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 July 22, 2020 DPR held its second 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. 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 40 active participants.
- Peak live viewership was 43.
- The event received 18 reactions (smiley faces, thumbs up, etc.) and 7 shares to other pages – which resulted in 92 comments.

The 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 August 10, 2020, the video has been viewed 1K+ 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 7 multiple answer and open response questions and was offered in both English and Spanish. Pre-recorded presentations introducing the preliminary concepts 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>
</tr>
<tr>
<td>Alpha &amp; Omega Academy</td>
<td>Mike Choate Center PTA</td>
</tr>
<tr>
<td>Potter Junior High School PTA</td>
<td>William H. Frazier Elementary School PTA</td>
</tr>
<tr>
<td>Fallbrook Homeschool Academy</td>
<td>Rock Rose School for Creative Learning</td>
</tr>
<tr>
<td>Boys and Girls Club of North County</td>
<td>Fallbrook Beautification Alliance</td>
</tr>
</tbody>
</table>

SURVEY STATISTICS
- The survey was open from July 22-August 5, 2020.
- The survey allowed for one response per IP address.
- 265 individuals completed the survey in English and Spanish.
- Of those who completed the survey, 253 were residents of Fallbrook; 12 were from neighboring communities (based on zip codes).

- Fallbrook Zip Code
- Zip Code Outside of Fallbrook
  - Bonsall: 5, Vista, CA: 3, El Cajon: 1, Murrieta, CA: 1, Hawthorne, CA: 1, Kearny Mesa, CA: 1
RESULTS

SUMMARY OF FINDINGS
The community is interested in a local park that features a diversity of experiences for walkers, runners, cyclists, skateboarders, 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 multi-use paths, skate elements, play areas (both traditional and nature play), a dog park, an open field, and picnic areas.

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

In the open comment section of the survey respondents restated their interest in the inclusion of skate elements and expressed their thanks for the project. Some participants shared a slight preference for entry and exit off E. Fallbrook St., and there some mixed feelings were shared about the inclusion of a dog park.

These findings will guide the development of a final concept plan to be reviewed by the community in early fall 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.
OVERALL, WHICH PRELIMINARY CONCEPT PLAN DO YOU PREFER?

There’s a slight preference for Preliminary Concept Plan A. Based on open comment feedback, a desire to access the park off E. Fallbrook St. (as opposed to Morro Rd.) influenced this decision.

135/255* = 53%

120/255* = 47%

*10 respondents skipped this question
WHICH AMENITIES WOULD YOU MOST PREFER? (SELECT UP TO 5)

The community is most interested in multi-use paths, skate elements, play areas (both traditional and nature play), a dog park, an open field, and picnic areas.

- Multi-use paths
- Skate Elements
- Play Areas (Traditional + Nature Play)
- Dog Park
- Open Field
- Picnic Areas
- Native Plant Gardens
- Multipurpose Field: Soccer, Football
- Multi-sport Courts
- Exercise Stations

# OF RESPONDENTS
WHICH AMENITIES WOULD YOU LEAST PREFER? (SELECT UP TO 5)

Some residents wouldn’t miss a multipurpose field (e.g. regulation soccer), exercise stations, a dog park, multi-sport courts, or skate elements.

- Multipurpose Field (Soccer, Football)
- Exercise Stations
- Dog Park
- Multi-sport Courts
- Skate Elements
- Native Plant Gardens
- Picnic Areas
- Open Field
- Multi-use Paths
- Play Areas (Traditional + Nature Play)
Some Fallbrook residents expressed an interest in the inclusion of a water feature/splash pad, pump track, and basketball courts.

3 OR FEWER COMMENTS
Requests: art, avocado bowl, community garden, disc golf, dog park in Plan B, doggie station, emphasize nature play, consider enclosed play, grills by the picnic areas, indigenous art/play, trails, jungle gym in the play area, lap pool, more trash enclosures, multi-sport court in Plan B, active adult exercise area, accommodate peacocks, include pickleball courts, emphasize playground, include pond, include rose garden, include lighting, include parking off E. Fallbrook St.

Concerns: no entry/exit on E. Fallbrook St., parking is too big, minimize concrete
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. Some participants shared a slight preference for entry and exit off E. Fallbrook St., and there are mixed feelings about the inclusion of a dog park.

**REQUESTS | CONCERNS**

<table>
<thead>
<tr>
<th>Requests/Concerns</th>
<th># of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emphasize Skate Elements</td>
<td>25</td>
</tr>
<tr>
<td>Hooray!, Thank you!</td>
<td>20</td>
</tr>
<tr>
<td>Access off E. Fallbrook St. only, please</td>
<td>15</td>
</tr>
<tr>
<td>No Dog Park</td>
<td>10</td>
</tr>
<tr>
<td>Larger Dog Park</td>
<td>5</td>
</tr>
<tr>
<td>No Skate Elements</td>
<td>0</td>
</tr>
</tbody>
</table>

**3 OR FEWER COMMENTS**

Requests: all age play, avocado bowl, baseball, safe fencing/ boundaries (but not prison-like), calisthenics bars, sidewalk to the Community Center, complement existing features, include entry/exit on Morro Rd., focus on youth, keep mature trees, prefer layout of B, include lighting, include multi-use paths, no exercise stations, no sports, no woodchips in dog park, open field, prefer parking A, don’t impact peacock habitat, pickleball, larger play areas, prioritize play/skate, include a pump track, separate skate/play, shade, place skate in NW corner, include sport courts, include trash receptacles, include walking trails, include water features, include security cameras

Concerns: don’t compete w/ Ingold, coordinate with the Sheriff’s Department, no access on E. Fallbrook St. (safety), pedestrian safety