



**CITY OF PACIFIC GROVE**  
300 Forest Avenue, Pacific Grove, California 93950

**AGENDA REPORT**

**TO:** Honorable Mayor and Members of the City Council  
**FROM:** Joyce Halabi, Program Manager  
**MEETING DATE:** May 16, 2018  
**SUBJECT:** Recreation Needs Assessment Update  
**CEQA STATUS:** Does Not Constitute a “Project” under the California Environmental Quality Act (CEQA) (b)(5) because it is an organizational or administrative activity that will not result indirect or indirect physical changes in the environment

**RECOMMENDATION**

Receive report on the progress of the Recreation Needs Assessment.

**DISCUSSION**

In 2017, the City Council met to discuss and adopt their vision, mission, goals and strategies. A work plan of the eight (8) adopted goals and corresponding strategies was created.

At the September 20, 2017 meeting, City Council adopted a 9<sup>th</sup> goal, Enhance Recreation Opportunities. The corresponding strategy to achieving this goal was conducting a recreation needs assessment to better understand and identify the community’s appetite and interest for recreation programs, activities, classes, facilities, and events.

Following the adoption of this goal, Staff assembled a plan of action which included: project initiation, data collection and data analysis.

Project Initiation

The project initiation phase began promptly after adoption of the recreation goal with research of comparable cities and development of a timeline and approach. Staff presented the proposed approach and timeline to the Recreation Board at their December 14, 2017 meeting and received positive feedback.

In December and January, staff developed, tested and reviewed the online Recreation Needs Assessment Survey (Survey). The draft Survey was presented to the Recreation Board at the January 25, 2018 meeting. The Survey was modified based on the feedback provided at this meeting.

The project initiation phase concluded in February when the Survey was finalized.

Data Gathering

The data collection process of the Survey began on February 20, 2018 with the release of the online Recreation Needs Assessment Survey. The Survey opening was announced via postcards sent to every

Pacific Grove address, flyers at various City Hall offices, the City Manager's Weekly Summary, Cedar Street Times, the City's website, and the City's social media accounts.

The online Recreation Needs Assessment Survey remained open through April 30, 2018.

The survey was developed using Survey Monkey, an online, cloud-based survey development software. The Survey consisted of 25-33 questions and varied slightly because of question-based logic prompted by respondent's answers to a question. For example, if a respondent had not participated in any Pacific Grove Recreation Department programs, the Survey would skip questions about a respondent's experience in a program they indicated they had not participated in.

The Survey took an average of 13 minutes to complete and included a range of questions to help determine how a respondent currently use parks, facilities, and programs, which facilities and parks they frequented, what barriers and issues affect their use, and identify their future needs and wants.

At the end of the data collection period, the City received 715 responses.

In addition to the online survey, the data collection process included Focus Group meetings and Small Group Interviews. Both additional methods of data collection aimed to gather qualitative data that could be used to supplement the findings of the quantitative data from the online survey.

The Focus Group Meetings and Small Group Interviews Included:

- Interviews with Recreation Staff
- Discussions with the Recreation Board
- 4 Parent Teacher Association (PTA) meetings including: Forest Grove Elementary PTA, Robert Down Elementary PTA, Pacific Grove Middle School PTA, Pacific Grove High School PTA
- Interviews with participants at the Sally Griffin Senior Center
- Group discussions with 6 interested Mothers
- Visit to the Pacific Grove Community Center Preschool

The data gathering processes concluded on April 30, 2018.

#### Data Analysis/Next Steps

Staff is currently in the initial phases of data analysis. This phase includes analyzing the quantitative and qualitative data and assembling a formal needs assessment document. Staff anticipates the final document will be presented to the Recreation Board and City Council in August.

As part of the proposed FY 18/19 Budget, it is recommended that a Recreation Program Manager be hired to oversee the Recreation Division. This individual will ultimately replace the long-serving Senior Recreation Coordinator, who has announced a December retirement. Hiring the Recreation Program Manager at the start of the 2018-19 Fiscal Year will allow the opportunity for knowledge transfer, as well as involvement/oversight of the Recreation Needs Assessment effort.

#### **OPTIONS**

1. Do nothing
2. Provide alternate direction

**FISCAL IMPACT**

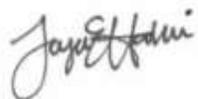
There is no fiscal impact in receiving the report.

**GOAL ALIGNMENT**

Recreation

RESPECTFULLY SUBMITTED:

REVIEWED BY:



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Joyce Halabi  
Program Manager

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Ben Harvey  
City Manager