

Recreation Needs  
Assessment  
City of Pacific Grove

**Appendix F:**  
Community  
Engagement

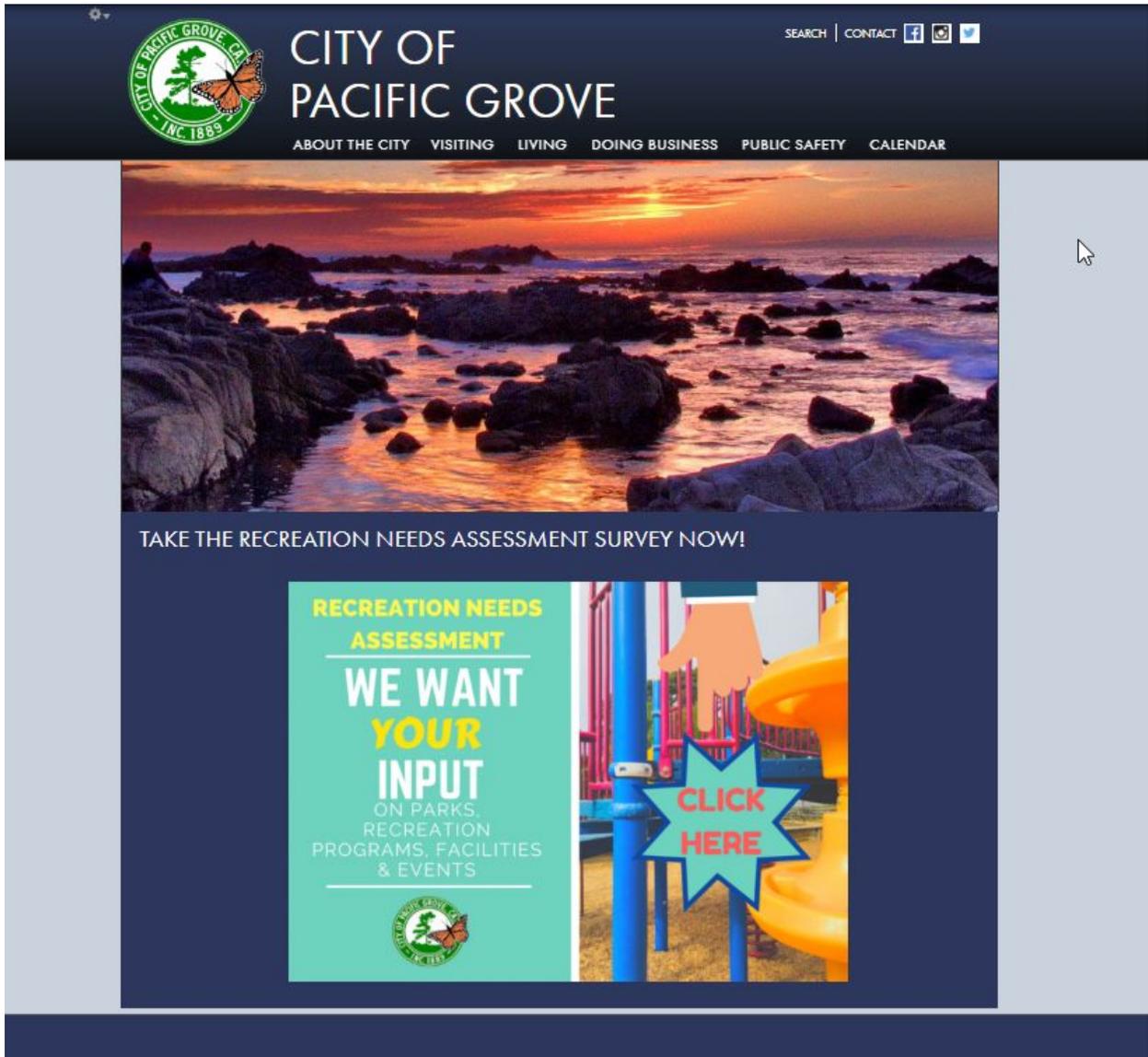
## **APPENDIX F: COMMUNITY ENGAGEMENT**

The City of Pacific Grove committed to a robust community engagement process. Community involvement in the development of the RNA was vital in understanding and identifying community interest for recreation programs, and facilities and events. The community engagement process included meeting with each Pacific Grove Unified School District (PGUSD) Parent Teacher Associations (PTA), harnessing social media, utilizing the City's website, City Managers Weekly Summary newsletter and more! The following is a summary of the community outreach conducted between November 2017 and April 2018:

### **Timeline-Community Engagement**

- 11/20/17 • City Council adopted a Recreation Needs Assessment Goal as part of their FY17/18 Work Plan and Strategic Initiatives
- 12/14/17 Recreation Board Meeting to introduce the needs assessment process, goals, plan of action
- 1/25/18 Recreation Board Reviewed Survey Questions and made edits
- 2/07/18 Revisions to the questions were made, revised survey sent to Recreation Board members via email
- 2/20/18 Online Survey opened
- 2/21/18 Small Group Interview Recreation Department Staff
- 2/22/18 Focus Group Discussion with the Recreation Board
- 3/06/18 Pacific Grove High School (PGHS) Parent Teachers Association (PTA) Small Group Interview
- 3/08/18 Focus Group Discussion with 6 parents of PG recreation participants
- 3/13/18 Forest Grove Elementary School PTA Small Group Interview
- 3/15/16 Mailers were received by all City of Pacific Grove Residents
- 3/22/18 Recreation Board Meeting- Staff provided update on rec assessment-500 responses received
- 3/26/18 Robert Down Elementary School PTA Small Group Interview
- 4/16/18 Pacific Grove Middle School PTA Small Group Interview
- 4/27/18 Tabling at the Sally Griffin Senior Center and Small Group Interview with Participants
- 4/30/18 Survey closed-715 responses gathered
- 5/16/18 Recreation Needs Assessment update for the City Council
- 9/27/18 Draft Recreation Needs Assessment reviewed by the Recreation Board

# City of Pacific Grove Website Advertising



The image shows a screenshot of the City of Pacific Grove website. The header is dark blue with the city logo on the left, which includes a tree and a butterfly, and the text "CITY OF PACIFIC GROVE, CA" and "INC. 1889". To the right of the logo is the text "CITY OF PACIFIC GROVE" in large white letters. Further right are links for "SEARCH" and "CONTACT", and social media icons for Facebook, Instagram, and Twitter. Below the header is a navigation menu with links for "ABOUT THE CITY", "VISITING", "LIVING", "DOING BUSINESS", "PUBLIC SAFETY", and "CALENDAR". The main content area features a large photograph of a rocky coastline at sunset. Below the photo is a dark blue banner with the text "TAKE THE RECREATION NEEDS ASSESSMENT SURVEY NOW!". Underneath this banner is a promotional graphic for the survey. The graphic has a teal background on the left with the text "RECREATION NEEDS ASSESSMENT" in yellow, "WE WANT YOUR INPUT" in white and yellow, and "ON PARKS, RECREATION PROGRAMS, FACILITIES & EVENTS" in white. A small city logo is at the bottom left of the graphic. On the right side of the graphic is a photograph of a colorful playground with a yellow slide and blue railings. A hand icon points to a blue starburst that says "CLICK HERE" in red text.

**CITY OF PACIFIC GROVE, CA**  
INC. 1889

# CITY OF PACIFIC GROVE

SEARCH | CONTACT | Facebook | Instagram | Twitter

ABOUT THE CITY | VISITING | LIVING | DOING BUSINESS | PUBLIC SAFETY | CALENDAR

TAKE THE RECREATION NEEDS ASSESSMENT SURVEY NOW!

**RECREATION NEEDS ASSESSMENT**

**WE WANT YOUR INPUT**  
ON PARKS, RECREATION PROGRAMS, FACILITIES & EVENTS

**CLICK HERE**

Copy of Mailers to all Pacific Grove residents

CITY OF PACIFIC GROVE  
**RECREATION NEEDS  
ASSESSMENT**

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**WE WANT  
YOUR  
INPUT**  
ON PARKS,  
RECREATION  
PROGRAMS, FACILITIES  
& EVENTS

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**TAKE OUR RECREATION NEEDS  
ASSESSMENT SURVEY**  
[www.cityofpacificgrove.org](http://www.cityofpacificgrove.org)

**WHY**  The City wants to enhance recreational opportunities and foster a healthy, vibrant community. To achieve these goals we need to hear from YOU!

**Take Our Needs Assessment Survey**  
Our survey gives you the opportunity to tell us what recreation programs, events, and park features you need. 

**HOW**

*Survey takes approximately 10 minutes to complete.*

 Survey open now through 4/30

Visit the link above **OR** Point your smartphone camera here 

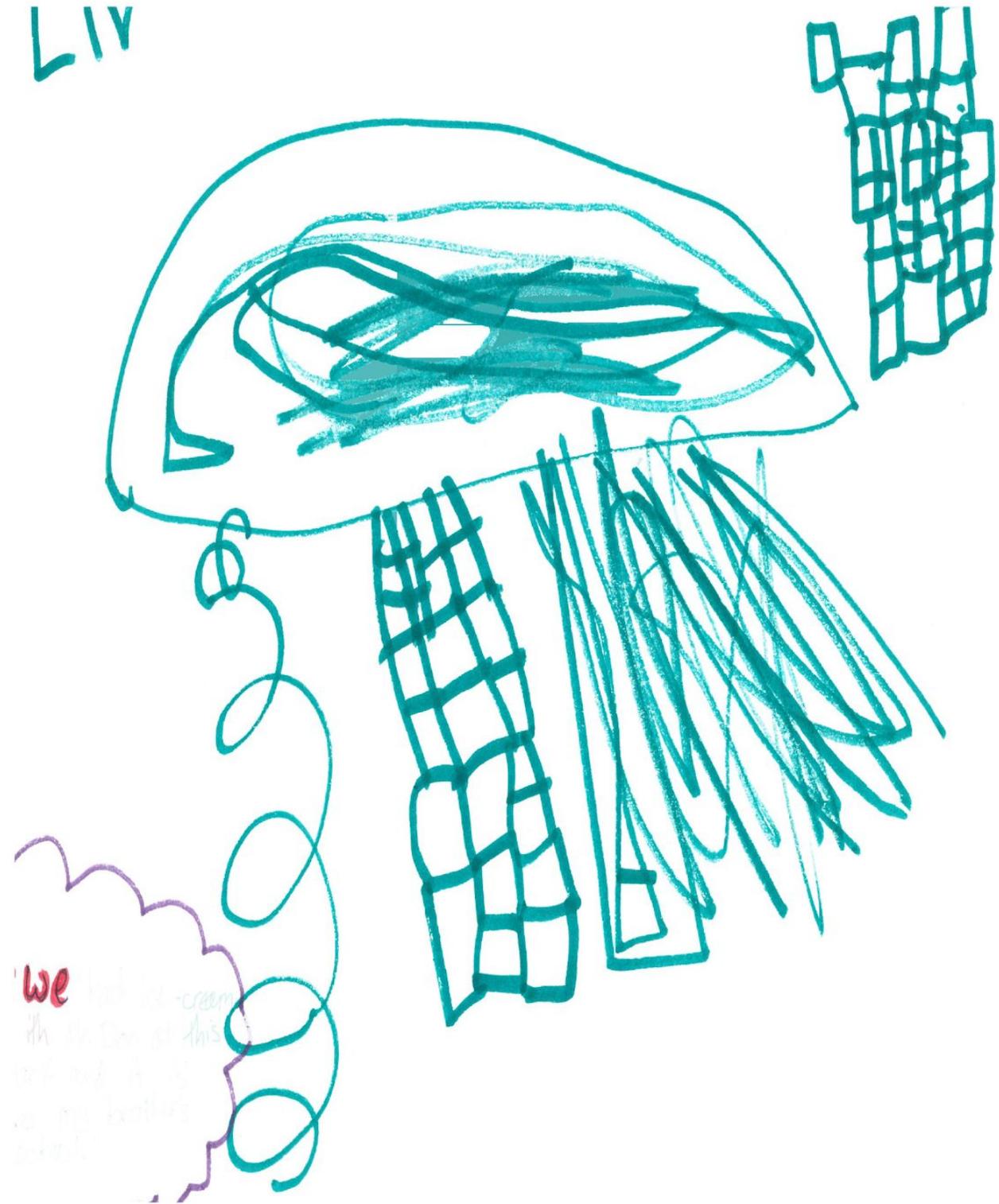
**Questions?** Contact Us: 831-648-5722  
jhalabi@cityofpacificgrove.org

**City of Pacific Grove  
Public Works  
Department**

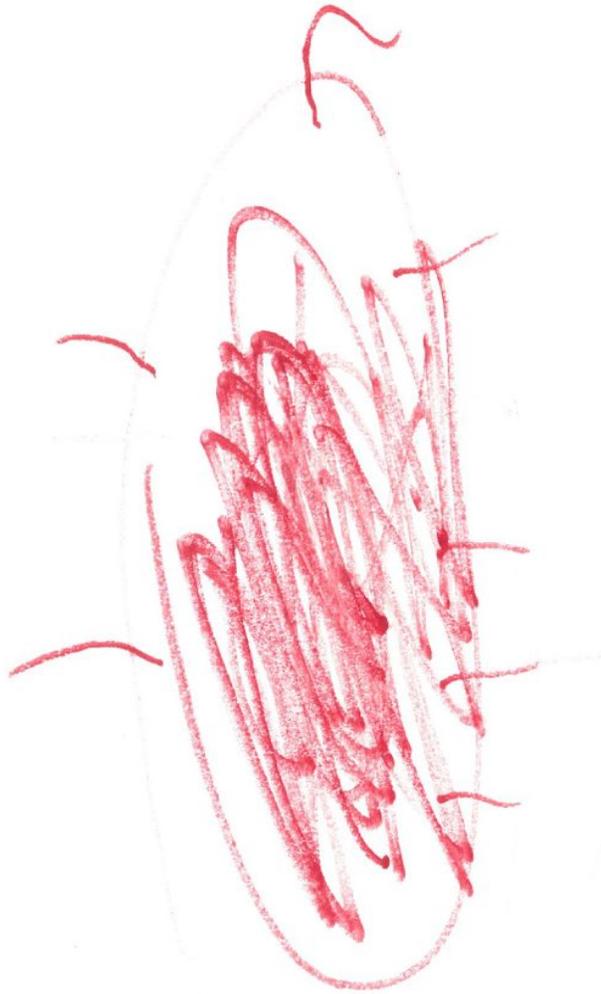


**City of Pacific Grove  
Community Member**

Preschool Artwork-Recreational Needs Assessment

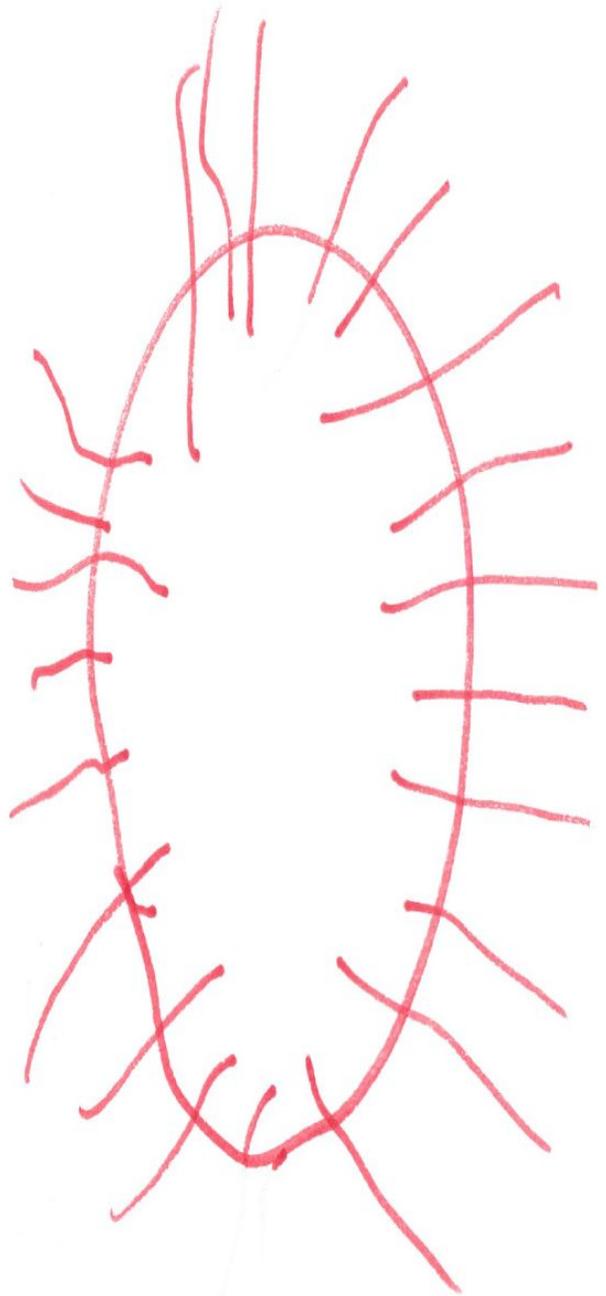
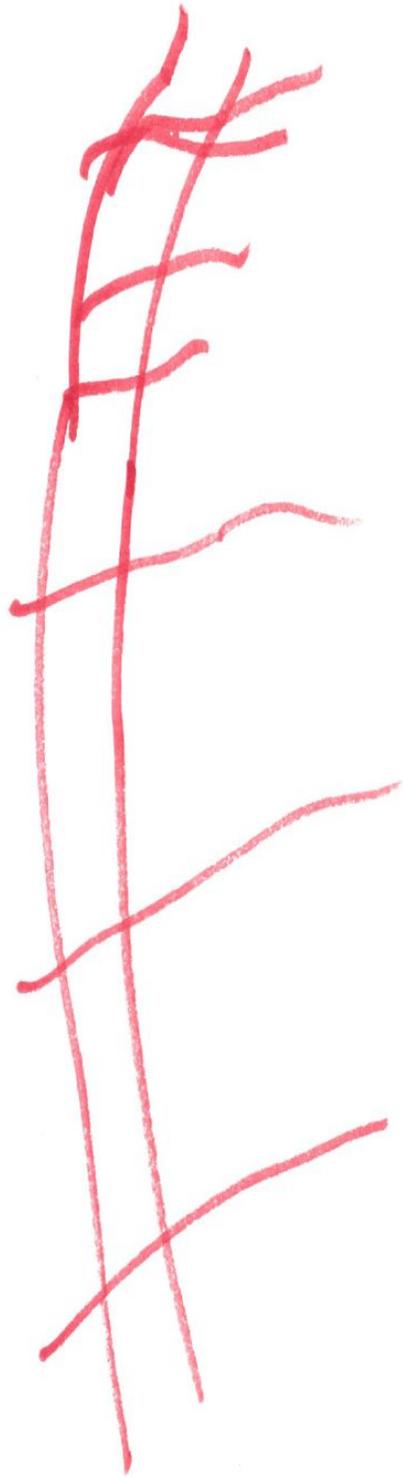


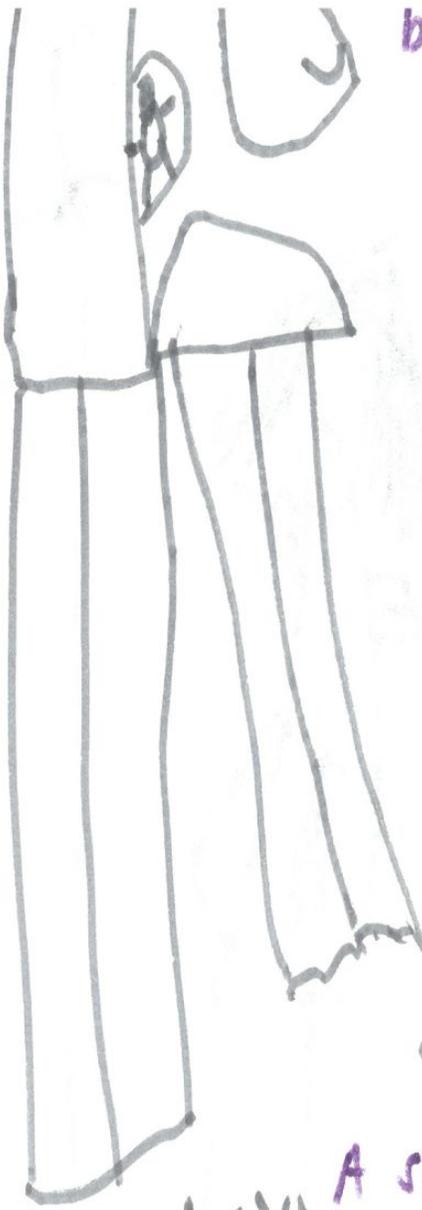
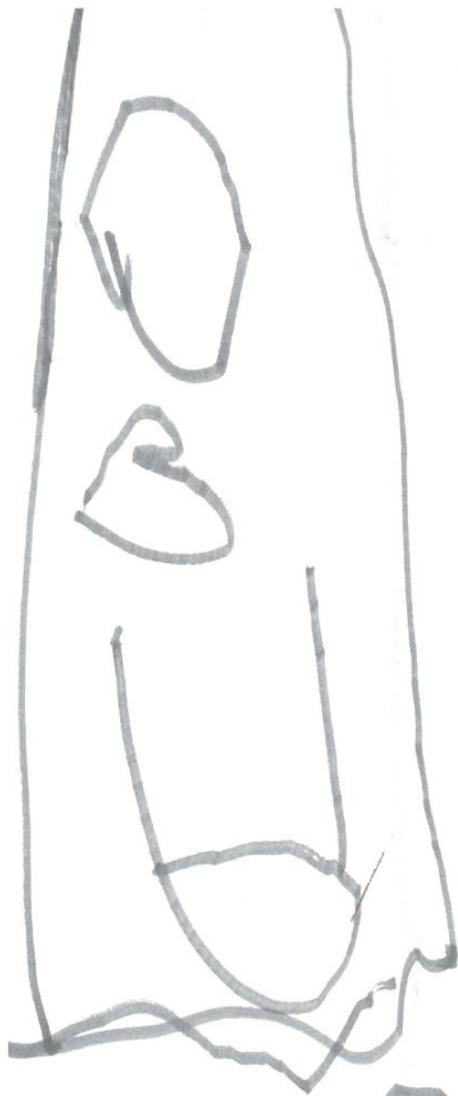
This is a ladybug.



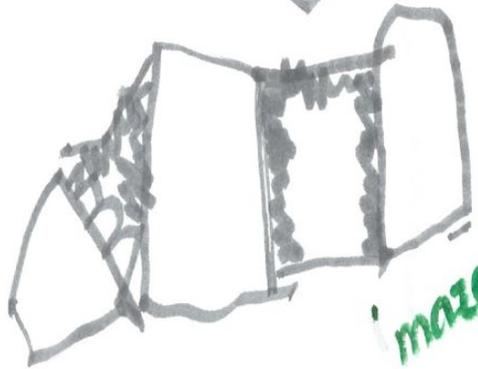
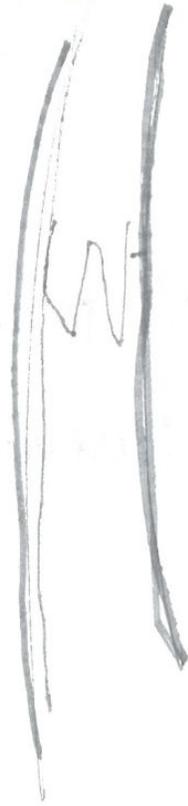
This is a  
Slide.







base ball game



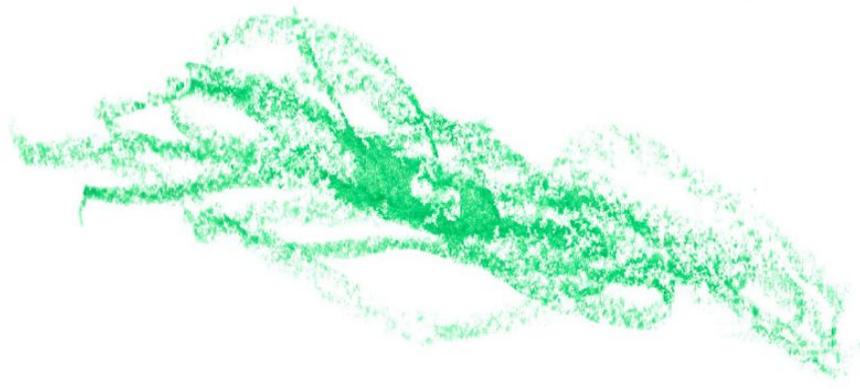
MAZE

NYX A sailboat at the park



by the preschool

This is a  
slide and  
a caterpillar.





fairy

me

UNICORN

Disneyland  
Park

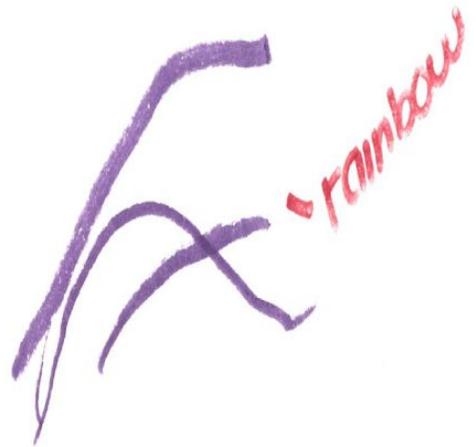


Banana  
Slug

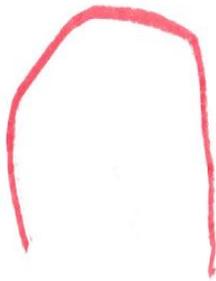
Jose  
Hill.  
Real far  
away



SWINGS

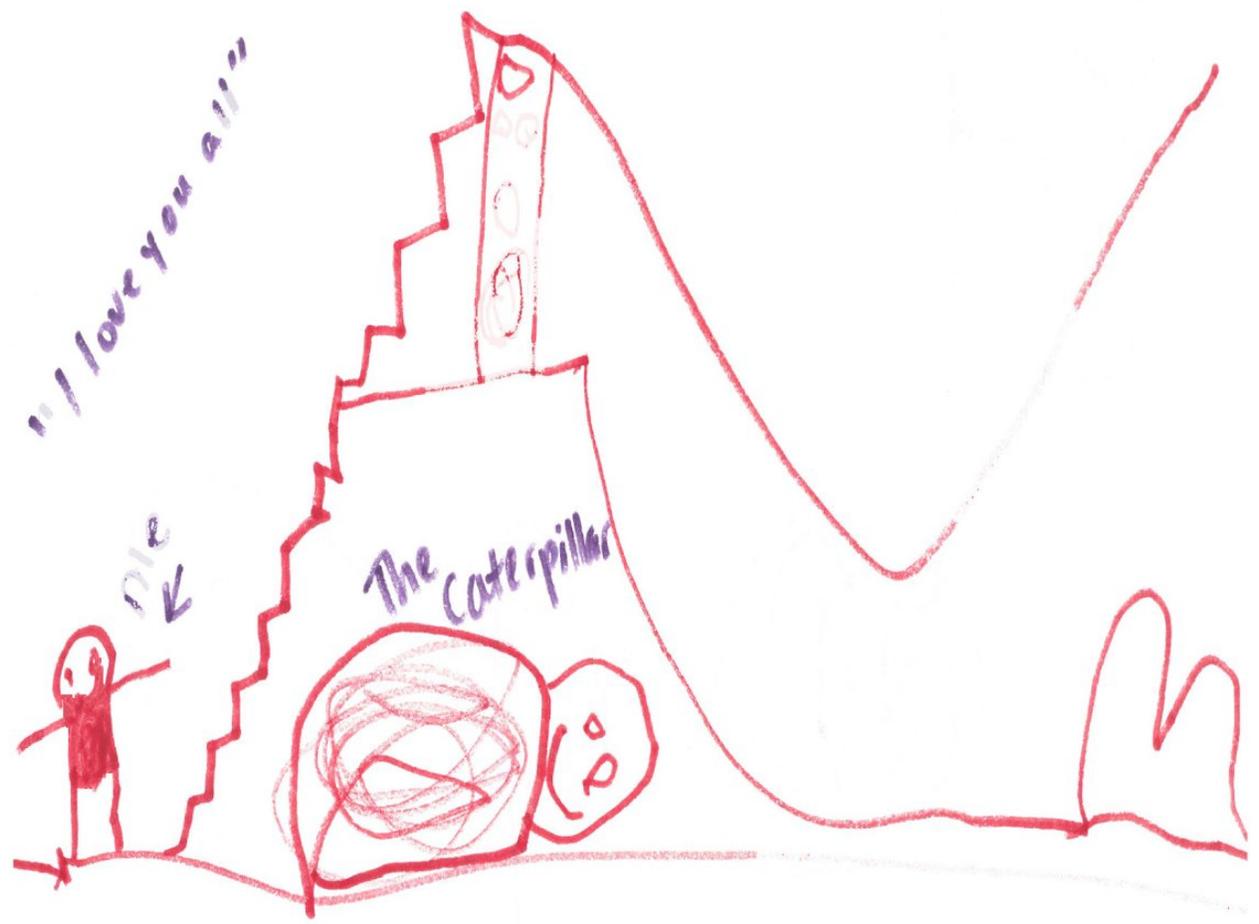


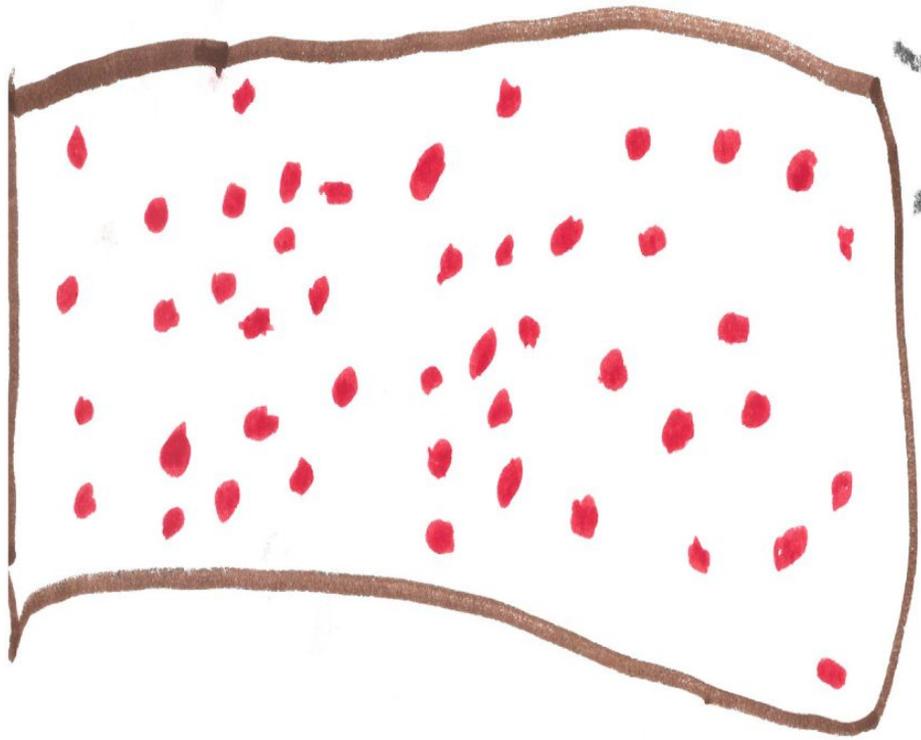
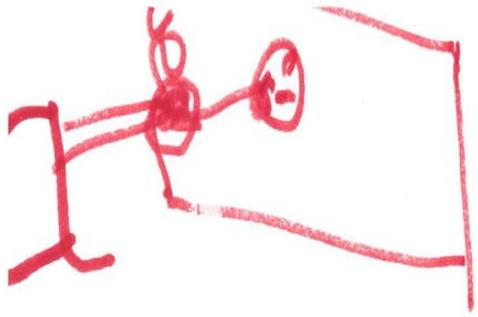
rainbow



slide

# Rock Climbing





TOMMY

