A NEW LOCAL PARK IN FALLBROOK
PUBLIC ENGAGEMENT SUMMARY | MEETING 1
In March of 2020 the Department of Parks and Recreation (DPR) acquired a 6.8-acre site (shown in dark green below) on E. Fallbrook Street, between Golden Road and Morro Road. Field space and active recreation had been identified as community priorities by the CSA 81 Local Park Advisory Committee and Fallbrook Community Planning Group, and helped inform the purchase of the land.

The property was purchased with funds from a County Community Development Block Grant to provide new, active recreation opportunities for residents of all ages, interests, and abilities.
EVENT SUMMARY
On May 27, 2020 DPR held its first virtual public meeting from 5:00-6:00 pm via Facebook Live to engage the Fallbrook community in the development of this new local park.

PROMOTION
To notify the community about the event, 922 bilingual flyers were sent out to residents who live within 1 mile of the new park (11 came back “return to sender”). The event was promoted via DPR social media channels and on the project webpage in the weeks prior.

DPR staff also reached out to the CSA 81 Local Park Advisory Committee and Fallbrook Community Planning Group to notify members of the upcoming event.

EVENT STATISTICS
- At any given time during the presentation and question | answer session there were about 50 active participants.
- Peak live viewership was 61.
- Estimated reach as of 7 p.m. the evening of was 2.5K.
- Women between the ages of 35-44 were the top viewers and more women watched overall, making up 64% of the viewing population.
- The event received 84 reactions (smileys, thumbs up, etc.) and 14 shares to other pages – which resulted in 188 comments.

The 46-minute video generated by the event was posted to the sdparks.org article promoting the meeting, as well as on the public meetings page. It was also shared back on Facebook, to both the video chat and the event page where the event was promoted. As of June 8, 2020, the video has been viewed 3.9K times.
ONLINE SURVEY

5. Which amenities would you like to see at the new park? Select all that apply.

- Nature Play (boulders to climb, -)
- Walking | Jogging Paths
- Skate Elements

APPROACH
To gain a better understanding of community preferences and desires for the new park, DPR developed and circulated an online survey.

The survey consisted of 11 multiple answer and open response questions and was offered in both English and Spanish. Pre-recorded presentations introducing the project were embedded within the survey for those that missed the Facebook Live event.

PROMOTION
The survey was mentioned in the bilingual flyer, promoted during the Facebook Live event, and linked on the project webpage.

Representatives of the CSA 81 Local Park Advisory Committee and Fallbrook Community Planning Group were sent direct survey links in both English and Spanish to share with members and the community.

SURVEY LINKS WERE ALSO SHARED WITH THE FOLLOWING ORGANIZATIONS:

<table>
<thead>
<tr>
<th>Fallbrook High School PTA</th>
<th>La Paloma PTA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maie Ellis PTA</td>
<td>Fallbrook Street School PTA</td>
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<tr>
<td>Alpha &amp; Omega Academy</td>
<td>Mike Choate Center PTA</td>
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<tr>
<td>Potter Junior High School PTA</td>
<td>William H. Frazier Elementary School PTA</td>
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<tr>
<td>Fallbrook Homeschool Academy</td>
<td>Rock Rose School for Creative Learning</td>
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<tr>
<td>Boys and Girls Club of North County</td>
<td>Fallbrook Beautification Alliance</td>
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</tbody>
</table>

SURVEY STATISTICS
- The survey was open from May 27-June 10, 2020.
- The survey allowed for one response per IP address.
- 476 individuals completed the survey, 460 in English and 16 in Spanish.
- Of those who completed the survey, 438 were residents of Fallbrook; 38 were from neighboring communities (based on zip codes).

- Fallbrook Zip Code
- Zip Code Outside of Fallbrook
  - Bonsall: 23, Oceanside: 2, Camp Pendleton North: 2, Vista: 2, Camp Pendleton South: 1, Temecula: 1, Encinitas: 1, Carlsbad: 2, San Diego: 1, Chula Vista: 1, Outside California: 1
RESULTS

SUMMARY OF FINDINGS
The community is interested in a local park that features a diversity of experiences for skateboarders, walkers, runners, cyclists, folks hoping to enjoy time spent outdoors with friends and family, and people of all ages and abilities looking for a fun place to play.

To help support those experiences, residents would most like to see skate elements, multi-use paths, picnic areas, playground equipment and nature play elements.

Additional amenities were proposed by the community for consideration including a splash pad, pump track, and native gardens.

In the open comment section of the survey DPR received important feedback about safety. Concerns were raised about noise, lighting, the promotion of a sense of security, and safe pedestrian access on E. Fallbrook Street.

These findings will guide the development of two concept plans to be reviewed by the community in late July 2020. The DPR team will also consider the recommendations of the CSA 81 Local Park Advisory Committee, Fallbrook Community Planning Group, and existing recreation amenities and needs as assessed in the Parks Master Plan.
HOW CLOSE DO YOU LIVE TO THE NEW PARK?

The majority of future park goers would drive to the park.

- I would drive a car to the park.
- I live close enough to walk to the park.
- I live close enough to ride my bike to the park.
- I live across the street from the park.

# OF RESPONDENTS

0 50 100 150 200 250
HOW MANY PEOPLE LIVE IN YOUR HOUSEHOLD?

Most respondents were between the ages of 27-61 with children at home.
WHAT ARE THE MOST IMPORTANT RECREATIONAL OPPORTUNITIES TO HAVE? SELECT ALL THAT APPLY.

The community is interested in a local park that features a diversity of experiences for skateboarders, walkers, runners, cyclists, folks hoping to enjoy time spent outdoors with friends and family, and people of all ages and abilities looking for a fun place to play.

- A place to skateboard
- A multipurpose trail
- A place to relax and enjoy the outdoors
- A place to play or take the kids to play
- A place to gather with friends
- A place to exercise
- A place to participate in or watch sports
- A place to take my dog and socialize with other dog owners

# OF RESPONDENTS

- A place to skateboard: 1
- A multipurpose trail: 2
- A place to relax and enjoy the outdoors: 3
- A place to play or take the kids to play: 4
- A place to gather with friends: 5
- A place to exercise: 150
- A place to participate in or watch sports: 150
- A place to take my dog and socialize with other dog owners: 100
WHICH AMENITIES WOULD YOU LIKE TO SEE AT THE NEW PARK? SELECT ALL THAT APPLY.

Residents would most like to see skate elements, multi-use paths, picnic areas, playground equipment and nature play elements.

<table>
<thead>
<tr>
<th>AMENITIES</th>
<th># OF RESPONDENTS</th>
</tr>
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<tbody>
<tr>
<td>Skate Elements</td>
<td>1</td>
</tr>
<tr>
<td>Walking</td>
<td>Jogging Paths</td>
</tr>
<tr>
<td>Picnic Areas</td>
<td>3</td>
</tr>
<tr>
<td>Playground Equipment</td>
<td>4</td>
</tr>
<tr>
<td>Nature Play</td>
<td>5</td>
</tr>
<tr>
<td>Multipurpose Field-Soccer, Football</td>
<td>150</td>
</tr>
<tr>
<td>Basketball Courts</td>
<td></td>
</tr>
<tr>
<td>Tennis</td>
<td>Pickle-Ball Courts</td>
</tr>
<tr>
<td>Softball</td>
<td>Baseball Fields</td>
</tr>
<tr>
<td>Bocce Ball</td>
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ARE THERE ANY OTHER AMENITIES YOU’D LIKE TO SEE IN THE PARK THAT AREN’T INCLUDED IN THE OPTIONS ABOVE?

Many Fallbrook residents were interested in a splash pad and emphasized how important skate elements were to them. Respondents also expressed interest in a pump track, native landscapes | gardens, and a dog park.

2-5 COMMENTS
Requests: amphitheater, art, bmx features, kiosk for music | art | info., multi-use paths, picnic | bbq, running trail, seating, snack bar, swings, thanks, track, volleyball court
Concerns: safe | effective circulation, fencing | boundary demarcation, parking

1 COMMENT
Requests: boulders, duck pond, farmer’s market, football field goal post, frisbee golf, horse park, indoor soccer, lighting, mini airport (hobby planes), multipurpose court, multipurpose room, roller skating, rugby fields, running fields, senior citizen area, soccer field, special needs play equipment, tall slide, trash receptacles, ultimate frisbee field
Concerns: no skatepark, no | minimal lighting
IS THERE ANYTHING ELSE YOU’D LIKE TO SHARE ABOUT THE PROJECT?

Several respondents used this opportunity to restate their interest in the inclusion of skate elements and express their thanks for the project. Concerns were raised about safety both in terms of access control | boundary demarcation, and pedestrian circulation.

Requests:
- pickleball court
- picnic areas
- splash pad
- trees
- lighting

Concerns:
- location
- no dog park
- no park
- no sports fields
- parking congestion

2-5 COMMENTS
Requests: art, basketball courts, bathrooms, bbq, bike trails, cleaning area, allow bikes in skatepark, bmx features, exercise loop, grass area, nature play, play structures, preserve views, pump track, sand, seating, soccer field, walking paths, make it welcoming for all, zipline
Concerns: no avocado bowl, no playground equipment

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