



# Parks and Recreation Master Plan

## January 2021

**City of Signal Hill, California**



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# ACKNOWLEDGEMENTS

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# EXECUTIVE SUMMARY

## INTRODUCTION

GreenPlay, along with KTUA and RRC Associates, led the City of Signal Hill through a parks and recreation master planning process to assess the City's parks, recreation facilities, open spaces, and trails, and develop a cohesive and comprehensive vision for the next 10 years. The City, which is home to approximately 11,600 residents, is located in the Greater Los Angeles area and is bordered by the City of Long Beach.

The City of Signal Hill last completed a Parks and Recreation Master Plan (PRMP) in 1989. Since then, several other planning documents have been completed including a Needs Assessment in 2008, a Park Master Plan for Signal Hill Park in 2011, and an updated Community Recreation Needs Assessment in 2017. Each of these documents laid the foundation from which this plan is developed. The PRMP is designed to provide an understanding of the community's needs, attitudes, interests, and priorities, which will aid the City of Signal Hill in planning for program, park and facility development for the next 10 years.



# PLANNING PROCESS SUMMARY

A project team that included consultants, City staff and elected and appointed officials guided this project. Key stakeholders and community members also provided input and feedback at various stages of the process. This collaborative effort created a plan that blends the consultant's and staff expertise with community input and history. The initial discovery steps taken to educate the project team on relevant history included a review of all previous planning documents. The public input process included a variety of information gathering tools such as public meetings, focus groups, and a statistically-valid mailed and online survey. Analysis of all collected data provided an understanding of how well the Community Services Department is currently meeting the community's expectations and ideas for how to improve and enhance the level of services, facilities, and programs.

## Methods of Discovery

Figure 1: Methods of Discovery



## SUMMARY OF RECOMMENDATIONS

After analyzing the findings that resulted from this process, including the Key Issues Matrix, a summary of all research, qualitative and quantitative data, inventory, Level of Service (LOS) analysis, public input sessions, and input collected for this study, a variety of recommendations have emerged to provide guidance in consideration of how to improve parks and recreation facilities, programs, and services in the City of Signal Hill.

Recommendations describe ways to enhance the level of service and the quality of life through improved parks, facilities and amenities, dedication to affordability and accessibility of services and programs, improved programming and service delivery, organizational efficiencies, and increased financial opportunities. Goals and Objectives provided below are in greater detail in **Section VIII**.

**Table 1: Goals and Objectives**

**Goal 1: Improve Facilities and Amenities**

- Objective 1.1:** Develop additional recreational facilities, playgrounds, parking, and amenities
- Objective 1.2:** Maintain and improve existing facilities, parks, trails, and open spaces
- Objective 1.3:** Explore improving/adding trail and pathway connectivity, and open space/natural area preservation
- Objective 1.4:** Explore additional land acquisition for new parks
- Objective 1.5:** Develop a new conceptual plan for Hillbrook Park

**Goal 2: Continue to improve Programs and Service Delivery and Ensure Affordability**

- Objective 2.1:** Monitor the participation and usage of the programs, facilities, and services and make appropriate adjustments based on collected data
- Objective 2.2:** Enhance special event programming
- Objective 2.3:** Explore opportunities to increase youth, senior, and family programs, activities and services based on demand and trends
- Objective 2.4:** Consider expanding after-school programs to allow for increased enrollment
- Objective 2.5:** Continue to work with other service providers and local non-profits to develop programs and service to meet demand and trends
- Objective 2.6:** Consider adding recreational programming at the library
- Objective 2.7:** Consider adding art/theater/cultural programs
- Objective 2.8:** Focus on family-oriented facilities and activities

**Goal 3: Continue to Improve Organizational Efficiencies**

- Objective 3.1:** Enhance and improve internal and external communication regarding Department activities and services
- Objective 3.2:** Staff appropriately to meet current demand and maintain established quality of service
- Objective 3.3:** Review and update policies for park and facility usage.
- Objective 3.4:** Invest in technology
- Objective 3.5:** Continue to focus on safety in parks and facilities.

**Goal 4: Increase Financial Opportunities**

- Objective 4.1:** Explore additional funding options
- Objective 4.2:** Explore opportunities to increase sponsorships
- Objective 4.3:** Continue to focus on accessibility and affordability for all



## I. INTRODUCTION AND BACKGROUND

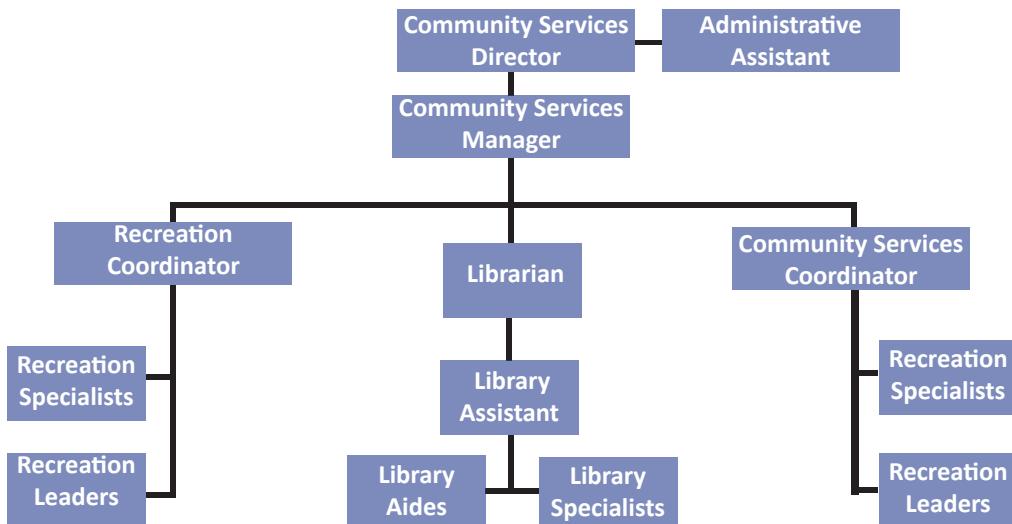
### A. COMMUNITY SERVICES DEPARTMENT OVERVIEW

The City of Signal Hill, a community of approximately 11,600 residents, is located in the Greater Los Angeles area and is bordered by the City of Long Beach. Signal Hill has a rich and colorful history. Most famous for the discovery of oil in 1921, and commonly known as an “oil town,” the City is now a diverse community with an “oil history” and a bright future. In the 1500s, the Puva Indians used the hilltop to signal other native tribes on Santa Catalina Island, 26 miles offshore. Because of its use as a signaling point, Spanish settlers called the hill “Loma Sental,” which translates as “Signal Hill.” In 1924, in order to avoid Long Beach’s per-barrel tax on oil, Signal Hill’s founding fathers voted for incorporation.

The parks and recreation system consists of 10 parks, 5.73 miles of trails, a new public library, and community and youth centers. The Community Services Department is responsible for the provision of parks and recreation services, activities and programs, and community wide special events aimed at enhancing the quality of life for all residents. The Department consists of the following positions:

Our mission is to provide a variety of recreational, social, and library services to meet the needs of residents of all ages; support Signal Hill businesses; and further the image and livability of the City through its programs and development activities.

**Figure 2: Department Staff**



## B. PROGRAMS AND SERVICES OVERVIEW

The Department provides the following programs and services:

**Figure 3: Services and Programs Provided**



**FACILITY RENTALS**  
(parks, shelters, community centers, field)



**RECREATION ACTIVITIES**



**SPECIAL EVENTS**



**Community Events**



**Senior Services**

- Senior Excursions
- Food Distribution Program
- Social Club/Bingo Club
- Transportation Programs



**Youth Sports**  

- Flag Football
- Girls Volleyball
- Basketball
- Indoor Soccer



#### YOUTH AND TEEN PROGRAMS

- Afterschool Recreation Club
- Kinder Care
- Summer Programs
  - Itty Bitty Day Camp, ARC Summer Day Camp, Signal Hill Tween Program, Tween Summer Camp, Sports Camps



VOLUNTEER PROGRAMS



LIBRARY SERVICES

#### EVENTS

- Spring Fest
- Halloween Carnival
- Hounds on the Hill
- Tree Lighting Ceremony
- Volunteer/Sponsor Dinner
- Mayor's Reception
- Cookies with Santa
- Summer Concerts in the Park
- Movies in the Park

#### SENIORS

- Senior Club - Bingo
- Folding Group
- Active Adult Excursions
- Holiday Luncheon

#### AFTER-SCHOOL PROGRAM

- After-School
- Recreation Club (ARC)
- Tween After-School Program

#### LIBRARY PROGRAMS

- Story Time for Babies
- Story Time for Pre-Schoolers
- Library Club
- Library Drop-in Program
- First Friday Cook Club
- English Conversation - Mango Languages
- Specialty Programs - educational, yoga/fitness, enrichment

## C. REVIEW OF HISTORIC PLANNING DOCUMENTS

The City's last Parks and Recreation Master Plan was completed in 1989. As shown below, five of the eight recommendations have been completed, one recommendation is still ongoing, one is not yet started, and one is considered not applicable.

**Table 2: 1989 Parks Master Plan Recommendations**

1989 Parks Master Plan Recommendations		
	Recommendation	Status
1	<b>Acquire and Develop Parks in Residential Areas Not Currently Serviced by the Parks System</b> Specifically, develop new facilities along Burnett Street, Hathaway Avenue, the hilltop area, 21st Street, Hill Street, and Gundry Avenue.	Ongoing
2	<b>Develop a City Wide Walkway System</b> Using signs and maps, a city wide system of walkways is proposed linking various sections of the city to the major components of the park system and the hilltop area.	Ongoing
3	<b>Develop Hilltop Parks Per All City Residents</b> Taking advantage of the spectacular views, the Hilltop and Reservoir Parks will serve local residents and visitors while serving as the major focal point of the walk and bikeway systems.	Complete
4	<b>Upgrade Signal Hill Park</b> The focal point of the community's recreation and programmed activities, Signal Hill Park needs to be further upgraded and enlarged in order to meet its important role as a community park.	Complete
5	<b>Utilize the Long Beach School District Facilities Located Within the City</b> The City of Signal Hill should participate in upgrading existing school facilities to take advantage of these underutilized assets.	Complete
6	<b>Develop The Alamitos Well Site</b> The Alamitos Well site should be acquired, preserved, and developed as a reminder of the City's history and as a key open space element.	Complete
7	<b>Conduct Studies for the Development of a City-Wide Bike System</b> Connecting various sections of the City, the system would tie into the extensive systems of Long Beach and Los Angeles County.	Not Yet Started
8	<b>Do Not Develop Legion Park</b> The proposed Legion Park property should be reallocated into other, non-park uses.	N/A

The City conducted a Needs Assessment in 2017. The status of the 24 recommendations that were developed for communications, recreation programs and services, park development, and fundraising or sponsorship categories are displayed below. These recommendations were taken into consideration during the development of this master plan update as well.

**Table 3: 2017 Needs Assessment Recommendations**

2017 Needs Assessment Recommendations		
	Recommendation	Status
<b>Communications</b>		
1	<b>Department website expansion</b> Expand upon the Community Services Department home page to include drop down menu of Recreation, Human, and Health Services. In addition, include links to other agencies, businesses, organizations, churches, etc. that provide community services, recreation, and/or library services.	Complete
2	<b>City mobile application additions</b> Enhance the City's mobile application to add a senior services and programs icon; add tabs or links that connect residents with local non-profit organizations and outside resources for senior citizens.	Not Yet Started
3	<b>Electronic reader board</b> Ensure the electronic reader board is a priority in the design of the View Park.	In Progress
4	<b>Develop a resource guide</b> Develop a resource guide that is accessible on the City's website. The guide should include other community services links that serve Signal Hill directly, especially as they relate to the senior community.	Not Yet Started
<b>Recreation Programs/Services</b>		
5	<b>Develop intergenerational activities between active adults and teens</b> Seventy-three percent (73%) of the teens, and 63 percent of active adults said they would like to participate in such programs. Intergenerational activities could be planned through a special volunteer committee comprised of local teens and seniors.	Not Yet Started
6	<b>Investigate if American University of Health Sciences would be willing to conduct research on the community services needs of youth, seniors, and low-income individuals</b> A more in-depth analysis is recommended to determine the needs of underrepresented groups included seniors and low-income residents.	Not Yet Started

7	<p><b>Develop opportunities or strategies for further involving teens in volunteer programs offered by the Department and/or City in addition to the existing volunteer opportunities</b></p> <p>Sixty percent (60%) of teens surveyed said they were interested in doing volunteer work.</p>	Complete
8	<p><b>Develop a special permit for use of public property for commercial or professional use</b></p> <p>Develop a strategy of receiving public input from the community and businesses in order to codify the use of public parks by commercial or professional instruction.</p>	Complete
9	<p><b>Analyze need for enhanced transportation for seniors and adults with disabilities</b></p> <p>Determine if a future transit loop/line is needed, and if there is a demand for some type of transportation to get residents to the Metro Blue Line. The Department may also need to look into scheduled senior or disabled transportation stops to service locations that provide services specific to their needs (i.e., Harbor Regional Center, grocery stores, pharmacies, etc.).</p>	Not Yet Started
10	<p><b>Utilize resources from National Park and Recreation Association (NRPA) to guide in the development of senior programming and services</b></p> <p>When expanding services for seniors, evaluate the four service models promoted by NRPA, the study conducted by the Commission on Aging, and services offered by the Life Long Learning Institute at California State University Long Beach.</p>	Ongoing
11	<p><b>Consider collaboration with the City of Long Beach to provide educational health services and seminars for Signal Hill residents.</b></p>	Not Yet Started
12	<p><b>Enter Signal Hill's data into NRPA's PRORAGIS</b></p> <p>Utilize the nation-wide database to conduct benchmark comparisons and use the information as a guide to customize services.</p>	Not Yet Started
13	<p><b>Establish a collaborative working relationship with Browning High School</b></p> <p>that allows their students to gain experience and provide insight into recreation, tourism, and hospitality programs offered by the City.</p>	Ongoing
14	<p><b>Develop volunteer opportunities for senior citizens</b></p> <p>This volunteer work could include implementing a "Call for Care" program in which senior volunteers make phone calls to check in on seniors in the community who live alone.</p>	Ongoing
15	<p><b>Expand current collaboration with Kaiser Permanente to offer programs such as support groups, wellness coaching, and advanced care planning.</b></p>	Ongoing
16	<p><b>Network and provide support to staff implementing recreation and community service programs at the Zinnia Housing Development.</b></p>	Ongoing
17	<p><b>Consider implementing a fee-based contract class program by partnering with businesses that offer recreational services such as fitness clubs, art studios, etc.</b></p>	Not Yet Started
18	<p><b>Develop incentives for the business community to collaborate with the Community Services Department.</b></p>	Not Yet Started

<b>Park Development</b>		
<b>19</b>	<p><b>Develop an RFP to solicit firms to conduct a feasibility study to determine the program and financial sustainability if a community center serving senior citizen and/or teen services and programs were built</b></p> <p>A facility used by these two different age groups allows for maximum use of the facility. However, a study specific to Signal Hill will determine if mixed uses will be compatible while maximizing the use of the facility. This report should also determine if the new “model” concepts of senior centers would be applicable to Signal Hill, as well as the affordability of solar energy and use of synthetic turf or drought tolerant landscaping practices.</p>	Not Yet Started
<b>20</b>	<p><b>Renovated and/or newly developed facilities need to support the General Plan’s Land Use, Circulation, and Open Space Elements, as well as the Sustainable City Committee’s goals.</b></p>	Ongoing
<b>21</b>	<p><b>Consider Spud Field renovations that would include a fitness facility that can be rented by the private sector to alleviate or eliminate use of the public right-of-way for group fitness programs</b></p> <p>This recommendation is one suggestion that could possibly assist the City in redirecting private fitness programs off city streets into a safer area. The redesign should consider input from the private sector on how the facility takes into account a variety of fitness components.</p>	Not Yet Started
<b>22</b>	<p><b>Explore possible collaboration with LBUSD that would be beneficial to residents</b></p> <p>Inspect and outline potential joint use and/or joint renovation of the Burroughs Elementary School to increase recreation programs and services; collaborating with Browning High School as a resource for training students interested in recreation, hospitality, and the tourism industry.</p>	Not Yet Started
<b>23</b>	<p><b>Improve the connectivity of trails per the Land Use and Circulation Element of the General Plan</b></p> <p>With regard to future development projects, incorporate open/green space access with an attempt to connect to the current trails system. This would also include areas such as Crescent Heights Historic District.</p>	Ongoing
<b>Fundraising or Sponsorships</b>		
<b>24</b>	<p><b>Work with Signal Hill Community Foundation to enhance the marketing and promotion of sponsorship activities</b></p> <p>Provide potential sponsors with metric and testimonial success stories to encourage participation from businesses who have local, regional, or national customers.</p>	Ongoing

## D. METHODOLOGY OF THIS PLANNING PROCESS

GreenPlay, along with KTUA and RRC Associates, worked with the staff and residents of the City of Signal Hill in developing the master plan. The process was inclusive of the community, and the public was given many opportunities to participate through focus groups, stakeholder meetings, public meetings, an invitation survey, and an open link survey. A Level of Service (LOS) analysis and programming analysis were also conducted. An Action Plan was developed to assist the City in meeting the community's needs and desires. Citizens provided input to the consultant team throughout the planning process.



### Review and incorporation of other City of Signal Hill planning documents:

- Review of City of Signal Hill 1989 Master Plan
- 2008 Needs Assessment
- 2011 Park Master Plan for Signal Hill
- Review of 2017 City Needs Assessment
- 2015-2019 Final Five Year Strategic Plan



### Public and Stakeholder Engagement: A variety of methods for community participation resulted in extensive data collection for analysis. The following methods were used:

- Six Focus Groups consisting of 58 participants
- Seven Stakeholder meetings consisting of 8 stakeholders
- Two Community-wide public meetings, consisting of 19 participants
- 343 statistically-valid community needs assessment survey responses received
- 89 open link community needs assessment survey responses received



### Market Assessment:

- Demographics and population projections
- Trends analysis



### Program Analysis:

- Reviewed recreation/customer service programs/sports programs, policies, and practices



### Inventory and Level of Service Analysis:

- Inventory of parks, facilities, and amenities
- Analysis of walkability and bikeability
- Analysis of access to recreational opportunities



### Funding Analysis:

- Samples of funding mechanisms for new parks and facilities



### Final Plan with Recommendations and Actions:

- Goals, objectives, and an action plan for implementation
- Action plan for facilities improvements
- Operational impacts
- Timeframe for implementation

Details for the major tasks are summarized in the following section.



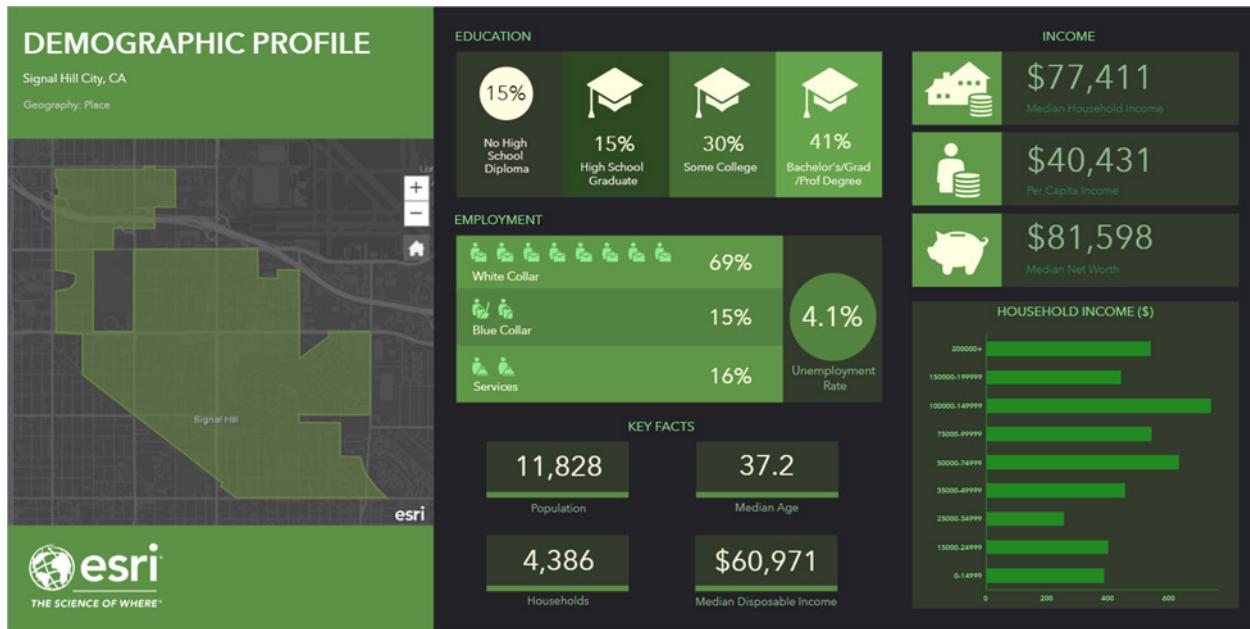
## II. SIGNAL HILL COMMUNITY NEEDS

### A. DEMOGRAPHIC PROFILE

By analyzing population data, trends emerge that can inform decision making and resource allocation strategies for the provision of parks, recreation, and open space management. This demographic profile was compiled in April 2019 from a combination of sources including the Esri Business Analyst, the American Community Survey, and the U.S. Census. The following topics will be covered in detail in this report:



Figure 4: Overview of Key Facts



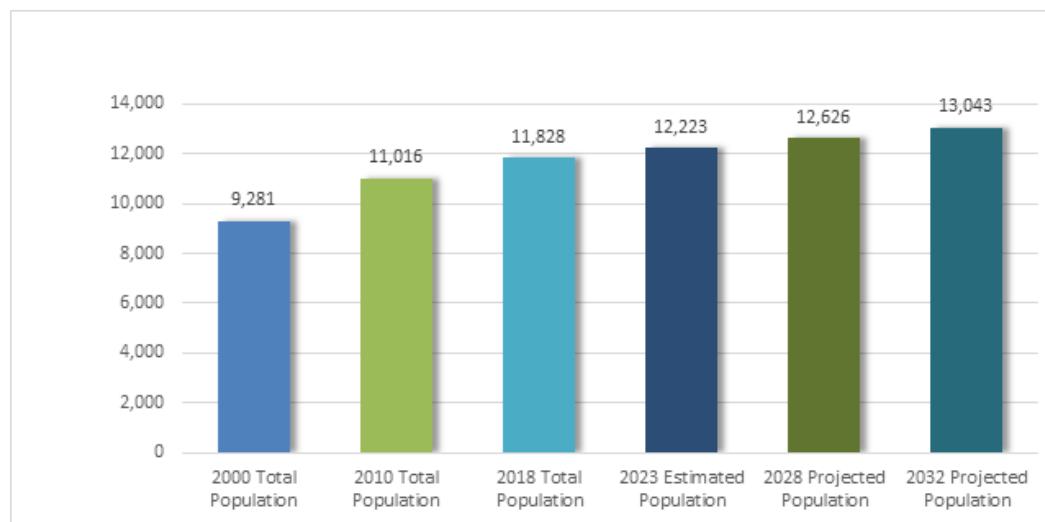
## Population

Growth rates can be a strong comparative indicator of an area's potential for economic development. From 2000 to 2010, the population of Signal Hill grew about 1.73 percent annually each year. In 2010, the growth rate slowed down to 0.87 percent. From 2018 to 2023, it is expected that the population will grow at an even slower rate, 0.66 percent. If population projections are accurate, Signal Hill should plan for over 13,000 in the community by 2030. Los Angeles County, on the other hand, has been growing since 2010 (0.31%) up until 2018 (0.57%) but is expected to level off at 0.53 percent annually, continuing until 2023.

**Figure 5: Population Annual Growth Rates (2010 - 2018)**



**Figure 6: Signal Hill Population and Growth Rates**



Source: U.S. Census Bureau; Projected Populations estimated using 2018 – 2023 growth rate

## Age & Gender Distribution

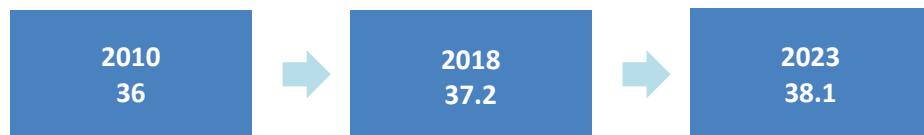
Looking first at gender, Signal Hill has more females (50.80%) than males (49.21%). This percentage of sexes balanced and is reflective of that of California and the United States.

**Table 4: Gender Breakdown Comparison**

	Signal Hill, CA	California	USA
2018 Female Population (%)	50.80%	50.32%	50.77%
2018 Male Population (%)	49.20%	49.68%	49.23%

The median age in Signal Hill was 36 years old in 2010; that number is expected to increase to 38.1 years old by 2023. This number falls in line with the median age of neighboring geographies in 2018, including Los Angeles County (35.7 years old), California (36.2 years old), and the United States (38.3 years old).

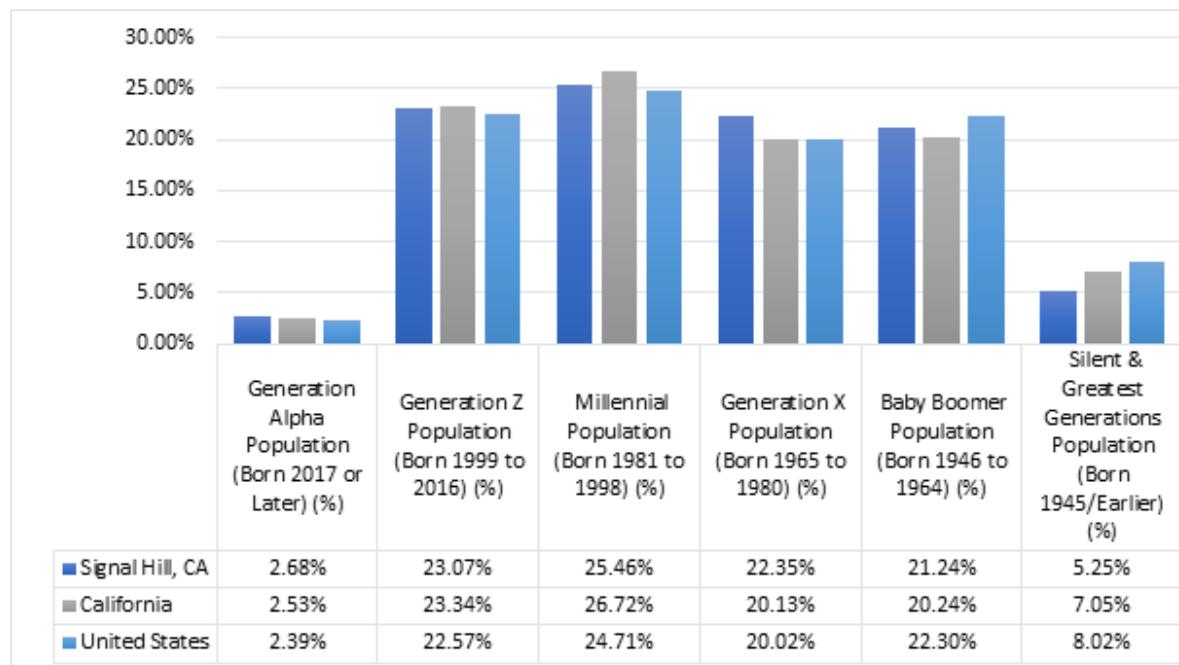
**Figure 7: Median Age of Signal Hill Between 2010 and 2023**



*Source: Esri Business Analyst*

In 2018, Millennials made up over a quarter of the population. The State of California has the highest percentage of Millennials out of all of the geographic areas compared at 27 percent. Signal Hill also had a high number of Generation X (22%), making up more than the Baby Boomer population in the city (21%).

**Figure 8: 2018 Generational Breakdown in Signal Hill**

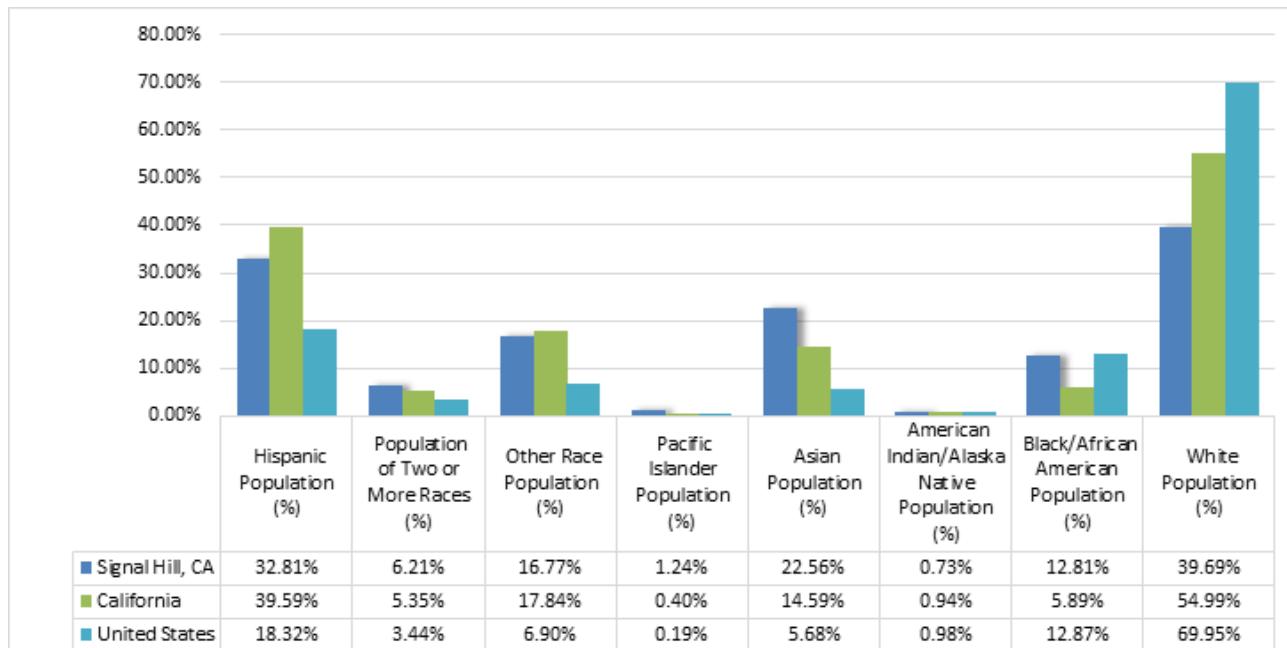


## Ethnic/Racial Diversity

In the United States, communities are generally becoming more diverse. Before comparing this data, it is important to note how the U.S. Census classifies and counts individuals who identify as Hispanic. The Census notes that Hispanic origin can be viewed as the heritage, nationality, lineage, or country of birth of the person or the person's parents or ancestors before arrival in the United States. In the U.S. Census, people who identify as Hispanic, Latino, or Spanish may be any race and are included in all of the race categories.

**Figure 9** reflects the approximate racial/ethnic population distribution. Signal Hill is very diverse compared to the state of California and the nation overall. Close to a third of the population identify as Hispanic, while 23 percent of the population is Asian.

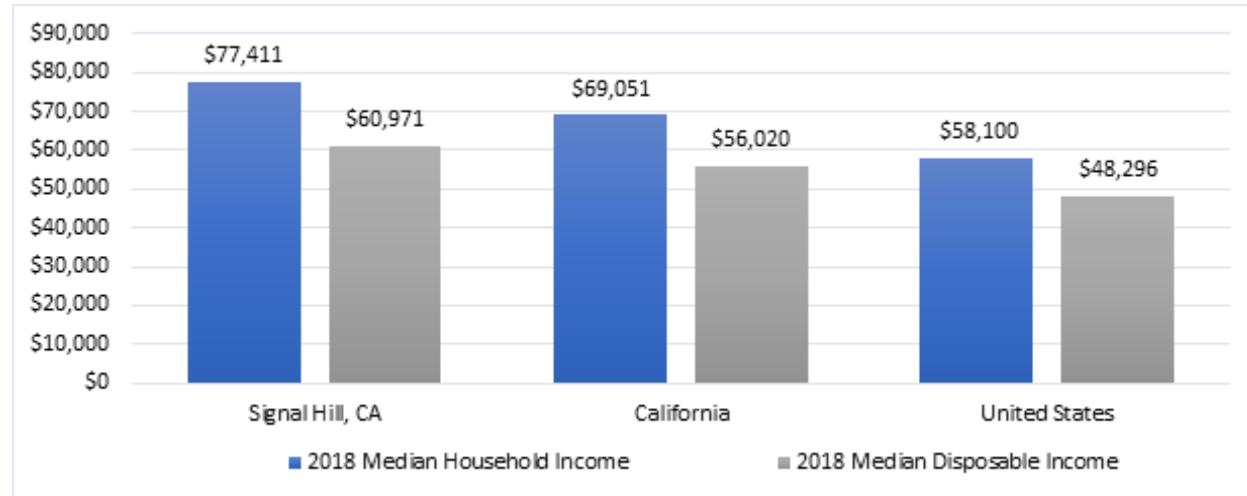
**Figure 9: 2018 Racial/Ethnic Diversity of Signal Hill Compared to California and USA**



## Household Income

The next section of this report looks at median household income and disposable income. Signal Hill households bring in a median income of \$77,411 a year, higher than the state of California at \$69,051 and the United States at \$58,100. The median and disposable income in Signal Hill is over \$10,000 dollars more than that of the United States.

**Figure 10: Median Income Comparison**



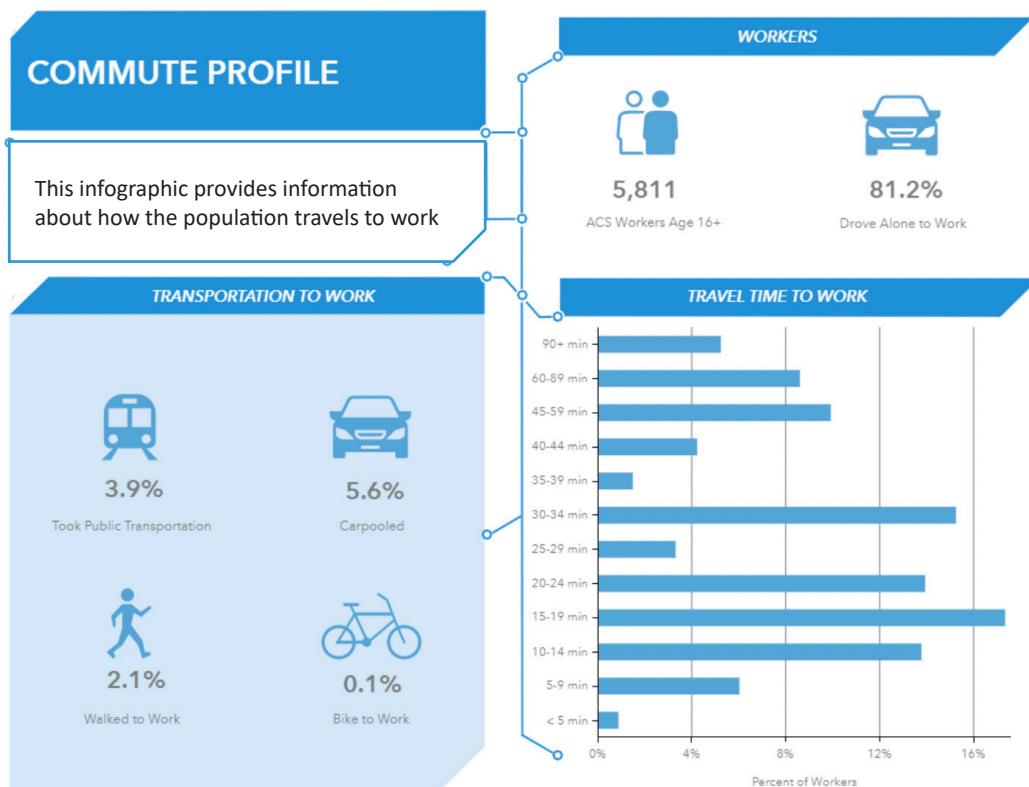
## Economic Overview

The next section of this report is a brief overview of a number of different indicators of economic growth, including income, net worth, number of businesses, commuters, education levels, household information, and employment. About 69 percent of the population is employed by white collar professions, including professional, managerial, or administrative work. Roughly 16 percent of the population is employed by the service industry, while only 15 percent are employed by blue collar jobs. Approximately 81 percent of residents drive alone in an automobile to work.

**Figure 11: Economic Overview**



**Figure 12: Commute Profile**



## Educational Attainment

Analyzing the highest levels of educational attainment indicates that over 40 percent of residents have either a Bachelor's or Graduate/Professional Degree. This percentage is higher than California and the United States. Only 15 percent of the population did not complete high school.

**Table 5: 2018 Signal Hill Educational Attainment**

Level of Education	Signal Hill, CA	California	USA
Graduate/Professional Degree (%)	15.23%	12.55%	12.18%
Bachelor's Degree (%)	25.53%	20.85%	19.60%
Associate's Degree (%)	7.72%	7.72%	8.45%
Some College/No Degree (%)	22.32%	21.13%	20.52%
GED/Alternative Credential (%)	2.97%	2.33%	3.96%
High School Diploma (%)	11.70%	18.04%	23.00%
9-12th Grade/No Diploma (%)	6.85%	7.76%	7.07%
Less than 9th Grade (%)	7.68%	9.60%	5.22%

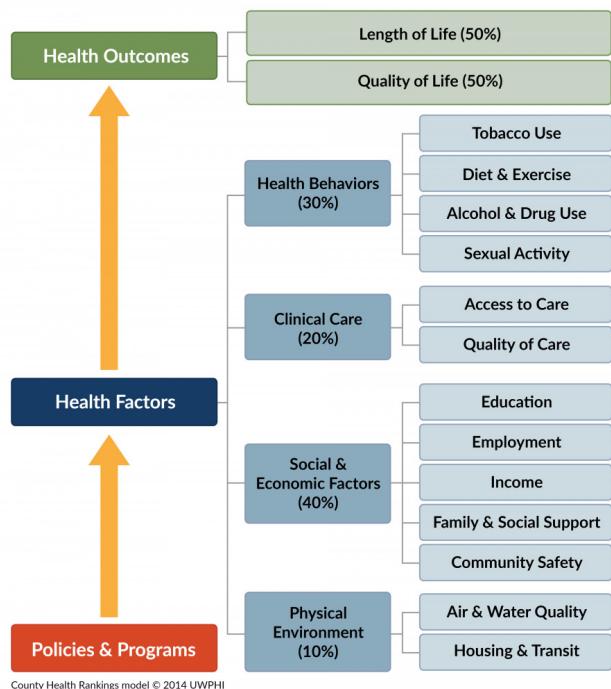
## Health Ranking

Understanding the status of the community's health can help inform policies related to recreation and fitness. Robert Wood Johnson Foundation's County Health Rankings and Roadmaps provide annual insight on the general health of national, state, and county populations. The 2018 Rankings model shown in highlights the topic areas reviewed by the Foundation.

The health ranking for Los Angeles County gauged the public health of the population based on "how long people live and how healthy people feel while alive," coupled with ranking factors including healthy behaviors, clinical care, social and economic, and physical environment factors.<sup>1</sup>

Los Angeles County ranked 15th out of 23 Counties for Health Outcome.

**Figure 13: County Health Rankings Model**



<sup>1</sup> University of Wisconsin Population Health Institute & Robert Wood Johnson Foundation, County Health Rankings 2018, <http://www.Countyhealthrankings.org>

## B. SUMMARY OF KEY TRENDS IN SIGNAL HILL

The changing pace of today's world requires analyzing recreation trends from both a local and national level. Understanding the participation levels of the city residents using data from the U.S. Census Bureau, combined with research of relevant national recreation trends, provides critical insights that help to plan for the future of parks and recreation. These new shifts of participation in outdoor recreation, sports, and cultural programs are an important component of understanding and serving your community.

### Recreation Behavior and Expenditures of Signal Hill Households Reviewed

- Local Recreational Expenditures
- Outdoor Recreation Behavior
- Fitness and Health Behavior
- Team Sport Participation
- Generational Changes

### Parks and Recreation Trends Relevant to Signal Hill Reviewed

- Active Transportation – Bicycling and Walking
- Agency Accreditation
- Community Gardens
- Economic and Health Benefits of Parks
- Generational Fitness Trends
- Multiculturalism
- Outdoor Recreation and Cycling
- Outdoor Recreation Preferences among Ethnic/Racial Groups
- Pickleball
- Preventative Health
- Splash pads
- Sports Trends
- Therapeutic Recreation
- Youth Sports

## Recreation Behavior and Expenditures of Signal Hill Households

### Local Recreational Expenditures

Data from the Bureau of Labor Statistics provides insights about consumer expenditures per household in 2018. The following information was sourced from Esri Business Analyst, which provides a database of programs and services where Signal Hill residents spend their money. **Table 6** shows the recreation equipment expenditures, and **Table 7** is specific to participation fees.

**Table 6: Recreation Expenditures in 2018**

Expenditure	Per Household	Total
Winter Sports Equipment	\$11.48	\$31,649
Water Sports Equipment	\$7.22	\$50,366
Bicycles	\$42.49	\$186,344
Hunting & Fishing Equipment	\$64.10	\$281,127
Toys/Games/Crafts/Hobbies	\$149.96	\$575,048
Sports/Rec/Exercise Equipment	\$232.53	\$1,019,863
Pets	\$85.41	\$3,132,471

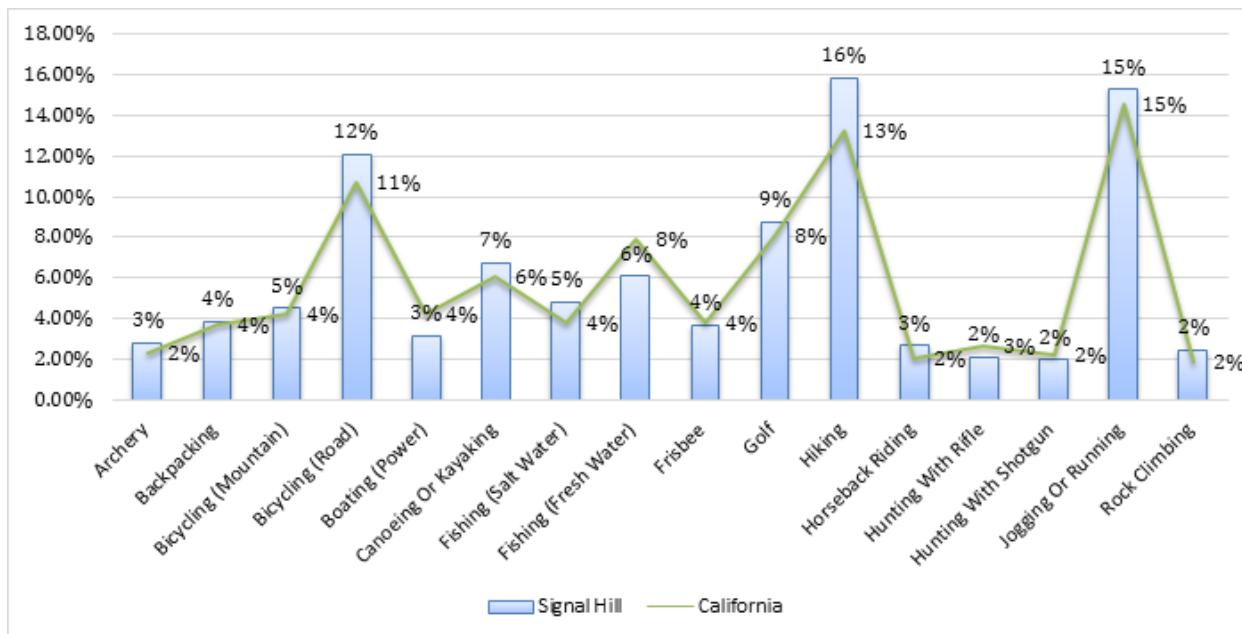
**Table 7: Participation Fees per Household in 2018**

Expenditure	Per Household	Total
Admission to Sporting Events excluding Trips	\$74.24	\$1,400,318
Tickets to Movies/Museums/Parks	\$114.97	\$621,152
Fees for Participation Sports excluding Trips	\$141.62	\$448,774
Fees for Recreational Lessons	\$209.65	\$504,255
Membership Fees for Social/Recreation/Civic Clubs	\$319.27	\$325,610
Entertainment/Recreation - Fees & Admissions	\$963.04	\$919,505

## Outdoor Recreation Behavior

In **Figure 14**, data from Esri Business Analyst shows popular outdoor recreation activity participation by households in Signal Hill. Hiking and Road Biking are two outdoor activities that are uniquely popular in Signal Hill. Freshwater fishing is the primary sport that is popular in California, but not as much in Signal Hill.

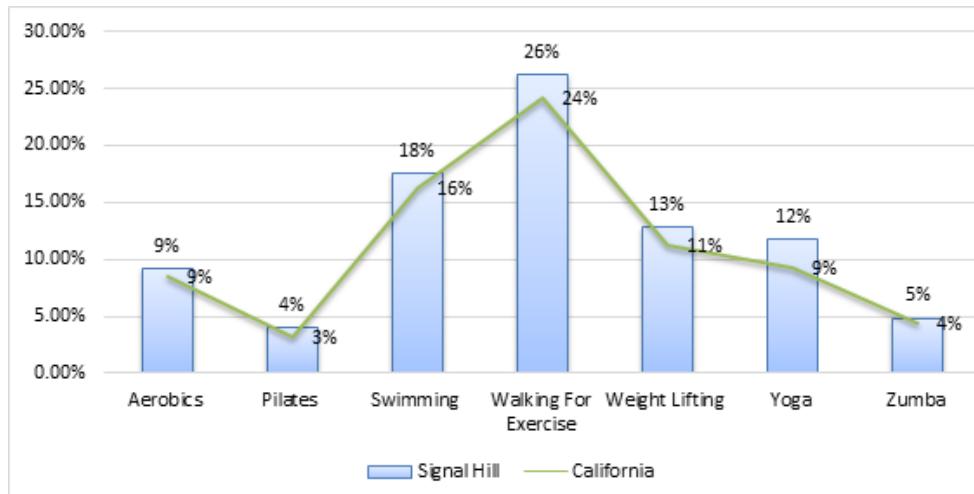
**Figure 14: Outdoor Recreation Behavior of Signal Hill compared to the State of California**



## Fitness and Health Behavior

**Figure 15** shows household participation in various fitness activities. As is typical across the country, walking for exercise is one of the most popular activities. Yoga and Walking for Exercise are more popular activities in Signal Hill than the State of California with a participation rate of 26 and 12 percent.

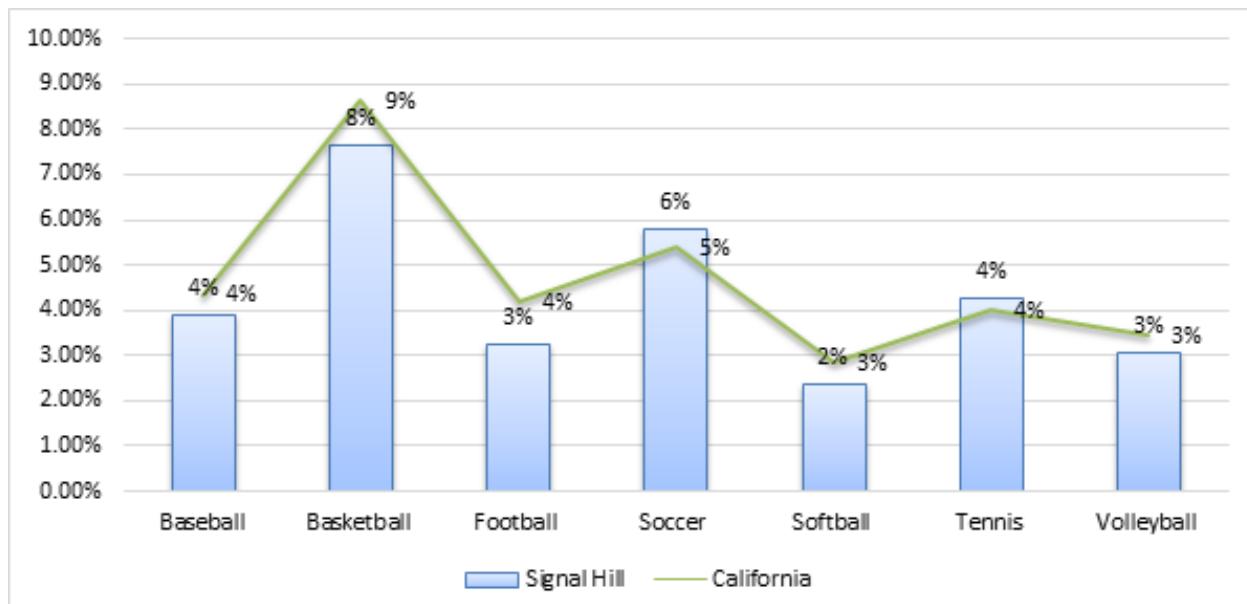
**Figure 15: Fitness and Wellness Participation of Signal Hill compared to the State of California**



## Team Sport Participation

According to census data, households in Signal Hill primarily participated in basketball, soccer, and tennis. Of all sports, basketball had more participation in the city than the state of California on average.

**Figure 16: Team Sport Household Participation in Signal Hill compared to State of California**



## Active Transportation – Bicycling and Walking

These activities are attractive as they require little equipment, or financial investment to get started, and are open to participation to nearly all segments of the population. For these reasons, participation in these activities is often promoted as a means of spurring physical activity and increasing public health. The design of a community's infrastructure is directly linked to physical activity – where environments are built with bicyclists and pedestrians in mind, more people bike and walk. Higher levels of bicycling and walking also coincide with increased bicycle and pedestrian safety and higher levels of physical activity. Increasing bicycling and walking in a community can have a major impact on improving public health and life expectancy. The following trends as well as health and economic indicators are pulled from the Alliance for Biking and Walking's 2012 and 2014 Benchmarking Reports.

Economic benefits of bicycling and walking include:

- Bicycling and walking projects create 8 to 12 jobs per \$1 million spent, compared to just 7 jobs created per \$1 million spent on highway projects.
- Cost benefit analyses show that up to \$11.80 in benefits can be gained for every \$1 invested in bicycling and walking.
- National bicycling trends:
  - There has been a gradual trend of increasing bicycling and walking to work since 2005.
  - Infrastructure to support biking communities is becoming more commonly funded in communities.
  - Bike share systems, making bicycles available to the public for low-cost, short-term use, have been sweeping the nation since 2010. Twenty of the most populous U.S. cities have a functional bike share system.



In many surveys and studies on participation in recreational activities, walking, running, jogging, and cycling are nearly universally rated as the most popular activities among youth and adults. Walking, jogging, and running are often the recreational activity with the highest level of participation, and cycling often ranks as the second or third most popular activity.

## C. SUMMARY OF NATIONAL TRENDS

### National Healthy Lifestyle Trends

The population of the United States is becoming more diverse. As demographics are experiencing an age and ethnic shift, so too are landscapes, daily lifestyles, and habits changing. The number of adults over the age of 65 has increased, and lifestyle changes have encouraged less physical activity; collectively these trends have created profound implications for the way local governments conduct business. Below are examples of trends and government responses. More and more, local governments are accepting the role of providing preventative health care through park and recreation services. The following facts are from an International City/County Management local government survey<sup>2</sup>:

- Eighty-nine percent (89%) of respondents stated that parks and recreation departments should take the lead in developing communities conducive to active living.
- Eighty-four percent (84%) had already implemented recreation programs that encourage active living in their community.
- The highest priority selected for the greatest impact on community health and physical inactivity was a cohesive system of parks and trails and accessible neighborhood parks.

### Community Gardens

Communities around the country are building community gardens for a number of far-reaching environmental and social impacts. According to GreenLeaf Communities, which supports scientific research in environmental and human health, community gardens offer benefits including<sup>3</sup>:

Environmental	Social
<ul style="list-style-type: none"><li>• Reducing waste through composting</li><li>• Improving water infiltration</li><li>• Increasing biodiversity of animals and plants</li><li>• Improve air and soil quality</li></ul>	<ul style="list-style-type: none"><li>• Increase intake of vegetables and fruits</li><li>• Promotes relaxation and improves mental health</li><li>• Increases physical activity</li><li>• Reduces risk of obesity and obesity-related diseases</li></ul>

Some studies show that community gardens can improve the well-being of the entire community by bringing residents together and creating social ties. This activity can reduce crime, particularly if gardens are utilized in vacant lots. In fact, vacant land has the opposite effect of community gardens, including increased litter, chemical and tire dumping, drug use, and decreased property values. By creating community gardens, neighborhoods can teach useful skills in gardening, food production, selling, and business. The National Recreation and Park Association published an in-depth guide to building a community garden in parks through the Grow Your Park Initiative, which can be found on the association's website.<sup>4</sup>

<sup>2</sup> "Active Living Approached by Local Government: Survey," International City/County Management Association, <http://bookstore.icma.org/freedocs/Active%20Living%20and%20Social%20Equity.pdf>, 2004.

<sup>3</sup> Katie DeMuro, "The Many Benefits of Community Gardens" Greenleaf Communities, <https://greenleafcommunities.org/the-many-benefits-of-community-gardens>, accessed January 2019

<sup>4</sup> Laurie Harmon and Laurel Harrington, "Building a Community Garden in Your Park: Opportunities for Health, Community, and Recreation." National Recreation and Park Association, [https://www.nrpa.org/uploadedFiles/nrpa.org/Grants\\_and\\_Partners/Environmental\\_Conversation/Community-Garden-Handbook.pdf](https://www.nrpa.org/uploadedFiles/nrpa.org/Grants_and_Partners/Environmental_Conversation/Community-Garden-Handbook.pdf), accessed January 2019

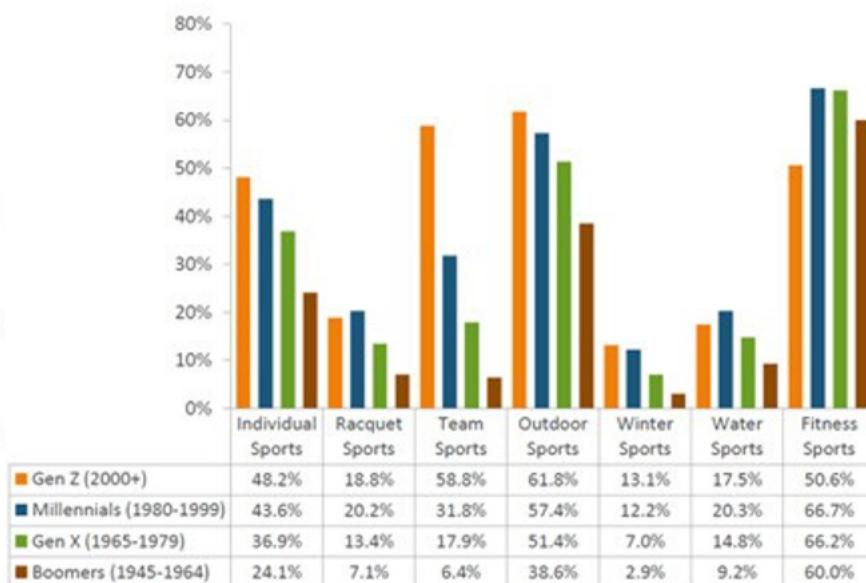
## Generational Fitness Trends

### Baby Boomers (56 - 75 years old)

As Baby Boomers enter retirement, they are looking for opportunities in fitness, sports, outdoors, arts and cultural events, and other activities that suit their lifestyles. With their varied life experiences, values, and expectations, Baby Boomers are predicted to redefine the meaning of recreation and leisure programming for mature adults. Boomers are second only to Generation Y and Millennials in participation in fitness and outdoor sports.<sup>5</sup>

**Figure 17: Generational Participation Levels**

- In 2015, over 80% of Gen Z were active, with a quarter being active to a healthy level. Gen Z had the least percentage of inactives.
- Almost half (49%) of all Millennials were involved in high calorie burning activities.
- 48% of Gen X participated at least once a week in an fitness activity/sport.
- The Boomer generation was the least active in 2015, 34% reporting no activity and only 37% involved in high calorie burning exercises.



Source: SFIA Topline Report

Boomers look to park and recreation professionals to provide opportunities to enjoy many life-long hobbies and sports. When programming for this age group, a customized experience to cater to the need for self-fulfillment, healthy pleasure, nostalgic youthfulness, and individual escapes will be important. Recreation trends will shift from games and activities that Boomers associate with senior citizens. Ziegler suggests that activities such as bingo, bridge, and shuffleboard will likely be avoided because Boomers relate these activities with old age.

<sup>5</sup> Physical Activity Council, 2012 Participation Report, 2012.

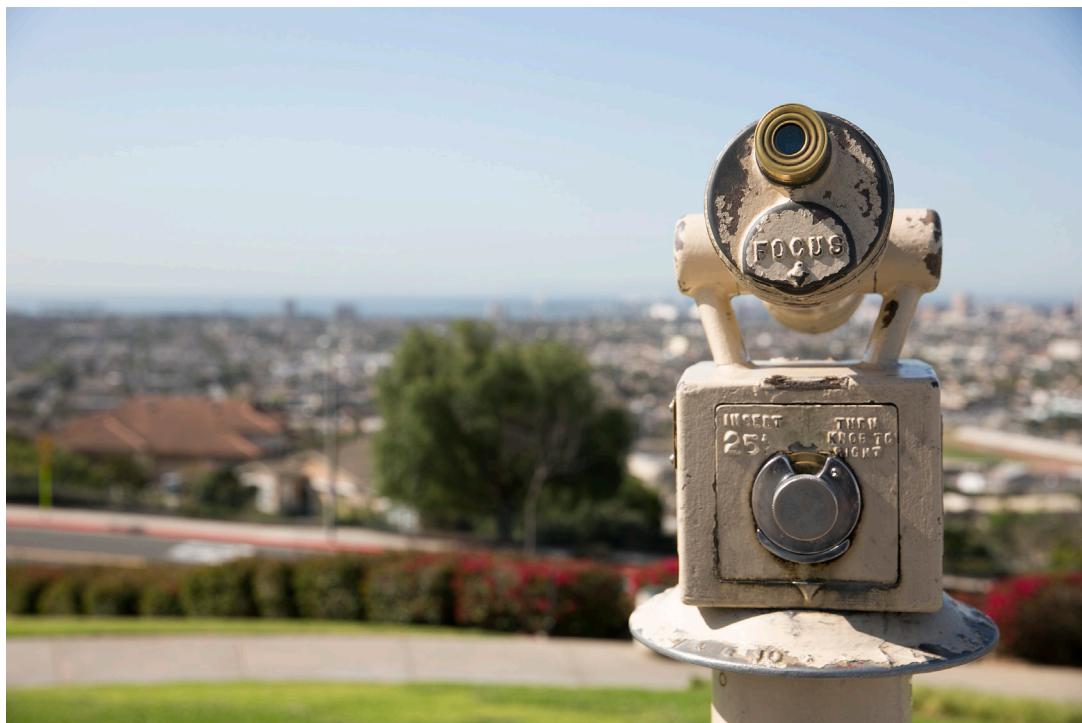
## Outdoor Recreation

For trail-related recreation activities such as hiking, bicycling, and running, the 2016 “Outdoor Recreation Topline Report” indicates a positive three-year trend for trail running, running/jogging, hiking, mountain biking and BMX biking, as shown on **Table 8**. Additionally, participation in trail running and BMX biking is up significantly over the recent three-year period.

**Table 8: Cycling and Trail Recreation Participation by Activity (Ages 6+)**

	2013	2014	2015	3 Year Average Change
BMX Bicycling	2,168	2,350	2,690	7.5%
Bicycling (Mountain/Non-Paved Surface)	8,542	8,044	8,316	2.8%
Bicycling (Road/Paved Surface)	40,888	39,725	38,280	-0.8%
Hiking (Day)	34,378	36,222	37,232	2.6%
Running/Jogging	51,127	49,408	48,496	-2.3%
Trail Running	6,792	7,531	8,139	10.7%

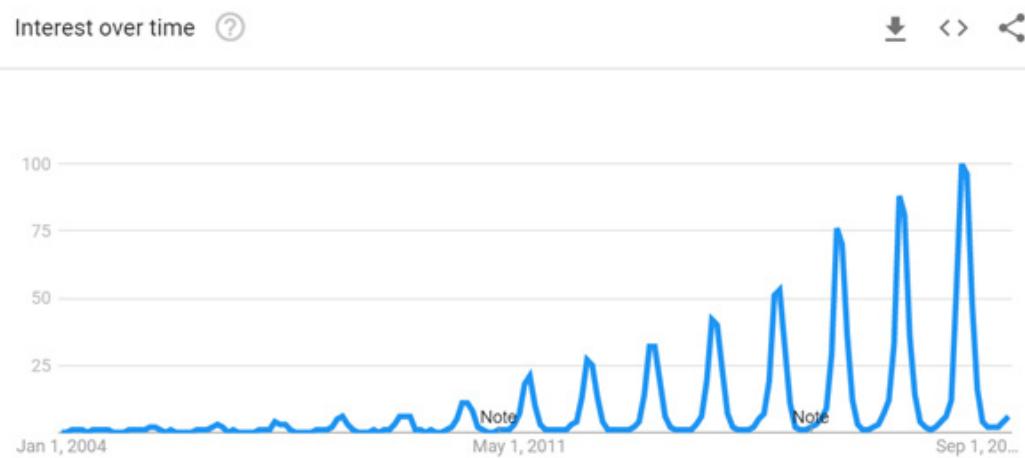
Source: 2016 Outdoor Recreation Participation Topline Report



## Splash Pads

Splash pads, or spray grounds, have seen enormous growth in popularity over the past decade. Simply looking at search terms over time (from 2004 to present), Google Trends show that more people are searching for this amenity.

**Figure 18: “Splash pad” (Google trends)**



The popularity of splash pads is geographical, and is more common in the west. According to a feature article in the June 2016 issue of *Recreation Management* magazine, “A Look at Trends in Aquatic Facilities,” splash play areas were least common in the Northeast; only 31.9 percent of responding agencies had this amenity, compared to 55.8 percent of those in the west.<sup>9</sup> Urban areas are more likely to have splash play areas than rural areas. This shift is most likely due to the benefits of splash play areas.

Compared to a traditional aquatic facility, splash pads typically incur lower maintenance costs, less programming, and lower staffing costs. Over a third of survey respondents said that they plan to add splash pads to their list of amenities. Most anyone in a community can take advantage of splash pads. The cost to an agency are minimal since with proper design, no lifeguards are needed and the required maintenance can be minimal and almost everyone in a community can take advantage of splash pads.

<sup>9</sup> Aquatics: A Look at Trends in Aquatic Facilities, *Recreation Management*, June 2016 <http://recmanagement.com/feature/201606fe03/1>

## Sports Trends

According to the Sports and Fitness Industry Association, high-intensity interval training (HIIT) and cross-training style workouts, or CrossFit, are two of the top trending aerobic activities. CrossFit combines elements of gymnastics, weightlifting, running, rowing, and other sports to create a varied fitness regime.

With regard to individual sports, off-road triathlons have seen a 17 percent average annual growth for the last five years. These races, such as XTERRAs, consist of a competitive combination of swimming, mountain biking, and trail running.

Aerobic Activity	5 Year Avg. Annual Growth
High Intensity Interval Training (HIIT)	9.3 percent
Cross Training Style Workouts	6.6 percent
Rowing Machine	5.8 percent
Stair-Climbing Machine	5.6 percent
Aquatic Exercise	5.0 percent
Tai Chi	5.0 percent
Strength Activity	5 Year Avg. Annual Growth
Kettlebells	7.0 percent
Individual Sports	5 Year Avg. Annual Growth
Triathlon (Off Road)	17.1 percent
Martial Arts	11.2 percent
MMA for Fitness	11.1 percent
Trail Running	9.6 percent
Boxing for Competition	9.5 percent
Adventure Racing	7.3 percent
Boxing for Fitness	6.2 percent
Racket Sports	5 Year Avg. Annual Growth
Cardio Tennis	9.3 percent
Pickleball	8.5 percent

Pickleball, a paddle sport mixing badminton, tennis, and table tennis, is still trending, gaining an average of 8.5 percent growth each year. Growing even slightly faster is Cardio Tennis at 9.1 percent. Cardio Tennis is a fitness program that focuses on combining a full body workout with elements of tennis.

Engaging non-participants is one of the challenges of parks and recreation agencies. According to the 2018 SFIA report, income has been seen to impact activity rates; those households making under \$50,000 are significantly less active than those making more. Data shows that having someone to join first time users will increase participation more than any other reason.

Team Sport	5 Year Avg. Annual Growth
Rugby	16.5 percent
Baseball	10.4 percent
Swimming on a Team	10.1 percent
Fast Pitch Softball	-2.7 percent
Touch Football	-3.5 percent
Ultimate Frisbee	-8.7 percent

Water Sport	5 Year Avg. Annual Growth
Stand Up Paddle Boarding	20.2 percent
Kayaking (whitewater)	6.0 percent
Recreational Kayaking	5.2 percent
Rafting	-1.4 percent
Water Skiing	-8.8 percent
Jet Skiing	-5.0 percent

## Inclusive Recreation

The Americans with Disabilities Act of 1990 (ADA) established that persons with disabilities have the right to the same access to parks and recreation facilities and programming as those without disabilities. In 2004, The National Council on Disability (NCD) issued a comprehensive report, “Livable Communities for Adults with Disabilities.” This report identified six elements for improving the quality of life for all citizens, including children, youth, and adults with disabilities. The six elements are:

1. Provide affordable, appropriate, accessible housing
2. Ensure accessible, affordable, reliable, safe transportation
3. Adjust the physical environment for inclusiveness and accessibility
4. Provide work, volunteer, and education opportunities
5. Ensure access to key health and support services
6. Encourage participation in civic, cultural, social, and recreational activities

Many communities are adding all-inclusive ADA accessible playgrounds for all age groups.

Therapeutic Services bring two forms of services for persons with disabilities into play, specific programming and inclusion services. Individuals with disabilities need not only functional skills but to have physical and social environments in the community that are receptive to them and accommodating individual needs. Inclusion allows individuals to determine their own interests and follow them.

Many park and recreation departments around the country are offering specific programming for people with disabilities, but not as many offer inclusion services. In “Play for All—Therapeutic Recreation Embraces All Abilities,” an article in Recreation Management magazine, Dana Carman described resources for communities looking to expand their therapeutic recreation services.

Therapeutic recreation includes a renewed focus on serving people with the social/emotional challenges associated with “invisible disabilities” such as ADHD, bipolar disorders, spectrum disorders, and sensory integration disorders. A growing number of park and recreation departments are making services for those with invisible disabilities a successful part of their programming as well. When well done, these same strategies improve the recreation experience for everyone.

## Other Cycling Trends

- Bicycle touring is becoming a fast-growing trend around the world, including the United States and Canada. “Travelers are seeking out bike tours to stay active, minimize environmental impact, and experience diverse landscapes and cityscapes at a closer level.”<sup>6</sup>
- Urban bike tours, popular in cycle-friendly cities in Europe, are taking hold in the United States as well. Bikes and Hikes LA, an eco-friendly bike and hike sightseeing company founded in September 2010, offers visitors the opportunity to “see the city’s great outdoors while getting a good workout.” In New York, a hotel and a bike store partnered to offer guests cruisers to explore the city during the summer of 2014.<sup>7</sup>
- One of the newest trends in adventure cycling is “fat bike,” multiple speed bikes that are made to ride where other bikes can’t be ridden, with tires that are up to 5 inches wide run at low pressure for extra traction



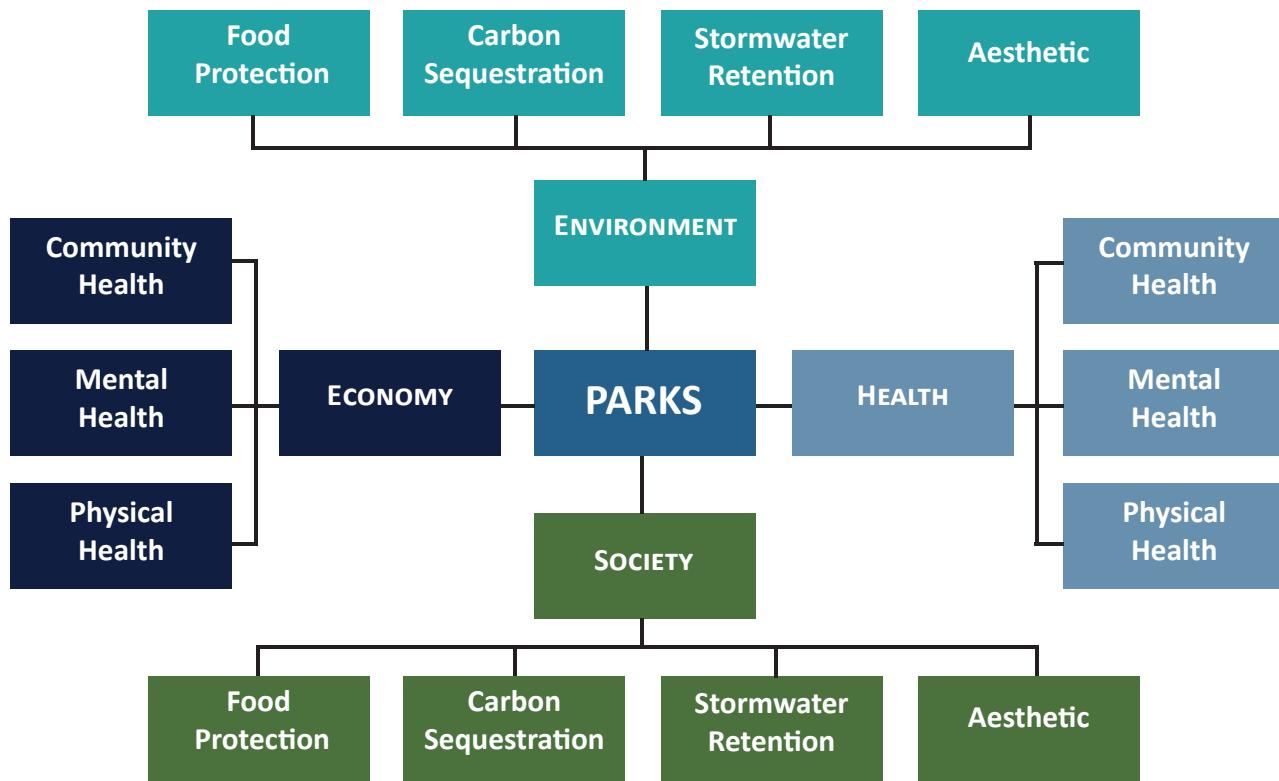
*Example of a fat bike*

<sup>6</sup> Hope Nardini, “Bike Tourism a Rising Trend,” Ethic Traveler, <http://www.ethicaltraveler.org/2012/08/bike-tourism-a-rising-trend/>, accessed March 2014

<sup>7</sup> Michelle Baran, “New Trend: Urban Bike Tours in Los Angeles and New York,” Budget Travel Blog, <http://www.budgettravel.com/blog/new-trend-urban-bike-tours-in-los-angeles-and-new-york,11772/>, accessed March 2014

## Economic and Health Benefits of Parks

Figure 19: Model of Parks Benefits Provided to People



In 2017, the Outdoor Industry Association estimated that national consumer spending on outdoor recreation generated \$887 billion in consumer spending, and directly supported 7.6 million jobs.

- Trails, parks, and playgrounds are among the five most important community amenities considered when selecting a home.
- U.S. Forest Service research indicates that when the economic benefits produced by trees are assessed, the total value can be two to six times the cost for tree planting and care
- Nearly half of active Americans regard outdoor activities as their main source of exercise.

The Benefits of Parks: Why America Needs More City Parks and Open Space, a report from the Trust for Public Land, makes the following observations about the health, economic, environmental, and social benefits of parks and open space:

- Physical activity makes people healthier.
- Physical activity increases with access to parks.
- Contact with the natural world improves physical and psychological health.
- Residential and commercial property values increase.
- Value is added to community and economic development sustainability.
- Benefits of tourism are enhanced.
- Trees are effective in improving air quality and act as natural air conditioners.
- Trees assist with storm water control and erosion.
- Crime and juvenile delinquency are reduced.
- Recreational opportunities for all ages are provided.
- Stable neighborhoods and strong communities are created.

## Preventative Health

Research has shown conclusively that parks and recreation agencies can use systems thinking approaches to have a beneficial effect on modifiable health factors by helping to address:

- Increased physical activity
- Enhanced social and parental engagement
- Improved nutrition
- Better transportation and access to facilities and spaces
- Perceptions of personal and community safety
- Reductions of smoking, alcohol, and drug use

These factors can be addressed through collaborations with a variety of community partners or “actors,” such as schools, public health, medical, other governmental agencies, private, and non-profit sectors.<sup>8</sup>

**Figure 20: Healthy Community Focus**



<sup>8</sup> Penbrooke, T.L. (2017). Local parks and recreation agencies use of systems thinking to address preventive public health factors. (Doctoral Dissertation). North Carolina State University, Raleigh, NC. Retrieved from: <http://www.gpred.org/resources/> under PhD Dissertations.

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## III. LEVEL OF SERVICE ANALYSIS

### A. PARK INVENTORY AND LEVEL-OF-SERVICE ANALYSIS

The City of Signal Hill Community Services Department manages 10 parks: one community park, four neighborhood parks, four mini/pocket parks, and one linear park.

**Table 9: Model of Parks Benefits Provided to People**

Park Type	Approximate Size Range	Typical Amenities
Mini/Pocket Park	1 acre or less	Small grass and seating areas, play equipment; likely no supporting facilities (restrooms)
Linear Park	Variable	Wide path allowing for multiple modes of active transportation/recreation; shade; seating
Neighborhood Park	5-10 acres	Multiple shade and seating structures; large grass areas; sports fields and courts possible; play equipment; can contain or be adjacent to community-serving buildings (library, recreation centers, meeting rooms)
Community Park	10 or more acres	Multiple shade and seating structures; large grass areas; sports fields and courts possible; play equipment; can contain or be adjacent to community-serving buildings (library, recreation centers, meeting rooms)

**Table 10: Current Park Classification**

Park Name	Type	Park Acreage
<b>Signal Hill Parks</b>		
Calbrisas Park	Mini/Pocket Park	0.5
Discovery Well Park	Neighborhood Park	5.24
Hillbrook Park	Mini/Pocket Park	0.44
Hilltop Park	Neighborhood Park	3.37
Panorama Promenade	Linear Park	0.64
Raymond Arbor Park	Mini/Pocket Park	0.31
Reservoir Park	Neighborhood Park	3.73
Signal Hill Dog Park	Neighborhood Park	0.14
Signal Hill Park	Community Park	9.49
Sunset View Park	Mini/Pocket Park	0.63
	<b>Total Acres:</b>	<b>24.5</b>

## B. POPULATION LEVEL-OF-SERVICE

The population in the City of Signal is projected to be 11,767 in 2020. By 2035, this is projected to increase 9.5 percent to 12,882. **Figures 21 and 22** show that the overall population density in each census tract does not change. However, note the highest population density will increase from 30.4 people per acre to 33.3 people per acre.

**Figure 21: Current Population Density (2020)**

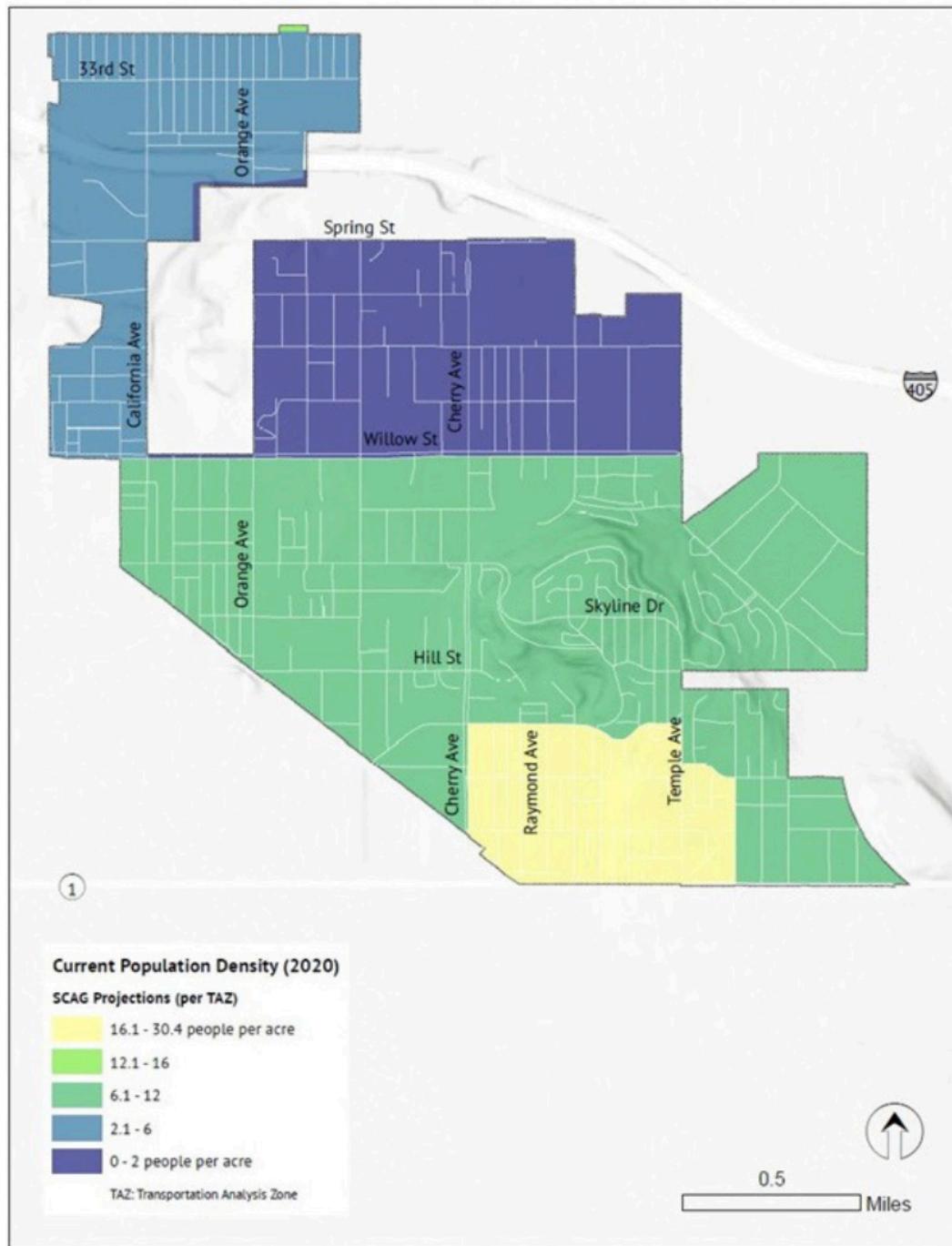


Figure 22: Future Population Density (2035)

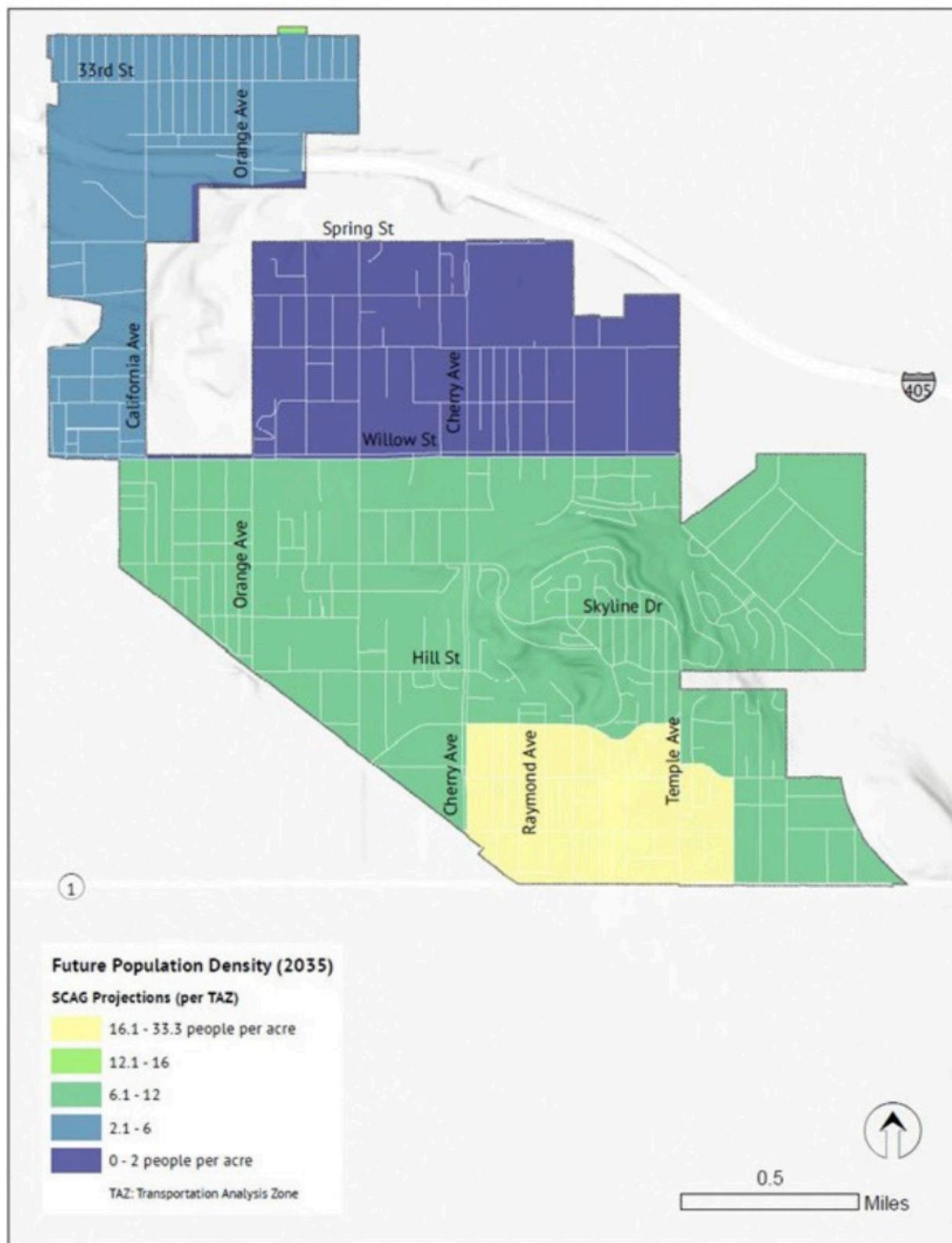


Figure 23: Existing Signal Hill Park Sites



Park boundaries were digitized in GIS based on maps in the 2008 Signal Hill Community Recreation Needs Assessment. Park boundary data in GIS format was not available from the City of Signal Hill. Differences in individual park acreage between the 2008 report and this report are noted in **Table 11**. Citywide, we find 24.5 gross park acres while the 2008 document reported 23.5 acres. The difference can be attributed to scale-dependent considerations in the GIS digitization process and verification in the field.

Gross park area accounts for all land that contributes to the character of a park as a refuge for recreation within a city. Not all the land considered toward the gross park area may be accessible for recreation. Steep slopes and heavily vegetated areas were subtracted from the gross park area to derive the net park area utilized for recreation. The City of Signal Hill has 17.9 net park acres. Signal Hill park acreage calculations are summarized in **Table 11**.

**Table 11: Park Inventory and Level of Service for Signal Hill Parks**

Park Name	Type	City-published park acreage (gross)	Updated Park Acreage (gross)	(-) Leased Non-park Uses	(-) Steep Slope & Inaccessible Area	(-) Undeveloped / Undevelopable Area	(=) Net Park Acreage
<b>Signal Hill Parks</b>							
Calbrisas Park	Mini/Pocket Park	0.5	0.5				<b>0.5</b>
Discovery Well Park	Neighborhood Park	4.9	5.24	0.17	2.32		<b>2.75</b>
Hillbrook Park	Mini/Pocket Park	0.54	0.44				<b>0.44</b>
Hilltop Park	Neighborhood Park	3.2	3.37	0.03	1.09		<b>2.25</b>
Panorama Promenade	Linear Park	0.2	0.64				<b>0.64</b>
Raymond Arbor Park	Mini/Pocket Park	0.33	0.31				<b>0.31</b>
Reservoir Park	Neighborhood Park	2.78	3.73	1.18			<b>2.55</b>
Signal Hill Dog Park	Neighborhood Park	0.46	0.14				<b>0.14</b>
Signal Hill Park	Community Park	10.07	9.49			1.65	<b>7.84</b>
Sunset View Park	Mini/Pocket Park	0.47	0.63		0.16		<b>0.47</b>
	<b>Total Acres:</b>	<b>23.5</b>	<b>24.5</b>	<b>1.38</b>	<b>3.57</b>	<b>1.65</b>	<b>17.89</b>
<b>PARK STANDARD</b>							
	<b>2020</b>	<b>2035</b>					
Signal Hill Population:	11,767	12,882					
Park Standard (acres p/1,000 people):	4	4					
Existing Park LOS (acres p/1,000)	1.52	1.39					
Existing Park LOS Deficiency (acres p/1,000)	-2.48	-2.61					
<b>PARK LOS</b>							
	<b>2020</b>	<b>2035</b>					
Acres needed to meet standard	47.07	51.53					
Deficiency of Park Acres based on Existing Parks	-29.18	-33.64					

**Table 10** summarizes the population level-of-service (LOS). The City of Signal Hill park acreage standard is 4 park acres per 1,000 residents. When considering only parks within the City of Signal Hill, the 2020 population LOS is 1.52 park acres per 1,000 residents, for a total deficiency of 40.9 acres. When including 25 percent of City of Long Beach parks within one-half mile of the city boundary, current population LOS increases to 3.69 acres per 1,000 residents, and the park acreage deficiency decreases to 15.4 acres.

## C. TRAVELSHED LEVEL-OF-SERVICE

A travel-shed is the area that is accessible within a specified travel time and mode from a location. Travel-shed analysis was used to determine the population served by walking and bicycling access to parks in Signal Hill. Travelsheds were calculated for each park using a 10-minute walk at 2.5 miles per hour (walkshed) and a 5-minute bicycle ride at 12.5 miles per hour (bike-shed). These calculations assume unrestricted travel along roads. In reality, travelsheds may be smaller due to lack of bike and pedestrian facilities. Freeways and freeway ramps were excluded from the road network. Routes that include neighborhood connections via stairs and developed trails were included in the walk network, but not in the bicycle network. As a result, park access by walking is better than by bicycle for certain neighborhoods, particularly around Discovery Well Park. Travelshed LOS did not include City of Long Beach parks. **Figures 24 and 25** show the walkshed and bike-shed for City of Signal Hill Parks.

Figure 24: Park walksheds using a 10-minute walk time

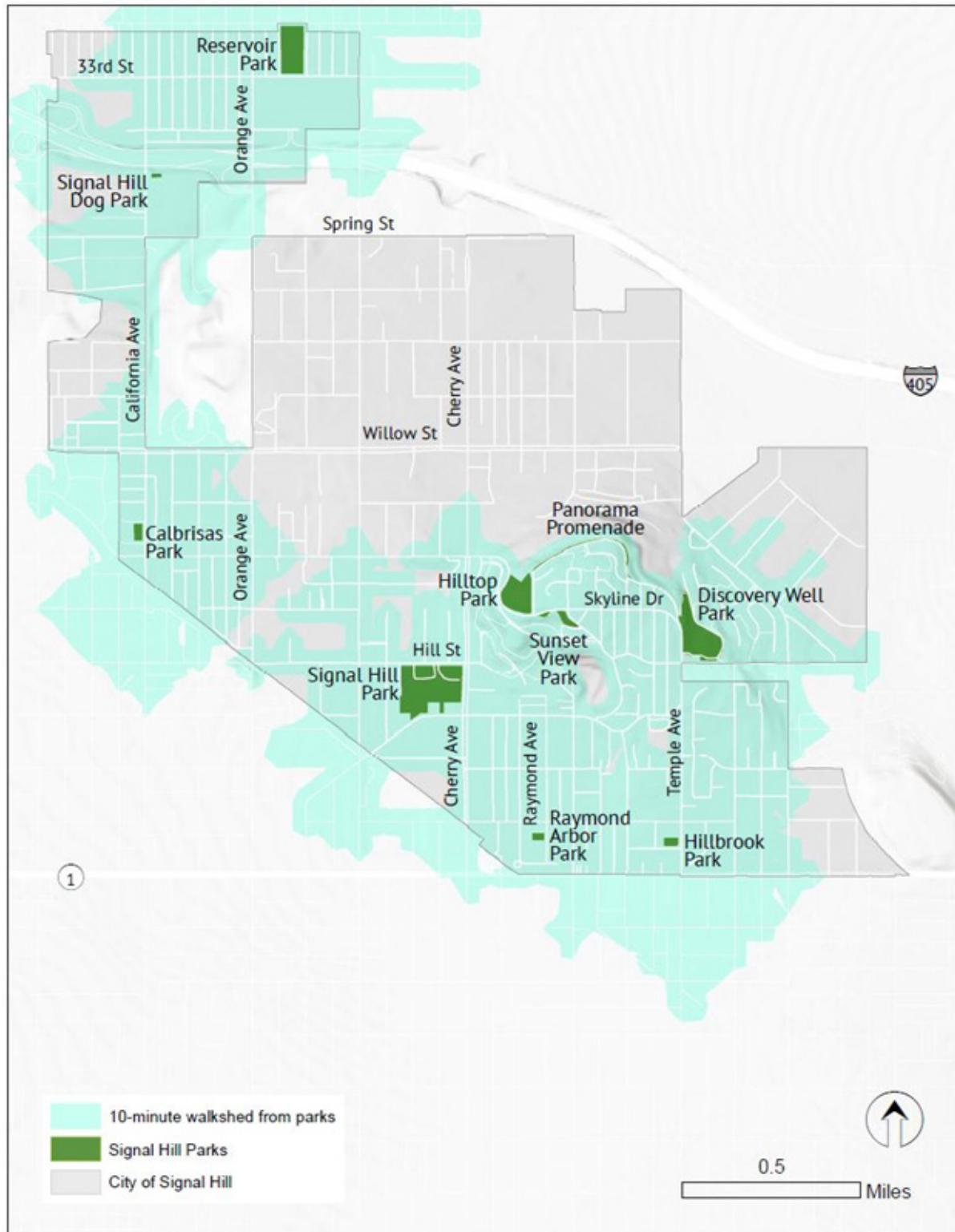
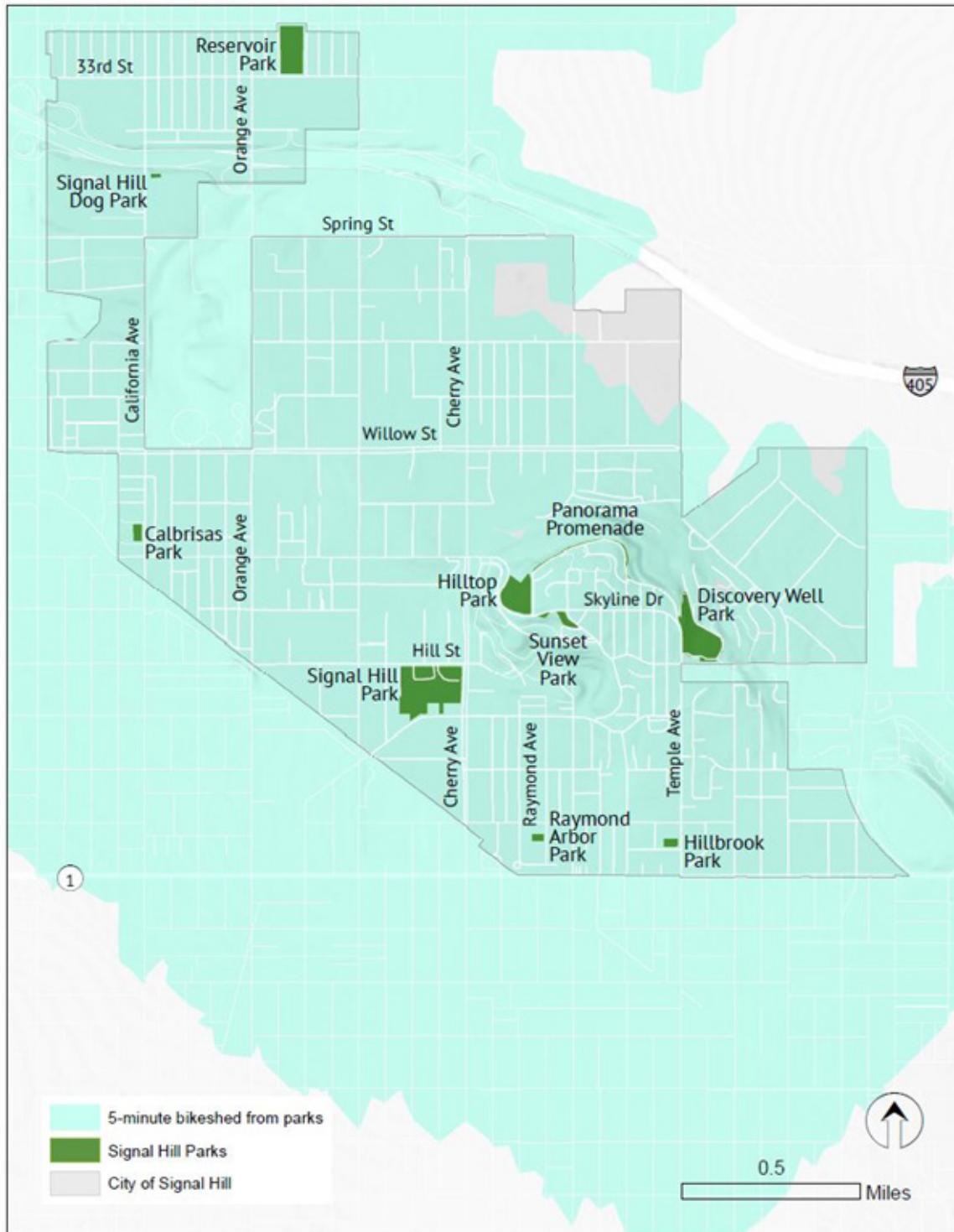


Figure 25: Park bike-sheds using a 5-minute bike time



**Table 12** summarizes the walkshed and bike-shed LOS for Signal Hill parks. The total population within a 10-minute walk of a Signal Hill park is 9,139, while 11,725 residents are within a 5-minute bicycle ride of a park. Respectively, these are 77.7 percent and 99.6 percent of the City's total population. This can be considered a high LOS for these travel modes and for the local context.

**Table 12: Populations within Park Travel-sheds**

CURRENT POPULATION IN PARK TRAVELSHEDS	CITY	PARK TYPE	Population within 5-minute bikeride (12.5 mph)	Population within 10-minute walk (2.5 mph)
Calbrisas Park	Signal Hill	Mini/Pocket Park	3,536	904
Discovery Well Park	Signal Hill	Neighborhood Park	8,000	1,768
Hillbrook Park	Signal Hill	Mini/Pocket Park	6,854	3,006
Hilltop Park	Signal Hill	Neighborhood Park	9,094	775
Panorama Promenade	Signal Hill	Linear Park	9,024	813
Raymond Arbor Park	Signal Hill	Mini/Pocket Park	7,211	3,050
Reservoir Park	Signal Hill	Neighborhood Park	1,144	523
Signal Hill Dog Park	Signal Hill	Neighborhood Park	1,875	669
Signal Hill Park	Signal Hill	Community Park	9,068	2,898
Sunset View Park	Signal Hill	Mini/Pocket Park	9,619	1,201
<b>Total population served by one or more parks<sup>1</sup></b>			<b>11,725</b>	<b>9,139</b>
<b>2020 Population (SCAG Projection)</b>			<b>11,767</b>	<b>99.6%</b>
<sup>1</sup> Total is not the necessarily column sum. Park travelsheds can overlap; population in overlap area not counted twice.				
UNDERSERVED POPULATION*	<b>2020 Population</b>		<b>2035 Population</b>	
Underserved Area	Walkshed	Bikeshed	Walkshed	Bikeshed
Northwestern	270	-	296	-
Central	2,036	42	2,227	46
Southern	322	-	352	-
<b>Total Population</b>	<b>2,628</b>	<b>42</b>	<b>2,875</b>	<b>46</b>

\*Population for area outside of travelsheds

While walking and biking do provide good access to parks in Signal Hill, there are differences in the equity of access when considering the number of parks and total park acreage. **Figures 26-29** show the number of parks and park acreage accessible to residential areas by walking and biking. It is recommended that potential park development occurs in areas where the park acreage accessible by walking or biking does not meet the City standard, or in areas where no parks are accessible by either mode.

Figure 26: Number of Parks within a 10-minute Walk

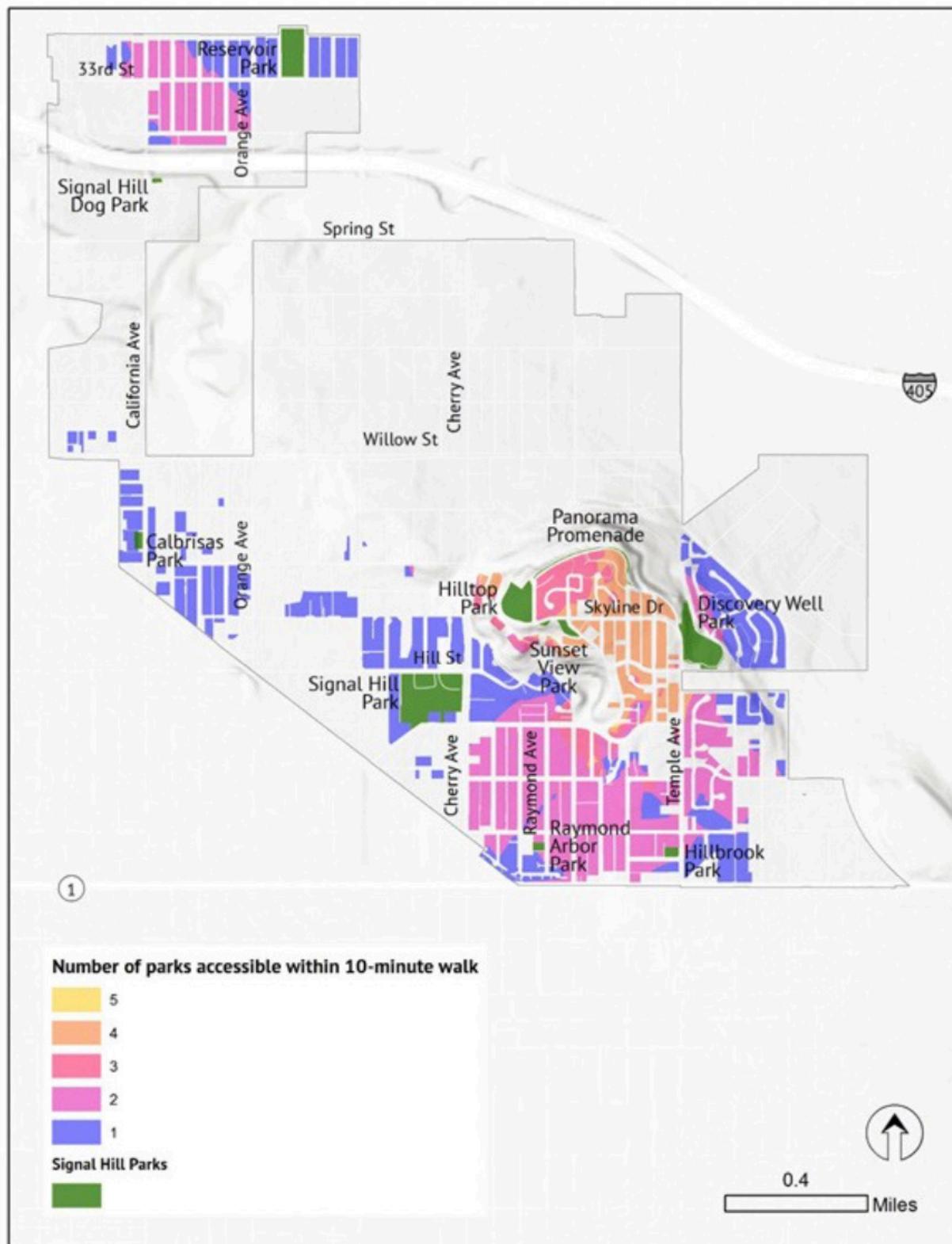


Figure 27: Park Acreage within a 10-minute Walk

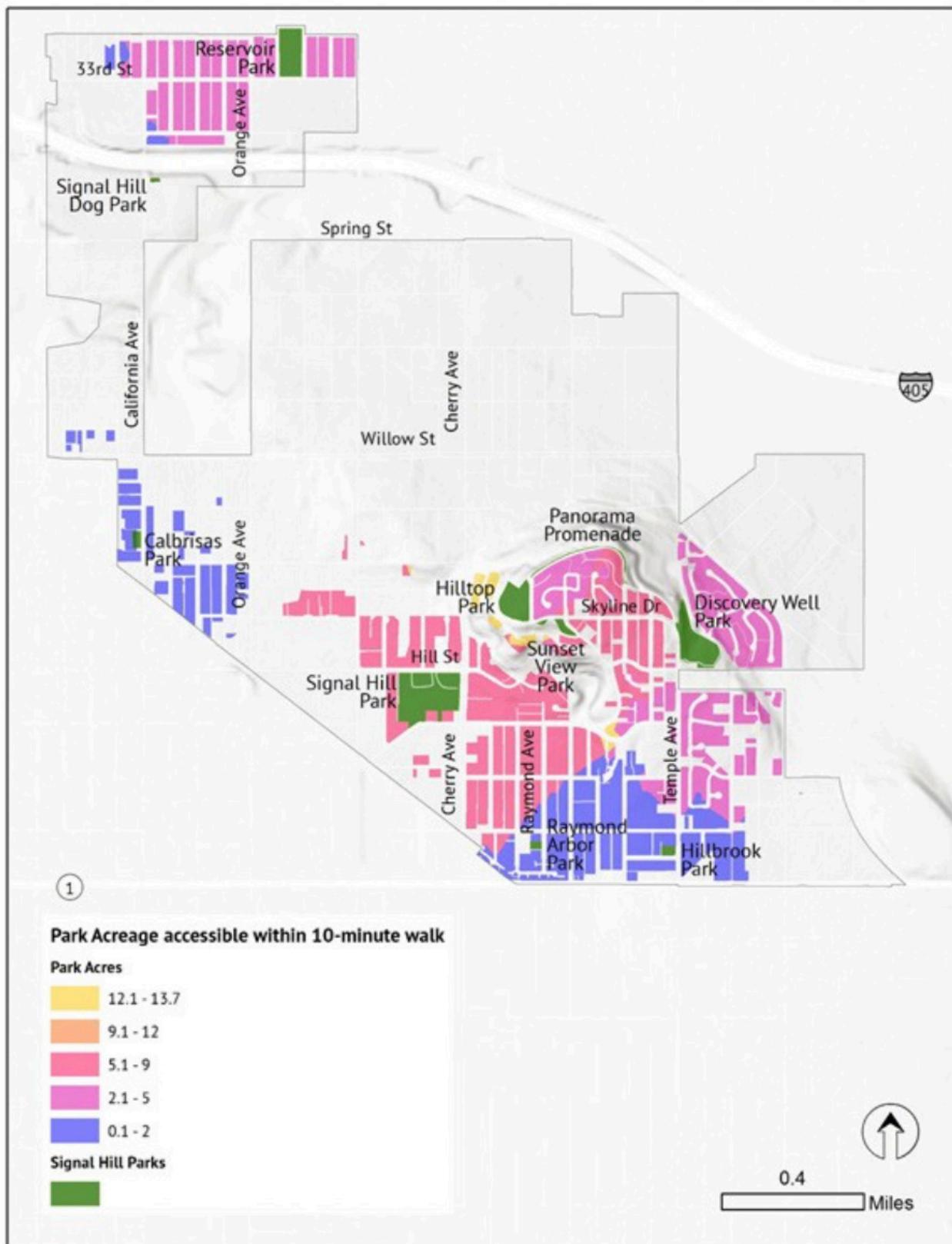


Figure 28: Number of Parks within a 5-minute Bike Ride

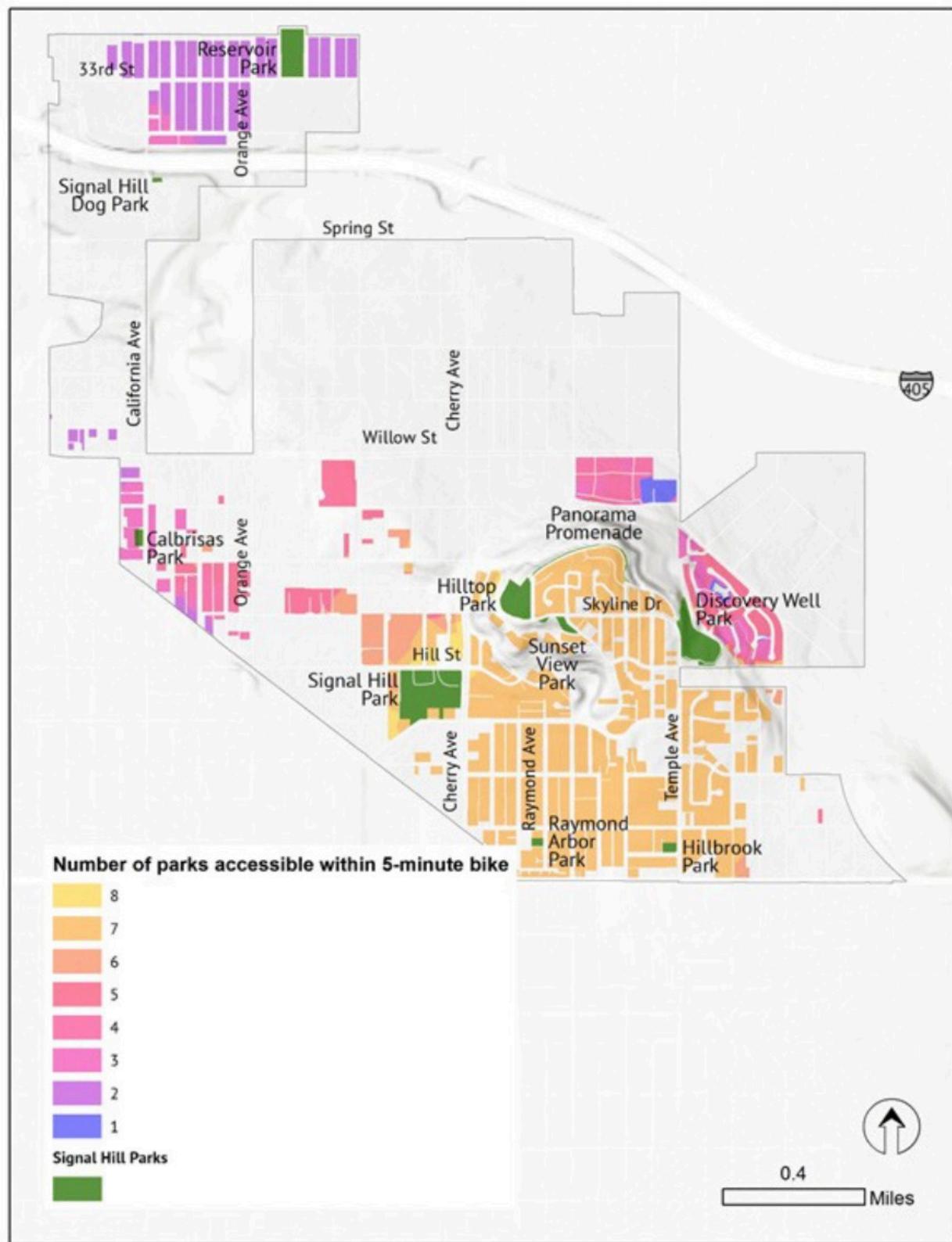
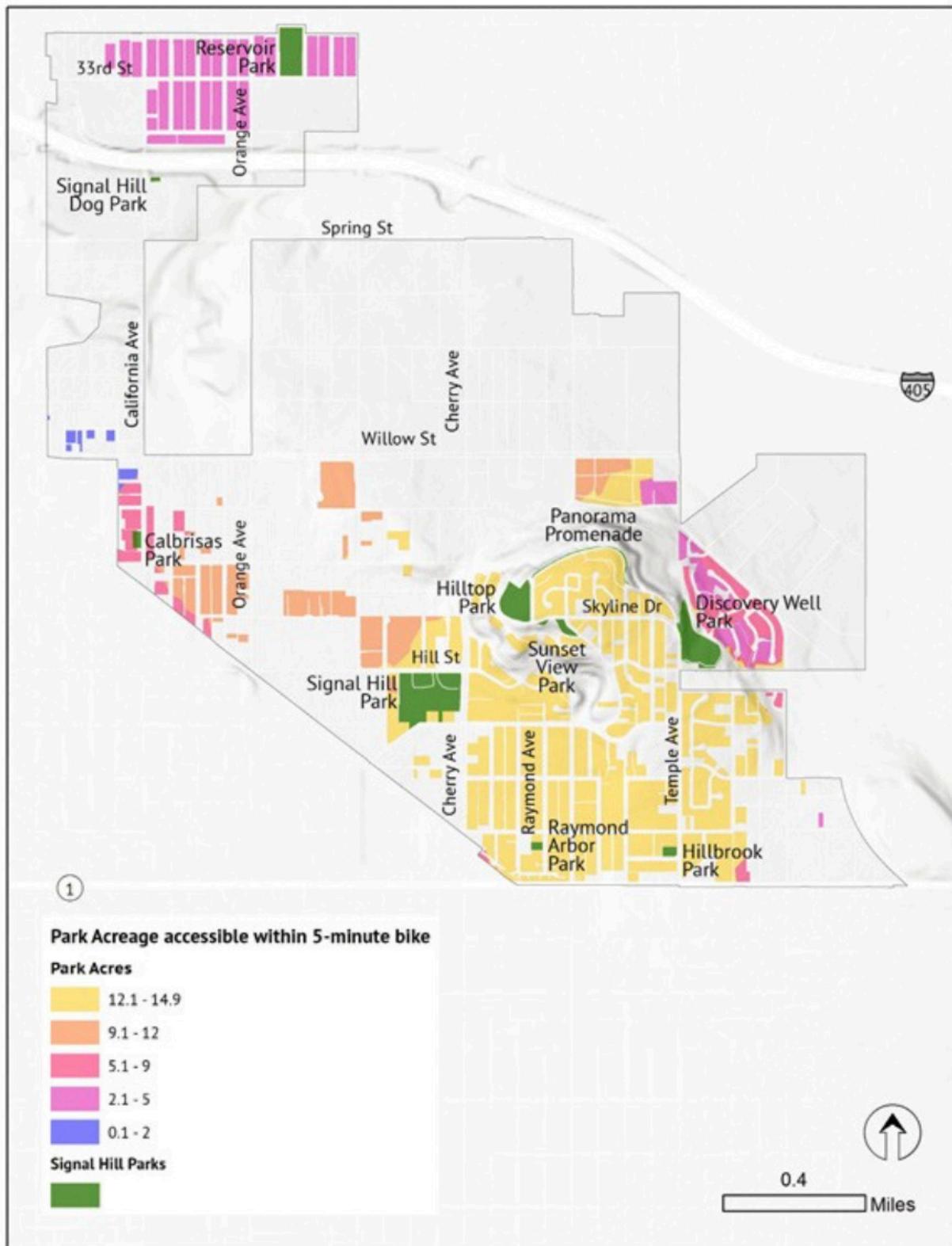


Figure 29: Park Acreage within a 5-minute Bike Ride



Areas outside of the walksheds and bike-sheds are considered underserved by parks and are shown in **Figures 30 and 31**. The population of each underserved region is summarized in the table on the map, for both 2020 and 2035. Underserved populations in the Central region of Signal Hill may be overestimated because there are few residential neighborhoods in this part of the City (**Figure 31**). As a result, it is recommended that new park development be focused in the northwestern and southern areas, which are underserved for both walking and biking.

**Figure 30: Areas of the City that are not within the 10-minute Park Walkshed**

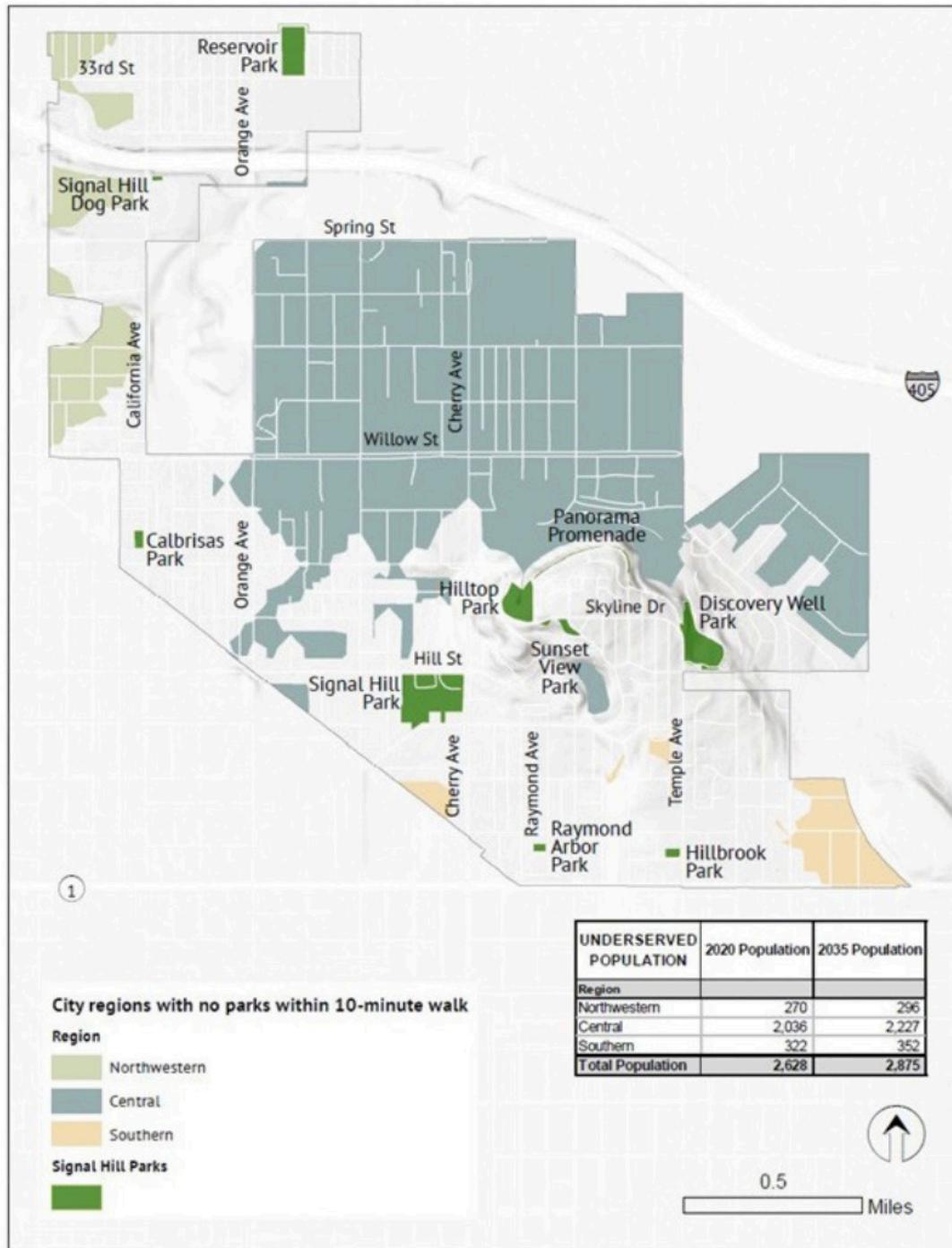
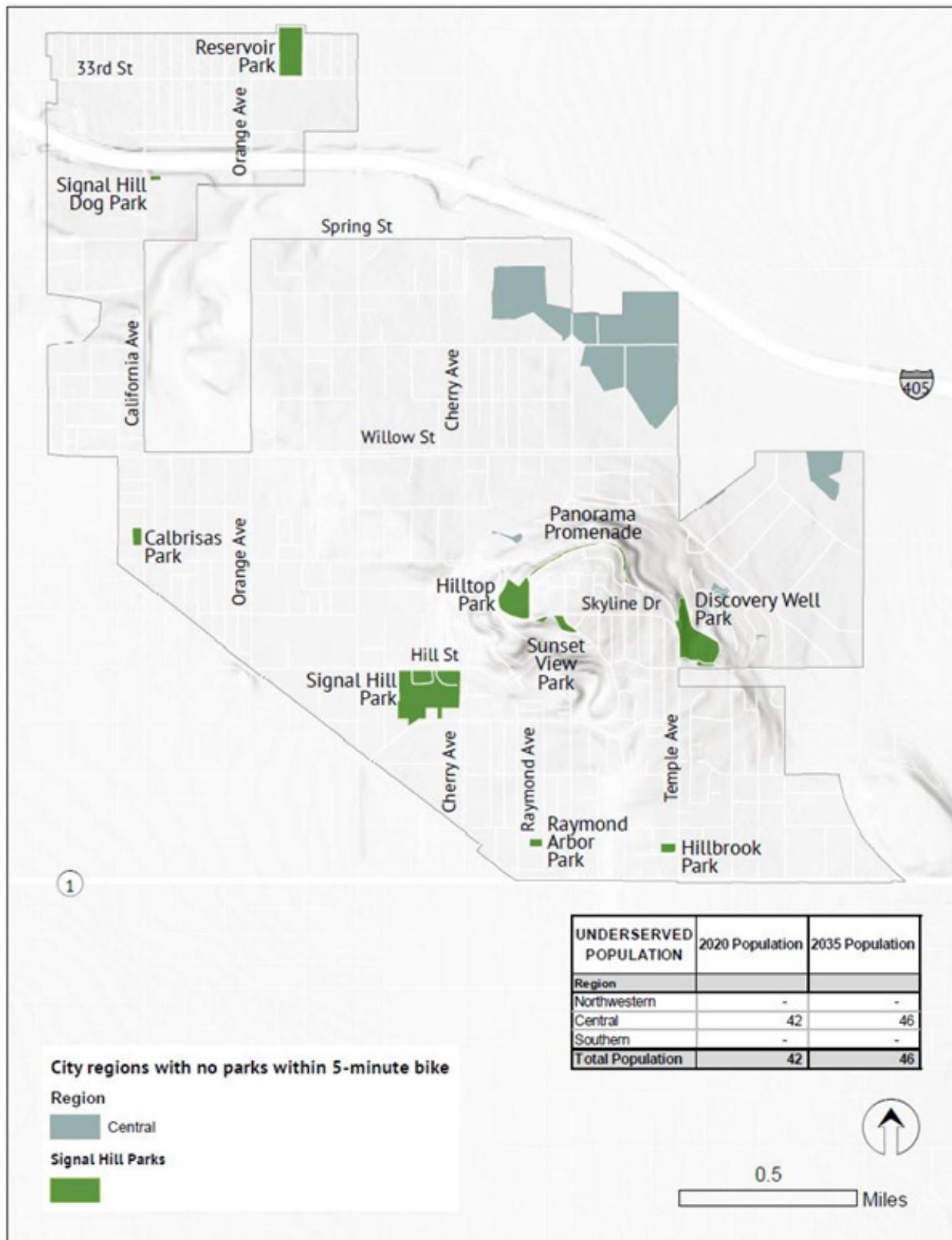


Figure 31: Areas of the City that are not within the 5-minute Park Bike-Shed



## D. AMENITIES LEVEL-OF-SERVICE

Level-of-service for park amenities was calculated using benchmarks from the 2018 National Recreation and Park Association (NRPA). The NRPA data is not intended to suggest a level of service throughout all areas of the country. It is simply a summary of all respondents throughout the United States, with a summarized average of facilities for varying densities of cities and communities. It is expected and recommended that these averages be adjusted locally before they are considered as standards.

Among existing amenities, only diamond fields show a deficit LOS. The only diamond field in Signal Hill, Spud Field, could benefit from renovation to be brought to current standards and regulation playing size. The deficit LOS for diamond fields in 2020 and 2035 may not be a concern, as the facility is centrally-located within Signal Hill Park.

As also shown on **Table 13**, other amenities could be considered as having a deficit. Although cities of the size of Signal Hill commonly do not have some of the facilities listed on **Table 13**, they may still want to be considered in future planning. These include a swimming pool, gymnasium, fitness center, senior center, teen center, skate park, and a diamond field for adults.

**Table 13: Amenity Level of Service**

RECREATIONAL AMENITY LEVEL-OF-SERVICE <sup>1</sup>	One Facility per Quantity of Persons <sup>2</sup>	Current Facilities Needed based on 2020 Population	Future Facilities Needed	Current Available Facilities	Califas Park	Discovery Hill Park	Hillbrook Park	Hilltop Park	Panorama Primerade	Raymond Arbor Park	Reservoir Park	Signal Hill Dog Park	Signal Hill Park	Sunset View Park	Current Surplus (or deficit)	Facilities Needed (rounded to nearest whole #)	Future Surplus or (Deficit)	Facilities Needed (rounded to nearest whole #)		
Tennis / Pickleball Courts	1	4,587	2.6	2.8	0.0											(2.6)	3	(2.8)	3	
Multi-purpose Fields	1	9,547	1.2	1.3	0.0											(1.2)	1	(1.3)	1	
Basketball	1	7,350	1.6	1.8	3.0	0.5	0.5									2	1.4	1	1.2	1
Community Center (SF)	1	29,683	0.4	0.4	2.0		1									1	1.6	2	1.6	2
Diamond Fields Youth	1	12,121	1.0	1.1	1.0											1	0.0	0	(0.1)	0
Dog Park	1	49,665	0.2	0.3	1.0											1	0.8	1	0.7	1
Picnic Shelters	1	2,500	4.7	5.2	16.0		2	1	2		1	1	1	8		11.3	11	10.8	11	
Tot-Lots	1	11,301	1.0	1.1	2.0	1	1									1.0	1	0.9	1	
Playgrounds (ages 6-10)	1	3,572	3.3	3.6	6.0	1	1	1			1	1		1		2.7	3	2.4	2	
Fitness Course																1				
Diamond Fields Adult	1	25,179	0.5	0.5	0.0											(0.5)	1	(0.5)	1	
Swimming Pools (outdoor)	1	40,218	0.3	0.3	0.0											(0.3)	1	(0.3)	1	
Gym	1	30,378	0.4	0.4	0.0											(0.4)	1	(0.4)	1	
Fitness Center	1	49,858	0.2	0.3	0.0											(0.2)	0	(0.3)	0	
Sr. Center	1	62,700	0.2	0.2	0.0											(0.2)	1	(0.2)	1	
Teen Center	1	57,432	0.2	0.2	0.0											(0.2)	1	(0.2)	1	
Skate Park	1	61,306	0.2	0.2	0.0											(0.2)	1	(0.2)	1	
Signal Hill Population, 2020 <sup>3</sup>	11,767	12,882	2.17	sq. miles	persons											2018 NRPA Agency Performance Benchmarks with Local Adjustments				
Signal Hill Population, 2035 <sup>4</sup>	12,882		5,422.58	per sq.												2020 Population Forecast, Southern California Association of Governments (SCAG)				
																0.5% Increase in population from 2020 to 2035				

All existing amenities that have a 2020 surplus will carry the surplus into 2025. This is due to projected low population growth during this period. The City of Signal Hill may consider adding dog parks and basketball courts, as these are the amenities with the lowest surplus level-of-service citywide.

## Level of Service Initial Recommendations

**1) Expand trails** within City parks as well as within neighborhoods leading to parks (urban trails). Urban trails should include wayfinding. These facilities can be on-street or near-street multi-use trails that allow residents the ability to access parks along safe and protected corridors. Urban trails may also be soft-surface and run through parks providing more of a nature or hiking experience connecting parks and other destinations.

**2) New developments** in the City should help to pay for their share of park requirements based on the deficits shown in the LOS tables. The standard may best be met by having a developer provide an in-lieu of park dedication fee, or by providing dedicated land or park construction. Based on the built-out nature of the community, infill development is not likely to have enough land available or that would be responsible for funding a full park based on their fair share of the deficit. However, the development may be able to provide dedicated land while the City pays for park improvements. Development impact fees could also pay for new park amenities in underutilized parks that currently exist or that may be considered in the future.

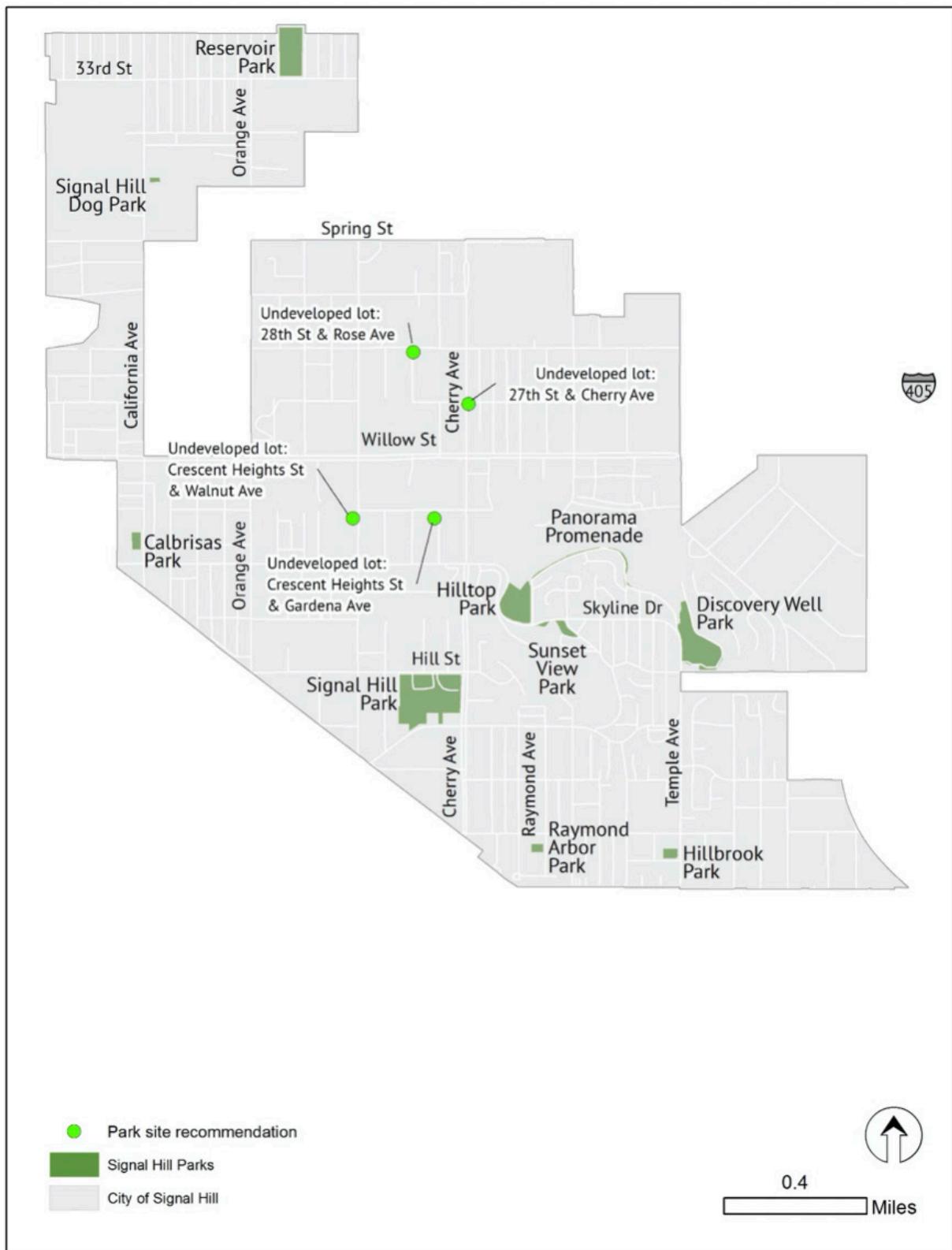
**3) New park sites** should be located using the gap analysis maps shown in *Figure 30*. *Figure 31* shows park sites that address the largest gaps in park service area. The sites are currently undeveloped, based on analysis of aerial imagery taken in 2019.

**4) Address park equity** by increasing acres of accessible parks within a 10-minute walk (see *Figure 32* on the following page).

**5) Initial recommended improvements** to current facilities include:

- Renovate/repurpose Spud Field
- Program a new conceptual plan for Hillbrook Park, that considers adding a new playground
- Replace playground in Signal Hill Park
- Renovate the Community Center
- Consider re-purpose or re-design at Raymond Arbor Park
- Consider improving park connectivity by way of biking
- Consider improving walk accessibility to parks in other areas of the City
- Consider adding splash pads, spray parks, and parking at existing parks within the City
- Future parks should consider a multi-purpose field

Figure 32: Park Sites that Address the Largest Gaps in Park Service Area



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## IV. COMMUNITY AND STAKEHOLDER INPUT

To engage the community, the consultant team facilitated six (6) focus groups and seven (7) stakeholder meetings with 58 participants and one (1) public forum open to residents, many of whom frequently use the recreation and park facilities and/or programs located in the City of Signal Hill. The information gathered is very important to determine public feedback on the city parks and recreation facilities, services, and programs. These public input sessions and subsequent analyses were designed to assist the City and the project team in gathering information to develop the Parks and Recreation Master Plan. The full results of the public input have been provided as a staff resource document. The resulting information will enable the City to effectively plan for the future of Signal Hill's parks and recreation facilities, programs and services.

### A. SUMMARY OF INPUT STRATEGIES

Focus groups, stakeholder interviews, and a public forum were conducted during January 29 - 31, 2019. These meetings were held throughout the City. The goal of these sessions was to gather information that would guide the development of the community recreation needs assessment survey. Participants included:

- Users/community members
- Stakeholders
- Business owners
- City Staff
- Department Staff
- Seniors



A summary of key themes follows. It should be noted that some participants chose not to respond during the sessions.

Years Participants have been a resident of Signal Hill

18%	<5 years
14%	5-9 years
14%	10-15 years
14%	16-19 years
35%	20+ years

5% not a resident, but uses facilities and services, and participates in programs

Strengths of the City of Signal Hill Community Services Parks and Recreation System

- Staff build relationships and get to know individuals
- Small town feel, and everyone knows each other
- Parks are clean and well maintained
- Concerts in the park
- Children's programs
- Staff
- Affordable
- Variety of programs
- Library is a strength
- Signal Hill is a destination
- Staff are available and responsive
- Amenities at the parks well used

Weaknesses that need to be addressed through the Parks and Recreation Master Plan

- Lack of parking in the system
- General communication of programs and events
- Public safety concerns of groups exercising and skateboarders in the streets
- Not enough adult and senior programs
- Outside businesses coming in to use parks: yoga, fitness
- Branding – create a Signal Hill identity
- Distribution of parks and amenities for the demographics around the park
- High on programs, low on facilities
- Lack an indoor recreational space

Additional recreational activities that should be offered that are not currently available

- Arts, theater, and cultural programs/trips
- Art in the Parks
- Fitness, wellness, health
- Pickleball
- Mini Golf
- Senior programming
- Free lecture for Life Skills
- Skating/skateboarding
- Sports programs
- Intergenerational
- Teens only get after-school programs and want more
- Yoga

#### New recreational amenities desired

- Intergenerational Facility
- Fitness/wellness/group exercise
- Splash pad
- Skate park
- Dog parks
- Discovery Well Park – Teen Center/Intergenerational/Rental Space
- Soccer field
- Game tables
- Pickleball courts
- Another rentable space
- Gymnasium
- Recreation/Community Center
- Community swimming pool
- Outdoor elements for kids at Signal Hill Park

#### Financial support for new initiatives identified in the Parks and Recreation Master Plan

- Grants
- Non-resident fees
- Development Impact Fee
- Fee for specific programs (user fees)
- Dedicated tax for recreation

#### Key Issues and Values

- Lack of parking at parks
- Redesign Hillbrook Park
- Better marketing and branding
- Responsiveness
- Keep our identity
- Inclusiveness
- Open space preservation
- Keep affordable programs and pricing
- City staff cares and listens
- Focus is on the library now
- Public space should serve more than one purpose: recreation, arts, education, culture

#### Top Priorities

- Facilities - new and renovated
- Repurposing of existing parks and facilities
- Parking
- Maintain what currently exists
- More activities for seniors
- Address dogs off leash
- Senior center/intergenerational center/space
- Connect parks with trails
- Focus on Signal Hill Park

## B. COMMUNITY SURVEY SUMMARY

### Introduction & Methodology

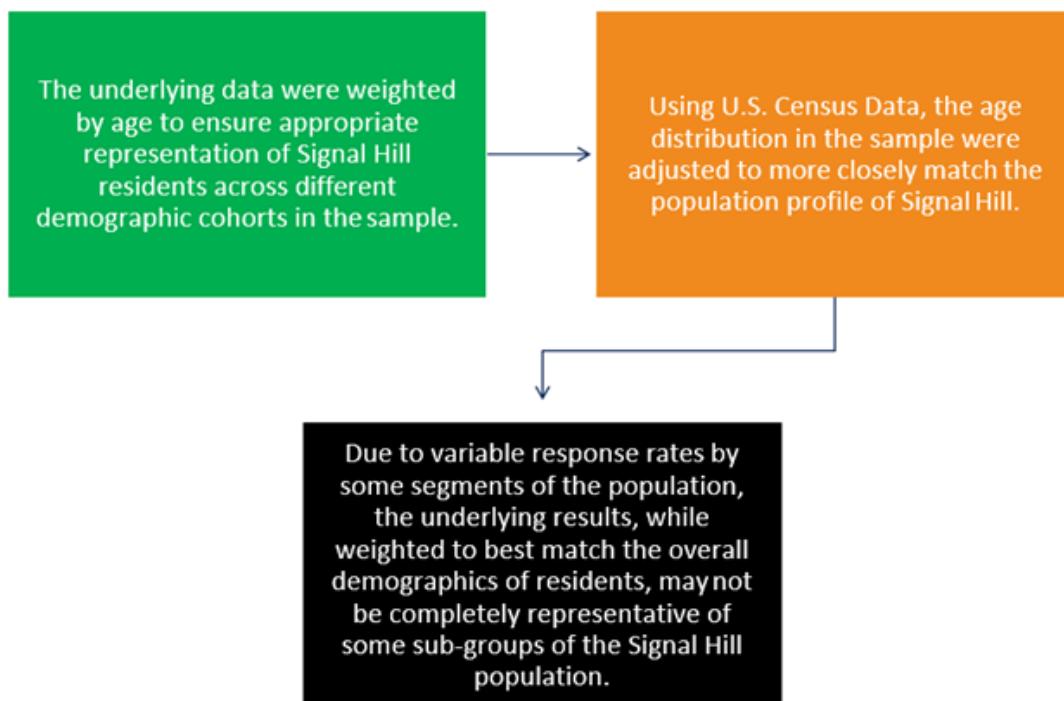
The purpose of the survey was to gather community feedback on Signal Hill's parks and recreation facilities, amenities, future planning, communication, and more. This survey research effort and analysis were designed to assist Signal Hill in developing a plan to reflect the community's needs and desires.

The survey was conducted using three primary methods:

Mailed Survey (Invitation Survey)	Online Invitation Survey	Open-Link Online Survey
Sent to randomly selected residents of Signal Hill	Accessed through a password-protected website for residents who received the mail survey	Open to members of the public who were not part of the invitation survey

A total of 3,300 paper surveys were mailed to a random sample of Signal Hill residents in February 2019. The sample size used to derive the following results is 432 total surveys. The analysis herein primarily focuses on responses from the invitation survey of City of Signal Hill respondents.

The following data was weighted by age to ensure appropriate representation of Signal Hill residents to coincide with the demographics of the City of Signal Hill.



**Figure 33: Key Survey Findings**

City parks and walkways/trails are the most important facilities in Signal Hill. However, fitness/wellness, multi-use indoor facilities and athletic courts were perceived as possibly not meeting the community's needs as well as other facilities/services.

Familiarity with Signal Hill's parks and recreation programs, activities, and facilities is mixed within the results.

The primary barriers to participation are not enough personal time and lack of awareness of the services offered.

Communication effectiveness ratings are moderately positive; there may be room to increase communication efforts in Signal Hill. There are a variety of different channels that are likely to change by demographic and age group. Thus, varying communication methods may be effective for widening the reach in Signal Hill.

Open-ended comments provide unique insights into respondents' thoughts about Signal Hill and the amenities/services that are provided. Overall comments were positive.

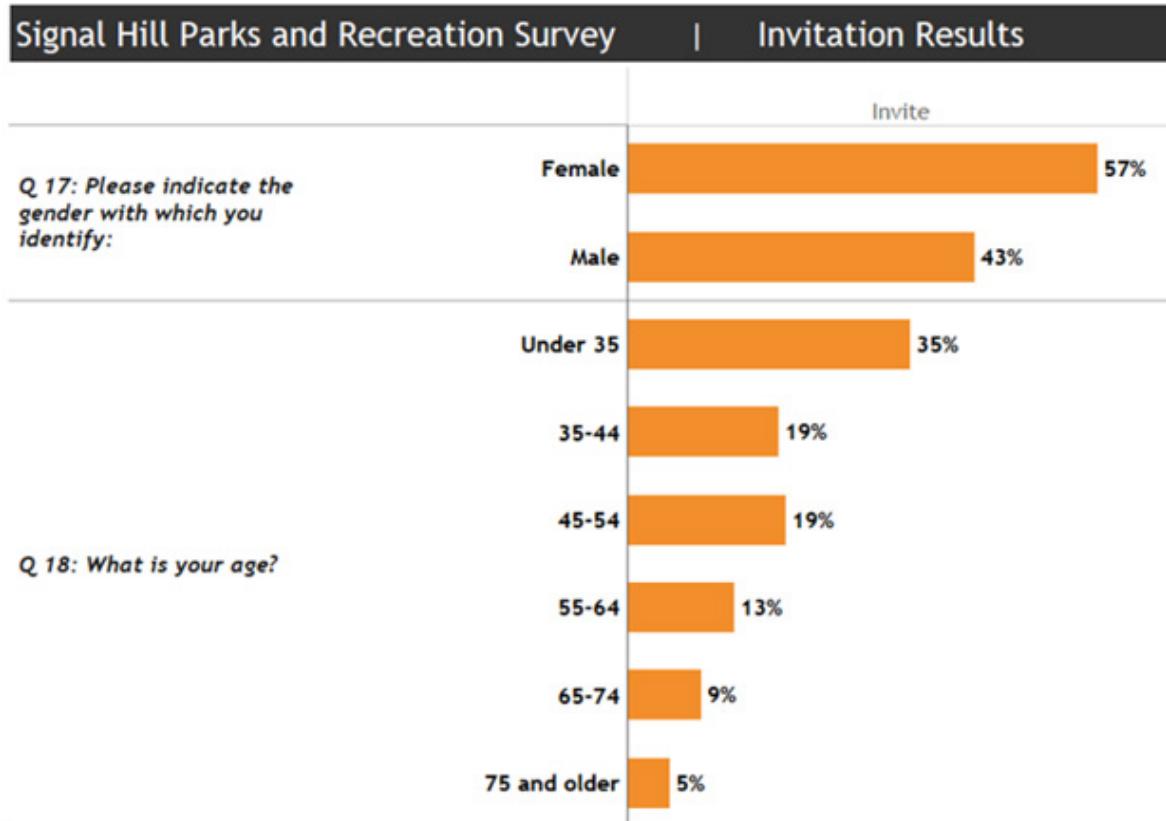
Satisfaction was quite high for Signal Hill. However, amenities at city parks and recreation programs fell in the moderately satisfied category.



## Survey Demographics

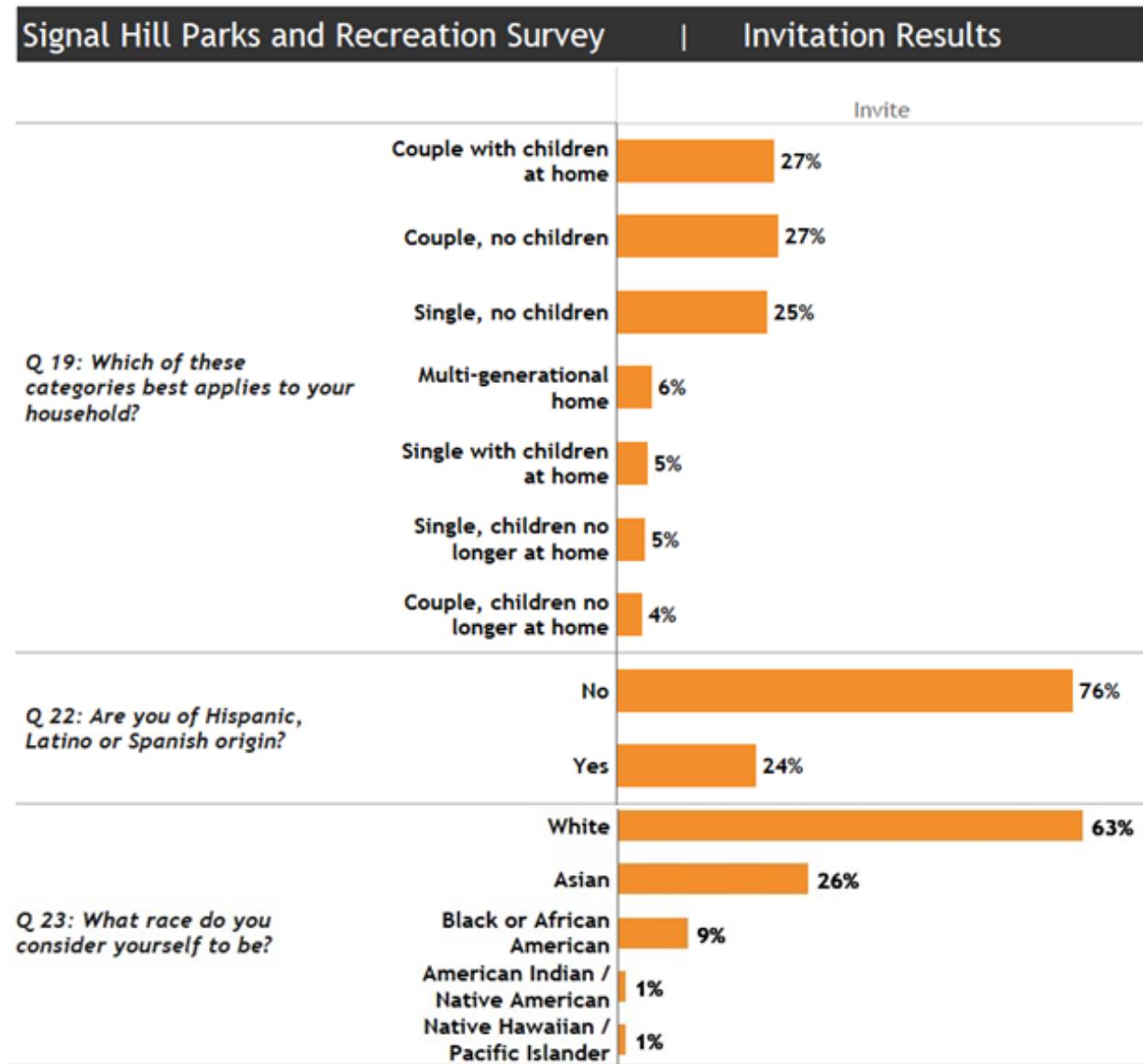
Figure 34 below shows the details of the invitation survey respondents related to genders and age.

Figure 34: Survey Respondents Demographics - Age and Gender



**Figure 35** shows the details of the invitation survey respondents related to having children in the home and how respondents identified related to race.

**Figure 35: Survey Respondents Demographics - Household Information and Race**



**Figure 36** shows the details of the invitation survey responses related to ADA needs and home ownership and household income.

**Figure 36: Accessibility, Income, and Home Ownership**



## Survey Results: Participation

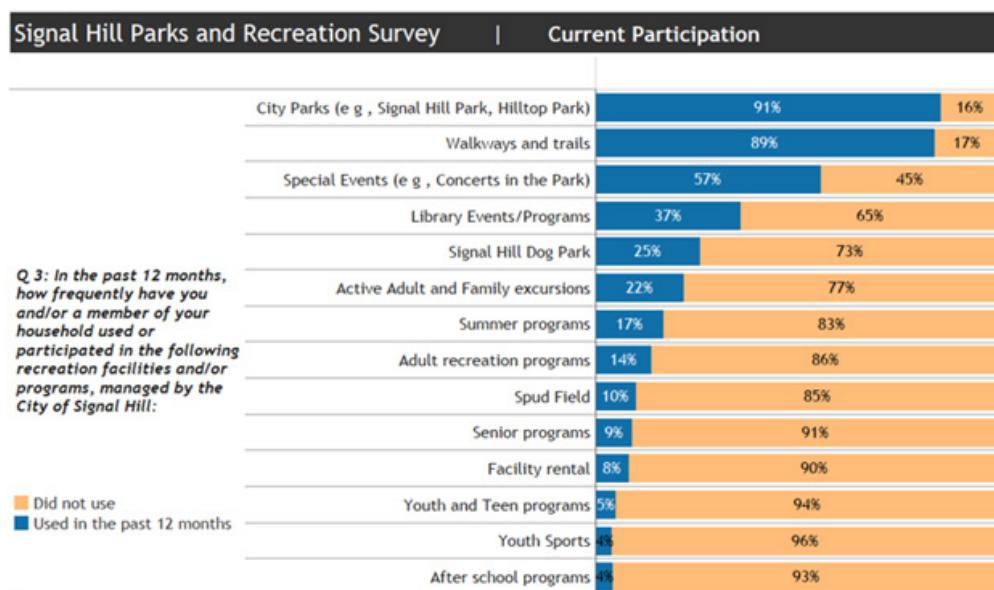
**Figure 37** shows the details of the invitation survey responses related to familiarity with parks and recreation.

**Figure 37: Familiarity with Parks and Recreation**



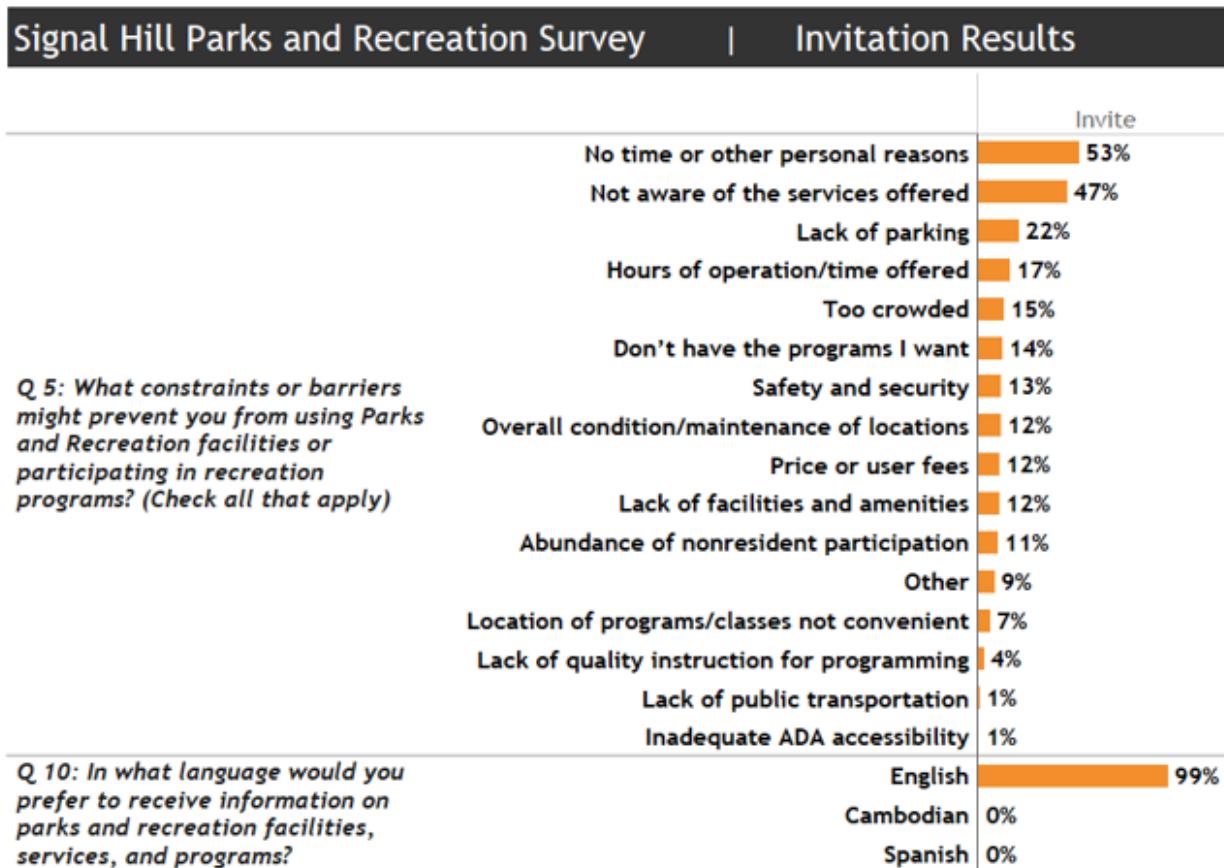
**Figure 38** shows the details of the survey responses related to parks and recreation participation.

**Figure 38: Current Participation**



**Figure 39** below shows the details of the invitation survey responses related to barriers to participation and language preference for communication.

**Figure 39: Barriers to Participation**



**Figure 40** shows the survey responses related to what influences respondents to visit/participate in parks and recreation services and activities.

**Figure 40: Influences for Parks and Recreation**



**Figure 41** shows the themes that emerged for survey responses related to what influences respondents to visit/participate in parks and recreation services and activities.

**Figure 41: Themes that Influence participation in Parks and Recreation - Resident Feedback**

The open space is nice and well-maintained. You can feel comfortable on trails and in parks, safe. - Resident

Getting out of the house and staying active. Taking my dog to the park for exercise and socialization. - Resident

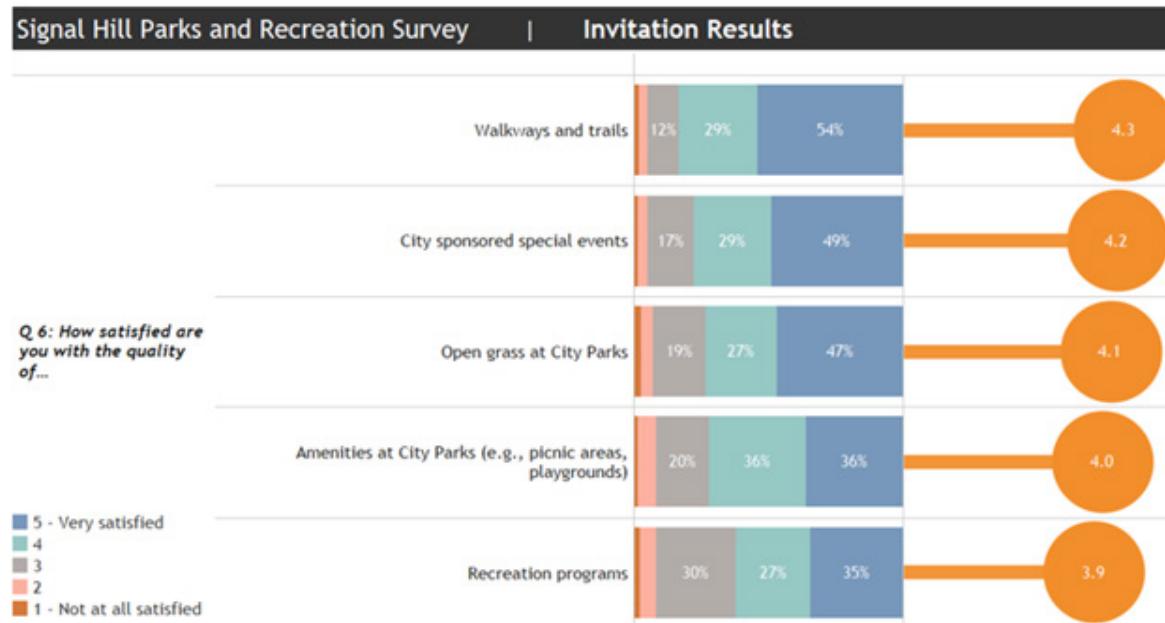
We attend all special events (music in park, auto shows, movies, etc.). We do not attend if crowds are too big, such as Halloween Carnival. As for facility - what is currently provided is small. Looking forward to the new building opening soon? - Resident

We love walking in Signal Hill and visiting Sunset Park and the Promenade almost every day. Thank you for maintaining those areas! We see people using the exercise stops every day and are glad that the city put them in. - Resident

## Satisfaction with Facilities, Programs and Services

Figure 42 shows the details of the invitation survey responses related to facilities, programs, and services offered.

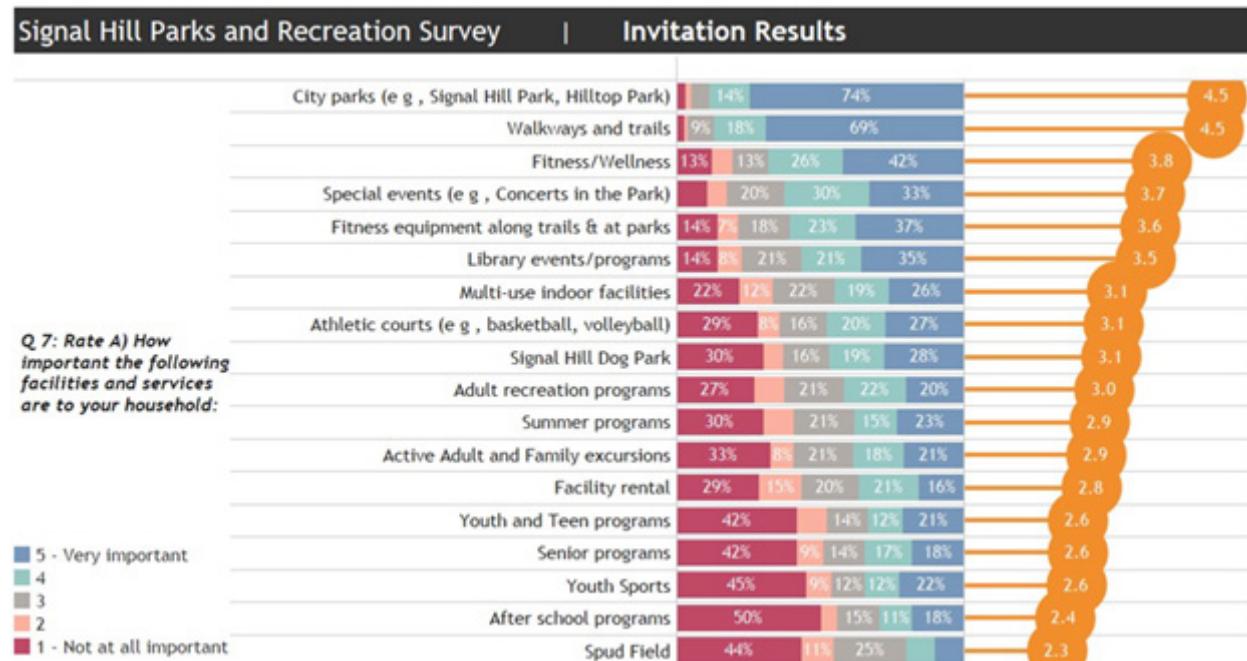
Figure 42: Satisfaction with Parks and Recreation



## Most important Facilities, Programs and Services

Figure 43 shows the details of the invitation survey responses related to importance of facilities, programs, and services offered.

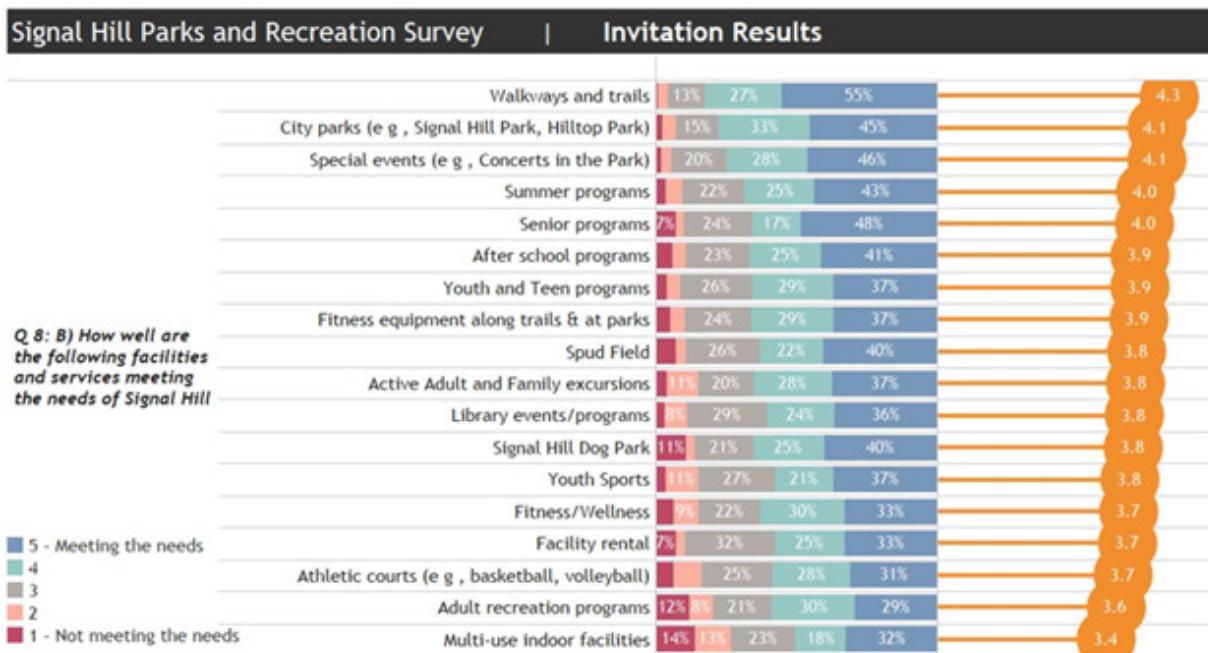
Figure 43: Importance of Programs, Facilities, and Services



## Needs Met by Current Facilities, Programs and Services

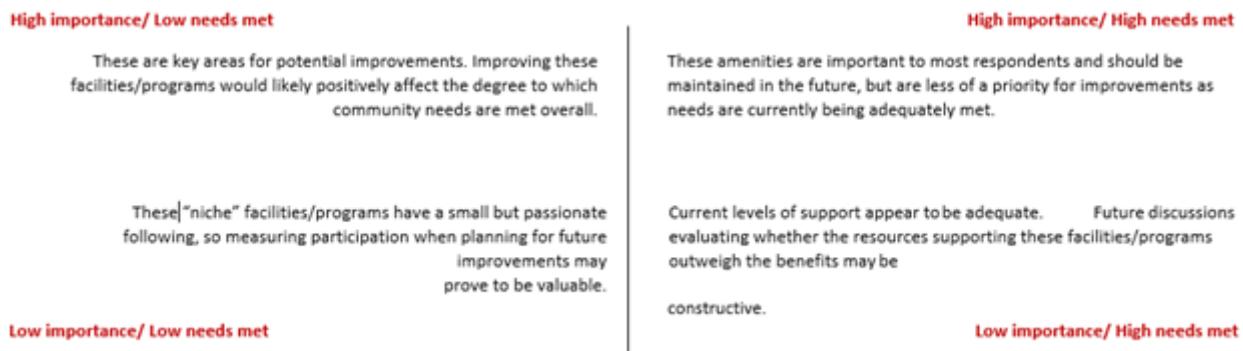
**Figure 44** below shows the details of the invitation survey responses related to needs met by facilities, programs and services offered.

**Figure 44: Needs Being Met**



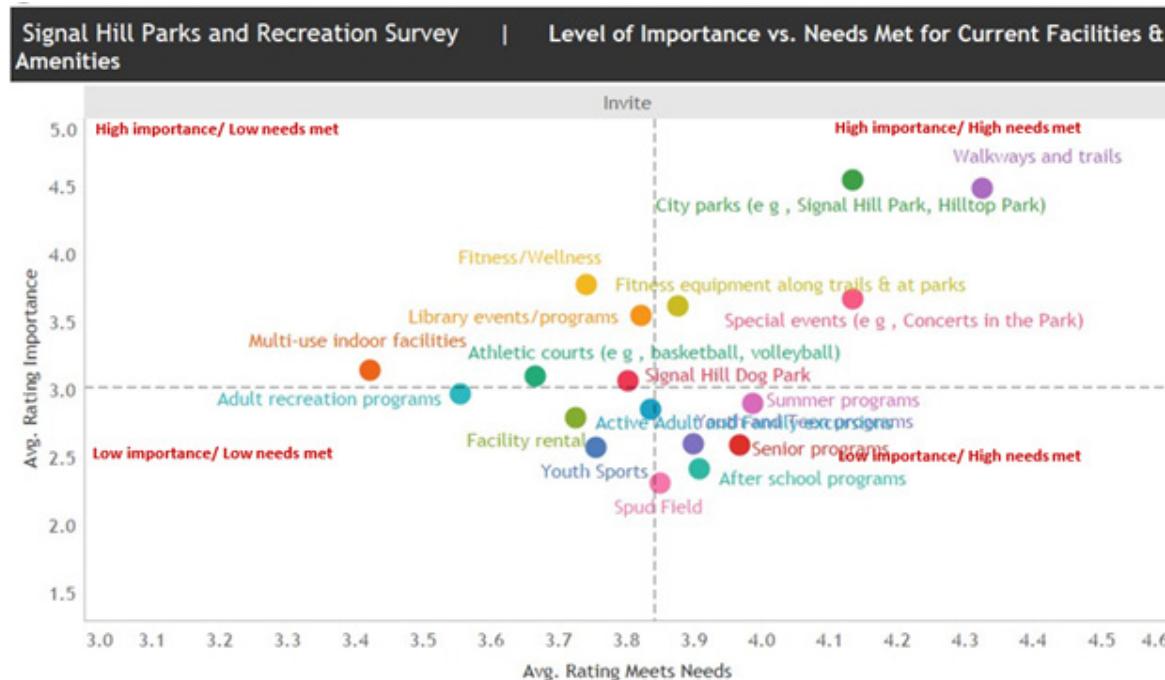
The following graphic provides an explanation of the Importance-Performance Matrix that follows.

**Figure 45: Importance-Performance Matrix**



**Figure 46** shows the details of the survey responses Importance-Performance Matrix related to needs met by facilities, programs, and services offered.

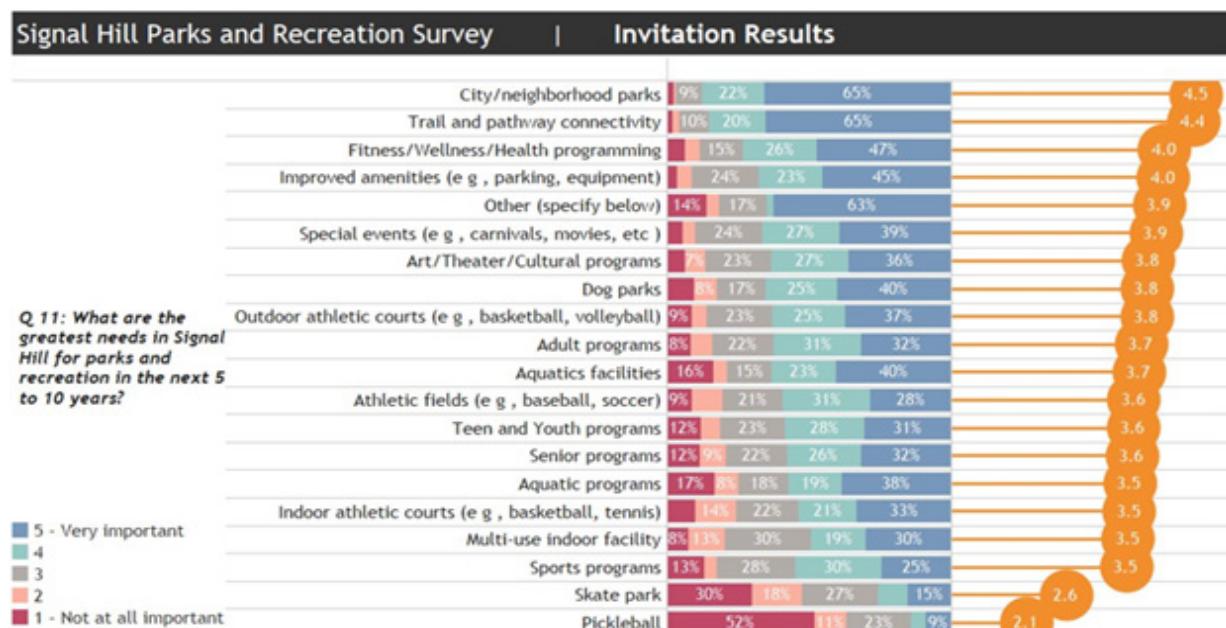
**Figure 46: Signal Hill Importance/Needs Met Matrix**



## Future Needs for Facilities, Programs, and Services

**Figure 47** shows the details of the invitation survey responses related to needs for future facilities, programs, and services offered.

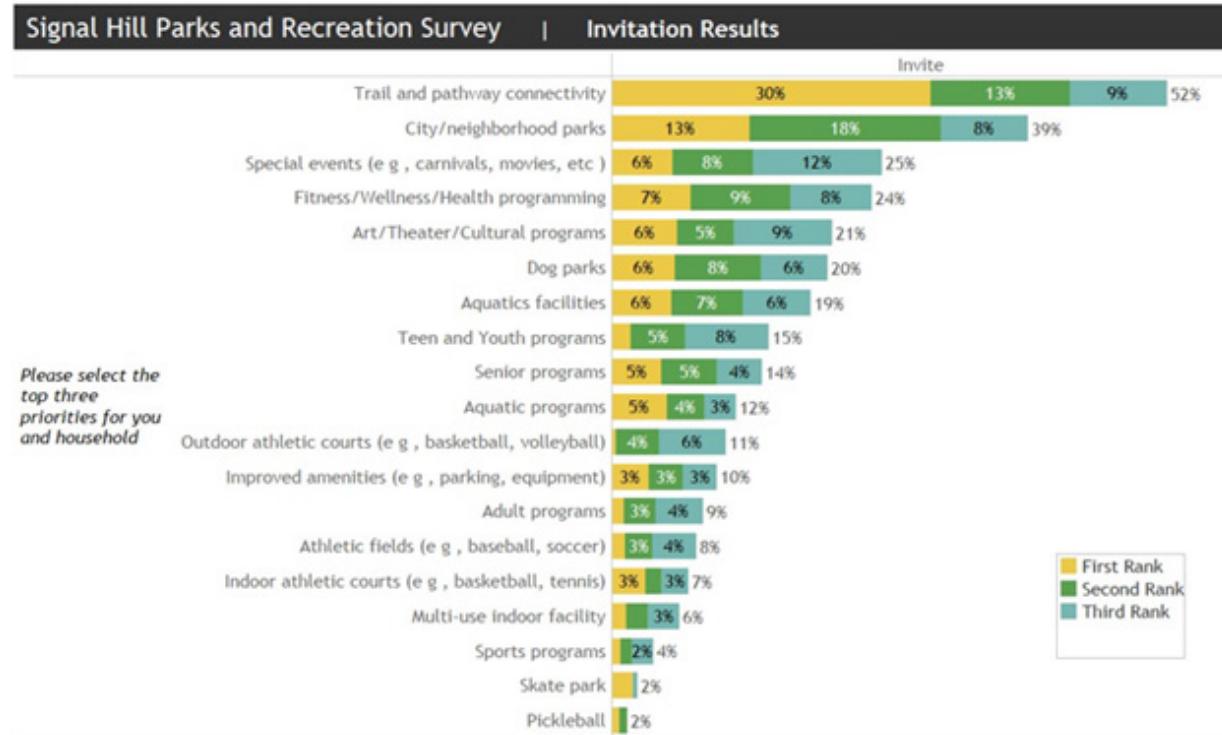
**Figure 47: Greatest Needs**



## Top 3 Priorities for Facilities, Programs, and Services

**Figure 48** shows the details of the invitation survey responses related to prioritizing needs for future facilities, programs and services offered.

**Figure 48: Top Priorities**



**Figure 49** shows the details of the survey responses related to their opinion on immediate needs for improvement in Signal Hill for parks and recreation.

**Figure 49: Influences for Parks and Recreation**



**Figure 50** shows the themes that emerged from the survey responses related to their opinion on immediate needs for improvement in Signal Hill for parks and recreation.

**Figure 50: Themes for Immediate Areas for Improvement - Resident Feedback**

Safety, parking, respect for homes surrounding City facilities, as well as the City's efforts to provide graffiti and trash cleanup and better maintenance around the recreational facilities sponsored by the City - Resident

More events for young adults at convenient days/times (weekends/after 6 pm weekdays). I loved the first homebuyers workshop that happened a couple of years ago. - Resident

Dog park. Current Signal Hill dog park not so good location. Too small for dogs to run around in. Can get easily overcrowded on weekends. - Resident

Replacing outdated facilities, such as Spud Field, to meet the fitness needs of the community, such as an outdoor walking track and fitness area. - Resident

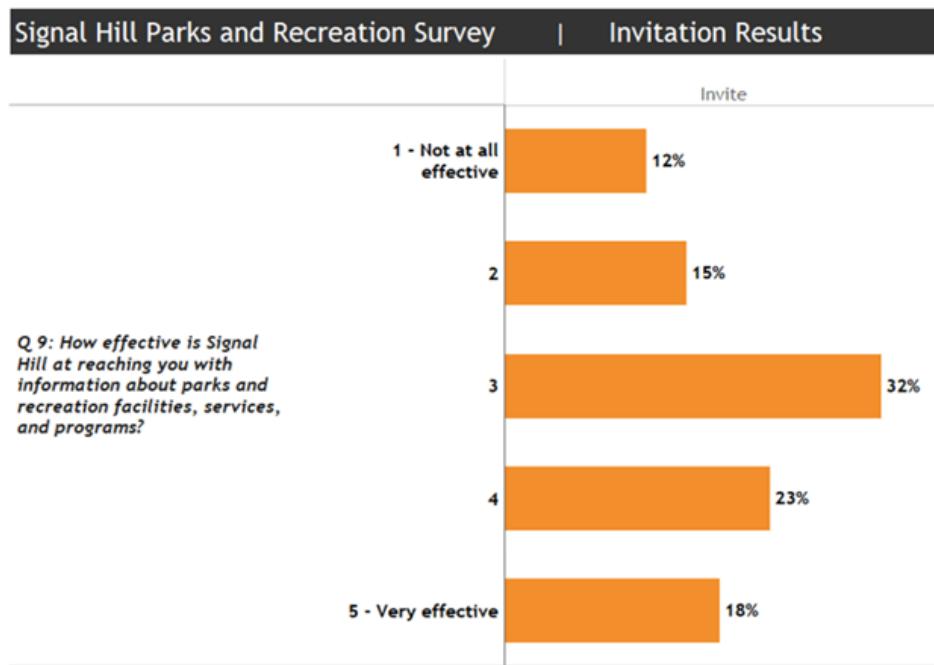
It would be nice to have someone in charge of patrolling the parks. I have witnessed negative interactions and arguments while visiting Signal Hill Park. These situations keep me and my family from visiting Signal Hill Park more often. - Resident

Better informing of programs available. More support for youth and seniors. Our youths need support and direction. More inexpensive improvement programs for individuals to become more competitive in job market. - Resident

## Communication Effectiveness

**Figure 51** shows the details of the invitation survey responses for communication related to facilities, programs and services offered.

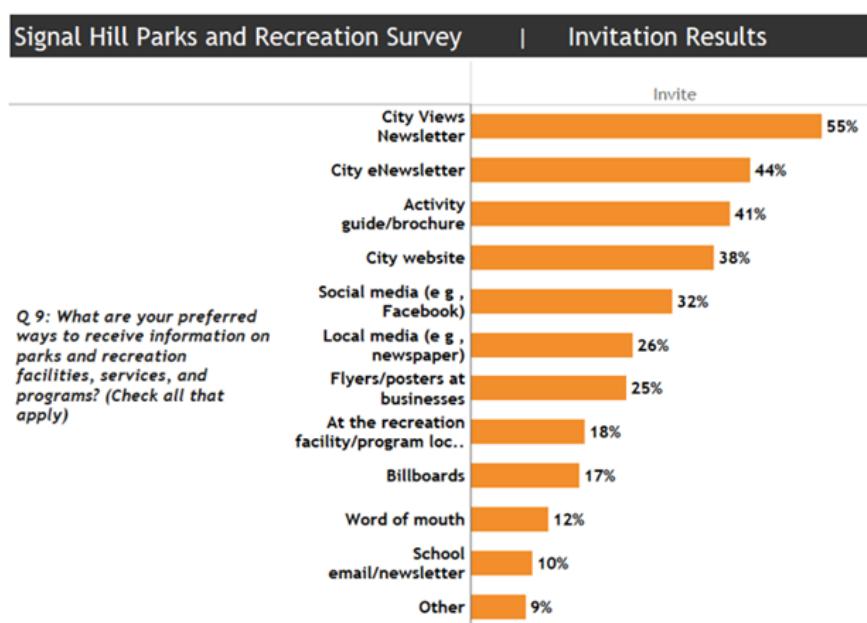
**Figure 51: Effectiveness of Communication**



## Preferred Communication Methods

**Figure 52** shows the details of the invitation survey responses for preferred communication methods related to facilities, programs, and services offered.

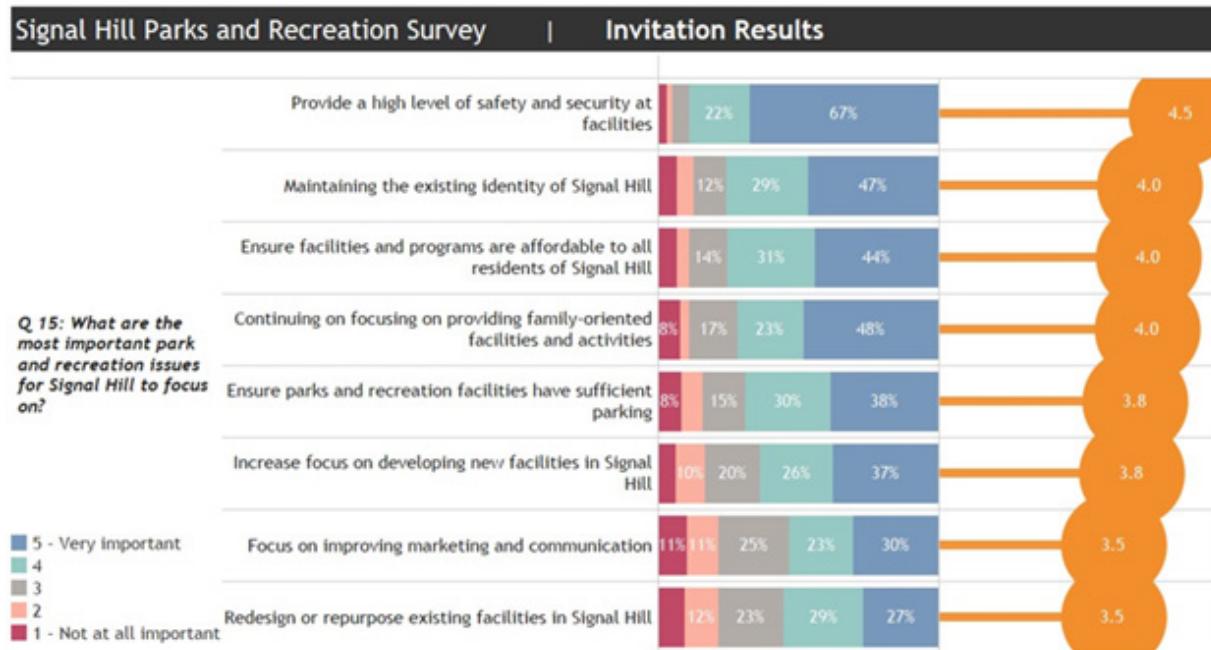
**Figure 52: Preferred Communication Methods**



## Values and Vision

Figure 53 below shows the details of the invitation survey responses for values and visions.

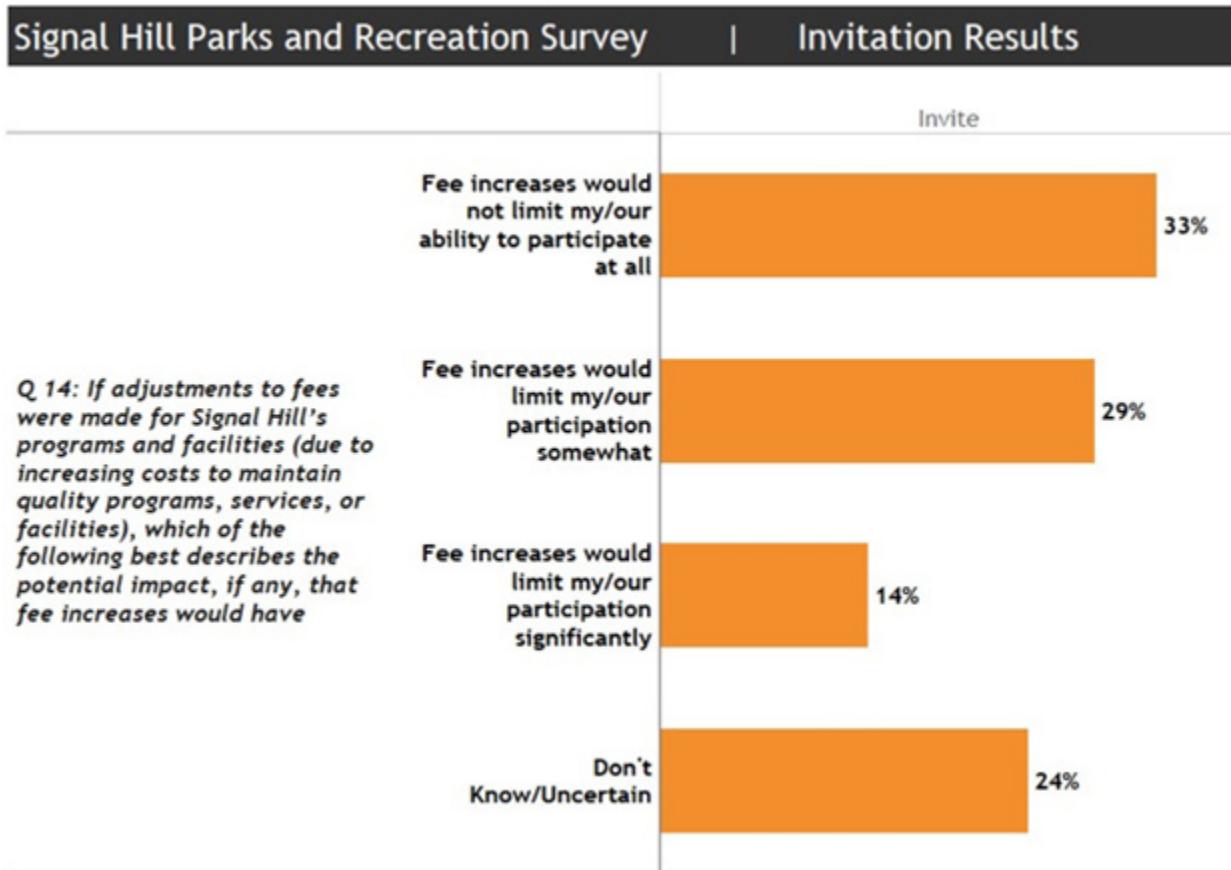
Figure 53: Importance of Issues



## Fees for Facilities, Programs and Services

Figure 54 shows the details of the invitation survey responses related to fees.

Figure 54: Fee Tolerance



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## V. FUNDING OF NEW FACILITIES

The City of Signal Hill requested examples of funding mechanisms that may potentially be used to renovate or repurpose existing parks and facilities. The most common funding mechanism used for a community recreation center are general obligation bonds, and there appears to be potential capacity to do this in Signal Hill.

A general obligation bond (GO) is a municipal bond backed by the credit and taxing power of the issuing jurisdiction rather than the revenue from a given project. GO bonds are issued with the belief that a municipality will be able to repay its debt obligation through taxation or revenue from projects.

Potential Funding Sources for Signal Hill Parks and Recreation:

- General Obligation Bond
- General Fund allocation
- Grants
- The California Parks and Water Bond Act of 2018 (Proposition 68)
- Measure A
- Park Development Fees

GreenPlay has compiled an extensive list of potential funding sources for public parks and recreation identified through over 20 years of consulting with agencies across the United States. They are provided for agencies to review for potential use in their own agencies. Many may already be in place, and some may not be permissible in certain states or jurisdictions; however, others may be useful.

There are a variety of mechanisms that local governments can employ to provide services and to make public improvements. Parks and recreation operating and capital development funding typically comes from conventional sources such as sales, use, and property tax referenda voted upon by the community, along with developer exactions.

Operating funds are typically capped by legislation; may fluctuate based on the economy, public spending, or assessed valuation; and may not always keep up with inflationary factors. In the case of capital development, “borrowed funds” sunset with the completion of loan repayment and are not available to carry-over or re-invest without voter approval.

The full listing of potential funding sources has been provided as a staff document. Final funding methods should be part of the more detailed capital planning and full feasibility analysis for each new amenity, but these resources should help.

The City has experienced success with use of impact fees in recent projects such as the Library and View Park. Impact fees should be continued to be used to develop parks and amenities as needed to address the impact on the City's Park and Recreation system as a result of the new developments occurring within the City.

The California Parks and Water Bond Act of 2018 (Proposition 68) should be explored as a potential funding mechanism.

The Per Capita Program has \$185,000,000 available in funding for local park rehabilitation, creation, and improvement grants to local governments on a per capita basis. Grant recipients are encouraged to utilize awards to rehabilitate existing infrastructure and to address deficiencies in neighborhoods lacking access to the outdoors.

The Quimby Act is another funding mechanism that the City should consider. The goal of the Quimby Act is to require developers to help mitigate the impacts of property improvements. The Act gives authority for passage of land dedication ordinances only to cities and counties. The fees must be paid and land conveyed directly to the local public agencies that provide park and recreation services communitywide.

## **Park Development Fee (Quimby Act) Analysis**

**Information collected from the 1989 Master Plan.**

As part of the Master Plan Study, GreenPlay evaluated the existing Park Development Fee to determine whether the current fee is appropriate to meet future parks needs or if the fee needs to be adjusted.

The 1989 Master Plan had shown a deficit of 2.71 acres of park land using a goal of 4 acres/1,000 population. As the city was expected to grow to 12,000 people, an additional 17.5 acres of parkland was identified in the General Plan. At build out Signal Hill's park acreage was expected to total 48 acres. Using the Quimby Act, Signal Hill has had a system in place that requires developers of new housing (where subdivision is occurring) to provide open space or fund open space improvements. Industrial and commercial development, while contributing to the need for additional parks, had not been a source of park funding. There was a perceived imbalance in the city's financial fees formula in 1989 that seemingly penalized builders and owners of single-family housing.

A standard of 3.2 persons per single family dwelling unit and 2.2 persons per multiple family dwelling unit was used in 1989 when calculating the impacts of typical projects in Signal Hill.

Calculation of Dedication or Fees per the 1989 Master Plan

- 560 sq. ft. of land per single family dwelling
- 385 sq. ft. of land per multiple family dwelling

The subdivision ordinance required the following method to calculate fees in lieu of dedication:

- 560 sq. ft. of land per single family dwelling

- 385 sq. ft. of land per multiple family dwelling Assuming a \$20/sq. ft. land value:
  - 20 X 560 sq. ft. = \$11,200 per single family dwelling
  - 20 X 385 sq. ft. = \$7,700 per multiple family dwelling

The purpose of Park Development Fees has been to assist the City in acquisition and development of new parkland that are needed as a result of increased development of residential units.

The 1989 Master Plan recommendations included:

- Revising the park and recreation fee (Quimby Act) to \$7,700 for each single-family dwelling or multi-family dwelling. (Assuming \$20 per sf land value, the contribution would be revised to 385 sf per unit.)
- Adopting a new \$7,700 per dwelling unit developer fee for new residential units which were currently not subject to the subdivision ordinance park and recreation fee. (AB 1600 developer fee based on 385 sf per unit.)
- Adopt a new \$.35 per square foot developer fee for new commercial development.

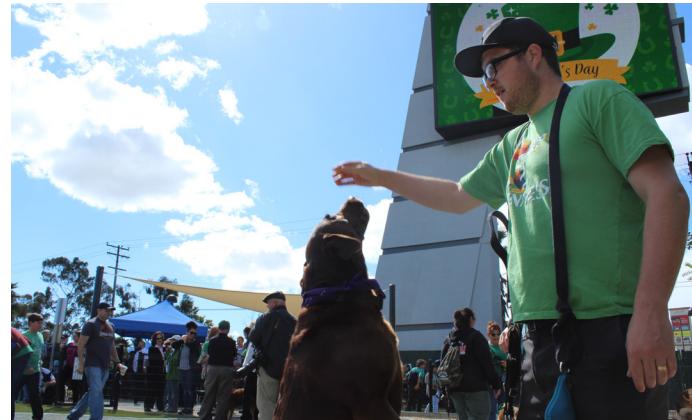
Estimated Revenue per the 1989 Master Plan for a 20-year total was \$10,000,000 to \$13,000,000.

### **Current Signal Hill Development Impact Fees**

Signal Hill's regional housing needs assessment allocation for housing units in the next eight-year cycle starting in 2021 indicated that Signal Hill should plan to zone for and build 516 units. Signal Hill staff indicated that roughly half would be Single-Family Dwelling that would be owned, and the other half would be Multi-Family Dwelling -Units and rentals. Additional commercial development is anticipated though an estimate of square footage is yet to be determined.

The following areas of improvements/deficiencies have been identified in the 2020 Parks and Recreation Master Plan that will be needed to address the increased development anticipated in Signal Hill.

- Renovate/repurpose Spud Field
- Program a new conceptual plan for Hillbrook Park, that considers adding new playgrounds
- Update amenities in Signal Hill Park
- Renovate/replace the Community Center
- Address park equity by increasing acres of accessible parks within a 10-minute walk
- Consider new infill park development at Calbrisas, Raymond Arbor, and Hillbrook parks
- Consider improving park connectivity by way of biking
- Consider improving walk accessibility to parks in other areas of the City
- Consider adding splash pads, spray parks, and parking at existing parks within the City



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## VI. PROGRAM ANALYSIS

### A. FOCUS OF SIGNAL HILL PROGRAMS

The Community Services Department special events, after-school program, summer day camp programs, library services, and park facilities are the core elements of the department. The diversity of the offerings is also vital to the city so that they can properly meet the needs of the entire Signal Hill community.

The Department currently offers a rotating selection of Health & Wellness programs and classes through the Library.

The Department could pursue program development around the priorities identified by customer feedback, a program evaluation process, and research. The following criteria could be examined when developing new programs.

- Need: demonstrated in the survey results, focus groups and public feedback, participation statistics, and/or outgrowth of a current popular program
- Budget: accounting for all costs and anticipated (conservative) revenues should meet cost recovery target established by the Department
- Facility: available, appropriate, and within budget
- Instructor: qualified, available, and within budget
- Materials and supplies: available and within budget
- Marketing effort: adequate and timely opportunity to reach intended market, within budget (either existing marketing budget or as part of new program budget)

The types of new and enhanced programming indicated as desired by the City of Signal Hill community during the recent survey could be implemented into the city's offerings. Successful programs utilize continuous creative assessments, surveying, research, and planning. The Department should have a process in place to evaluate the success of current program offerings and criteria to determine if new program ideas should be instituted or if changes should be made to current programs, including eliminating or suspending existing programs.

New recreation trends may indicate the need for changing the current program offerings. Changing program offerings requires careful consideration, planning, and proper communication with the community. Programs need to be continually assessed for viability. Decisions regarding changes, expansions, enhancements, and/or program eliminations need to be made carefully and with proper data. Starting new programs, based on community demand and/or trends, need to be well researched, planned, and advertised to provide the best possibility of their success. If new program interest seems sufficient based on a survey or community input, then the new programs should be developed,

advertised, and implemented. Available facilities and funding need to be considered when adding new or expanded programs. Program enhancements and changes need to be effectively communicated to the community and the entire staff of the Department.

Using historical participation statistics and program evaluations/participant/staff feedback to determine program popularity can be helpful in deciding if programs should be continued, altered, or eliminated. In addition, utilizing citizen surveys and participant feedback, and researching trends in park and recreational programming are useful tools in determining future programming needs and desires. Sources for trends information include:

- State Parks and Recreation Associations and Conferences
- National Recreation and Parks Association
- International Health, Racquet, and Sports Association
- Parks and Recreation Trade Publications
- Outdoor Recreation Publications

## B. PROGRAM EVALUATION

All current programs should be evaluated at the completion of their session (at a minimum evaluations should be conducted annually) to determine if they should be continued, changed (market segment focus, time/day offered, etc.), or discontinued. A few simple questions should be asked of participants and staff about each program that includes:

- Is participation increasing or decreasing? If participation is increasing, then it could clearly mean that the program should be continued. If participation is decreasing, are there any steps to take to increase interest through marketing efforts, change the time/day of the program is offered and change the format or instructor? If not, it may be time to discontinue the program.
- Is there information contained in the participation/staff feedback that can be used to improve the program?
- Are cost recovery goals being met? If not, can costs be reduced or can fees be realistically increased?
- Is there another provider of the program that is more suitable to offer it? If yes, the Department could provide referrals for its customers for the program it does not offer or is not willing or able to offer.
- Is this program taking up facility space that could be used for expansion of more popular programs or new programs in demand by the community?



## VII. SUMMARY OF KEY FINDINGS FROM ENTIRE STUDY

### A. KEY FINDINGS FROM THE STUDY

Generally, findings from the public input process consistently identified an appreciation of existing parks, facilities, programs, and services being offered by the City of Signal Hill.

Recurring themes and key issues were identified using a number of tools including review of existing plans and documents, focus groups, stakeholder meetings, a community survey, inventory, and level of service analysis. The information gathered from these sources was evaluated, and the recommendations were developed that address these recurring themes and key issues:

- Renovate/repurpose Spud Field.
- Update amenities in Signal Hill Park.
- Renovate/replace Signal Hill Park Community Center.
- Make sure all facilities are inclusive for all communities.
- Improve communication.
- Address park equity by increasing acres of accessible parks within a 10-minute walk.
- Consider re-purpose or re-design of Raymond Arbor and Hillbrook parks.
- Address barriers to biking (lack of bike facilities especially on wide/fast roads).
- Consider improving park connectivity by way of biking. (Note, the trail system connecting Hilltop and Discovery Well parks to the surrounding neighborhoods does a good job increasing accessibility for walkers. This trail system was incorporated into the walk network for analysis, but not the bike network).
- Consider improving walkable accessibility to parks in other areas of the City.
- Consider adding splash pads, spray parks, and parking.
- Future parks should consider a multi-purpose field.

The following Key Issues Matrix details the key issues and preliminary recommendations developed during the Visioning part of the Master Plan including the rating of each issue both qualitatively and quantitatively.

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## Key Issues Analysis Matrix

Signal Hill Parks and Recreation Master Plan			Qualitative Data			Quantitative Data			Consultant's Analysis and Professional Expertise																																																																																																																																																																																																		
			Staff Input	Public Input	Leadership Interviews	Community Survey	Other City Documents	Facility Assessment/LOS	Consultant Team																																																																																																																																																																																																		
 <p><b>Key Issue - Rating Scale</b></p> <p><b>a - priority</b>  <b>b - opportunity to improve</b>  <b>c - minor or future issue</b>  <b>blank</b> means the issue didn't come up or wasn't addressed</p>																																																																																																																																																																																																											
<p><b>Organizational</b></p> <table border="1"> <tr><td>Address dogs off leash</td><td>b</td><td>b</td><td>b</td><td>b</td><td>a</td><td>a</td><td>a</td><td>b</td><td>a</td><td colspan="2">Review policy, consider additional education and signage.</td></tr> <tr><td>Focus on Signal Hill</td><td>a</td><td>a</td><td>a</td><td>a</td><td>a</td><td>a</td><td>a</td><td>a</td><td>a</td><td colspan="2">Continue to place the needs of Signal Hill residents ahead of outside users.</td></tr> <tr><td>Very diverse population upper income and lower income</td><td>a</td><td>a</td><td>a</td><td>a</td><td>a</td><td>a</td><td>a</td><td>a</td><td>a</td><td colspan="2">Continue to monitor cost of programs and services, offer scholarships or financial assistance when requested.</td></tr> <tr><td>Safety</td><td>b</td><td>b</td><td>b</td><td>b</td><td>b</td><td>b</td><td>b</td><td>b</td><td>b</td><td colspan="2">Continue to monitor conditions and lights in parks and facilities. Continue to maintain a positive relationship with the Police Department.</td></tr> <tr><td>Policies for park and facility usage</td><td>b</td><td>b</td><td>b</td><td>b</td><td>b</td><td>b</td><td>b</td><td>b</td><td>b</td><td colspan="2">Review policy, consider additional education and signage.</td></tr> <tr><td>Invest in technology</td><td>b</td><td>b</td><td>b</td><td>b</td><td>b</td><td>b</td><td>b</td><td>b</td><td>b</td><td colspan="2">Increase usage of technology for program registration and communication</td></tr> <tr><td>Focus on family oriented facilities and activities</td><td>a</td><td>a</td><td>a</td><td>a</td><td>a</td><td>a</td><td>a</td><td>a</td><td>a</td><td colspan="2">Offer special events and programs that entire families will want to participate in.</td></tr> <tr><td>Need to improve communication (people not aware of services and programs)</td><td>a</td><td>a</td><td>a</td><td>a</td><td>a</td><td>a</td><td>a</td><td>a</td><td>a</td><td colspan="2" rowspan="2">Increase usage of City website and social media, continue activity guide and newsletters</td></tr> </table>												Address dogs off leash	b	b	b	b	a	a	a	b	a	Review policy, consider additional education and signage.		Focus on Signal Hill	a	a	a	a	a	a	a	a	a	Continue to place the needs of Signal Hill residents ahead of outside users.		Very diverse population upper income and lower income	a	a	a	a	a	a	a	a	a	Continue to monitor cost of programs and services, offer scholarships or financial assistance when requested.		Safety	b	b	b	b	b	b	b	b	b	Continue to monitor conditions and lights in parks and facilities. Continue to maintain a positive relationship with the Police Department.		Policies for park and facility usage	b	b	b	b	b	b	b	b	b	Review policy, consider additional education and signage.		Invest in technology	b	b	b	b	b	b	b	b	b	Increase usage of technology for program registration and communication		Focus on family oriented facilities and activities	a	a	a	a	a	a	a	a	a	Offer special events and programs that entire families will want to participate in.		Need to improve communication (people not aware of services and programs)	a	a	a	a	a	a	a	a	a	Increase usage of City website and social media, continue activity guide and newsletters																																																																																																	
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### Preliminary Recommendations

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## VIII. RECOMMENDATIONS

### A. RECOMMENDATIONS

This section describes ways to enhance the level of service and increase the quality of life with improvements through enhanced parks, facilities, and amenities; expanded programming and service delivery; organizational efficiencies; and increased financial opportunities.

The following Goals, Objectives, and Action Items for the recommendations are drawn from the public input, inventory, level of service analysis, findings feedback, and all of the information gathered during the master planning process. The primary focus is maintaining, sustaining, and improving the City of Signal Hill facilities, programs, and services. Funding availability, community support, and staff buy-in will play significant roles in future planning efforts. All cost estimates are in 2020 figures where applicable. Most costs are dependent on the extent of the enhancements and improvements determined.

Timeframe to complete is designated as:

- Short-term (up to 3 years)
- Mid-term (4-6 years)
- Long-term (7-10 years)
- Ongoing (occurs on a continuous basis )

<b>GOAL 1: IMPROVE FACILITIES AND AMENITIES</b>			
<b>Objective 1.1: Develop additional recreational facilities, playgrounds, parking, and amenities.</b>			
<b>Actions</b>	<b>Capital Cost Estimate</b>	<b>Operational Budget Impact</b>	<b>Timeframe to Complete</b>
1.1.a: Replace the existing Community Center • Include spaces for the following programs: arts/theater/cultural/recreational/fitness/ educational programs/social gatherings/ meetings	2020 Construction costs range between \$350 - \$450 per square foot, plus 20 – 25 percent for contingency	Staff Time	Mid-Term

1.1.b: Signal Hill Park and Spud Field should be priorities for upgrades. Future Parks should consider a multi-purpose field, as well as picnic areas, splash pads, or interactive fountains.	Will vary based on projects. See <b>Table 13</b> on page 91	Will vary based on location and future amenities added	Short-Term
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***Objective 1.2: Maintain and improve existing facilities, parks, trails, and open spaces.***

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
1.2.a: Develop a replacement schedule for equipment, parks, facilities, trails, and pathways, as these facilities have been identified by residents as of high importance. <ul style="list-style-type: none"> <li>Identify priorities of future maintenance projects for these areas.</li> <li>Develop a replacement schedule for equipment, parks, facilities, and trails.</li> <li>Develop capital improvement plan, cost, and phasing recommendations and implementation plan for priority items/projects.</li> </ul>	Will vary based on projects	Additional Staff Time	Ongoing

***Objective 1.3: Explore improving/adding trail and pathway connectivity, and open space/natural area preservation.***

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
1.3.a: Improve/add trail and pathway connectivity where right of way allows, improve connectivity to other parks in the same way Signal Hill Park is connected, and improve open space/natural area preservation. Consider improving park connectivity by way of biking and improving walk accessibility to parks.	Will vary based on projects. See <b>Table 13</b> on page 91	Additional staff time, cost of maintaining improvements	Ongoing

***Objective 1.4: Explore additional land acquisition for new parks.***

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
1.4.a: The Department should follow the recommendations detailed in the Level of Service Analysis which identified potential gaps in service within the community. Priorities for future development of new parks, conceptual plans, financial projections for construction, O&M budget projections, and pro-forma for operations should also be completed. Additional larger community parks should be added along Cherry Ave and Walnut Ave. Smaller neighborhood parks should be added around 28th St and Rose Ave, and Gardena Ave.	Will vary based on projects. See <b>Table 13</b> on page 91	Staff Time	Ongoing

<b>Objective 1.5: Objective 1.5: Develop a new conceptual plan for Hillbrook Park.</b>			
<b>Actions</b>	<b>Capital Cost Estimate</b>	<b>Operational Budget Impact</b>	<b>Timeframe to Complete</b>
1.5.a: Develop a conceptual plan for Hillbrook Park to add new amenities & eliminate water feature. <ul style="list-style-type: none"> <li>• Develop conceptual plans for renovations to Hillbrook Park.</li> <li>• Develop financial projections for renovation of Hillbrook Park.</li> </ul>	Contractual service \$35,000	Will vary based on location and future amenities added	Mid-Term

<b>GOAL 2: CONTINUE TO IMPROVE PROGRAMS AND SERVICE DELIVERY AND ENSURE AFFORDABILITY</b>			
<b>Objective 2.1: Monitor the participation and usage of the programs, facilities, and services and make appropriate adjustments based on collected data.</b>			
<b>Actions</b>	<b>Capital Cost Estimate</b>	<b>Operational Budget Impact</b>	<b>Timeframe to Complete</b>
2.1.a: Conduct regular facility and participation counts for these programs, facilities, and services to determine usage. Develop a method to conduct and record daily facility and participation counts.	N/A	Staff Time	Ongoing
2.1.b: Conduct regular participation and staff evaluations for facilities to determine level of customer satisfaction. Develop a method to conduct evaluations of facilities (at a minimum evaluations should be conducted twice annually) to determine if facility changes are warranted.	N/A	Staff Time	Ongoing
<b>Objective 2.2: Enhance special event programming.</b>			
<b>Actions</b>	<b>Capital Cost Estimate</b>	<b>Operational Budget Impact</b>	<b>Timeframe to Complete</b>
2.2.a: Based on trends and demand, look to partner with community organizations and businesses to expand and enhance special event programming.	N/A	Staff Time	Ongoing

**Objective 2.3: Explore opportunities to increase youth, senior, and family programs, activities, and services based on demand and trends.**

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
<p>2.3.a: Expand youth, senior, and family program opportunities for fitness/ wellness, environmental education, and adult non- sport programs.</p> <ul style="list-style-type: none"> <li>• Add outdoor group exercise classes</li> <li>• Add pop up activities and programs</li> <li>• Add scheduled walking programs</li> <li>• Add one-time instructional programs</li> <li>• Add nature walks, bird walks</li> <li>• Add adult passive recreation activities such as chess in the park, cards in the park</li> </ul>	N/A	Varies based on programs Paid staff or Contracted	Short-Term
2.3.b: As new programs and services are developed and implemented, continue to create a balance between passive and active recreation. Make sure to offer programs that don't require specific skills, pre-registration, nor specific equipment to participate. Offer socialization activities in parks to attract passive users.	N/A	Staff Time	Ongoing

**Objective 2.4: Expand after-school programs to allow for increased enrollment.**

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
2.4.a: Expand opportunities for enrollment in after-school programs. Based on 10 – 1 ratio of participant to staff, increase programming opportunities to eliminate existing waiting lists and meet current and future demand. Consider adding additional after school programs in the new library.	N/A	Varies based number of participants enrolled	Short-Term

**Objective 2.5: Continue to work with other service providers and local non-profits to develop programs and service to meet demand and trends.**

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
2.5.a: Continue to look for opportunities to expand programs while working with the other service providers and local non-profits within the city and formalize these agreements in writing. Signal Hill Community Foundation, Signal Hill Police Foundation, Signal Hill Historical Society, Friends of Signal Hill Library, the schools, local churches, and service organizations should be considered.	N/A	Staff Time	Ongoing

<b>Objective 2.6: Consider adding recreational programming at the library.</b>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
2.6.a: Work with the library staff to develop recreational programs and service to meet demand and trends.	N/A	Staff Time	Short-Term
<b>Objective 2.7: Consider adding art/theater/cultural programs.</b>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
2.7.a: Expand program opportunities for art/theater/cultural programs. As new programs and services are developed and implemented, continue to create a balance between passive and active recreation programs.	N/A	Staff Time	Mid-Term
<b>Objective 2.8: Focus on family oriented facilities and activities.</b>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
2.8.a: Offer special events and programs in which entire families will want to participate.	N/A	Staff Time	Ongoing
2.8.b Provide facilities and amenities that are family oriented and encourage family participation.	TBD	Staff Time	Short-Term

<b>GOAL 3: CONTINUE TO IMPROVE ORGANIZATIONAL EFFICIENCIES</b>			
<b>Objective 3.1: Enhance and improve internal and external communication regarding Department activities and services.</b>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
3.1.a: Review marketing efforts at beginning and completion of each programming season. Informal surveying of participants and non-participants along with comparing participation rates to previous years should be used to determine the successfullness of marketing efforts and to develop new strategies for future marketing.	N/A	Staff Time	Ongoing
<b>Objective 3.2: Staff appropriately to meet current demand and maintain established quality of service.</b>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
3.2.a: Hire, conduct orientation with, and train staff for current and future parks and facilities demands.	N/A	TBD	Ongoing

3.2.b: Continue to hire, conduct orientation with, and train staff for current and future recreation programming demands.		TBD	Ongoing
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***Objective 3.3: Review and update policies for park and facility usage.***

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
3.3.a: Review policies for park and facility usage – specifically off leash dogs, vendors conducting classes, or programs without permits.		Staff Time	Ongoing
3.3.b: Consider additional education and signage to post and explain policies.	Signage costs will vary depending on size and type of signs. Typical costs range from \$500 - \$1,500 per sign	Staff Time	Ongoing

***Objective 3.4: Invest in technology.***

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
3.4.a: Increase usage of technology for program registration and communication. Consider adding software that allows for online registration and point of sale. Increase usage of social media opportunities.	\$10,000	Staff Time	Ongoing

***Objective 3.5: Continue to focus on safety in parks and facilities.***

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
3.5.a: Continue to monitor conditions and lights in parks and facilities. Work with the Police Department to determine the need for adding cameras in areas that are not easily seen or have been subject to vandalism or other negative issues.	N/A	Staff Time	Ongoing

<b>GOAL 4: INCREASE FINANCIAL OPPORTUNITIES</b>			
<i>Objective 4.1: Explore additional funding options.</i>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
4.1.a: Continue to seek alternative funding sources that includes donations, grants, and others. <ul style="list-style-type: none"> <li>• Development Fees</li> <li>• General Obligation Bonds</li> <li>• Quimby Act</li> <li>• Parks and Water Bond Act of 2018 (Proposition 68)</li> </ul>	\$0	Staff Time	Ongoing
<i>Objective 4.2: Explore opportunities to increase sponsorships.</i>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
4.2.a: Explore additional sponsorship opportunities and build on existing sponsorships. <ul style="list-style-type: none"> <li>• Add new special events that would benefit both residents and sponsors</li> <li>• Add new components to events with sponsor involvement</li> </ul>	\$0	Staff Time TBD Potential increased revenue or decreased expenses	Ongoing
4.2.b: Ensure all existing and future sponsorships are accurately portrayed in a signed sponsorship agreement (Sample Sponsorship Policy provided as a staff document).	\$0	Staff Time	Short Term
<i>Objective 4.3: Continue to focus on accessibility and affordability for all.</i>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
4.3.a: Continue to monitor cost of programs and services, offer scholarships or financial assistance when requested.	\$0	Staff Time	Ongoing

Table 14: Site Improvement Table

Site Improvements	\$/SF Price Range	
	Low	High
Site Prep	\$ 0.5	\$ 1
Clearing and Grubbing	\$ 0.25	\$ 1
Earthwork & Grading	\$ 1.5	\$ 2.5
New Asphalt Concrete	\$ 4	\$ 6
New Pedestrian Paving	\$ 8	\$ 15
Landscape Improvements	\$ 4	\$ 6
Furnishing & Misc. Improvements	\$ 1	\$ 2

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## APPENDIX A: SURVEY

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# SIGNAL HILL PARKS AND RECREATION INVITATION SAMPLE RESULTS

## APRIL 2019





# INTRODUCTION

The purpose of this study was to gather community feedback on Signal Hill's parks and recreation facilities, amenities, future planning, communication, and more.

This survey research effort and subsequent analysis were designed to assist Signal Hill in developing a plan to reflect the community's needs and desires.



# METHODOLOGY

The survey was conducted using three primary methods:



Sent to randomly selected residents of Signal Hill



Accessed through a password-protected website for residents who received the mail survey



Open to members of the public who were not part of the invitation survey

The primary list source used for the mailing was purchased from Melissa Data Corp., a leading provider of data with emphasis on U.S., Canadian, and international address and phone verification as well as postal software. Use of the Melissa Data list also includes renters in the sample who are frequently missed in other list sources such as utility billing lists.



# METHODOLOGY

A total of 3,300 paper surveys were mailed to a random sample of Signal Hill residents in February 2019. The sample size used to derive the following results is 305 total surveys. Currently, the Open Link survey is continuing to gather responses from the community. A final report will be forthcoming with added detail from the invitation survey as well as open link results.

For this preliminary report, the analysis herein primarily focuses on responses from the invitation survey of City of Signal Hill respondents. A subsequent report will be developed once the Open Link survey closes.



# WEIGHTING THE DATA

The underlying data were weighted by age to ensure appropriate representation of Signal Hill residents across different demographic cohorts in the sample.



Using U.S. Census Data, the age distribution in the sample were adjusted to more closely match the population profile of Signal Hill.



Due to variable response rates by some segments of the population, the underlying results, while weighted to best match the overall demographics of residents, may not be completely representative of some sub-groups of the Signal Hill population.

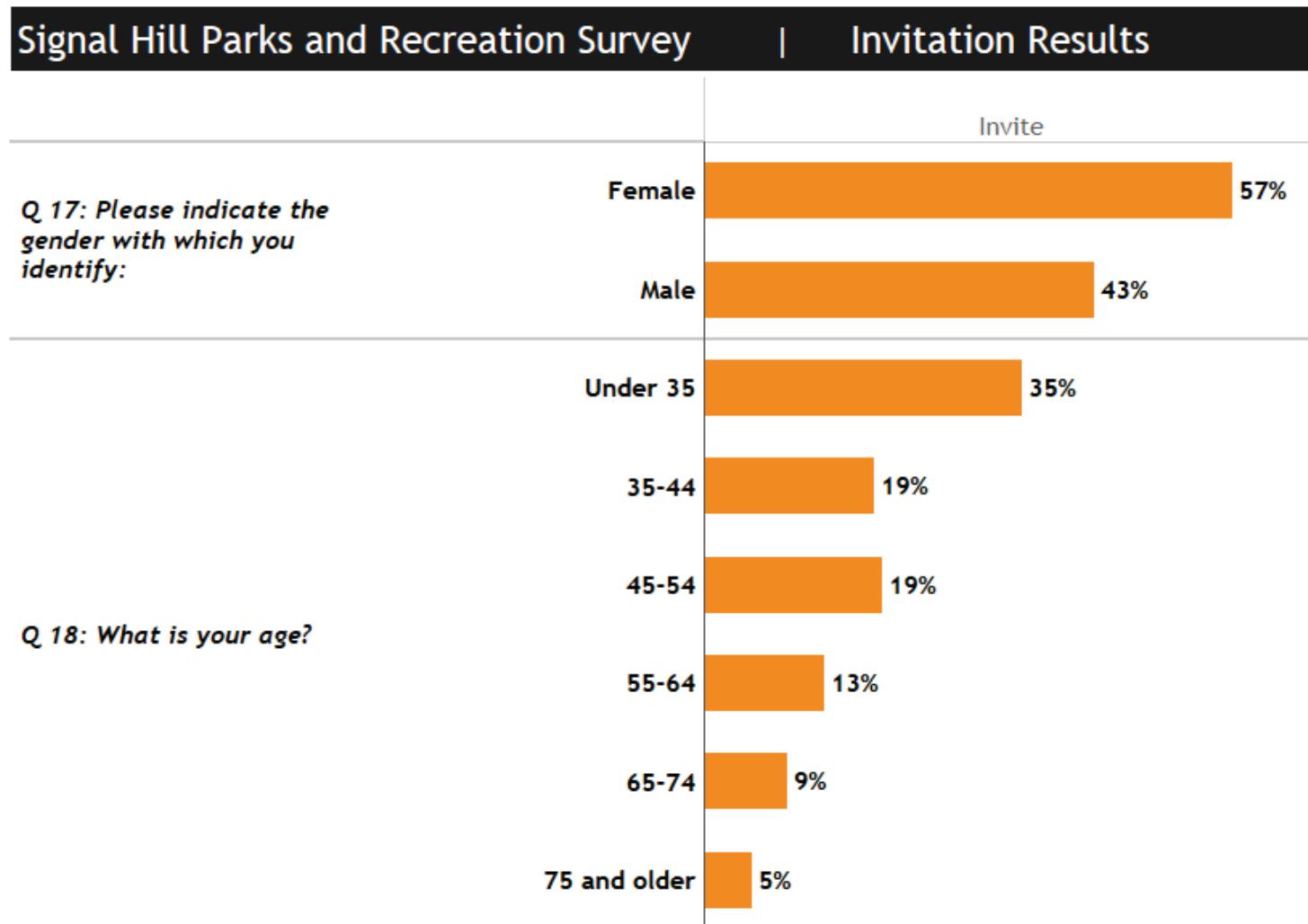


# DEMOGRAPHICS



# DEMOGRAPHIC PROFILE

Among invitation respondents, females (57%) were more likely than males (43%) to participate in the survey. This is a common finding in survey research as females tend to participate in survey research more frequently than males. Age, a weighted variable, represents the age distribution of Signal Hill community well with 35 of respondents under 35, 19% 35-44 and 19% 45-54.

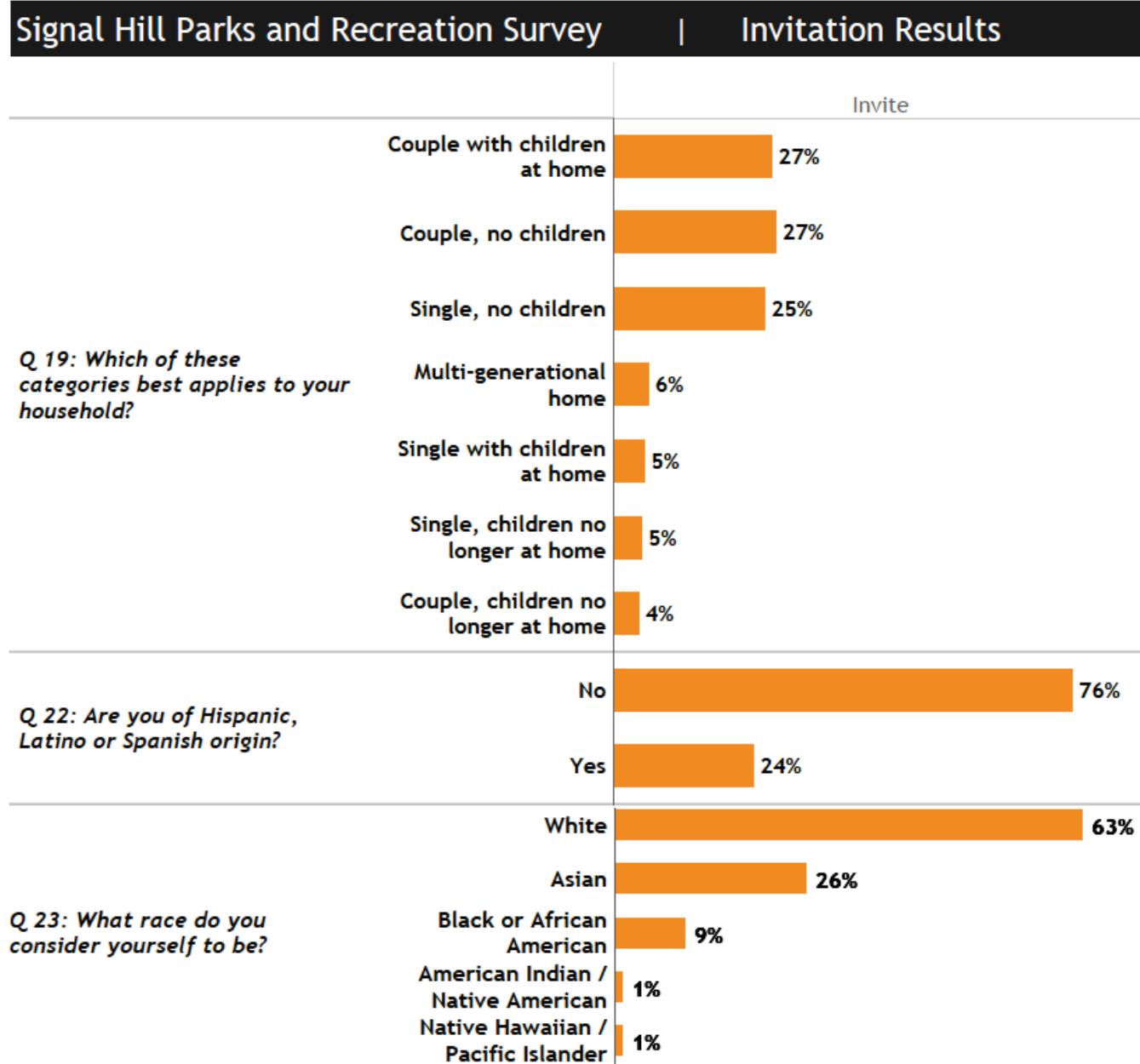




# DEMOGRAPHIC PROFILE

Respondents' household status is well distributed between couple with children at home (27%), couple, no children (27%), and single, no children (25%).

Of invitation respondents, 24% identify as Hispanic/Latino/Spanish origin. In terms of race, 63% identify as White, with 26% identifying as Asian, 9% Black or African American, 1% American Indian/Native American, and 1% Native Hawaiian/Pacific Islander.

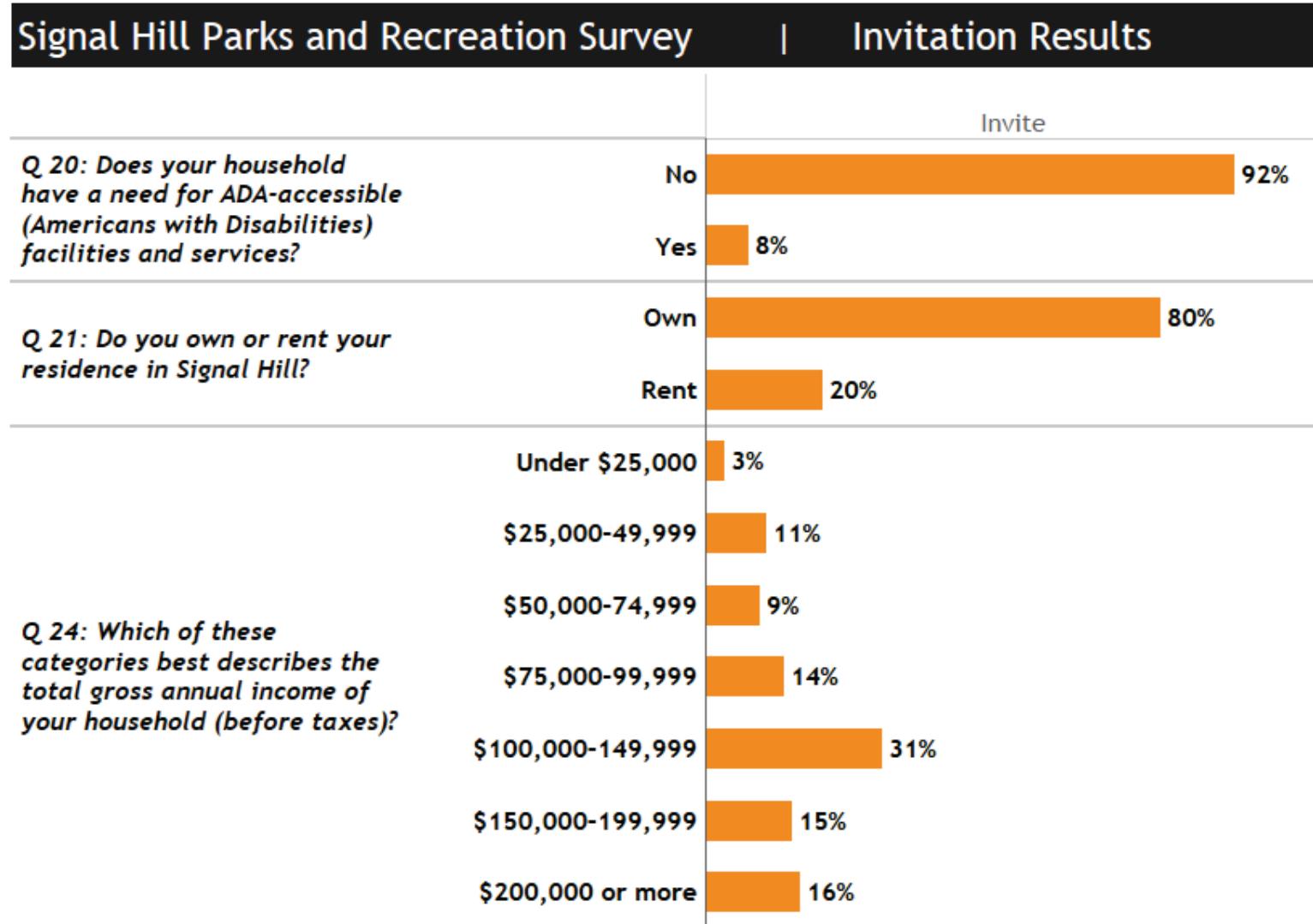




# DEMOGRAPHIC PROFILE

In total, 8% of respondents have a need for ADA-accessible facilities and services. Home ownership has the majority of respondents owning their home (80%) with 20% currently renting.

Household income is distributed across the spectrum, but the largest category are those who earn \$100,000-\$149,999 per year (31%). Overall, 62% of invitation households earn over \$100,000 per year with 38% earning less than \$100,000.



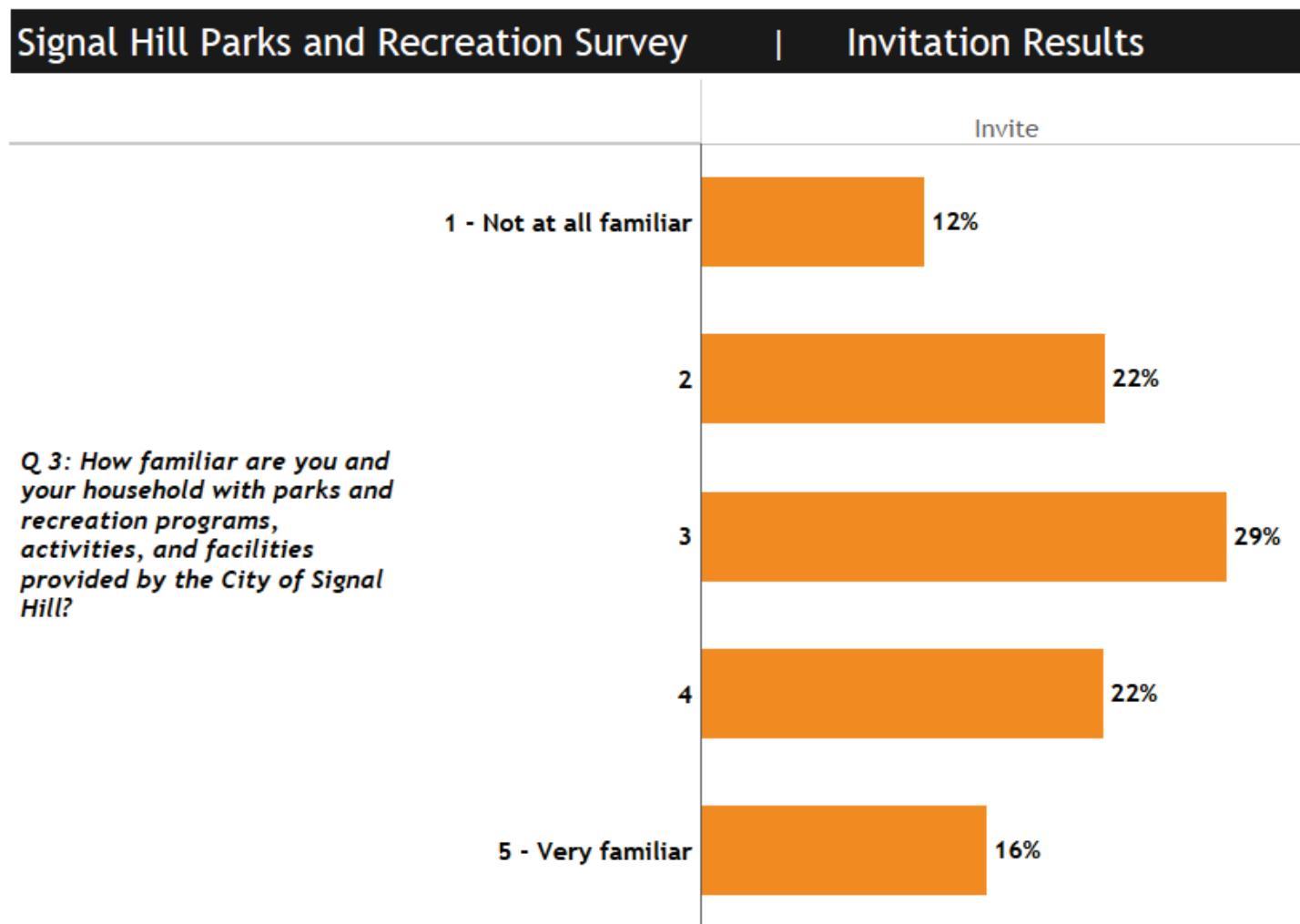


# CURRENT PARTICIPATION



# FAMILIARITY WITH PARKS AND RECREATION

Familiarity with Signal Hill's parks and recreation programs, activities, and facilities is mixed within the invitation results. 38% of respondents are familiar (rating either 4 or 5) while 34% are unfamiliar (rating either 1 or 2). A large group of respondents are moderately familiar (29%) (rating 3 out of 5). This finding suggests increased familiarity may benefit Signal Hill residents on increasing participation.

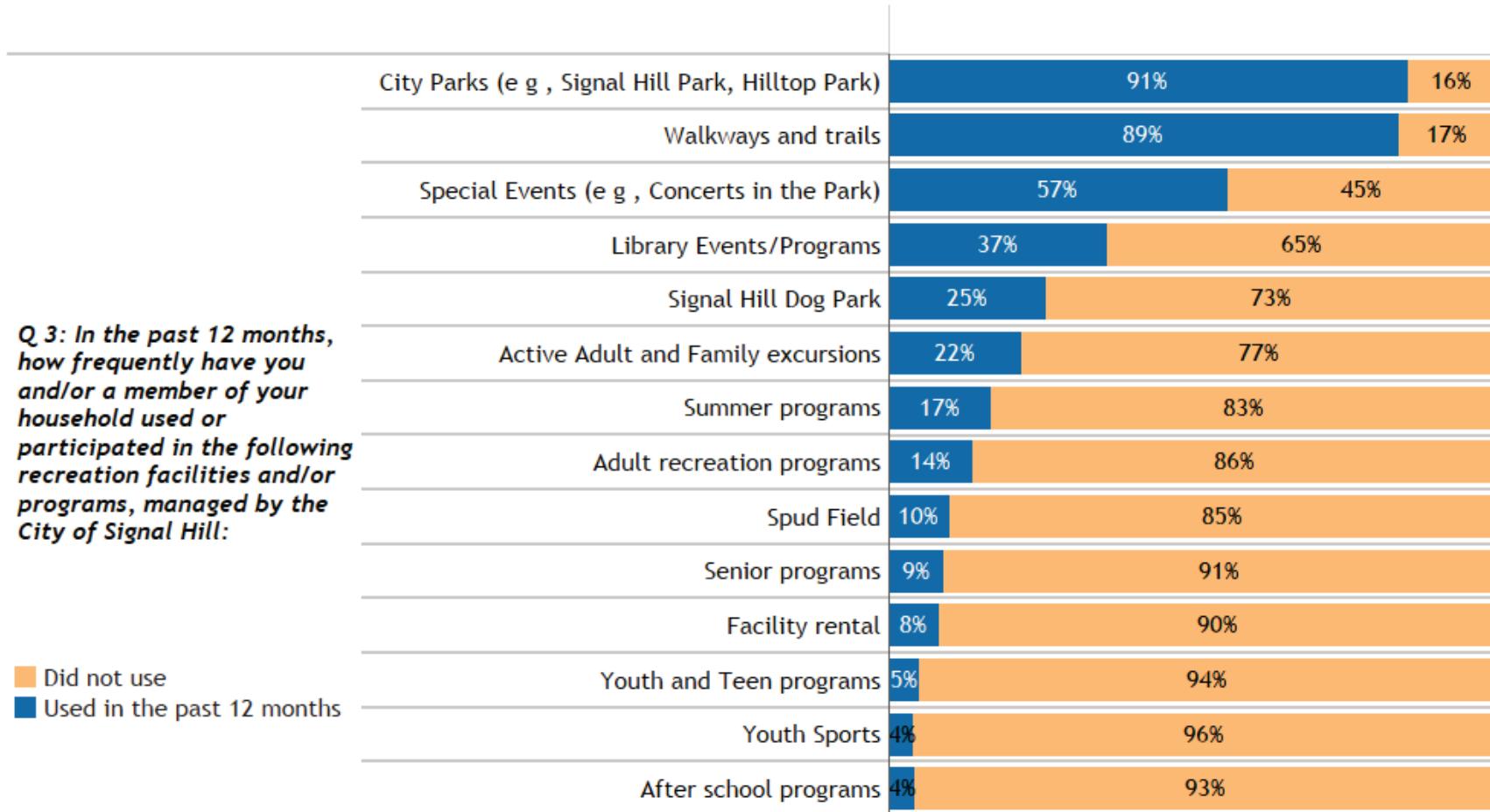




# 68 USAGE OF PARKS AND RECREATION FACILITIES

City parks and walkways/trails are by far the most commonly used facility in the past 12 months by Signal Hill respondents. Last year, 91% of people used a city park and 89% used a walkway or trail. Following are special events (57%), library events/programs (37%), Signal Hill dog park (5%) and Active Adult and Family excursions (22%).

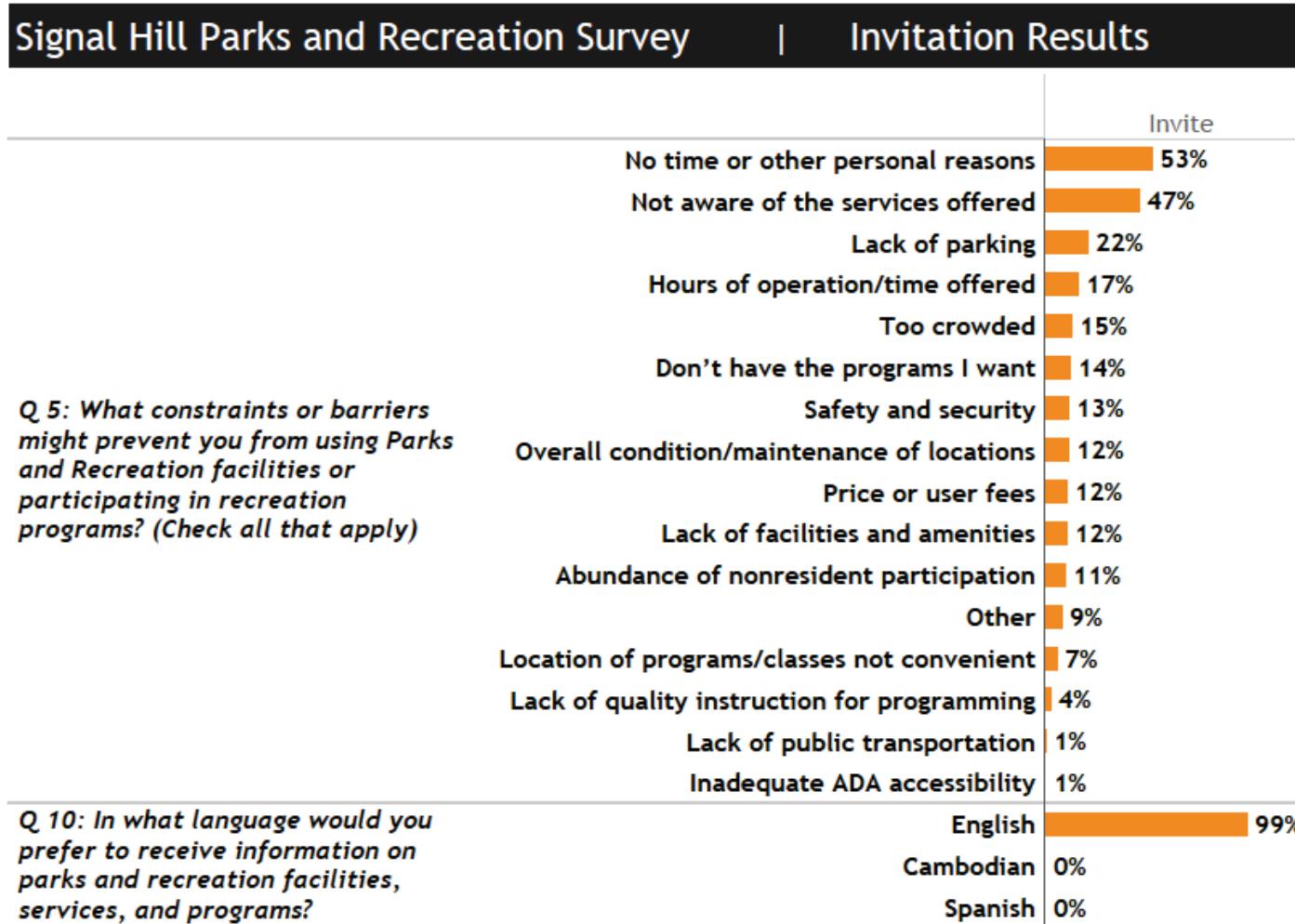
## Signal Hill Parks and Recreation Survey | Current Participation





# BARRIERS TO PARTICIPATION

The primary barrier to participation are not enough personal time (53%) and lack of awareness of the services offered (47%). These two issues are common barriers and constraints across most park and recreation systems. Lack of parking saw 22% of people citing as a constraint. Almost all respondents (99%) would like to have information given to them in English with under 1% each preferring Spanish or Cambodian.



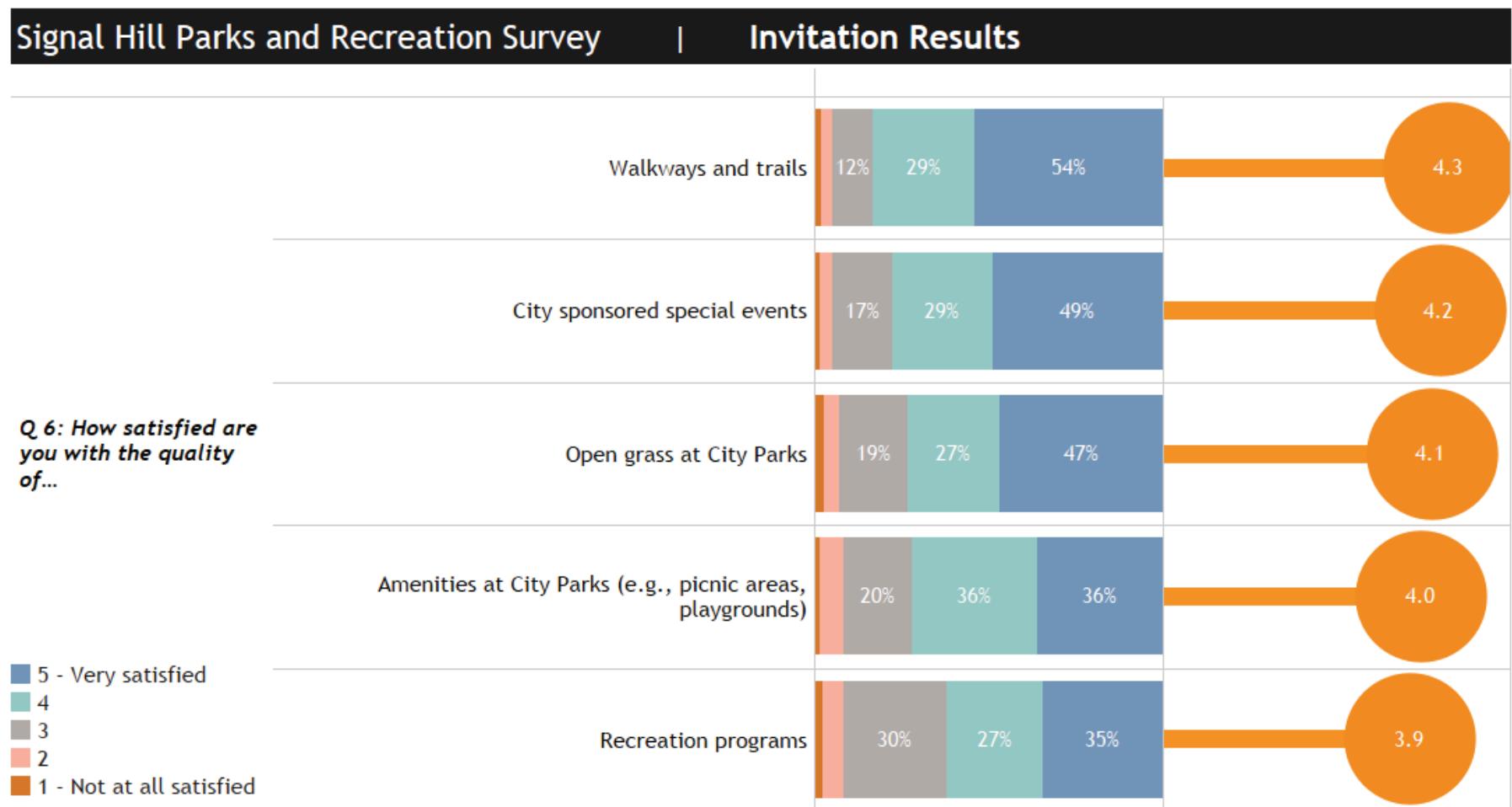


SATISFACTION WITH FACILITIES



# SATISFACTION

Satisfaction for most categories was quite high for Signal Hill. Walkways and trails (4.3) and special events (4.2) led the ratings among invitation respondents. However, all categories only had a difference of 0.4 points, a very marginal difference. Recreation programs was the only category with an average score under 4.0 (3.9).





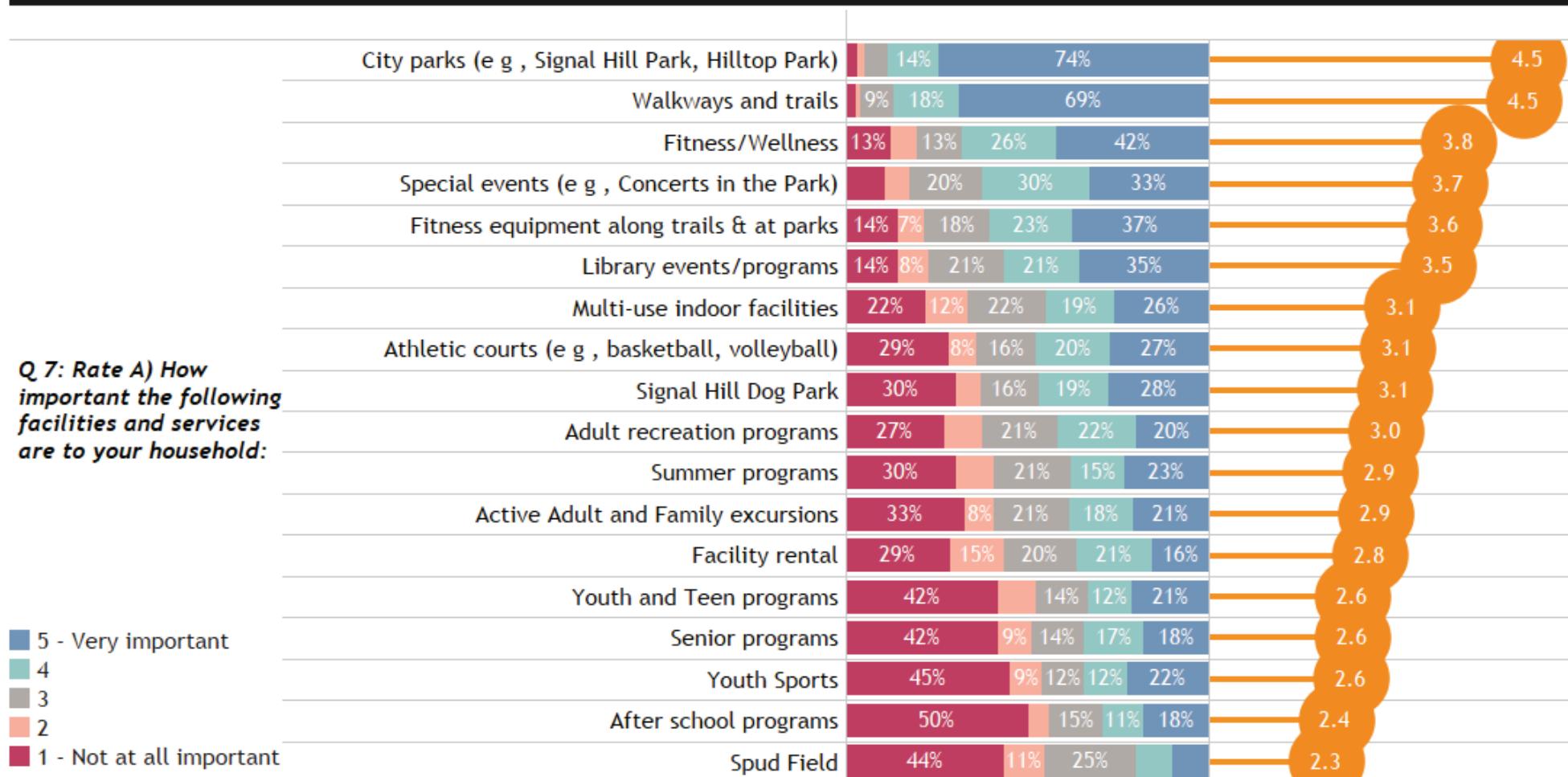
# IMPORTANCE OF FACILITIES



# IMPORTANCE OF CURRENT OFFERINGS

Respondents were asked to rate their most important facilities/services to their household. City parks (4.5) and walkways/trails were the most important facilities/services, followed by fitness/wellness (3.8) and special events (3.7).

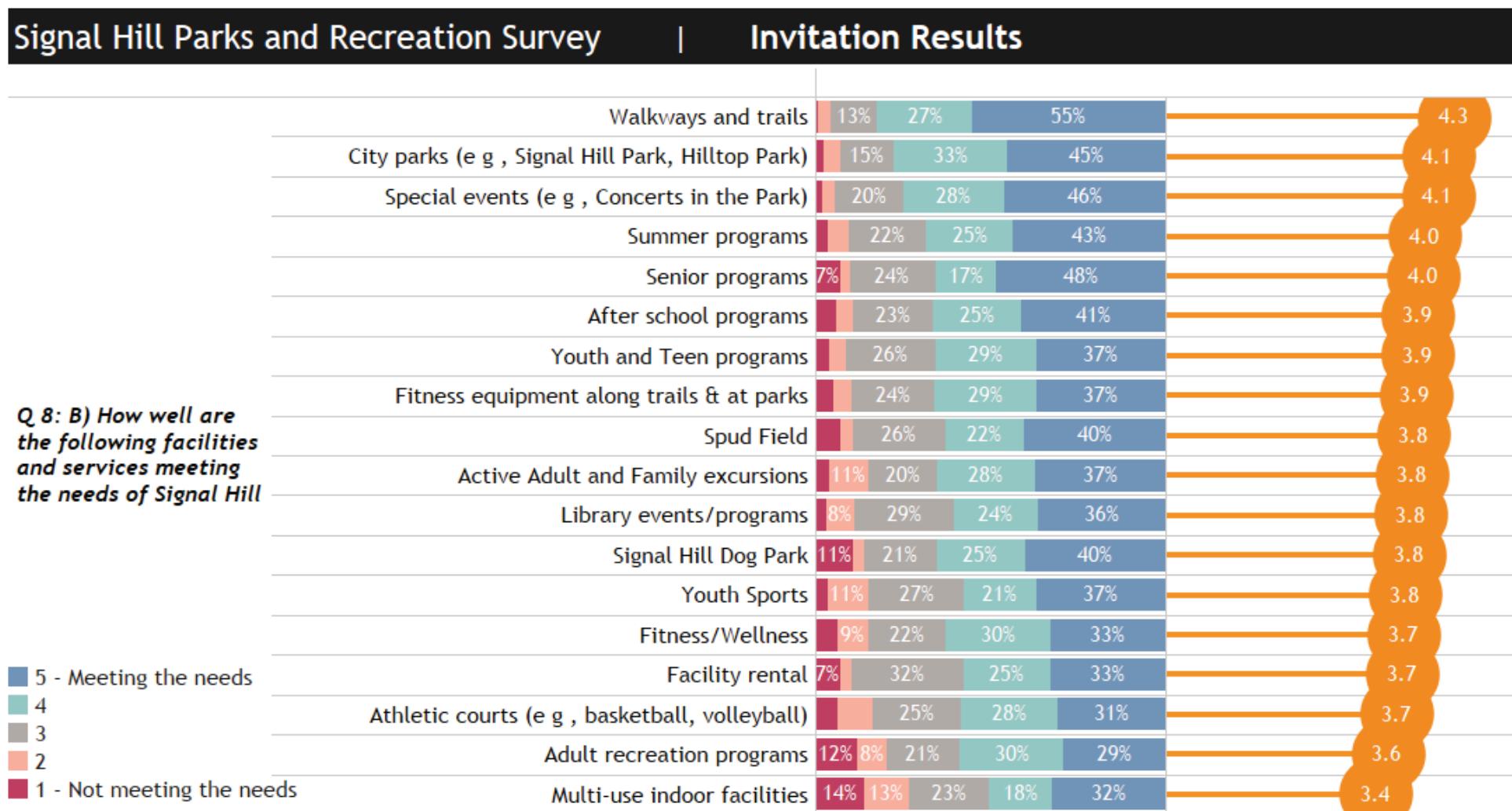
## Signal Hill Parks and Recreation Survey | Invitation Results





# NEEDS MET OF CURRENT OFFERINGS

After rating the importance, respondents were asked to rate how well the same facilities/services were meeting the needs of Signal Hill. Walkways/trails (4.3), City parks (4.1), and special events (4.1) were best meeting community needs. Multi-use indoor facilities (3.4) and adult recreation programs (3.6) were perceived as possibly not meeting the community's needs as well as other facilities/services.





# IMPORTANCE-PERFORMANCE MATRIX

## High importance/ Low needs met

These are key areas for potential improvements. Improving these facilities/programs would likely positively affect the degree to which community needs are met overall.

These “niche” facilities/programs have a small but passionate following, so measuring participation when planning for future improvements may prove to be valuable.

## Low importance/ Low needs met

## High importance/ High needs met

These amenities are important to most respondents and should be maintained in the future, but are less of a priority for improvements as needs are currently being adequately met.

Current levels of support appear to be adequate. Future discussions evaluating whether the resources supporting these facilities/programs outweigh the benefits may be constructive.

## Low importance/ High needs met

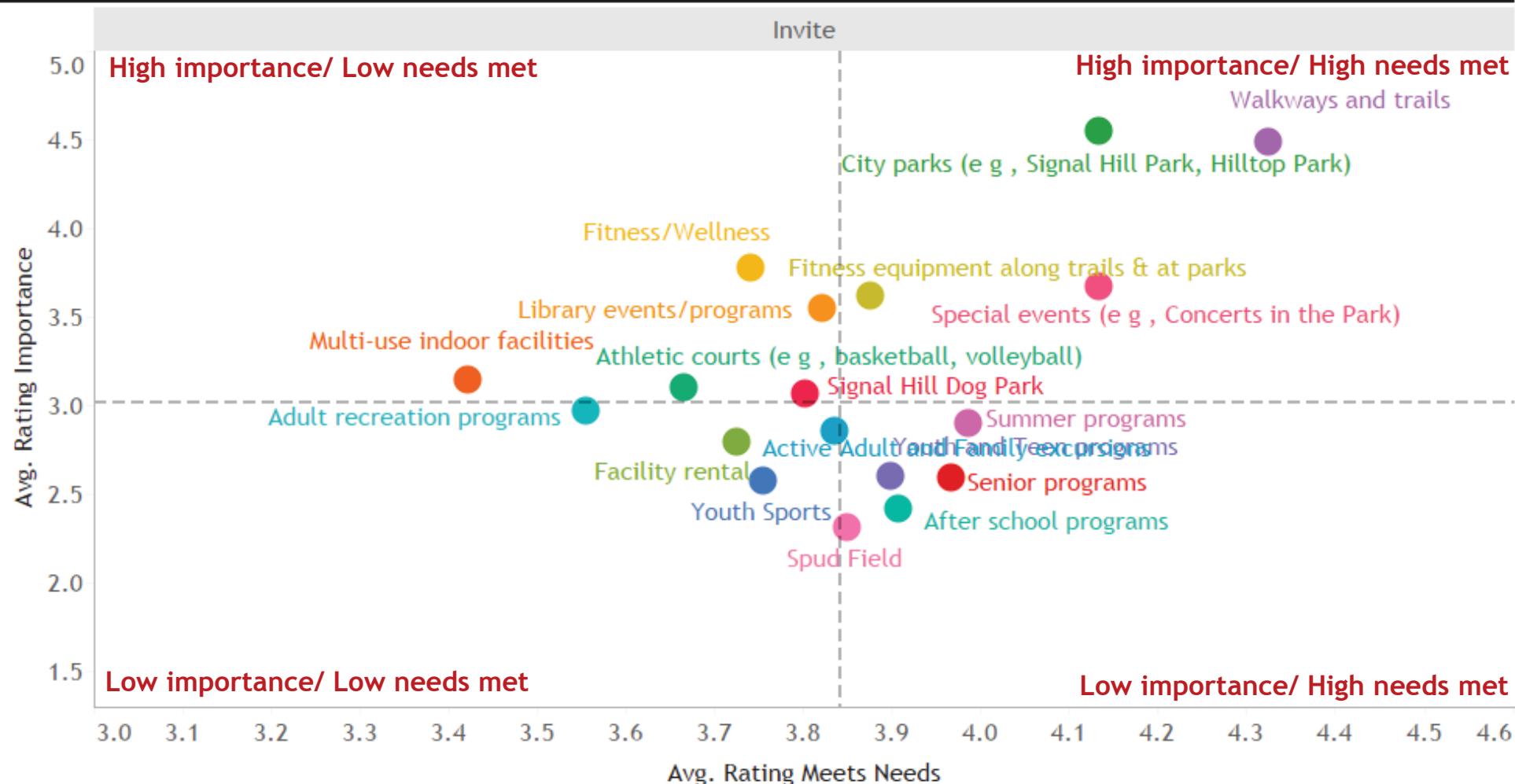


# IMPORTANCE-PERFORMANCE MATRIX (INVITE)

Signal Hill Parks and Recreation Survey

Level of Importance vs. Needs Met for Current Facilities &

Amenities



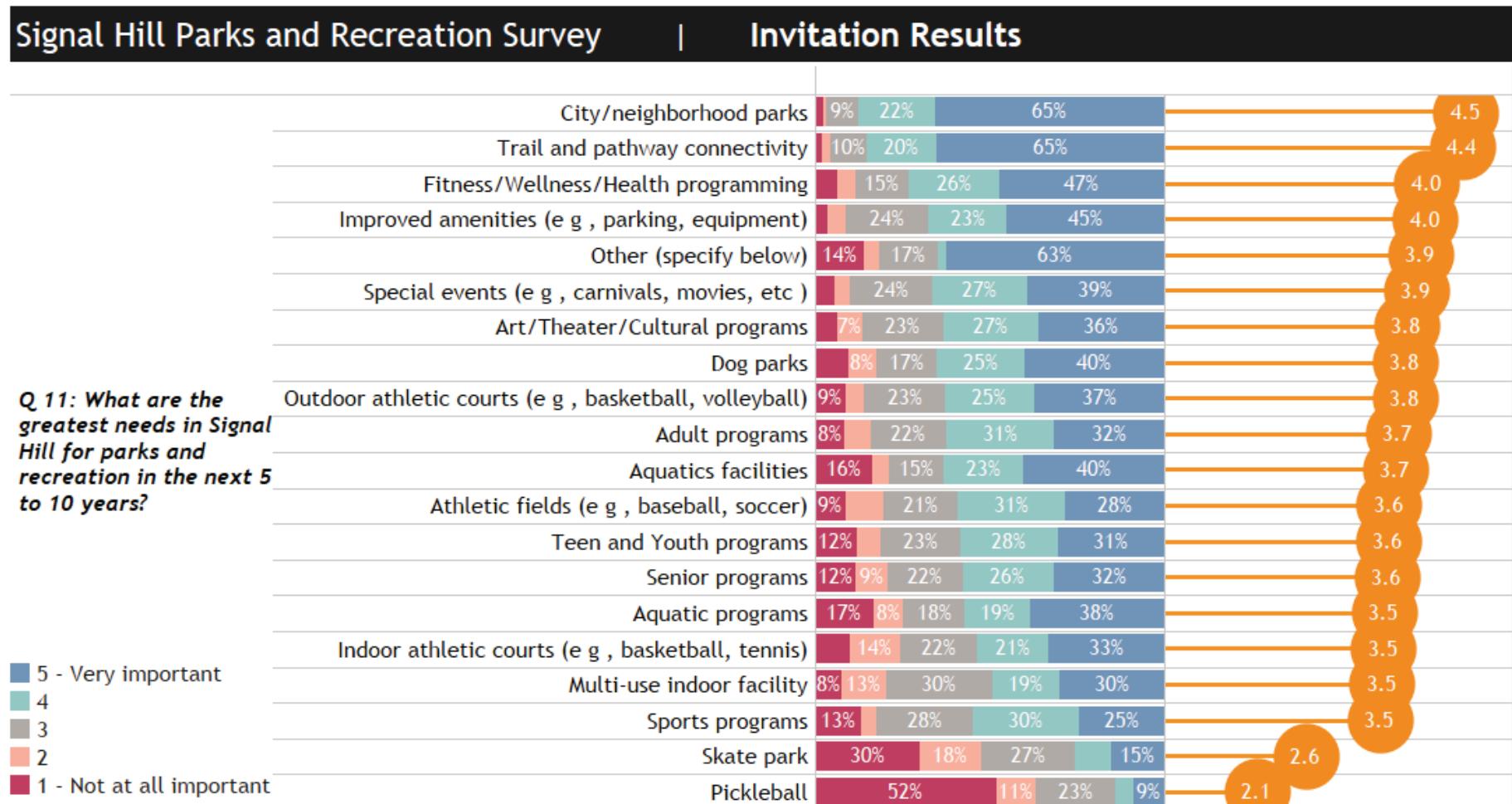


# FUTURE FACILITY NEEDS



# FUTURE FACILITY NEEDS

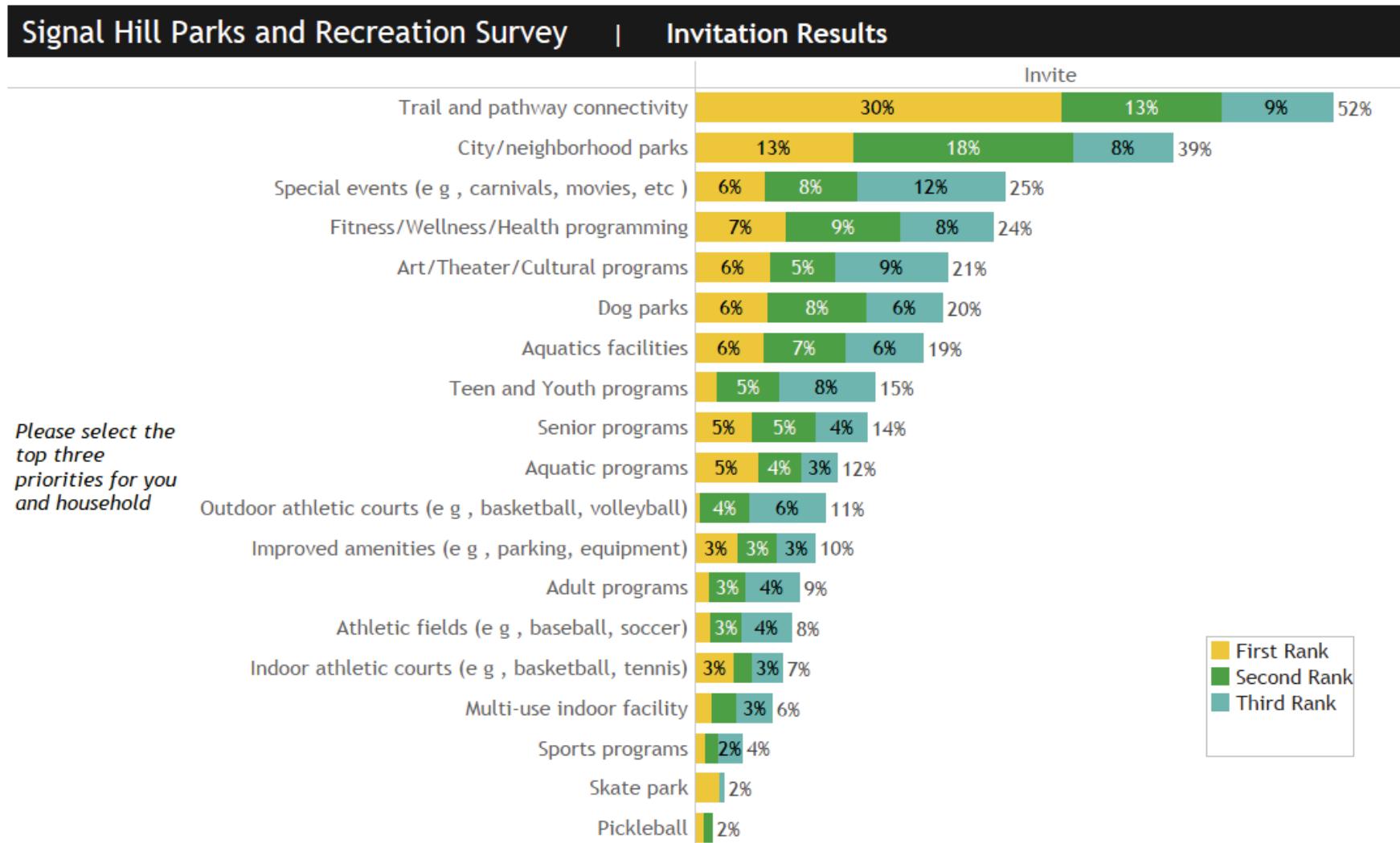
When asked what are the greatest needs for Signal Hill in the next 5 to 10 years, invitation respondents placed high importance on city/neighborhood parks (4.5) and trail/pathway connectivity (4.4), consistent with their importance to households. Following were fitness/wellness/health programming (4.0) and improved amenities (4.0).





# TOP 3 PRIORITIES

Respondents were then asked to prioritize these needs for the future. Trail/pathway connectivity saw 52% of respondents classify it as a top 3 priority, with city/neighborhood parks (39%), special events (25%), and fitness/wellness/health programming (24%) following behind.



Source: RRC Associates and GreenPlay

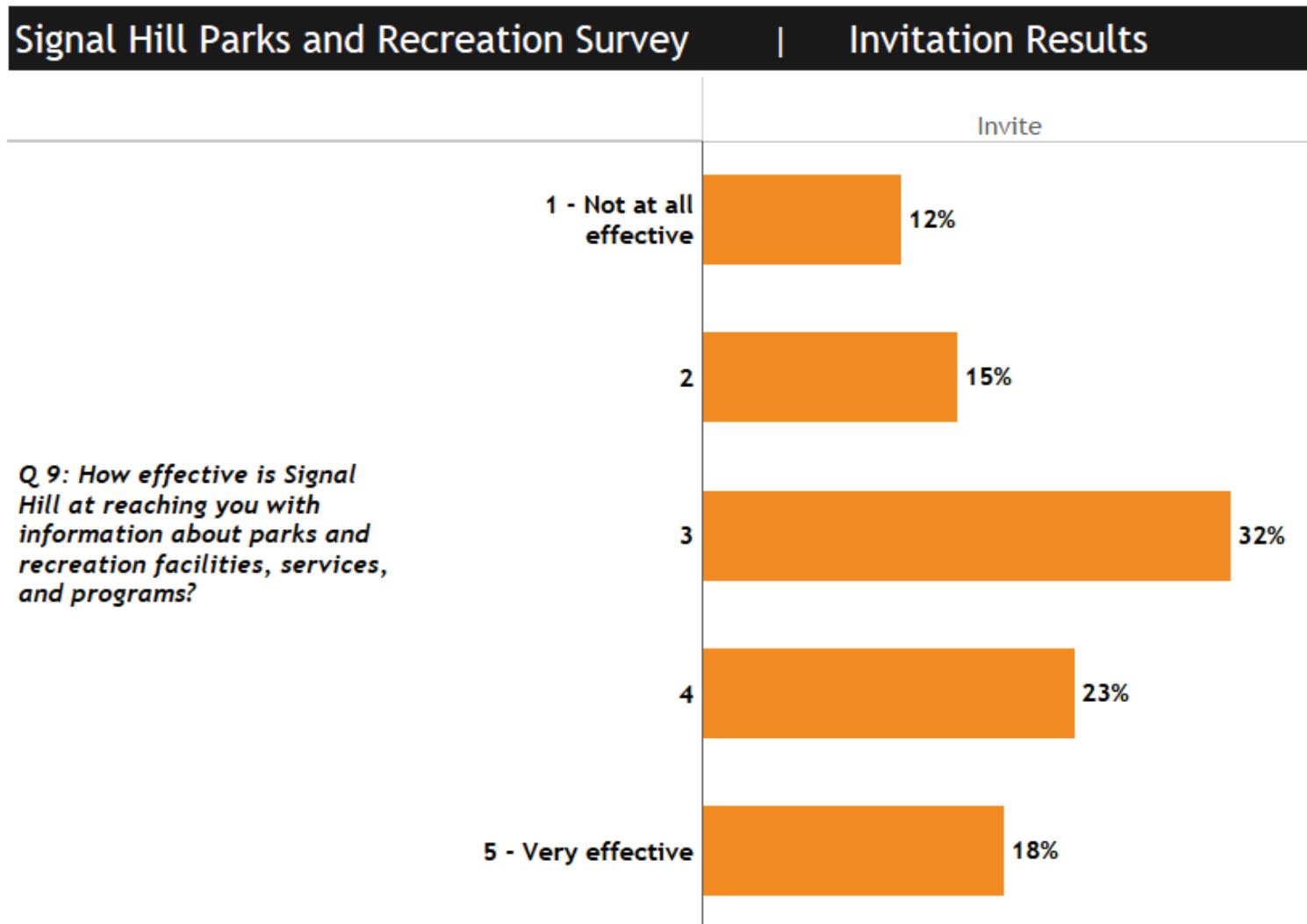


COMMUNICATION AND VISION



# COMMUNICATION EFFECTIVENESS

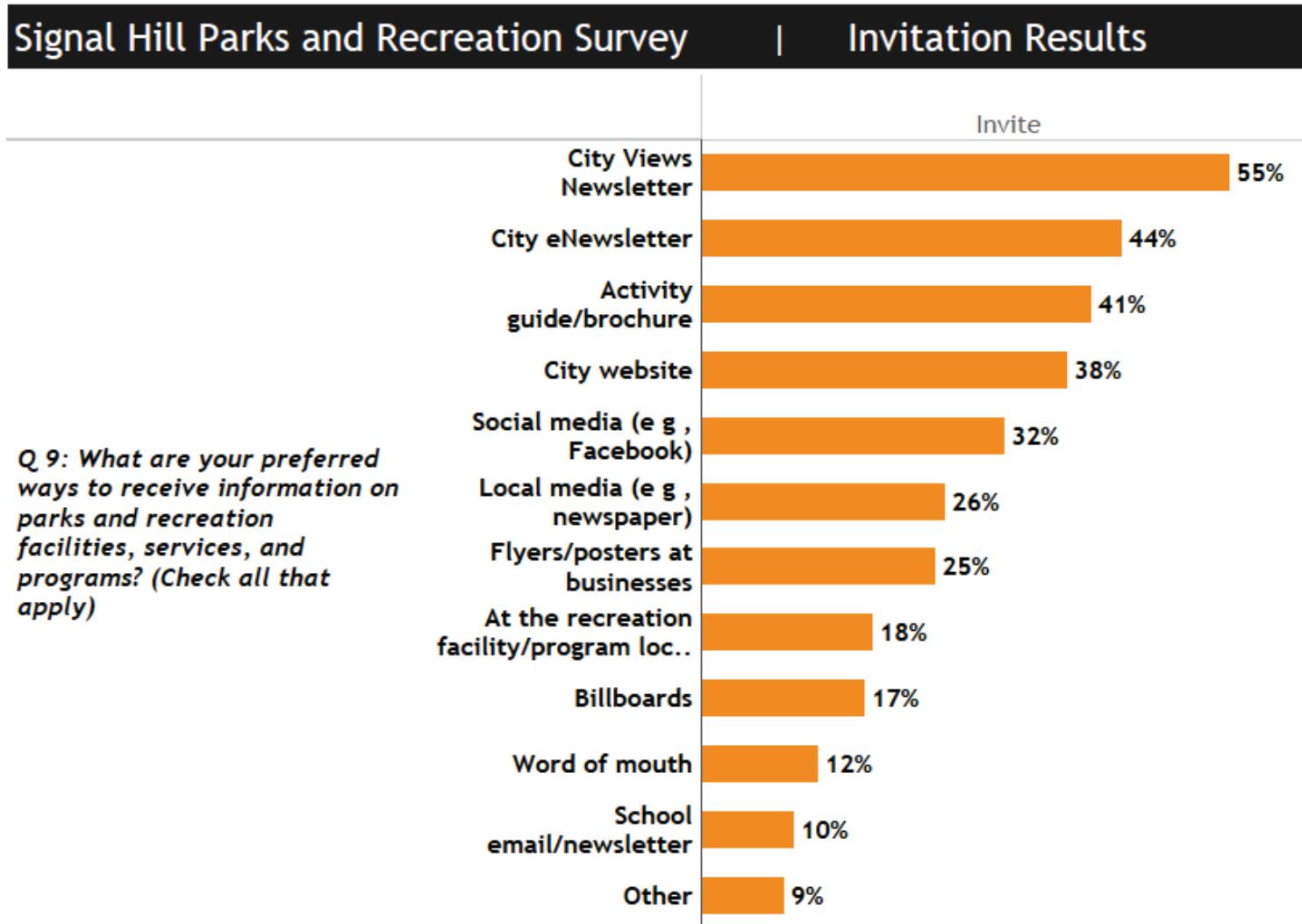
Communication effectiveness is moderate for Signal Hill's respondents. Most respondents (32%) rated the effectiveness 3 out of 5. 41% of respondents stated communication was "effective" (rating 4 or 5), while 27% rated it as "ineffective" (1 or 2). While effectiveness ratings are moderately positive, there may be room to increase communication efforts in Signal Hill.





# METHODS OF RECEIVING INFORMATION

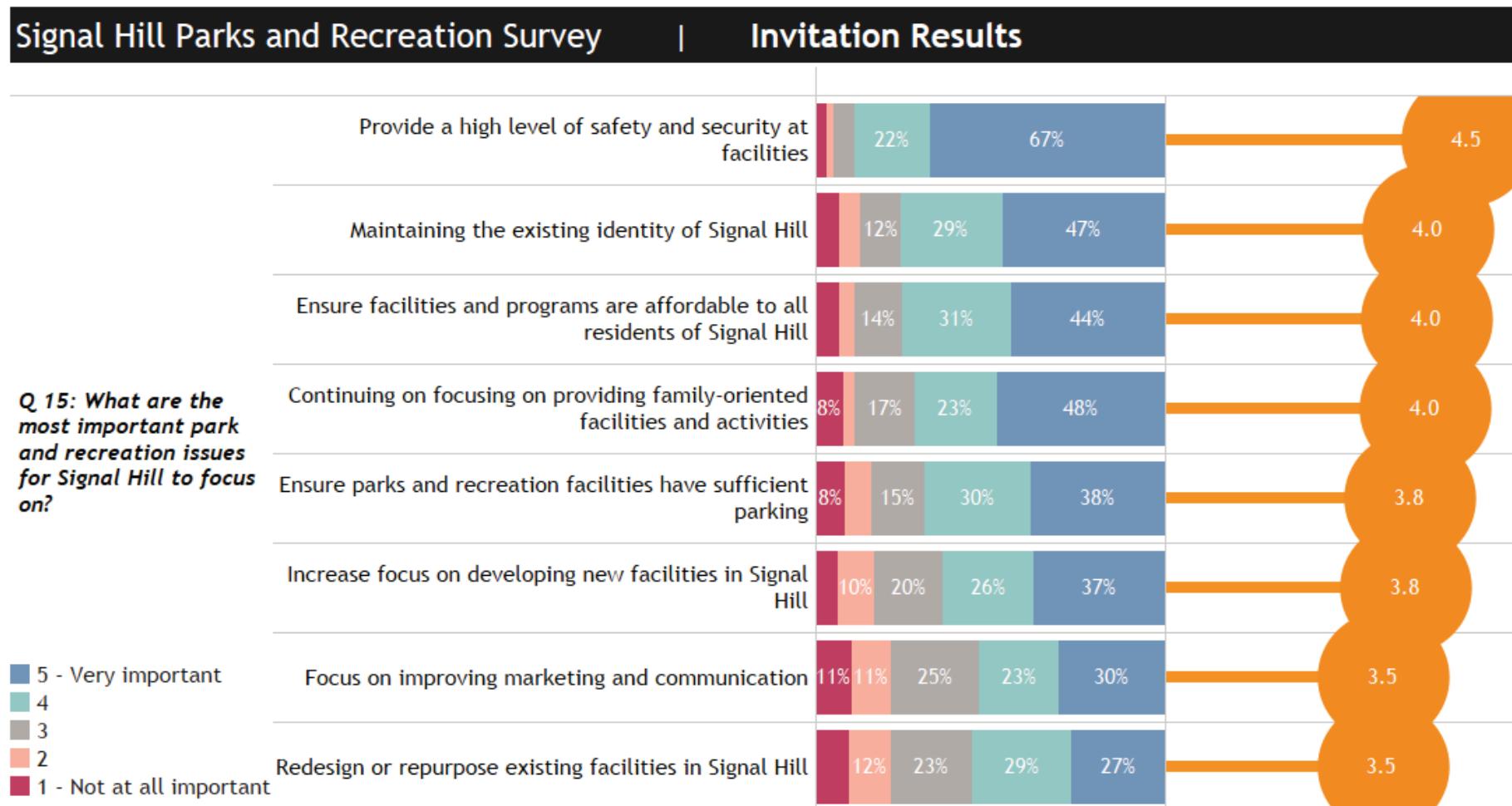
The City Views Newsletter (55%) is the most preferred option for receiving information, followed by the City eNewsletter (44%), Activity guide/brochure (41%), and the City website (38%). That said, there are a variety of different channels that are likely to change by demographic and age group. Thus, varying communication methods may be effective for widening the reach in Signal Hill.





# VALUES AND VISION

Safety and security represents the most important recreation issue for Signal Hill to focus on into the future (4.5). Safety/security plays an extremely important factor in most places for people to visit parks/facilities. Maintaining the existing identity of Signal Hill, ensuring facilities are affordable to all residents, and focusing on family-oriented activities and facilities (4.0 each) are also important issues to continue focusing on.



\$ FUNDING



# FUNDING MECHANISMS

The final question asked whether increased fees would limit individuals' participation in parks and recreation facilities/programs. Overall, 33% of respondents would not see their participation limited by increased fees while 43% would have their participation limited either somewhat or significantly. Nearly a quarter of respondents are unsure how increased fees would impact their participation at this time.

