



CAYS PARK SURVEY
SUMMARY REPORT

PREPARED FOR THE
CITY OF CORONADO



August 2023



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INTRODUCTION

Parks, open space areas, and recreational amenities are vital community resources. By providing much-needed spaces to recreate, relax and play, they help to promote a strong sense of community, improve property values, enhance the business climate and local economy, and generally contribute to a higher quality of life for residents and visitors alike. Recognizing that community needs with respect to parks and recreation can also evolve over time, in 2023 the City of Coronado embarked on a master planning process that will present a long-range vision for Cays Park including enhancements to the current design so that it can best serve the community now and into the future. Based on a multi-faceted assessment of current and future needs, the plan will identify the types of amenities and facilities that will be included in the park, the types of programs and activities it will support, as well as a plan for implementation.

PURPOSE OF SURVEY Although the City Council, staff, and consultants will play an important role in gathering data and organizing the master planning process, it was the desire of the City that the citizens of Coronado be the true inspiration and authors of the plan. Thus, in addition to engaging residents through informal surveys, stakeholder meetings, and other outreach events, the City commissioned True North Research to conduct a survey to gather statistically reliable data on the community's priorities and opinions as they relate to Cays Park.

Broadly defined, the survey was designed to:

- Profile the recreation activities of interest to Coronado residents
- Identify the frequency with which residents visit Coronado's parks in general, as well as Cays Park in particular
- Measure how well existing parks and facilities are meeting residents needs', as well as the improvements that are most desired
- Capture residents' top-of-mind ideas for how Cays Park can be improved, as well as how they prioritize among a variety of potential amenities that could be included in the park.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 34). In brief, the survey was administered to a random sample of 464 adults who reside within the City of Coronado. The survey followed a mixed-method design that employed multiple recruiting methods (mail, email, text, and telephone) and multiple data collection methods (telephone and online). Administered in English and Spanish between May 24 and June 14, 2023, the average interview lasted 16 minutes.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the section titled *Key Findings* is for you. It provide a summary of the most important factual findings of the survey and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this

report (see *Questionnaire & Toplines* on page 37), and a complete set of crosstabulations for the survey results is contained in Appendix A.

ACKNOWLEDGEMENTS True North thanks the City of Coronado for the opportunity to conduct the study and for contributing valuable input during the design stage of this study. The collective experience, insight, and local knowledge provided by city representatives and staff improved the overall quality of the research presented here. A special thanks also to Schmidt Design Group for contributing to the design of the study and interpretation of the results.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the City of Coronado. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities, and concerns of their residents and customers. Through designing and implementing scientific surveys, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 1,200 survey research studies for public agencies—including more than 400 studies for California municipalities and special districts.



KEY FINDINGS

As noted in the *Introduction*, this study was designed to aid the City of Coronado in preparing a master plan for Cays Park by providing a reliable understanding of the community's use, interests, opinions, and priorities as they pertain to Cays Park and its future development. Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the collective results of the survey answer some of the key questions that motivated the research.

What recreation activities are of greatest interest to Coronado residents?

Operating from the philosophy that recreation *activities* create demand for specific recreation amenities and facilities, one of the goals of the study was to profile the recreation interests of—and activities engaged in by—Coronado residents. Because interest in specific recreation activities is often age-dependent, the study distinguished between adult and youth activities.

When asked to describe the recreation activities engaged in by **adults** in their household, walking and hiking was by a large margin the most commonly mentioned activity, being offered by 66% of respondents. Other commonly reported adult recreation activities included biking (30%), exercise/fitness (19%), swimming (17%), golf (16%), running/jogging (15%), tennis (10%), and pickleball (9%).

Soccer was the most frequently cited recreation activity engaged in by Coronado **youth**, being mentioned by 30% of households with one or more members under the age of 18. Other commonly reported youth recreation activities included walking and hiking (27%), bicycling/cycling (25%), swimming (24%), playing at the park (14%), beach/water sport activities (12%), tennis (12%), baseball/softball (10%), and lacrosse (9%). For more on this topic, see *Recreation Activities* on page 6.

To what extent are residents using city parks in Coronado?

The survey results indicate that a very high percentage of Coronado residents make regular use of the City's parks. Overall, more than nine-in-ten respondents (91%) reported that at least one member of their household had visited a city park in Coronado during the 12 months preceding the interview. Even more striking, approximately half (48%) of households surveyed reported that they visit a city park at least once per week. As one might expect, visitation rates did vary substantially across household characteristics, with the highest rates being exhibited by households with children under the age of 13, residents of the Cays, and home owners. Spreckels Park (35%), Cays Park (13%), Tidelands Park (10%), Centennial Park (6%), and Sunset Park (5%) were the top responses when survey participants were asked to identify the park their household visits most often. For more on these topics, see *Frequency of Use* on page 12 and *Which Park do you Visit Most Often in Coronado?* on page 13.

How well are Coronado's parks and recreation facilities meeting residents' needs?

The results of the survey indicate that the City's existing inventory is doing a good job of meeting the recreational needs of residents. Overall, approximately eight-in-ten respondents stated that the existing parks and recreational facilities are doing an excellent (41%) or good (38%) job in meeting their household's recreational needs. An additional 12% provided a rating of fair, whereas 5% used poor or very poor to describe how well their needs are being met by the existing inventory. It is worth noting, however, that there was variation in opinions on this matter across subgroups, with households with one or more adults 50 years of age or older, respondents 55 years of age or older, home owners, and those who had visited a park in Coronado during the past year being the most likely to state that the City's parks do an excellent or good job in meeting the recreational needs of their household.

Among the 48% of respondents who desired improvements to city parks *in general*, the most commonly requested improvements were a well-equipped dog park with water fountains, bags, fence (28%), improved playgrounds (13%), providing/improving bathrooms (11%), improvements to the maintenance/cleanliness of parks (10%), additional shaded benches/seating (10%), providing/improving exercise equipment (9%), improved landscaping/grass (8%), and additional water facilities (7%). For more on these topics, see *How Well are Your Needs Being Met?* on page 14, *Desired Park Improvements* on page 17, and *Specific Improvements Desired* on page 19.

How often do residents visit Cays Park?

Overall, nearly half of respondents (48%) reported that at least one member of their household had visited Cays Park during the 12 months prior to the interview. With respect to frequency of visits, 19% reported that their household visits Cays Park at least once per week, 7% indicated they do so two to three times per month, 8% visit once per month, whereas 14% indicated that they visit Cays Park less often than once per month. When compared to their respective counterparts, respondents living with a child under the age of 13 and those who live in the Cays neighborhood were the most likely to visit Cays Park at least once per month. For more on this topic, see *Frequency of Cays Park Visit* on page 21.

What are residents' priorities for the amenities that may be included in Cays Park?

The Cays Park master plan will identify the types of amenities and facilities that will be included in the park, the types of programs and activities it will support, as well as a plan for implementation. One of the central goals of the survey described in this report was thus to identify the *types* of amenities that Coronado residents view as priorities for inclusion in Cays Park in the future. It is clear from the survey results that residents have a strong interest in a park that is well-shaded, open, and supports passive uses in addition to select active uses.

Attachment 2

Among the amenities tested for inclusion in Cays Parks, Coronado residents assigned the highest priority to shade trees (76% high or medium priority), followed by paths for walking and jogging (70%), bicycle amenities including bike racks (68%), children's playground equipment (67%), a dog park (66%), view areas and places to watch the sunset (63%), and multi-use sports fields for soccer, football, rugby, and lacrosse (63%).

Other amenities rated as a high or medium priority by a majority of respondents included picnic areas (63%), additional restrooms (62%), seating areas (62%), space for community gatherings and events (59%), native plant gardens (54%), pickleball courts (54%), basketball courts (52%), and outdoor fitness course and equipment (51%).

At the other end of the spectrum, respondents were less inclined to view interpretive education displays (27%), a splash pad and waterplay zone (34%), public art (36%), and sand volleyball courts (38%) as high or medium priorities for inclusion in Cays Park. For more on this topic, see *Priority Amenities for Cays Park Master Plan* on page 23.

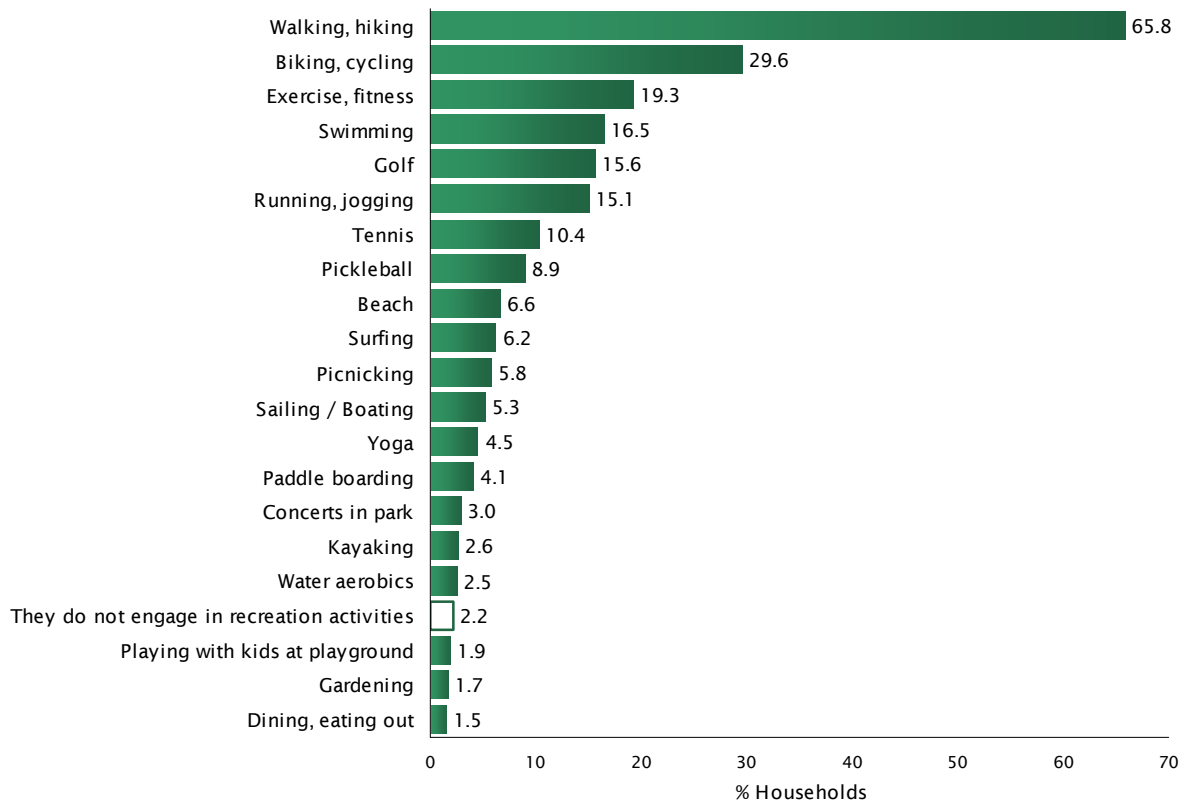
RECREATION ACTIVITIES

Operating from the philosophy that recreation *activities* create demand for specific recreation amenities and facilities, the survey opened by asking respondents to describe the recreation interests and activities engaged in by adult members of their household. Recreation was broadly defined for respondents to include play and exercise, sports, as well as passive activities such as walking, jogging, hobbies and picnicking.

MOST FREQUENT ADULT RECREATION ACTIVITIES The initial question in this series asked respondents to describe the types of recreation activities engaged in most often by adult members of their household. Question 4 was presented in an open-ended manner, thereby allowing respondents to mention any activities that came to mind without being prompted by, or restricted to, a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 1. Because respondents were allowed to mention multiple activities, the percentages shown in the figure reflect the percentage of respondents who mentioned the specified activity.

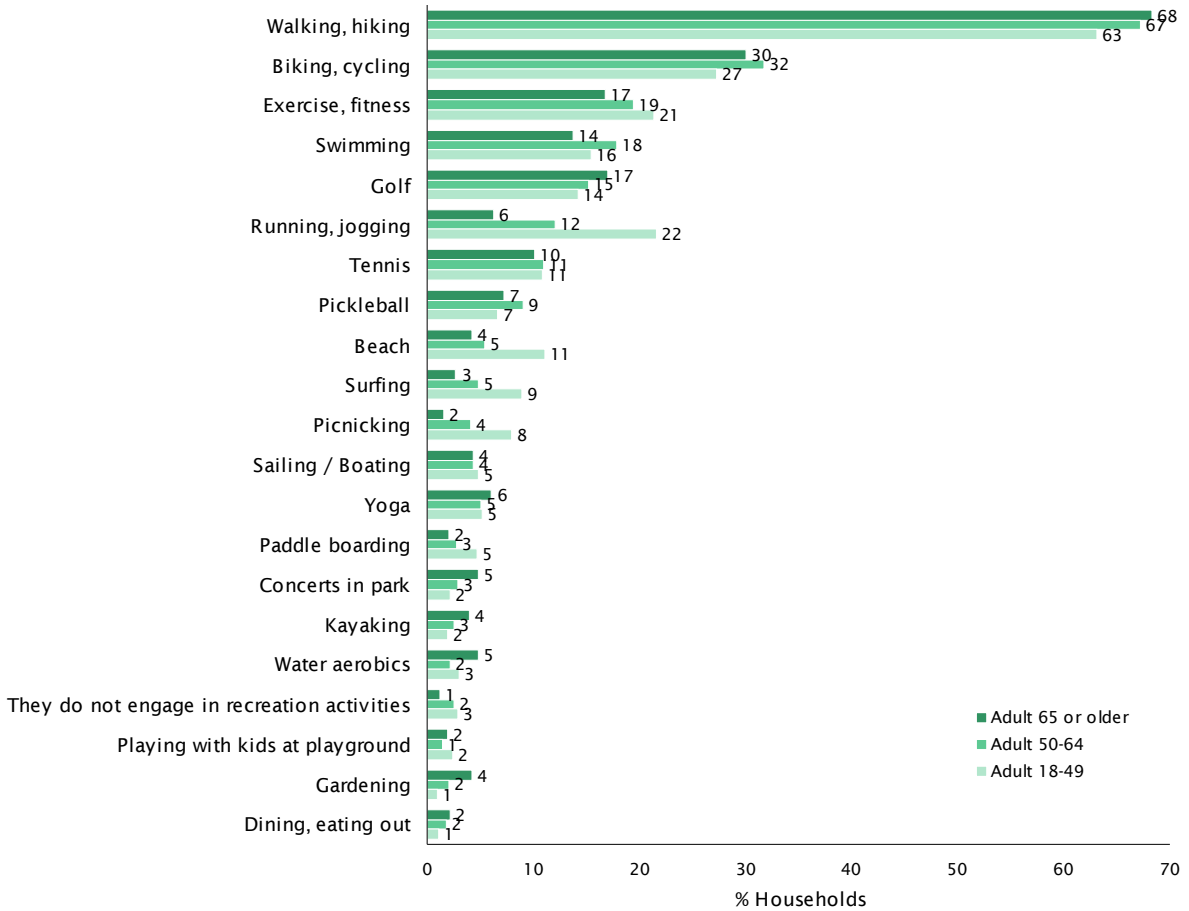
Question 4 *Thinking of the adult members of your household, what recreation activities do they engage in most often? By recreation, we mean play, exercise, and sports, as well as passive activities such as walking/jogging, hobbies, and picnicking.*

FIGURE 1 RECREATIONAL ACTIVITIES ENGAGED IN BY ADULT HSLD MEMBERS



Walking and hiking was by a large margin the most common recreation activity mentioned in response to Question 4, being offered by 66% of respondents. Other commonly reported adult recreation activities included biking (30%), exercise/fitness (19%), swimming (17%), golf (16%), running/jogging (15%), tennis (10%), and pickleball (9%). For the interested reader, Figure 2 shows how the recreation profile for adults varied according to whether their household included at least one adult in the 18-49, 50-64, and 65+ age categories.

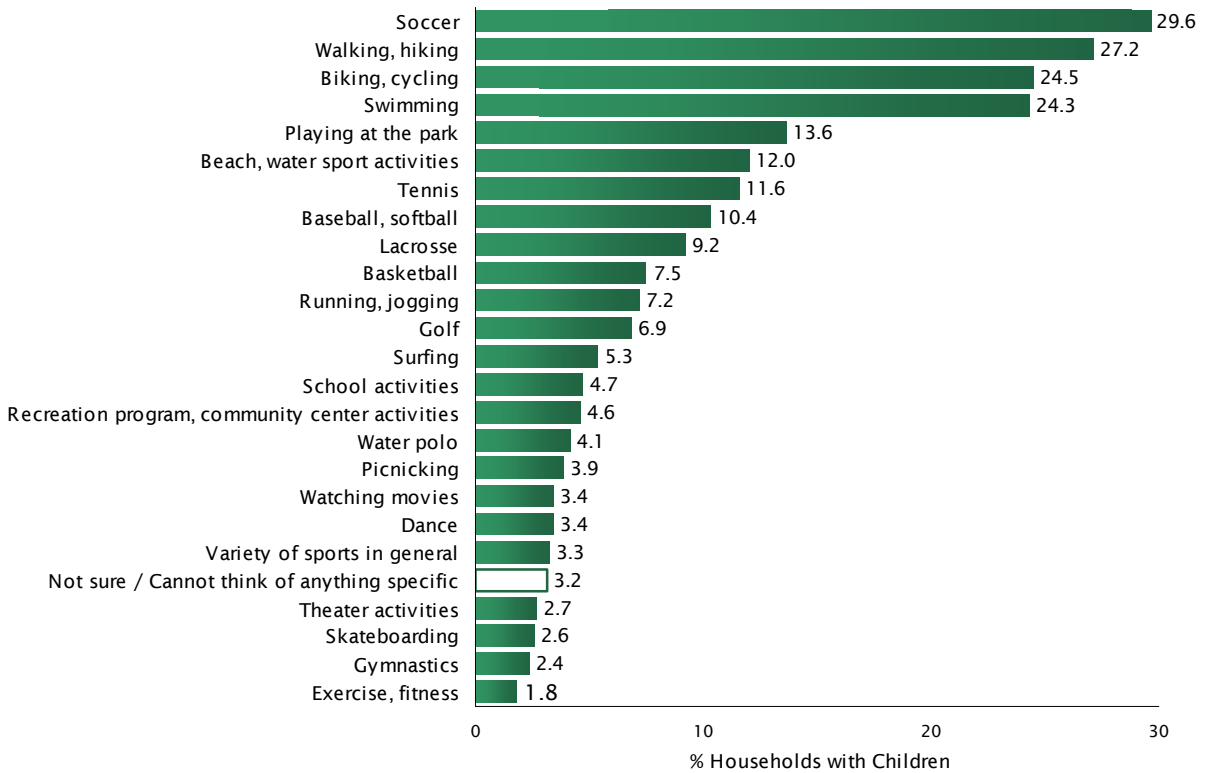
FIGURE 2 RECREATIONAL ACTIVITIES ENGAGED IN BY ADULT HSLD MEMBERS BY AGE OF ADULTS IN HSLD



MOST FREQUENT YOUTH RECREATION ACTIVITIES Households with children and/or teenagers were next asked to describe the types of recreation activities engaged in most often by the youth in their household. Like Question 4, Question 5 was presented in an open-ended manner, which allowed respondents the freedom to mention any activities that came to mind without being prompted by, or restricted to, a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 3. Because respondents were allowed to mention multiple activities, the percentages shown in the figure reflect the percentage of respondents who mentioned the specified activity.

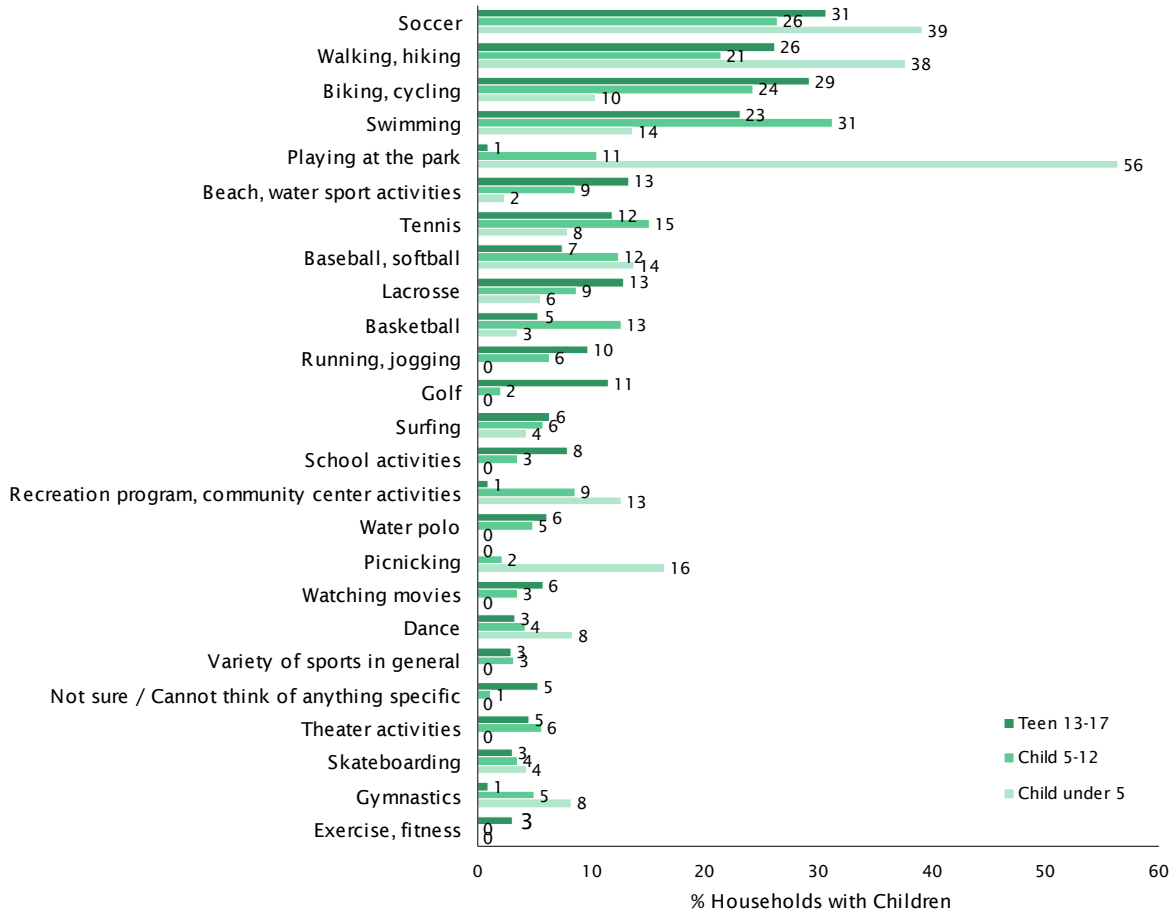
Question 5 *Thinking of the children and/or teenagers in your household, what recreation activities do they engage in most often?*

FIGURE 3 RECREATIONAL ACTIVITIES ENGAGED IN BY CHILD IN HSLD



Soccer was the most frequently cited recreation activity engaged in by Coronado youth, being mentioned by 30% of households with one or more members under the age of 18. Other commonly reported youth recreation activities included walking and hiking (27%), bicycling/cycling (25%), swimming (24%), playing at the park (14%), beach/water sport activities (12%), tennis (12%), baseball/softball (10%), and lacrosse (9%). Figure 4 on the next page shows how the most frequently reported youth recreation activities varied among Coronado households according to whether they included at least one youth in the 0-4, 5-12, and 13-17 age categories.

FIGURE 4 RECREATIONAL ACTIVITIES ENGAGED IN BY CHILD IN HSLD BY AGE OF CHILDREN IN HSLD



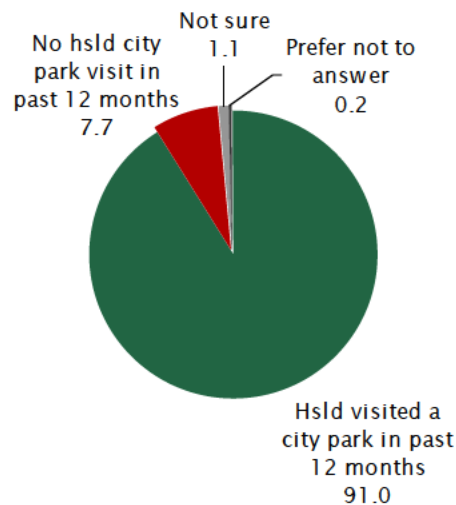
GENERAL PARK VISITATION & NEEDS

Having measured the recreation activities Coronado residents engage in most often, the survey transitioned to measuring residents' use of Coronado parks *in general*, profiling their opinions about how well existing parks meet their household's recreation needs, and exploring their ideas for how parks in the city could be improved. The questions in this section were purposely broad, applying to all parks in the City of Coronado with the exception of local beaches. Questions specific to Cays Park followed these general questions and are detailed in the next section of this report (see *Coronado Cays Park* on page 21).

VISITS TO CITY PARK Questions 6 and 7 were designed to measure household use of Coronado's parks during the 12 months preceding the interview. As shown in Figure 5 below, residents reported a very high incidence of park usage, with 91% of respondents indicating that they and/or others in their household had visited a city park in Coronado during the past 12 months.

Question 6 *Not including local beaches, have you or anyone else in your household visited a city park in Coronado during the past 12 months?*

FIGURE 5 VISITED CITY PARK IN PAST 12 MONTHS



Figures 6-8 on the following pages show how *household* use of Coronado parks during the 12 months preceding the interview varied according length of residence, whether the respondent was a full-time or part-time resident, ages of household members, respondent employment status, respondent age, respondent ethnicity, neighborhood, home ownership status, and respondent gender. With the exception of part-time residents, the percentage who reported their household had used a Coronado park in the past year ranged from 75% to 100% across all sub-groups.

FIGURE 6 VISITED CITY PARK IN PAST 12 MONTHS BY YEARS IN CORONADO, LIVE IN CITY FULL/PART TIME & AGES OF HSLD MEMBERS

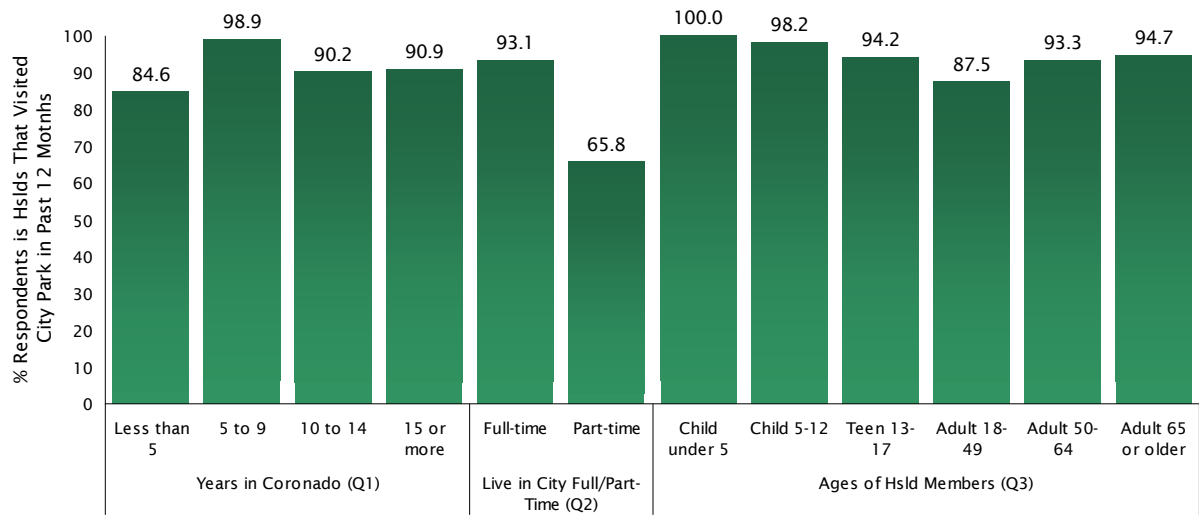


FIGURE 7 VISITED CITY PARK IN PAST 12 MONTHS BY EMPLOYMENT STATUS & AGE

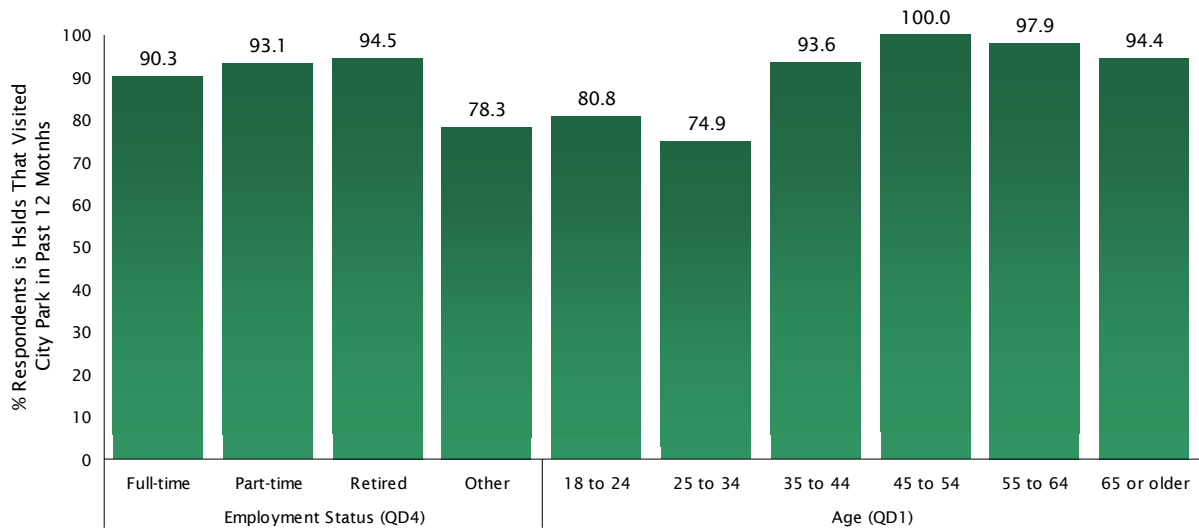
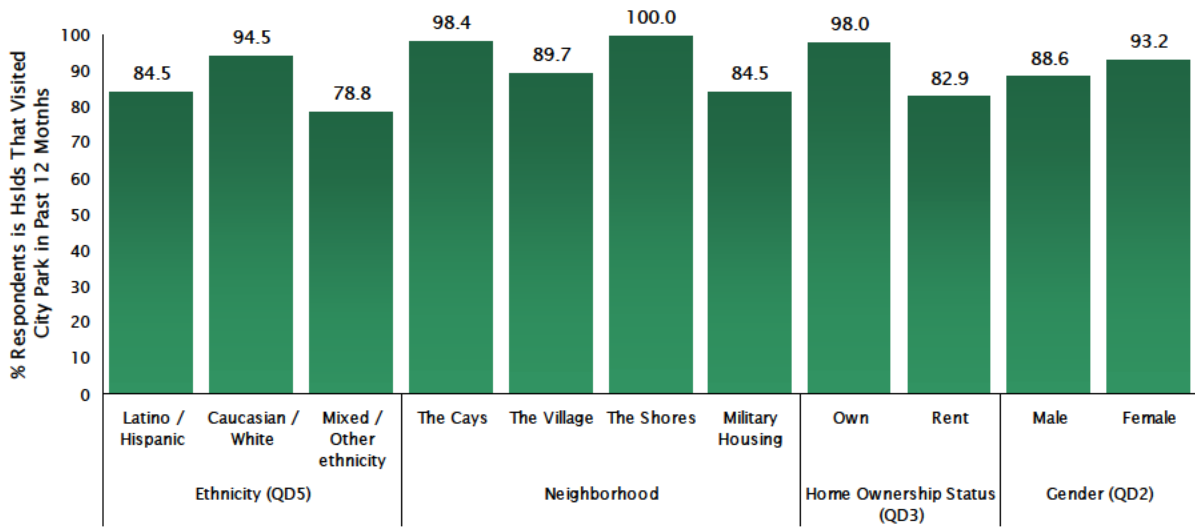


FIGURE 8 VISITED CITY PARK IN PAST 12 MONTHS BY ETHNICITY, NEIGHBORHOOD, HOME OWNERSHIP STATUS & GENDER



FREQUENCY OF USE Respondents who reported that their household had visited a city park in Coronado were subsequently asked to indicate how *frequently* their household does so. The answers to Question 7 are combined in Figure 9 with those of Question 6 to profile frequency of use among *all* households. As shown in the figure, nearly half of respondents (48%) indicated that one or more members of their household visit a city park in Coronado weekly, with an additional 21% doing so two to three times per month, and 11% visiting once per month. Approximately 10% of respondents indicated that their household visits a city park in Coronado less often than once per month, with the remaining respondents not visiting a city park in the past year (8%) or unsure (2%). Figures 9 and 10 on the next page show how the reported frequency of visiting a city park in Coronado varied across resident subgroups.

Question 7 *How frequently do you or other members of your household typically visit a park in Coronado? At least once per week, two to three times per month, once per month, or less often than once per month?*

FIGURE 9 FREQUENCY OF HSLD CITY PARK VISITS IN PAST 12 MONTHS

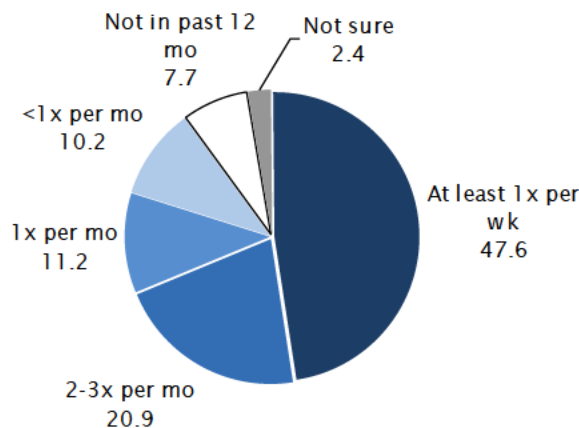


FIGURE 10 FREQUENCY OF HSLD CITY PARK VISITS IN PAST 12 MONTHS BY YEARS IN CORONADO, LIVE IN CITY FULL/PART-TIME & AGES OF HSLD MEMBERS

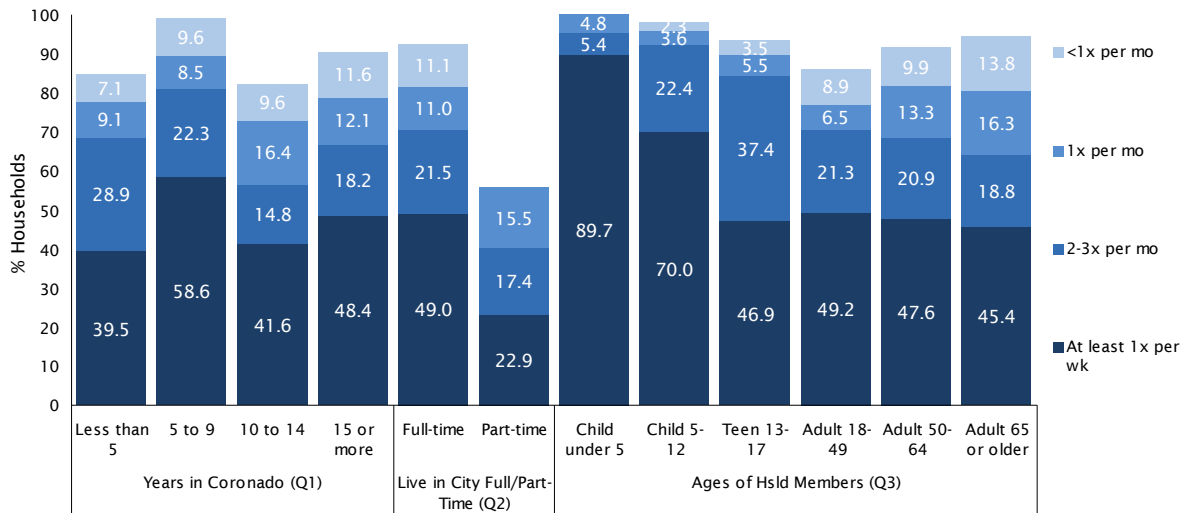
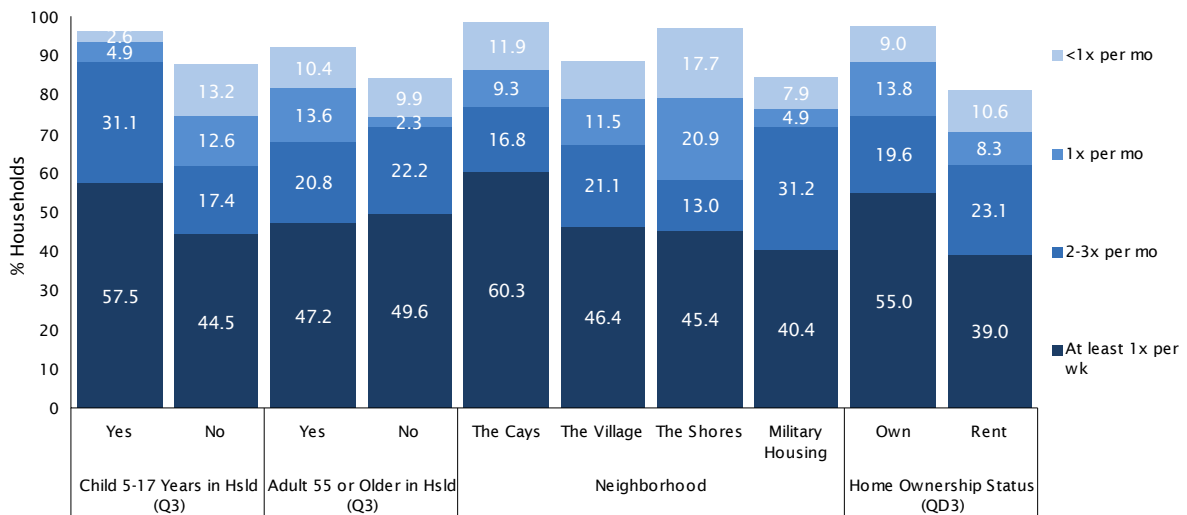


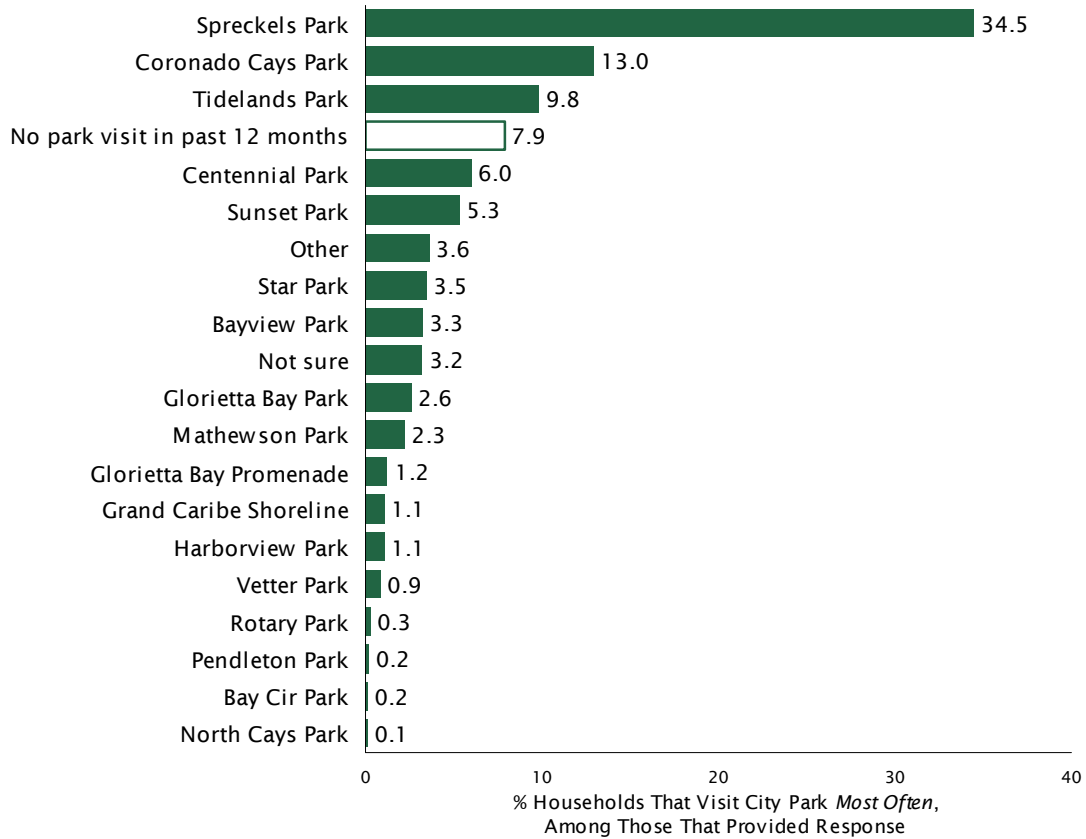
FIGURE 11 FREQUENCY OF HSLD CITY PARK VISITS IN PAST 12 MONTHS BY CHILD 5-17 YEARS IN HSLD, ADULT 55 OR OLDER IN HSLD, NEIGHBORHOOD & HOME OWNERSHIP STATUS



WHICH PARK DO YOU VISIT MOST OFTEN IN CORONADO? All respondents who reported that they or other members in their household occasionally visit a park in Coronado were subsequently asked to name the park their household visits *most* often (see Figure 12 on the next page). Spreckels Park was by far the most commonly visited park (35%), followed by Coronado Cays Park (13%), Tideland's Park (10%), Centennial Park (6%), and Sunset Park (5%).

Question 8 *What is the name of the park in Coronado that members of your household use most often?*

FIGURE 12 CITY PARK USED MOST OFTEN



HOW WELL ARE YOUR NEEDS BEING MET? The next question in this series asked residents to rate how well the existing parks and recreation facilities in Coronado perform in meeting their household’s recreation needs using the scale of excellent, good, fair, poor or very poor. As shown in Figure 13 on the next page, the vast majority of residents gave a positive assessment in response to Question 9, with 41% providing a rating of excellent and 38% providing a rating of good. An additional 12% indicated that the parks and recreation facilities in Coronado do a fair job of meeting their household’s recreation needs. Overall, approximately 5% used poor or very poor to describe how well their needs are being met by the existing inventory, and 4% were unsure or preferred to not answer the question.

Figures 14-17 display how respondents varied in their assessments of how well Coronado’s existing parks and recreation facilities are meeting the recreation needs of their households. As shown in the figures, households with one or more adults 50 years of age or older, respondents 55 years of age or older, home owners, and those who had visited a park in Coronado during the past year were the most likely to state that the City’s parks do an excellent or good job in meeting the recreational needs of their household.

Question 9 Take a moment to think about your household's recreation needs. Do the existing parks and recreation facilities in Coronado do an excellent, good, fair, poor or very poor job of meeting your household's recreation needs?

FIGURE 13 OVERALL RATING OF CITY PARKS, REC FACILITIES

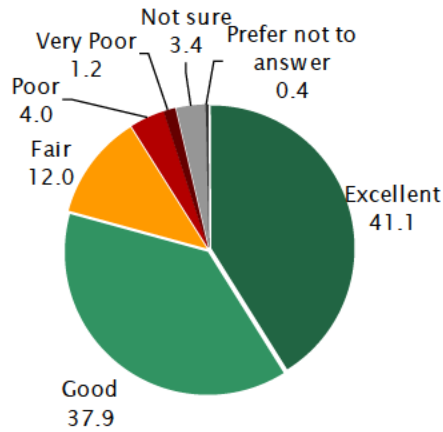


FIGURE 14 OVERALL RATING OF CITY PARKS, REC FACILITIES BY YEARS IN CORONADO & AGES OF HSLD MEMBERS

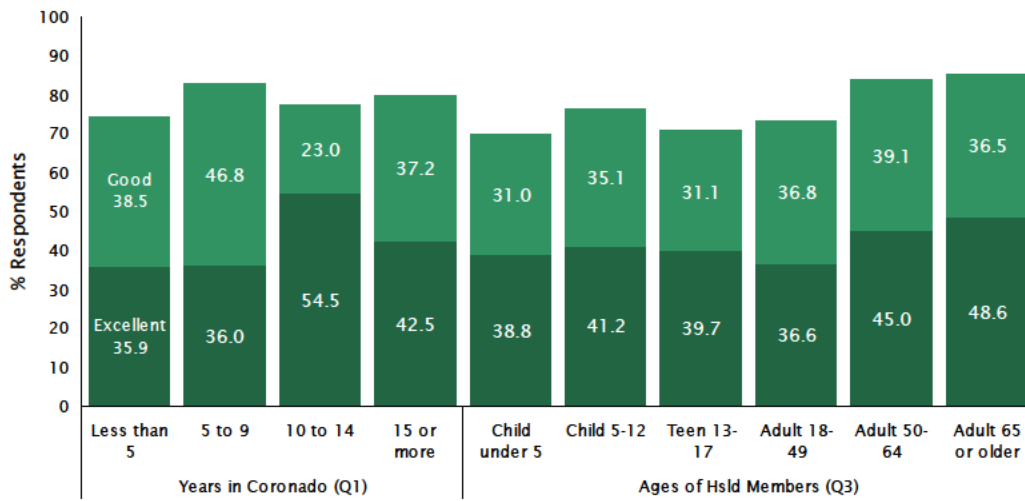


FIGURE 15 OVERALL RATING OF CITY PARKS, REC FACILITIES BY EMPLOYMENT STATUS & AGE

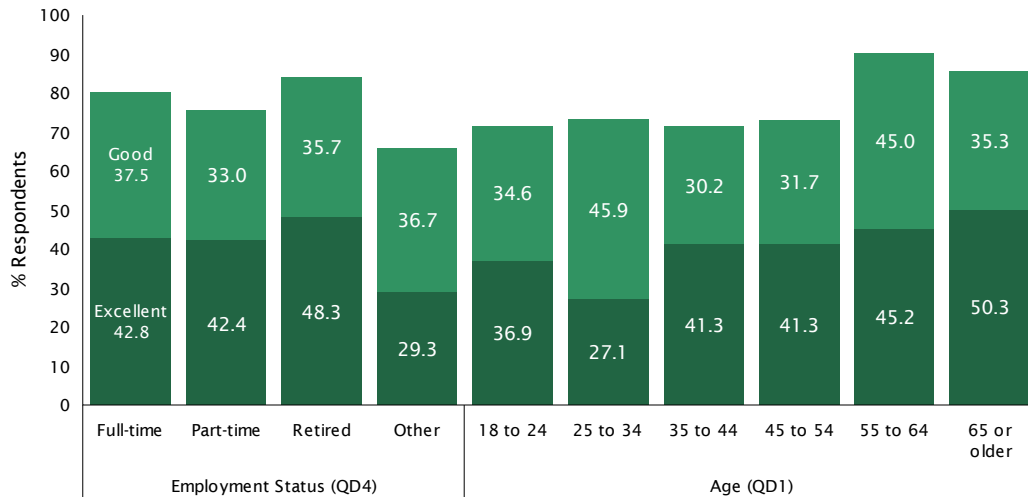


FIGURE 16 OVERALL RATING OF CITY PARKS, REC FACILITIES BY ETHNICITY, NEIGHBORHOOD & HOME OWNERSHIP STATUS

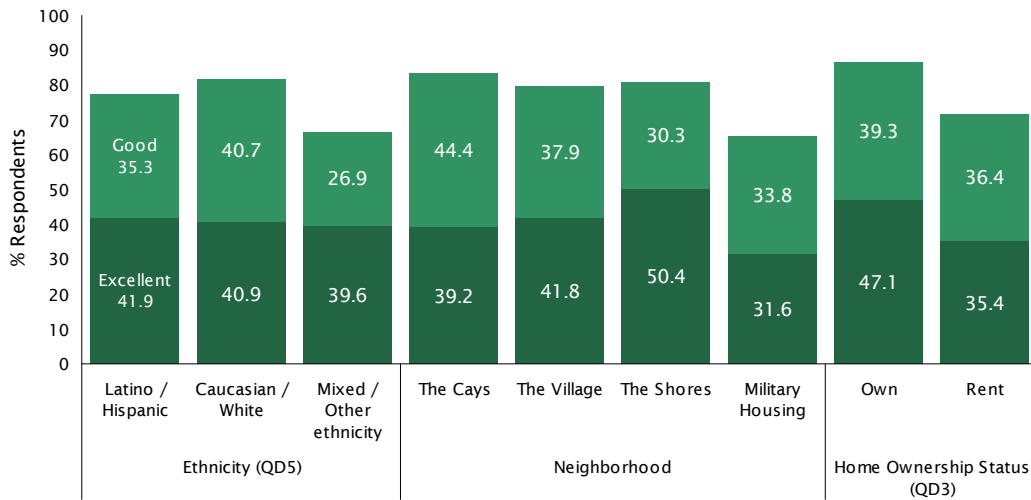
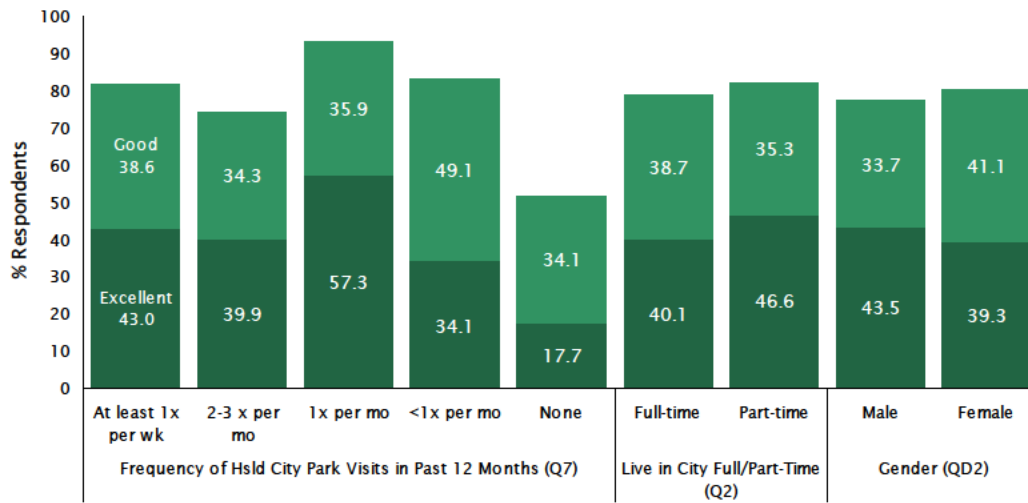


FIGURE 17 OVERALL RATING OF CITY PARKS, REC FACILITIES BY FREQUENCY OF HSLD CITY PARK VISITS IN PAST 12 MONTHS, LIVE IN CITY FULL/PART-TIME & GENDER



DESIRED PARK IMPROVEMENTS Respondents were next asked if there are any improvements they would like made to parks in Coronado. Approximately half all respondents (49%) answered Question 10 in the affirmative (Figure 18). Moreover, as shown in Figures 19-22, some respondents were substantially more likely than others to perceive a need for improvements—most notably households with children under 12 years of age, respondents 25 to 34 and 45 to 54 years of age, residents who identify with an ethnicity that is not Caucasian or Latino/Hispanic, those living in the Cays or military housing, and those who visit a park in Coronado at least once per week.

Question 10 *Thinking of parks in Coronado, are there any improvements that you would like to see?*

FIGURE 18 DESIRE CITY PARK IMPROVEMENTS

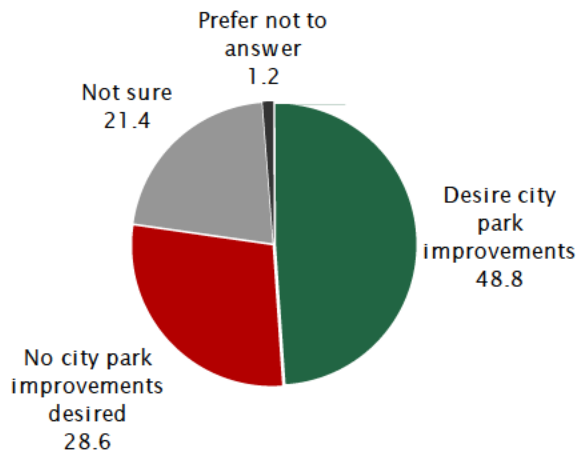


FIGURE 19 DESIRE CITY PARK IMPROVEMENTS BY YEARS IN CORONADO, LIVE IN CITY FULL/PART-TIME & AGES OF HSLD MEMBERS

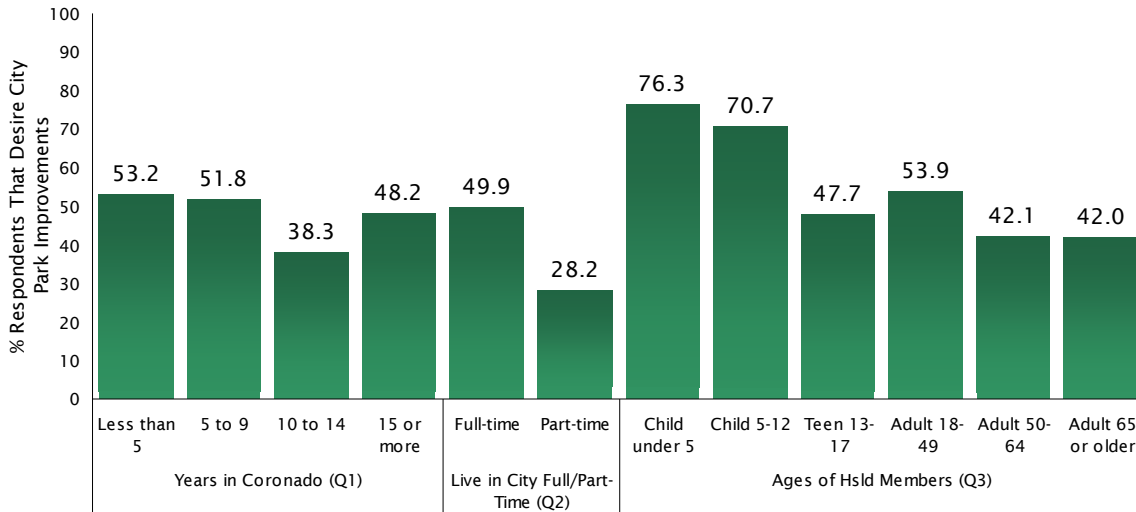


FIGURE 20 DESIRE CITY PARK IMPROVEMENTS BY EMPLOYMENT STATUS & AGE

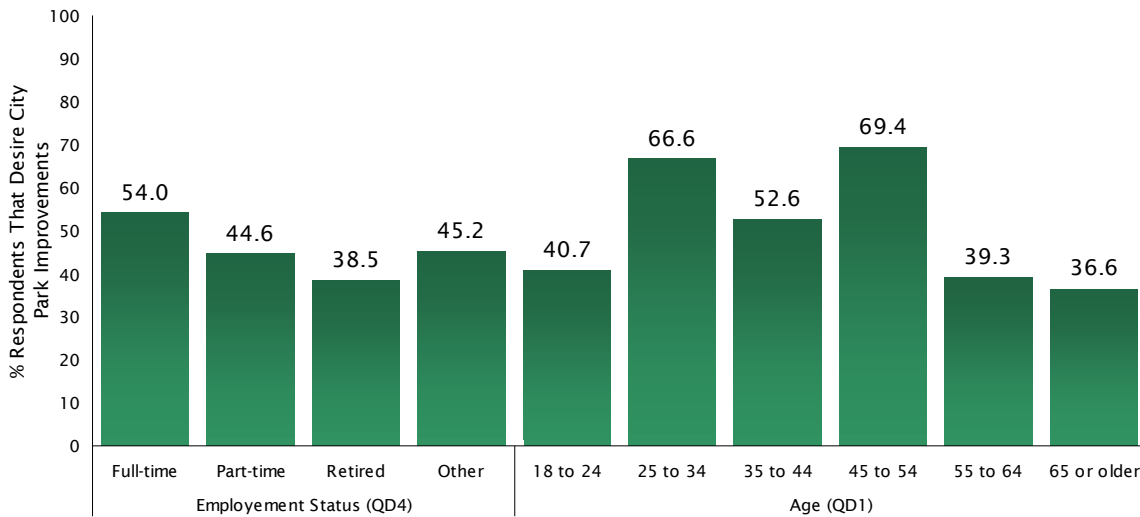


FIGURE 21 DESIRE CITY PARK IMPROVEMENTS BY ETHNICITY, NEIGHBORHOOD & HOME OWNERSHIP STATUS

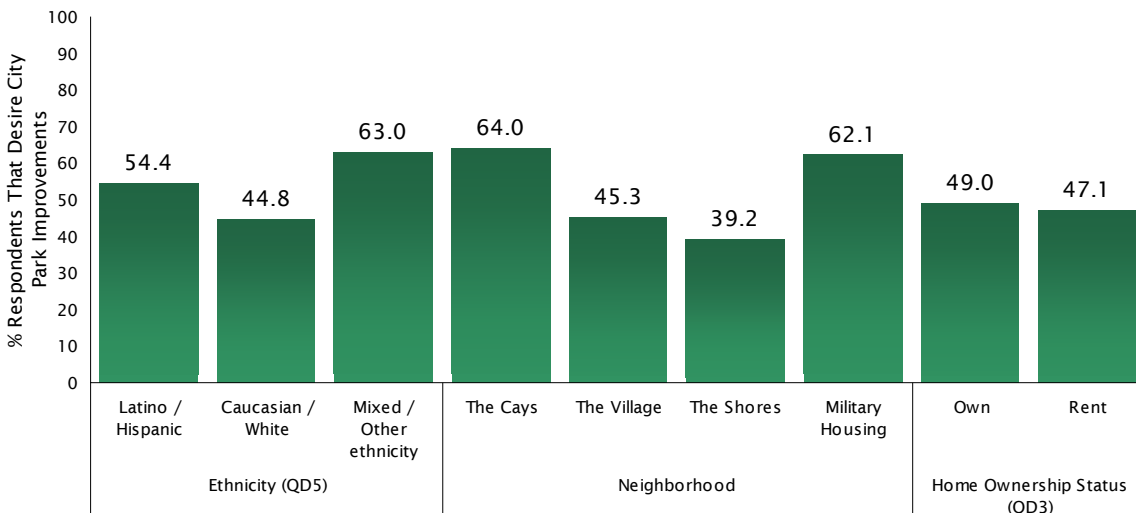
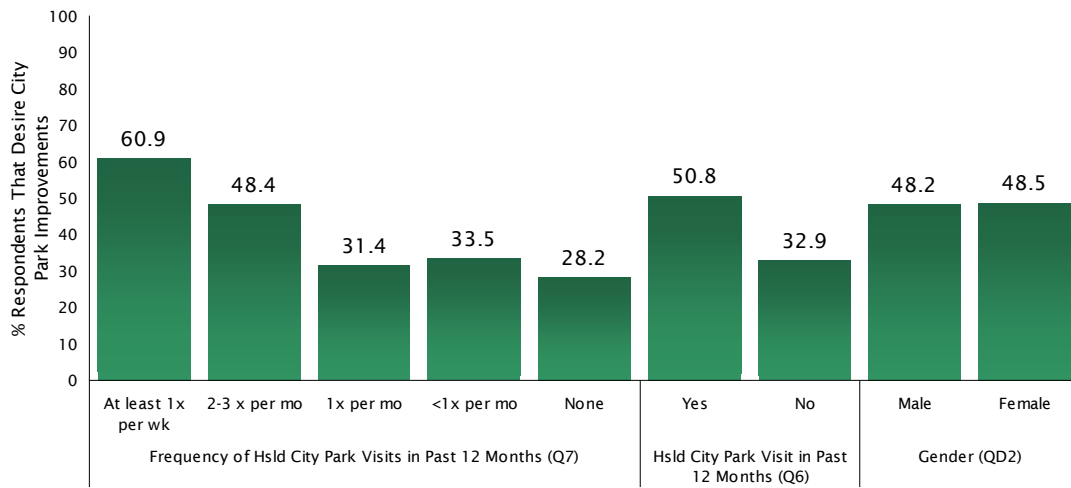


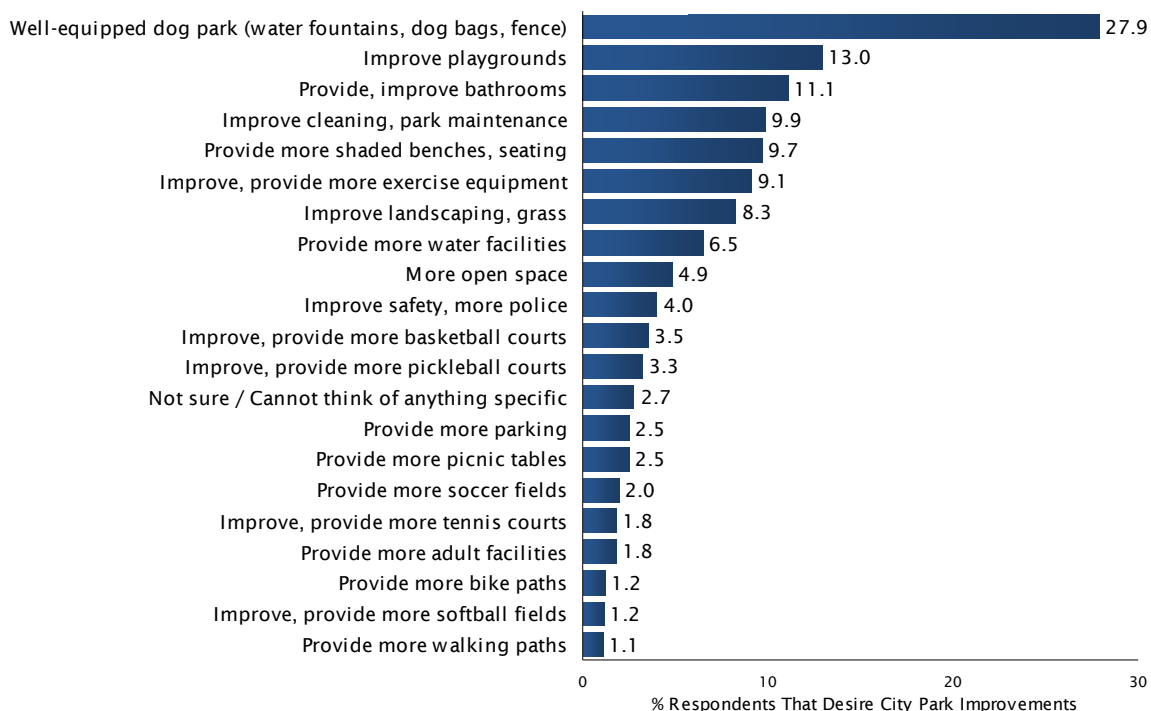
FIGURE 22 DESIRE CITY PARK IMPROVEMENTS BY FREQUENCY OF HSLD CITY PARK VISITS IN PAST 12 MONTHS, HSLD CITY PARK VISIT IN PAST 12 MONTHS & GENDER



SPECIFIC IMPROVEMENTS DESIRED Respondents who indicated that they desired improvements to parks in Coronado were next asked to briefly describe the improvements they most want. Question 11 was posed in an open-ended manner, thereby allowing respondents the opportunity to mention any changes that came to mind without being prompted by—or restricted to—a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 23.

Question 11 *Please briefly describe the improvement you would most want to see made to Coronado's parks.*

FIGURE 23 DESIRED CITY PARK IMPROVEMENTS



The improvement suggested most often in response to Question 11 was a well-equipped dog park with water fountains, bags, fence (28%), followed by improved playgrounds (13%), providing/improving bathrooms (11%), improvements to the maintenance/cleanliness of parks (10%), additional shaded benches/seating (10%), providing/improving exercise equipment (9%), improved landscaping/grass (8%), and additional water facilities (7%).

CORONADO CAYS PARK

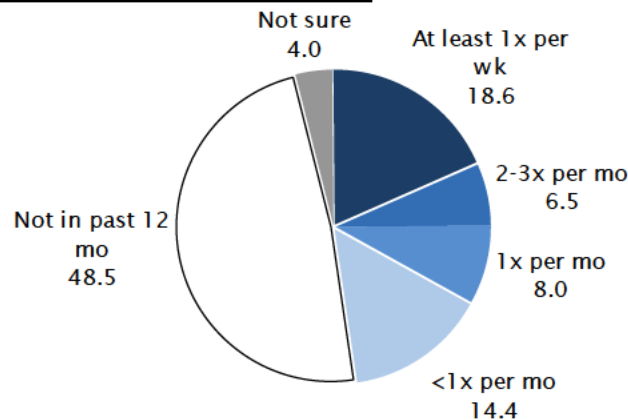
Whereas the questions in the prior section explored residents' use and opinions of Coronado's parks and recreation areas *in general*, at this point the survey narrowed to focus on Coronado Cays Park in particular. In addition to measuring prior visitation to Cays Park and reasons for not visiting the park (where applicable), the survey explored the specific improvements residents most desire at this site and identified which amenities they feel should be priorities for inclusion in the Cays Park master plan.

FREQUENCY OF CAYS PARK VISIT Questions 12 and 14 were designed to measure household use of Cays Park. Respondents were asked whether one or more members of their household had visited Cays Park in the 12 months prior to the interview and—if yes—how frequently their household typically visits the park. The answers to both of these questions are combined in Figure 24.

Question 12 *Next, I'm going to ask you several questions about Coronado Cays Park, which is located in between Silver Strand and Coronado Cays Boulevard. Have you or anyone else in your household visited Cays Park during the past 12 months?*

Question 14 *How frequently do you or other members of your household typically visit Cays Park? At least once per week, two to three times per month, once per month, or less often than once per month?*

FIGURE 24 FREQUENCY OF HSLD CAYS PARK VISITS IN PAST 12 MONTHS



Overall, nearly half of respondents (48%) reported that at least one member of their household had visited Cays Park during the 12 months prior to the interview. With respect to *frequency* of visits, 19% reported that their household visits Cays Park at least once per week, 7% indicated they do so two to three times per month, 8% visit once per month, whereas 14% indicated that they visit Cays Park less often than once per month.

For the interested reader, figures 25 and 26 show how frequency of visiting Cays Park varied according to length of residence in Coronado, residence status, age of household members, presence of a child in the home, presence of an adult 55 years of age or older in the home, neighborhood, and home ownership status. When compared to their respective counterparts, respondents living with a child under the age of 13 and those who live in the Cays neighborhood were the most likely to visit Cays Park at least once per month.

FIGURE 25 FREQUENCY OF HSLD CAYS PARK VISITS IN PAST 12 MONTHS BY YEARS IN CORONADO, LIVE IN CITY FULL/PART-TIME & AGES OF HSLD MEMBERS

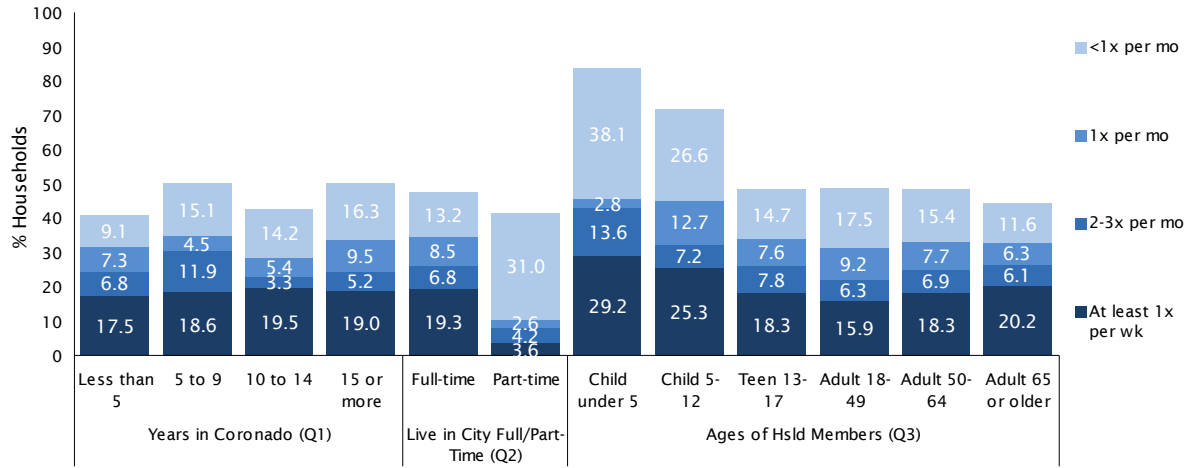
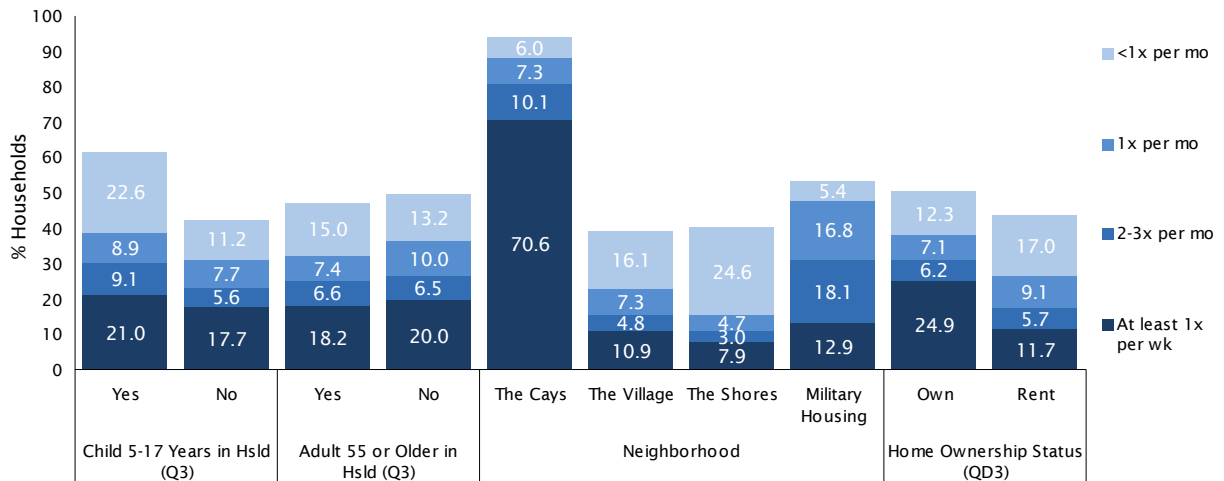


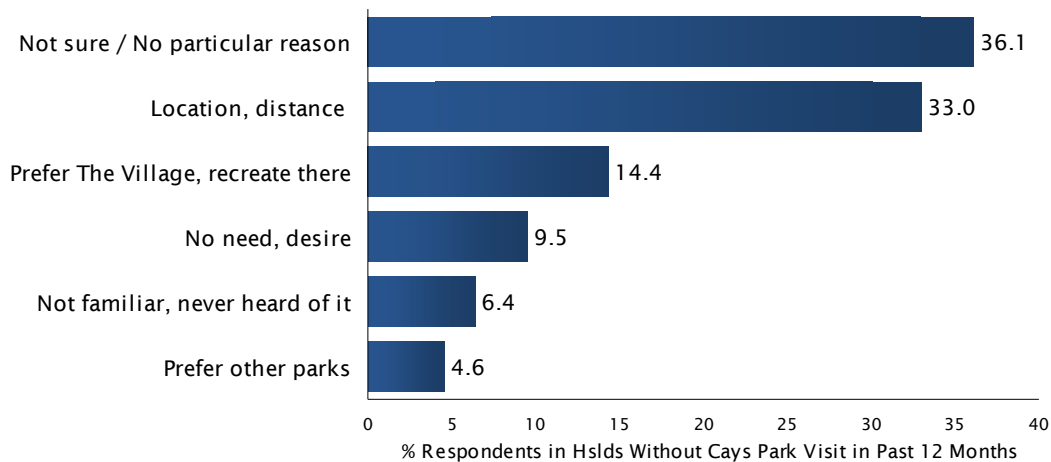
FIGURE 26 FREQUENCY OF HSLD CAYS PARK VISITS IN PAST 12 MONTHS BY CHILD IN 5-17 YEARS IN HSLD, ADULT 55 OR OLDER IN HSLD, NEIGHBORHOOD & HOME OWNERSHIP STATUS



REASONS FOR NOT VISITING Approximately half of Coronado households (49%) indicated that no member of their household had visited Cays Park in the 12 months prior to the interview. For respondents in this subgroup, the survey inquired as to whether there was a particular reason for their behavior. Question 13 was asked in an open-ended manner to allow respondents the opportunity to mention any reason that came to mind without prompting or restriction. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 27 on the next page.

Question 13 *Is there a particular reason that your household hasn't visited Cays Park?*

FIGURE 27 REASONS FOR NOT VISITING CAYS PARK



The most common response when asked why they have not visited Cays Park was there was no particular reason (36%), followed by the location of the park/distance from their home (33%), they prefer the Village/to recreate there (14%), they have no need/desire to go to Cays Park (10%), or they are not familiar with the park/never heard of it (6%).

PRIORITY AMENITIES FOR CAYS PARK MASTER PLAN After informing respondents that the City is in the process of developing a Master Plan for Cays Park and must prioritize among amenities due to the small size of the park and a limited budget, respondents were asked whether each of the 23 amenities shown in Figure 28 on the next page should be a high, medium, or low priority for inclusion—or if the amenity should not be included in the park. To avoid a systematic position bias, the amenities were tested in a random order for each respondent.

The amenities are sorted in Figure 28 from high to low based on the proportion of respondents who indicated that an amenity was *at least* a medium priority for inclusion. Among the amenities tested, Coronado residents assigned the highest priority to shade trees (76% high or medium priority), followed by paths for walking and jogging (70%), bicycle amenities including bike racks (68%), children’s playground equipment (67%), a dog park (66%), view areas and places to watch the sunset (63%), and multi-use sports fields for soccer, football, rugby, and lacrosse (63%).

At the other end of the spectrum, respondents were less inclined to view interpretive education displays (27%), a splash pad and waterplay zone (34%), public art (36%), and sand volleyball courts (38%) as high or medium priorities for inclusion in Cays Park.

Tables 1-3 show how the percentage who assigned each amenity *high priority* status varied across subgroups of Coronado households. The amenities that had the highest percentage of respondents assign a high priority rating in each subgroup are highlighted in green to ease comparisons.

Question 15 *The City of Coronado is in the process of creating a Master Plan for Cays Park to guide long term improvements to the park. The Master Plan will be a "blue print" for the future that identifies the types of amenities that may be included in the park, and the types of activities it will support. As I read each of the following amenities, I'd like you to indicate whether you think the amenity should be a high, medium or low priority for inclusion in Cays Park. If you think the amenity should not be included in the park, just say so. Please keep in mind that due to the size of the park and a limited budget, not all amenities can be high priorities.*

FIGURE 28 CAYS PARK MASTER PLAN PRIORITIES

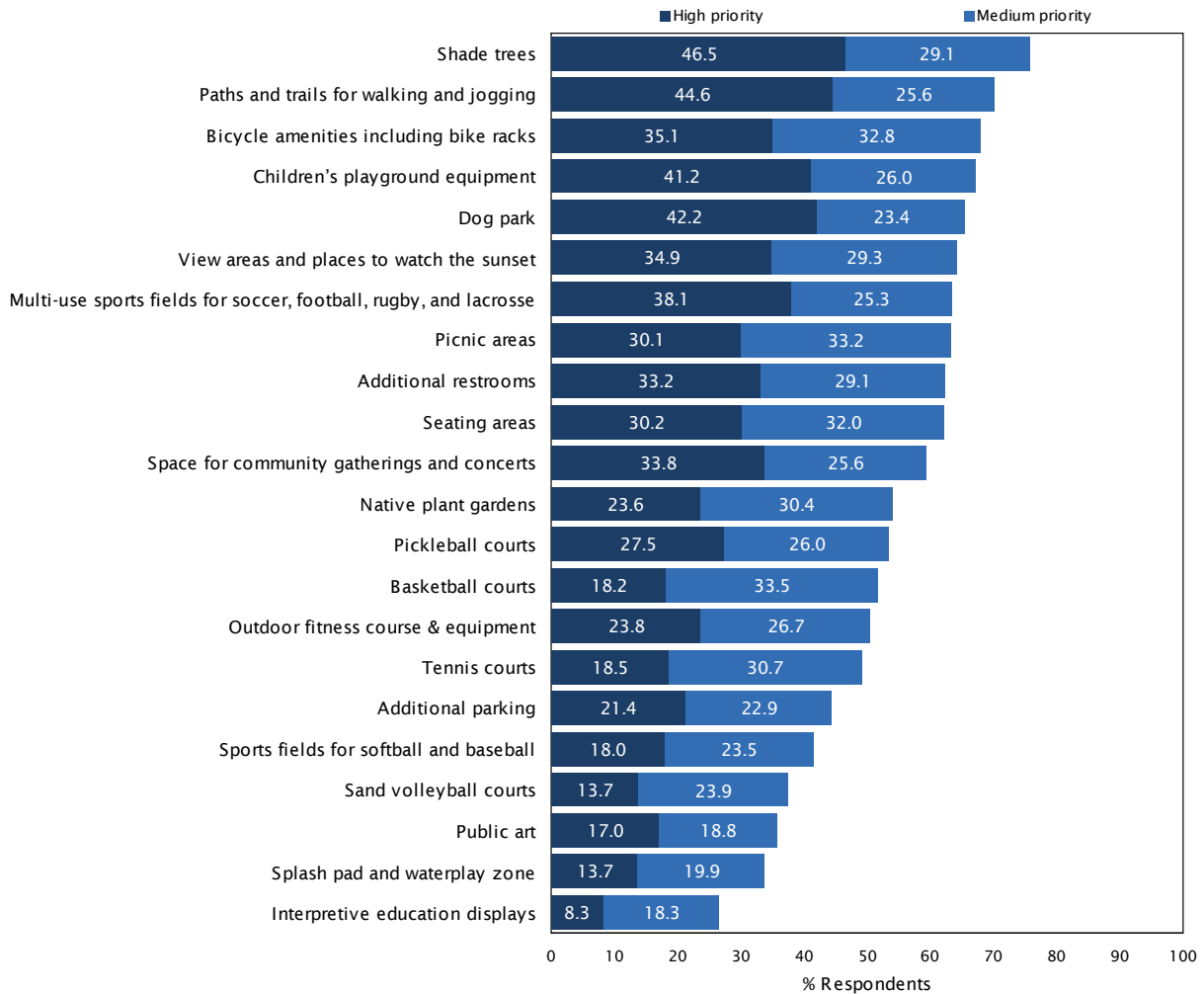


TABLE 1 CAYS PARK MASTER PLAN PRIORITIES BY AGES OF HSLD MEMBERS (SHOWING % HIGH PRIORITY)

	Ages of HslD Members (Q3)					
	Child under 5	Child 5-12	Teen 13-17	Adult 18-49	Adult 50-64	Adult 65 or older
Shade trees	43.3	50.4	49.5	47.6	46.8	46.7
Paths and trails for walking and jogging	56.3	46.5	43.7	48.6	41.9	41.0
Dog park	63.3	49.4	51.2	48.1	42.0	36.1
Children’s playground equipment	85.4	65.0	45.7	45.3	36.9	38.8
Multi-use sports fields for soccer, football, rugby, lacrosse	78.8	62.5	50.6	46.2	34.6	28.4
Bicycle amenities including bike racks	36.1	38.8	39.5	39.5	31.9	28.9
View areas and places to watch the sunset	29.8	25.5	29.3	36.4	32.4	33.7
Space for community gatherings and concerts	48.0	37.1	31.7	34.8	31.6	34.5
Additional restrooms	23.0	34.3	39.7	37.2	31.3	29.4
Seating areas	33.1	30.5	27.0	30.3	27.5	32.3
Picnic areas	32.1	40.0	26.6	27.2	29.9	27.7
Pickleball courts	21.5	19.6	27.0	28.7	26.6	26.2
Outdoor fitness course & equipment	38.1	20.0	17.5	27.9	19.9	18.1
Native plant gardens	15.4	26.1	26.6	26.3	21.3	23.2
Additional parking	12.2	26.8	15.6	24.7	19.3	19.3
Tennis courts	11.8	23.7	16.0	15.0	19.3	23.6
Basketball courts	13.7	23.7	18.6	20.4	19.0	13.4
Sports fields for softball and baseball	10.7	32.9	20.0	19.1	16.3	15.5
Public art	7.8	18.4	6.0	21.2	15.2	12.4
Splash pad and waterplay zone	49.1	34.0	14.6	18.6	9.7	8.8
Sand volleyball courts	17.0	12.9	8.5	19.1	11.7	9.8
Interpretive education displays	24.2	11.4	3.3	10.2	6.8	10.0

TABLE 2 CAYS PARK MASTER PLAN PRIORITIES BY CHILD 5+-17 YEARS IN HSLD & FREQUENCY OF HSLD CAYS PARK VISITS (SHOWING % HIGH PRIORITY)

	Child 5-17 Yrs in HslD (Q3)		Frequency of HslD Cays Park Visits in Past 12 Mos (Q14)				
	Yes	No	At least 1x per wk	2-3 x per mo	1x per mo	<1x per mo	None
Shade trees	49.8	45.7	46.1	52.5	45.8	47.2	46.3
Paths and trails for walking and jogging	46.0	44.2	38.4	36.0	43.4	52.4	46.6
Dog park	51.3	39.3	62.0	71.4	55.6	45.5	28.8
Children’s playground equipment	58.8	35.1	51.8	48.7	44.0	36.6	37.7
Multi-use sports fields for soccer, football, rugby, lacrosse	57.4	31.3	53.6	32.3	46.3	56.3	27.5
Bicycle amenities including bike racks	37.2	33.9	32.2	10.7	50.4	35.0	37.1
View areas and places to watch the sunset	28.4	36.7	42.2	30.8	27.8	21.8	37.8
Space for community gatherings and concerts	34.2	34.1	28.6	35.9	27.2	38.9	34.9
Additional restrooms	35.2	32.9	27.1	35.3	61.3	25.0	32.6
Seating areas	30.6	30.5	31.0	27.3	22.5	26.7	32.6
Picnic areas	33.5	28.7	32.2	18.4	49.1	34.7	27.3
Pickleball courts	25.0	28.9	41.4	38.3	30.4	29.0	20.9
Outdoor fitness course & equipment	20.8	25.3	32.5	41.7	29.0	9.8	21.4
Native plant gardens	21.9	24.6	24.3	37.9	32.2	15.2	22.2
Additional parking	17.2	23.1	13.2	15.9	37.3	16.3	24.2
Tennis courts	16.8	19.4	33.0	17.7	15.9	16.0	14.7
Basketball courts	20.4	17.4	15.3	10.6	16.2	25.4	19.0
Sports fields for softball and baseball	20.7	17.2	26.1	17.6	28.2	16.3	14.4
Public art	11.7	19.3	11.2	26.2	21.2	22.4	15.9
Splash pad and waterplay zone	24.7	9.8	12.0	16.9	26.0	14.8	11.8
Sand volleyball courts	11.2	14.8	18.6	6.2	23.5	14.4	11.4
Interpretive education displays	8.8	8.2	10.3	1.6	4.0	3.3	10.6

TABLE 3 CAYS PARK MASTER PLAN PRIORITIES BY ADULTS 55 OR OLDER IN HSLD & NEIGHBORHOOD (SHOWING % HIGH PRIORITY)

	Adult 55 or Older in HslD (Q3)		Neighborhood			
	Yes	No	The Cays	The Village	The Shores	Military Housing
Shade trees	46.7	47.3	52.6	47.0	44.8	34.6
Paths and trails for walking and jogging	42.0	53.6	45.5	45.9	29.0	43.4
Dog park	42.5	42.9	59.4	39.8	25.4	48.3
Children's playground equipment	36.8	55.1	55.0	40.8	28.1	32.8
Multi-use sports fields for soccer, football, rugby, lacrosse	34.6	49.5	41.8	38.2	32.0	36.3
Bicycle amenities including bike racks	32.5	41.9	33.0	35.0	27.0	45.2
View areas and places to watch the sunset	32.5	41.0	41.4	34.3	28.7	34.5
Space for community gatherings and concerts	32.2	39.9	35.0	31.9	31.8	48.9
Additional restrooms	31.4	39.6	16.2	33.1	40.4	53.9
Seating areas	28.1	37.1	35.5	27.5	25.5	48.6
Picnic areas	28.8	34.4	34.4	29.6	21.5	33.5
Pickleball courts	27.2	29.7	34.3	21.9	39.0	56.8
Outdoor fitness course & equipment	20.7	33.2	31.6	20.5	11.1	48.4
Native plant gardens	21.5	30.3	29.7	22.2	16.6	31.2
Additional parking	19.7	27.5	9.6	21.5	18.0	41.3
Tennis courts	19.6	16.3	44.1	15.9	17.6	2.7
Basketball courts	18.4	18.5	23.6	17.5	19.1	15.5
Sports fields for softball and baseball	15.6	25.8	26.8	17.5	17.0	9.3
Public art	14.9	23.6	15.0	17.8	10.7	18.3
Splash pad and waterplay zone	9.5	26.8	7.0	14.7	3.0	23.4
Sand volleyball courts	12.7	17.2	10.1	13.5	9.5	23.2
Interpretive education displays	6.5	13.4	8.7	9.2	4.3	2.7

ANY ADDITIONAL PRIORITY IMPROVEMENTS FOR CAYS PARK? Recognizing that the list of amenities tested in Question 15 was not exhaustive, Question 16 asked respondents if there were any additional changes or improvements not already mentioned that they think should be a high priority for inclusion in Cays Park. Overall, just 13% of respondents answered Question 16 in the affirmative (Figure 29), although the percentage was much higher among those had lived in Coronado less than five years, younger residents (under 25), those in other/mixed ethnicity groups, and respondents living in military housing (see figures 30-32).

Question 16 *Are there any changes or improvements that I haven't mentioned that you think should be a high priority for inclusion in Cays Park?*

FIGURE 29 OTHER HIGH PRIORITY CHANGES OR IMPROVEMENTS IN CAYS PARK

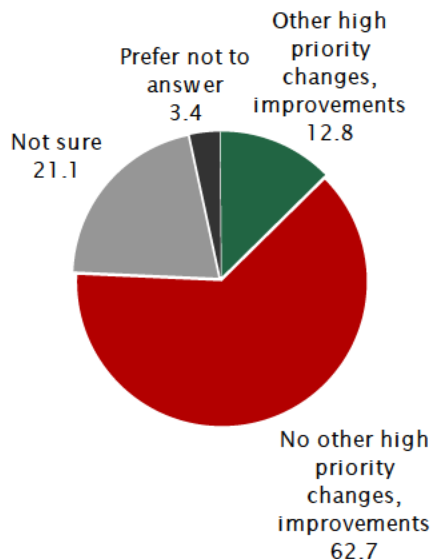


FIGURE 30 OTHER HIGH PRIORITY CHANGES OR IMPROVEMENTS IN CAYS PARK BY YEARS IN CORONADO, LIVE IN CITY FULL/PART-TIME & AGES OF HSLD MEMBERS

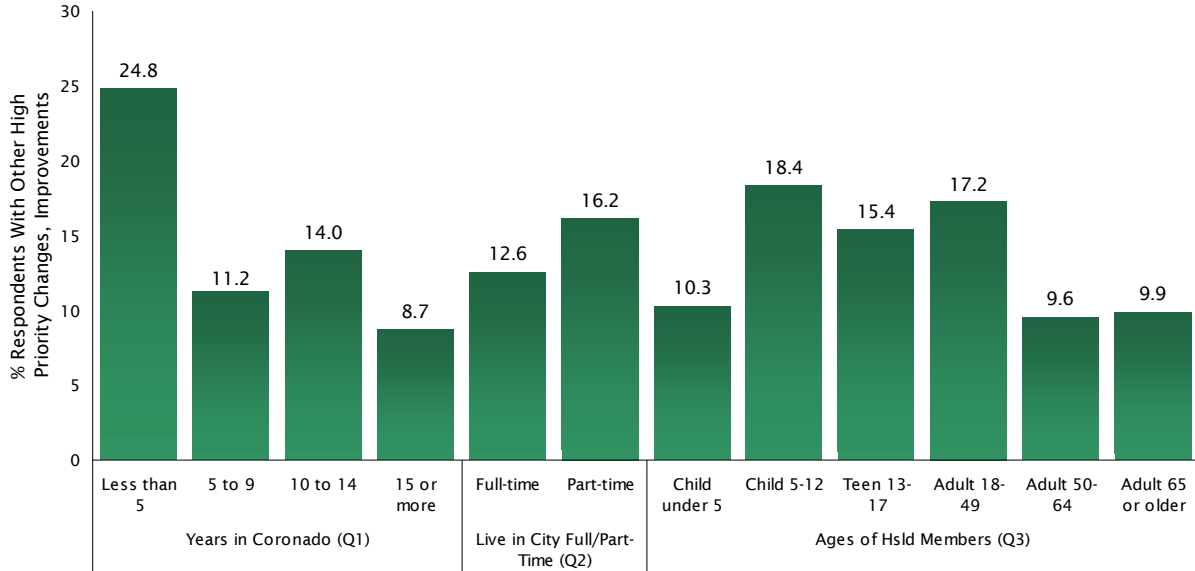


FIGURE 31 OTHER HIGH PRIORITY CHANGES OR IMPROVEMENTS IN CAYS PARK BY EMPLOYMENT STATUS & AGE

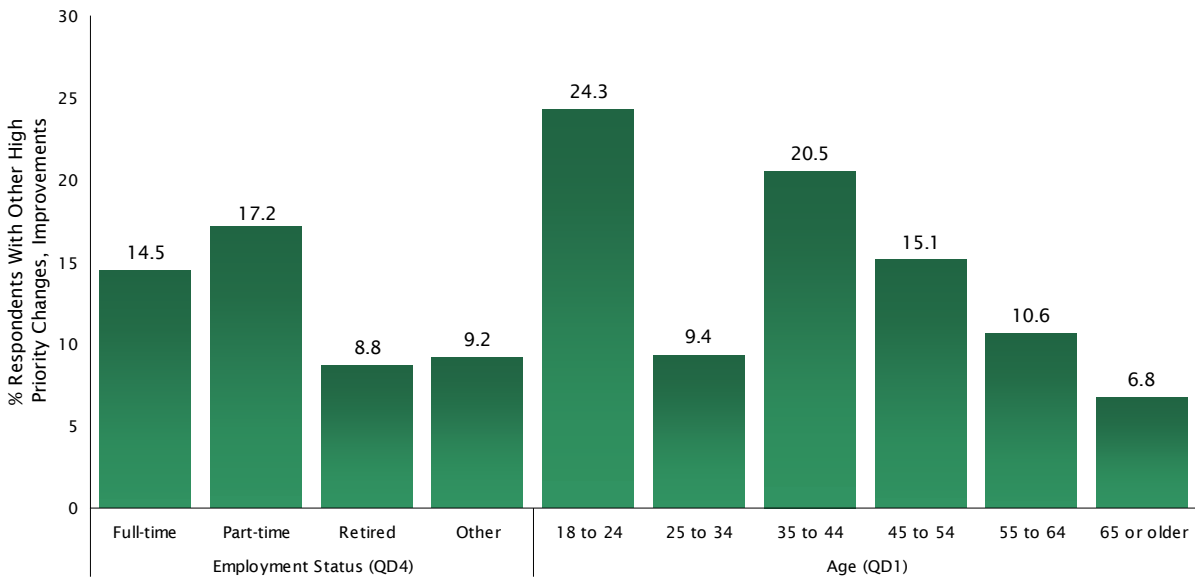
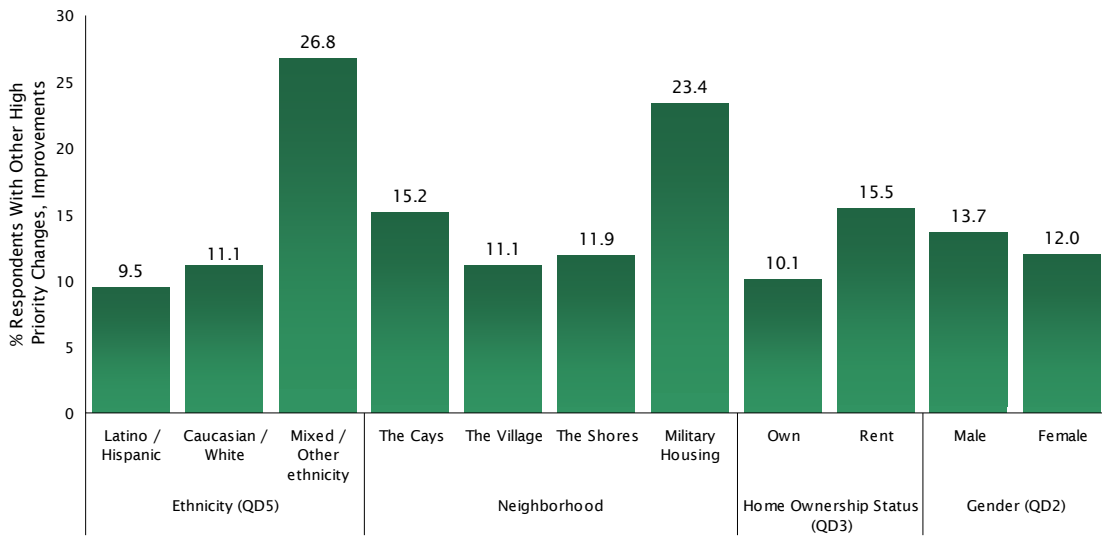


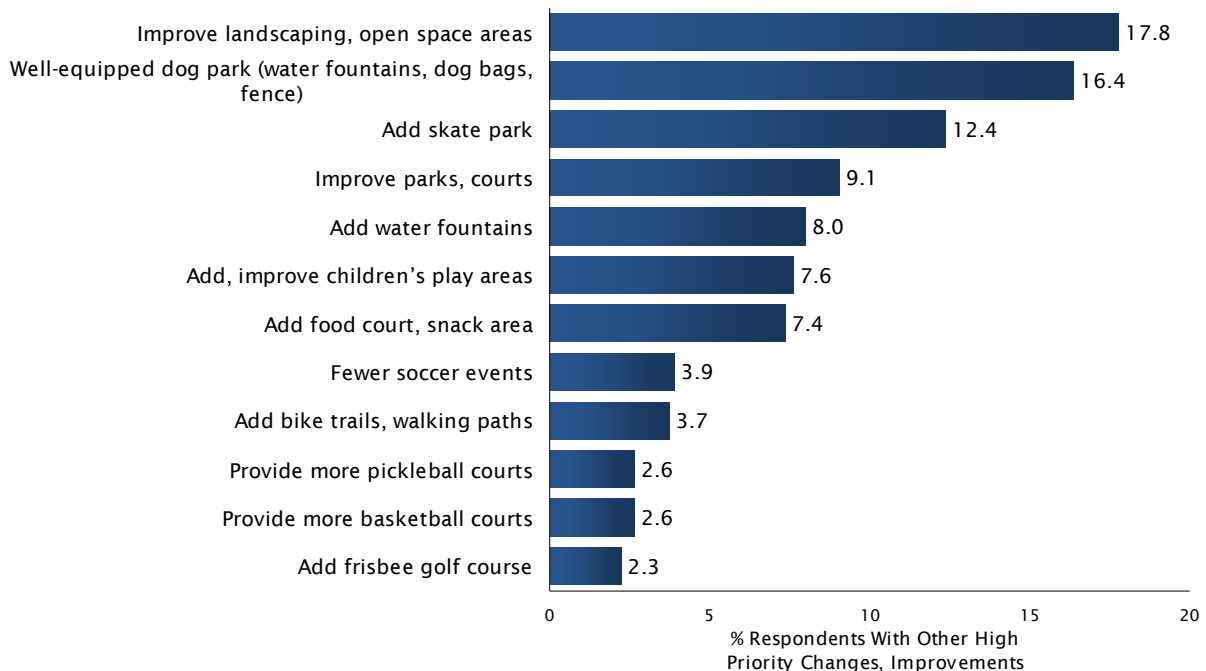
FIGURE 32 OTHER HIGH PRIORITY CHANGES OR IMPROVEMENTS IN CAYS PARK BY ETHNICITY, NEIGHBORHOOD, HOME OWNERSHIP STATUS & GENDER



ADDITIONAL HIGH PRIORITIES When the 13% of individuals who indicated they had additional high priority improvements in mind were provided an opportunity to describe the improvements, many simply restated amenities already included in Question 15—such as improved landscaping (18%), well-equipped dog park (16%), and improved children’s play areas (8%). The novel items mentioned included adding a skate park (12%), water fountains (8%), food court/snack area (7%), and a frisbee golf course (2%).

Question 17 *Please briefly describe the changes or improvements not already mentioned that you think should be a high priority for inclusion in Cays Park.*

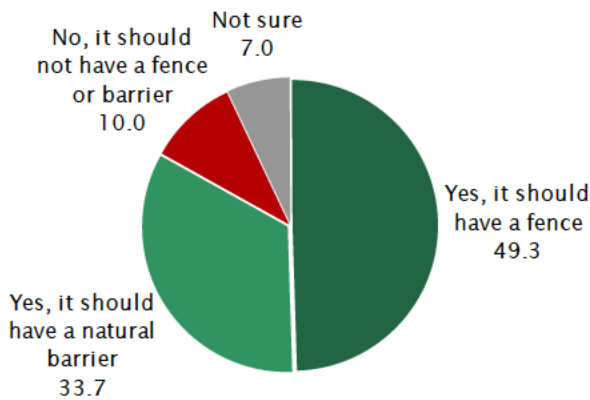
FIGURE 33 OTHER DESIRED HIGH PRIORITY CHANGES, IMPROVEMENTS IN CAYS PARK



DOG PARK Anticipating that a dog park would be a priority amenity for some residents, individuals who rated a dog park as a high, medium, or low priority for inclusion in Cays Park (Question 15) were subsequently asked if they would prefer that the dog park be surrounded by a fence or a natural barrier? As shown in Figure 34 below, approximately half preferred that the dog park have a fence (49%), one-third that it have a natural barrier (34%), while 10% preferred that it have neither a fence nor a barrier. An additional 7% were unsure of their preference.

Question 18 With respect to a dog park at Cays Park, would prefer that the dog park be surrounded by a fence or natural barrier?

FIGURE 34 OPINION OF DOG PARK FENCE, BARRIER AT CAYS PARK



Figures 35-38 show how preferences with respect to a dog park fence or natural barrier varied across subgroups of Coronado residents. It is noteworthy that residents of the Cays and those who visit Cays Park on a weekly basis were the most likely to respond that a dog park should *not* have a fence or natural barrier. That said, even within these subgroups, most respondents preferred some type of barrier.

FIGURE 35 OPINION OF DOG PARK FENCE, BARRIER AT CAYS PARK BY CHILD 5-17 YEARS IN HSLD, AGES OF HSLD MEMBERS & PARKS & REC FACILITIES RATING

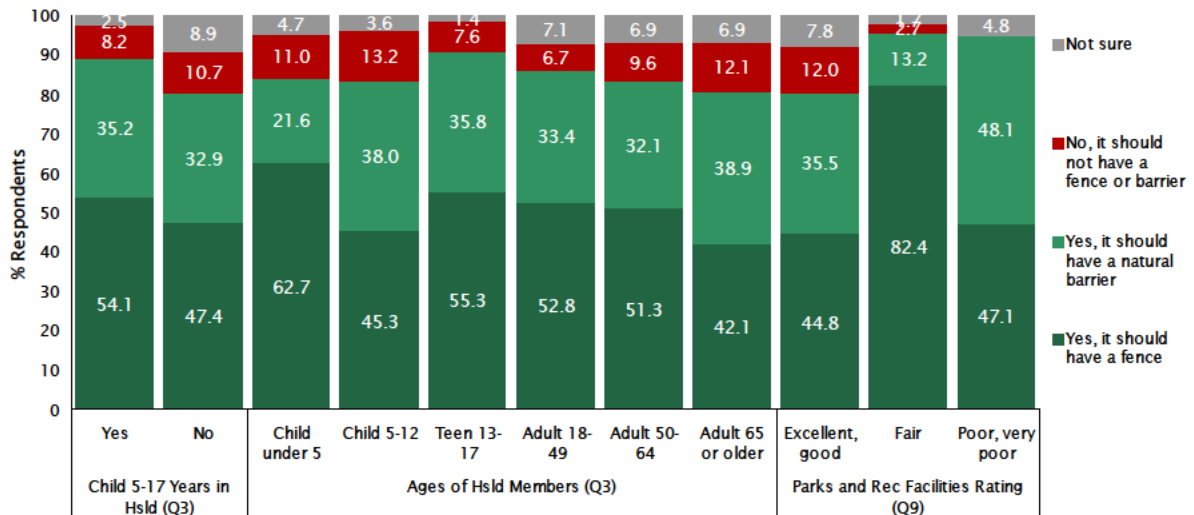


FIGURE 36 OPINION OF DOG PARK FENCE, BARRIER AT CAYS PARK BY HSLD CITY PARK VISIT IN PAST 12 MONTHS, FREQUENCY OF HSLD CITY PARK VISITS IN PAST 12 MONTHS & FREQUENCY OF HSLD CAYS PARK VISITS IN PAST 12 MONTHS

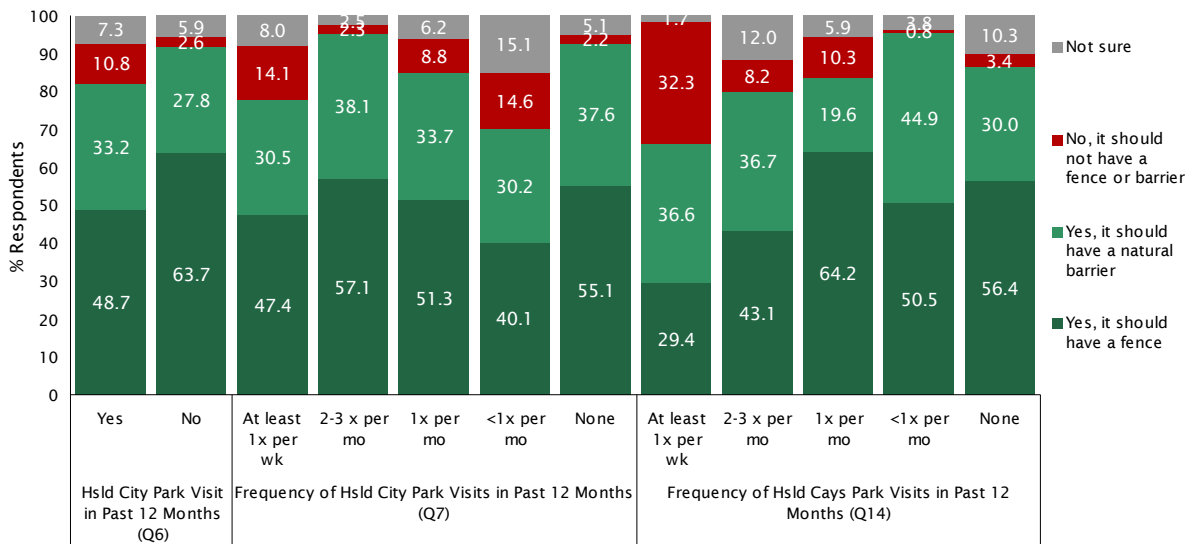


FIGURE 37 OPINION OF DOG PARK FENCE, BARRIER AT CAYS PARK BY AGE, ETHNICITY & ADULT 55 OR OLDER IN HSLD

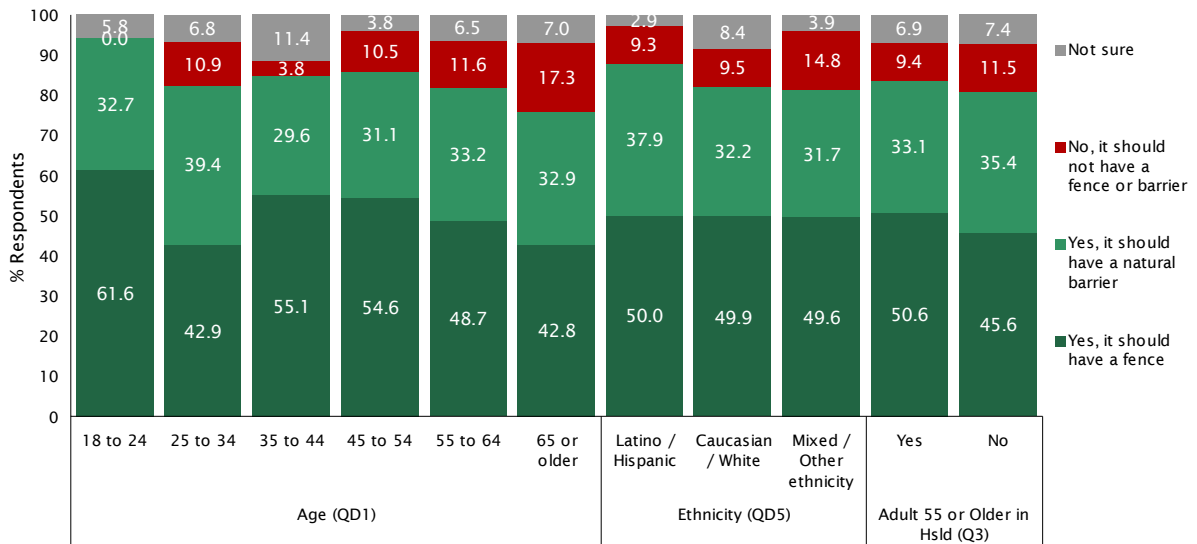
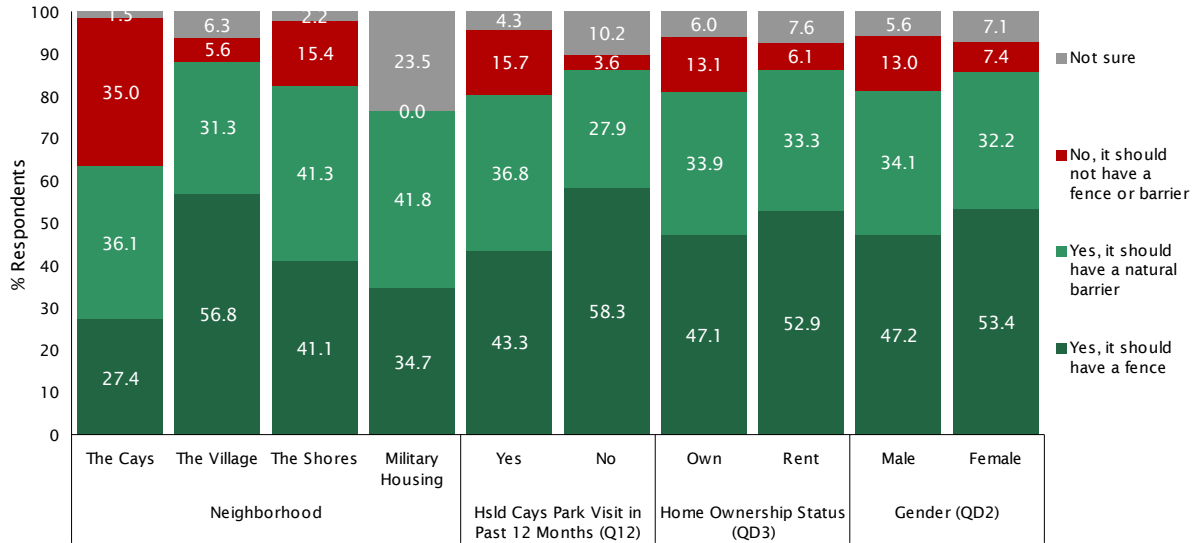


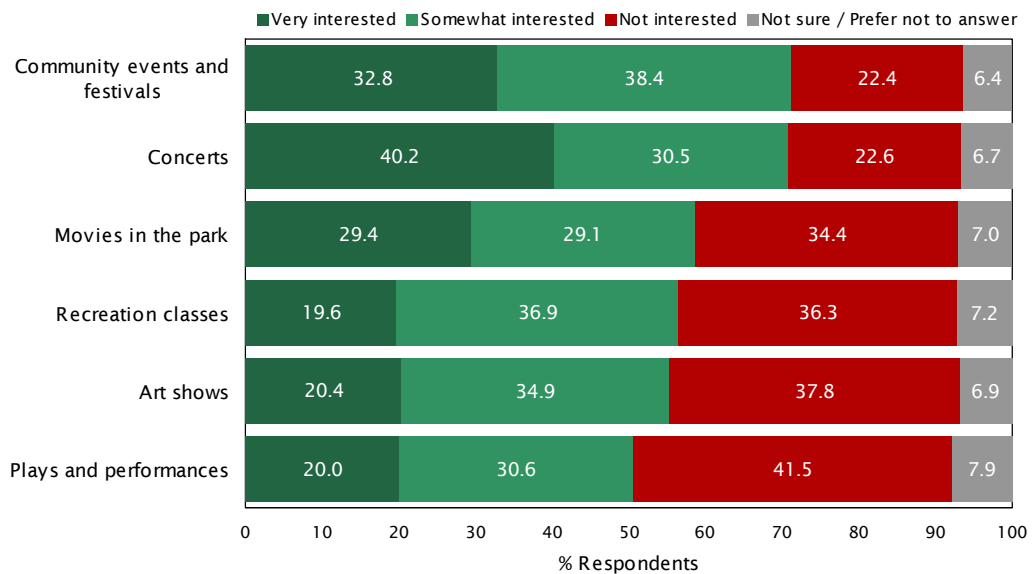
FIGURE 38 OPINION OF DOG PARK FENCE, BARRIER AT CAYS PARK BY NEIGHBORHOOD, HSLD CAYS PARK VISITS IN PAST 12 MONTHS, HOME OWNERSHIP STATUS & GENDER



PROGRAMS AND EVENTS AT CAYS PARK The final substantive question of the survey presented respondents with the short list of programs and events shown in Figure 39 and simply asked how interested their household would be in participating in the event if it were offered at Cays Park.

Question 19 *Next, I'm going to read a short list of programs and events that could be held at Cays Park. For each that I read, please indicate whether your household would be very interested, somewhat interested, or not interested in participating in this type of program if it were offered at Cays Park.*

FIGURE 39 INTEREST IN CAYS PARK PROGRAMS, EVENTS



Residents expressed the greatest interest in community events and festivals (71% very or somewhat interested) and concerts (71%), followed by movies in the park (59%), recreation classes (57%), art shows (55%), and plays and performances (51%). Tables 4-6 demonstrate how those very interested in each program or event varied across subgroups of Coronado residents.

TABLE 4 INTEREST IN CAYS PARK PROGRAMS, EVENTS BY YEARS IN CORONADO, LIVE IN CITY FULL/PART-TIME & CHILD 5-17 YEARS IN HSLD (SHOWING % VERY INTERESTED)

	Years in Coronado (Q1)				Live in City Full/Part-Time (Q2)		Child 5-17 Years in HslD (Q3)	
	Less than 5	5 to 9	10 to 14	15 or more	Full-time	Part-time	Yes	No
Concerts	56.5	43.2	54.5	31.0	38.0	64.0	38.5	41.1
Community events and festivals	43.8	32.0	23.7	30.5	32.7	35.5	33.5	33.0
Movies in the park	37.2	33.8	45.6	22.8	25.9	65.2	34.7	27.6
Art shows	21.2	16.4	33.8	19.3	20.4	24.4	16.4	22.2
Plays and performances	30.2	12.5	24.8	18.0	19.6	25.9	15.6	21.6
Recreation classes	27.1	11.6	14.8	20.3	20.1	17.1	24.7	18.0

TABLE 5 INTEREST IN CAYS PARK PROGRAMS, EVENTS BY AGES OF HSLD MEMBERS & ADULTS 55 OR OLDER IN HSLD (SHOWING % VERY INTERESTED)

	Ages of HslD Members (Q3)						Adult 55 or Older in HslD (Q3)	
	Child under 5	Child 5-12	Teen 13-17	Adult 18-49	Adult 50-64	Adult 65 or older	Yes	No
Concerts	30.7	40.0	36.5	46.6	36.4	32.2	36.9	50.9
Community events and festivals	26.7	39.1	28.6	36.7	29.8	26.5	30.9	39.4
Movies in the park	31.5	37.3	30.5	35.3	24.9	20.9	25.4	42.6
Art shows	14.1	20.8	11.1	22.5	19.1	20.7	20.0	21.9
Plays and performances	10.0	17.0	15.5	22.1	18.3	18.1	19.0	23.6
Recreation classes	23.9	30.0	18.0	22.6	15.8	14.3	15.4	32.1

TABLE 6 INTEREST IN CAYS PARK PROGRAMS, EVENTS BY NEIGHBORHOOD & HOME OWNERSHIP STATUS (SHOWING % VERY INTERESTED)

	Neighborhood				Home Ownership Status (QD3)	
	The Cays	The Village	The Shores	Military Housing	Own	Rent
Concerts	46.7	37.5	31.2	59.5	32.3	49.7
Community events and festivals	35.0	32.5	16.5	43.6	25.4	40.0
Movies in the park	25.9	29.5	9.8	47.7	20.9	38.3
Art shows	24.6	20.0	13.2	22.2	16.5	24.2
Plays and performances	15.2	19.7	14.0	33.7	14.6	26.7
Recreation classes	22.0	18.3	9.9	33.8	15.2	24.0



BACKGROUND & DEMOGRAPHICS

TABLE 7 DEMOGRAPHICS OF SAMPLE

<i>Total Respondents</i>	464
Years in Coronado (Q1)	
Less than 5	19.8
5 to 9	17.2
10 to 14	8.8
15 or more	53.8
Prefer not to answer	0.4
Live in City Full/Part-Time (Q2)	
Full-time	91.8
Part-time	6.9
Prefer not to answer	1.3
Ages of Hsld Members (Q3)	
Child under 5	4.8
Child 5-12	12.9
Teen 13-17	15.9
Adult 18-49	57.3
Adult 50-64	70.4
Adult 65 or older	40.3
Age (QD1)	
18 to 24	13.7
25 to 34	13.3
35 to 44	10.9
45 to 54	13.0
55 to 64	18.0
65 or older	25.0
Prefer not to answer	6.0
Gender (QD2)	
Male	49.9
Female	47.9
Prefer not to answer	2.2
Home Ownership Status (QD3)	
Own	51.3
Rent	45.3
Prefer not to answer	3.4
Employment Status (QD4)	
Full-time	47.4
Part-time	9.9
Retired	28.7
Other	8.9
Prefer not to answer	5.0
Ethnicity (QD5)	
Latino / Hispanic	18.5
Caucasian / White	65.6
Mixed / Other ethnicity	11.7
Prefer not to answer	4.2
Neighborhood	
The Cays	12.9
The Village	72.4
The Shores	6.1
Military Housing	8.6

Table 7 presents the key demographic information collected during the survey. Although the primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by demographic characteristics, it was also a means to ensure that the resulting sample matched the profile of Coronado's population on key characteristics according to the latest Census estimates. Because the survey focused on household recreational activities and interests (not just the respondent), emphasis was placed on aligning household-level characteristics with Census estimates.



M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with the City of Coronado and Schmidt Design Group to develop a questionnaire that covered the topics of interest and avoided many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking items in a set order can lead to a systematic position bias in responses, the items were asked in a random order for each respondent.

Some questions asked in this study were presented only to a subset of respondents. For example, only respondents who indicated they or other members of their household visited a city park in Coronado during the prior 12 month period (Question 6) were asked how frequently they visit parks in Coronado (Question 7) and which park they visit most often (Question 8). The questionnaire included with this report (see *Questionnaire & Toplines* on page 37) identifies the skip patterns used during the interview to ensure that each respondent received the appropriate questions.

PROGRAMMING, PRE-TEST & LANGUAGE TRANSLATION Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts interviewers to certain types of keypunching mistakes should they happen during the interview. The survey was also programmed into a passcode-protected online survey application to allow residents who preferred to complete the survey online the opportunity to do so. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the City prior to formally beginning the survey. The final questionnaire was also professionally translated into Spanish to allow for data collection in English or Spanish according to the preference of the respondent.

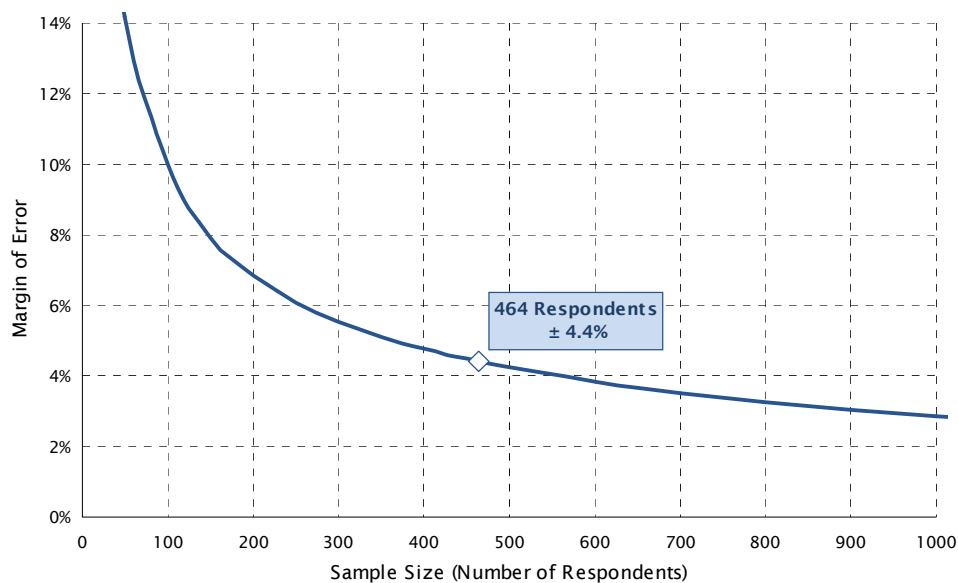
SAMPLE, RECRUITING & DATA COLLECTION A comprehensive database of Coronado households was utilized for this study, ensuring that all households in Coronado had the opportunity to be selected to participate in the survey. Once selected at random, contact information was appended to each record including email addresses and telephone numbers for adult residents. Individuals were subsequently recruited to participate in the survey through multiple recruiting methods. Using a combination of mail, email and text invitations, sampled residents were initially invited to participate in the survey online at a secure, passcode-protected website designed and hosted by True North. Each individual was assigned a unique passcode to ensure that only Coronado residents who received an invitation could access the online survey site, and that the survey could be completed only one time per passcode. An email reminder notice was also sent to encourage participation among those who had yet to take the survey. Following a period of online data collection, True North placed telephone calls to land lines and cell phone numbers of sampled residents that had yet to participate in the online survey or for whom only telephone contact information was available.

Telephone interviews averaged 16 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. A total of 464 completed surveys were gathered online and by telephone between May 24 and June 14, 2023.

MARGIN OF ERROR DUE TO SAMPLING The results of the survey can be used to estimate the opinions and behaviors of all households in Coronado.¹ Because not every household in the City participated in the survey, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 464 households for a particular question and what would have been found if all of the estimated 7,147 households² had been interviewed.

Figure 40 provides a plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is $\pm 4.4\%$ for questions answered by all 464 respondents.

FIGURE 40 MAXIMUM MARGIN OF ERROR



Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as length of residence. Figure 40 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

1. Because the survey asks respondents to report on the interests, activities, and behaviors of their *household*, it is appropriate to generalize the survey results at the household level.
2. Source: U.S. Census Bureau, 2021 American Community Survey 5-Year Estimates.

DATA PROCESSING & WEIGHTING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and cross-tabulations. The final data were weighted to balance the sample by key demographics according to Census estimates.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and tables. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and charts for a given question.



QUESTIONNAIRE & TOPLINES



City of Coronado
Coronado Cays Park Survey
Final Toplines (n=464)
June 2023

Section 1: Introduction to Study

Hi, may I please speak to _____? Hi, my name is _____ and I'm calling from TNR on behalf of the City of Coronado (KOR-oh-NAW-doh). The City is conducting a survey about important issues in Coronado and we would like to get your opinions.

If needed: This is a survey about important issues in your community, focusing on recreation interests. I'm NOT trying to sell anything and I won't ask for a donation.

If needed: The survey should take about 12 minutes to complete.

If needed: If now is not a convenient time, can you let me know a better time so I can call back?

If needed: Your responses to the survey will be confidential.

Section 2: Household Profile

Q1 To begin, how long have you lived in the City of Coronado?

1	Less than 1 year	3%
2	1 to 4 years	16%
3	5 to 9 years	17%
4	10 to 14 years	9%
5	15 years or longer	54%
99	Prefer not to answer	0%

Q2 Do you live in Coronado full-time or on a part-time basis?

1	Full-time	92%
2	Part-time	7%
99	Prefer not to answer	1%

Q3 Next, let me ask you about the ages of people in your household. This will allow me to limit the survey to questions that are appropriate to your household.

Do you have _____ in your household?

	<i>Read in Order</i>	Yes	No	Prefer not to answer
A	A child under the age of 5	5%	94%	1%
B	A child between 5 and 12	13%	86%	1%
C	A teenager between 13 and 17	16%	83%	1%
D	An adult between the ages of 18 and 49	57%	42%	1%
E	An adult between the ages of 50 and 64	70%	28%	1%
F	An adult 65 years of age or older	40%	58%	2%

Section 3: Recreation Activities	
Q4	Thinking of the adult members of your household, what recreation activities do they engage in most often? By <i>recreation</i> , we mean play, exercise, and sports, as well as passive activities such as walking/jogging, hobbies, and picnicking.
	<i>Probe: Any others? Record up to 5 activities. Verbatim responses recorded and later grouped into categories shown below.</i>
	Walking, hiking 66%
	Biking, cycling 30%
	Exercise, fitness 19%
	Golf 16%
	Swimming 16%
	Running, jogging 15%
	Tennis 10%
	Pickleball 9%
	Beach 7%
	Picnicking 6%
	Surfing 6%
	Sailing / Boating 5%
	Yoga 4%
	Paddle boarding 4%
	Kayaking 3%
	Concerts in park 3%
	Water aerobics 3%
	Playing with kids in playground 2%
	Gardening 2%
	Dining, eating out 2%
	They do not engage in recreation activities 2%
<i>Ask Q5 if Q2a=1, Q2b=1, OR Q2c=1. Otherwise skip to Q6.</i>	
Q5	Thinking of the children and/or teenagers in your household, what recreation activities do they engage in most often?
	<i>Probe: Any others? Record up to 5 activities. Verbatim responses recorded and later grouped into categories shown below.</i>
	Soccer 30%
	Walking, hiking 27%
	Biking, cycling 24%
	Swimming 24%
	Playing at the park 14%

Coronado Cays Park Survey

June 2023

Tennis	12%
Beach, water sport activities	12%
Baseball, softball	10%
Lacrosse	9%
Running, jogging	7%
Basketball	7%
Golf	7%
Surfing	5%
School activities	5%
Recreation program, community center activities	5%
Picnicking	4%
Water polo	4%
Dance	3%
Variety of sports in general	3%
Skateboarding.	3%
Theater activities	3%
Watching movies	3%
Not sure / Cannot think of anything specific	3%
Exercise, fitness	2%
Gymnastics	2%

Section 4: General Park Visitation & Needs

Q6	Not including local beaches, have you or anyone else in your household visited a city park in Coronado during the past 12 months?		
	1	Yes	91% <i>Ask Q7</i>
	2	No	8% <i>Skip to Q9</i>
	98	Not sure	1% <i>Skip to Q9</i>
	99	Prefer not to answer	0% <i>Skip to Q9</i>
Q7	How frequently do you or other members of your household typically visit a park in Coronado? At least once per week, two to three times per month, once per month, or less often than once per month?		
	1	At least once per week	52%
	2	2 to 3 times per month	23%
	3	Once per month	12%
	4	Less often than once per month	11%
	98	Not sure	1%
	99	Prefer not to answer	0%

Coronado Cays Park Survey

June 2023

Q8		
What is the name of the park in Coronado that members of your household use <i>most</i> often? <i>Single response item.</i>		
1	Bandel Park	0%
2	Bay Cir Park	<1%
3	Bayview Park	4%
4	Centennial Park	6%
5	Coronado Cays Park	14%
6	Cronan Park	0%
7	Glenn Curtiss Park	0%
8	Glorietta Bay Park	3%
9	Glorietta Bay Promenade	1%
10	Grand Caribe Shoreline	1%
11	Harborview Park	1%
12	Mathewson Park	2%
13	North Cays Park	<1%
14	Pendleton Park	<1%
15	Rotary Park	<1%
16	Spreckels Park	38%
17	Star Park	4%
18	Sunset Park	6%
19	Tidelands Park	11%
20	Vetter Park	1%
21	Vista Del Barco Park	0%
22	Other	4%
98	Not sure	3%
99	Prefer not to answer	0%
Q9		
Take a moment to think about your household's recreation needs. Do the existing parks and recreation facilities in Coronado do an excellent, good, fair, poor or very poor job of meeting your household's recreation needs?		
1	Excellent	41%
2	Good	38%
3	Fair	12%
4	Poor	4%
5	Very Poor	1%
98	Not sure	3%
99	Prefer not to answer	0%

Coronado Cays Park Survey

June 2023

Q10 Thinking of parks in Coronado, are there any improvements that you would like to see?			
1	Yes	49%	Ask Q11
2	No	29%	Skip to Q12
98	Not sure	21%	Skip to Q12
99	Prefer not to answer	1%	Skip to Q12
Q11 Please briefly describe the improvement you would most want to see made to Coronado's parks. Verbatim responses recorded and later grouped into categories shown below.			
	Well-equipped dog park (water fountains, dog bags, fence)	28%	
	Improve playgrounds	13%	
	Provide, improve bathrooms	11%	
	Improve cleaning, park maintenance	10%	
	Provide more shaded benches, seating	10%	
	Improve, provide more exercise equipment	9%	
	Improve landscaping, grass	8%	
	Provide more water facilities	7%	
	More open space	5%	
	Improve, provide more basketball courts	4%	
	Improve safety, more police	4%	
	Provide more parking	3%	
	Improve, provide more pickleball courts	3%	
	Not sure / Cannot think of anything specific	3%	
	Provide more soccer fields	2%	
	Improve, provide more tennis courts	2%	
	Provide more picnic tables	2%	
	Provide more adult facilities	2%	

Section 4: Coronado Cays Park

Next, I'm going to ask you several questions about Coronado Cays Park, which is located in Silver Strand and Coronado Cays Boulevard.

Q12 Have you or anyone else in your household visited Cays Park during the past 12 months?			
1	Yes	49%	Skip to Q14
2	No	49%	Ask Q13
98	Not sure	2%	Skip to Q15
99	Prefer not to answer	0%	Skip to Q15

Coronado Cays Park Survey

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Q13		Is there a particular reason that your household hasn't visited Cays Park? Verbatim responses recorded and later grouped into categories shown below.							
		Not sure / No particular reason					36%		
		Location, distance					33%		
		Prefer The Village, recreate there					14%		
		No need, desire					10%		
		Not familiar, never heard of it					6%		
		Prefer other parks					5%		
<i>Only ask Q14 if Q12=1. Otherwise skip to Q15.</i>									
Q14		How frequently do you or other members of your household typically visit Cays Park? At least once per week, two to three times per month, once per month, or less often than once per month?							
		1	At least once per week				38%		
		2	2 to 3 times per month				13%		
		3	Once per month				16%		
		4	Less often than once per month				30%		
		98	Not sure				2%		
		99	Prefer not to answer				0%		
Q15		<p>The City of Coronado is in the process of creating a Master Plan for Cays Park to guide long term improvements to the park. The Master Plan will be a "blue print" for the future that identifies the types of amenities that may be included in the park, and the types of activities it will support. As I read each of the following amenities, I'd like you to indicate whether you think the amenity should be a high, medium or low priority for inclusion in Cays Park. If you think the amenity should <i>not</i> be included in the park, just say so. Please keep in mind that due to the size of the park and a limited budget, not all amenities can be high priorities.</p> <p>Here is the (first/next) one: _____. Should this amenity be a high, medium or low priority for inclusion in Cays Park or should it not be included in the park?</p>							
		<i>Randomize</i>		High Priority	Medium Priority	Low Priority	Should NOT be included	Not sure	Prefer not to answer
A	Multi-use sports fields for soccer, football, rugby, and lacrosse		38%	25%	17%	7%	9%	4%	
B	Sports fields for softball and baseball		18%	24%	32%	11%	11%	4%	
C	Tennis courts		19%	31%	30%	9%	8%	4%	
D	Pickleball courts		28%	26%	23%	11%	8%	4%	
E	Basketball courts		18%	34%	27%	7%	10%	4%	
F	Outdoor fitness course & equipment		24%	27%	28%	9%	8%	4%	
G	Sand volleyball courts		14%	24%	32%	17%	9%	4%	
H	Children's playground equipment		41%	26%	15%	5%	9%	4%	

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I	Paths and trails for walking and jogging	45%	26%	15%	4%	7%	3%
J	Picnic areas	30%	33%	20%	6%	7%	3%
K	Seating areas	30%	32%	21%	5%	8%	4%
L	Shade trees	47%	29%	12%	2%	6%	3%
M	Public art	17%	19%	41%	12%	8%	3%
N	Additional restrooms	33%	29%	19%	5%	9%	4%
O	Dog park	42%	23%	15%	10%	6%	3%
P	Bicycle amenities including bike racks	35%	33%	17%	4%	8%	3%
Q	Additional parking	21%	23%	28%	14%	9%	4%
R	Native plant gardens	24%	30%	25%	7%	10%	4%
S	View areas and places to watch the sunset	35%	29%	19%	6%	8%	4%
T	Interpretive education displays	8%	18%	35%	20%	13%	5%
U	Space for community gatherings and concerts	34%	26%	21%	8%	8%	3%
V	Splash pad and waterplay zone	14%	20%	30%	23%	9%	4%
Q16	Are there any changes or improvements that I <i>haven't mentioned</i> that you think should be a high priority for inclusion in Cays Park?						
	1	Yes	13%		Ask Q17		
	2	No	63%		Skip to Q18		
	98	Not sure	21%		Skip to Q18		
	99	Prefer not to answer	3%		Skip to Q18		
Q17	Please briefly describe the changes or improvements <i>not already mentioned</i> that you think should be a high priority for inclusion in Cays Park. <i>Probe: Any others? Record up to 3 improvements.</i> Verbatim responses recorded and later grouped into categories shown below.						
	Improve landscaping, open space areas		18%				
	Well-equipped dog park (water fountains, dog bags, fence)		16%				
	Other (unique responses)		14%				
	Add skate park		12%				
	Improve parks, courts		9%				
	Add water fountains		8%				
	Add, improve children's play areas		8%				
	Add food court, snack area		7%				
	Add bike trails, walking paths		4%				
	Fewer soccer events		4%				
	Provide more pickleball courts		3%				
	Provide more basketball courts		3%				
	Add frisbee golf course		2%				

Coronado Cays Park Survey

June 2023

<i>Only ask Q18 if Q150=(1,2,3).</i>						
Q18	With respect to a dog park at Cays Park, would prefer that the dog park be surrounded by a fence or natural barrier? <i>If yes, ask: Would you prefer a fence or natural barrier?</i>					
	1	Yes, it should have a fence	49%			
	2	Yes, it should have a natural barrier	34%			
	3	No, it should not have a fence or barrier	10%			
	98	Not sure	7%			
	99	Prefer not to answer	0%			
Q19	Next, I'm going to read a short list of programs and events that could be held at Cays Park. For each that I read, please indicate whether your household would be very interested, somewhat interested, or not interested in participating in this type of program if it were offered at Cays Park. Here is the (first/next) one: _____. Would your household be very interested, somewhat interested, or not interested?					
	<i>Randomize</i>		Very interested	Somewhat interested	Not interested	Not sure / Prefer not to answer
A	Concerts		40%	31%	23%	7%
B	Art shows		20%	35%	38%	7%
C	Community events and festivals		33%	38%	22%	6%
D	Plays and performances		20%	31%	42%	8%
E	Movies in the park		29%	29%	34%	7%
F	Recreation classes		20%	37%	36%	7%

Section 6: Background & Demographics

Thank you so much for your participation. I have just a few background questions for statistical purposes.

D1	In what year were you born? Year of birth recoded into age categories shown below.	
	18 to 24	14%
	25 to 34	13%
	35 to 44	11%
	45 to 54	13%
	55 to 64	18%
	65 or older	25%
	Prefer not to answer	6%

Coronado Cays Park Survey

June 2023

D2		
What is your gender?		
1	Male	50%
2	Female	48%
3	Non-binary	<1%
99	Prefer not to answer	2%
D3		
Do you own or rent your residence in Coronado?		
1	Own	51%
2	Rent	45%
99	Prefer not to answer	0%
D4		
Which of the following best describes your employment status? Would you say you are employed full-time, part-time, a student, a homemaker, retired, or are you in-between jobs right now?		
1	Employed full-time	47%
2	Employed part-time	10%
3	Student	6%
4	Homemaker	2%
5	Retired	29%
6	In-between jobs	1%
99	Prefer not to answer	5%
D5		
What ethnic group do you consider yourself a part of or feel closest to? <i>Read list if respondent hesitates</i>		
1	Latino/Hispanic	19%
2	Asian American -- Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	4%
3	Caucasian/White	66%
4	African-American/Black	4%
5	American Indian or Alaskan Native	<1%
6	Pacific Islander	1%
7	Middle Eastern	0%
8	Mixed Heritage	3%
98	Other	0%
99	Prefer not to answer	4%
Thanks so much for participating in this important survey! This survey was conducted for the City of Coronado.		

Coronado Cays Park Survey *June 2023*

<i>Sample Items</i>			
<i>S1</i>	<i>Neighborhood</i>		
	1	The Cays	13%
	2	The Village	72%
	3	The Shores	6%
	4	Military Housing	9%

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