



City of Pacific Grove

Recreation Needs Assessment

October 2018

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Acknowledgements



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Recreation Assessment Respondents

City Council

Bill Kampe, Mayor

Robert Huitt, Mayor Pro Tempore

Ken Cuneo, Councilmember

Rudy Fischer, Councilmember

Cynthia Garfield, Councilmember

Bill Peake, Councilmember

Nick Smith, Councilmember

Agencies

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Pacific Grove Unified School District

Recreation Board

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Public Works & Recreation Staff

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Executive Summary

Recreation Needs Assessment



Introduction

On September 20, 2017, the Pacific Grove City Council adopted a Recreation Goal as part of the FY 17/18 Annual Work Plan.¹ The purpose of the Recreation Goal was to conduct a Recreation Needs Assessment (RNA) to better understand and identify the community's appetite and interest for recreation programs, activities, classes, facilities and events. The overall intent is to harness the data collected in this needs assessment to create additional recreational opportunities.

Goal: Enhance Recreation Opportunities

"Conduct a recreation needs assessment to better understand and identify the community's appetite and interest for recreation programs, activities, classes, facilities and events." - Annual Work Plan

Initiating the RNA, affirmed the importance of parks and recreation as essential infrastructure in the City. Healthy, safe communities have thriving parks and recreation programs that contribute to public health and well-being, create a sense of place, increase community cohesion, improve the environment, and boost the economy. The City of Pacific Grove's RNA plays an important role in making this goal a reality. The assessment can help gauge the needs and preferences of the community it serves.

Methodology

A range of data collection methods were harnessed to ensure a comprehensive approach. These methods included: an online survey, two (2) focus group discussions and six (6) small group interviews.

This cross-functional approach allowed groups, including the Recreation Board, Public Works staff and interested members of the public, to provide input to the RNA throughout the planning, survey development, and data collection process. This collaborative effort also created a needs assessment that fully utilized Staff expertise and incorporated local knowledge and institutional history.

Timeline

The RNA was executed in three phases: project initiation, data collection and data analysis. Cumulatively, the process spanned eight months.

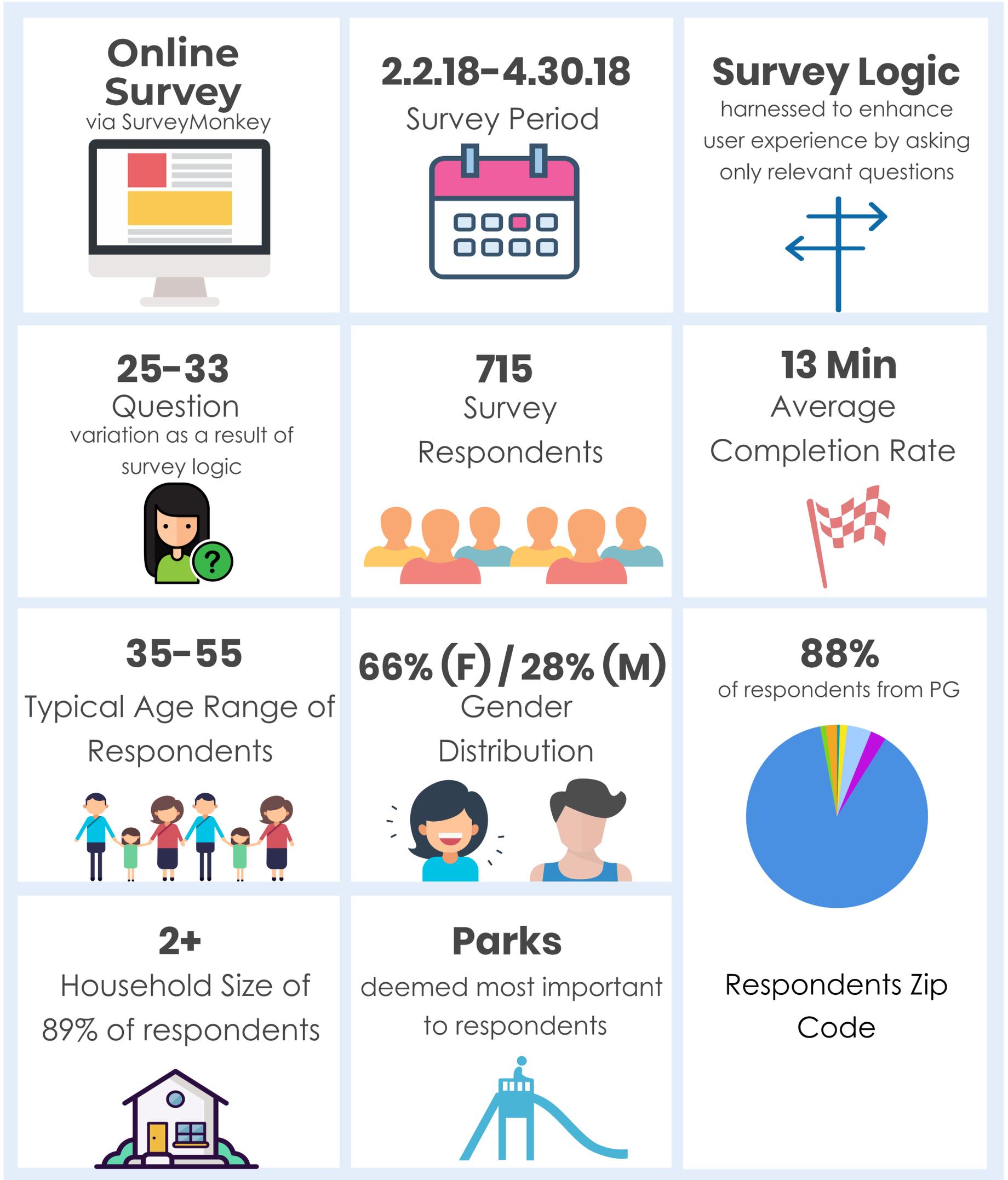


1- FY 17/18 Annual Work Plan: <https://www.cityofpacificgrove.org/about-city/city-council/city-council-values-vision-mission-goals-strategies>

Executive Summary



The City of Pacific Grove utilized an online survey, harnessing Survey Monkey an online- cloud based platform, as the primary method of data collection for the RNA. Below are the high-level details and findings of the online survey:



Executive Summary



54.8%
Strongly Agreed

The City's parks, programs activities & events

INCREASED CONNECTEDNESS TO THE COMMUNITY

71.7%
Strongly Agreed

The City's parks, programs activities & events

INCREASED QUALITY OF LIFE

66.2%
Strongly Agreed

The City's parks, programs activities & events

IMPROVED HEALTH AND WELL-BEING

PARKS



Overall rating of parks

Good *



Top Ranked Parks:

1. Lovers Point Park
2. Coastal Recreation Trail
3. Caledonia Park



Needed Park Features:

1. Additional Walking Paths
2. Additional Biking Facilities
3. Additional Picnic Areas

PROGRAMS



Overall rating of parks

Good *

Top 3 most important existing programs

1. Tots Swim Lessons
2. Preschool
3. Summer/ school break day camp

Nearly **Half** of respondents had

NEVER

participated in a City recreation program

Program Needs by Age Group

Children/Youth (0-17)

Gymnastics
Karate
Soccer

Adults (18-55)

Zumba
Ceramics
Educational Classes

Seniors (55+)

Computer/Phone Skills
Educational Classes
Zumba

SPECIAL EVENTS



Overall rating of events

Excellent *

Most attended events in the last year:

Good Old Days
Feast of Lanterns
Butterfly Parade

Need for additional events in ranking order:

1. Social Events
2. Cultural Events
3. Athletic Events

* Rating scale used: Poor, Fair, Good or Excellent



Chapter 1

BACKGROUND AND NEED FOR STUDY



1.1 Introduction

A Recreation Needs Assessment (RNA) can help the City of Pacific Grove meet the needs of current and future residents by positioning the City to build on their unique parks and recreation assets and identify new opportunities. The citizen-driven process identifies the community's recreation needs, providing the City with a tool to enhance recreational opportunities.

The objective of the RNA is to:

Produce a Needs Assessment document that clearly articulates the recreation programs needs of the community and identifies surpluses and deficiencies.

1.2 City of Pacific Grove Recreation Goals and Policies



A number of documents exist to help guide development of the City's recreational programs and facilities. This includes the General Plan (1994) and the City's Recreation Master Plan (1957). The Pacific Grove General Plan, Chapter 5, discusses the existing parks and recreation facilities and identifies 3 goals and 13 associated policies (Appendix E).

GOAL 1 Maintain a public park system and recreation facilities suited to the needs of all Pacific Grove residents and visitors.

GOAL 2 Designate adequate land for developing parks and recreation facilities. To carry out these goals, the City will establish new park standards and seek outside financial assistance and cooperation.

GOAL 3 Establish recreation programs suited to the broad needs and diverse interests of Pacific Grove residents of all ages.

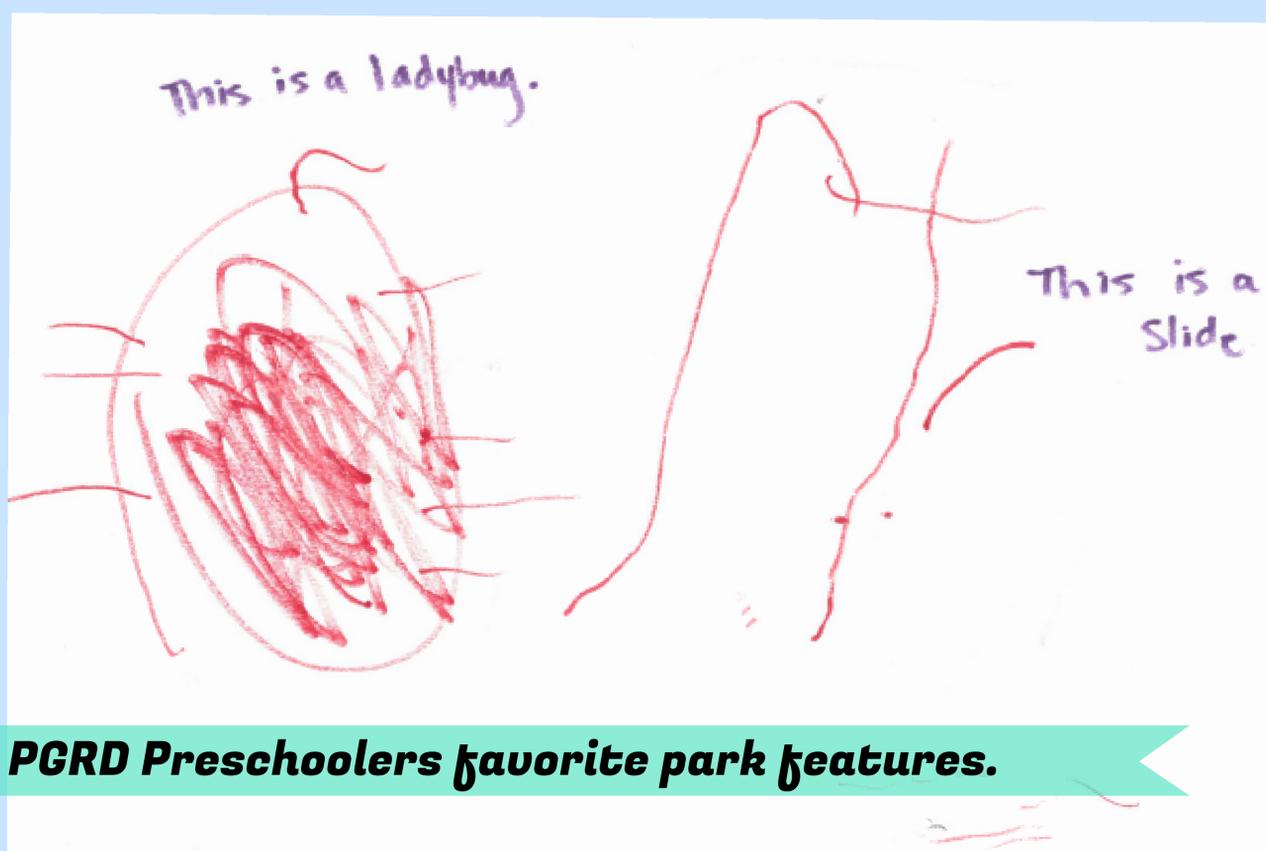


Chapter 1: Background & Need for Study

The General Plan references a Recreation Master Plan prepared in 1957. A draft update was prepared in 1977 but was never officially adopted. Development of recreation facilities and planning for additional facilities continued nonetheless. In 1987, the City created a 25-member committee to study the feasibility of improving and expanding recreation facilities at Pacific Grove High School and Forest Grove School through joint-use agreements. At that time, no feasible facility-sharing opportunities were identified.

The City, the State, and the Pacific Grove Unified School District (PGUSD) each own and operate an extensive system of parks, recreation facilities, and open space areas in Pacific Grove. The Recreation Division provides a range of activities that contribute to the recreational and cultural life of the community. Activities include a variety of programs for age groups ranging from preschoolers to seniors. The full list of Pacific Grove Recreation program offerings can be found in Appendix D. The City intends to maintain and expand a balance of recreation program that addresses the needs of the various age and interest groups in Pacific Grove.

The RNA will act as a document that articulates the City's existing recreational needs, which can help achieve the overarching goals of the General Plan's Recreation Chapter and the FY 17/18 City Council Recreation Goal.



PGRD Preschoolers were asked to draw their favorite park features.

Their illustrations will serve as artwork in this document.

All drawings prepared by the preschoolers can be found in Appendix F.

PGRD Preschoolers favorite park features.

Chapter 1: Background & Need for Study

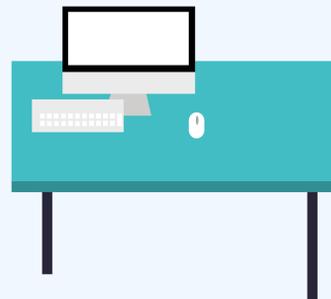
1.3 Study Methodology

A community-driven process was central to identifying the recreation needs of the community. The findings from this community driven approach form the basis for the RNA.

A range of activities were conducted to ensure as many individuals could be involved as possible, including:

01	Online Survey
02	Focus Group Discussions (2)
03	Small Group Interviews (6)

Online Survey



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. A copy of the survey questions can be found in Appendix B.

The City circulated an online survey via the City website, the City Manager's Weekly Summary, Facebook, Instagram, flyers, and mailers sent to each property in the City boundary. The survey was available from March 2, 2018, through April 30th, 2018. The City received 715 responses.

The survey included a range of questions to help determine how respondents currently use parks, facilities, and programs, which facilities and parks they frequented, what barriers and issues affect their use, and their future needs and wants.

Chapter 1: Background & Need for Study

Focus Group discussions were held to

solicit input from community members having a special interest in parks, community facilities and City sponsored programs and events.

Focus Group discussions were held with:

- A group of 6 local mothers
- The Recreation Board

Focus group discussions were conducted to gather qualitative data to provide additional insight into recreation needs.



Focus Group Discussions



Small Group Interviews



Donald Mothershead, Sally Griffin Senior Center, Small Group Interviews April 2018

Five (5) small group interviews were held to gather additional qualitative data to inform the RNA. Members were selected using snowball sampling. These interviews were a crucial aspect of this assessment because it allowed the City to engage with citizens using in-depth interviews to examine priorities, as well as strategies to enhance the community's parks and recreation programs.

Small group interviews were held with:

- Participants at the Sally Griffin Senior Center
- Recreation Department Staff
- Robert Down Elementary School PTA
- Forest Grove Elementary School PTA
- Pacific Grove High School PTA
- Pacific Grove Middle School PTA

Chapter 1: Background & Need for Study

1.4 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 the City's social media accounts, utilizing the City's website and City Manager's Weekly Summary Newsletter, advertising in the Cedar Street Times, and sending mailers to every property in the City boundaries. The following is a summary of the community outreach conducted between November 2017 and April 2018:

- Sally Griffin Senior Center tabling
- Forest Grove Elementary School PTA
- Pacific Grove Middle School PTA
- Robert Down Elementary School PTA
- Pacific Grove Middle School PTA
- Pacific Grove Unified School District PTA
- Visit to the Youth Center After School Program
- Pacific Grove Recreation Board Meetings
- Mailers to all Pacific Grove Addresses
- Instagram Posts
- Facebook Posts
- Weekly summary updates
- City website advertisement
- Cedar Street Times advertisement
- Visit to the Community Center Preschool

Post Card Mailed to All Residents

CITY OF PACIFIC GROVE
RECREATION NEEDS
ASSESSMENT

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

TAKE OUR RECREATION NEEDS ASSESSMENT SURVEY
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

Chapter 1: Background & Need for Study



Promotion of the RNA: Instagram Post & Preschool Visit



View Insights

Promote



Liked by cityofmonterey, pgchamber and 76 others

cityofpacificgrove The City wants YOUR 🙌 input! What do you think of our parks, recreation programs and special events? Tell us by taking our Recreation Needs Assessment, link in bio!



1.5 Timeline

- Research of comparable cities
- Develop survey questions
- Test/review survey questions
- Recreation Board input
- Online Survey
- Focus Group Discussions
- Small Group Interviews
- Advertising participation opportunities
- Recreation Board Update
- Recreation Board Meeting Updates
- City Council Presentation
- Data Analysis
- Write up of the RNA

Project Initiation

January - February

Data Collection

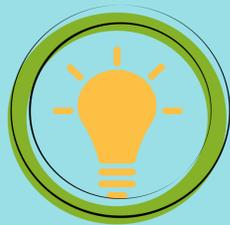
February - April

Data Analysis

May - August

Chapter 2

GENERAL FINDINGS



Introduction

This chapter presents and analyzes the general findings of the RNA. These general findings shed light on the overall perception of and participation in the Pacific Grove Recreation Department services holistically. Specific findings on parks, programs, and events can be found in subsequent chapters.

2.1 Overall Use and Ratings of Parks, Recreation Programs and Events

One of the goals from the City's Recreation Master Plan is that recreation will flourish in the city, with a network of accessible parks and public open spaces and activities that are available and accessible to residents of all ages and abilities. Several questions were included on the survey to measure use and participation in the Recreation Department services.

2.1.1 Overall Use and Ratings of Parks, Recreation Programs and Events

Respondents were asked to what extent they felt that they and/or their household benefited from City of Pacific Grove's parks, programs, activities, and events offered by the City. The majority of the respondents (72%) strongly agreed that they felt an increased quality of life, improved health and well-being (66%), and connection to the community (58%). The Focus Group Discussion (FGD) findings also confirm this:

“ I appreciate your taking the time to assess the needs and wants of the community. I think that the social, physical and mental health of our town is greatly aided by recreation opportunities and we have benefited from them a great deal in the short time we've lived here.”

FGD member, April 2018

To what extent do you agree that YOU and/or your HOUSEHOLD personally benefit from City of Pacific Grove Parks, programs, activities, and events in each of the following ways?

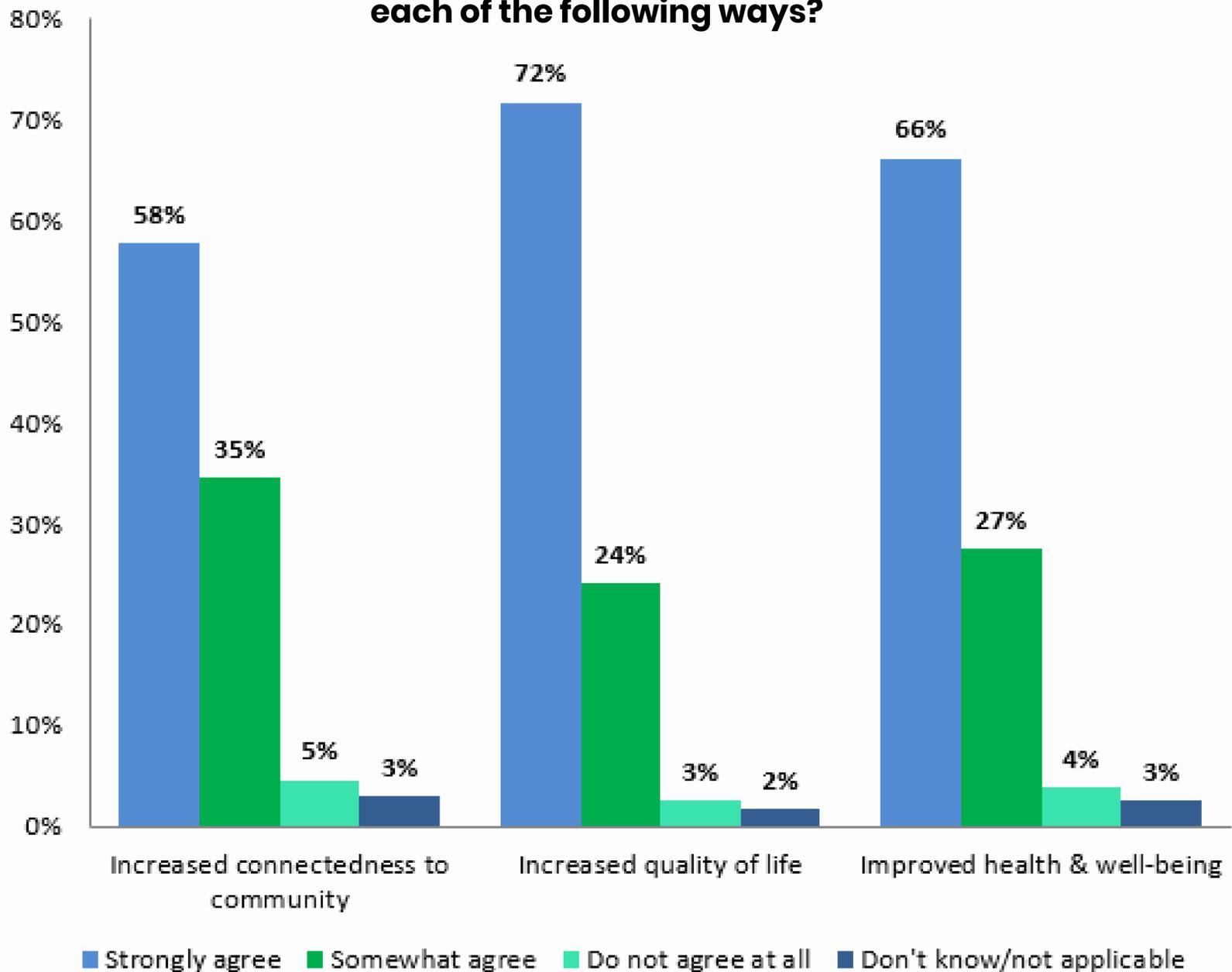


Figure 1: Perception of Benefit from Parks, Programs, and Events

2.1.2 Programs and Services of Critical Importance to the Community

Community members indicated that they use a wide range of the City's parks and facilities, in their neighborhood and throughout the City. When asked to indicate programs and services of critical importance to them or their households, the majority of respondents indicated Parks (93%), Recreation Facilities (62%), followed by Recreation Programs (41%) and City-sponsored special Events (40%).

However, the qualitative investigation suggested Parks and Recreation Programs were the two most important services:

“Parks are very important and our children have all benefited from the various programs, parades, parks etc. from the time they were babies to adults here in PG... but if it is about allocation of funds, I would rather money go to the parks and programs”

FGD member, April 2018



**The City of Pacific Grove Recreation Department provides a wide variety of programs and services to our community. Of the programs and services offered, which is of critical importance to YOU and/or your HOUSEHOLD?
Check all that apply.**

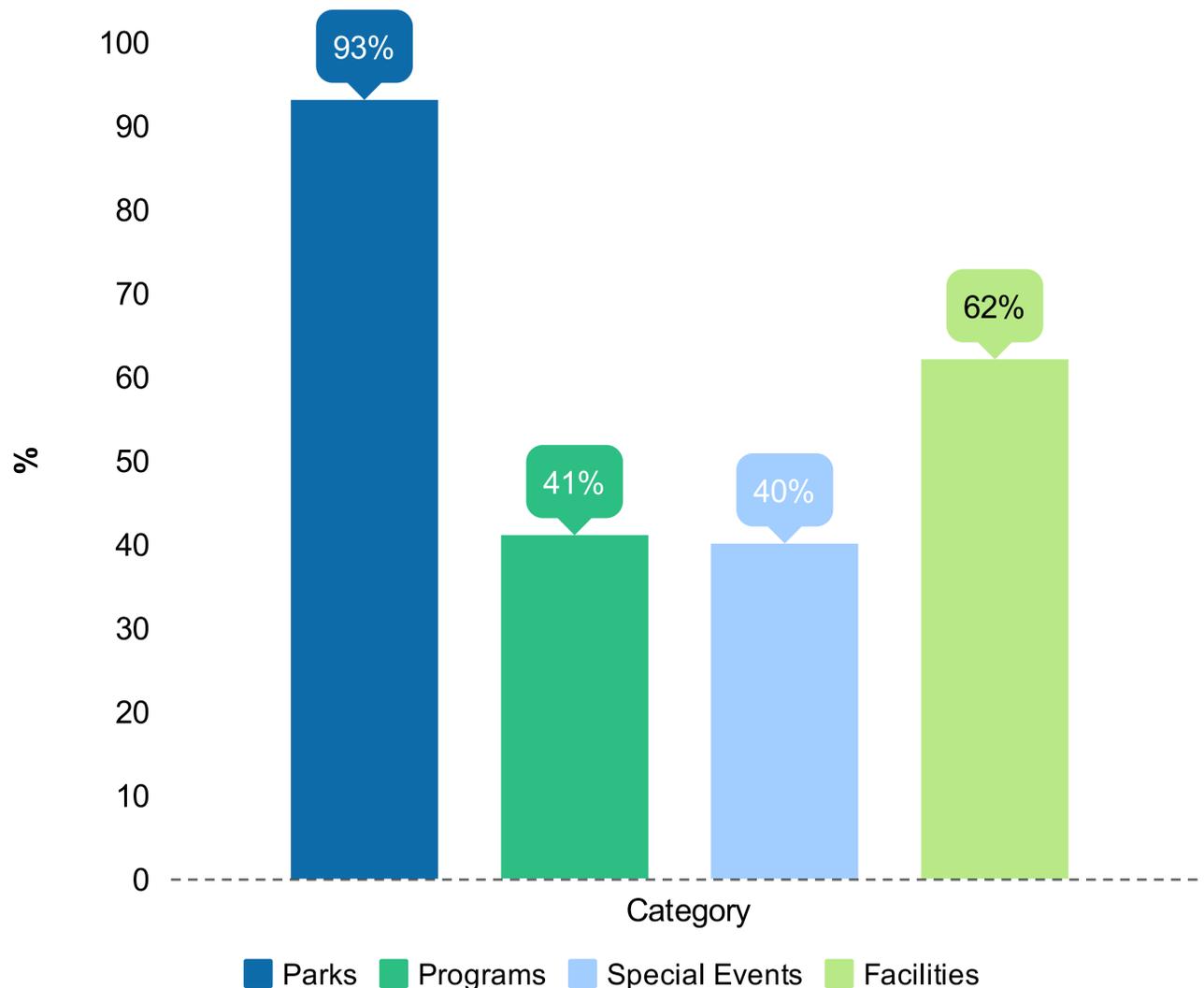


Figure 2: Programs and Services of Critical Importance to the Community

Respondents were asked to rate the overall appearance and condition of the City's parks and recreation facilities. About 85% gave a positive rating, with 59% considering the appearance and condition of these areas as good and 26% as excellent. About 13% rated them as fair, with only 2% considering the appearance and condition poor.

The following extracts from the FGDs' findings (April 2018) capture the overall rating of the appearance and condition of the City's recreation facilities and parks:

"PG Parks rank high on natural beauty but need more maintenance and investment."

"Getting better, less trash on the ground, new garbage bins help"

"Facilities are aged...they need regular maintenance."

FGD member, April 2018

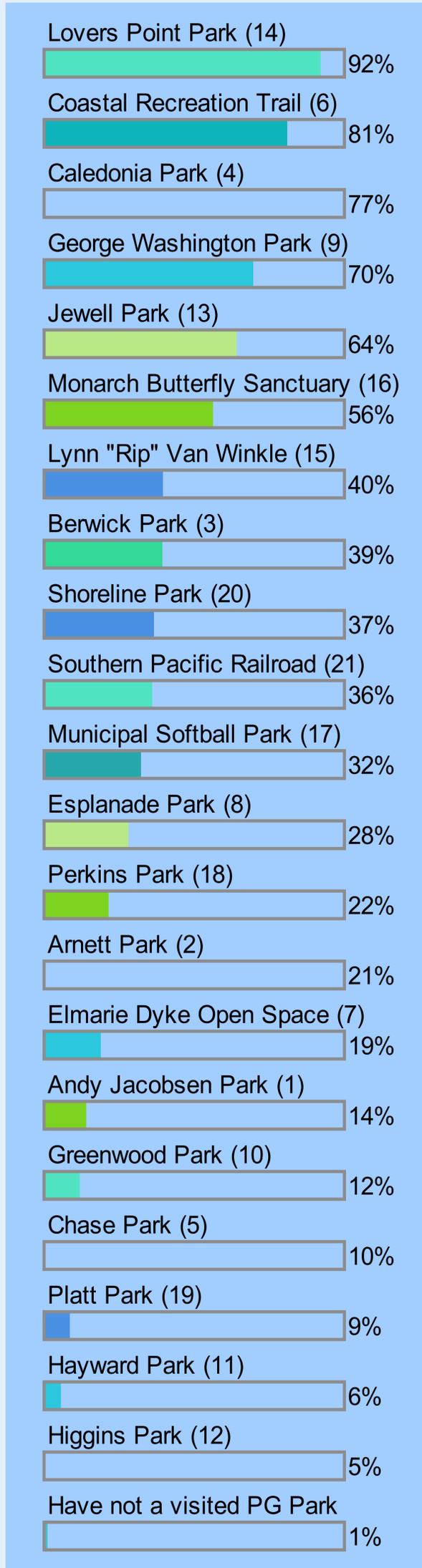


Chapter 3

PARKS FINDINGS

Chapter 3 will explore the findings for the overall use, ratings, and needs of the City's existing parks and park features.

Figure 3: Highest Visited Parks



Please indicate if YOU and/or any members of your HOUSEHOLD have visited any of the City's parks in the past 12 months by checking each that apply.

3.1 Highest Visited Parks

The highest visited Parks by survey respondents and/or their household in the last 12 months were Lovers Point Park (92%), Coastal Recreation Trail (81%), and Caledonia Park (77%) (Figure 3).

3.2 Quality of Parks

Those who had visited a park were asked to rate the quality of the City's parks. 52% gave a good rating, with 37% rating the quality of the Parks as excellent, 10% as fair and 1% as poor (Figure 4).

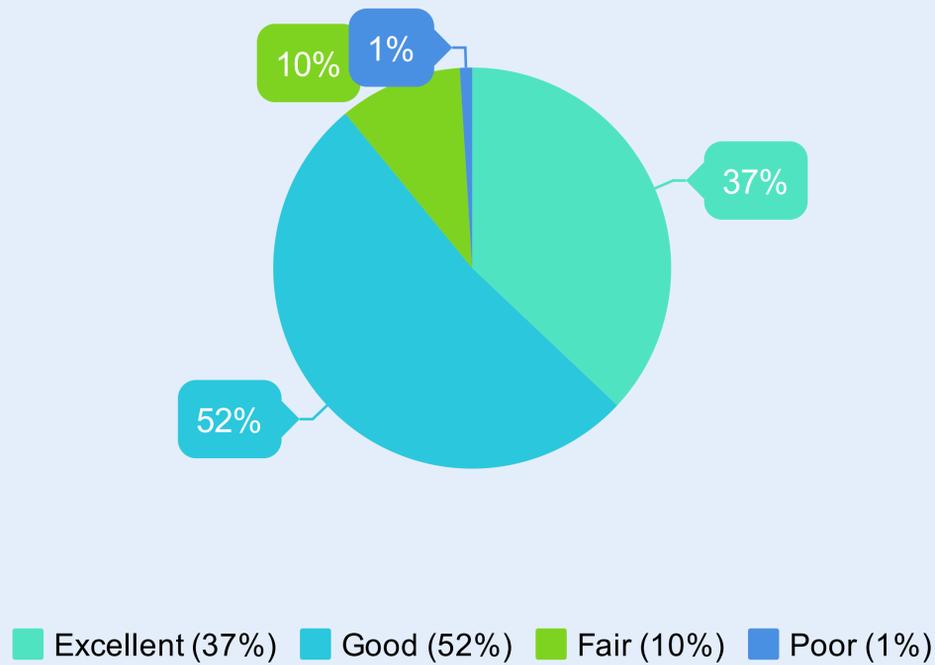
However, according to the participants of the FGDs additional maintenance is needed:

"bathrooms need to be improved"
"George Washington Park could use a little clean up in the forest area. Maybe some goats to clear out the weeds and allow the natives to grow back in."
"I would rate them excellent, but a few of them could use a bit of maintenance."

Chapter 3: Parks Findings

Figure 4: Quality of City Parks Rating

Overall, how would you rate the quality of the City of Pacific Grove’s parks YOU and/or your HOUSEHOLD visited?



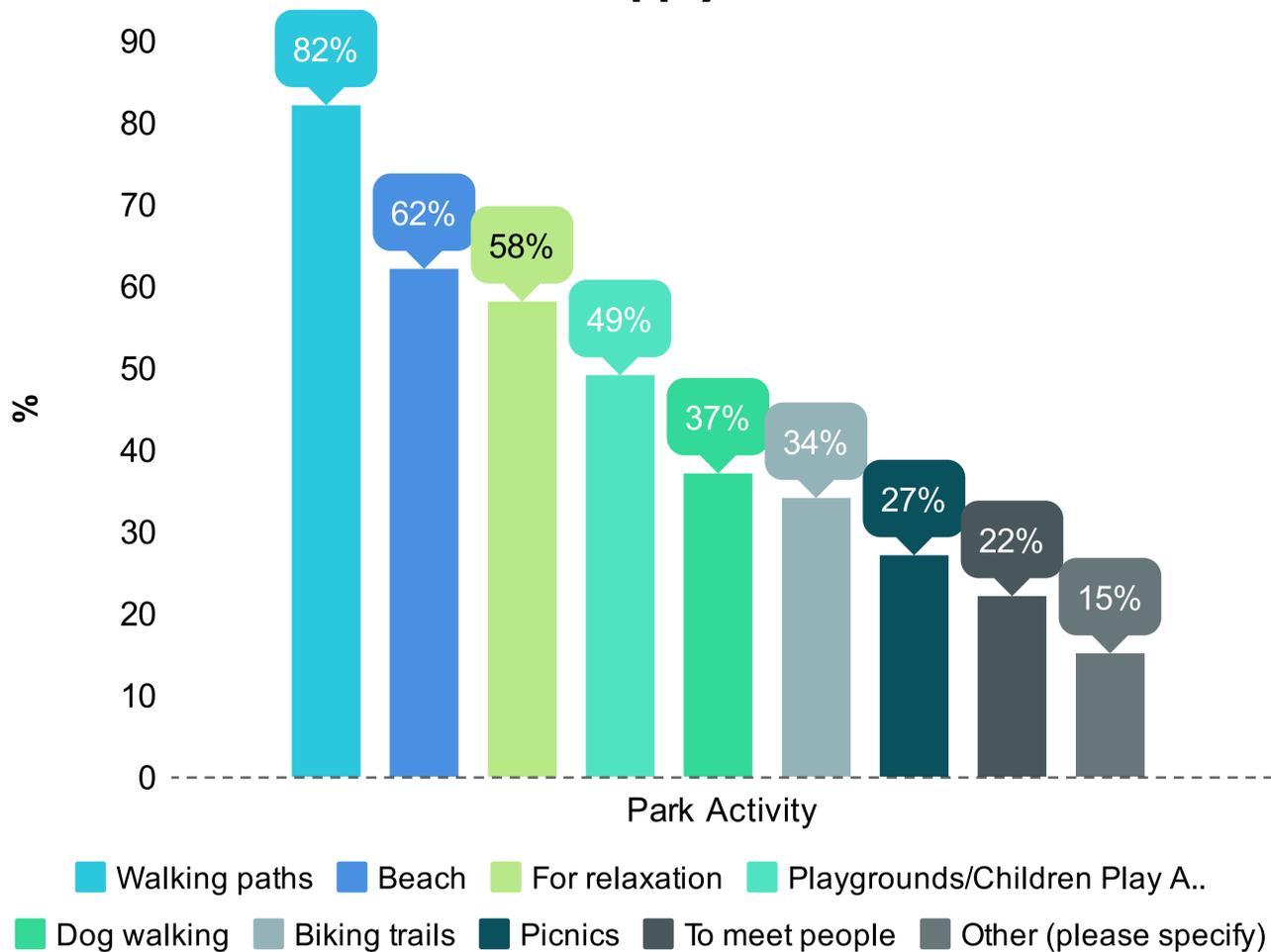
3.3 Primary Activities at Parks

When asked about their/their household’s primary activities at the parks, 82% indicated walking paths, 62% access the beach, and 58% for relaxation. The qualitative analysis also highlighted a similar finding:

“connect with more people, socialize with more people, make new friends and learn more” (FGD member, April 2018)

Figure 5: Primary Activities at Parks

What were YOU and/or your HOUSEHOLDS primary activities at the parks? Check all that apply.



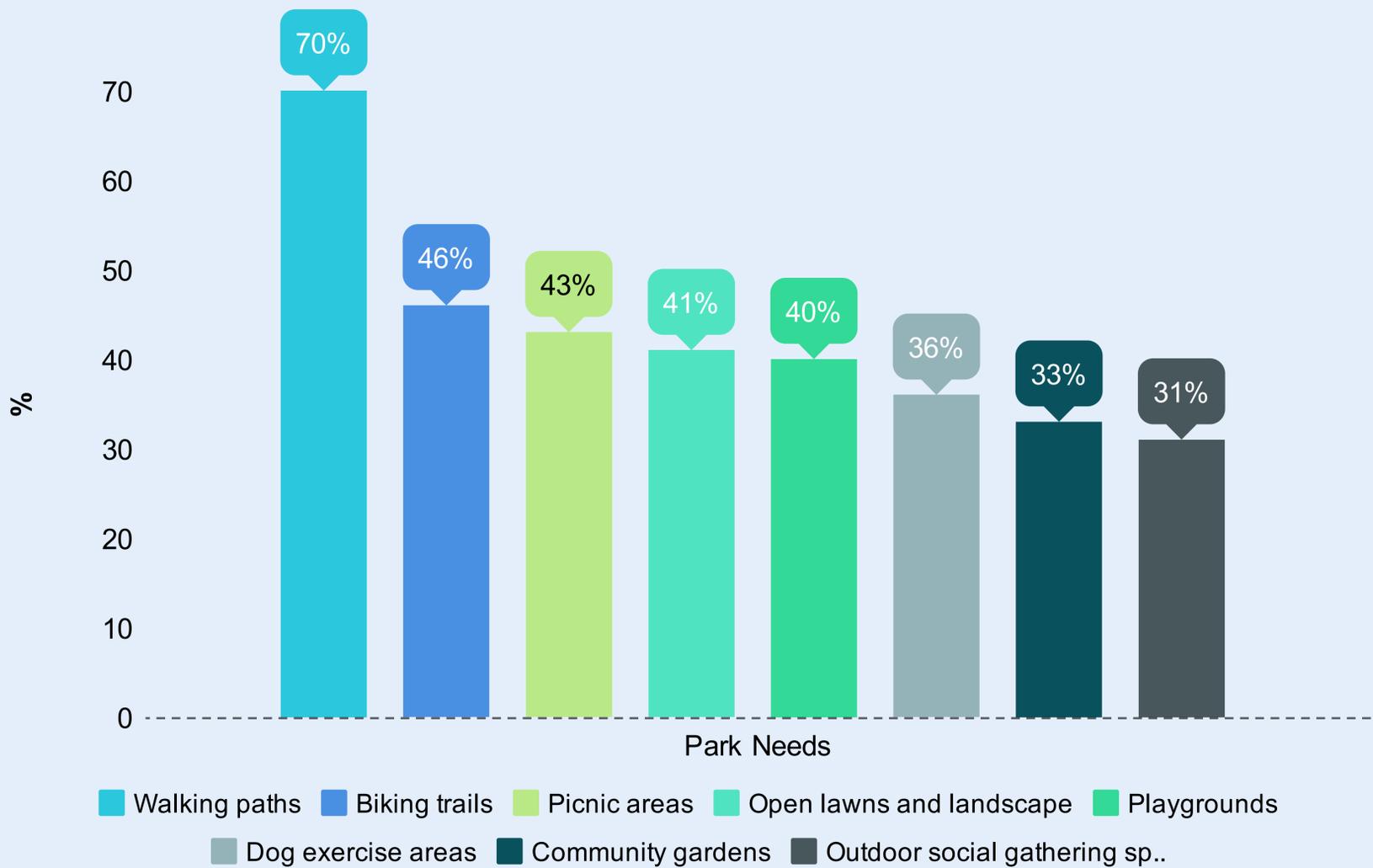
Chapter 3: Parks Findings

3.4 Unmet Park Needs

When asked about their need for parks features, the respondents said they or their households had a need for: additional walking paths in the parks (70%), biking trails (46%), picnic areas (43%), open lawn and landscaped areas (41%).

Please indicate if YOU and/or your HOUSEHOLD have a need for any of the park features listed below by checking that apply. If the feature already exists, selecting that option would signify a need for more of that park element.

Figure 6: Identified Park Needs



In response to an open-ended question, half the respondents identified pickleball and tennis courts as additional needs. FGD members expressed need for parks programs that build on existing facilities. The following are most common parks programs needs identified from the FGD:

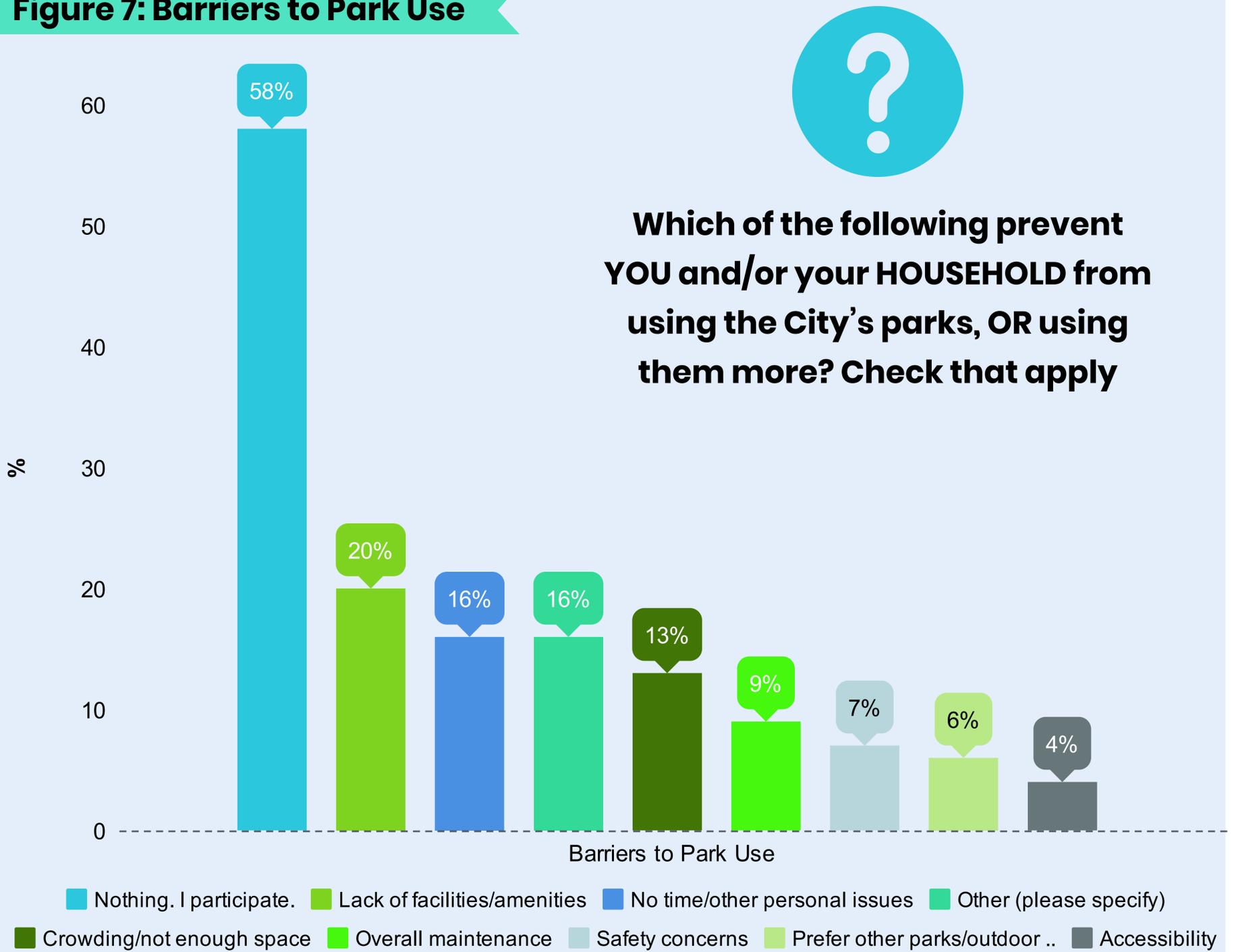
- Mountain biking at George Washington Park
- Paved walking paths
- A fenced dog park
- More benches appropriately located for resting and views
- Drinking fountains, especially at Lovers Point

Chapter 3: Parks Findings

3.5 Barriers for City Park Use

The barriers experienced by the greatest proportion who had not visited/used a City parks were lack of facilities and amenities (20%) and no time/other personal issues (16%) (see Figure 7).

Figure 7: Barriers to Park Use



Other barriers indicated by respondents who had not used a program included crowding/not enough space (13%), overall maintenance issues (9%) and safety concern (7%). In the open-ended portion of this survey question, respondents mentioned they prefer other parks and outdoor spaces for the following reasons:

- Parking availability\accessibility
- New play structure at Washington Park is not suitable for young children.
- Some parks need fencing for children
- Safety issues such as Glass at Arnett Park

Chapter 4

RECREATION PROGRAMS FINDINGS

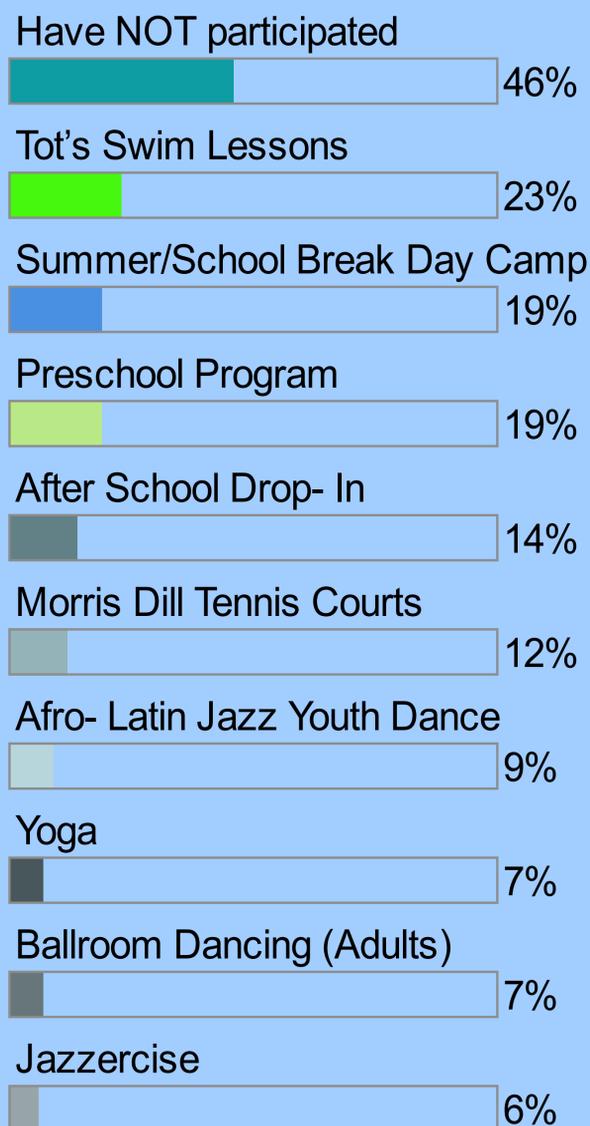


Several questions were included on the survey to measure use of and participation in the programs provided by Pacific Grove Recreation Department (PGRD). The following subsections discuss the findings related to the recreation programs provided by PGRD.

4.1 Participation in City Sponsored Programs

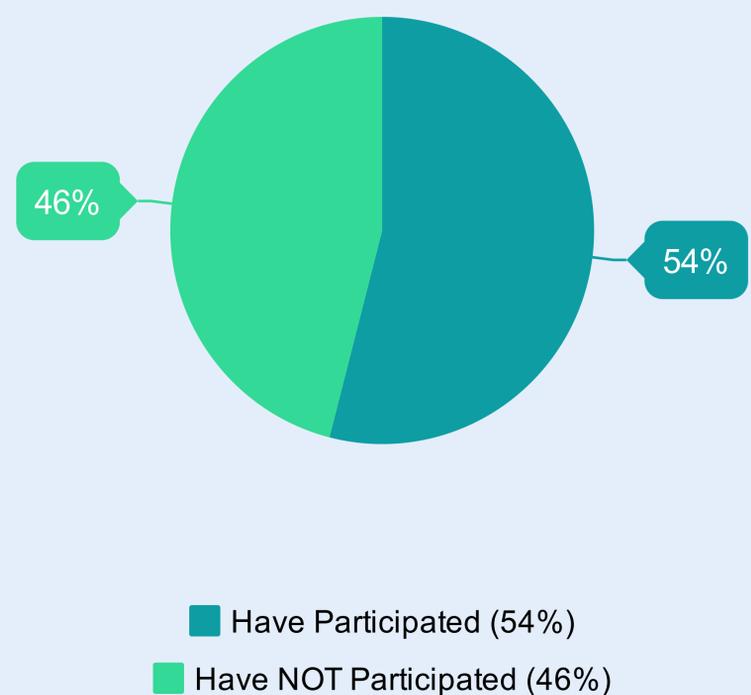
When asked to indicate if they and/or their households participated in City-sponsored programs, 46% of respondents indicated they had never participated in any programs offered by PGRD (Figure 8). Most who had participated in a program had enrolled in Tot's Swim Lessons at Stillwell Lovers Point Children's Pool (23%), Summer/School Break Day Camp (19%), Preschool Program (19%) and After School Drop-In Program at the Youth Center (14%).

Figure 8: Participation in City Sponsored Programs



*Full list can be found in Appendix A

Please indicate if YOU and/or your HOUSEHOLD have participated in any of the City of Pacific Grove's recreation programs.



NEARLY HALF OF RESPONDENTS HAD NOT PARTICIPATED IN A PG RECREATION PROGRAM



Chapter 4: Recreation Program Findings

4.2 Barriers to Participation in City Sponsored Programs

Respondents had not participated in the City-sponsored programs (46%) indicated they were not aware of programs or facilities offered (33%), had no time/other personal issues (27%), the City didn't have the programs/facilities they want (24%) and programs were not offered at the times they want (18%) (Figure 9). Similar sentiments were expressed by FGD participants:

“The preschool is awesome and the teacher is amazing, but the hours are way too short to prepare children for Kinder. At least 4 hours per day or full time preschool option would be great for working parents. There is a NEED for longer hours of preschool. OR at least the option for those that want it. Kinder is 5 hours a day and it is hard going from 9 hours of preschool to 25 hours of Kinder.”

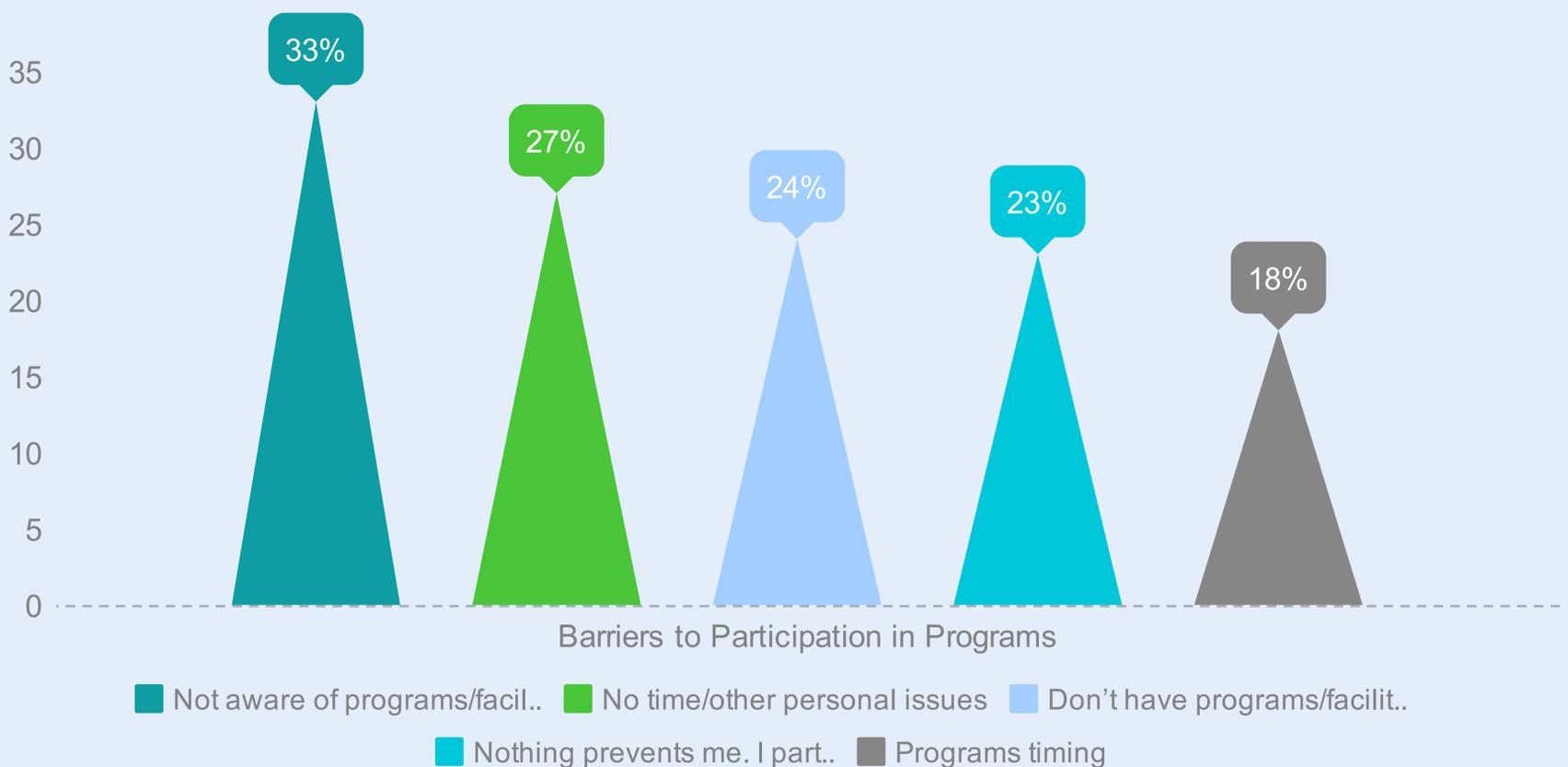
(FGD member, April 2018)

Furthermore, FGD members indicated the following reasons as barriers to participating in the City's Programs:

- Lack of communication regarding offerings
- Lack of online registration and payment system
- Lack of programs during other school breaks (Ex. Spring break program)

Figure 9: Barriers to Participating in the City's Programs

What prevents YOU and/or your HOUSEHOLD from taking part in the City's programs? Check all that apply.

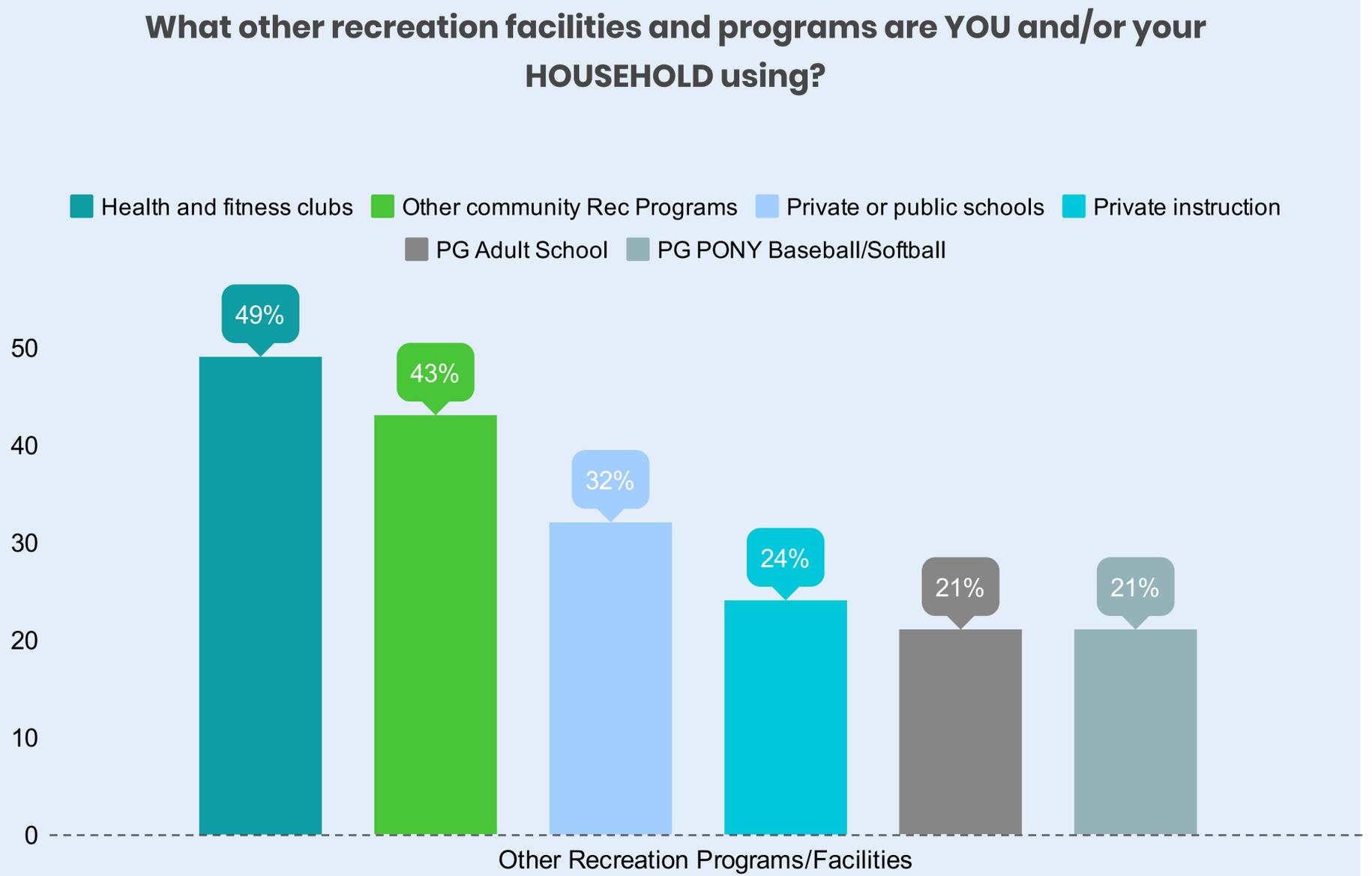


Chapter 4: Recreation Program Findings

4.3 Other recreation facilities and programs preferred/used

When asked if they participated/used other recreational facilities and programs, about 49% of the respondents said they or their household used health and fitness clubs. The next most used facilities and programs were other community's recreation programs and facilities (43%), private or public schools (32%) and private instruction (24%) (dance, martial arts, etc.).

Figure 10: Other recreation facilities and programs preferred/used



In response to an open-ended question in the online survey, respondents indicated they preferred the following recreation facilities:

- Monterey Bay Sports Center
- Pacific Grove Golf Course
- Pacific Grove Public Library

Chapter 4: Recreation Program Findings

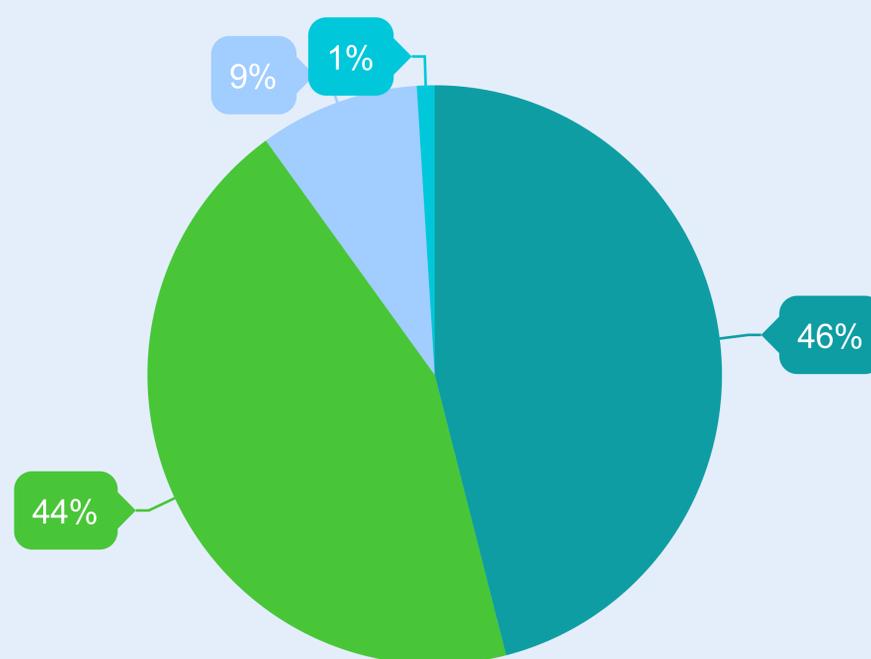
4.4 Ratings of City-Sponsored program

Those who participated in a PGRD program were asked to rate the quality of these offerings. About 46% gave a good rating, while 44% gave excellent rating.

Figure 11: Ratings of City-Sponsored program

How do you rate the overall quality of the programs/classes in which YOU and/or your HOUSEHOLD have participated?

■ Good (46%) ■ Excellent (44%) ■ Fair (9%) ■ Poor (1%)



In response to an open-ended questions in the online survey, half the respondents rated the quality of preschool program and after school and summer programs as excellent.

4.5 Five Programs Most Important to Respondents

Respondents were asked to select and rank top three PGRD programs most important to them or their household. Figure 12 depicts the top-rated programs for each of the first through third rankings.

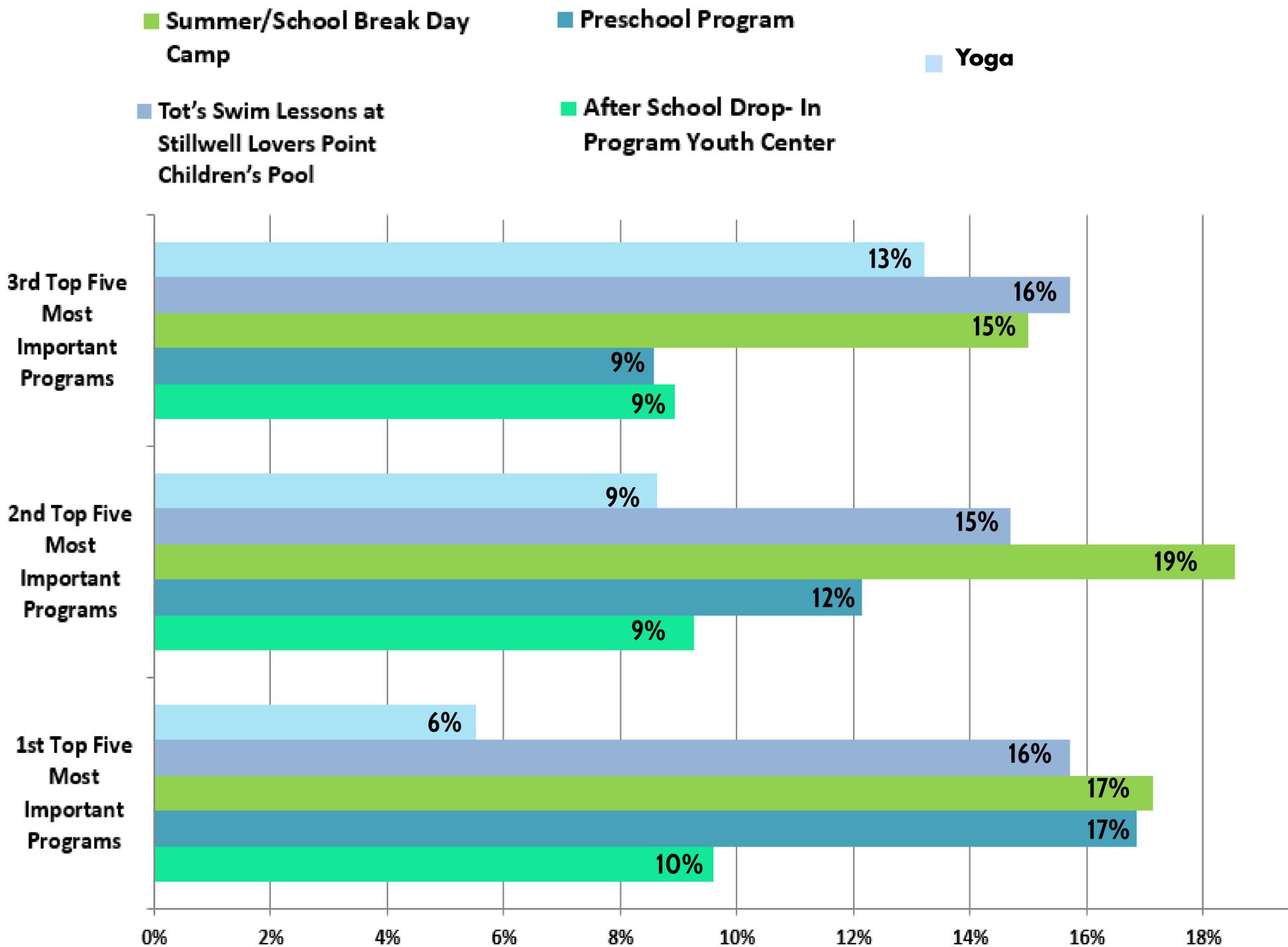
Summer/School Break Day Camp, Tots swim Lesson at Stillwell Lovers point Children's Pool, Preschool Program, After School Drop-in program at the Youth Center and Yoga were selected as top five most important City-sponsored programs to them/or their households (Figure 12).



Chapter 4: Recreation Program Findings

Figure 12: Programs most important to respondents

Select the programs, from the drop down, that are most important to YOU and/or your HOUSEHOLD.



4.6 Unmet Needs For Recreation Programs

A matrix was created in which respondents were asked to indicate their and/or their household top four needs for recreation programs. The first category represents programs in need for children (0-17); the second adults (18-55) and the third for seniors (55+) on which respondents placed higher importance, but also experienced greater unmet need, as shown in Figure 13-15 below.

The following were among the programs for which the greater proportion of households felt a need for.



Chapter 4: Recreation Program Findings

4.6.1 Children (0-17)

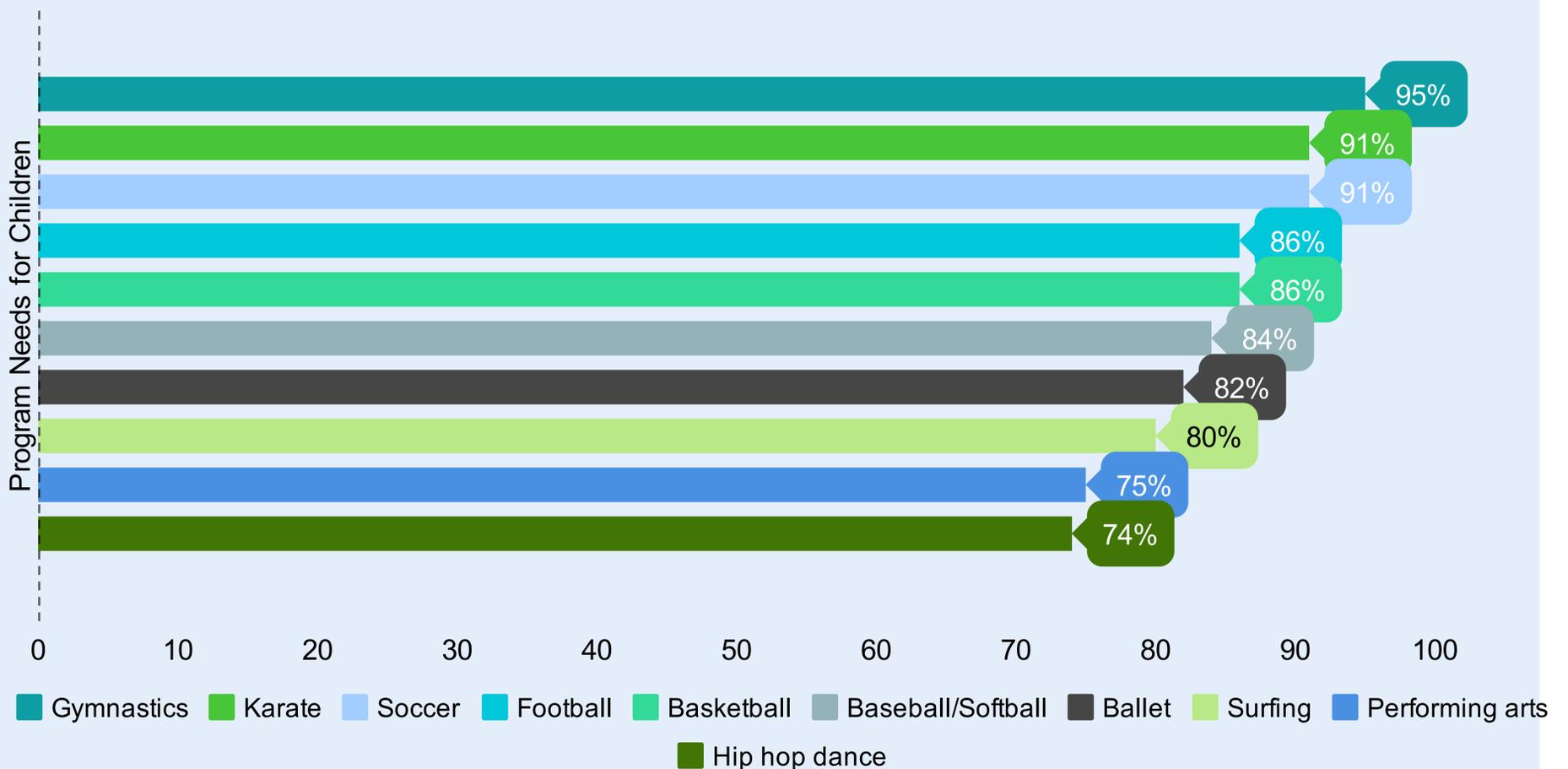
The four recreation programs respondents identified as in need for children (0-17) (the ones selected as top four by the greatest proportion of respondents) were Gymnastics (95%), Karate (91%), Soccer (91%) and Football (86%).

FGD group members shared similar views:

- Need more arts classes
- Cooking class would be desired
- Surfing, Marine Biology and other ocean related programs
- Gymnastics
- Camping
- After school soccer
- Dance class, art classes, and swimming specifically for 6-12 ages
- Animation/computer classes

Figure 13: Unmet Recreation Programs for Children

Please indicate if YOU and/or your HOUSEHOLD have a need for any of recreation programs listed below. Check all that apply.



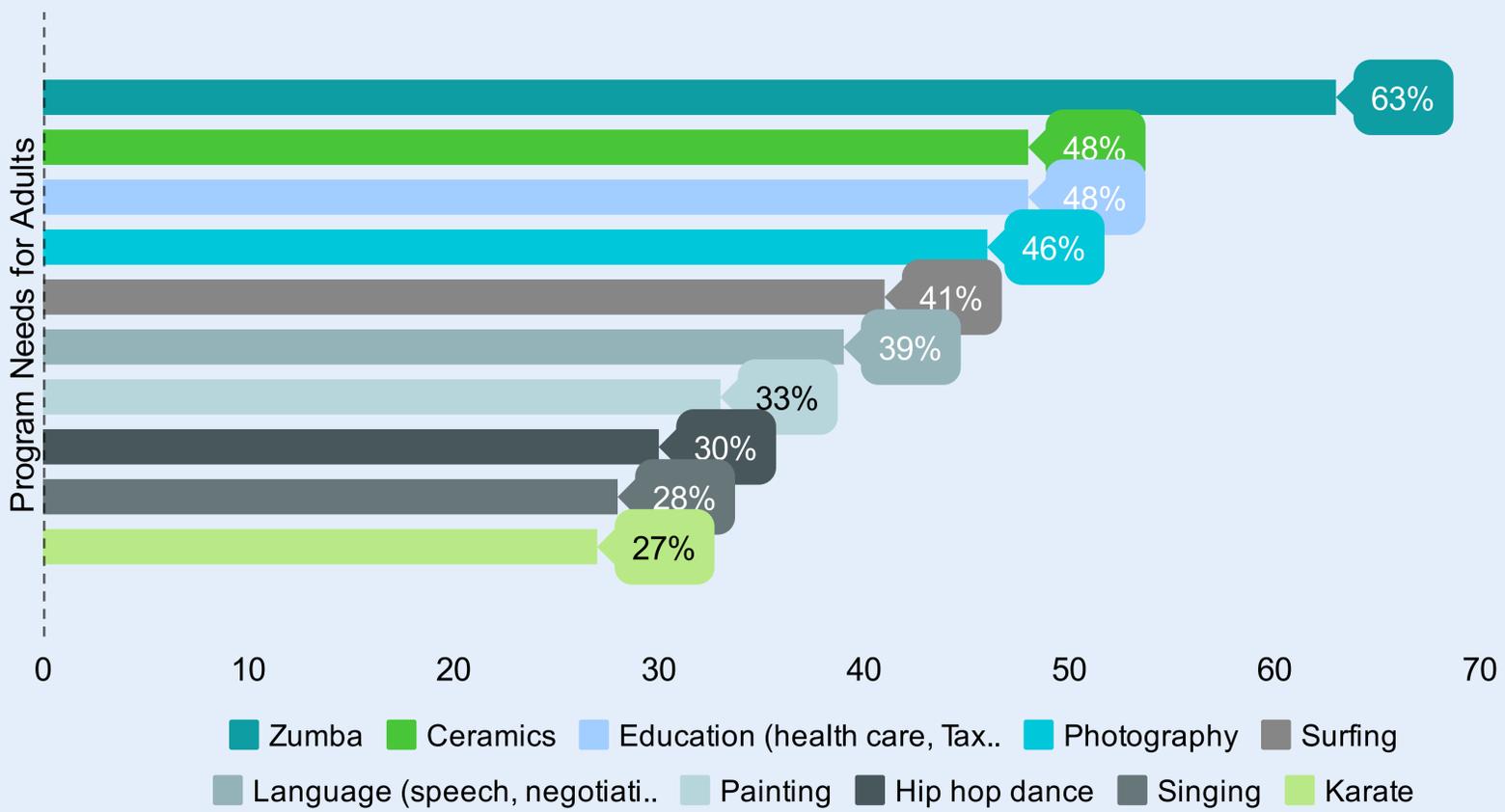
Chapter 4: Recreation Program Findings

4.6.2 Adults (18-55)

Zumba (63.3%), Ceramics (48.24%), Education (health care, Tax, CPR) (47.8%) and Photography (46.28%) were deemed in need for adults (18-55).

Figure 14: Unmet Recreation Programs for Adults

Please indicate if YOU and/or your HOUSEHOLD have a need for any of recreation programs listed below. Check all that apply.



Additionally, the following were suggested by FGD members:

- Classes and sports leagues for working adults
- Foreign Language Lessons
- Pickleball courts
- Adult volleyball

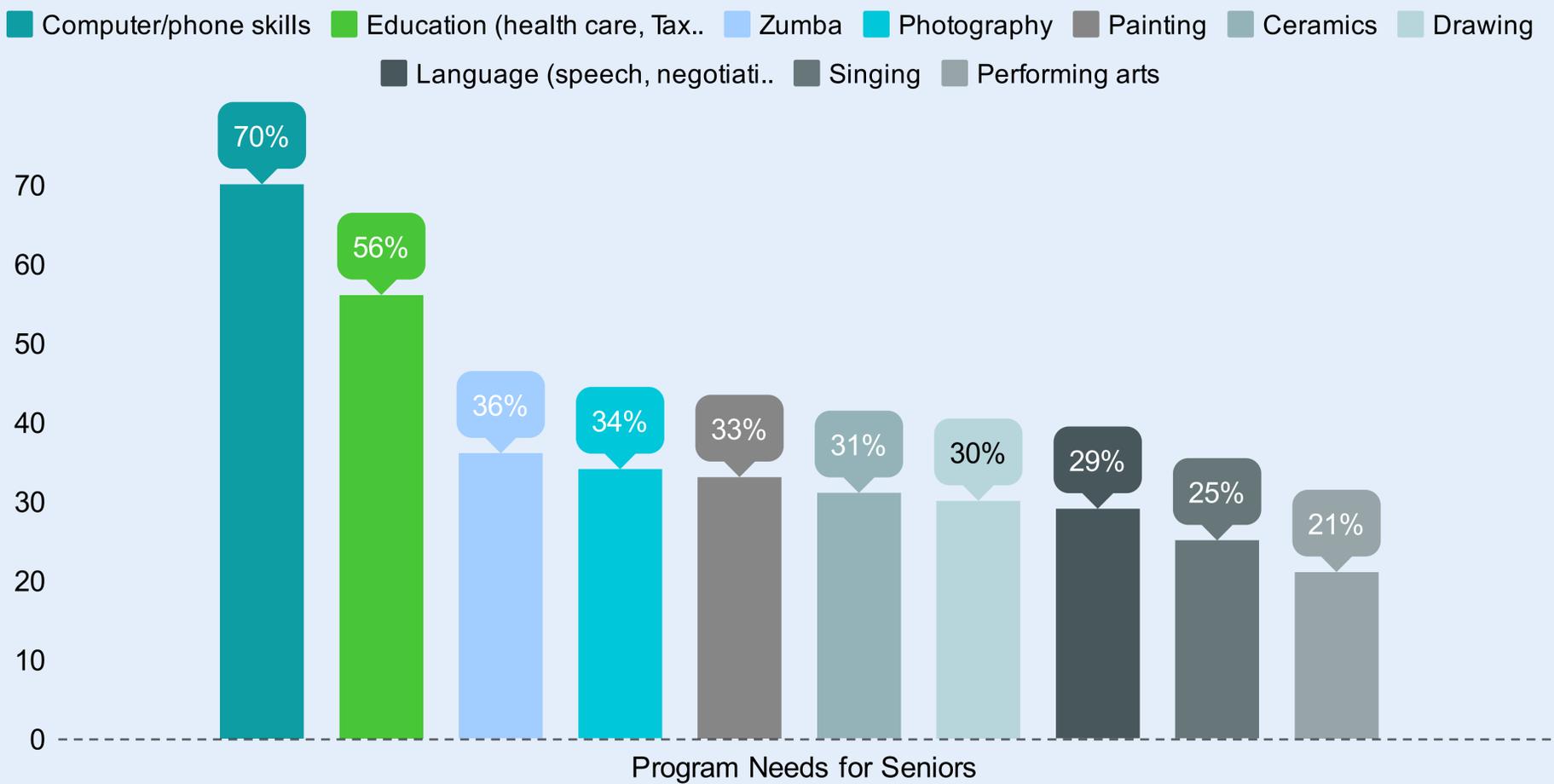
Chapter 4: Recreation Program Findings

4.6.3 Seniors (55+)

For seniors (55+), Computer/phone skills (70%), Education (health care, Tax, CPR) (56%), Zumba (36%) and Photography (34%) were in need.

Figure 15: Unmet Recreation Programs for Seniors

Please indicate if YOU and/or your HOUSEHOLD have a need for any of recreation programs listed below. Check all that apply.



Additionally, the following were suggested FGD members:

- Pickle ball courts
- Foreign language classes
- More lecture events at the Pacific Grove Natural History Museum
- More exercise classes at Sally Griffin Senior Center
- Travel-plans for seniors
- Swimming pool for seniors
- Pedestrian infrastructure improvement for seniors

Chapter 5

SPECIAL EVENTS FINDINGS



The City of Pacific Grove is proud to host dozens of events each year ranging from community-based festivals and parades to athletic activities and runs. It is the City's goal to enhance the vitality, quality of life, and economic prosperity of Pacific Grove through the support of special events in the City. The following questions have been developed to gauge the needs and preferences of the community it serves.

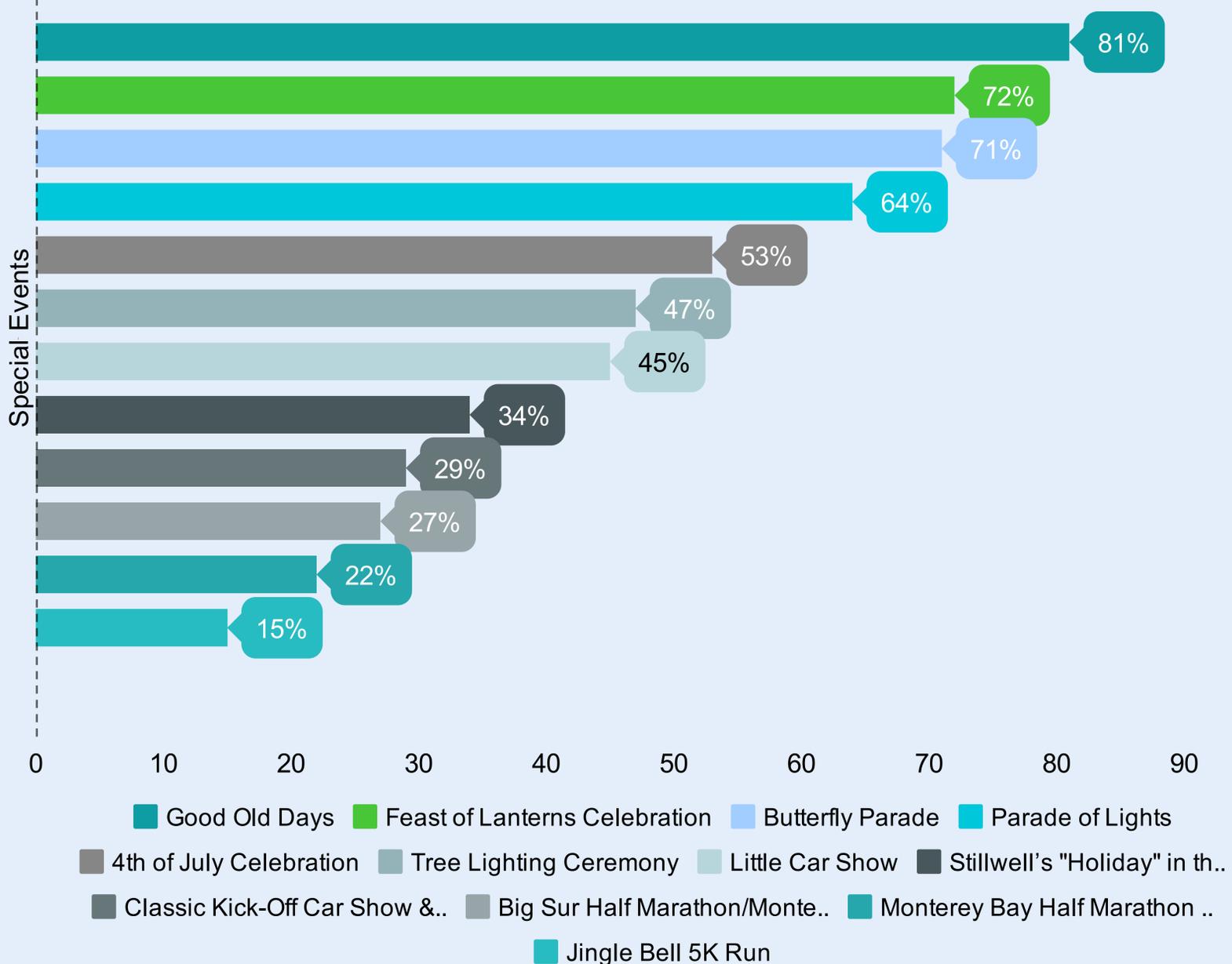
5.1 Attending Pacific Grove Special Events

When asked to indicate which Special Events they and/or their household had attended in the last 12 months:

- 81% had attended 61st Annual Good Old Days
- 72% had attended Feast of Lanterns Celebration
- 71% had attended Butterfly Parade and
- 64% had attended Annual Holiday Parade of Lights.

Figure 16: Percent of Respondents Participated in the City's Special Events

Have YOU and/or your HOUSEHOLD attended any City of Pacific Grove special events, listed below, during the past 12 months? Check all that apply.



Chapter 5: Special Events

The four special events deemed most important by respondents (the ones selected as a top four most important special events by the greatest proportion of respondents) were the Annual Good Old Days, Butterfly Parade, Feast of Lanterns Celebration and 4th of July Celebration. These were also among the events for which the greater proportion of households felt a need.

- The Annual Good Old Days
- Butterfly Parade
- Feast of Lanterns Celebration
- 4th of July Celebration

5.2 Ratings of the Special Events

Those who participated in the events were asked to rate the quality of events, 55% rated them as excellent while 41% rated them as good. Similar sentiments were expressed in the FGD:

“The events have so much for us to do that it makes us feel like it should never end, and I’m glad these events are still around.”
(FGD member, April 2018)

“These sorts of celebrations make PG all that it is!”
(FGD member, April 2018)

Although the majority of survey respondents rated the quality of events as excellent, the FGD participants identified areas for improvements:

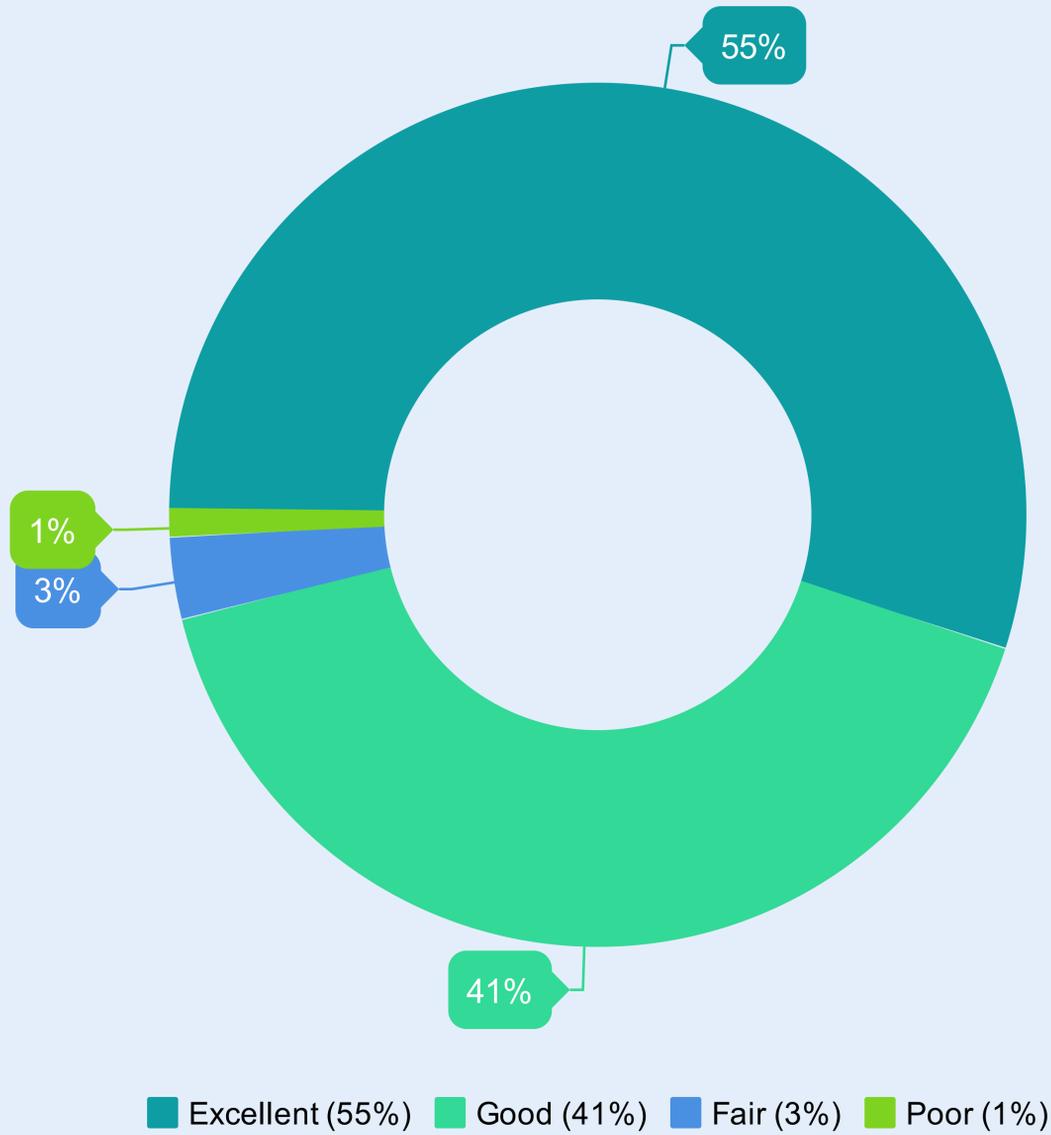
“Some auto shows seem sparsely attended & often end early.”
(FGD member, April 2018)

“I would say excellent, but I feel like there is room for improvement with all of these events. I feel like Good Old Days is a little too much about outside vendors these days - it has less of a small town feel than it did back in the day. I would also like to see Chautauqua days spread out a bit more - last year several of the events conflicted with the Butterfly Parade and Bazaar which is a fundraiser for the 4 schools.”
(FGD member, April 2018).

Chapter 5: Special Events

Figure 17: Ratings of the Special Events

How do YOU rate the overall quality of the events in which YOU and/or your HOUSEHOLD have attended?



5.3 Barriers to Attending the City’s Special Events

Respondents who had not participated in any of City’s special events in the last 12 months indicated they had no time/other personal issues (20%), events did not have enough space (16%), and/or they were unaware of events organized (14%) (Figure 19).

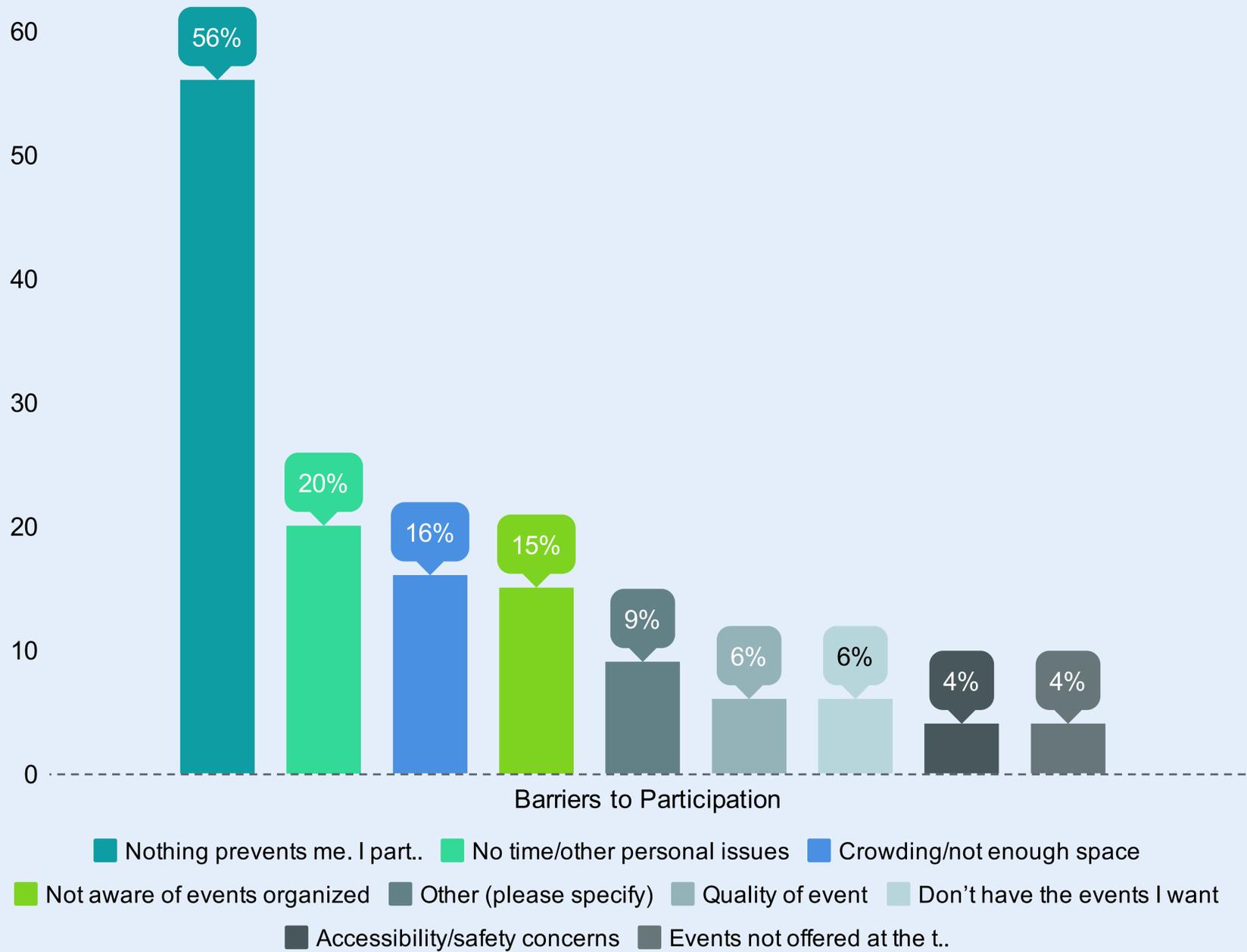
The FGD conducted in April 2018 further illuminated barriers to participation in the City’s special events:

- “Some events are mostly for out-of-towners”***
- “Parking constraints, lack of variety of places to eat and drink”***
- “need reserved seating for disabled”***
- “better webpage presence for upcoming events”***

Chapter 5: Special Events

Figure 18: Barriers to Attending the City's Special Events

What prevents YOU and/or your HOUSEHOLD from attending City of Pacific Grove's special events? Check that apply.



5.4 Unmet Needs for and Importance Placed on Special Events

About 80% of the respondents said they or their household had a need for Social Events (ex: concert, movies), 70% had a need for Cultural Special Events (ex: parades, historic events) and 50% had a need for Athletic events (ex: sports, runs, tournaments).

Additionally, small group meeting members indicated the needs for the following events:

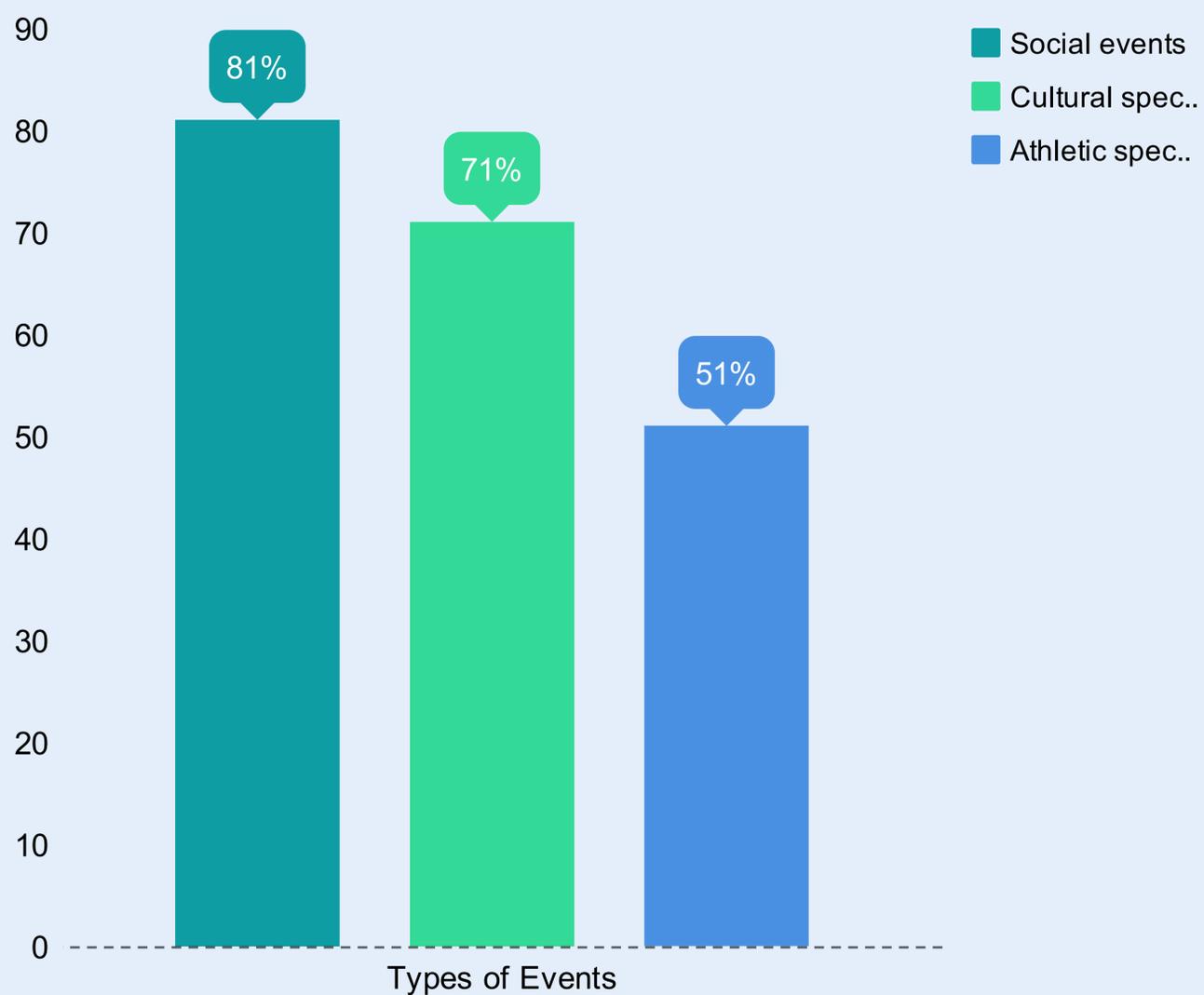
- Dog shows
- Sport events
- PG talent show



Chapter 5: Special Events

Figure 19: Unmet Needs for and Importance Placed on special events

Please indicate if YOU and/or your HOUSEHOLD have a need for the types of events listed below. Check all that apply.



World Wide Auctioneers Car Auction ♦ 61st Annual Good Old Days Parade



Chapter 6 COMMUNICATIONS

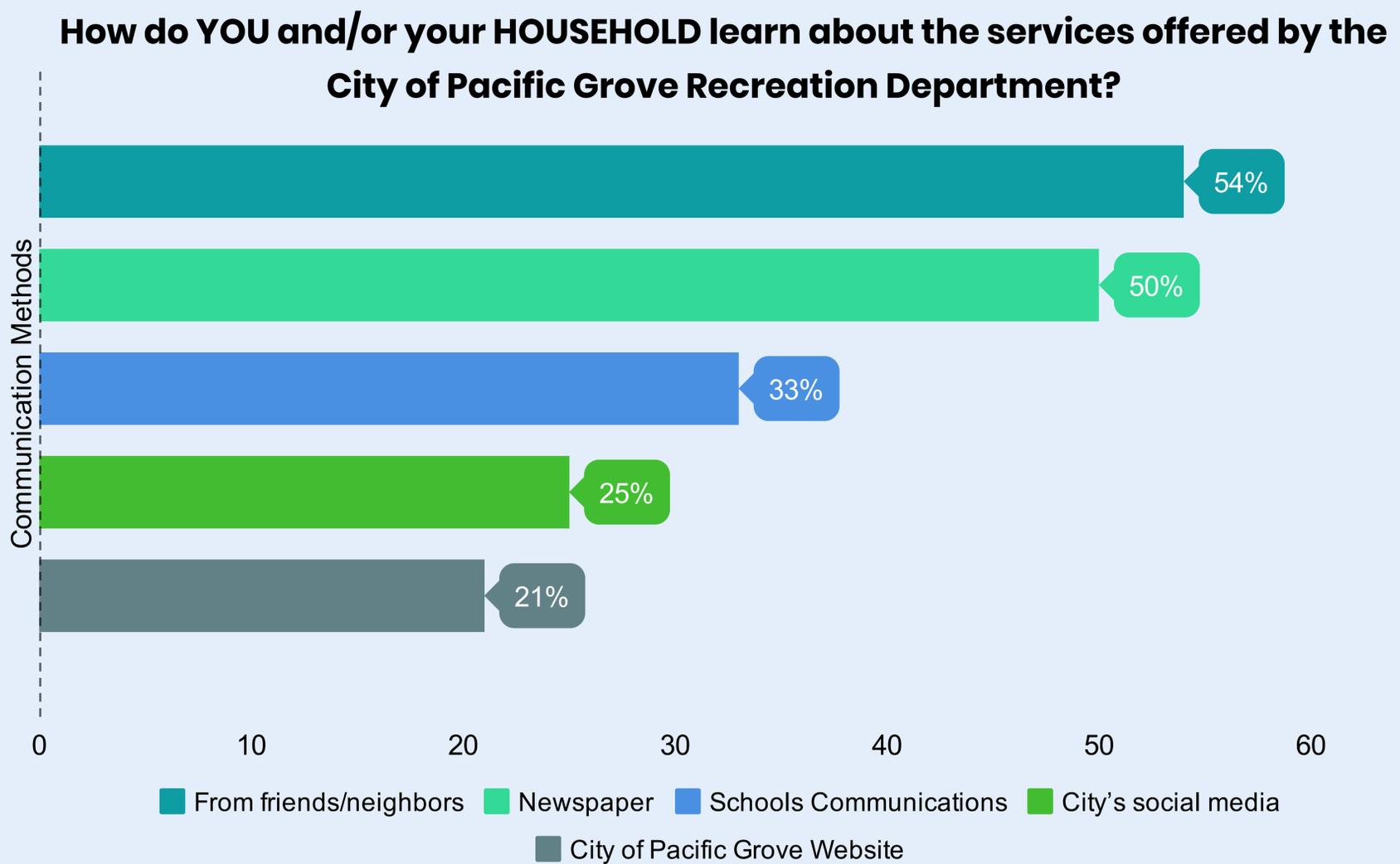


6.1 Awareness Services Offered by the City of Pacific Grove Recreation Department

The most widespread method by Pacific Grove residents learn about the offerings of PGRD was word-of-mouth from friends and neighbors (54%).

The most common formal sources of information were newspapers (50%), schools communications (33%), the City's social media (25%) and the City of Pacific Grove Website (21%).

Figure 20: Source of information used by Pacific Grove residents



6.2 How Respondents' Prefer PGRD to Communicate

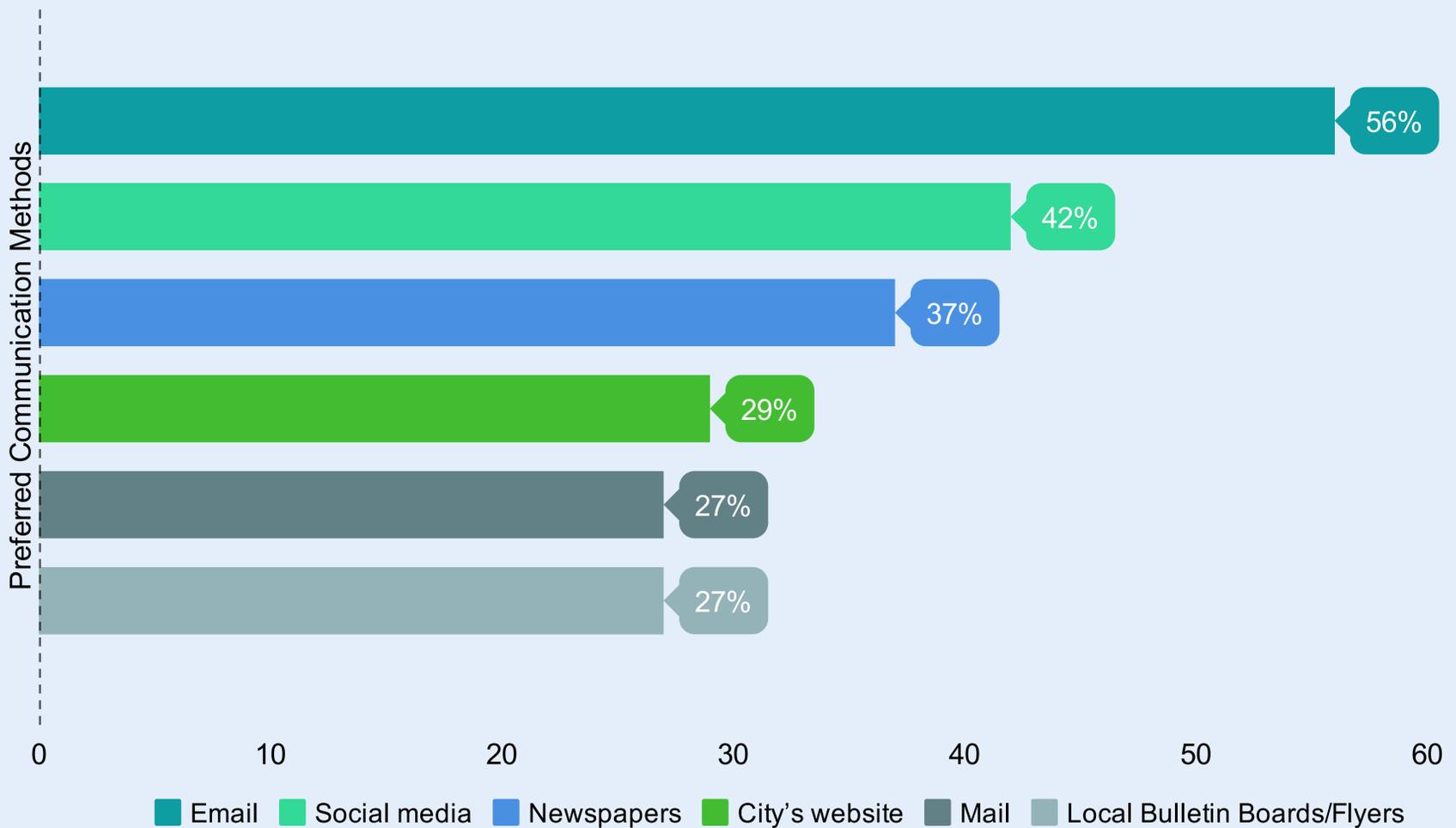
In addition to learning how residents get information about the PGRD, the Department was interested in obtaining information on how respondents would prefer the PGRD communicate with the community. The most popular methods were email (56%), social media (42%), and newspaper (37%).



Chapter 6: Communication

Figure 21: Respondents' preferred means of communication with PGRD

**How would you prefer we communicate with YOU and/or your HOUSEHOLD?
Check all that apply.**



6.3 How Residents Would Like to Engage With PGRD

PGRD also inquired how the public would like to engage with PGRD to provide feedback and input on the existing and future programs and events. The most popular mechanisms were:

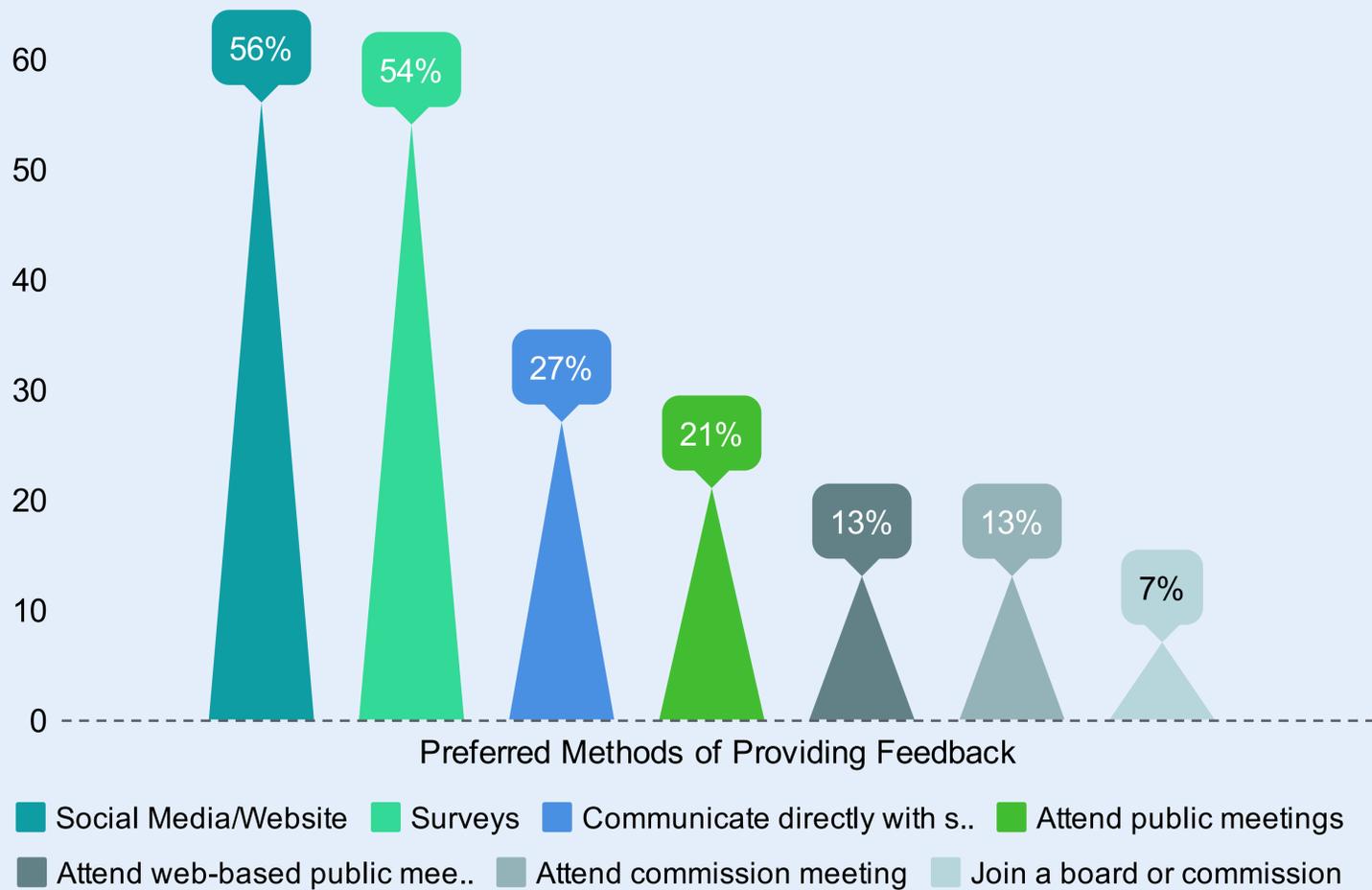
- Social media/Website (56%)
- Additional surveys (54%)
- Communicate directly with staff (27%), and
- Attend public meetings or focus group discussions (21%)

About 13% would be interested in attending web-based public meetings and/or a Recreation Board meeting.

Chapter 6: Communication

Figure 22: How Residents Would Like to Engage With PGRD

The Recreation Department often seeks feedback from residents to improve recreation services. What is the best way for YOU and/or your HOUSEHOLD to provide the City with feedback? Check all that apply.

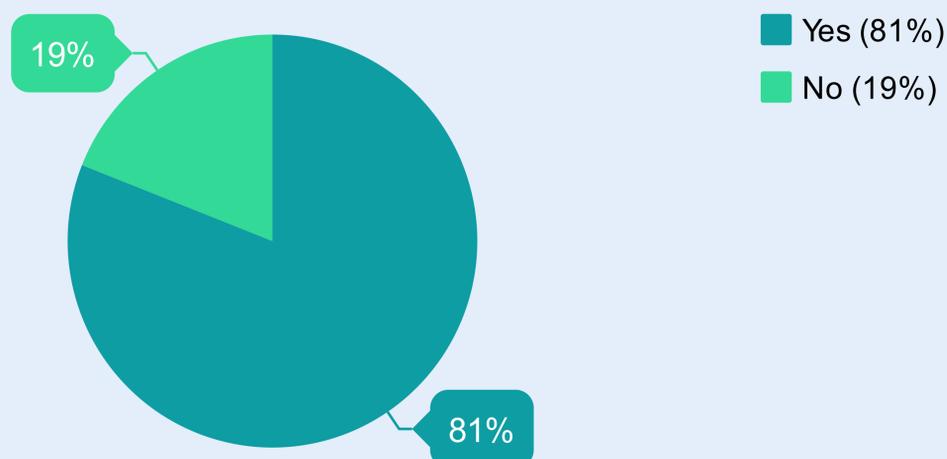


6.4 Interest in Online Registration for PGRD Services

Respondents were asked if they would be interested in online registration for PGRD services. About 81% of the respondents indicated, while 19% said they were not interested in online registration.

Figure 23: Respondents Interest in Online Registration

Would YOU and/or your HOUSEHOLD be interested in online registration for Pacific Grove Recreation Department services?



Chapter 7 COMMUNITY PROFILE

7.1 Demography

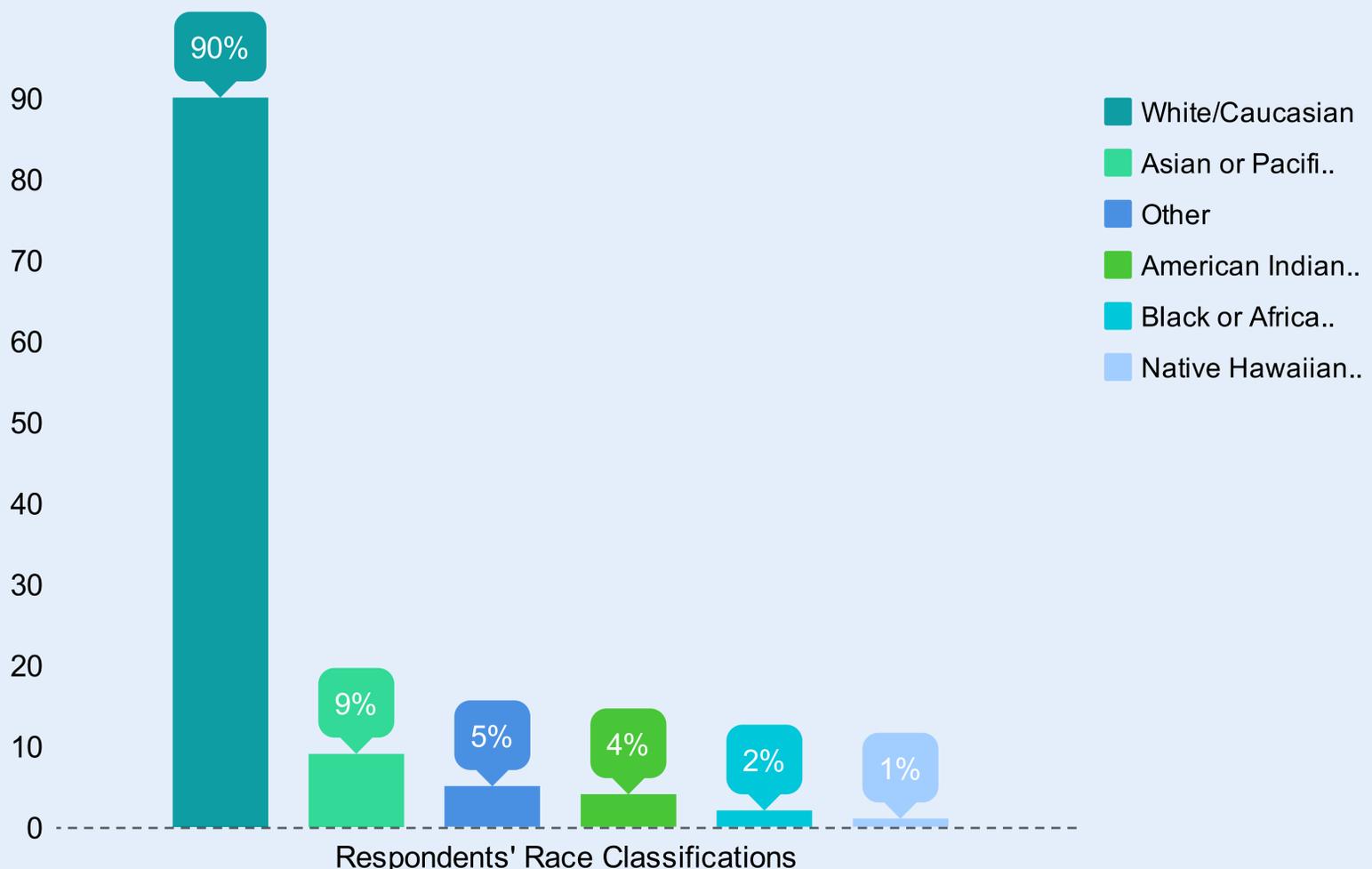
The median age in Pacific Grove is 49, which is older than the median age of 33 countywide. Approximately 23.9% of the City's population is 65 years and over age of older and 17.1% are younger than 18. Compared to similar towns, the City has a relatively high density of school enrollment which makeup to 29% of the City's population. This age profile, indicates a need for recreation services as these populations tend to have higher needs for recreational facilities and programs.³

7.2 Respondents' Race, Gender and Age

Of those who responded, approximately 90% identified themselves as White/Caucasian, 9% as Asian/Pacific Islander and about 4% as American Indian or Alaskan native. The dimensions of the respondents' race data closely represent the community profile of adult residents and therefore allows generalizability of results.

Figure 24: Respondents' Race

What is your race? The U.S. Census identifies the following races: White, Black or African American, American Indian or Alaska Native, Asian, and Native Hawaiian or Pacific Islander. (Please check that apply.)



3- Information obtained from the US Census



Chapter 7: Community Profile

Race Classifications²

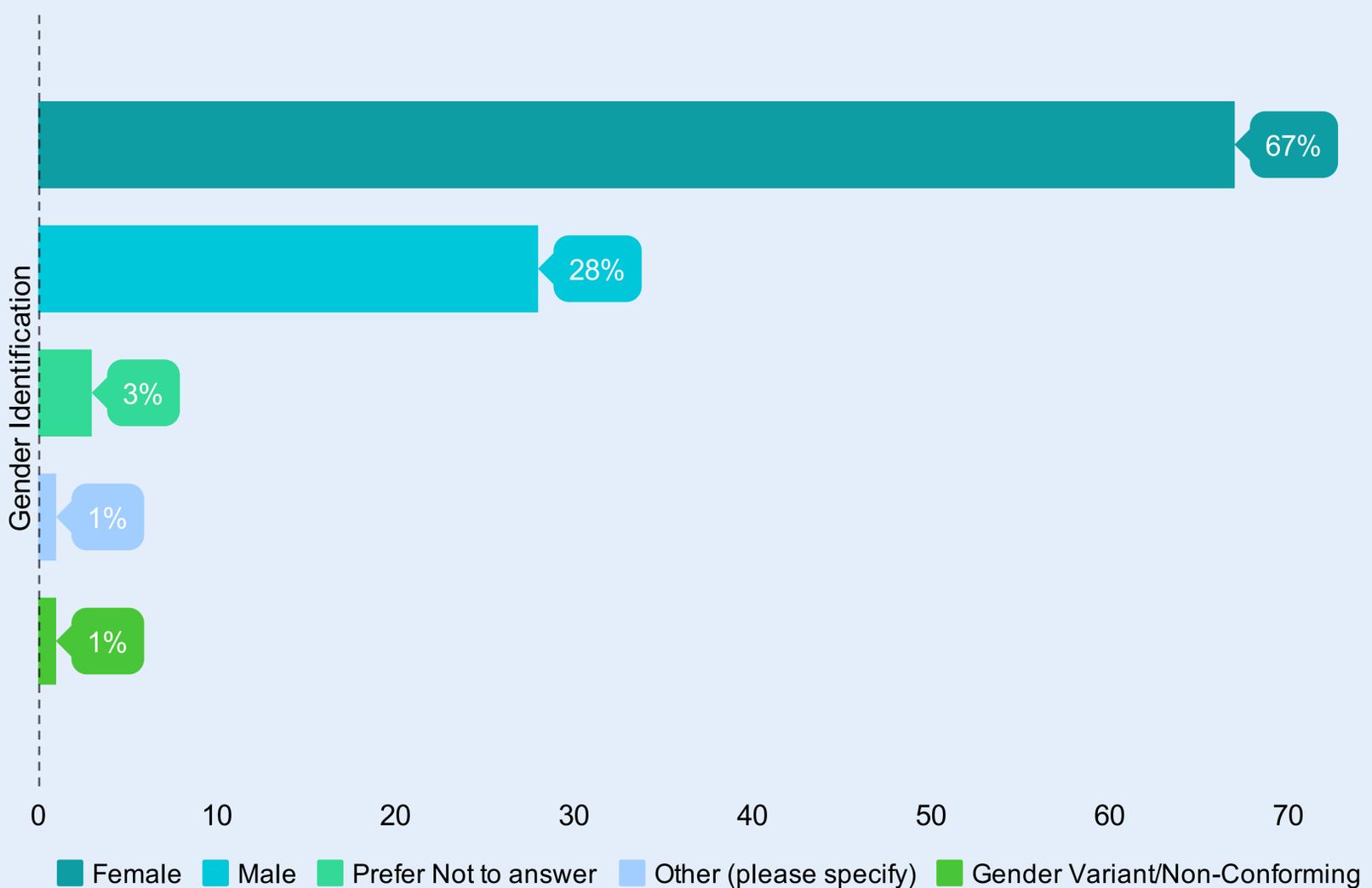
- American Indian or Alaskan native (A person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment)
- Asian or Pacific Islander (A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam)
- Black or African American (A person having origins in any of the black racial groups of Africa. Terms such as "Haitian" or "Negro" can be used in addition to "Black or African American")
- White/Caucasian (A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.)
- Native Hawaiian or Other Pacific Islander (A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.)
- Other (please specify)

Gender

Of those who responded, approximately 67% were female and 28% were male (gender was not recorded for the remaining respondents).

Figure 25: Respondents' Gender

To which gender do you most identify?



2- Race classifications obtained from the US Census: <https://www.census.gov/topics/population/race/about.html>



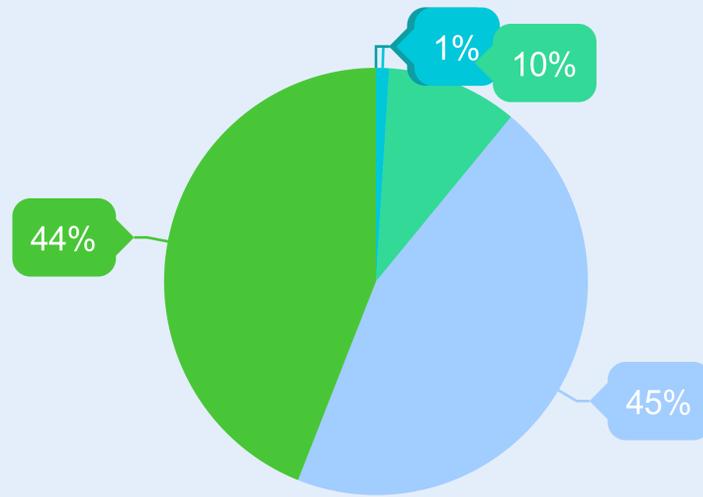
Chapter 7: Community Profile

Age Distribution of Respondents

Age of respondents was normally distributed, ranging from 13 to 55+ (see Figure 26), with 44% of the respondents 55 and older, and 45% between 35 and 55.

Figure 26: Respondents ages

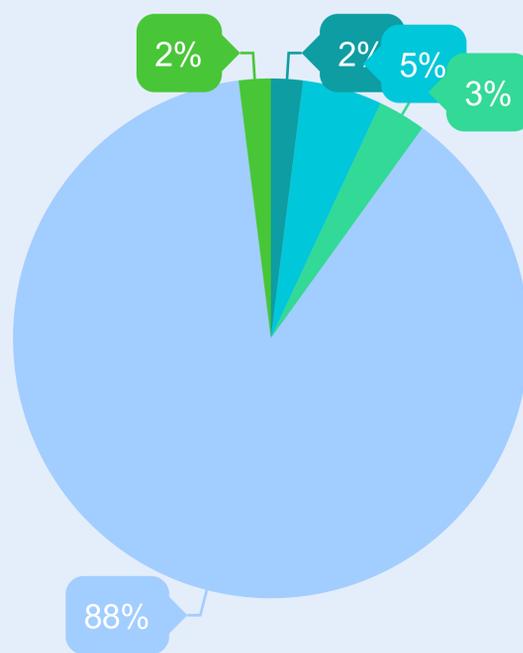
Which of the following categories describe your age?



■ 0-12 (0%) ■ 13-18 (1%) ■ 19-35 (10%) ■ 35-55 (45%) ■ 55+ (44%)

7.3 Respondents' Zip Code

Of the 715 survey respondents, the overwhelming majority reside in Pacific Grove (88%). The remaining respondents zip code break down is as follows:



■ City of Marina (93933) (2%) ■ City of Monterey (93940) (5%) ■ Del Monte Forest (93953) (3%)
■ Pacific Grove (93950) (88%) ■ Other (2%)



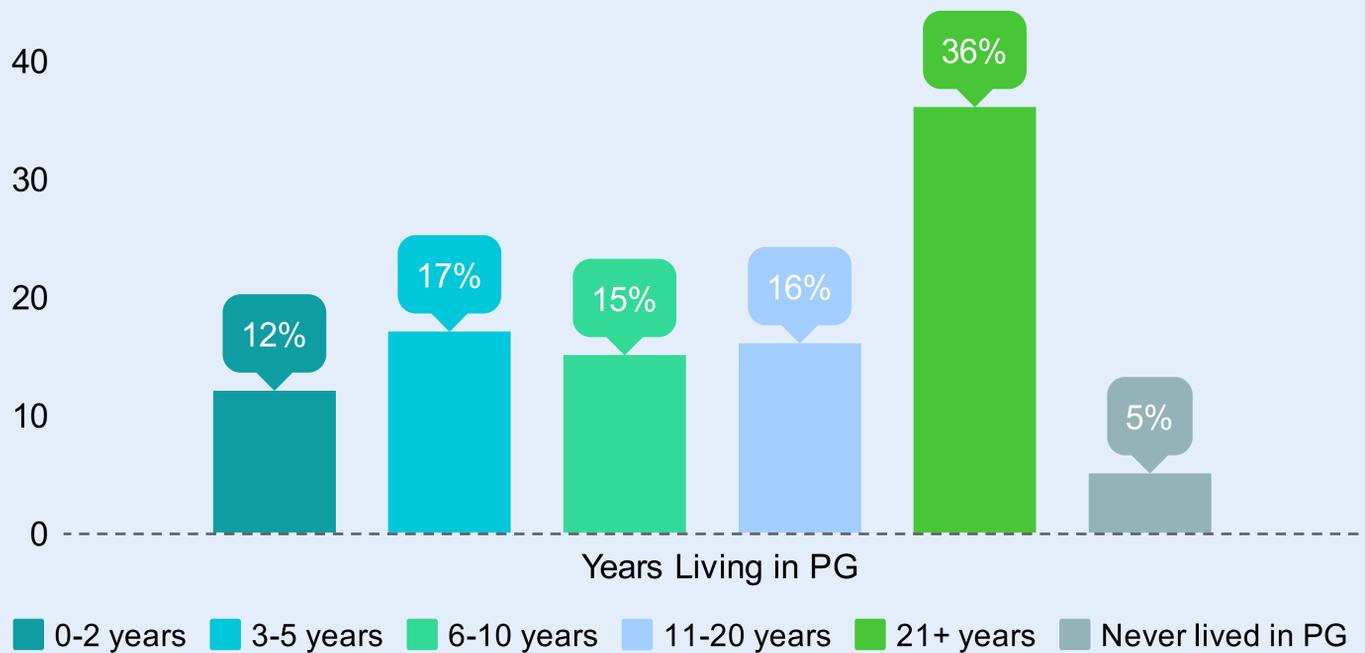
Chapter 7: Community Profile

7.4 Number of Years Residing in the City of Pacific Grove

Of the respondents that reside in the City of Pacific Grove, 36% have lived in the City for 21 years or longer.

Figure 27: Number of years residing in the City of Pacific Grove

About how many years have YOU lived in the City of Pacific Grove?

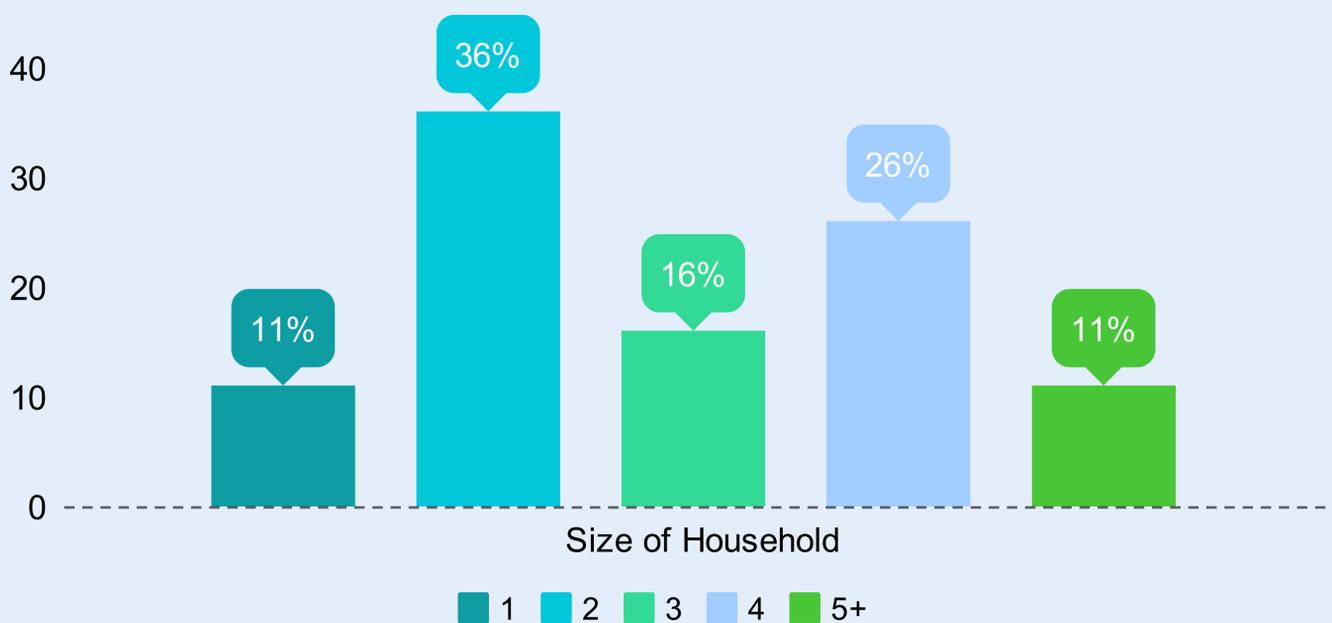


7.5 Number of People Who Lives in Household

89% of respondents have a household size of 2 or more.

Figure 28: Number of People Who Lives in Household

Counting yourself, how many people live in your household?



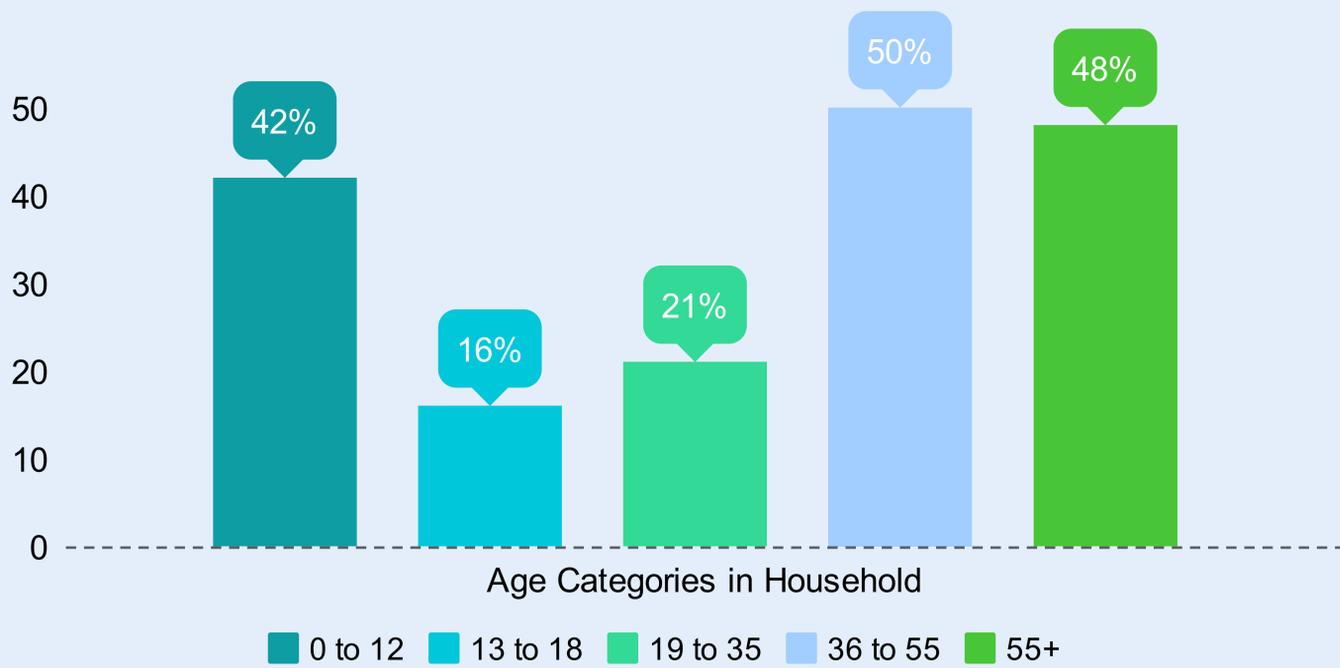
Chapter 7: Community Profile

7.6 Age Categories in Respondents' Household

In those households, as shown in Figure 30 below, 50% were adult age (36-55), 48% were seniors age (55+) and 42% were children (0-12).

Figure 29: Age Categories in Respondents' Household

Indicate all of the age categories that live in your household. Check all that apply.



Conclusion

The Recreation Needs Assessment document presents the findings gathered from the online survey, small group interviews and focus group discussions to identify the community's interest in and need for park features, recreation programs, and special events.

This data provides the City with a tool to implement new recreational opportunities to meet the needs identified in this document.

Appendix List

Appendix A: Complete Set of Survey Responses

Appendix B: Research Instruments - Survey Questions and Interview Prompts

Appendix C: City of Pacific Grove Recreation Goal documentation

Appendix D: Recreation Services Provided By the City of Pacific Grove and Comparable Cities

Appendix E: City of Pacific Grove Recreation Goals and Policies

Appendix F: Community Engagement