

What do Cays residents want in Cays Park?

KEY FINDINGS from the 2021 & 2023 Surveys

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11/1/2023

Data-Driven Decisions — 4 points

1. Data analysis is the way smart people and smart organizations make smart decisions about complex topics in the modern world.
2. Given the size of Cays Park, and the complexity of the various options concerning it, statistically valid data analysis is the only good way to make smart decisions for the related Cays Park Master Plan.

Data-Driven Decisions — 4 points

3. Cays Park was built to be a primarily “Passive Recreation” park for Cays residents. Today it is an almost entirely “Active Recreation” Park for public court sports and especially the private Coronado Futbol Club.

This shift from predominantly Passive Recreation to predominantly Active Recreation in Cays Park occurred during Blair King’s tenure as City Manager.

Data-Driven Decisions — 4 points

4. What does the data say Cays residents want the park to be in the future?

This presentation (a) summarizes the key findings from the 2023 Cays Park Options Survey, (b) shows the data implementation graphically, and (c) concludes with supporting data from the other surveys conducted between 2019 and 2023.

Complete survey data is available at cayspark.weebly.com.

2023 Cays Park Options Survey

2023 Cays Park Options Survey


- This survey focused on the 4 conceptual options provided by the Schmidt Design Group and is the only statistically valid representation of the opinions of Cays residents toward those 4 Options and the related details.
- **Over half of Cays residents favored the 25% Option, and they favored it by a margin of over 3 to 1.**
- Said another way, if any other option besides 25% is chosen, for every 1 Cays resident who is happy, between 3 and 5 Cays residents will be unhappy.

2023 Cays Park Options Survey

- Without question, the data shows that the 25% option is by far the best choice and the only choice that will be acceptable to the majority of Cays residents.
- Remarkably, 43% of Cays residents want private club soccer eliminated from the park altogether. These residents only chose the 25% option because no lesser choice was offered by the city.
- 68% of Cays residents support the Master Plan process and feel that Cays Park can be improved. The “no change” idea vocalized by some residents is not widely supported.


2023 Cays Park Options Survey

- While the 25% Option is the only choice acceptable to the majority of Cays residents, they only support it with major changes to the layout and details as shown herein...

An aerial rendering of a park development project. The park features a large green field, a central pond with a wooden structure, a blue play area, and several tennis courts. It is surrounded by residential areas with red-tiled roofs and a multi-lane road. A railway track runs along the top edge of the park. The scene is set against a backdrop of a sandy, rocky area.

This is the 25% Option—the only option that will be acceptable to the majority of Cays residents, although only with significant revision.

25% PLAN REVISIONS

An aerial rendering of a park development. The park features a large green lawn area, a paved path, and a building. A callout box with a red border and a white background points to a specific area of the park. The surrounding area includes a road, a parking lot, and residential buildings. In the background, there is a large body of water and a beach.


This dog park is 2.5 acres. Cays residents do not want the dog park enlarged. Even most dog owners do not want the dog park enlarged.

25% PLAN REVISIONS

Cays residents do not want the soccer field located here. They want it between the Fire Station and the existing tennis courts, in the current area of Fields 3 and 4. (2021 Cays Park Survey)



25% PLAN REVISIONS

An aerial rendering of a park development. The park features a large green lawn on the left, a central water feature with a small bridge, a blue playground with slides, and several tennis courts on the right. The park is bordered by a road on the left and a residential neighborhood on the bottom right. A red arrow points from the text box to the water feature.

This water feature does not have widespread support. Careful further study is required if it is going to be included.

25% PLAN REVISIONS

Cays residents have said clearly that the children's play area does not need to be this large. Also, they prefer "nature based play" for the "equipment."



25% PLAN REVISIONS

Cays residents have said that the parking capacity of the park should not be expanded.



25% PLAN REVISIONS

Cays residents do not want
the number of pickleball
and/or tennis courts
increased.



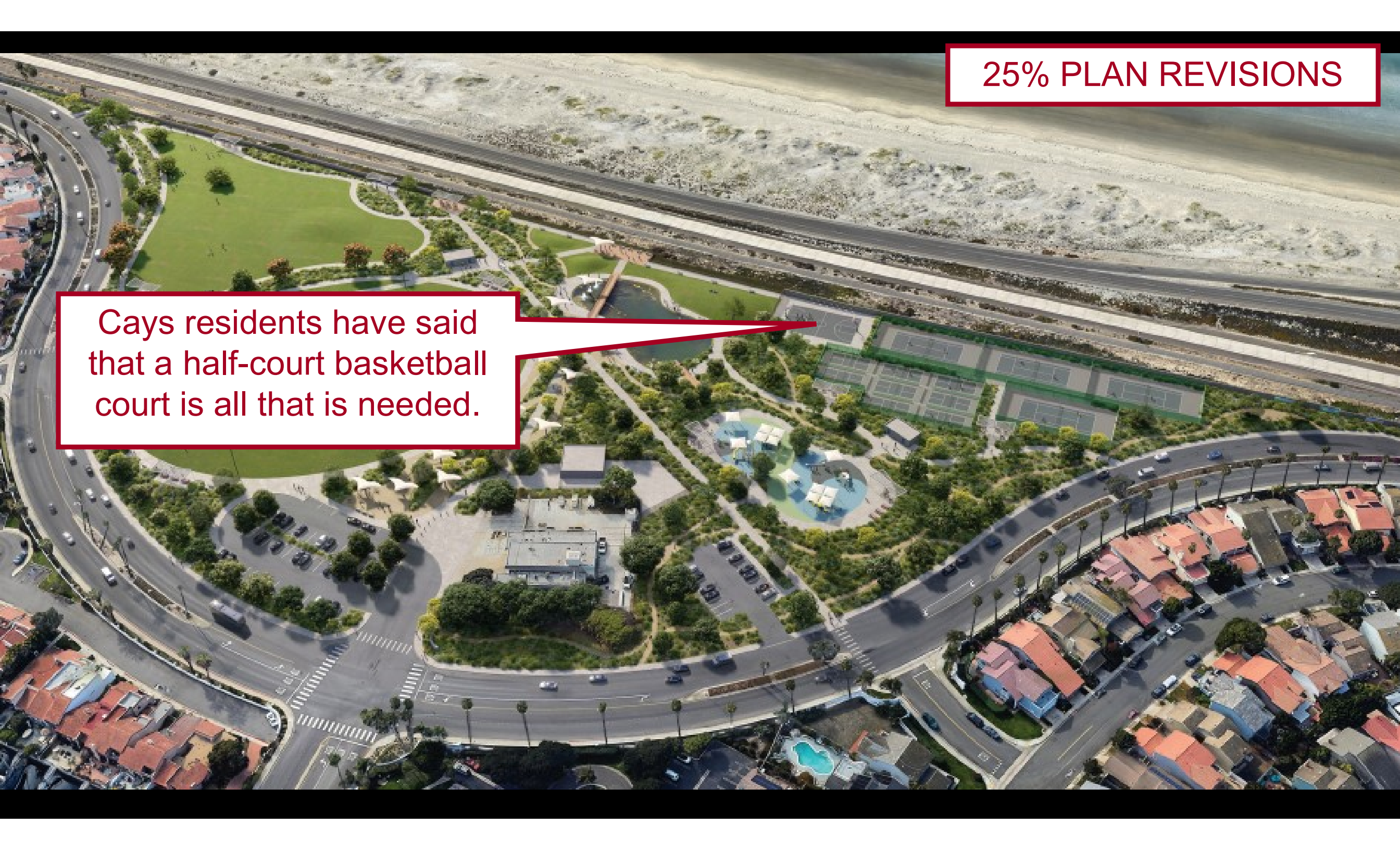
25% PLAN REVISIONS

Cays residents with ocean views are concerned that the fences around the pickleball and tennis courts will block their views in this location.




25% PLAN REVISIONS

Cays residents have said that a half-court basketball court is all that is needed.



25% PLAN REVISIONS

An aerial rendering of a park development. The park features a large green field on the left, a paved path network, a fire station, a maintenance building, tennis courts, and a soccer field. A yellow semi-transparent overlay highlights a specific area in the southern half of the park, indicating a 25% plan revision. The revision area is irregularly shaped and wedged between the fire station, maintenance building, tennis courts, and soccer field. The surrounding area includes a road with traffic, a residential neighborhood, and a beach with a rocky shore.

Cays residents want the Passive Recreation area of the park consolidated in the southern half of the park, not shaped irregularly and wedged between the Fire Station, maintenance building, tennis courts and soccer field.

An aerial rendering of a park development. The park features a large green field on the left, a central pond with a wooden structure, and a blue play area with slides. To the right, there are tennis courts and a fire station. The park is surrounded by a road on the left and a residential neighborhood on the right. A large body of water is visible in the background.

25% PLAN REVISIONS

Cays residents want lots of walking paths through a large “natural looking” Passive Recreation area, not restricted to “around and between” a large soccer field, tennis courts and the Fire Station.

COMPROMISE SOLUTION

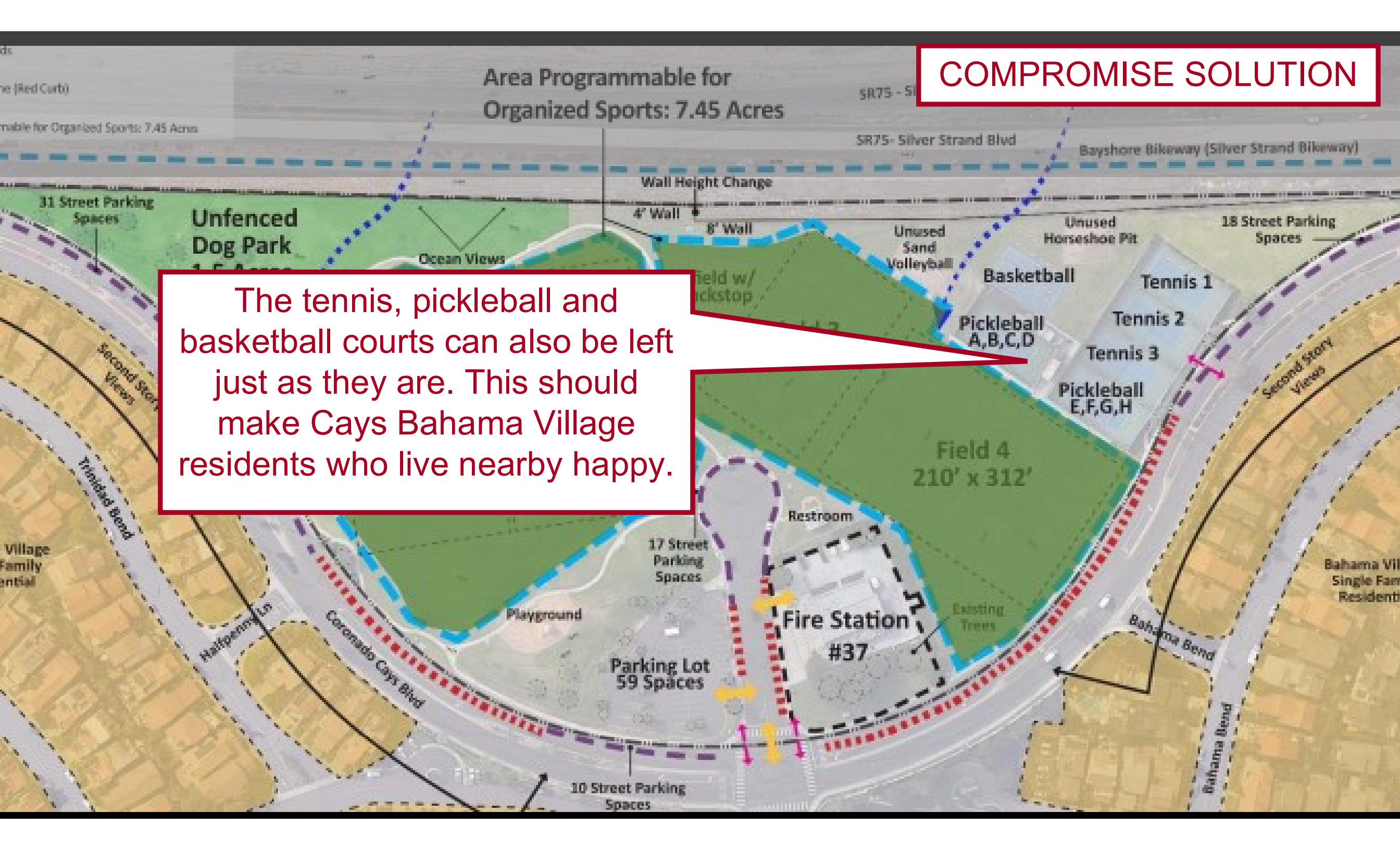
Although it is far more soccer than Cays residents want, one possible “compromise solution” is to remove the baseball backstop and dedicate Fields 3 and 4 just for the Coronado Futbol Club. This provides a large area just for soccer and involves a minimal change to the park.



COMPROMISE SOLUTION

Area Programmable for Organized Sports: 7.45 Acres

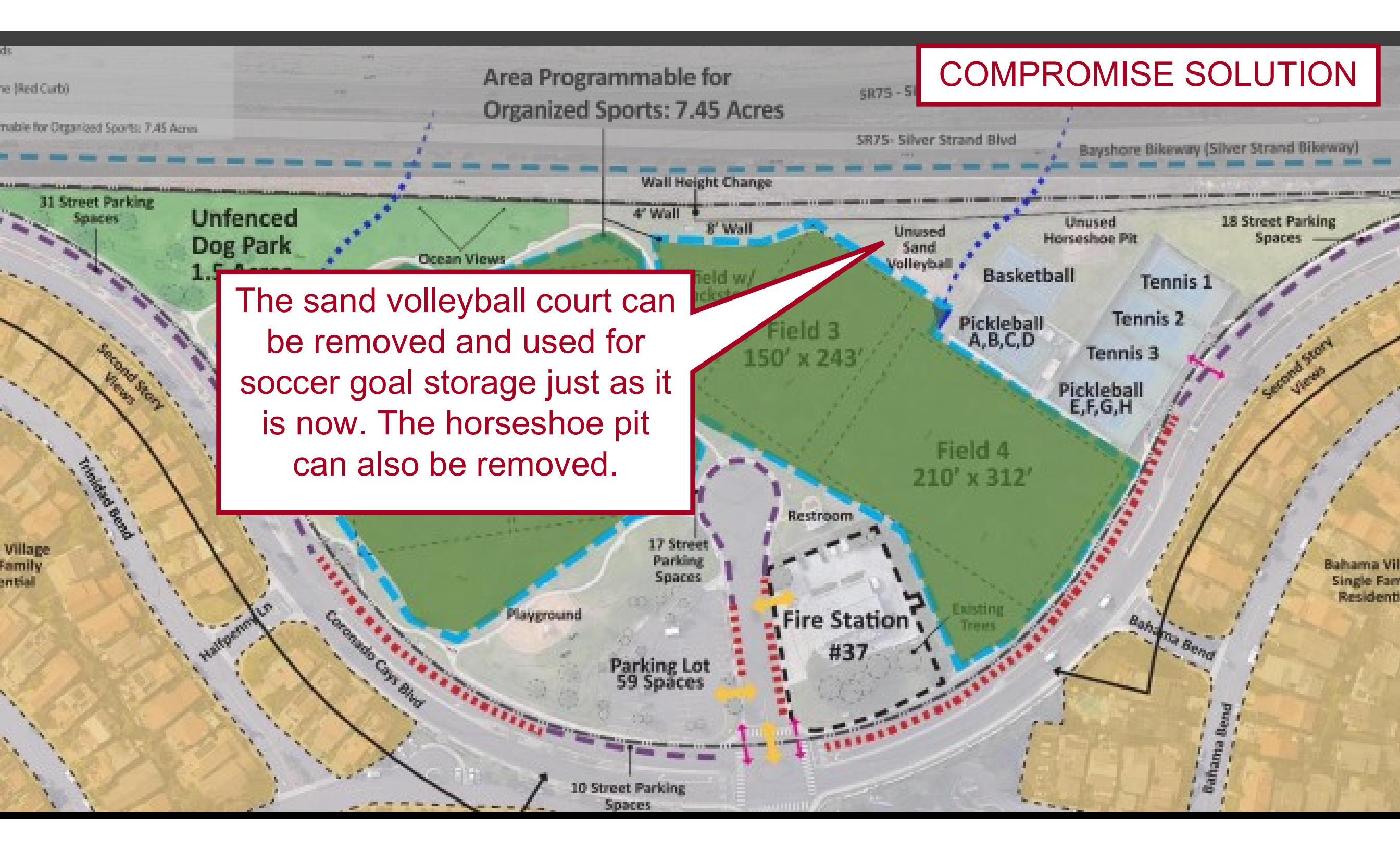
The tennis, pickleball and basketball courts can also be left just as they are. This should make Cays Bahama Village residents who live nearby happy.



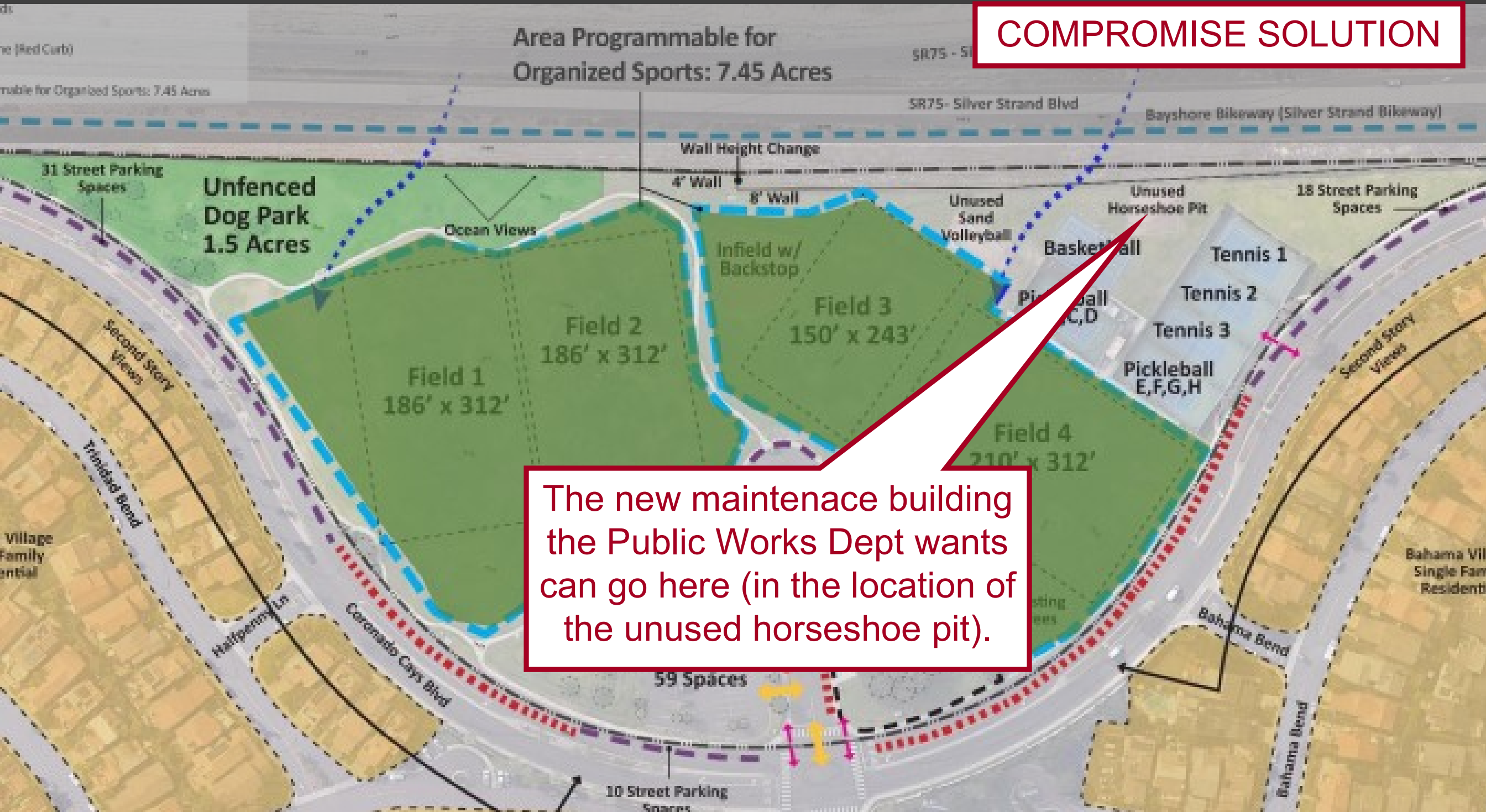
COMPROMISE SOLUTION

Area Programmable for Organized Sports: 7.45 Acres

The sand volleyball court can be removed and used for soccer goal storage just as it is now. The horseshoe pit can also be removed.

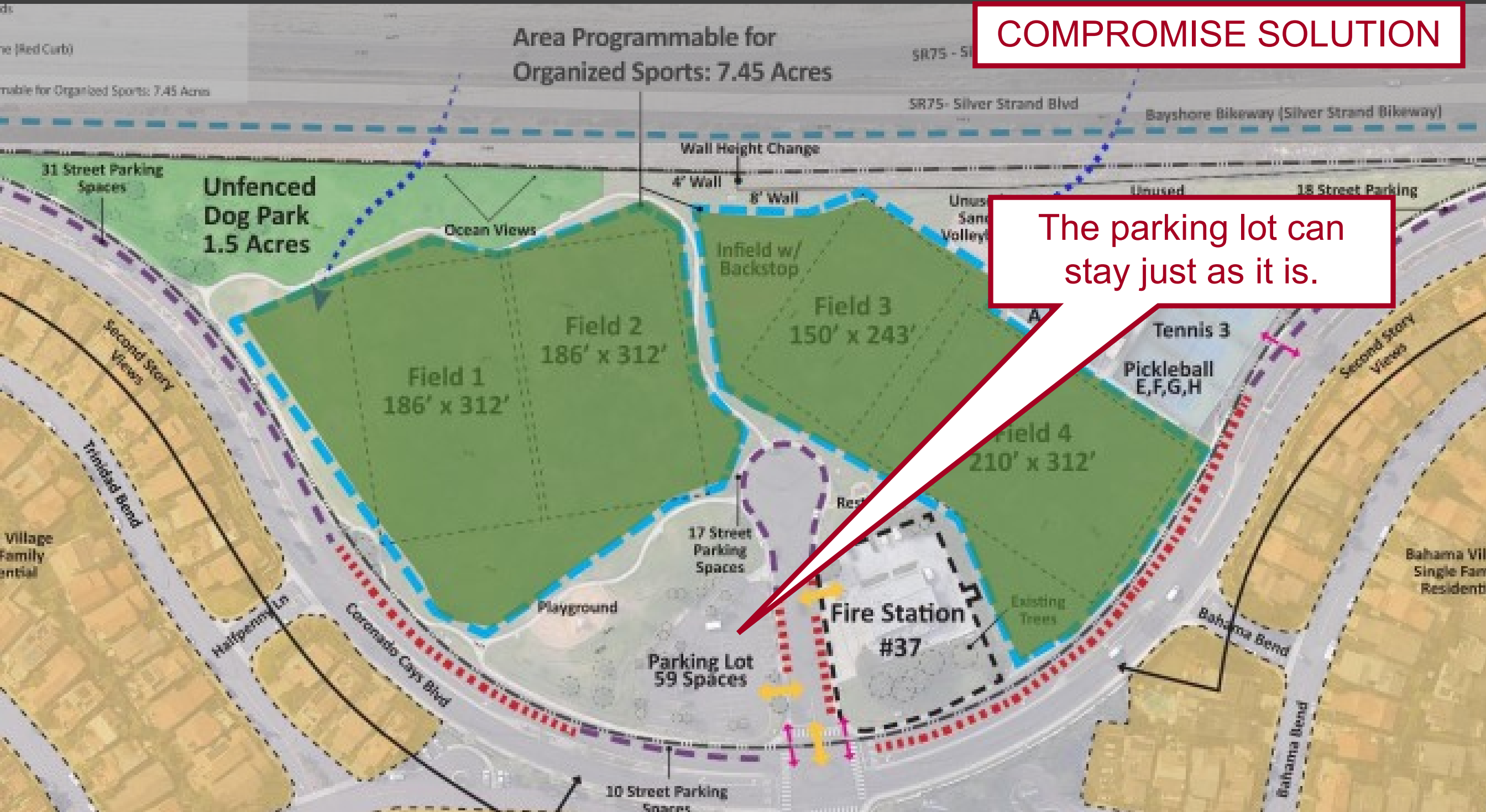


COMPROMISE SOLUTION



The new maintenance building the Public Works Dept wants can go here (in the location of the unused horseshoe pit).

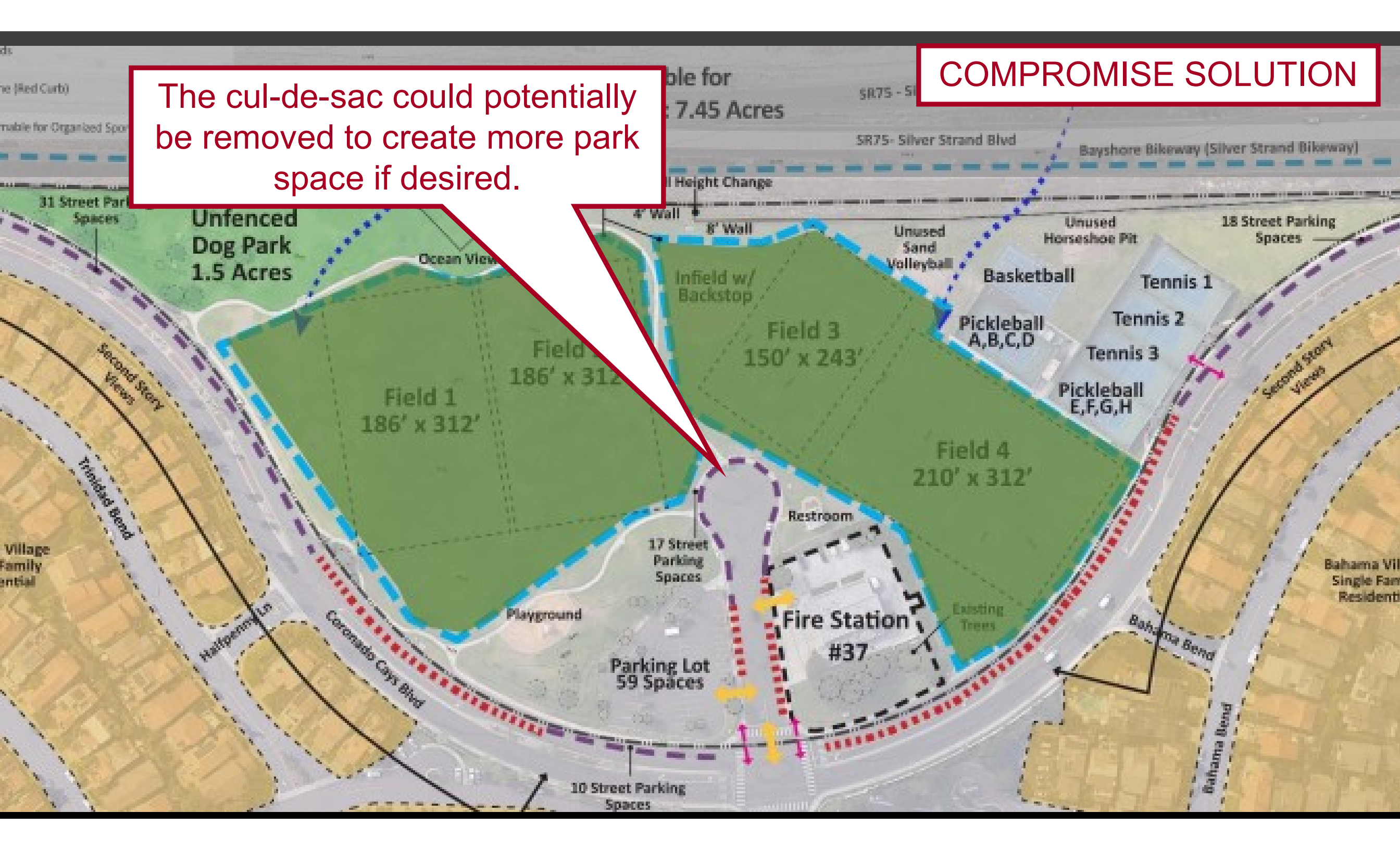
COMPROMISE SOLUTION



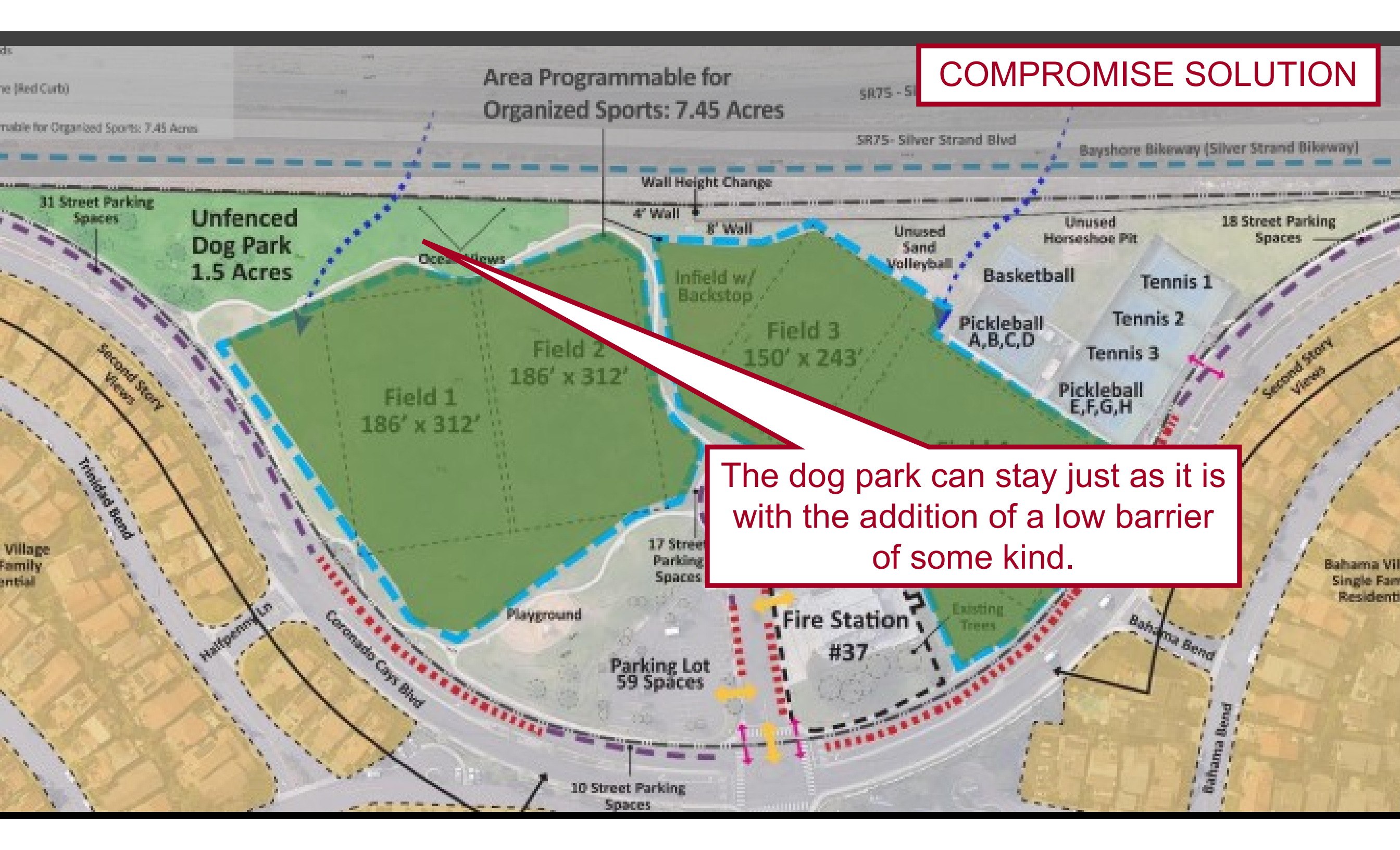
The parking lot can stay just as it is.

COMPROMISE SOLUTION

The cul-de-sac could potentially be removed to create more park space if desired.

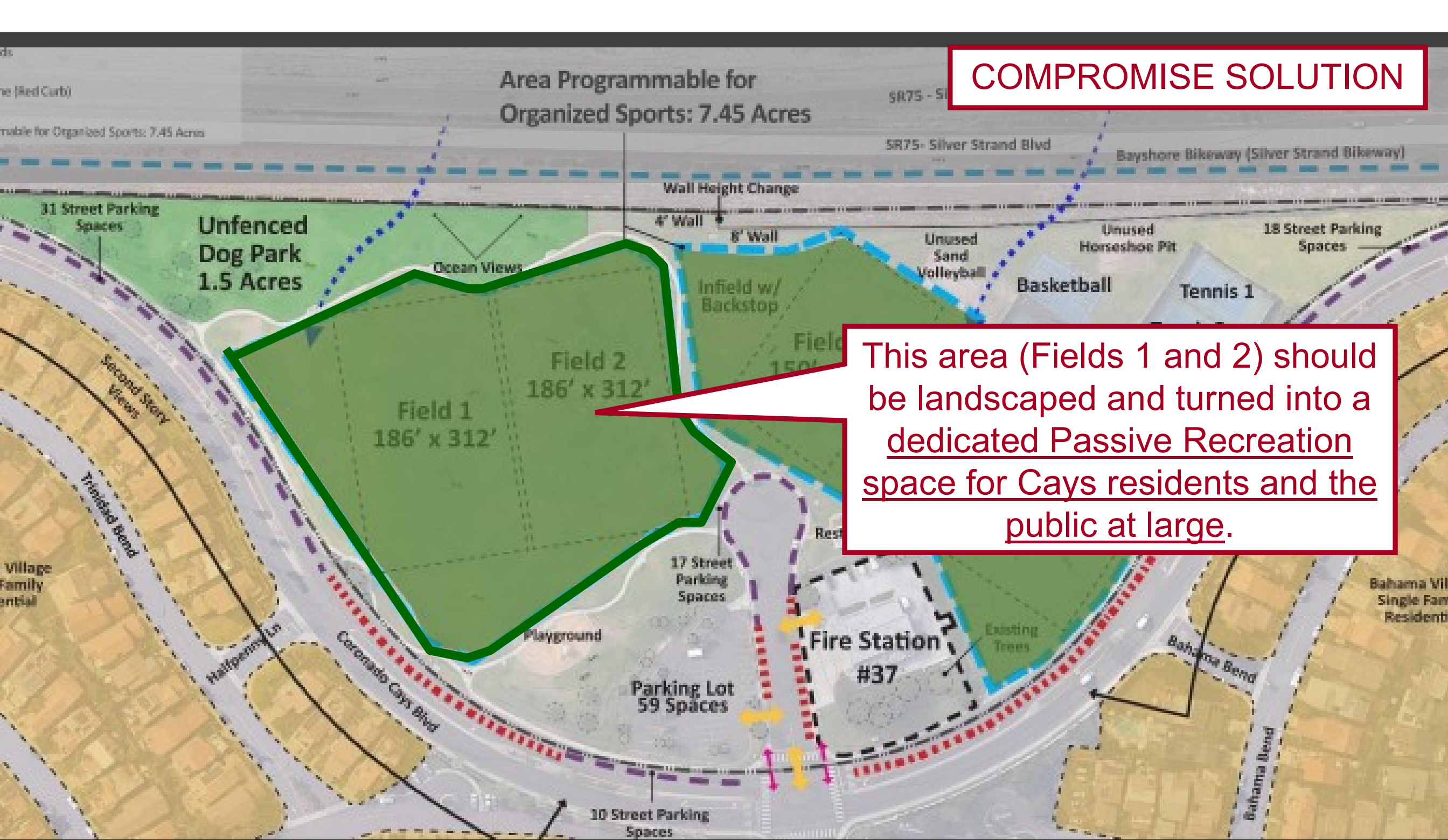


COMPROMISE SOLUTION



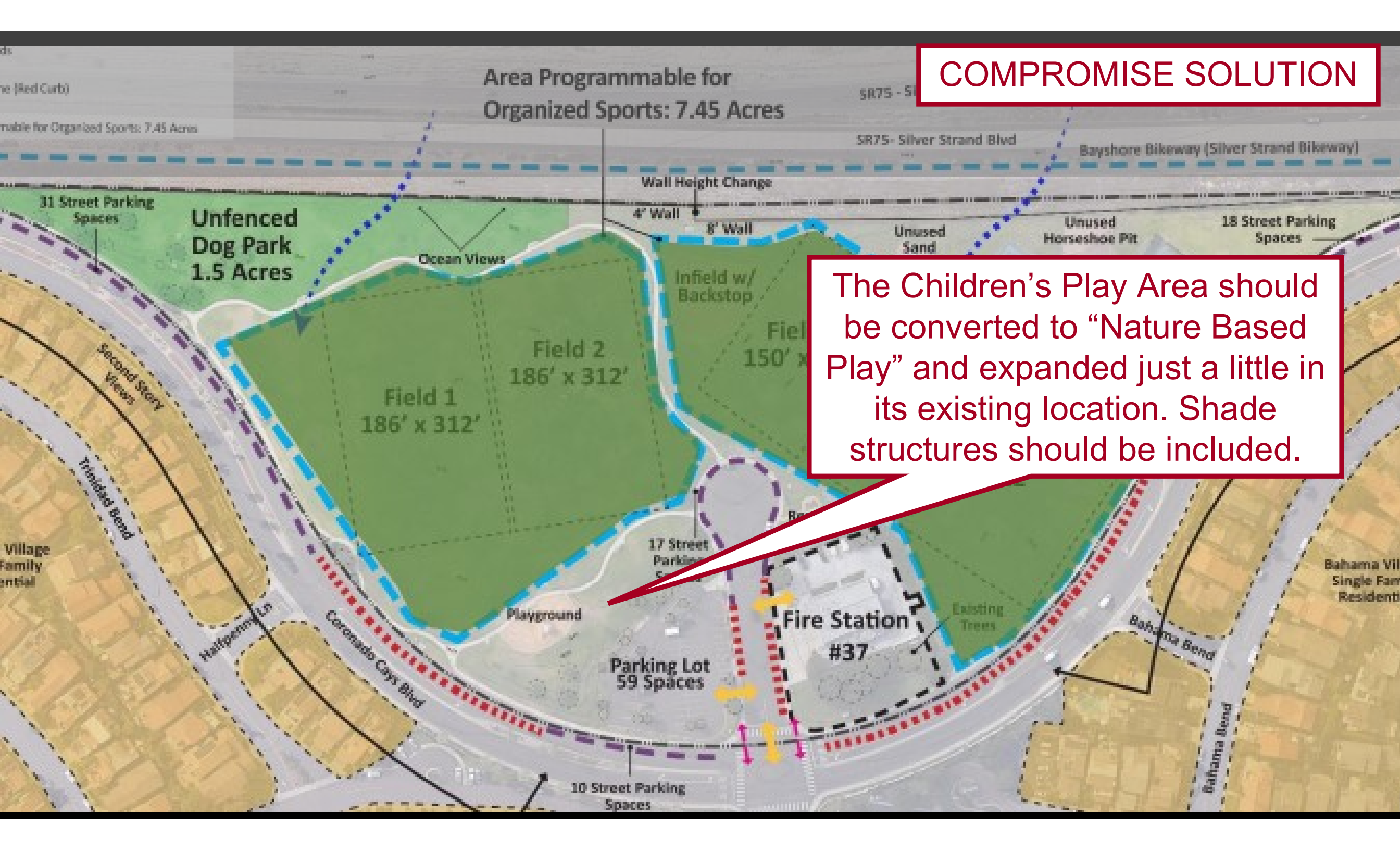
The dog park can stay just as it is with the addition of a low barrier of some kind.

COMPROMISE SOLUTION



This area (Fields 1 and 2) should be landscaped and turned into a dedicated Passive Recreation space for Cays residents and the public at large.

COMPROMISE SOLUTION



Area Programmable for Organized Sports: 7.45 Acres

Unfenced Dog Park
1.5 Acres

31 Street Parking Spaces

Ocean Views

Wall Height Change

4' Wall

8' Wall

SR75 - Silver Strand Blvd

Bayshore Bikeway (Silver Strand Bikeway)

Unused Sand

Unused Horseshoe Pit

18 Street Parking Spaces

Field 2

186' x 312'

Field 1

186' x 312'

17 Street Parking Spaces

Playground

Parking Lot
59 Spaces

Fire Station
#37

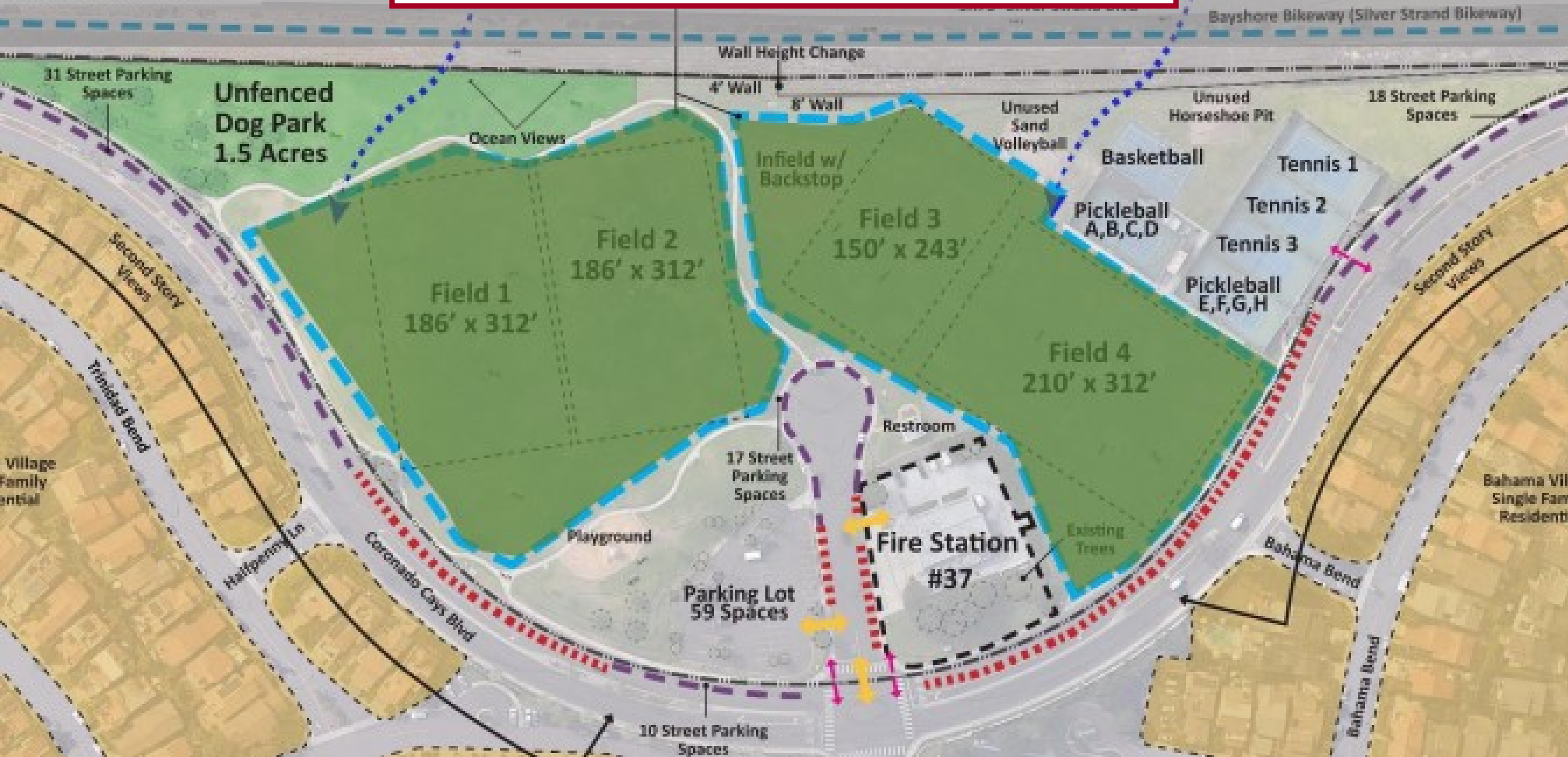
Existing Trees

10 Street Parking Spaces

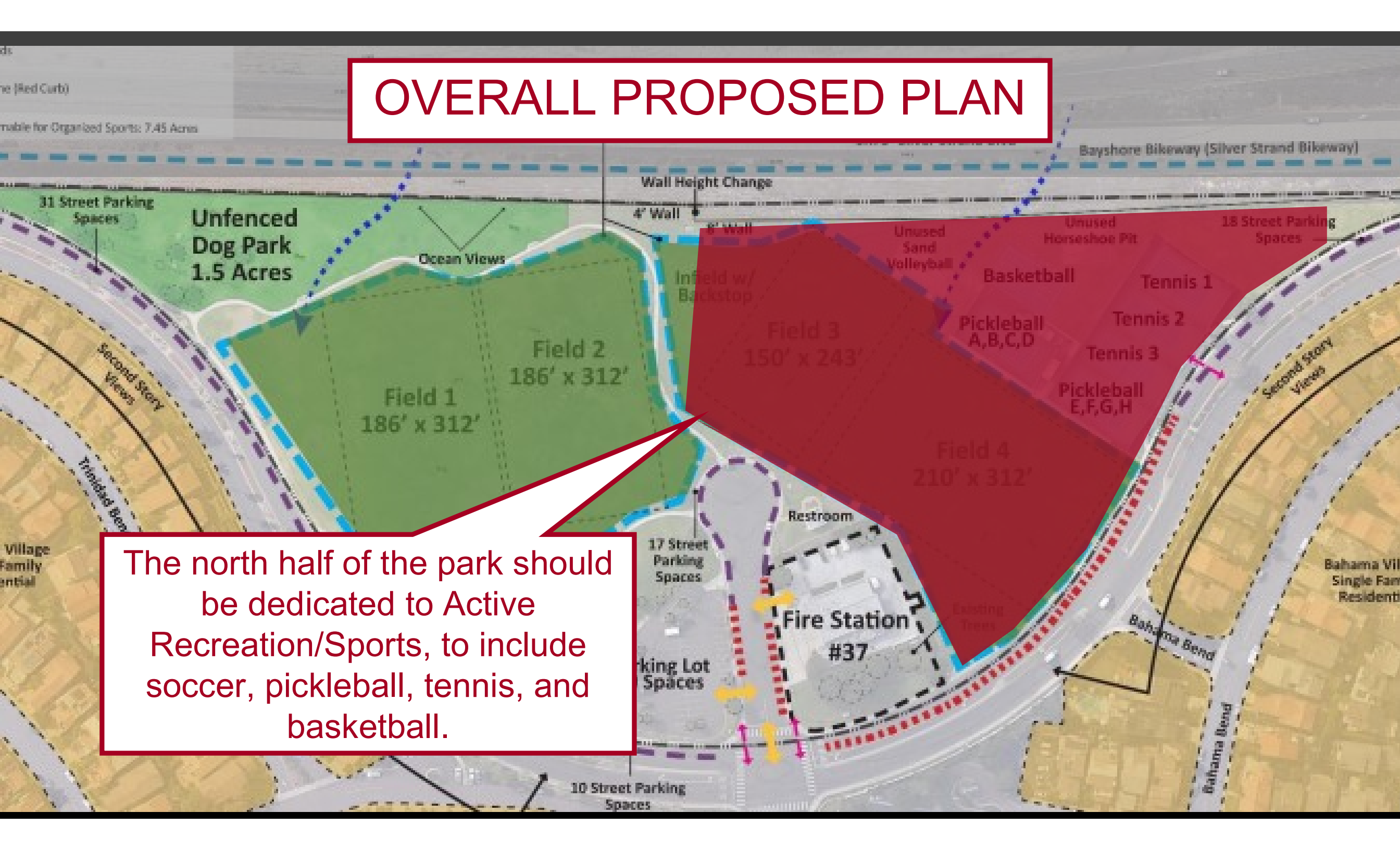
The Children's Play Area should be converted to "Nature Based Play" and expanded just a little in its existing location. Shade structures should be included.

OVERALL PROPOSED PLAN

Available for Organized Sports: 7.45 Acres



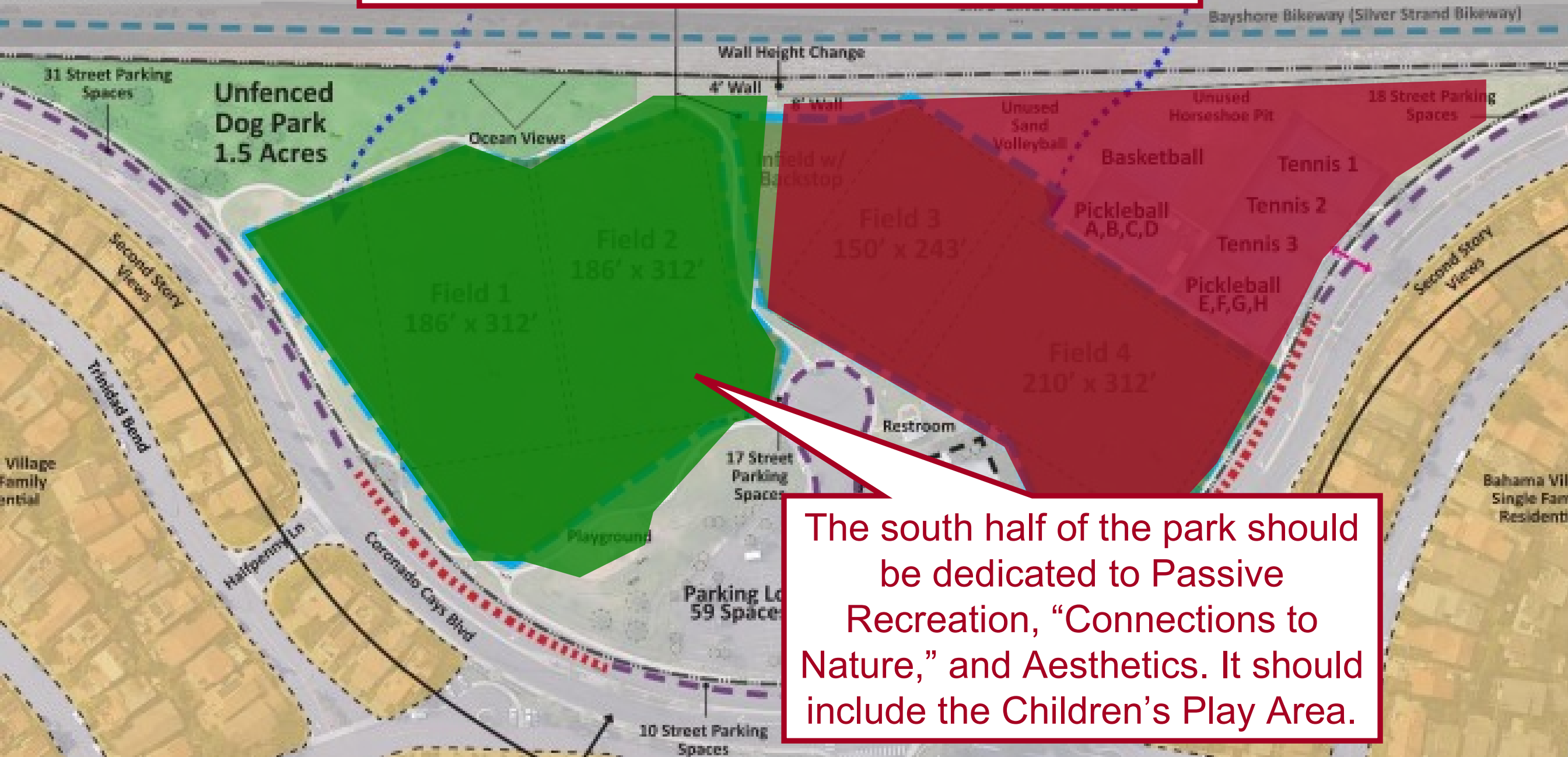
OVERALL PROPOSED PLAN



The north half of the park should be dedicated to Active Recreation/Sports, to include soccer, pickleball, tennis, and basketball.

PROPOSED PLAN OVERVIEW

Available for Organized Sports: 7.45 Acres



The south half of the park should be dedicated to Passive Recreation, "Connections to Nature," and Aesthetics. It should include the Children's Play Area.

PROPOSED PLAN OVERVIEW

Available for Organized Sports: 7.45 Acres



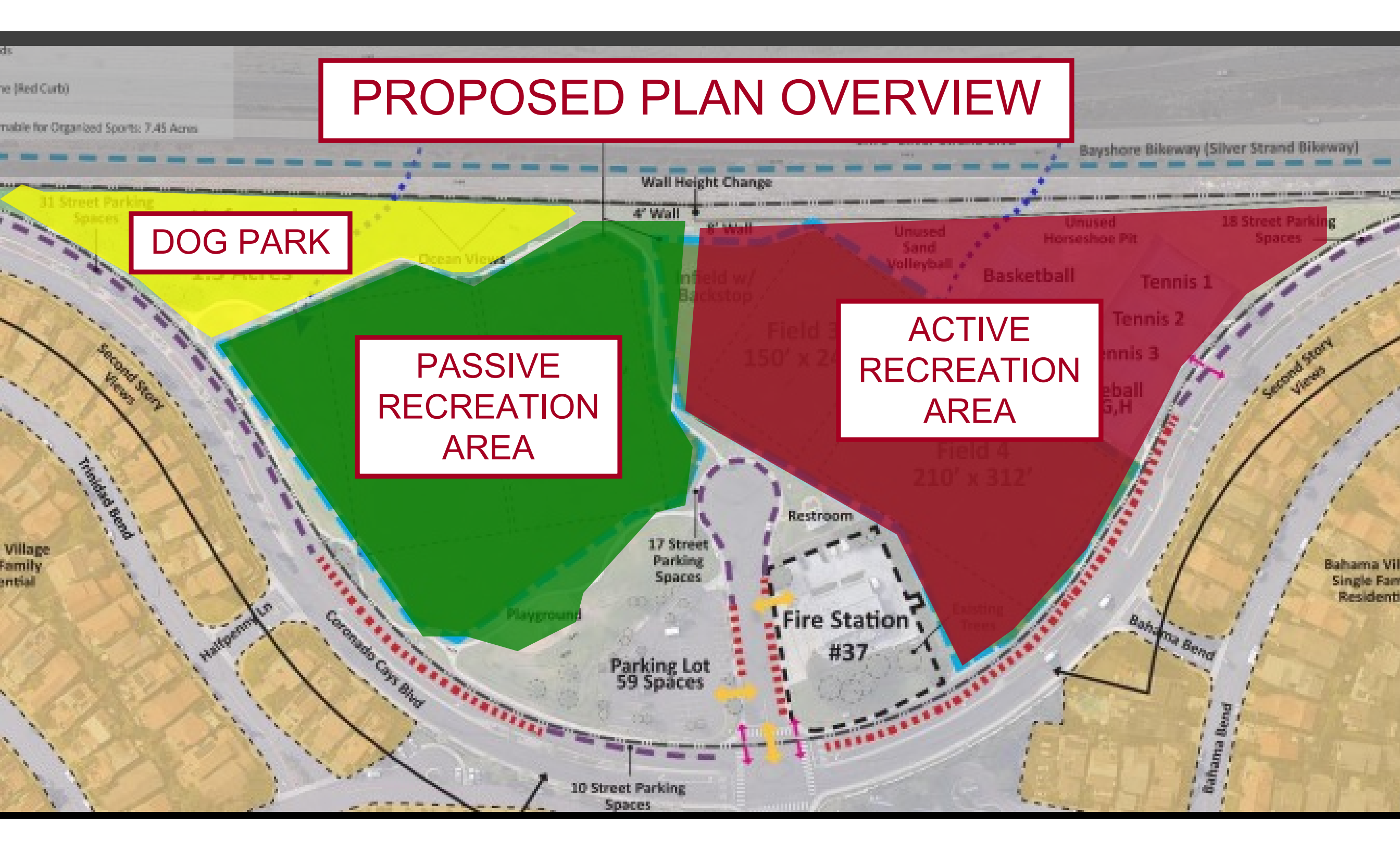
The dog park should be left just as it is with the addition of a low barrier of some kind.

PROPOSED PLAN OVERVIEW

DOG PARK

PASSIVE RECREATION AREA

ACTIVE RECREATION AREA



Supporting Data from other surveys

3 Other Cays Park Surveys

1. 2019 Cays Park Survey
 2. 2021 Cays Park Survey
 3. 2023 True North Cays Park Survey
- With the exception of the 2019 Survey all other surveys met standard industry requirements for “statistical significance” with acceptable margins of error and thus very likely represented the views of the “target population” with a high degree of confidence.

2019 Cays Park Survey

2019 Cays Park Survey

- The 2019 survey was poorly conducted by a contractor who was subsequently fired by the city.
- It yielded no significant conclusions that were not better defined by later surveys.
- Consequently for practical purposes it may be disregarded.

2021 Cays Park Survey

2021 Cays Park Survey

- When asked what the basic function of Cays Park should be, Cays residents established these priorities in this order:
 1. Connections to Nature / Aesthetics
 2. Passive Recreation
 3. Amenities
 4. Active Recreation

2021 Cays Park Survey

- When asked how the space in Cays Park should be allocated, Cays residents said less than 50% of park space should be allocated to Active Recreation (sports) and more than 50% of park space should be allocated to Passive Recreation (for general park use, like Spreckels Park).

2021 Cays Park Survey

- When given various options for the arrangement of park features, 53% of Cays residents preferred leaving the tennis courts where they are, leaving the space between the Fire Station and the tennis courts for soccer (Fields 3 and 4), and devoting the entire southern half of the park to Passive Recreation.
- 23% of Cays residents indicated a preference for leaving the tennis courts as they are and devoting the entire rest of the park to Passive Recreation (eliminating the soccer fields entirely).

2021 Cays Park Survey

- Cays residents want a beautiful “centerpiece” park that features ocean views, trees, drought resistant landscaping, and nice walking paths for day and evening use.
- They want to walk in the park, walk their dogs in the park, socialize with their neighbors, have picnics and participate in exercise groups.
- The off-leash area for dogs should be separated from the rest of the park by a low fence or barrier of some kind.
- The area allocated to the dog park should not be expanded.
- The park’s parking capacity should not be changed.

2021 Cays Park Survey

- A large portion of the park should be turned into “a beautiful, aesthetic centerpiece of the Cays community, much as Spreckels Park serves as a beautiful, aesthetic centerpiece in the Village.

2023 True North Cays Park Survey

2023 True North Survey

- Although billed as a “Cays Park Survey” only 12% of the respondents were Cays residents.
- 88% of the respondents were non-Cays residents, most of whom do not use Cays Park regularly and do not care much about it.
- Thus the True North Survey should only be considered as representing the views of Coronado residents as a whole. It cannot be considered as representing the views of Cays residents in any way.

2023 True North Survey

- From the perspective of Coronadans as a whole, the top 25% “amenities for inclusion in Cays Park” are:
 1. Shade trees
 2. Walking paths
 3. Bicycle amenities
 4. Children’s playground equipment
 5. Dog park
 6. View areas and place to watch the sunset

2023 True North Survey

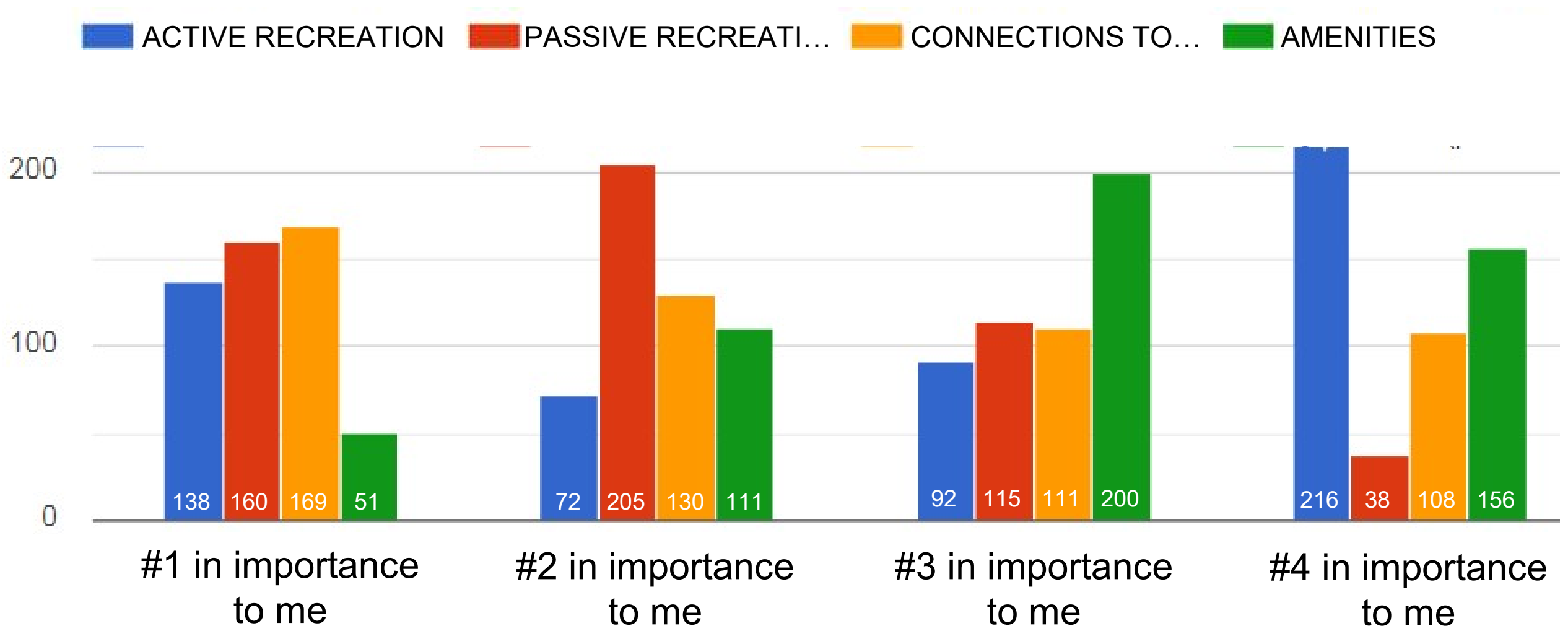
- Notably “multi-use sports fields” (soccer fields) did not make the top 25% of “amenities for inclusion in Cays Park” from the perspective of Coronadans as a whole, and yet soccer fields are the primary focus of all 4 Cays Park options.
- This fact indicates that the enormous amount of attention placed on accommodating the desires of the Coronado Futbol Club (soccer) relative to Cays Park is entirely misplaced.

Full survey data is available at
cayspark.weebly.com

Backup Slides

4. OVERALL PARK FUNCTION PLANNING: PLEASE RANK YOUR PRIORITIES

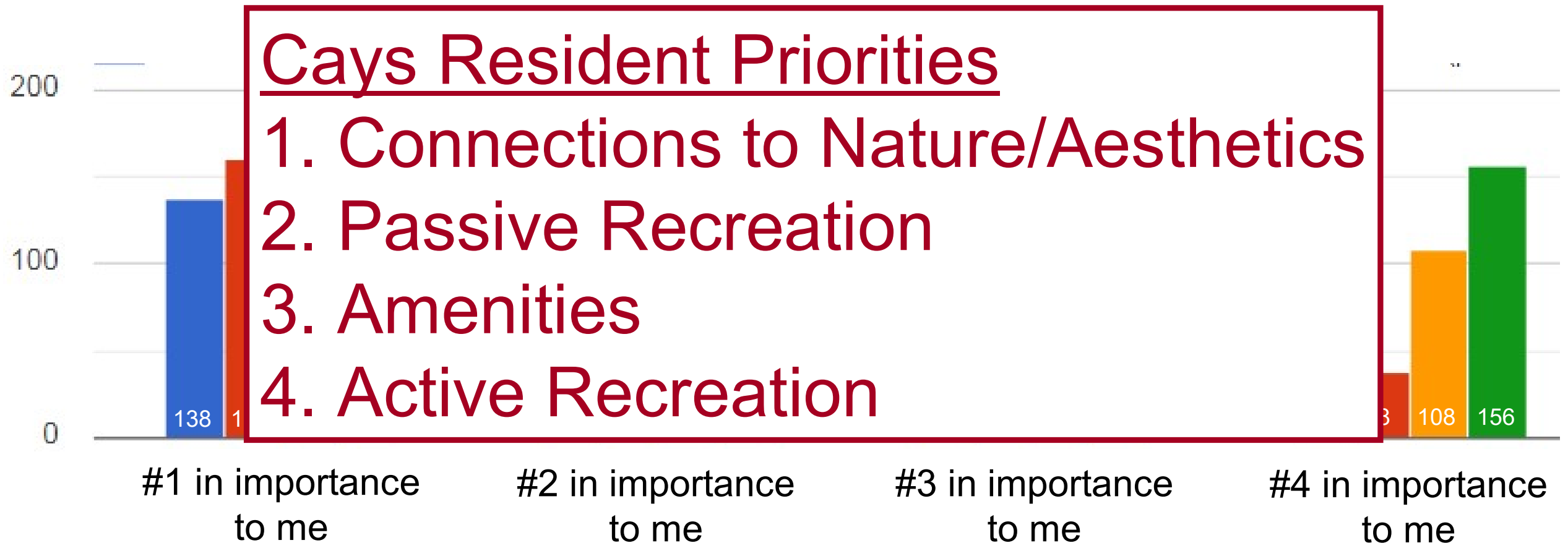
Refer to the presentation for representative pictures of Active Recreation, Passive Recreation, Connections to Nature/Aesthetics and Amenities



4. OVERALL PARK FUNCTION PLANNING: PLEASE RANK YOUR PRIORITIES

Refer to the presentation for representative pictures of Active Recreation, Passive Recreation, Connections to Nature/Aesthetics and Amenities

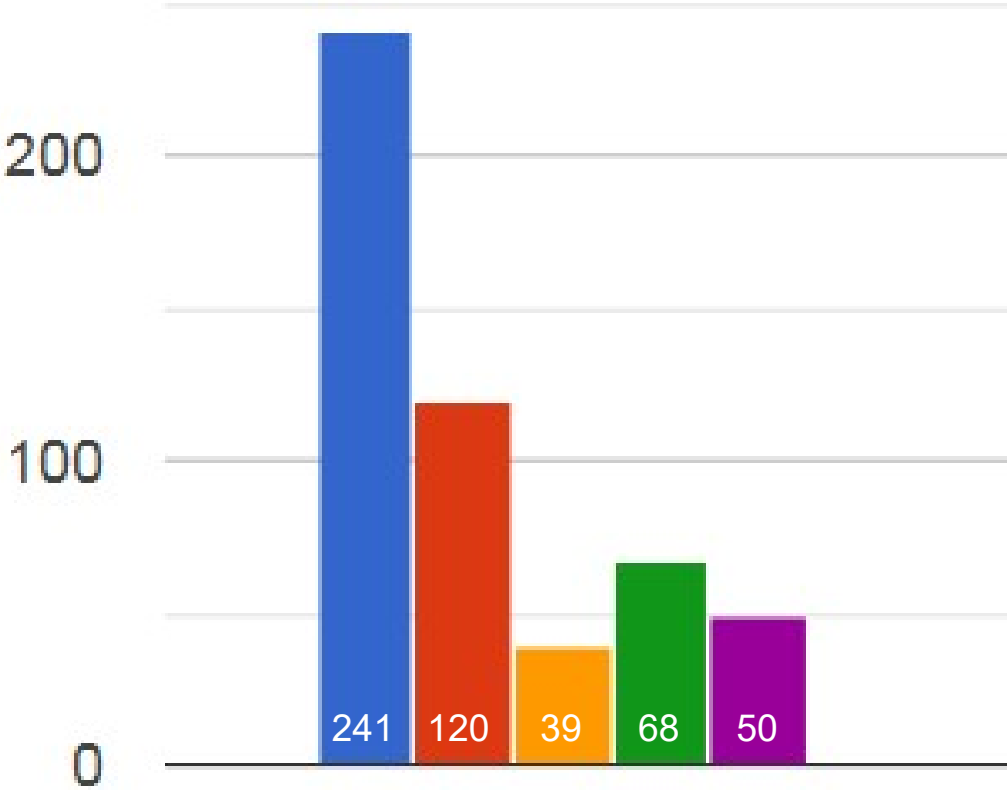
ACTIVE RECREATION PASSIVE RECREATI... CONNECTIONS TO... AMENITIES



6. PARK DESIGN CONCEPTS

Strongly Agree Agree No Opinion Disagree Strongly Disagree.

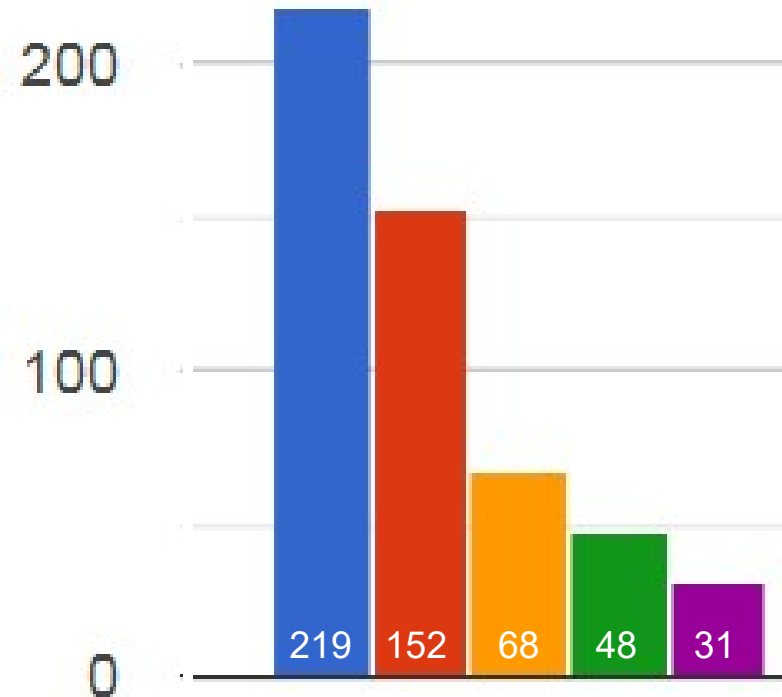
I like the idea of turning some large portion of Cays Park into a beautiful, aesthetic centerpiece of the Cays community, much as Spreckels Park serves as a beautiful, aesthetic centerpiece in the Village.



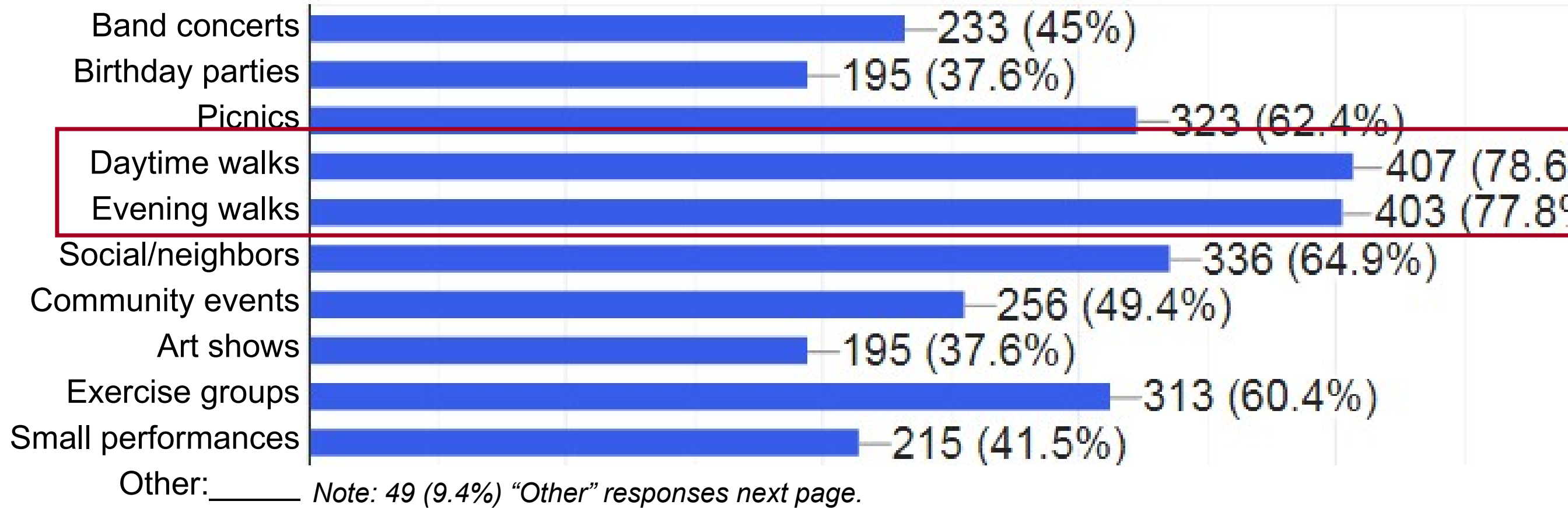
6. PARK DESIGN CONCEPTS

Strongly Agree Agree No Opinion Disagree Strongly Disagree.

Make it into a truly community park where residents can gather.



8. TYPES OF "PASSIVE" ACTIVITIES THAT YOU THINK THE PARK SHOULD BE DESIGNED TO ACCOMMODATE



2021 Survey Key Findings

1. 50% or more of the park space overall should be allocated to Passive Recreation and Connections to Nature / Aesthetics
2. Some large area of the park should be “a beautiful, aesthetic centerpiece of the Cays community, much as Spreckels Park serves as a beautiful, aesthetic centerpiece in the Village”
3. The park should feature ocean views, trees, drought resistant landscaping, and nice walking paths for both day and evening use

EXPLORE

CAYS PARK MASTER PLAN 4 ALTERNATIVES



OPTION 100



OPTION 75



OPTION 50



OPTION 25



OPTION 100



OPTION 75



OPTION 50

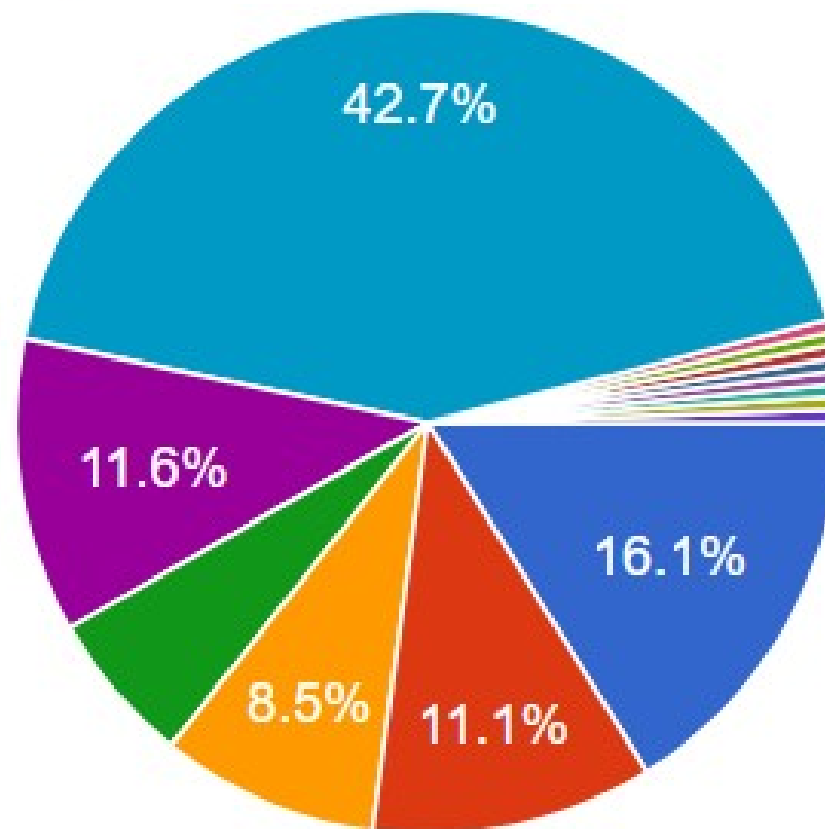


OPTION 25

Soccer fields dominate every design.

2. Without considering Tidelands, and without looking at any of the plans, but understanding that Cays Park is a public park, how much of the current open space in the park do you feel should be designed and set aside for the private soccer club ("Coronado Futbol Club") to use throughout the year according to their normal schedule: weekdays from 3-7pm and from 8am-5pm Saturday and Sunday. (Note: As of this writing they have indicated that 75% of the open space will enable them to support their goal of training 24 competitive teams from Coronado).

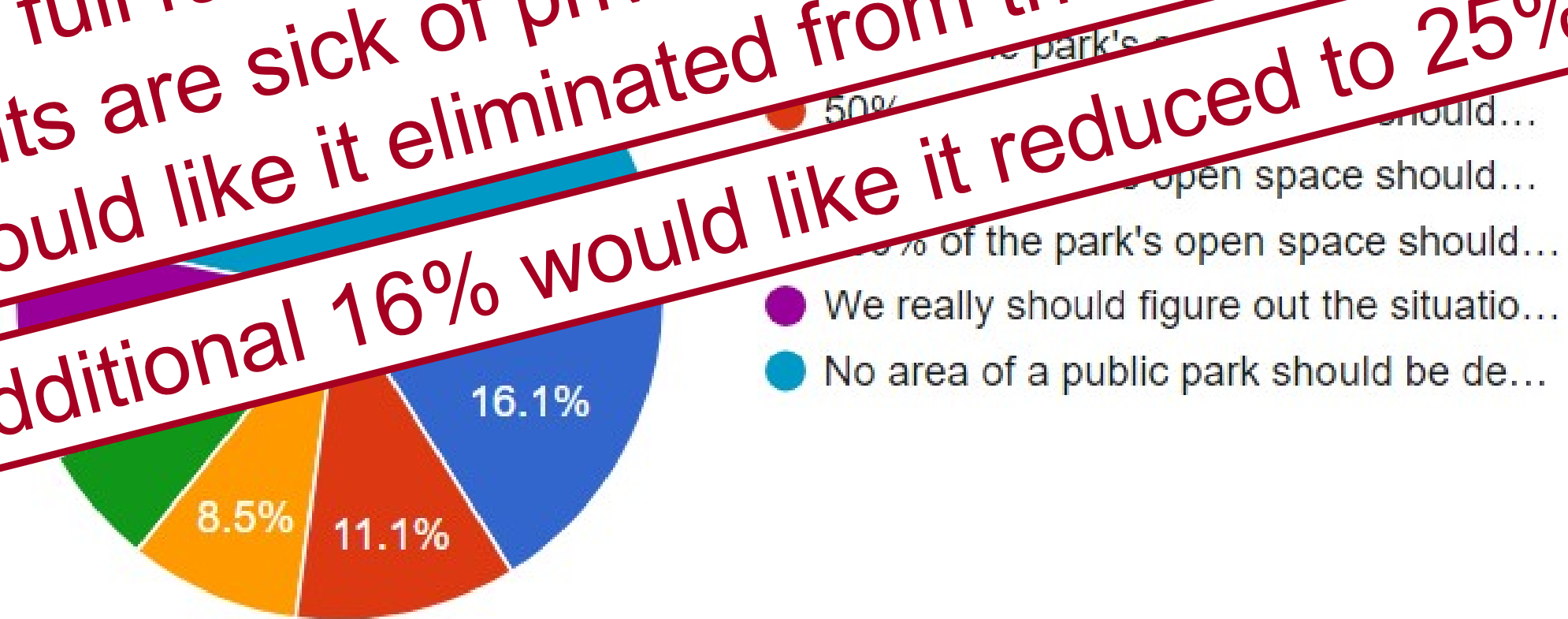
199 responses



- 25% of the park's open space should...
- 50% of the park's open space should...
- 75% of the park's open space should...
- 100% of the park's open space should...
- We really should figure out the situatio...
- No area of a public park should be de...
- We are invaded on weekends. Way to...
- There should not be any soccer on thi...

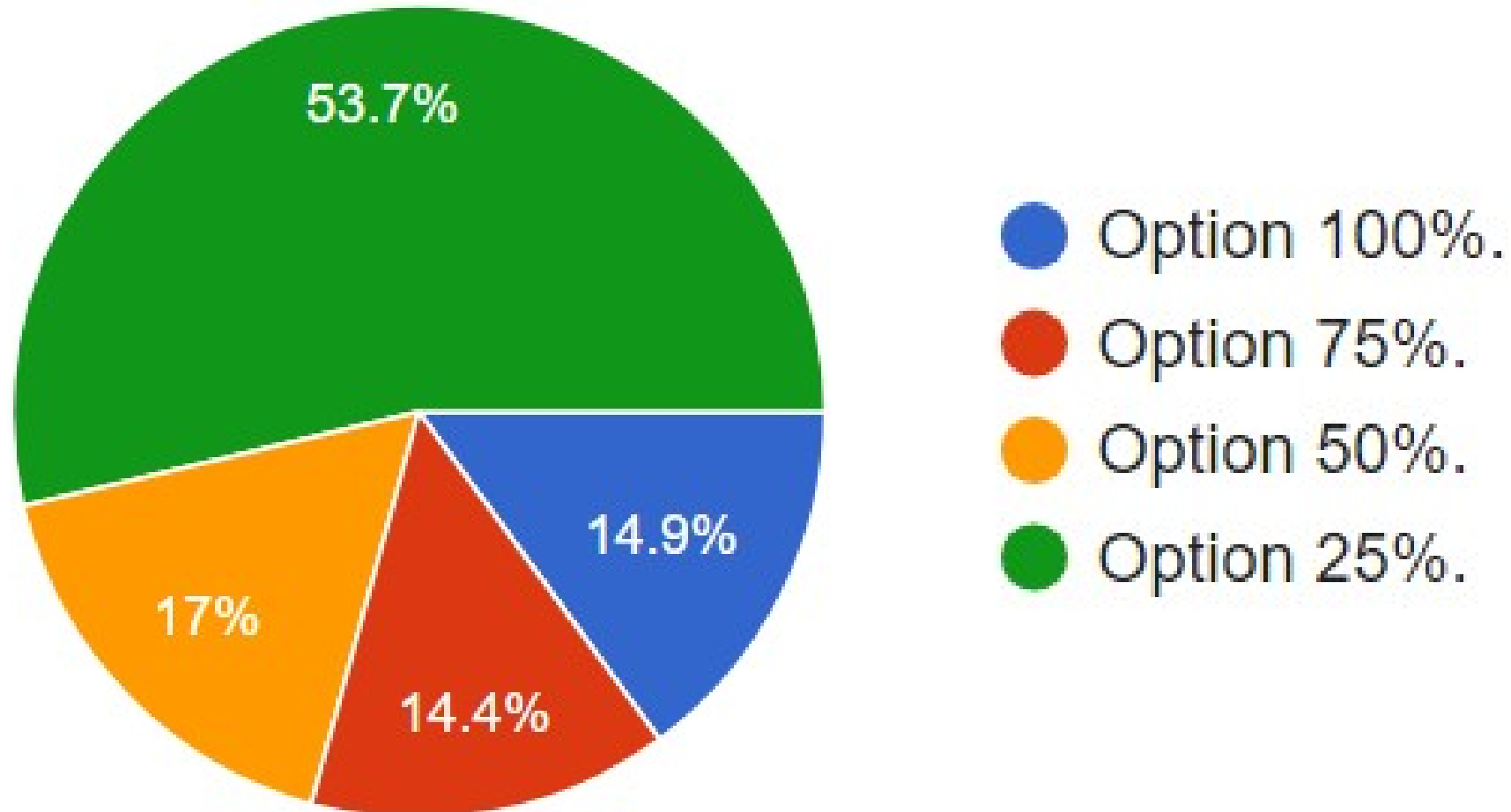
2. Without considering Tidelands, and without looking at any of the plans, but understanding that Cays Park is a public park, how much of the current open space in the park do you feel should be designed and set aside for the private use of the club ("Coronado Futbol Club") to use throughout the year according to the following schedule: weekdays from 3-7pm and from 8-10pm on weekends. As of the date of this writing they have indicated that they would like to use 50% of the park's open space to support their goal of having a soccer field.

Given a full range of options, 43% of Cays residents are sick of private soccer dominance and would like it eliminated from the park entirely. An additional 16% would like it reduced to 25%.



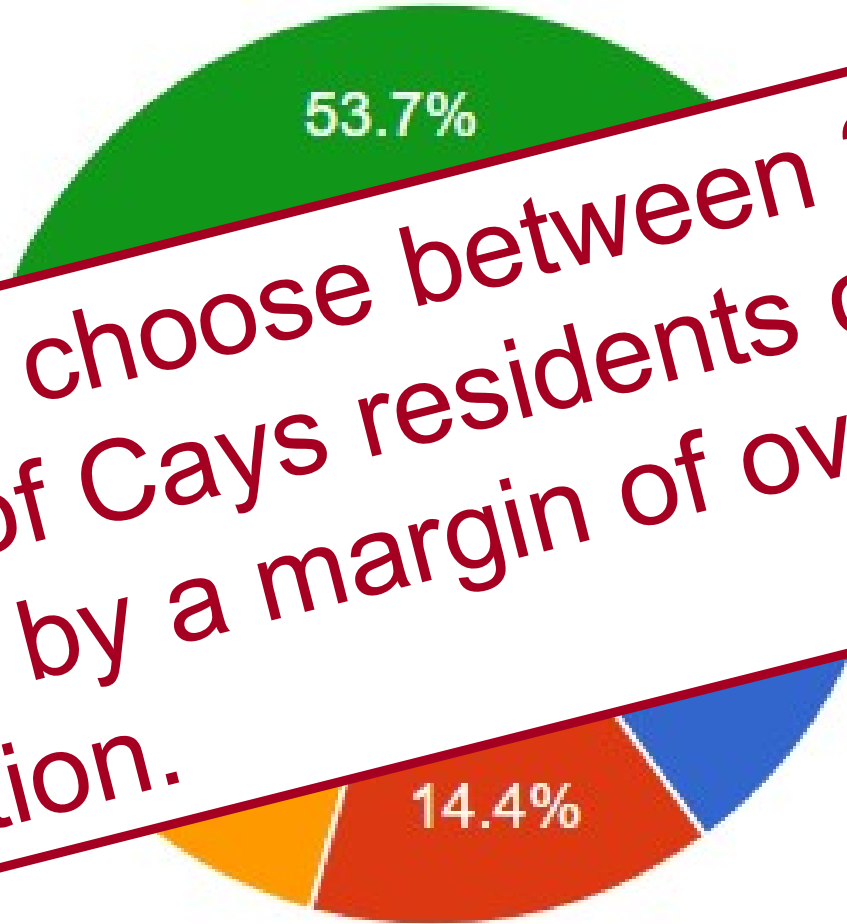
6. If you had to choose one of the 4 conceptual options pictured below, which one would it be? (Note: the number refers to the percentage of the park's open space dedicated to the soccer club and generally not available to the public during their normal hours of use.)

188 responses



6. If you had to choose one of the 4 conceptual options pictured below, which one would it be? (Note: the number refers to the percentage of the park's open space dedicated to the soccer club and generally not available to the public during the normal hours of use.)

188 responses

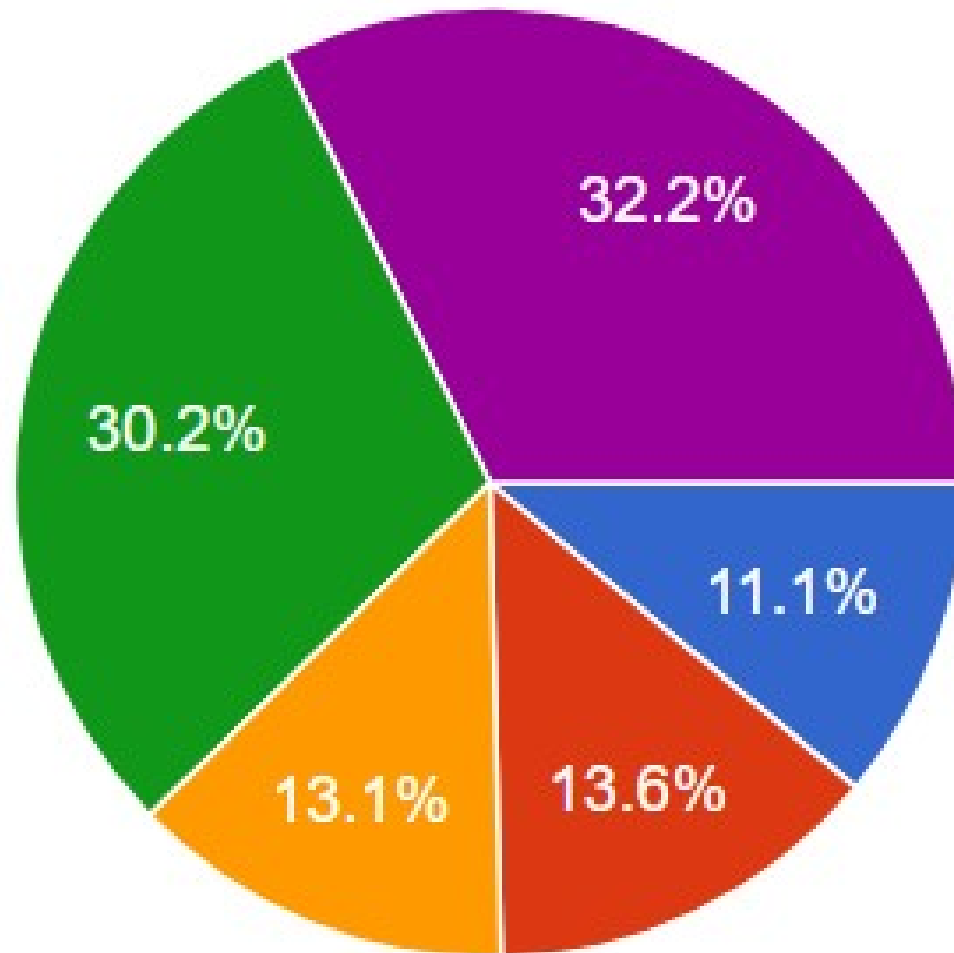


If forced to choose between 25, 50, 75 or 100, over half of Cays residents chose 25%, and they favored it by a margin of over 3 to 1 over any other option.

● Option 25%.

7. Looking at the 4 conceptual options above, is there one that really speaks to you as fundamentally a good plan for Cays Park?

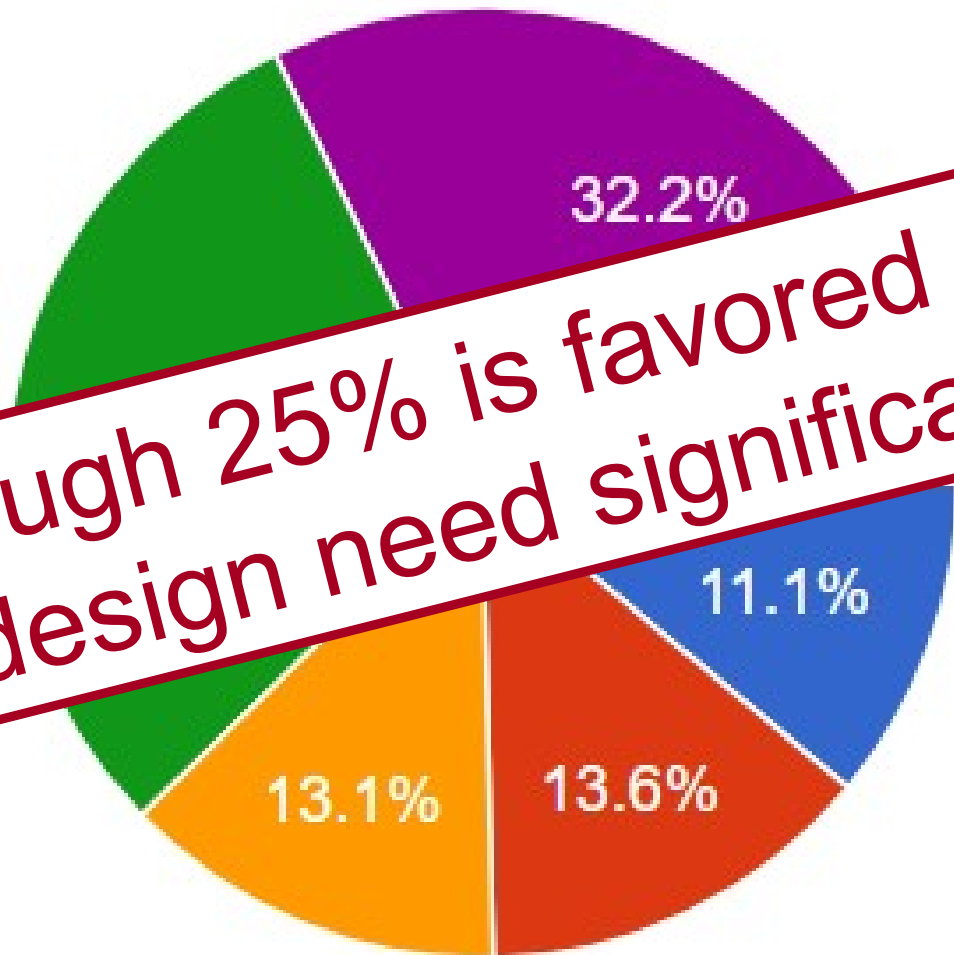
199 responses



- Yes, Option 100%.
- Yes, Option 75%.
- Yes, Option 50%.
- Yes, Option 25%.
- No. Not one of them really "speaks" to me.

7. Looking at the 4 conceptual options above, is there one that really speaks to you as fundamentally a good plan for Cays Park?

199 responses



Although 25% is favored by far, the details of the design need significant revision.

- Yes, Option 25%.
- No. Not one of them really "speaks" to me.