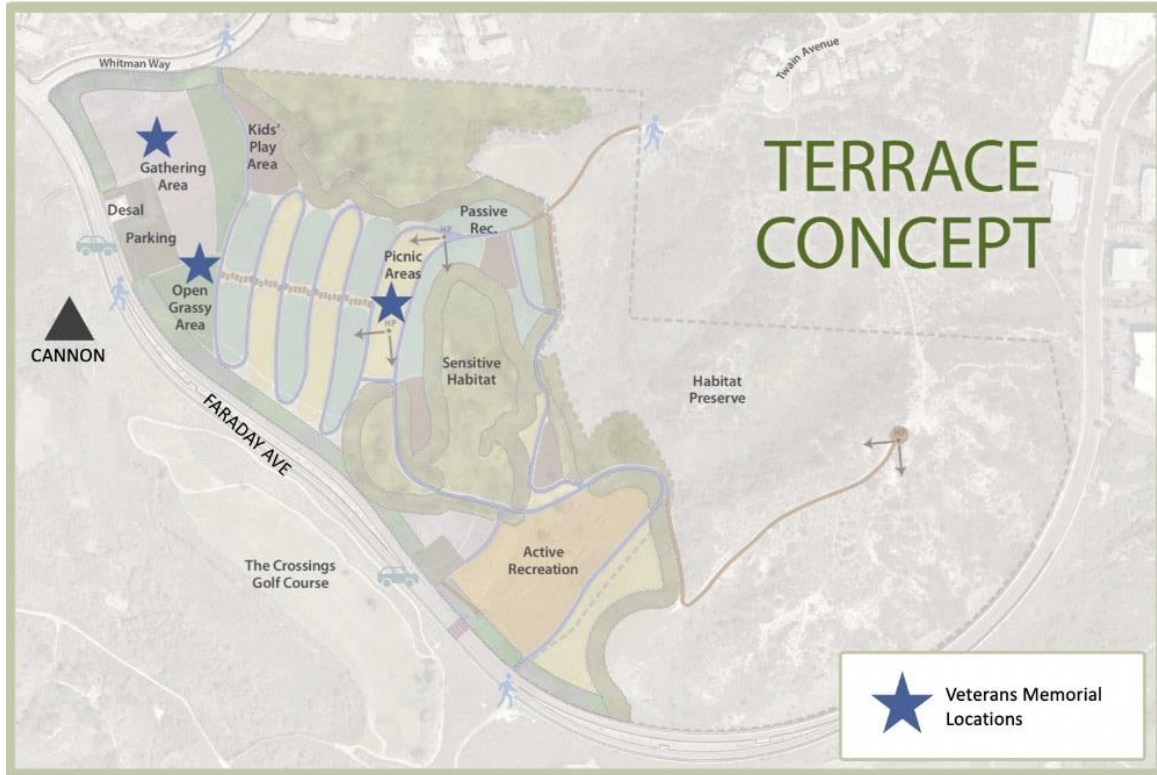
Active recreation: 41

Passive recreation: 22

Memorial elements: 21

Kids' play areas and places to gather: 13

The project team presented two distinct conceptual plans for consideration at the public workshop, the Terrace Concept and the Hillside Concept.



1 - Terrace Concept



2- Hillside Concept

After listening to the presentation and watching a short video highlighting the unique features of each park concept, attendees split into small groups to discuss four different aspects of each concept: kids' play areas and places to gather, memorial elements, active recreation, and passive recreation. Each group had a staff member and note taker to gather their feedback and capture ideas. For a complete list of notes and feedback gathered at the workshop at these small group discussions, see the appendices.

Below are summaries of the input received during the small group discussions on each of the park elements.

Topic 1: Kids' Areas and Places to Gather

What's working well:

Terrace Concept: Play areas are separate, smaller usable areas.

Hillside Concept: Larger play areas, all play areas are adjacent to each other, better connectivity between areas, parking is close to play areas.

Both concepts: Accessibility, natural play equipment, connectivity between active and play areas.

What's missing: Art stations, butterfly garden

Other suggestions: Have parking spots near playgrounds and picnic areas, having kids' activities separate might be difficult for parents, have artist come interact with kids to assist with the final design of the play areas, consider passive areas at the bottom and active areas at the top, interpretive gardens, provide drop-off area.

Topic 2: Memorial Elements

What's working well:

Terrace Concept: Accessibility, peace and quiet, opportunity to educate.

Hillside Concept: Access to different activities, memorial site location, offers a place for reflection and inspiration, integrated.

Other suggestions: Docent-led presentations, natural elements, honor veterans by creating public understanding, educational opportunities, place to honor individual family members, incorporate natural elements/water, consider those with hearing loss.

Topic 3: Passive Recreation

Working well:

Terrace Concept: Good walking areas, quieter for neighbors, interesting.

Hillside Concept: Direct access to activities, several memorials throughout the site, more usable areas, paths are wide.

What's missing: Trees/shade in picnic areas, educational opportunities

Other suggestions: Keep materials and colors on design natural, keep passive and active areas separate, keep bikers and walkers separate, provide parking close to activities/areas used by families, preserve habitat, quiet areas for those with sensitivity to noise, loop trail, water conservation.

Topic 3: Active Recreation

Working well:

Terrace Concept: Active area away from neighbors, playgrounds near picnic area, biking away from other uses.

Hillside Concept: Larger area for biking, room for activities form different age groups, adjacency.

What's missing: Dog areas, bocce ball, volleyball

Other suggestions: Keep materials natural, keep bikers and walkers separate, don't locate active areas close to the memorial elements, mile markers for runners.

Online Input

Input from the second public workshop was used to refine questions for the online survey.

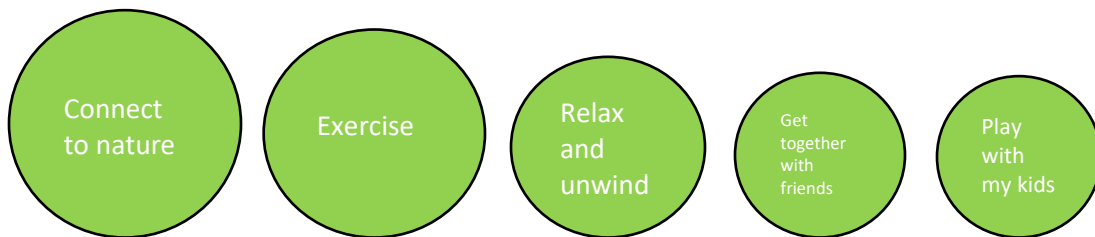
Total resident responses: 443

Total non-resident responses: 91

Detailed information about the responses for all questions is available in the appendices.

Question 1: To get started, what are your favorite things to do at city parks (check all that apply)?

Carlsbad residents:

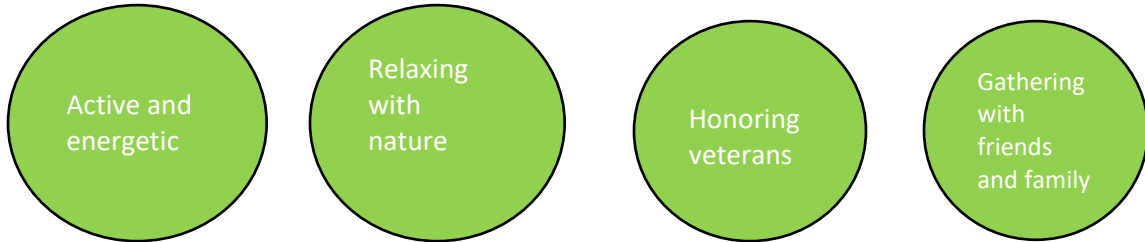


Non-Carlsbad residents:

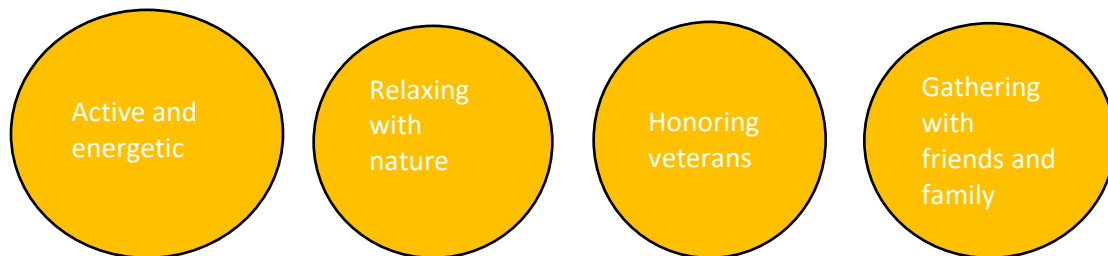


Question 2: Please drag and drop these Veterans Memorial Park themes in order of importance to you, with the highest on top:

Carlsbad residents:



Non-Carlsbad residents:



Question 3: Please take a closer look at the Terrace Concept and let us know what you think of the different parts (top three answers).

Really like:

- Active recreation area for fitness and biking on the south side of the park, separated from passive uses.
- Focus on passive uses like gardens, open grass areas, hiking, viewpoints and picnic areas.
- Accessible path along the terraces with a mixture of picnic and native gardens.

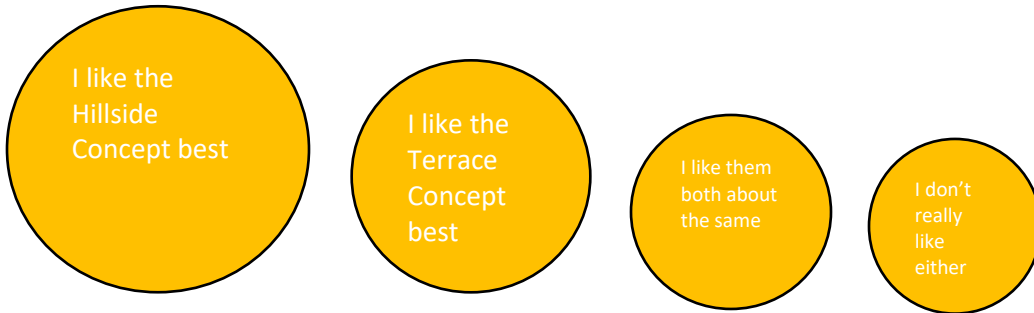
Question 4: Now please review the Hillside Concept more closely. What do you think of the different parts (top three answers)?

Really like:

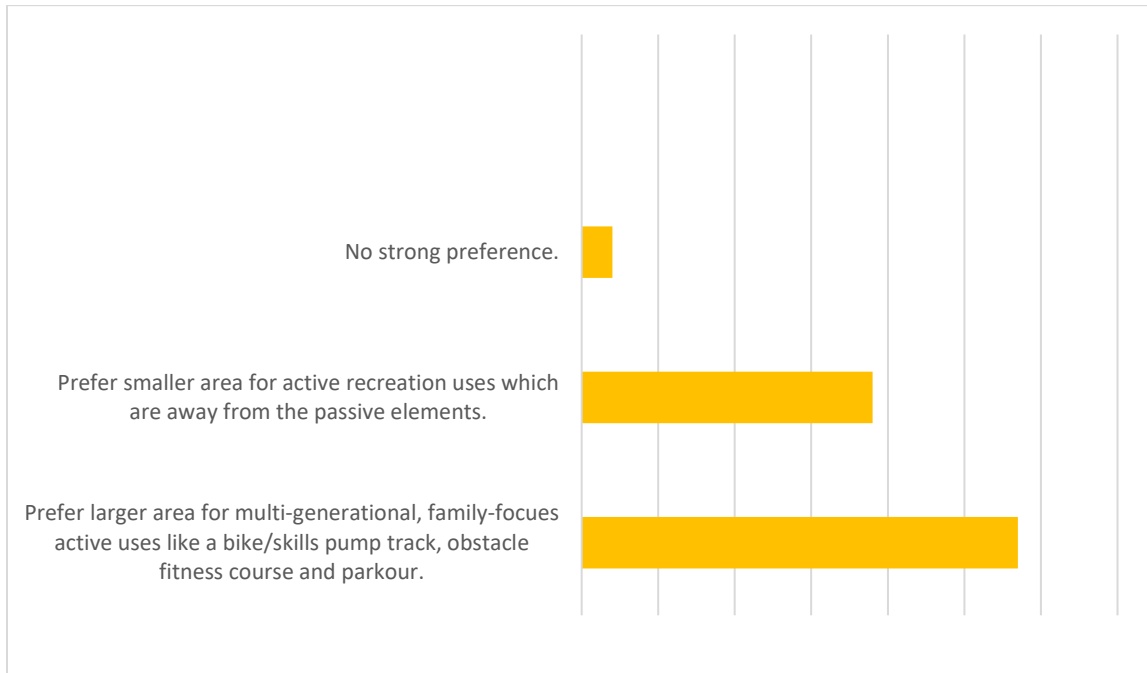
- Focus on active uses, like family bike pump track, fitness areas and obstacle courses.
- Accessible path through the natural hillside of the park that connects recreation and picnic areas.
- Robust kids' play area comprised of nature inspired playground equipment for all ages.

Question 5: Overall, what do you think of these concepts?

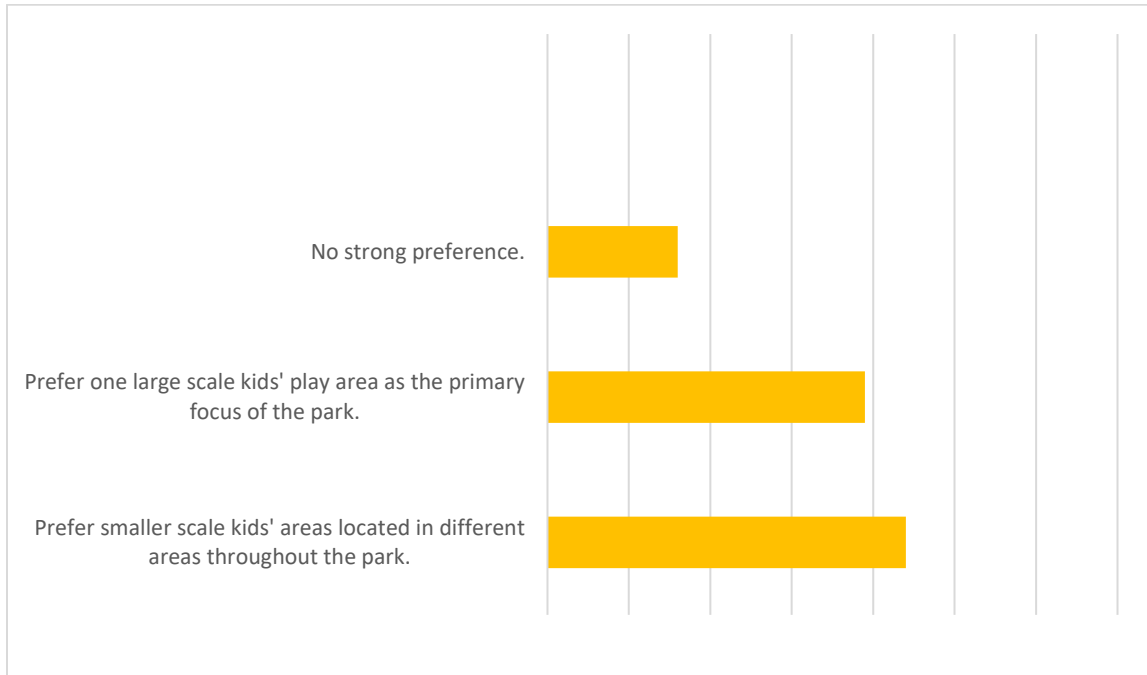
Preferences apply to all groups and subgroups:



Optional Question 1: Comparing the active areas of each design, what is your preference?



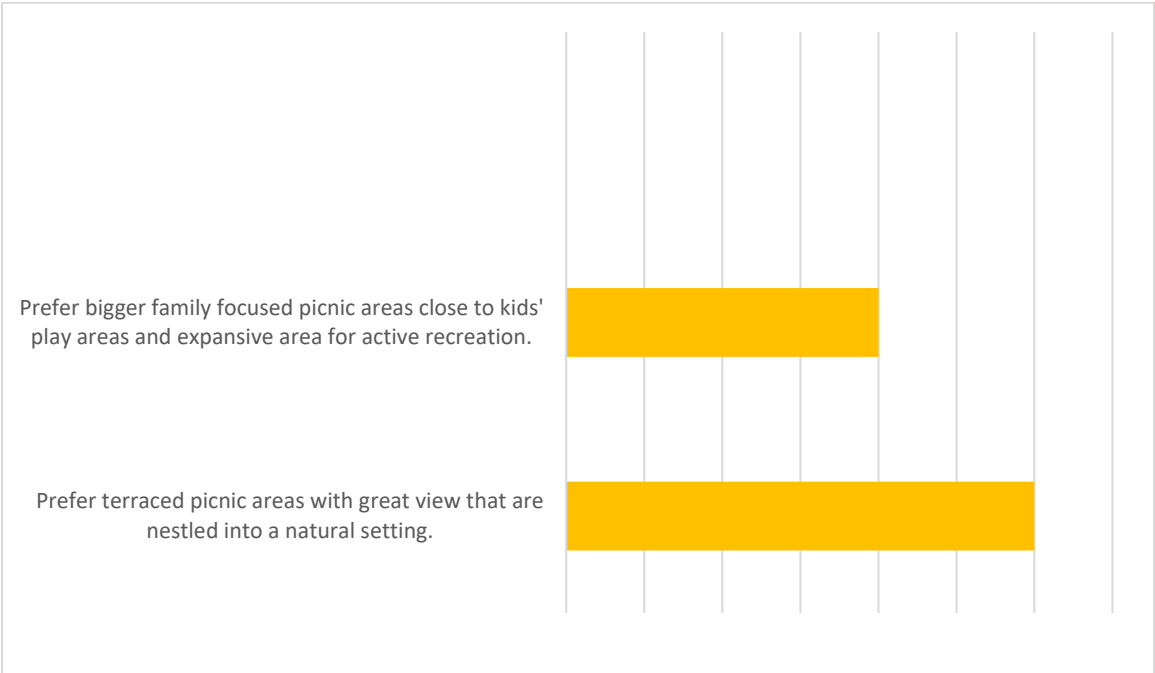
Optional Question 2: Comparing the kids' play areas of the two designs, what is your preference?



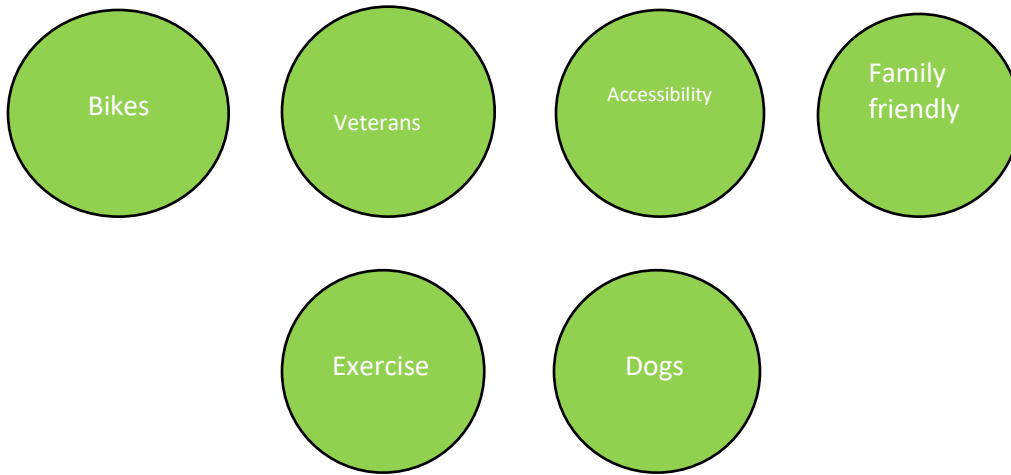
Optional Question 3: Comparing the gathering areas of the two designs, what is your preference?



Optional Question 4: Comparing the picnic areas and more passive areas of the two designs, what is your preference?



Key Themes from 245 Comments (some comments referenced multiple themes)



Next Steps

The City of Carlsbad used the input and ideas provided by the community, as well as other sources of information including the physical characteristics and location of the site, the core values of the Carlsbad community, and the city's parks and recreation needs, to prepare conceptual plans for Veterans Memorial Park. The input received at the public workshop and through the online survey will inform the final design for a park concept that will be presented to the Carlsbad City Council for review and approval in early 2020.