Steering Committee Meeting #6
March 24, 2016
Steering Committee Meeting #6

- Welcome and Project Updates
- Community Engagement Summary
- Prioritized Projects & Cost Estimates
- Parks Needs Framework
- Final Report
- Next Steps
Welcome and Project Updates

- **Initiation**: Formation of Steering Committee, TAC. Study Areas defined.
- **Inventory**: 186 Study Areas contributed data
- **Needs Analysis**: Park Metrics analyzed & Community Profile compiled for all Study Areas
- **Community Workshops – Prioritized Projects**: Toolkits distributed, data posted on website, workshops complete
- **Cost Estimates**
- **Final Report May 3**: Current task
Steering Committee Meeting #6

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- **Community Engagement Summary**
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Community Engagement Summary

Workshops for 177 Study Areas held between December 2015 and February 2016 (84 days)

- Busiest weekend was January 20th & 21st - 23 meetings held
- Most popular meeting start time was 7:00 PM
- Highest attendance was at City of LA Boyle Heights/NE LA South meeting – over 275 people signed in
Community Engagement Summary

▪ Countywide Awareness Efforts
  • Health Equity Workshops
  • Social Media
  • Print Media
  • High Priority Areas

▪ Study Area Specific Efforts
  • County
  • Individual Cities
Community Engagement Summary

Countywide Awareness Efforts

Health Equity Workshops

- Information aimed at community organizations who could spread awareness among their constituents
- 3 workshops attended by over 200 people in November, 2015
- Webinar was sent to homeowners groups, individual cities, community organizations

MAKE YOUR VOICE HEARD

Take Action On Parks and Health Equity

Stories after stories have shown that access to well-maintained parks increases physical activity among both children and adults, and that parks are essential to safe, thriving communities.

LA County has a urgent need for more parks and recreational facilities in our underserved park poor communities. It's a health issue for those communities where obesity, diabetes, hypertension and heart disease are increasing at alarming rates.

Come to a Stakeholder Workshop that will help define the role of parks in building healthy, thriving and engaged neighborhoods. Learn more about how the County and city agencies are taking steps to fill parks, recreation facilities and open space—and what kind of shape they’re in.

Get informed about how your community can make an impact and take part in the LA County park assessment community meetings starting in December.

This is a once-in-a-lifetime chance to shape the priorities for how and where park funding will go for the next several decades.

Let us know which workshop you're attending and we'll save a seat for you:
ParksInfo@nsgrom.com

Sponsored by:

COME TO A STAKEHOLDER WORKSHOP!

November 2, 10am-12pm
El Monte Senior Center
3120 N. Tyler Ave, El Monte

November 9, 10am-12pm
Batesman Hall Auditorium
11300 Baila Rd, Lynwood

November 13, 10am-12pm
Ray A. Anderson Recreation Center, Carrillo Hall
3900 E. Robertson Lane, Los Angeles

Los Angeles Countywide Comprehensive Park & Recreation Needs Assessment
COMMUNITY ENGAGEMENT SUMMARY

Countywide Awareness Efforts

Facebook Advertisements

- 1,113,439 people reached
- 20,000 people clicked on ad to get to www.lacountyparkneeds.org
- 3,600 then clicked on the map to find a meeting location
- Received 3,693 post “likes”
- Received 450 post shares
- Received 445 comments
COMMUNITY ENGAGEMENT SUMMARY

Countywide Awareness Efforts

Digital and Print Media

- 30 individual articles
- Combined circulation of 1,160,531
- Interview with Rita Robinson, Project Director aired on KPCC/Southern California Public Radio
High Priority Areas

- Nine geographic areas received extra awareness efforts
  - Community-based organizations worked with local officials and community leaders
  - Direct canvassing, including door hangers
  - Schools
  - Combined efforts reached over 150,000 people
COMMUNITY ENGAGEMENT SUMMARY

Study Area Specific Efforts - Unincorporated Study Areas

- Print and digital ads: Los Angeles Times, La Opinión, sgvtribune.com

- Facebook & Twitter ads and posts
  - More than 120,000 views

- Neighborhood canvassing

- Community events

- Partnering with town councils, community organizations, schools
COMMUNITY ENGAGEMENT SUMMARY

Individual City Efforts

- City websites
- Customized flyers and posters
- Announcements at events
- Partnering with schools and community organizations
- Raffles, refreshments
COMMUNITY ENGAGEMENT SUMMARY

Meeting Showcase

Unincorporated La Habra Heights/Rowland Heights

- 150 people attended

- Engagement Strategy:
  - Partnered with Rowland Heights Community Coordinating Council
  - Used EventBrite to invite residents
  - Sent flyers through school district
  - Emailed flyer and link to 500 person mailing list
  - Posted on electronic message board
COMMUNITY ENGAGEMENT SUMMARY

Meeting Showcase

City of El Monte

- 140 people attended meeting

- Strategy:
  - Large signage at Aquatic Center, Senior Center, Council Meetings, other events
  - Banners in parks and on City website
  - Article in City E-Newsletter
  - Flyers distributed through schools, Meals-on-Wheels, Chamber of Commerce
COMMUNITY ENGAGEMENT SUMMARY

Meeting Showcase

City of Bell Gardens

- 65 people attended meeting

- **Strategy:**
  - Coordinated with program leaders to reach out to participants of all city programs
  - Posted on City website
  - Facebook and Instagram
  - Raffle
  - Refreshments
Steering Committee Meeting #6

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Prioritized Projects

- Each meeting generated a list of 10 prioritized projects for the Study Area:
  - Participants reviewed Park Metrics for their Study Area, along with relevant Community Profile data
  - Participants helped generate a list of potential park projects
  - Participants prioritized 10 projects
Prioritized Projects

- Nearly 4,000 projects in all were considered by meeting attendees
- 10 projects prioritized in each Study Area, for a total of nearly 1,800 prioritized projects countywide
Prioritized Projects

Preliminary analysis:

- 46% of the projects are to repair or replace existing amenities
  - 36% of “project points”
- 34% add new amenities to existing recreation facilities
  - 26% of “project points”
- 20% of the projects are related to constructing new parks and their amenities
  - 38% of “project points”
Prioritized Projects

Preliminary Analysis

- Projects to **repair** existing amenities
  - Infrastructure: 100 projects
  - Restrooms: 60 projects
  - Community Centers: 25 projects
  - Trails: 15 projects
  - Baseball fields: 10 projects
Prioritized Projects

Preliminary Analysis

- Projects to replace existing amenities:
  - Playgrounds: 60 projects
  - Infrastructure: 55 projects
  - Multi-purpose fields: 20 projects
  - Pools: 15 projects
  - Restrooms: 8 projects
Prioritized Projects

Preliminary Analysis

- Projects to **add new amenities** to existing parks:
  - Community Center: 80 projects
  - Trail/Walking Path: 75 projects
  - Dog Park: 60 projects
  - Playground: 60 projects
  - Fitness Zone: 50 projects
Prioritized Projects

Preliminary Analysis

- Projects to **construct new parks** prioritized in 138 Study Areas
- Approximately 200 new parks
Cost Estimates

- Cost estimates being completed now for every prioritized project

- Costs used in calculations were reviewed by staff from:
  - County of Los Angeles Department of Parks and Recreation
  - County of Los Angeles Department of Public Works
  - City of Los Angeles Recreation & Parks - Planning, Construction and Maintenance
  - Third party cost estimating firm
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Parks Needs Framework

Park Metrics Review

1. Park Land
   How many acres of park are there per 1,000 people?

2. Park Access
   What percent of the population lives within ½ mile of a park?

3. Park Pressure
   How much park land is available to residents in the area around each park?

4. Park Amenities
   What amenities are available in each park?

5. Park Condition
   Is the park in good, fair, or poor condition?
Parks Needs Framework

Park Metrics Review

- Analysis of Park Metrics in each Study Area gives detailed information about park need within each Study Area
Parks Needs Framework
Park Metrics Review

Metrics with a spatial component were used to map local park need within each Study Area:

- Acre Need (20%)
- Distance (20%)
- Population Density 60%
**Park Needs Framework**

- Park Needs Framework summarizes this analysis to determine a *countywide* park need level for each Study Area as a whole.
Park Needs Framework

Framework methodology reviewed by a focus group composed of members of:

- County Department of Planning
- County Department of Public Health
- Technical Advisory Committee
- Steering Committee
Park Needs Framework

% Population in High or Very High Local Need

Amenity Condition → No Park → Population Threshold → Countywide Need Level
The percent of the population in “Very High” and “High” local need was calculated in each Study Area.

Example Study Area: Unincorporated East Los Angeles Northwest

- 60% of the Study Area’s population live in Very High Need area (41,258 people)
- 34% of the Study Area’s population live in High Need areas (23,656 people)

94% of the population in High or Very High Need areas
Park Needs Framework

Each Study Area was assigned an Initial Need Category based on the percent of the population in “Very High” or “High” local need:

<table>
<thead>
<tr>
<th>Initial Need Category</th>
<th>% pop. in “High” or “Very High” need</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Low</td>
<td>0-1%</td>
</tr>
<tr>
<td>Low</td>
<td>1 – 23%</td>
</tr>
<tr>
<td>Moderate</td>
<td>23 – 50%</td>
</tr>
<tr>
<td>High</td>
<td>50 – 75%</td>
</tr>
<tr>
<td>Very High</td>
<td>75 – 100%</td>
</tr>
</tbody>
</table>

94% of the population in High or Very High Need areas

Unincorporated East Los Angeles Northwest
### Park Needs Framework

- **Amenity Condition**

  - If 50% or more of the amenities in a Study Area are in “Poor” condition, the Study Area was moved up one need level.

  - 12 Study Areas moved.

<table>
<thead>
<tr>
<th>Park Name</th>
<th>General Infrastructure</th>
<th>Open Lawn-Turf Area</th>
<th>Fitness Zones</th>
<th>Multi-purpose Fields</th>
<th>Tennis Courts</th>
<th>Basketball Courts</th>
<th>Baseball Fields</th>
<th>Soccer Fields</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belvedere Community Regional Park</td>
<td>Good</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Fair</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>Poor</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>City Terrace Park</td>
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<td>1</td>
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<td>1</td>
<td>1</td>
<td>8</td>
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<td>Fair</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
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<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Poor</td>
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<td>1</td>
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<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Eugene A. Obregon Park</td>
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<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td></td>
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<td>1</td>
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<td>1</td>
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<td>1</td>
<td>1</td>
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<td>0</td>
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<tr>
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<tr>
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</tr>
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<td>0</td>
<td>0</td>
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</tr>
<tr>
<td><strong>Totals</strong></td>
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<td><strong>1</strong></td>
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<td><strong>17</strong></td>
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<tr>
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<td><strong>Fair</strong></td>
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<td><strong>1</strong></td>
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<td><strong>1</strong></td>
<td><strong>47</strong></td>
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<tr>
<td></td>
<td><strong>Poor</strong></td>
<td><strong>0</strong></td>
<td><strong>0</strong></td>
<td><strong>0</strong></td>
<td><strong>0</strong></td>
<td><strong>0</strong></td>
<td><strong>0</strong></td>
<td><strong>0</strong></td>
<td><strong>6</strong></td>
</tr>
</tbody>
</table>

In Unincorporated East Los Angeles Northwest, 8.5% of amenities are in “Poor” condition. This Study Area was not moved up a need level.

Data from Unincorporated East Los Angeles Northwest.
Park Needs Framework

- If there are no parks in a Study Area, the Study Area was moved up one need level
- 8 Study Areas moved

Unincorporated East Los Angeles Northwest has 5 parks.

This Study Area was not moved up a need level
Unincorporated East Los Angeles Northwest’s population is 68,998.

This Study Area was not moved up a need level.
**Park Needs Framework**

- Final Countywide Need Level determined for each Study Area

Unincorporated East Los Angeles Northwest’s Countywide Need Level is “Very High”
**Park Needs Framework**

Additional Example: Unincorporated Willowbrook

- 16% of population in Very High Need areas
- 24% of population in High Need areas
- \[ \text{40% of the population in High or Very High Need areas} \]

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### Park Needs Framework

**Additional Example: Unincorporated Willowbrook**

- **Amenity Condition:**
  - 40% Population in High or Very High Local Need – Initial Need Category is “Moderate”
- **Population Threshold:**
  - 58% of amenities in “Poor” condition. Study Area moves up one need level, from “Moderate” to “High”
- **No Park:**
  - Study Area has 9 parks. No change to need category.
- **Countywide Need Level is “High”**
  - Study Area population is 40,460. No change to need category.
Park Needs Framework

- Very High and High need is found throughout the county
Steering Committee Meeting #6

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Final Report

Will be presented at May 3 Board of Supervisors Meeting and available to the public online

Contents

- Executive Summary
- Introduction
- Existing Assets & Conditions
- Park Need Framework
- Appendix
- Addendum
Final Report

Introduction

- Purpose of the Needs Assessment
- Who Was Involved
- Process
Final Report

Existing Assets & Conditions

- Inventory Summary
- Park Metrics Summary
- Community Profile Summary
- Prioritized Projects Summary
- Cost Estimate Summary
Final Report

Park Need Framework

- Purpose
- Methodology
- Analysis
- Application
Final Report

Appendix

- Data by Study Area
  - Park Metrics
  - 10 prioritized projects with cost estimates
Steering Committee Meeting #6

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Next Steps

- May 3, 2016
  - Steering Committee Appreciation Breakfast at 7:30am
  - Final Presentation to Board of Supervisors begins at 9:00am
we all need
PARKS
for healthy, thriving and engaged communities

Steering Committee Meeting #6
March 24, 2016