

Parks and Recreation Department

Report: Balboa Park Strategic Priorities and Framework for Future Investment Workshop

Balboa Park Committee
September 3, 2020

City Team

- Parks and Recreation Department
 - ❖ Andy Field, Director
 - ❖ Mike Tully, Deputy Director
 - ❖ Christina Chadwick, Assistant Deputy Director
- Planning Department
 - ❖ Mike Hansen, Director
 - ❖ Heidi Vonblum, Program Manager
- Stakeholders and Consultants
 - ❖ Danell Scarborough, Consultant
 - ❖ Affinity Organizations



Overview

- ❖ Balboa Park Committee Meeting – February 6, 2020
- ❖ What We Heard You Say – themes from community input
- ❖ Further Refinement on possible paths forward
- ❖ COVID-19 pandemic and impacts



Review the Process

- ❖ Balboa Park Priorities and Framework for Future Investment
- ❖ “What must be addressed?”
- ❖ Large Group Input – 300+ responses
- ❖ Raw Data Organized into Themes





Report from Balboa Park Strategic Priorities Workshop Parks and Recreation Department



What We Heard You Say

Core Themes:

1. Deferred Maintenance and Infrastructure
2. Parking, Access, Circulation, Mobility
3. Dedicated Sustainable Funding
4. Safety and Security
5. Prioritization and Governance
6. Programming and Cultural Amenities



Instructions for Participating in Interactive Polling

1. Open browser on your smart device (smartphone, tablet, computer)
2. Go to sift.ly
3. Enter participant code **DN3W**

If you have trouble using the app or would like to provide your answers independent of the group exercise, please email responses to Danell Scarborough at DanellScarborough@gmail.com.

BEGIN AUTOMATED POLLING

*FOLLOWING SLIDES ARE FOR
GENERAL REFERENCE ONLY BUT NOT
FOR USE IN PRESENTATION*

Theme 1: Deferred Maintenance and Infrastructure



Poll Questions

- RANK: Increasing maintenance in these areas would make the most impact on the park.
Please rank these: grounds, trees, gardens, trash, weeds, restrooms, paint, buildings.
- RANK: Which investment in infrastructure is most important to you? Please rank: *improve existing buildings; construct new buildings, create more pedestrian spaces, create more parking.*

Theme 2: Parking, Access, Circulation, Mobility



Poll Questions

- POLL: What could be improved to make it more likely you would visit Balboa Park? Pick your top choice.
 - *More parking; more convenient parking; increased tram service, Better signage/wayfinding; more frequent transit routes; more conveniently located transit stops; more shade; protected bicycle lanes; other*
- POLL: Balboa Park has many pedestrian and bike paths. What would make it more likely that you would use these pathways? Pick your top choice.
 - *More lighting; better signage/wayfinding; increased safety measures; improved/enhanced walkways; other*

Theme 3: Dedicated Sustainable Funding



Poll Questions

- WORD CLOUD: Long-term funding strategies are needed to guarantee the future of the park. What do you hope to see City leaders pursue to increase revenue and resources?

Theme 4: Safety and Security



Poll Questions

- CLOUD: Which areas in Balboa Park would benefit from increased safety and security enhancements?
- CLOUD: Which improvements could be made to increase safety?
 - Ranger Presence
 - Programming & Activation
 - Lighting
 - Security Presence
 - Other

Theme 5: Prioritization and Governance



Poll Questions

- RANK: Which factors are important when determining park priorities? Please rank:
 - *Serving diverse range of users*
 - *Access for more people*
 - *Safety and Security*
 - *Cultural Programming*
 - *Budget*
 - *Health and Safety*
- WORD CLOUD: How can the City improve its relationship with its non-profit partners and stakeholders? *Please write in your answer.*
- WORD CLOUD: What are key areas for technical review and stakeholder input in project decision-making? *Please write in your answer.*

Theme 6: Programming and Cultural Amenities



Poll Questions

1. BRAIN STORM LIST: Where in Balboa Park do you want to see increased recreational programming and cultural amenities: _____.
2. WORD CLOUD: The most important cultural amenity that could be placed in Balboa Park is: _____.
3. WORD CLOUD: What would you be willing to do to help our Balboa Park? Example: Volunteer, Donate, Support a Tax Increase or Bond Measure

AUTOMATED POLLING ENDS

Next Steps

- ❖ Scope of Work
 - Strategies for Implementation
 - Process for Technical Review
- ❖ Menu of Options
- ❖ Expected: November 2020



Thank you for your continued support!