



2023 Cays Park Options Survey  
**-- RESULTS --**

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A photograph of a golf course event. In the background, there is a large white tent with a peaked roof. Several palm trees are visible against a clear blue sky. In the foreground, a group of people is sitting on blue folding chairs on a grassy area. A man in a red shirt and khaki shorts is standing near the chairs. A green golf bag on a cart is visible on the left. The overall scene is bright and sunny.

**Thank you to all participants!**

## Purpose

- To gather the opinions of Cays Residents in relation to the options presently under consideration for the Cays Park Master Plan as presented by the Schmidt Design Group.

## Necessity

- No other accurate method of ascertaining the opinions of Cays Residents on the Cays Park options has yet been undertaken.

## “Tone”

- Every viewpoint is valid and can be expressed from “leave it alone” to “change everything.”

## Fundamental Assumption Regarding the Park

- Cays Park was built and intended to be primarily a passive recreation park primarily for Cays residents. It is the only city park of significance in the Cays in comparison to 16 city parks in the Village for residents there.
- While still serving all Coronadans, the assumption herein is that the design of Cays Park should be the best compromise possible primarily of what Cays residents would most like it to be.

## “Point of View”

- This survey was written from the “point of view” of the average respondent. For example, using the term “illegal alien” would represent a “point of view” for a survey about the border. Conversely, using the term “undocumented worker” would also represent a point of view on the same topic. The choice of “point of view” is based on a judgment of the likely predominant point of view of the target population which, in the case of a survey about the border, might be very different for a border town in Texas compared to a wealthy town in New England. The “point of view” herein is based on over 70 years of family history in Coronado.

## Public Park – Private Club

- No private club has ever or would ever be allowed to dominate a park in the Village in the way that the Coronado Futbol Club dominates Cays Park, from both a time and space point of view.
- Probably this is due to an unspoken “lack of regard” for the Cays on the part of Village residents.
- City staff, and apparently the council, choose not to recognize this difference in treatment.
- Some people believe that such domination at Cays Park is entirely acceptable and necessary—others do not. This survey seeks to determine the numbers on both sides.

## Non-Response Bias

- Survey results were affected to an unknown extent by potential respondents who elected not to participate because they do not use the park. Thus changes that might motivate them to use the park received less support in the survey.

## Status Quo Bias

- Survey results were affected to some extent because people who presently use the park were naturally inclined to participate. At the same time these people would also be inclined toward the status quo because the park already offers what they are interested in.

## Survey Accuracy

- The professional survey conducted by TrueNorth Research for the City of Coronado claimed a margin of error of 4.4% based on 60 responses from Cays residents.
- The 2023 Cays Park Options Survey received 184 responses from Cays residents (and 15 from non-Cays residents), easily achieving industry standard Confidence Level and Margin of Error standards.
- It thus accurately represents the opinions of the entire Cays community with a very high level of assurance.



## Survey Methodology

1. Qualify respondents by age and residence.
2. Characterize respondents by personal preferences and characteristics (helpful for later analysis).
3. Address Tidelands Park possibility.
4. Address public/private use question.
5. Address general landscaping preferences.

## Survey Methodology

5. Determine preferences between 4 main options (25-50-75-100).
6. Determine “affection” for any particular option.
7. Determine park theme preference.
8. Determine preferences on all park details.
9. Provide free response opportunity.

## Notes

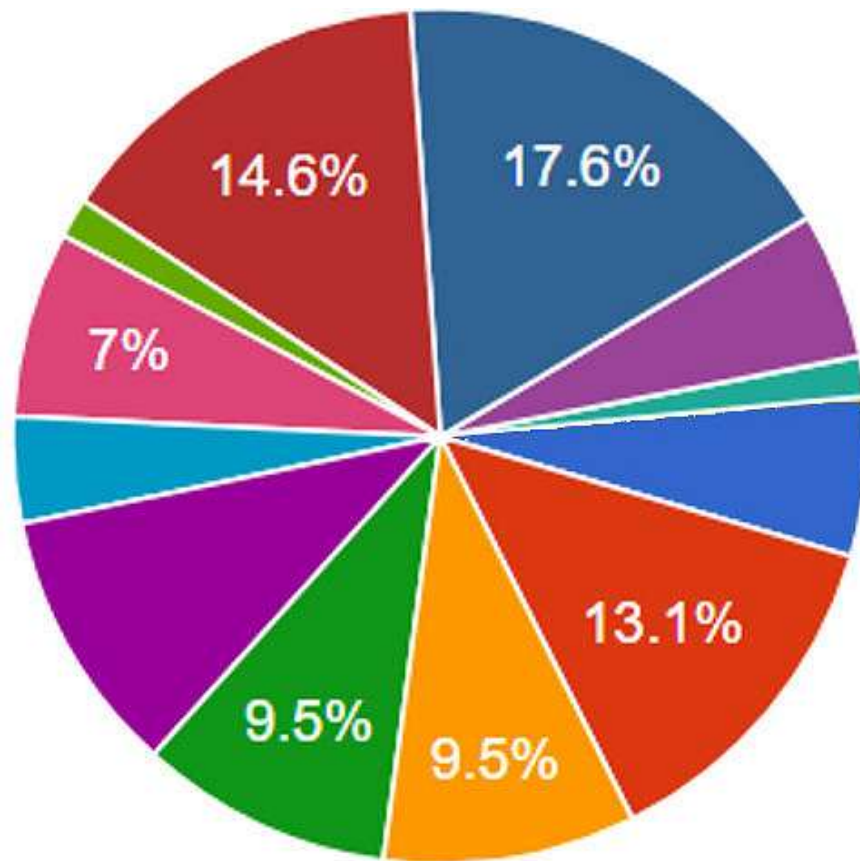
- This survey has been designed so that an analyst with direct access to the data may “cut” it in many ways to reveal various types of specific information or answer certain questions.
- For example, at the most basic level it would be a simple matter to determine the opinions of seniors or dog owners or Bahama residents with a view of the park as separate groups on any particular park topic, together with related free response comments.
- The analysis provided herein on selected questions is that of the survey author. You may look at the data and reach very different conclusions yourself.

# Respondent identification, qualification and characteristics

199 respondents, names and contact information available  
to proper authority for survey data verification purposes

# Cays Village

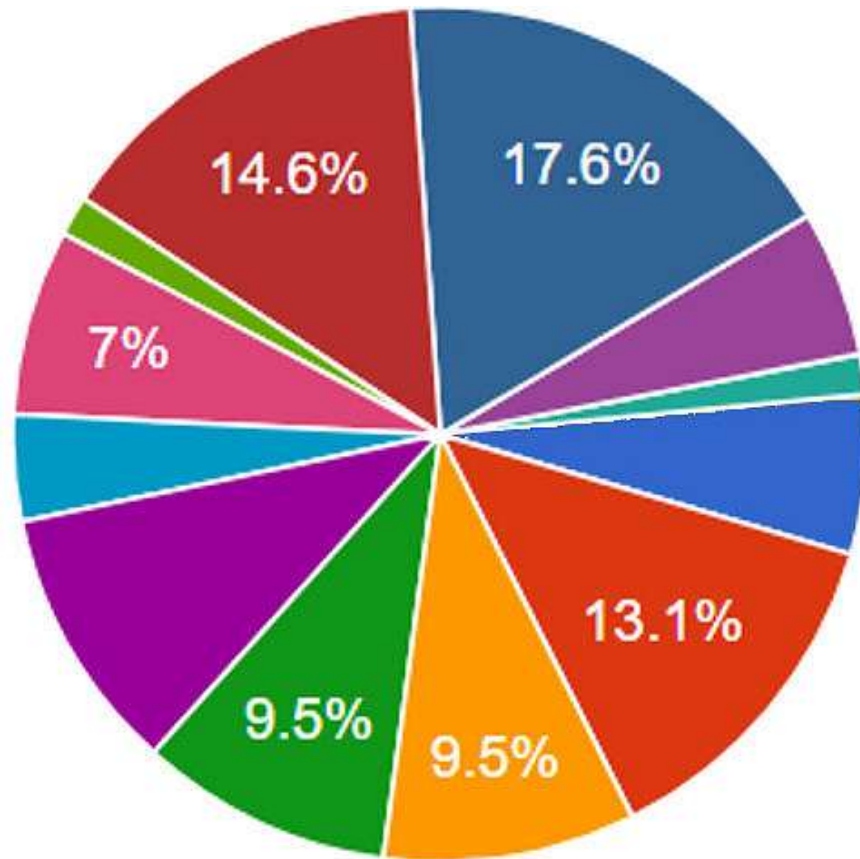
199 responses



- Antigua
- Bahama
- Blue Anchor
- Green Turtle
- Jamaica
- Kingston
- Mardi Gras
- Montego
- Port Royale
- Trinidad
- Coronado Village or Shores resident
- not a Coronado resident

# Cays Village

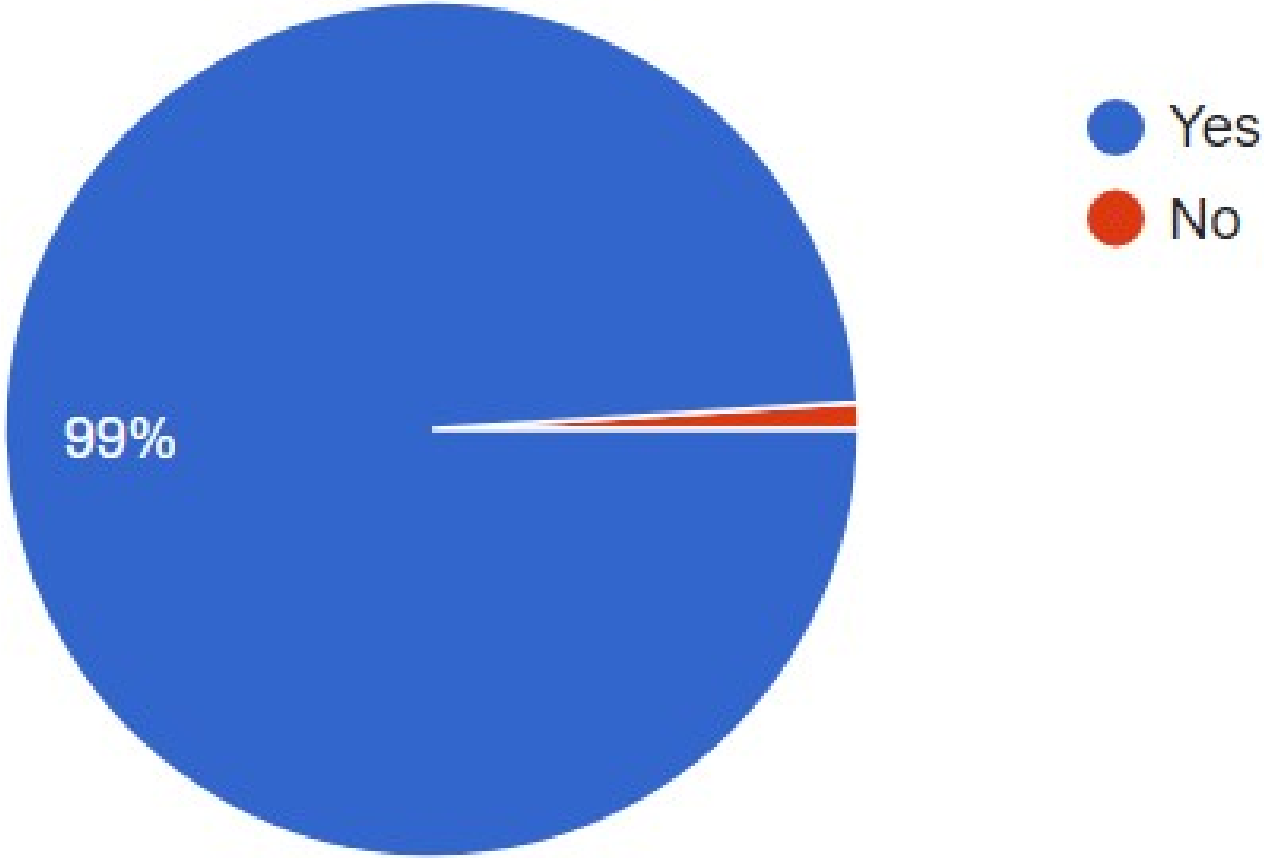
199 responses



- There was a good, diverse response for the survey overall.
- Trinidad had an excellent response rate, Port Royale second and Bahama third.
- Blue Anchor and Green Turtle were equal.
- Response from Kingston and Antigua was low.
- Montego traditionally has a very low response rate probably due to distance from the park.

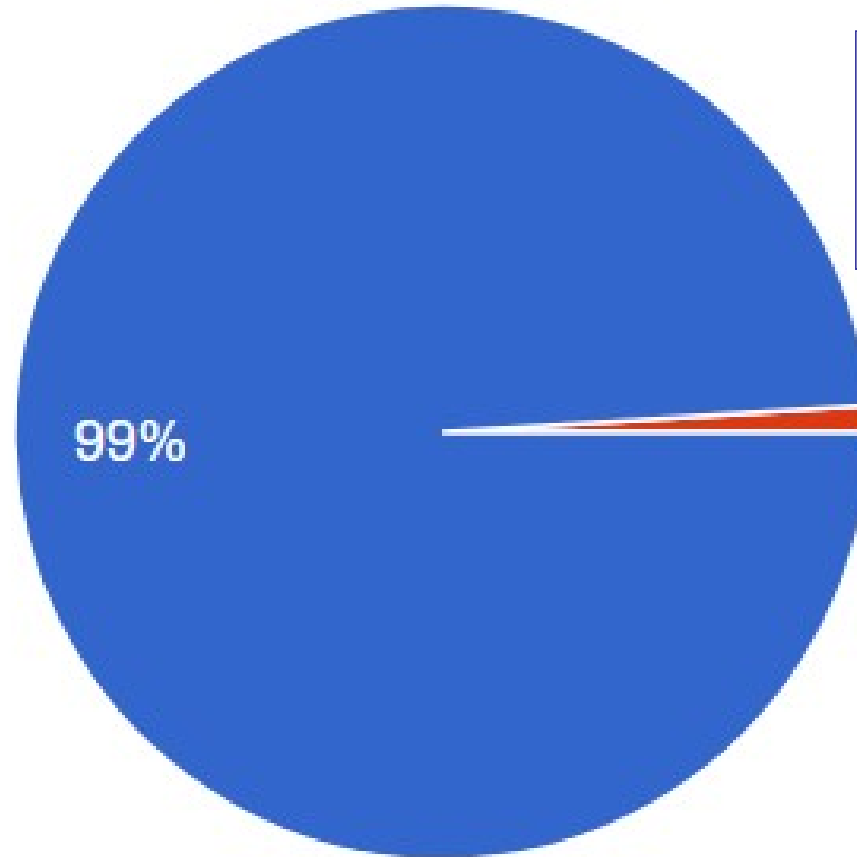
# Are you 18 years of age or older?

199 responses



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199 responses

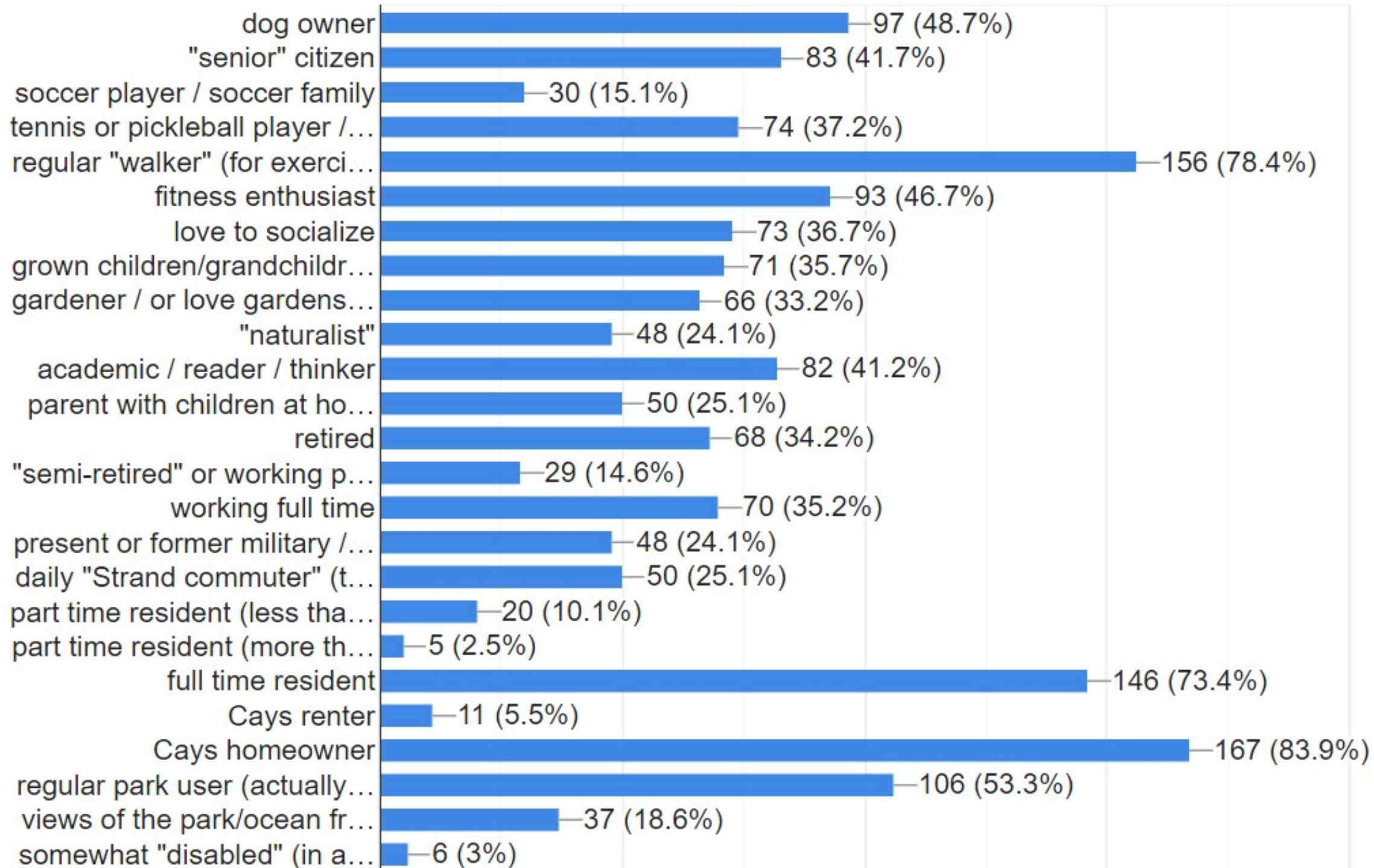


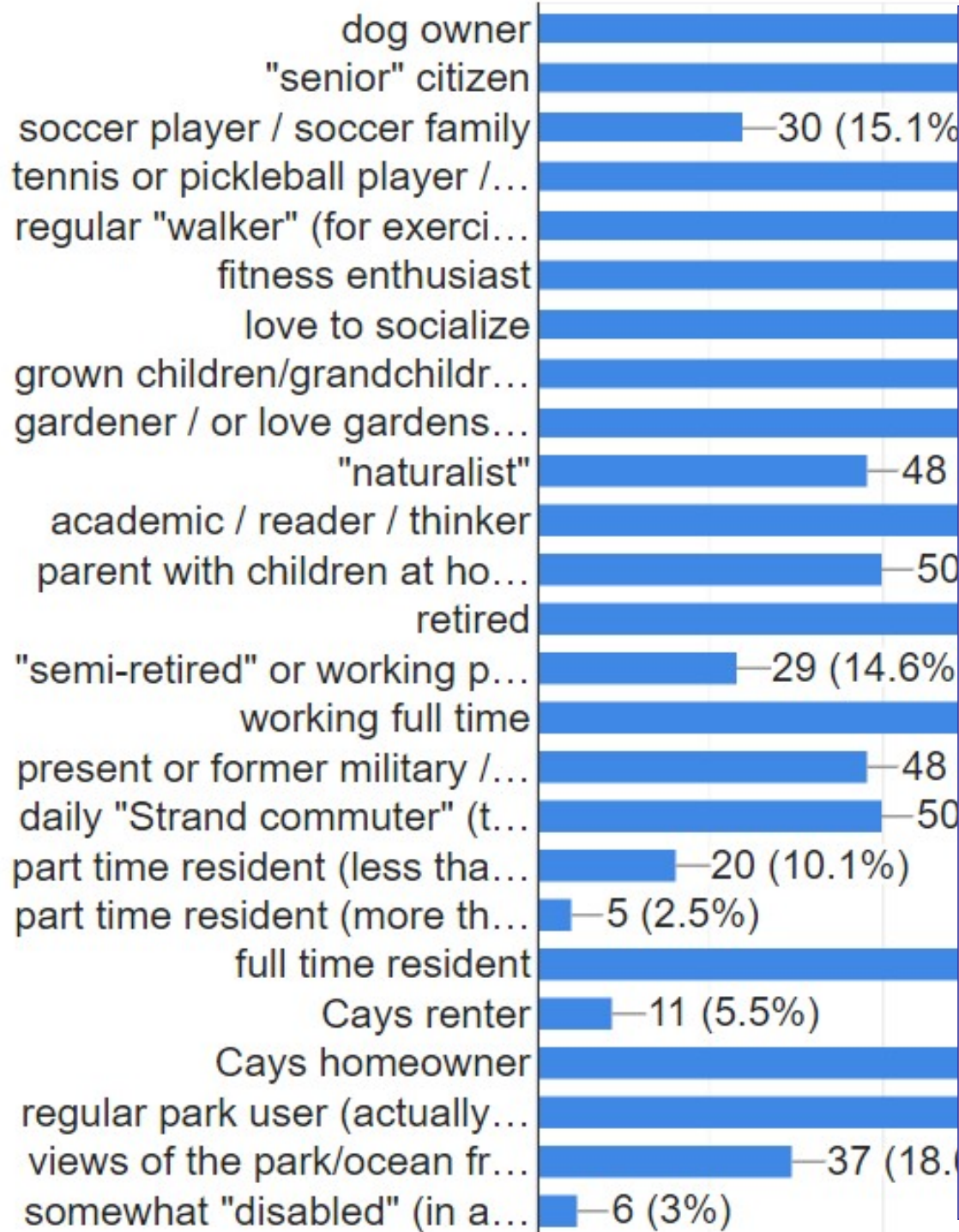
- Virtually all respondents were adults.



Please check any boxes below that might apply to you... \*

- |  |  |
|--|--|
| <input type="checkbox"/> dog owner   | <input type="checkbox"/> "semi-retired" or working part time   |
| <input type="checkbox"/> "senior" citizen  | <input type="checkbox"/> working full time   |
| <input type="checkbox"/> soccer player / soccer family                               | <input type="checkbox"/> present or former military / government employee                                |
| <input type="checkbox"/> tennis or pickleball player / family                        | <input type="checkbox"/> daily "Strand commuter" (to work or wherever during commuting hours)            |
| <input type="checkbox"/> regular "walker" (for exercise)                             | <input type="checkbox"/> part time resident (less than 6 months per year)                                |
| <input type="checkbox"/> fitness enthusiast  | <input type="checkbox"/> part time resident (more than 6 months per year)                                |
| <input type="checkbox"/> love to socialize   | <input type="checkbox"/> full time resident  |
| <input type="checkbox"/> grown children/grandchildren visit more than 4 times a year | <input type="checkbox"/> Cays renter   |
| <input type="checkbox"/> gardener / or love gardens, plants, etc                     | <input type="checkbox"/> Cays homeowner  |
| <input type="checkbox"/> "naturalist"  | <input type="checkbox"/> regular park user (actually visit park twice per week or more)                  |
| <input type="checkbox"/> academic / reader / thinker                                 | <input type="checkbox"/> views of the park/ocean from your home (Bahama or Trinidad)                     |
| <input type="checkbox"/> parent with children at home (under 18)                     | <input type="checkbox"/> somewhat "disabled" (in a way that limits your ability to fully enjoy the park) |
| <input type="checkbox"/> retired   | <input type="checkbox"/> Other: _____  |

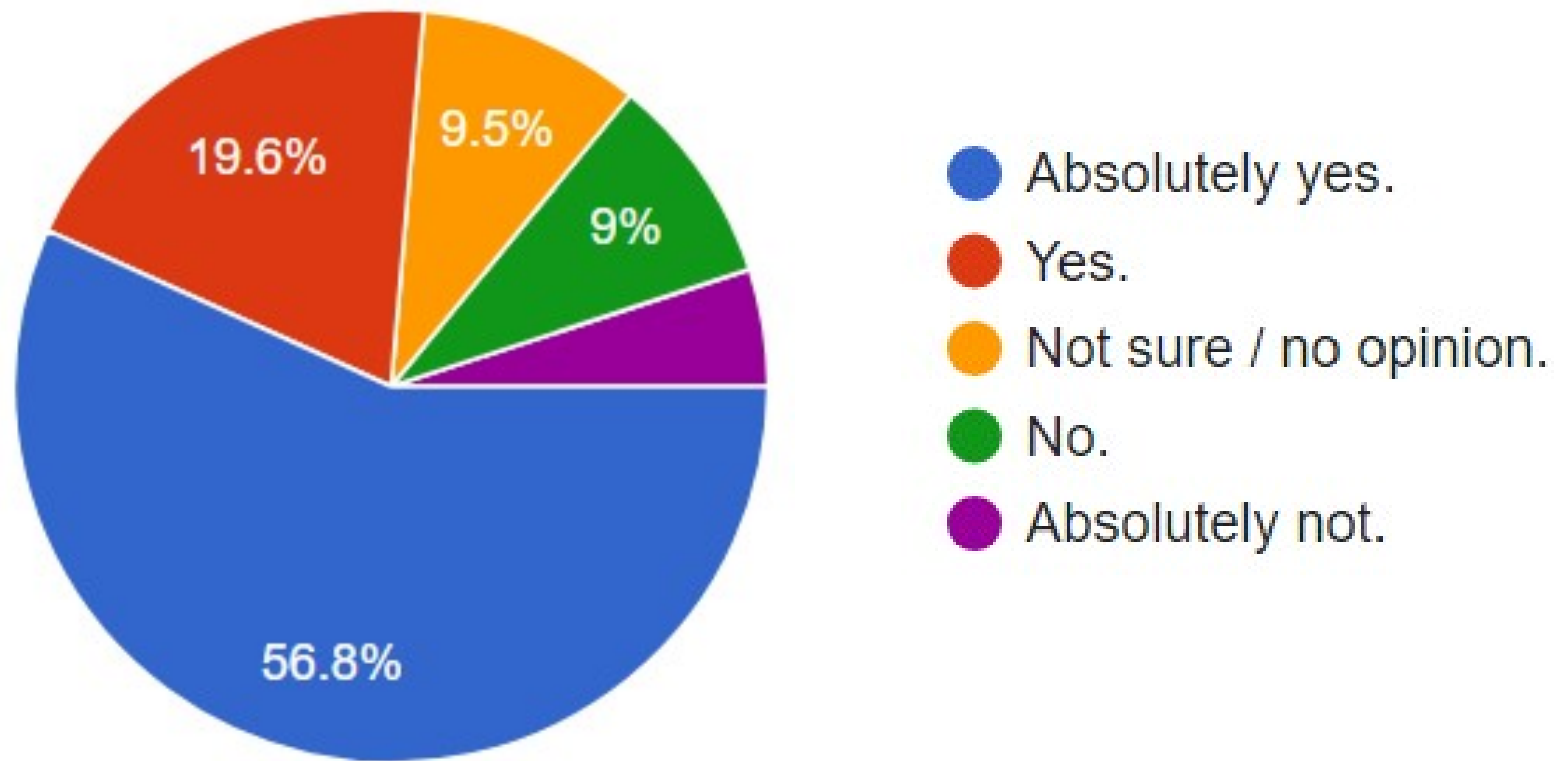




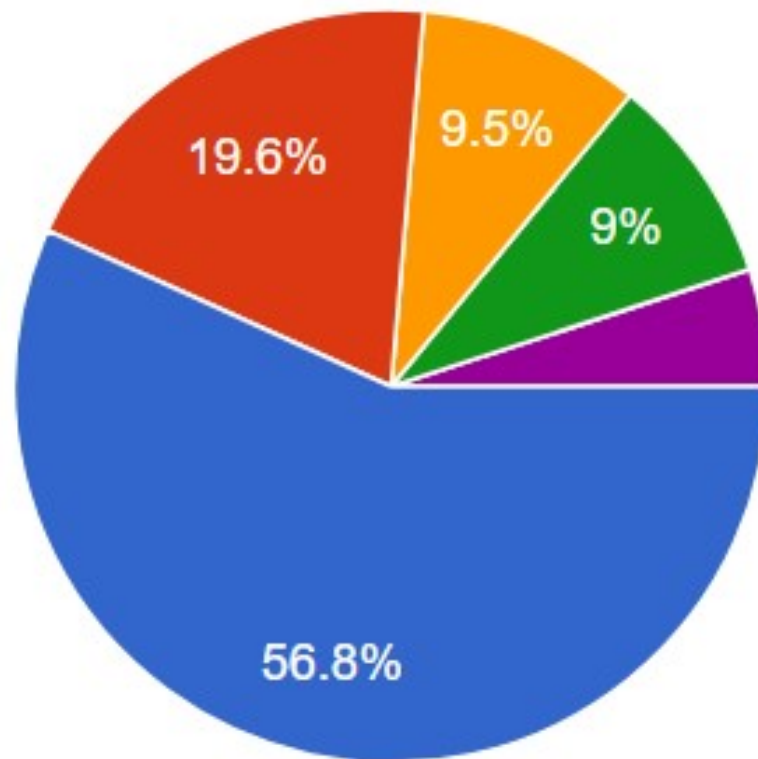
- Much can be gleaned from examination of these results.
- More people identify as “walkers” than anything else by far.
- A large number of park users took the survey, no doubt a much higher percentage than the target population.
- One third of Cays residents are retired, one third work full time, one third are gardeners.
- One quarter are military and one quarter are daily Strand commuters.
- Only 15% are soccer players.
- Etc etc

# About the Park Designs Generally

1. Before making the basic decision about how much Cays Park should accommodate soccer, do you think the City should take a hard look at how much soccer can be accommodated at Tideland's Park, understanding that the layout at Tideland's was (a) designed almost 40 years ago (long before soccer became popular) (b) has never been updated since and (c) was built specifically for Coronado youth field sports? Note: The diagram below shows how 3 large fields could easily be added at Tideland's; a professional re-design might yield many more. Most soccer players reside in the Village.



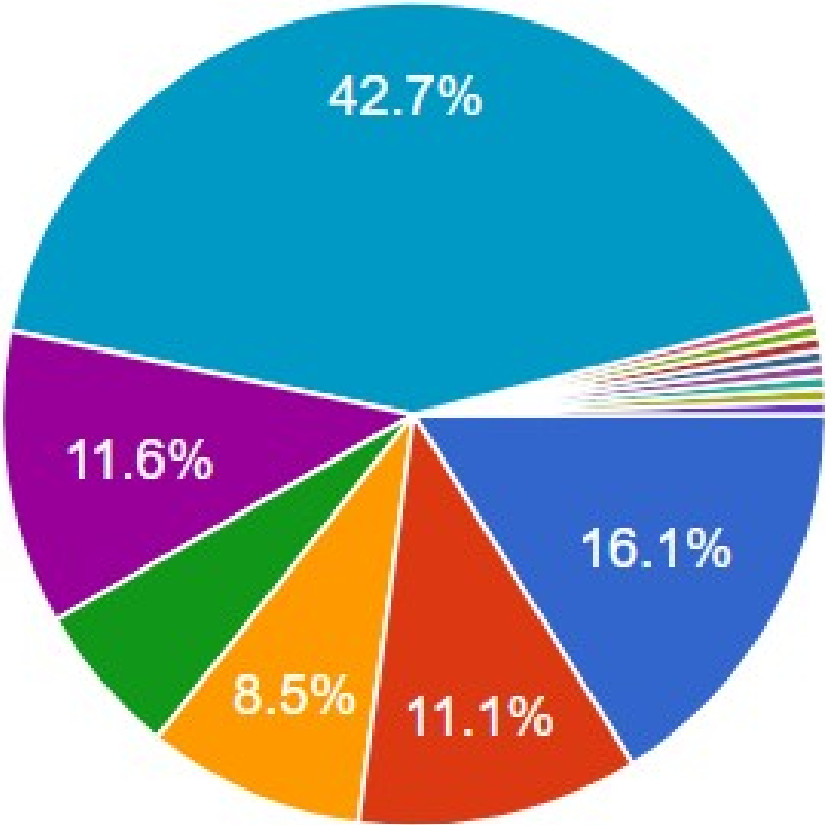
1. Before making the basic decision about how much Cays Park should accommodate soccer, do you think the City should take a hard look at how much soccer can be accommodated at Tidelands Park, understanding that Tidelands Park was designed almost 40 years ago (long before soccer fields have been updated since and (c) was built specifically for soccer fields? Note: The diagram below shows how 3 large fields at Tidelands Park with a professional re-design might yield many more fields. Village.



- The city should take a hard look at how much soccer can be accommodated at Tidelands Park.
- This question received overwhelming support with over 75% in favor.
- Remarkably, well over half indicated strong support for the idea.
- Schmidt Design Group is already on contract with the city and could probably assist in this regard.

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

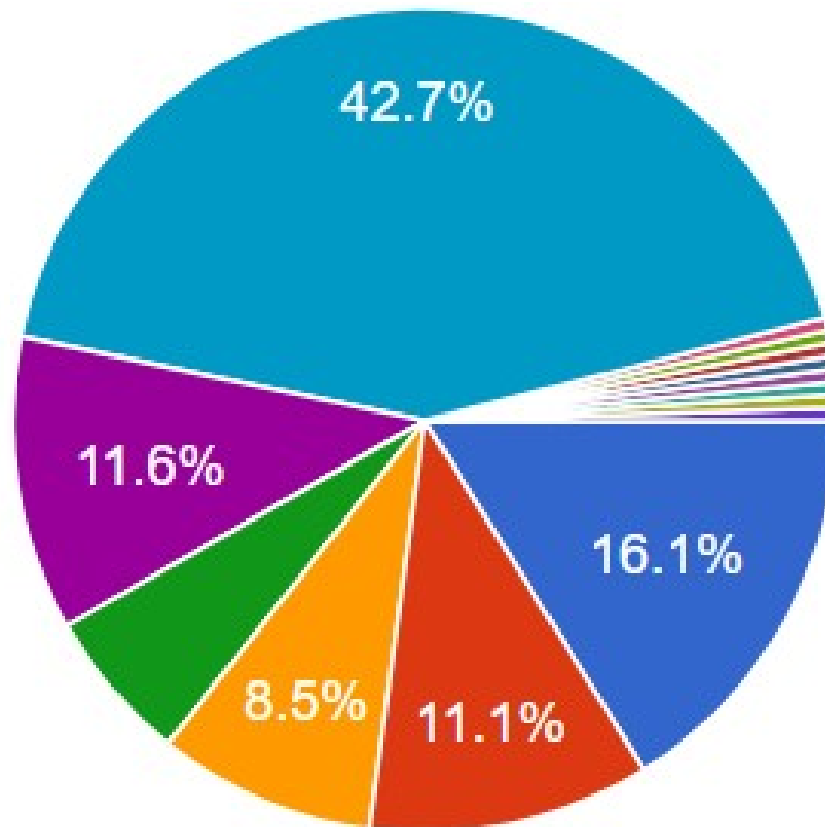
199 responses



- 25% of the park's open space should...
- 50% of the park's open space should...
- 75% of the park's open space should...
- 100% of the park's open space should...
- We really should figure out the situatio...
- No area of a public park should be de...

2. Without considering Tidelands, and without looking at the Village understanding that Cays Park is a public park, how do you feel the park should be designed and set aside for a private club ("Coronado Futbol Club") to use throughout the year? Proposed schedule: weekdays from 3-7pm and from 8am-5pm. As of this writing they have indicated that 75% of the respondents support their goal of training 24 competitive teams.

199 responses

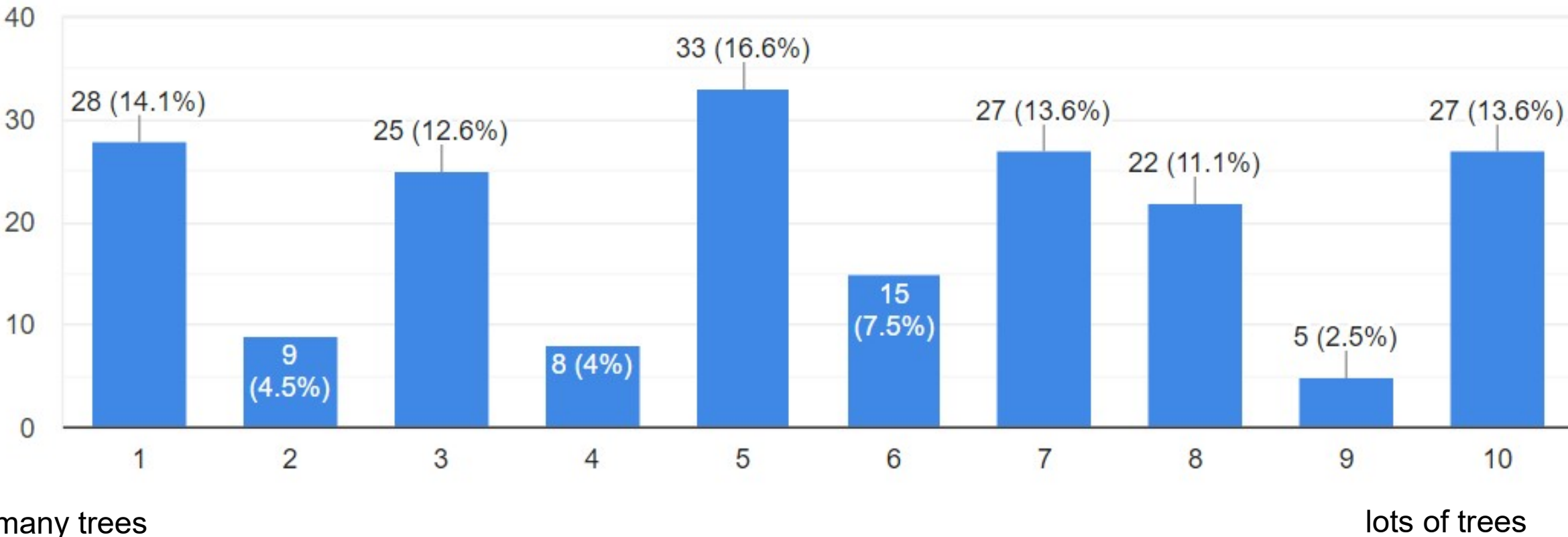


- Although 43% feel that no area of the park should be designed and set aside for a private club, this percentage is undoubtedly much less than it would be in the Village.
- The second most popular answer by far was to set aside 25% for the private club, although “no area” was favored by a margin of roughly 3 to 1.
- Roughly 1 in 10 wanted an answer on Tidelands before deciding.



3. On a sliding scale, in non-soccer areas, do you prefer lots of trees, or not many trees?

199 responses

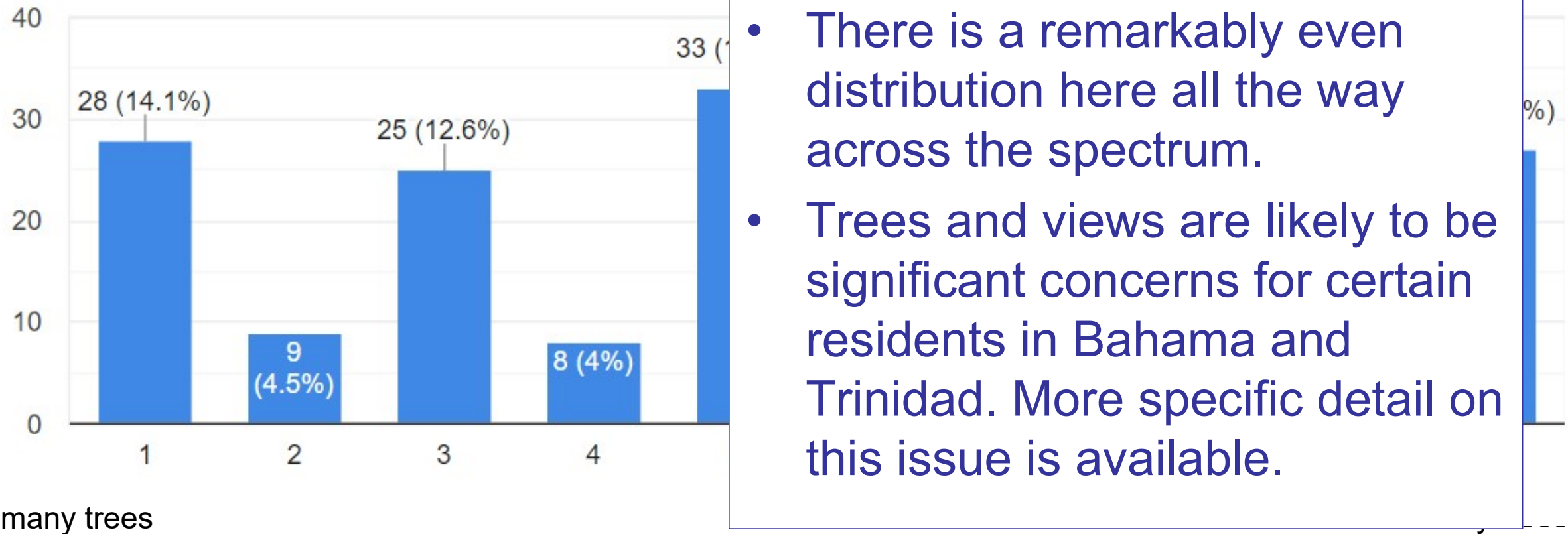


not many trees

lots of trees

3. On a sliding scale, in non-soccer areas, do you prefer lots of trees, or not many trees?

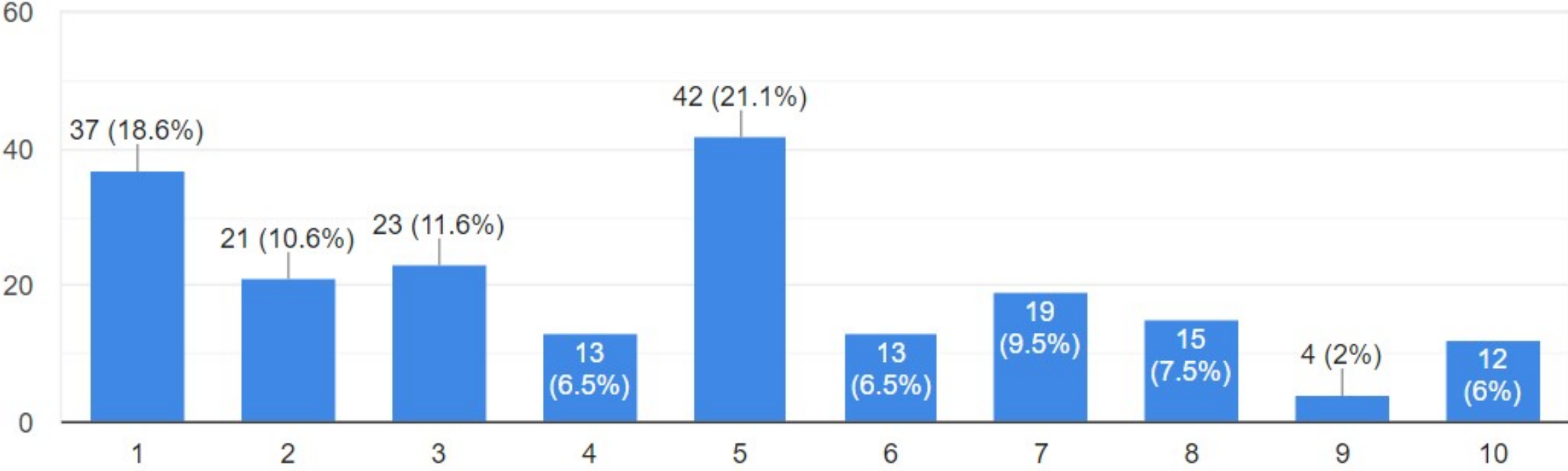
199 responses



- The park should have a moderate number of trees.
- There is a remarkably even distribution here all the way across the spectrum.
- Trees and views are likely to be significant concerns for certain residents in Bahama and Trinidad. More specific detail on this issue is available.

4. On a sliding scale, in non-soccer areas, do you prefer lots of shrubs and bushes, or not many shrubs and bushes?

199 responses



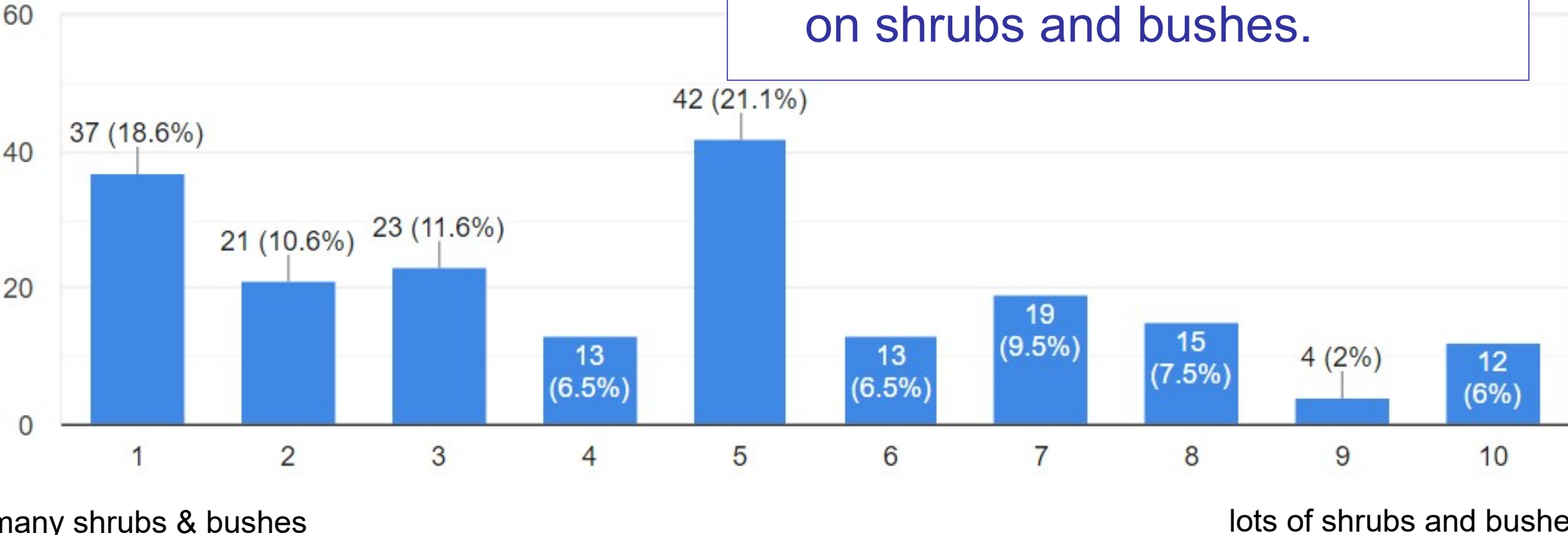
not many shrubs & bushes

lots of shrubs and bushes

4. On a sliding scale, in non-soccer areas, do you prefer lots of shrubs and bushes, or not many shrubs and bushes?

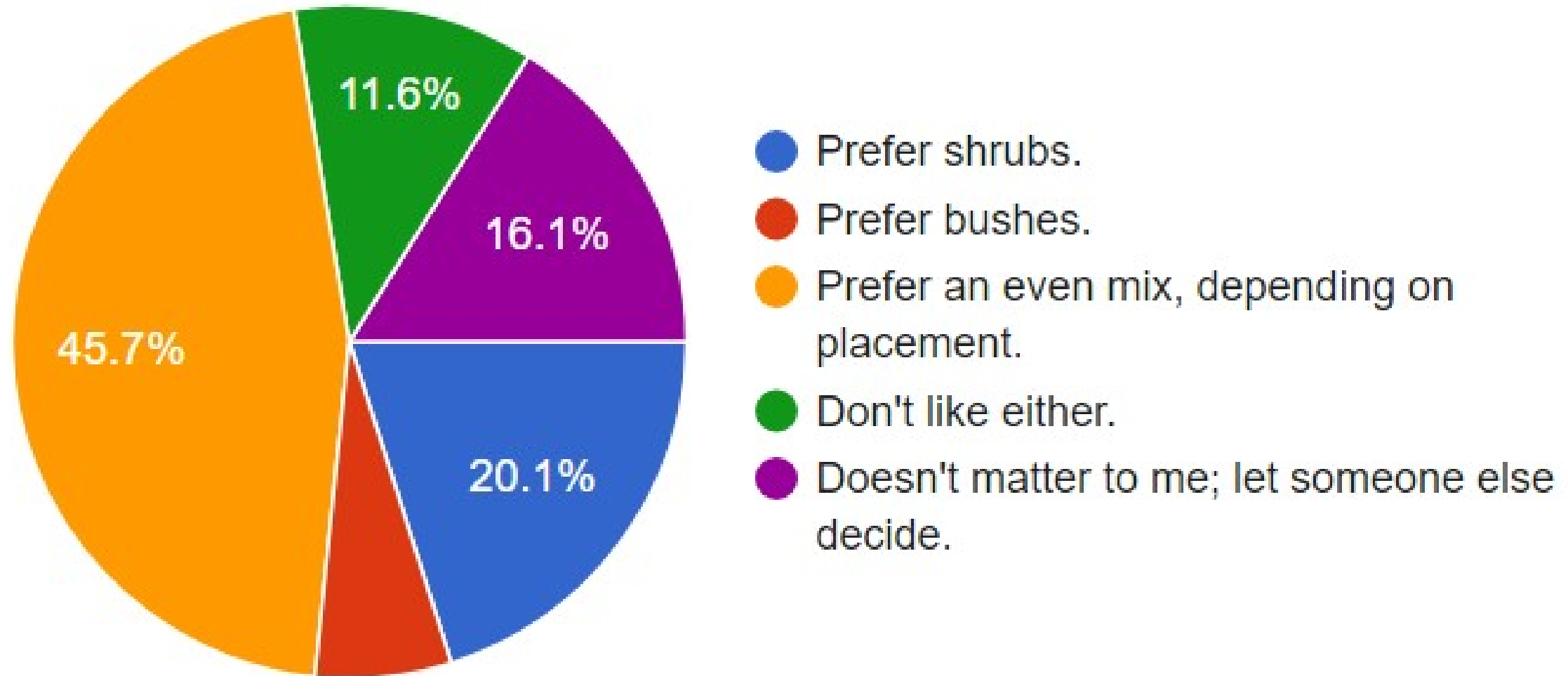
199 responses

- The park design should place more emphasis on trees than on shrubs and bushes.



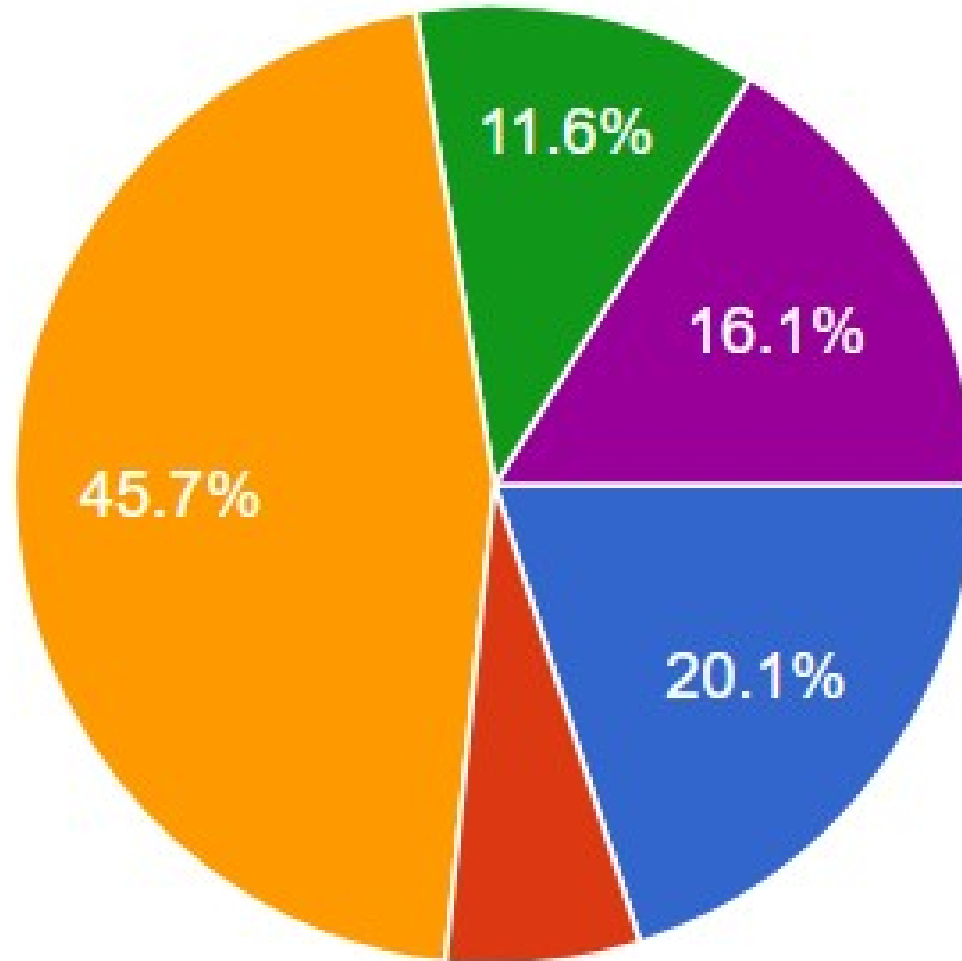
5. When it comes to shrubs and bushes, which do you prefer? (A shrub can be groomed, pruned, and shaped, while a bush is usually left to grow wild.)

199 responses



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199 responses

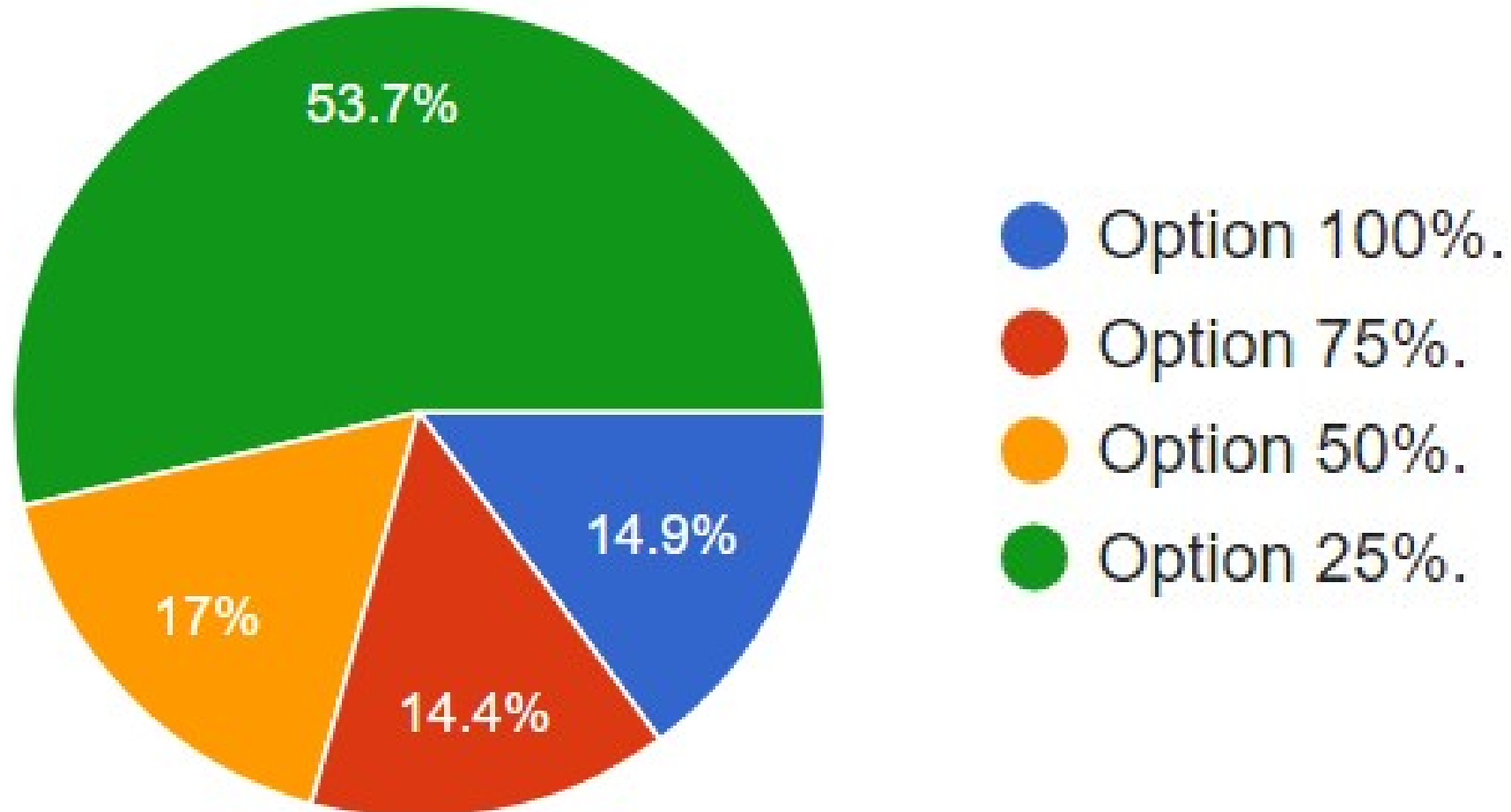


- The mix in the park of shrubs and bushes should be equal or slightly favoring shrubs.

- Prefer an even mix, depending on placement.
- Don't like either.
- Doesn't matter to me; let someone else decide.

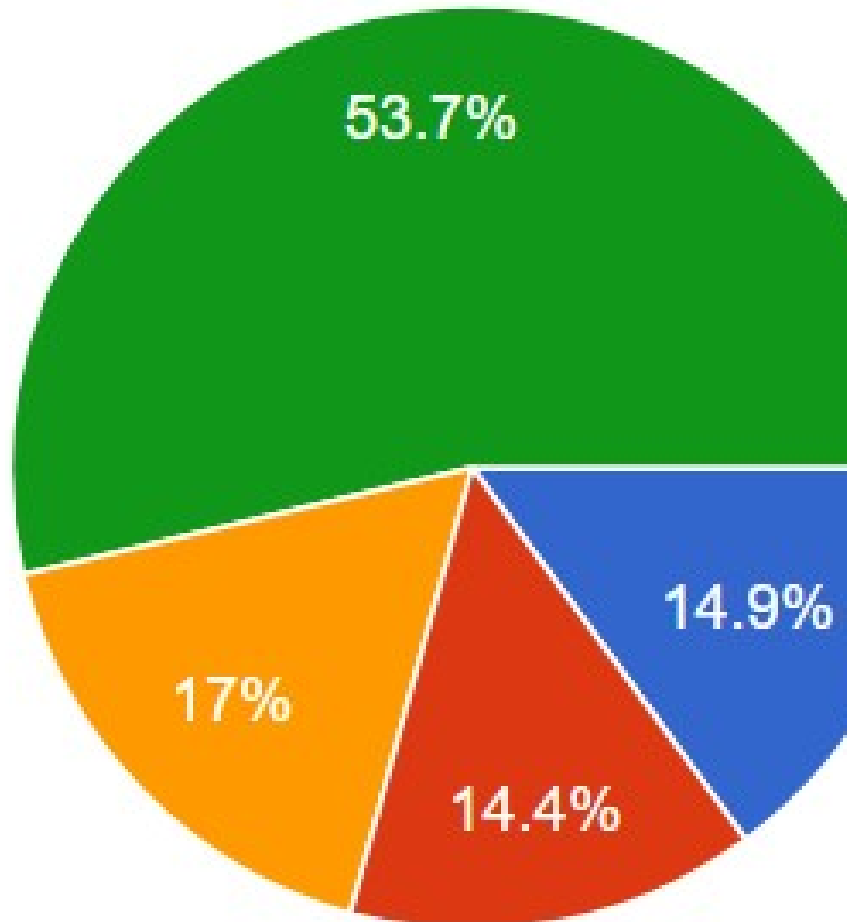
6. If you had to choose one of the 4 conceptual options pictured below, which one would it be? (Note: the number refers to the percentage of the park's open space dedicated to the soccer club and generally not available to the public during their normal hours of use.)

188 responses



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

188 responses

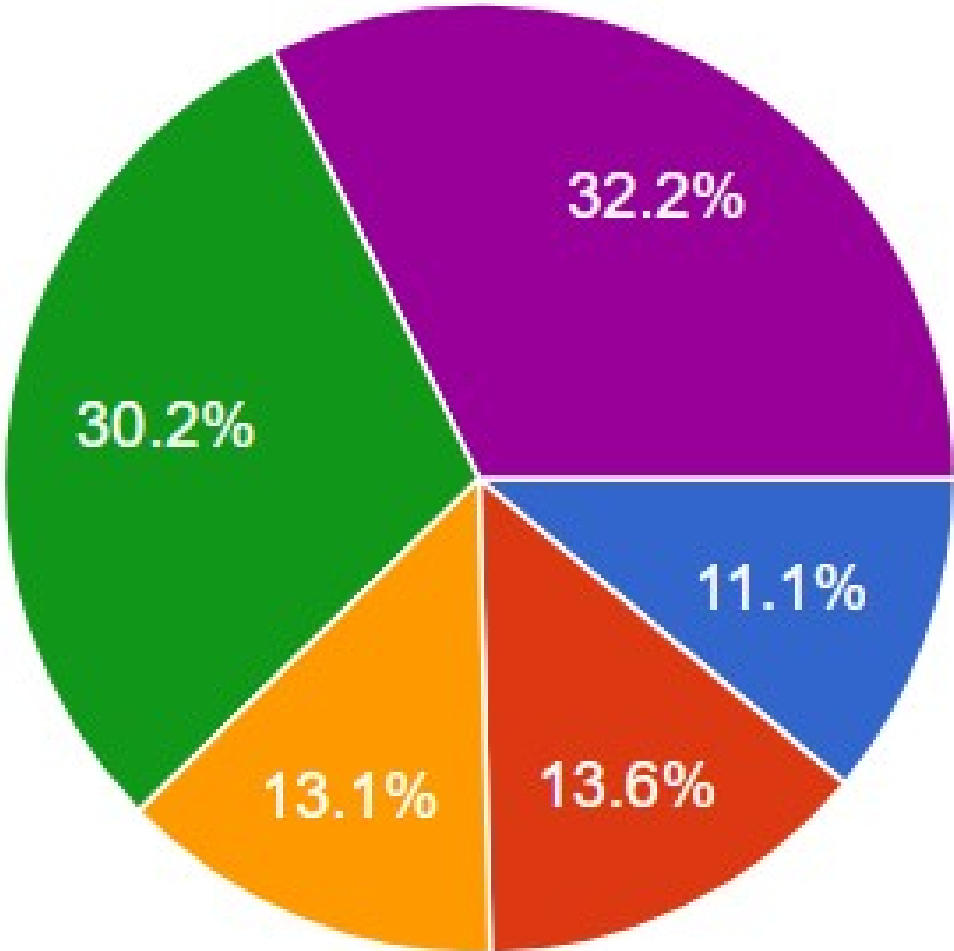


- The 25% option should be chosen as the best option for Cays residents assuming no lesser option becomes available.
- Not only did it receive a majority against the three other options combined, it was favored by an extremely strong margin of more than 3 to 1 over every other option.



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

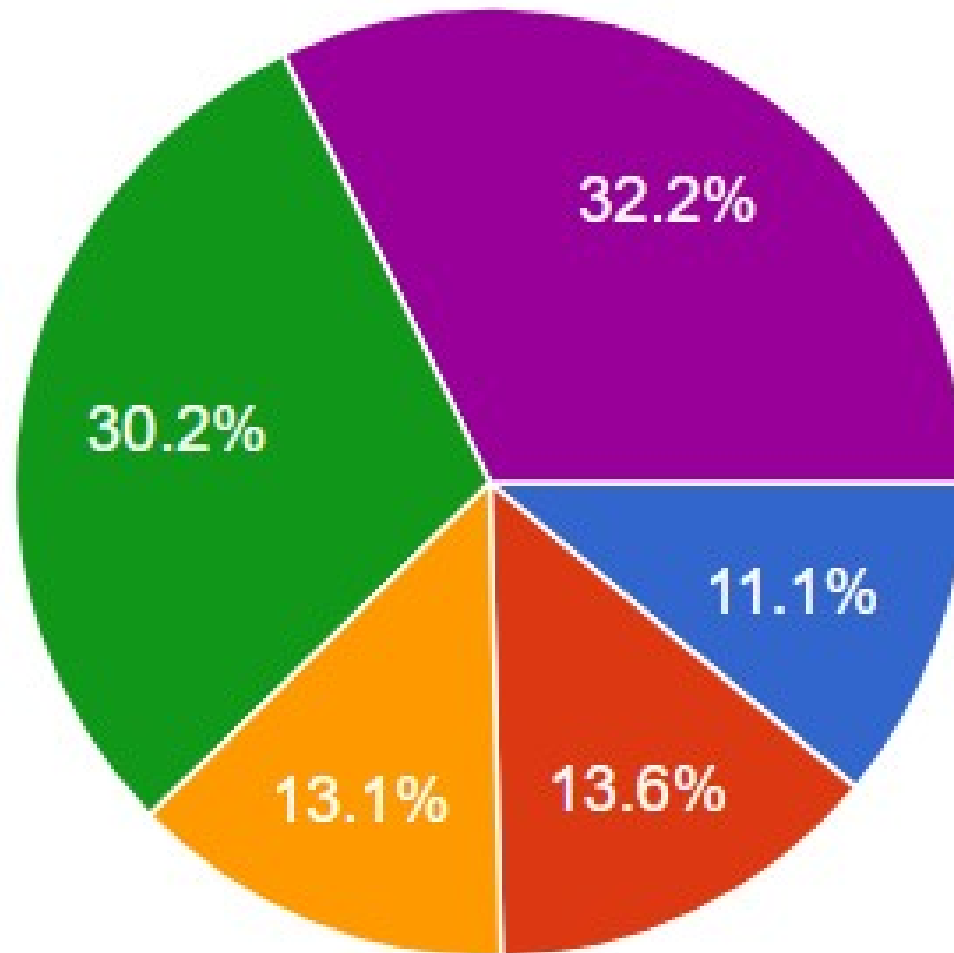
199 responses



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

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

199 responses



- If forced to choose, 25% would unquestionably be the choice that would be most likely to make the greatest number of Cays residents happy by a ratio of 2 or 3 to 1 over any other option.
- However, apparently the actual arrangement of the features in the 25% option needs to be substantially improved.
- The goal should be to reduce the 32% number.

8. If you'd like, please share any thinking related to your answers to the two questions above (6. and 7.).

129 responses

only open space in Coronado, keep it open

good balance of use

All those options put the fields in the South and I prefer the sports to stay together in the North bordering the baseball diamond and between the fire station and tennis courts. Then open space and walking could be in the South.

I want more shaded tree areas to sit under. There is no where to sit at the park that isn't covered in dog pee

There should be more pickleball courts in all the plans. They are heavily used.

Too much soccer. My dog was hit by an ebike twice in 10 days by kid leaving soccer. They have no rules, no discipline, no adult supervision. They need to go somewhere else so the Coronado residents (owners) can enjoy our open space

8. If you'd like, please share any thinking related to your answers to the two questions above (6. and 7.).

129 responses

only open space in Coronado, keep it open

good balance of use

All those options put the fields in the South and I prefer the baseball diamond and between the fire station and tennis courts to be in the South.

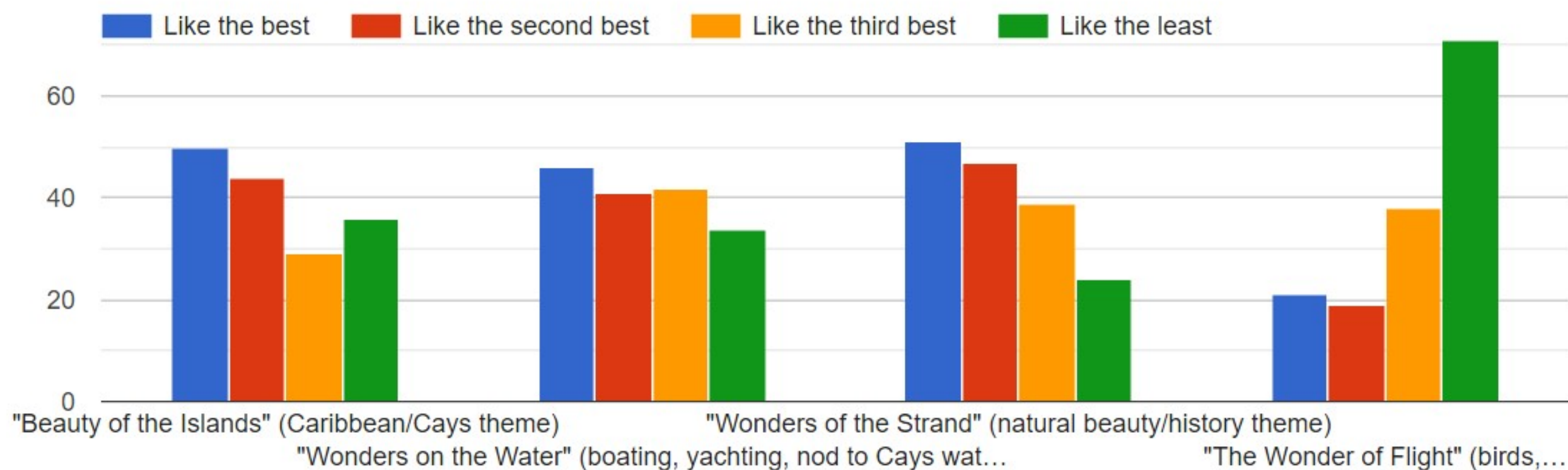
I want more shaded tree areas to sit under. There is no way to get shade in the South.

There should be more pickleball courts in all the plans. Tennis courts are fine but I don't like them.

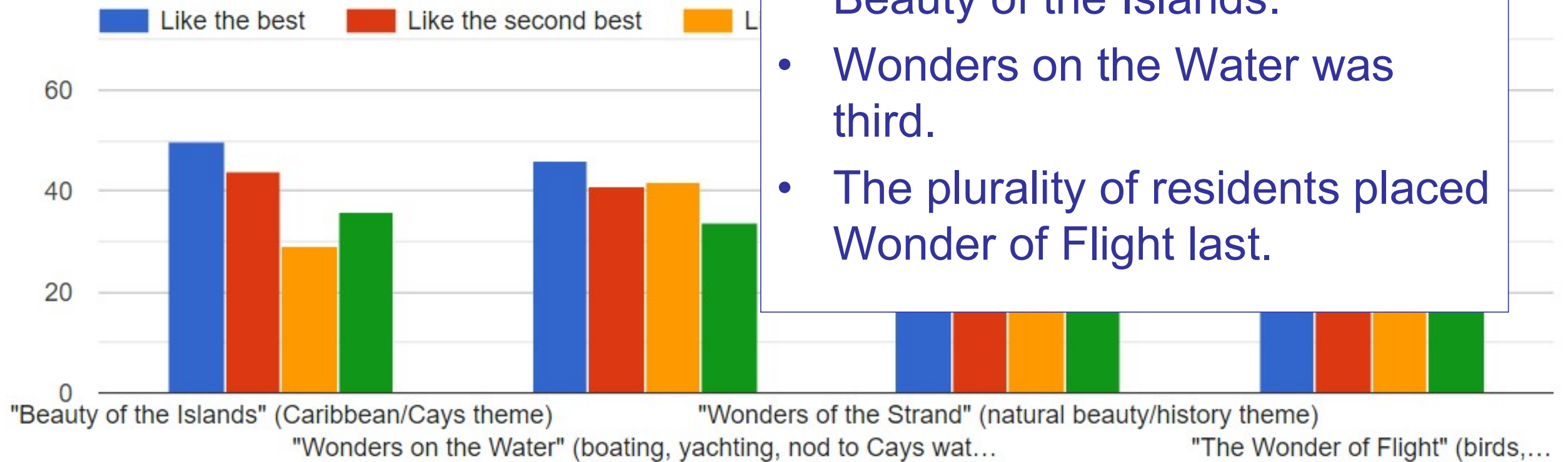
Too much soccer. My dog was hit by an ebike twice in 10 days by kid leaving soccer. They have no rules, no discipline, no adult supervision. They need to go somewhere else so the Coronado residents (owners) can enjoy our open space

- 129 out of 199 residents responded to this question, which was optional.
- That is a remarkable number indicating that Cays residents took the survey seriously and were willing to spend some time on it.
- Responses to Question 8 are provided separately.

9. If you can, considering just the 4 park themes (without considering the associated field percentage), please rank them in terms of which you like the best.



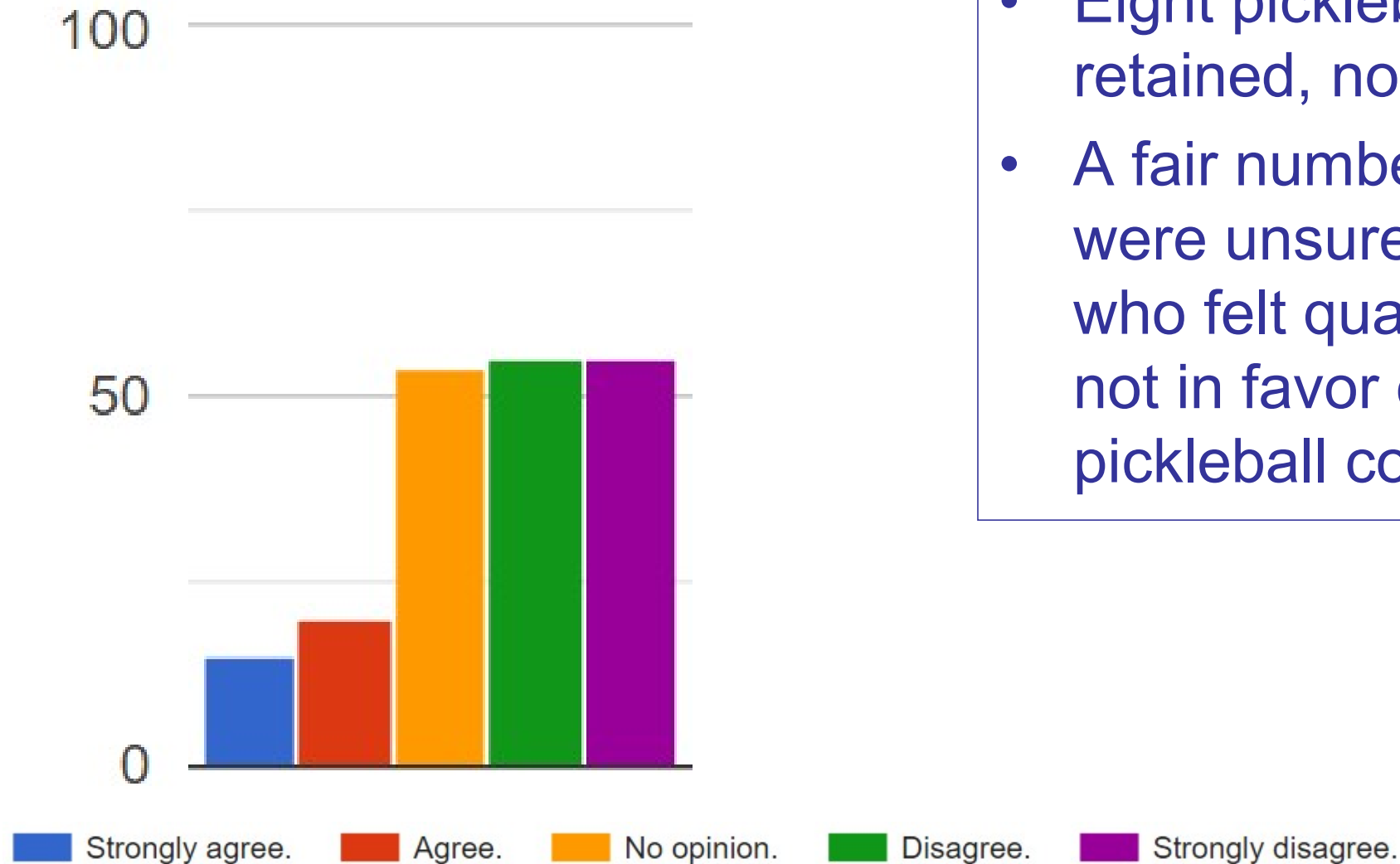
9. If you can, considering just the 4 park themes (without considering the associated field percentage), please rank them in terms of wh



- Wonders of the Strand was slightly more popular than Beauty of the Islands.
- Wonders on the Water was third.
- The plurality of residents placed Wonder of Flight last.

# About the Park Details

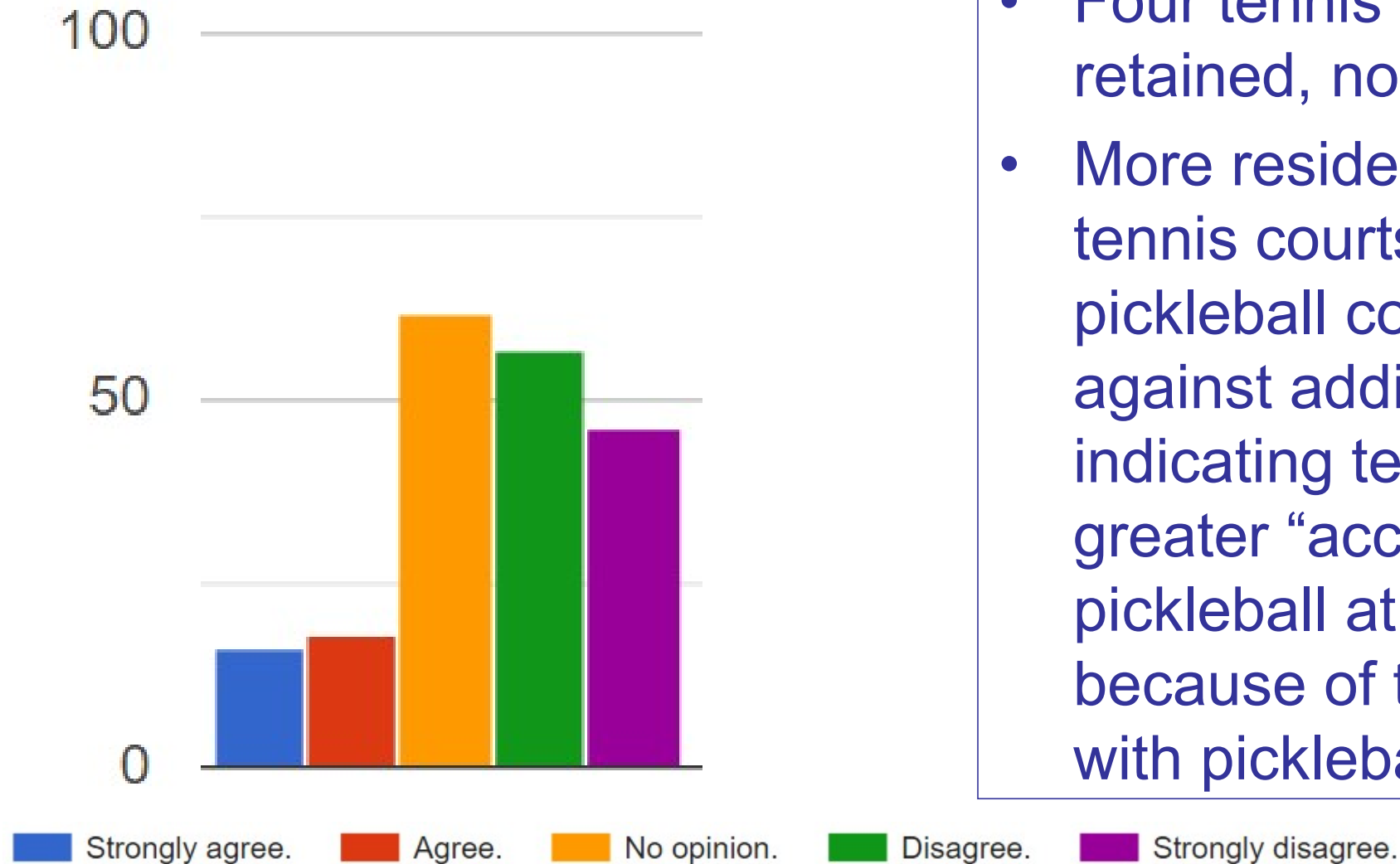
We need more than eight pickleball courts.



- Eight pickleball courts should be retained, no more, no less.
- A fair number of Cays residents were unsure, but the vast majority who felt qualified to answer were not in favor of adding more pickleball courts.



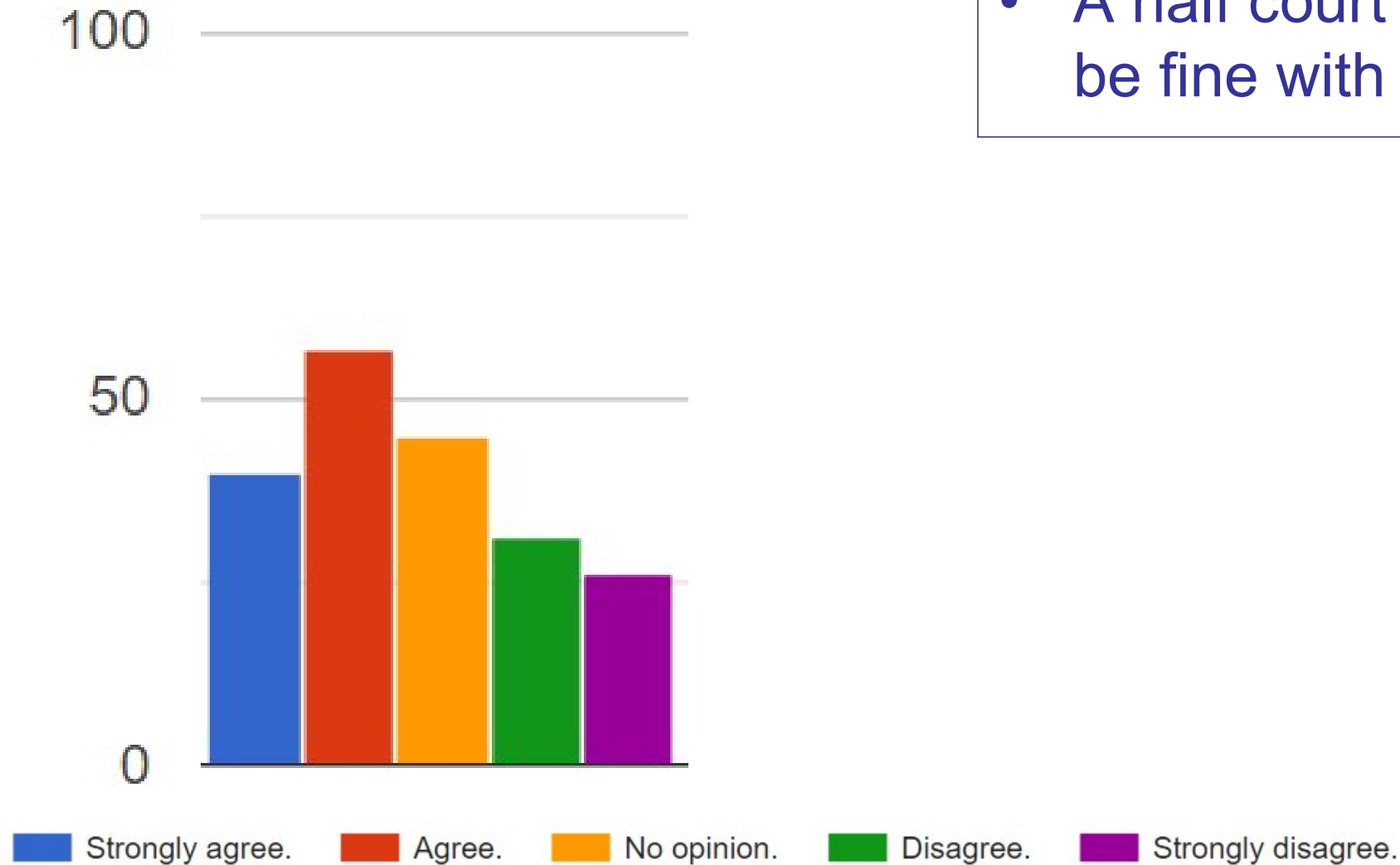
We need more than four tennis courts.



- Four tennis courts should be retained, no more, no less.
- More residents were unsure about tennis courts than they were about pickleball courts, and fewer were against adding tennis courts, indicating tennis has marginally greater “acceptability” than pickleball at present, perhaps because of the noise associated with pickleball.

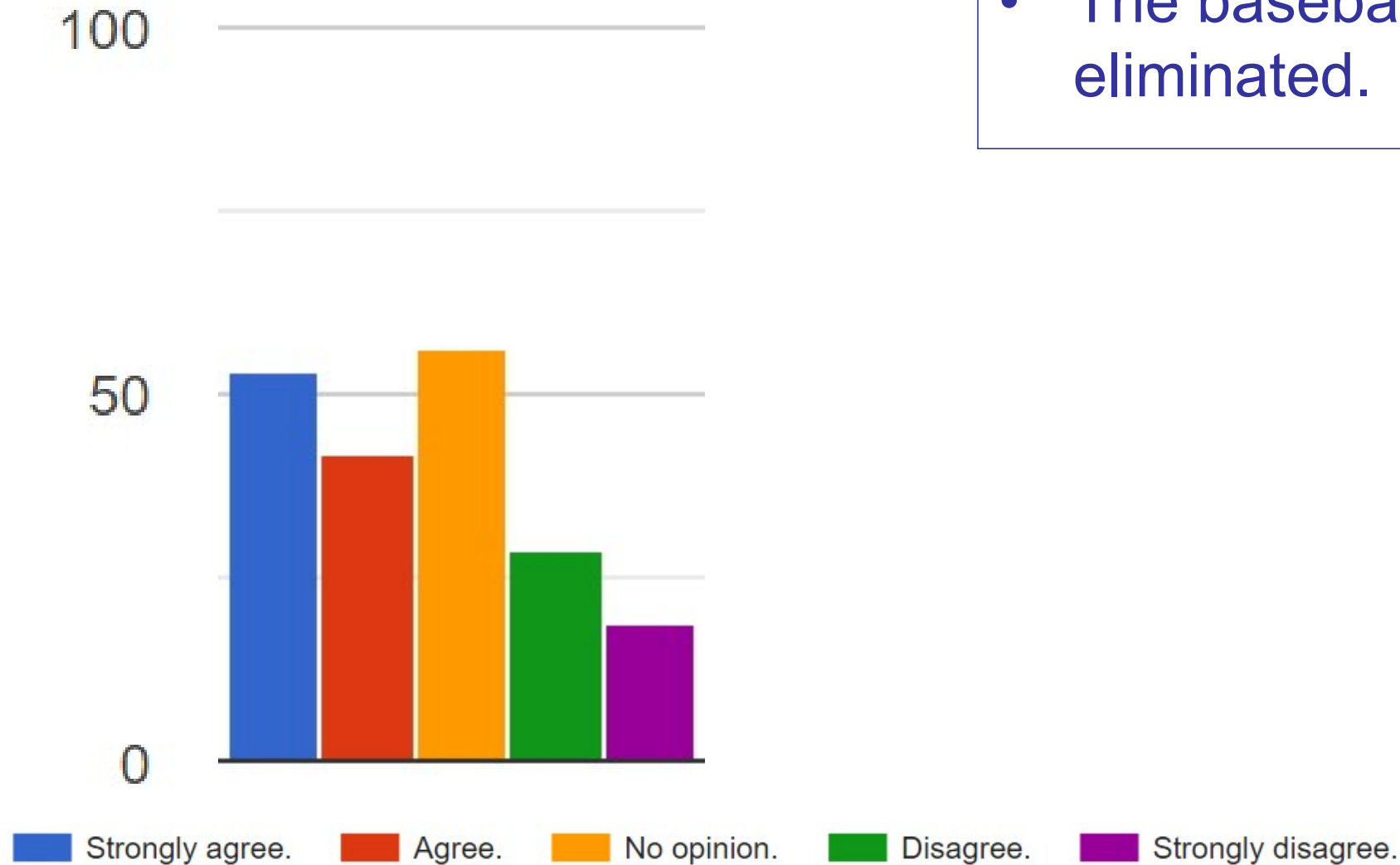
People seldom play full court basketball. A half court would be fine.

- A half court basketball court would be fine with most residents by far.

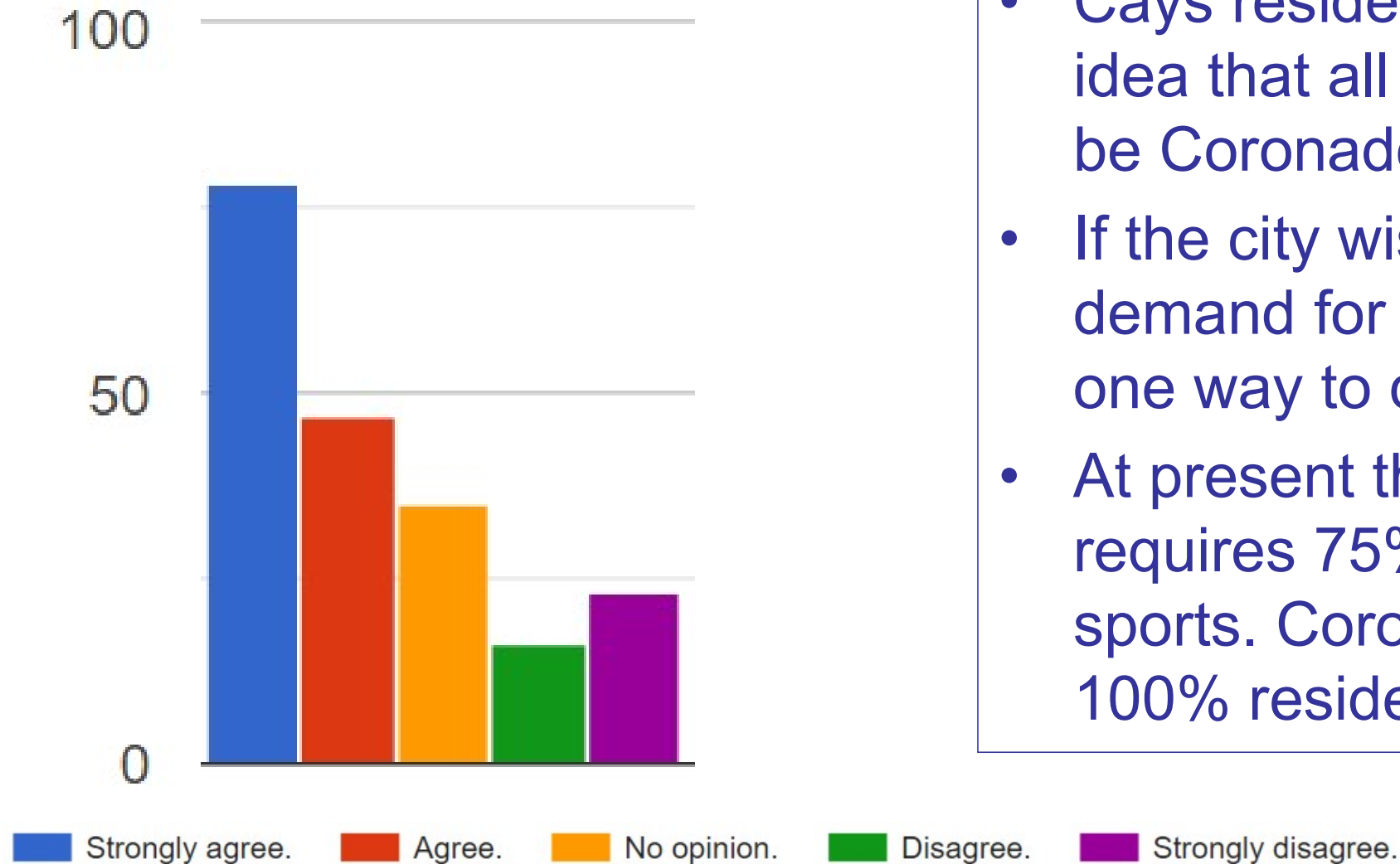


We don't need a backstop for baseball. The one we have is seldom used.

- The baseball backstop should be eliminated.



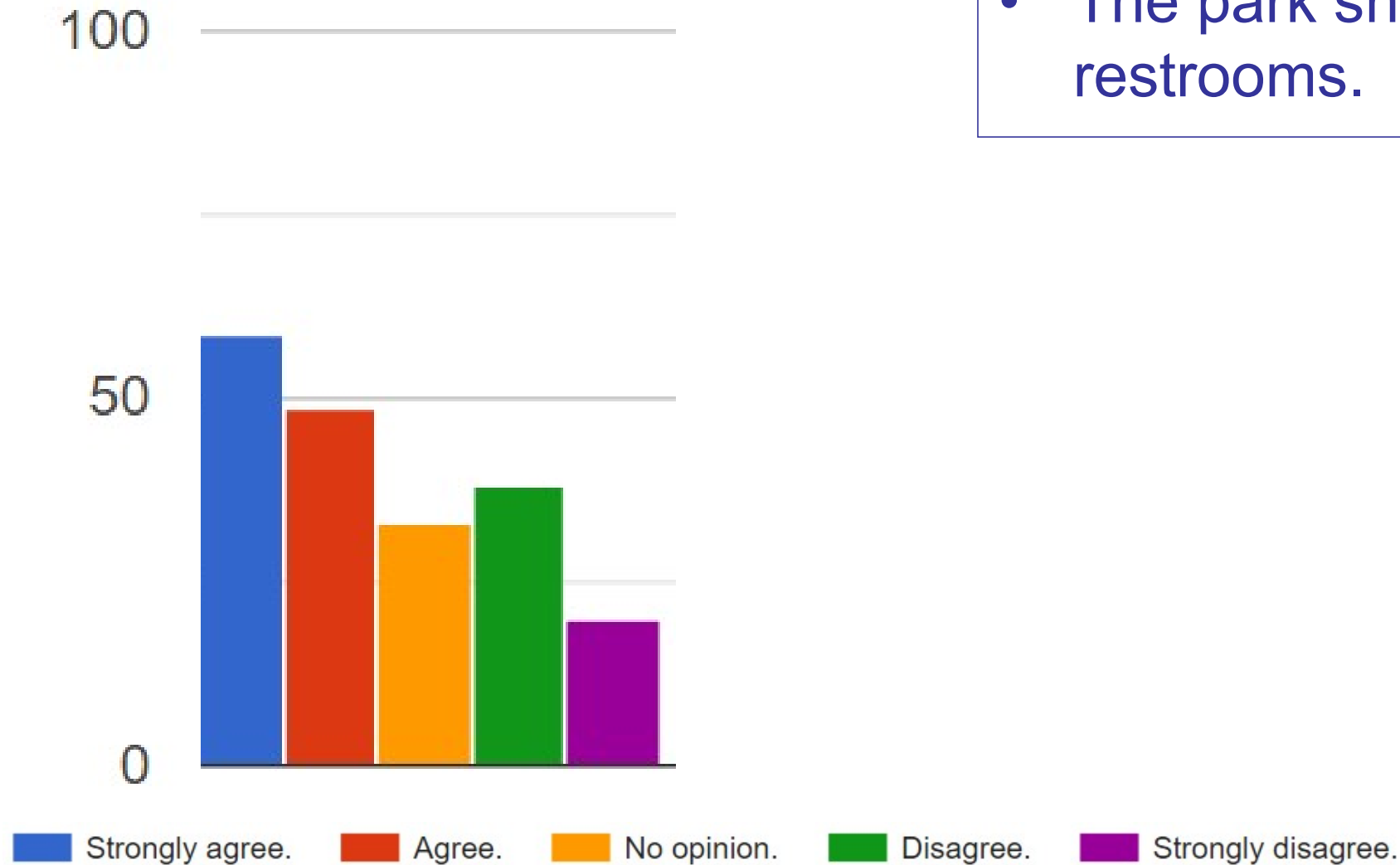
100% Coronado residency is required for baseball, but only 75% residency is required for soccer. Having so many outside soccer kids overloads our sports facilities.



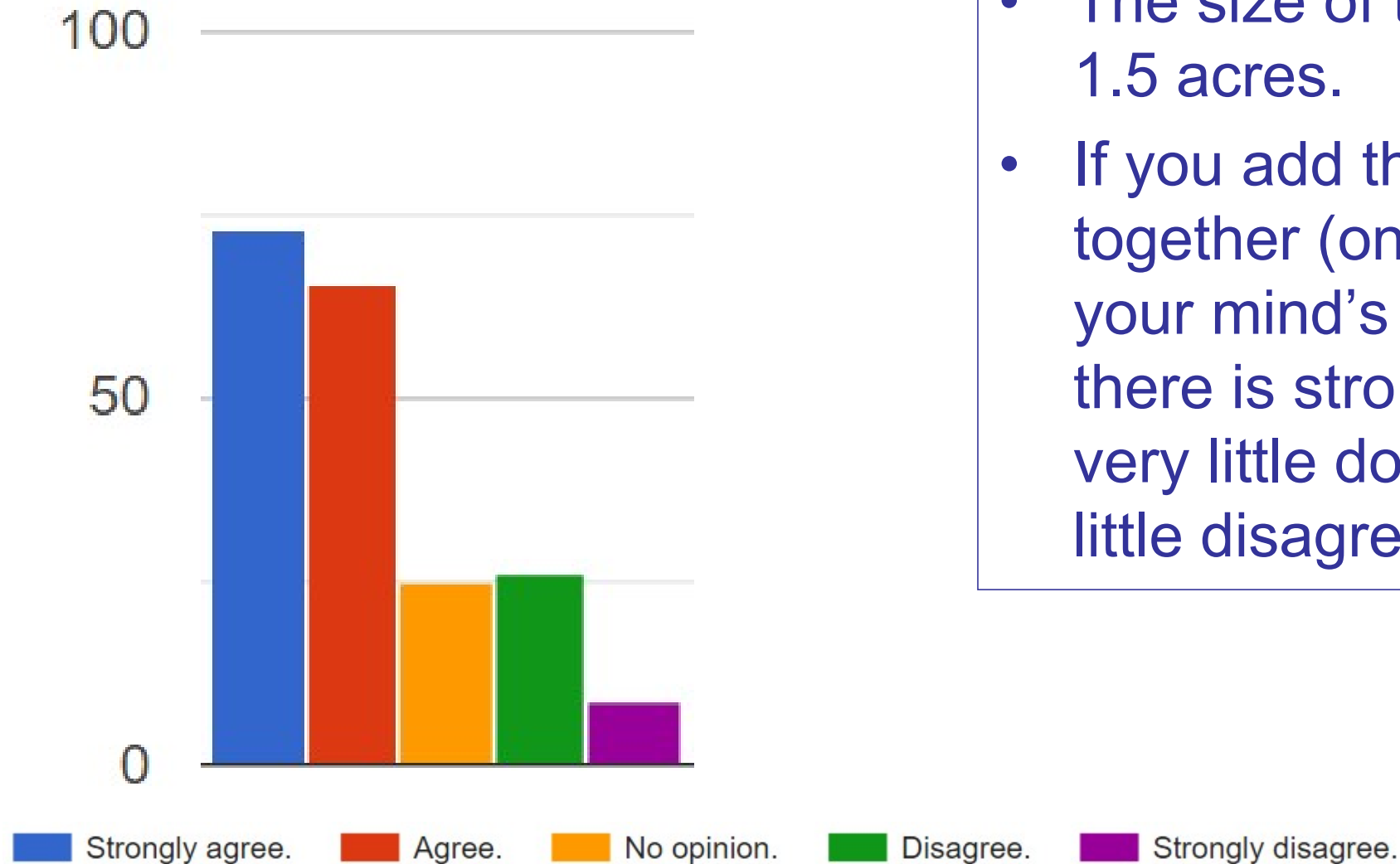
- Cays residents strongly support the idea that all soccer players should be Coronado residents.
- If the city wishes to reduce field demand for soccer, this might be one way to do so.
- At present the City of Coronado requires 75% residency for all sports. Coronado baseball requires 100% residents for their program.

We need two restrooms. One is not enough.

- The park should have two restrooms.

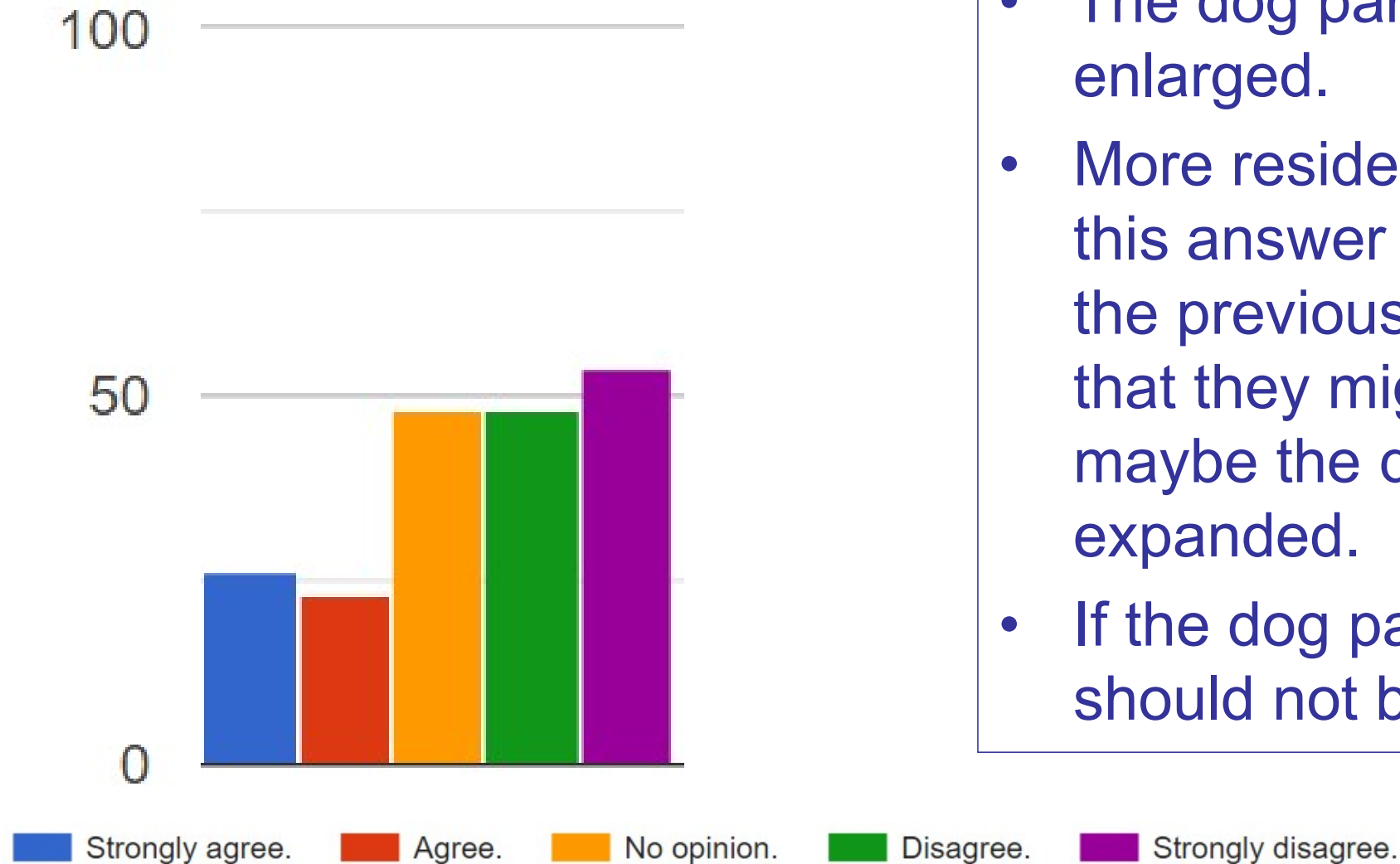


The area we have now for the dog park (1.5 acres) is about right.



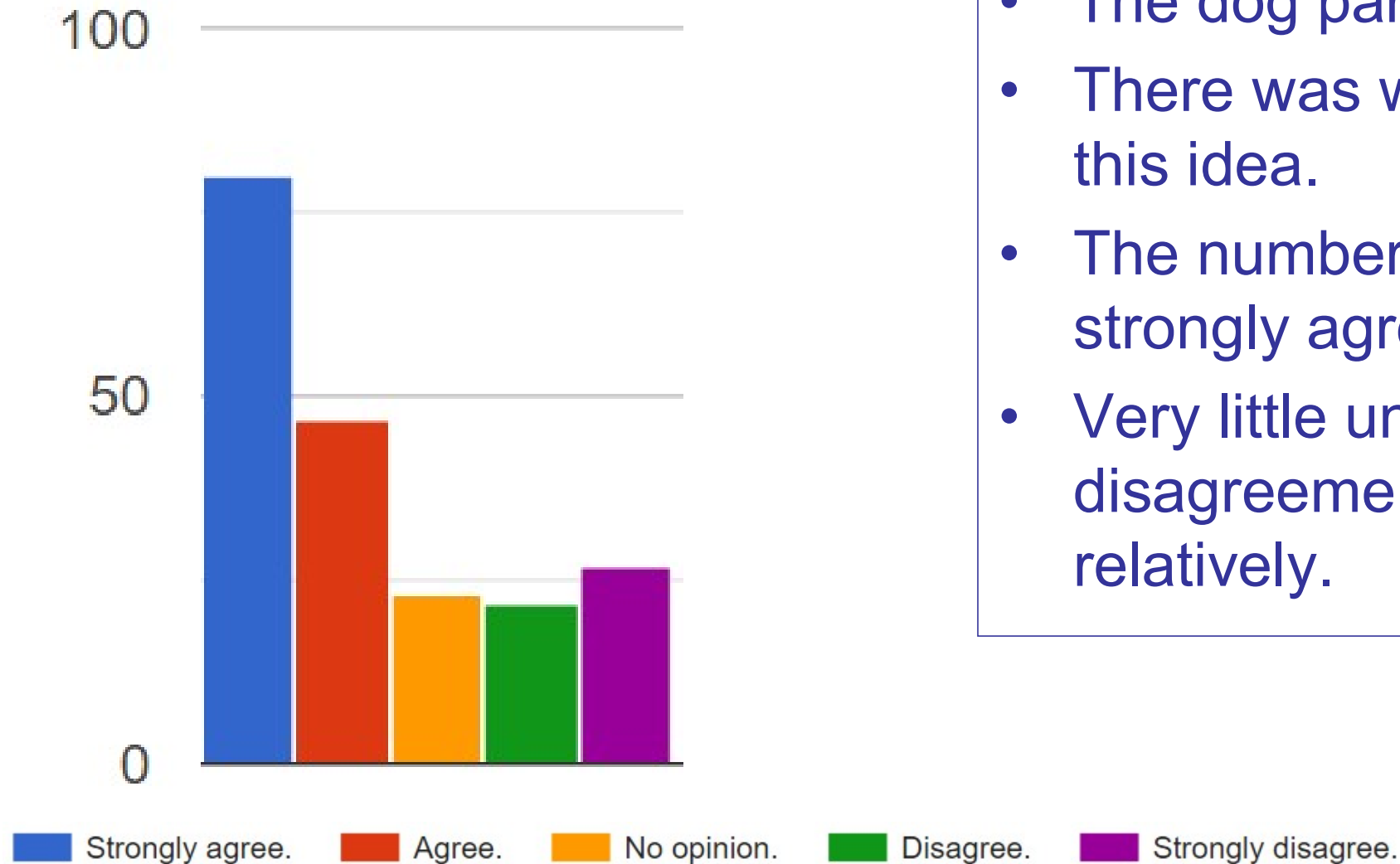
- The size of the dog park should be 1.5 acres.
- If you add the blue and red bars together (on top of each other in your mind's eye) you can see that there is strong support for this idea, very little doubt about it, and very little disagreement.

The area for the dog park needs to be enlarged.



- The dog park should not be enlarged.
- More residents were unsure about this answer than they were about the previous question, indicating that they might be thinking that maybe the dog park should be expanded.
- If the dog park is expanded it should not be expanded much.

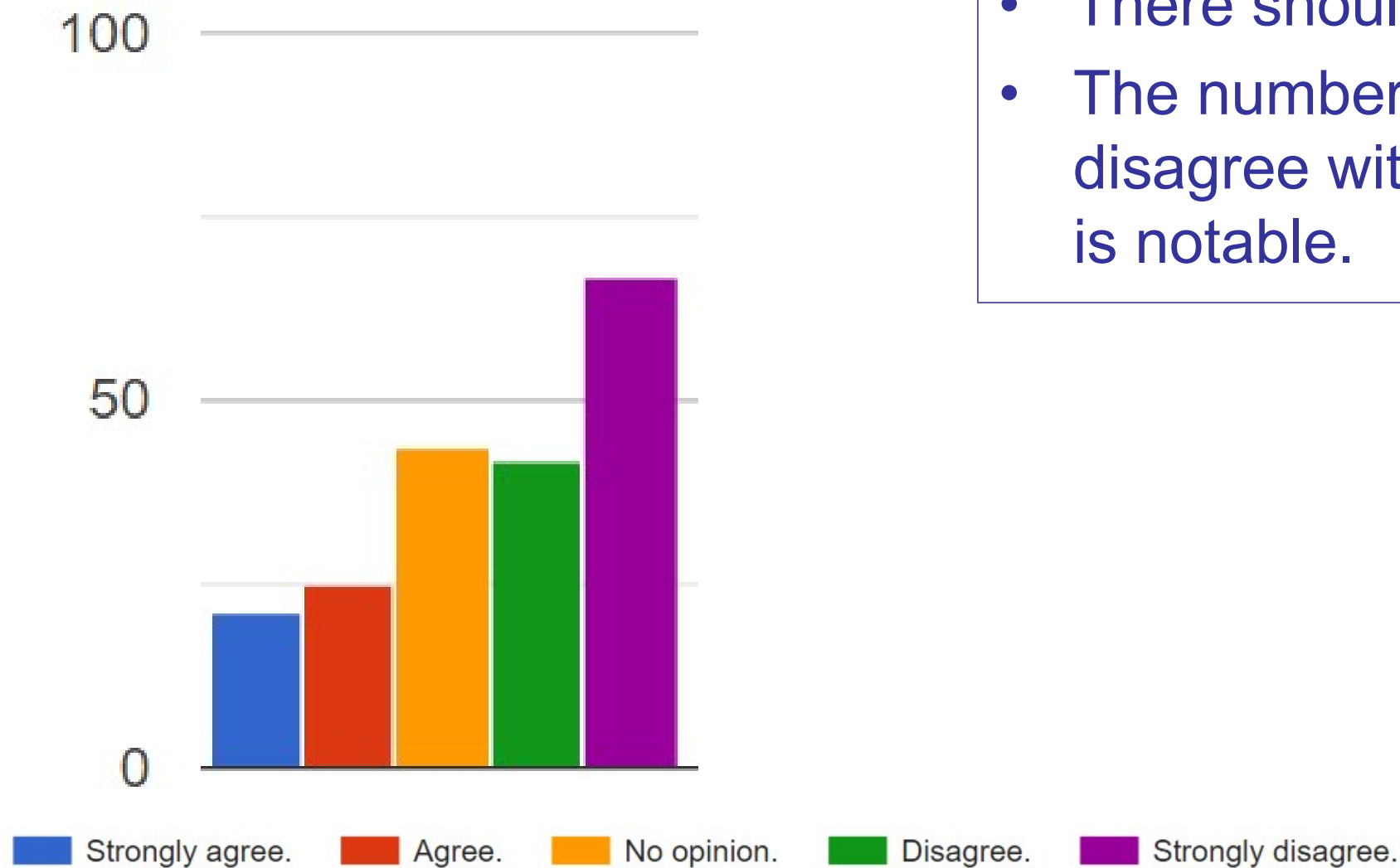
Dogs need to stay in the dog park. We need some kind of barrier.



- The dog park should have a barrier.
- There was widespread support for this idea.
- The number of residents who strongly agree is notable.
- Very little uncertainty or disagreement with the idea relatively.

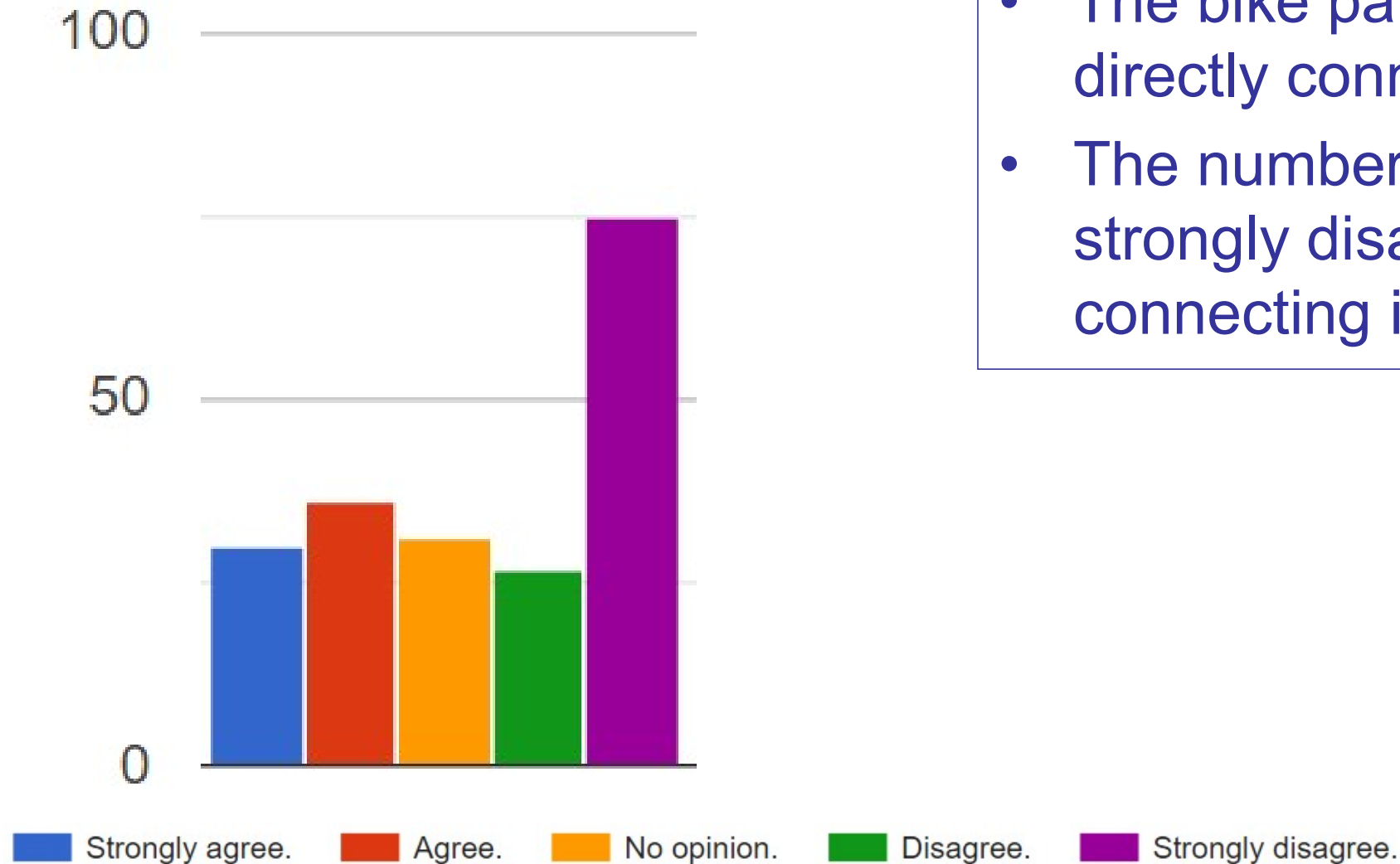


Having two dog parks would be great--one for big dogs and one for small dogs.



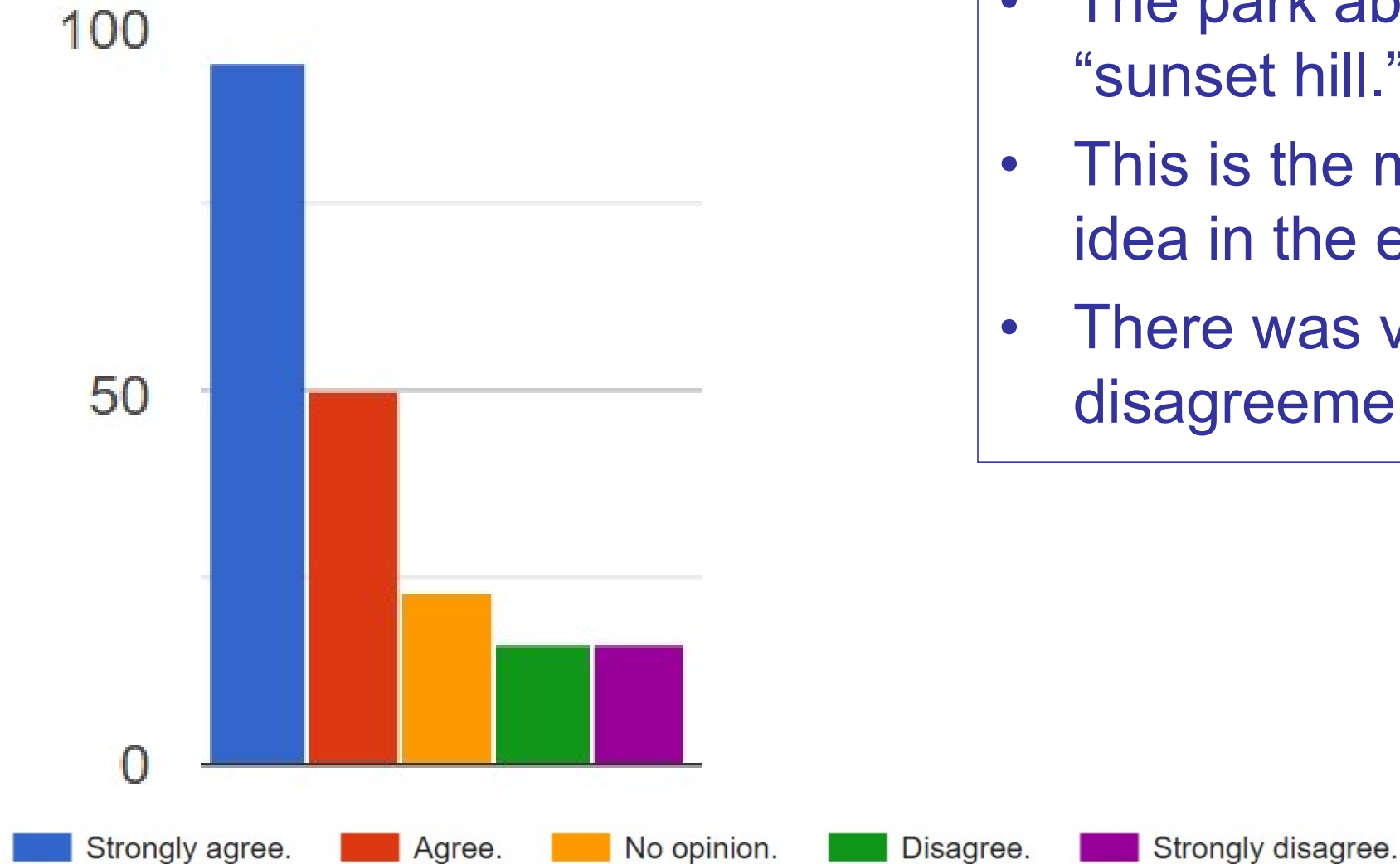
- There should be only one dog park.
- The number of people who strongly disagree with having two dog parks is notable.

I like the idea of connecting the bike path directly to the park.



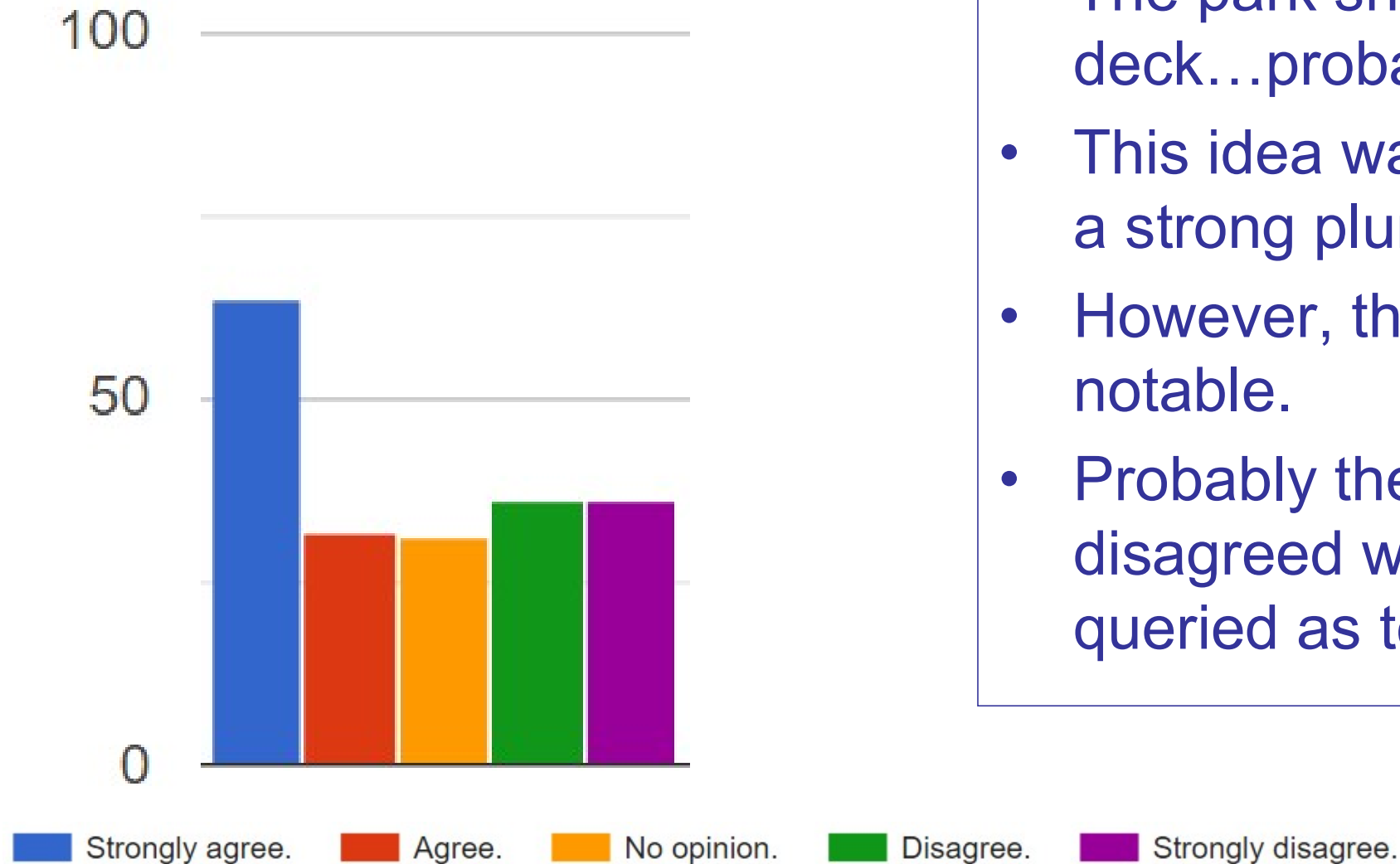
- The bike path should not be directly connected to the park.
- The number of residents who strongly disagree with the idea of connecting it is notable.

The idea of a "sunset hill" or place to relax and enjoy the ocean views makes sense to me.



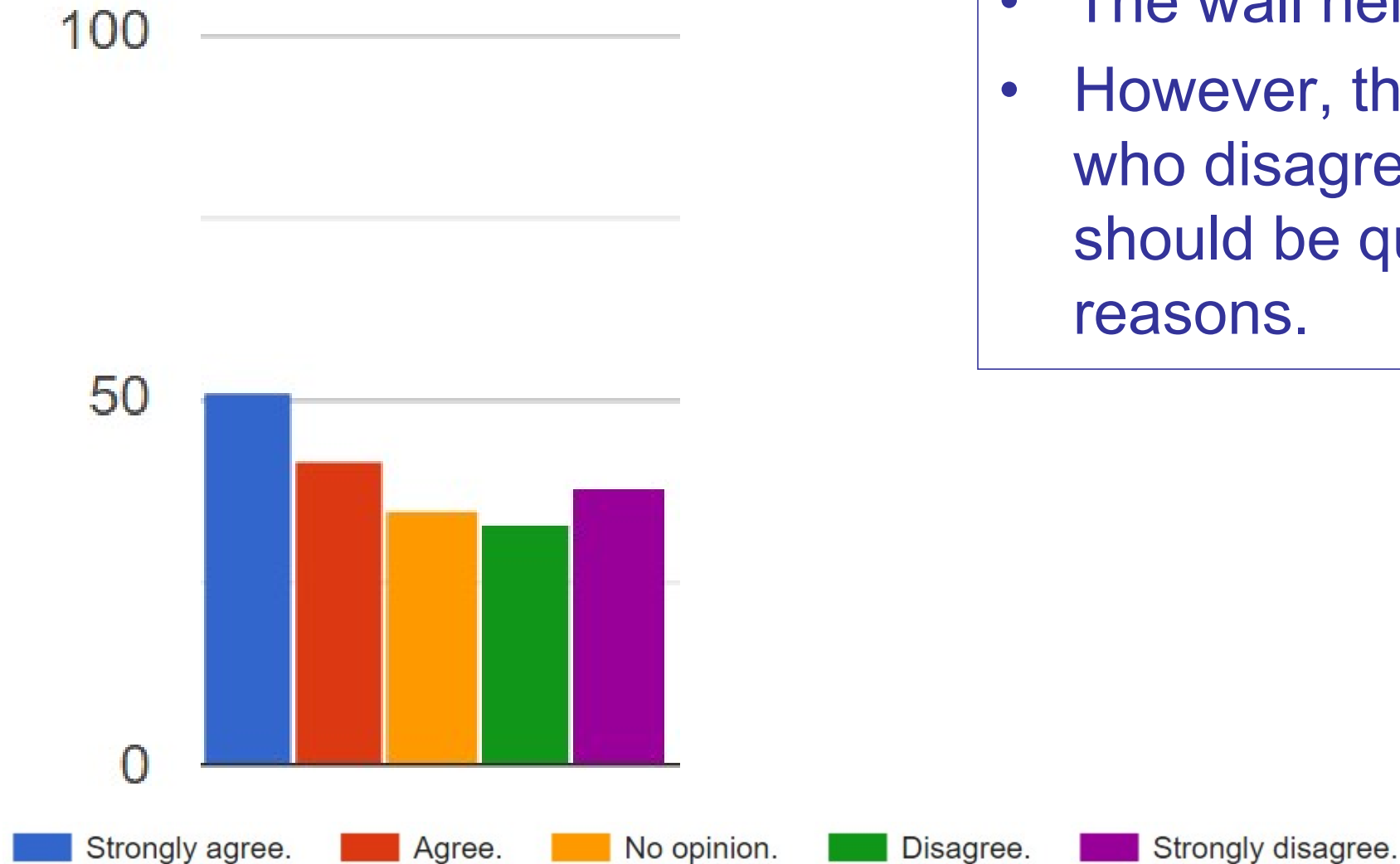
- The park absolutely should have a "sunset hill."
- This is the most popular specific idea in the entire survey.
- There was very little doubt or disagreement.

I like the idea of a "sunset deck" that extends a bit past the wall out into the city's right of way.



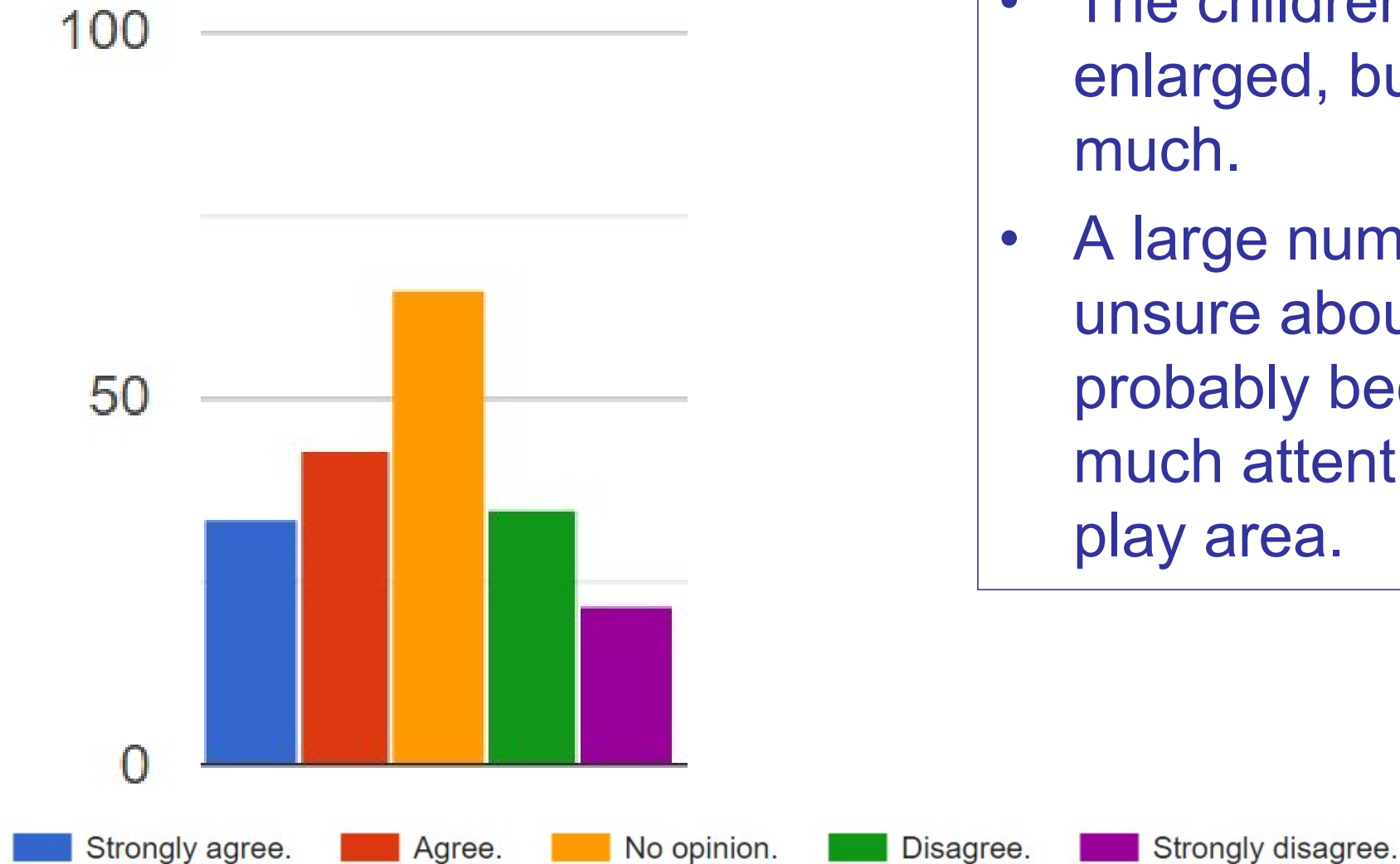
- The park should have a sunset deck...probably.
- This idea was supported including a strong plurality for strong support.
- However, the disagreement was notable.
- Probably the residents who disagreed with the idea should be queried as to their reasons.

Reducing the wall height so you get ocean views from more of the park makes sense to me.



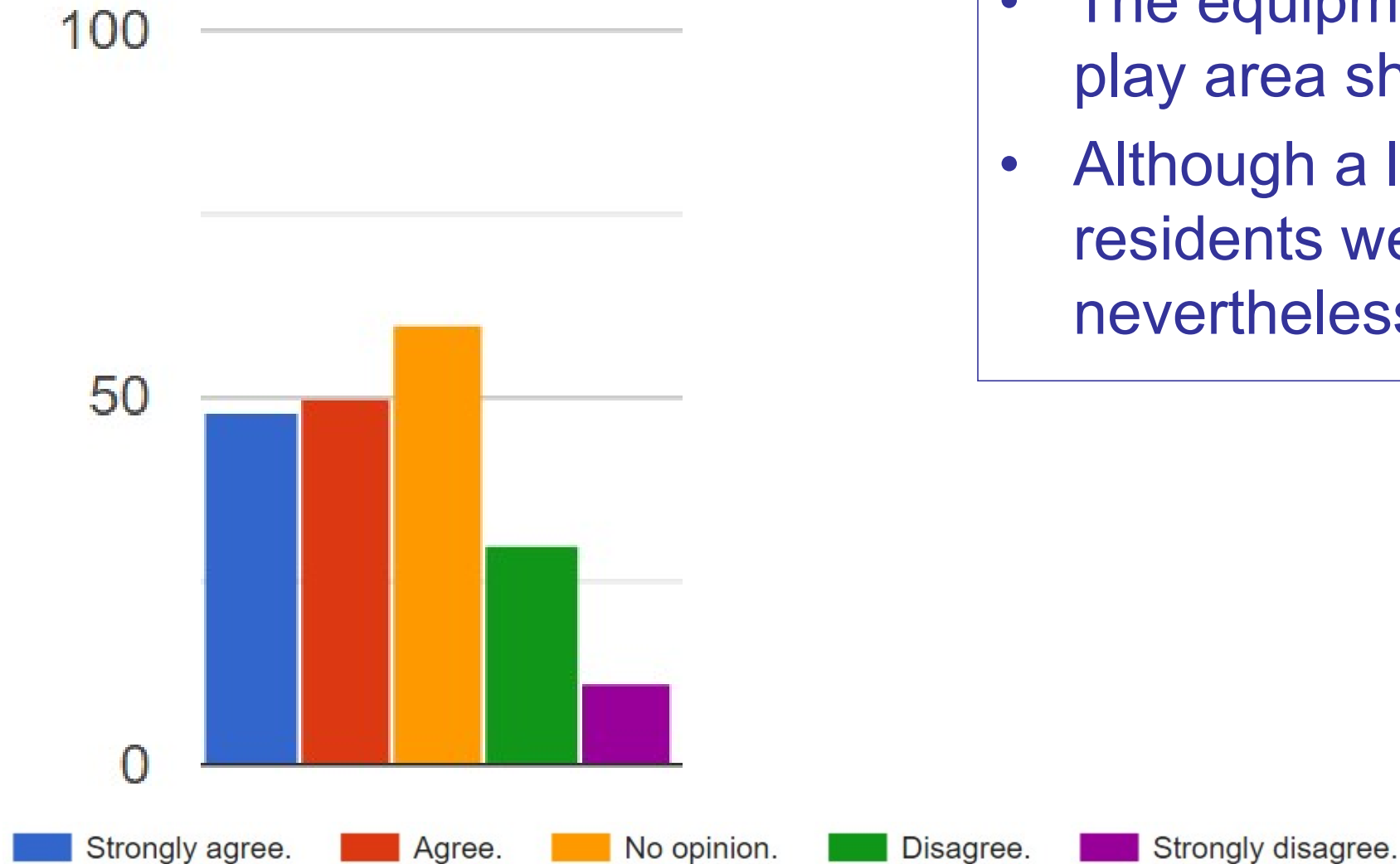
- The wall height should be reduced.
- However, the number of residents who disagreed is notable. They should be queried as to their reasons.

The children's play area needs to be bigger.



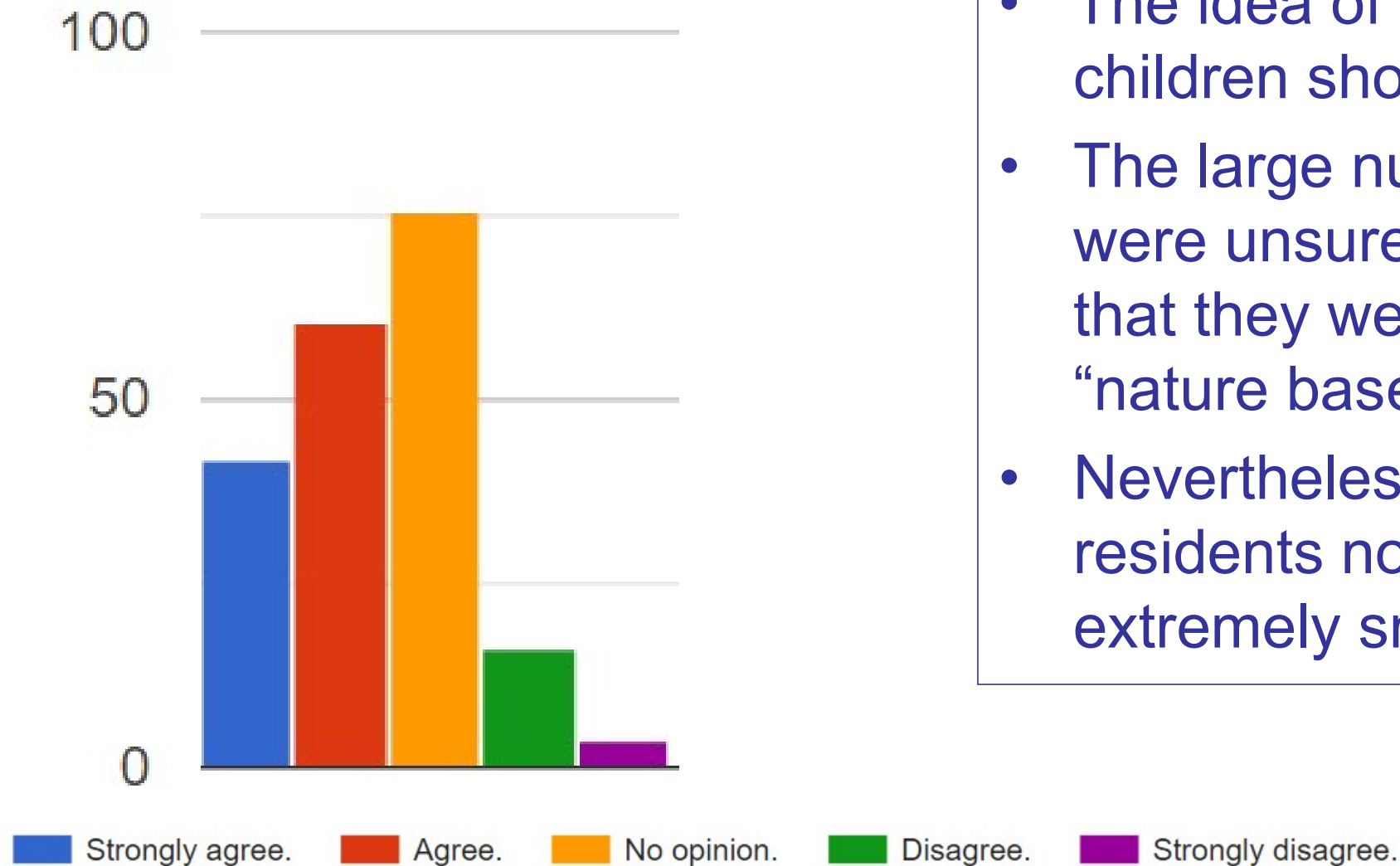
- The children's play area should be enlarged, but probably not too much.
- A large number of residents were unsure about this question, probably because they do not pay much attention to the children's play area.

## The equipment in the children's play area needs improvement.



- The equipment in the children's play area should be improved.
- Although a large number of residents were unsure, the idea nevertheless had strong support.

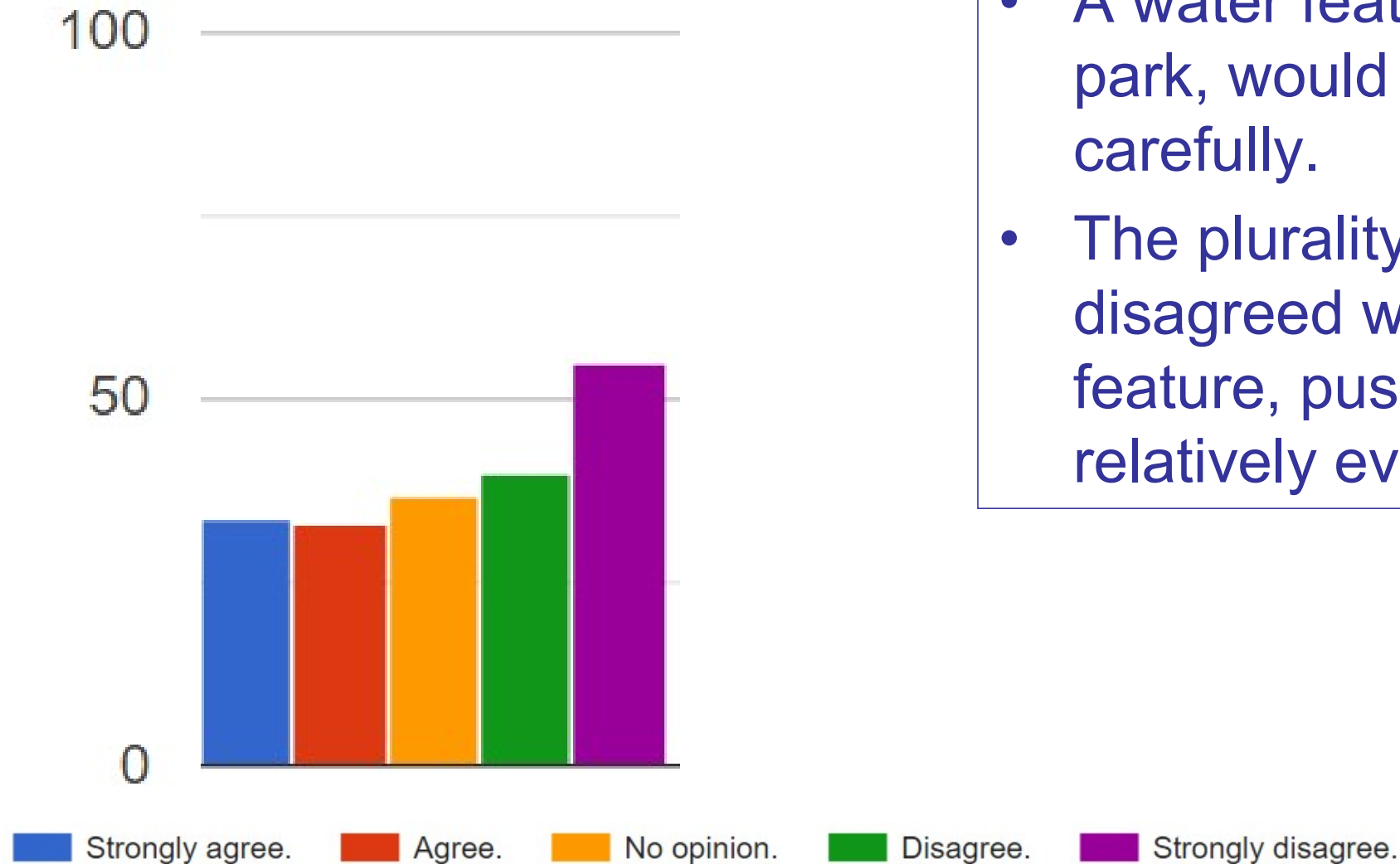
I like the idea of "nature based play" for children.



- The idea of “nature based play” for children should be implemented.
- The large number of residents who were unsure probably indicates that they were not clear on what “nature based play” actually is.
- Nevertheless, the number of residents not in favor was extremely small.

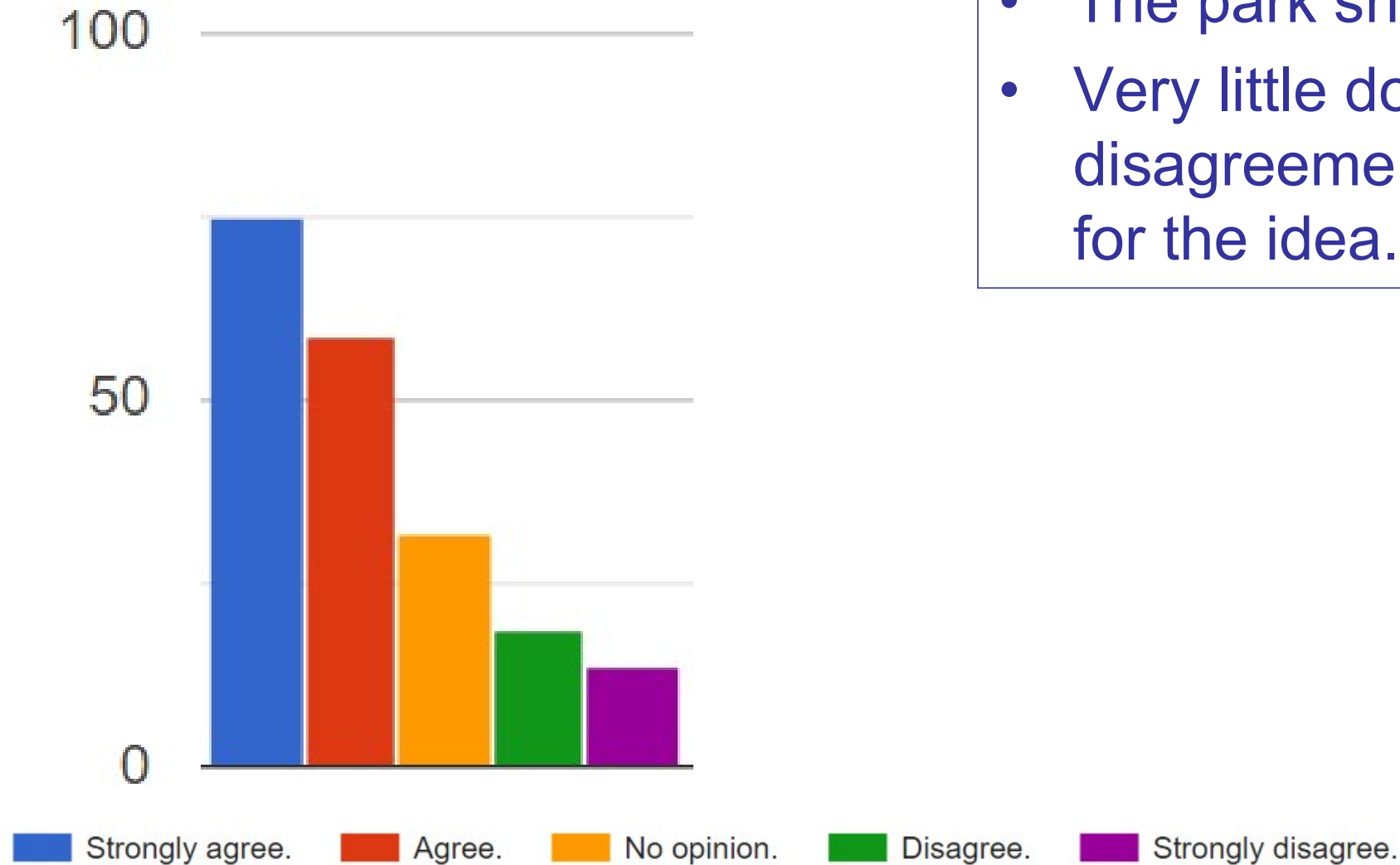


A water feature, if done right, could be a nice addition to the park.



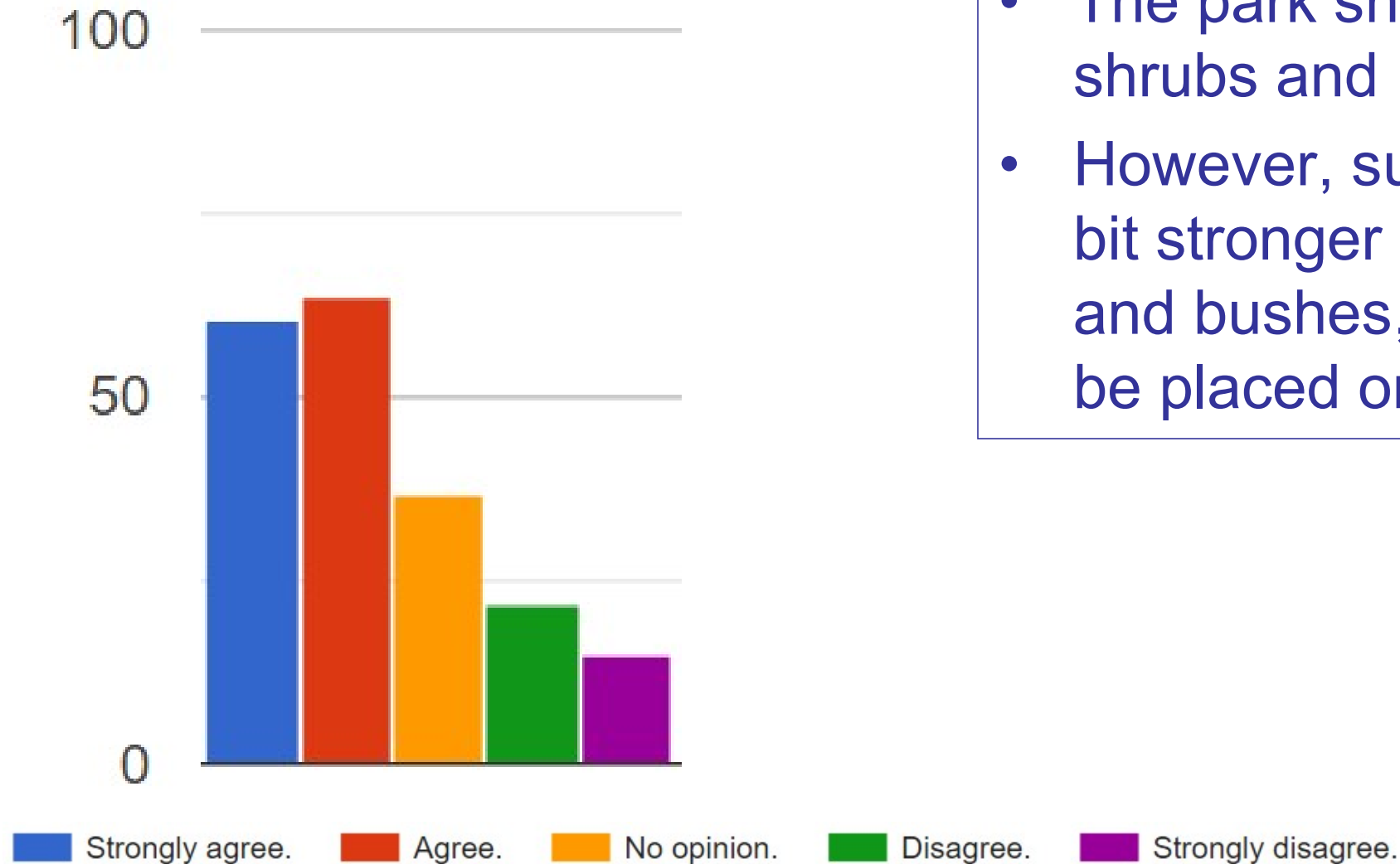
- A water feature, if added to the park, would have to be done very carefully.
- The plurality of residents strongly disagreed with having a water feature, pushing an otherwise relatively even balance to the right.

## Trees are important to me.



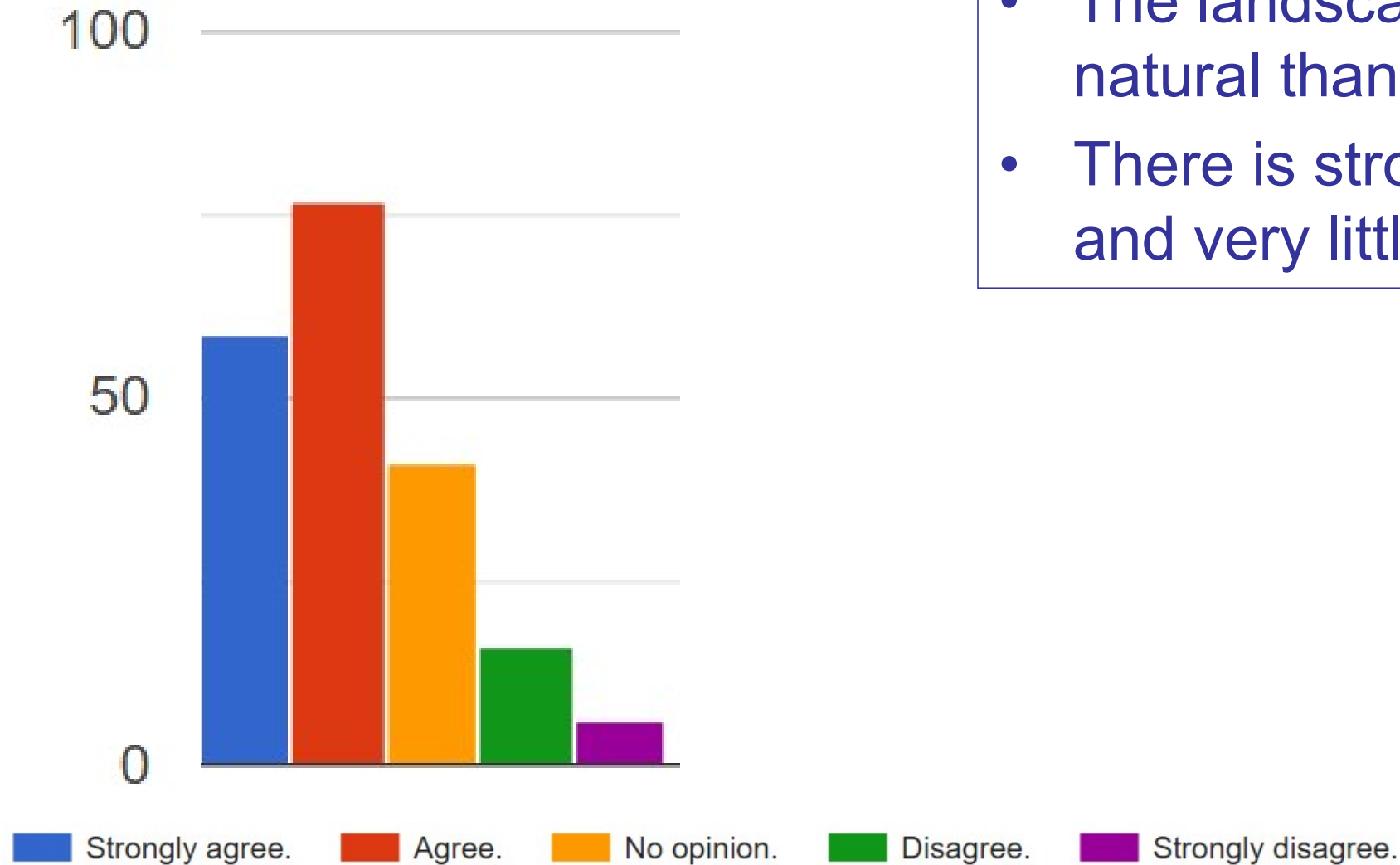
- The park should have lots of trees.
- Very little doubt, very little disagreement, and strong support for the idea.

## General landscaping (shrubs and bushes) is important to me.



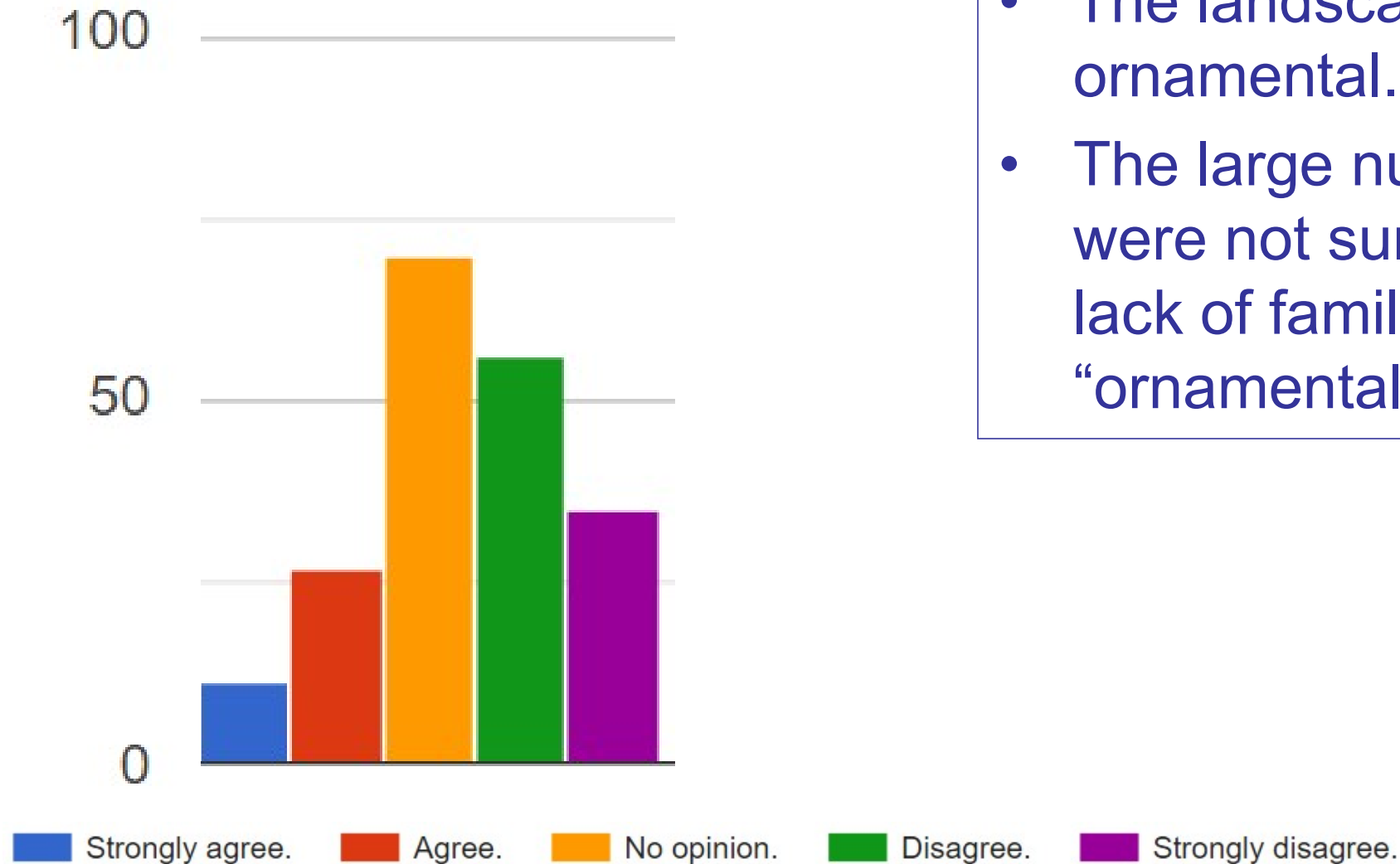
- The park should have lots of shrubs and bushes.
- However, support for trees was a bit stronger than support for shrubs and bushes, so the priority should be placed on trees.

As far as general landscaping goes, I prefer it to be more "natural."



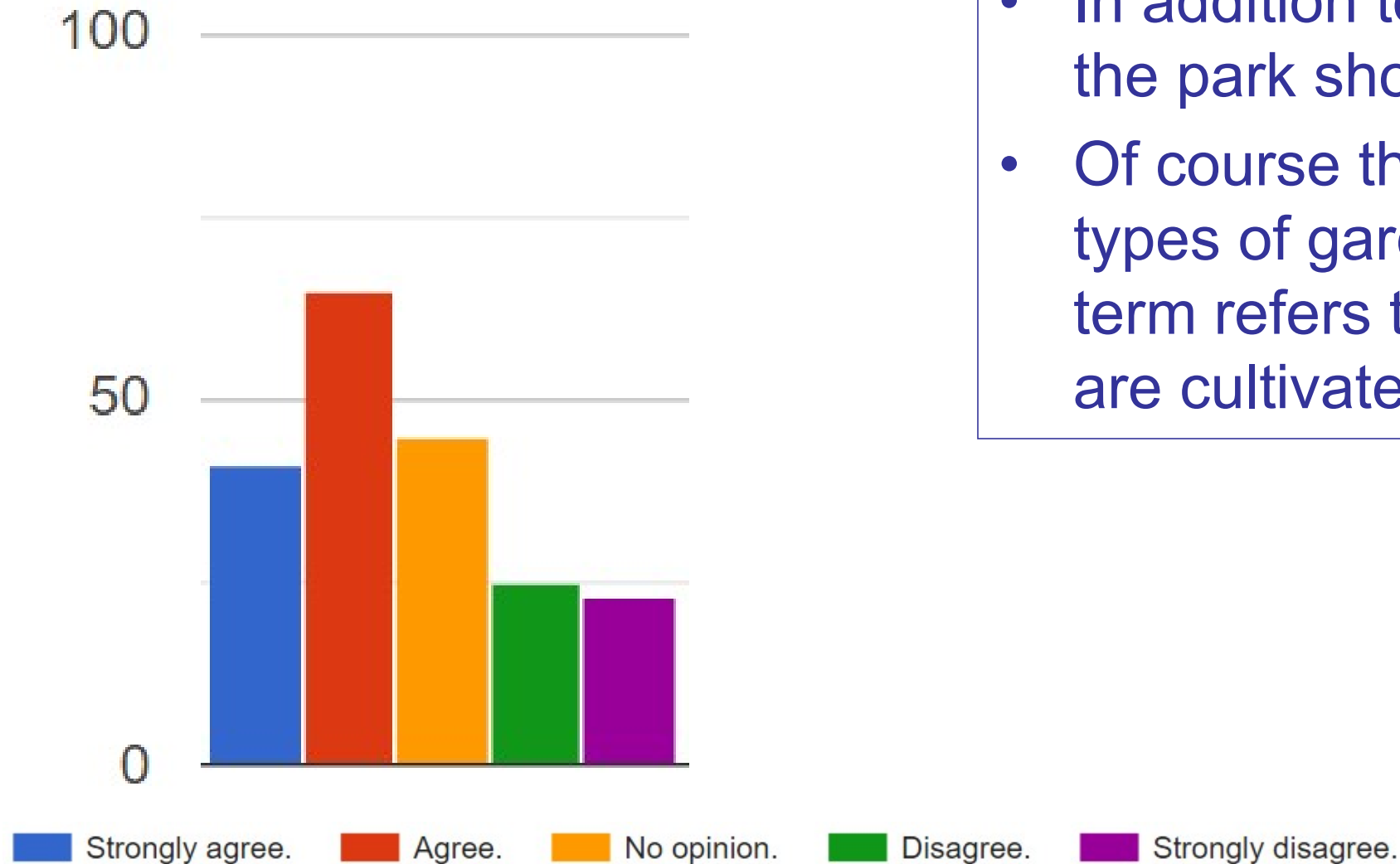
- The landscaping should look more natural than carefully planted.
- There is strong support for this idea and very little disagreement.

As far as general landscaping goes, I prefer it to be more "ornamental."



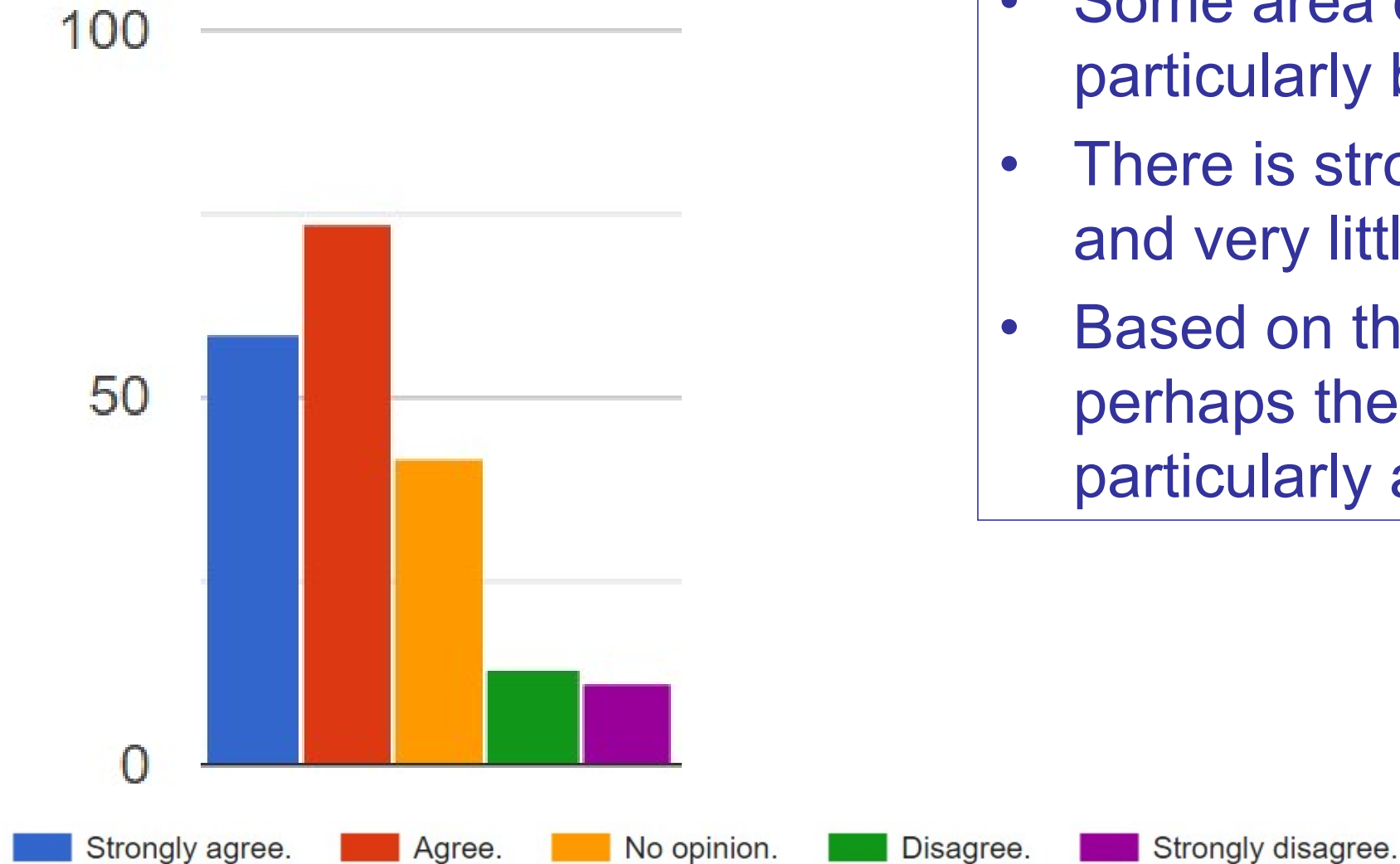
- The landscaping should not be ornamental.
- The large number of residents who were not sure probably indicates a lack of familiarity with the term "ornamental" landscaping.

## Gardens are important to me.



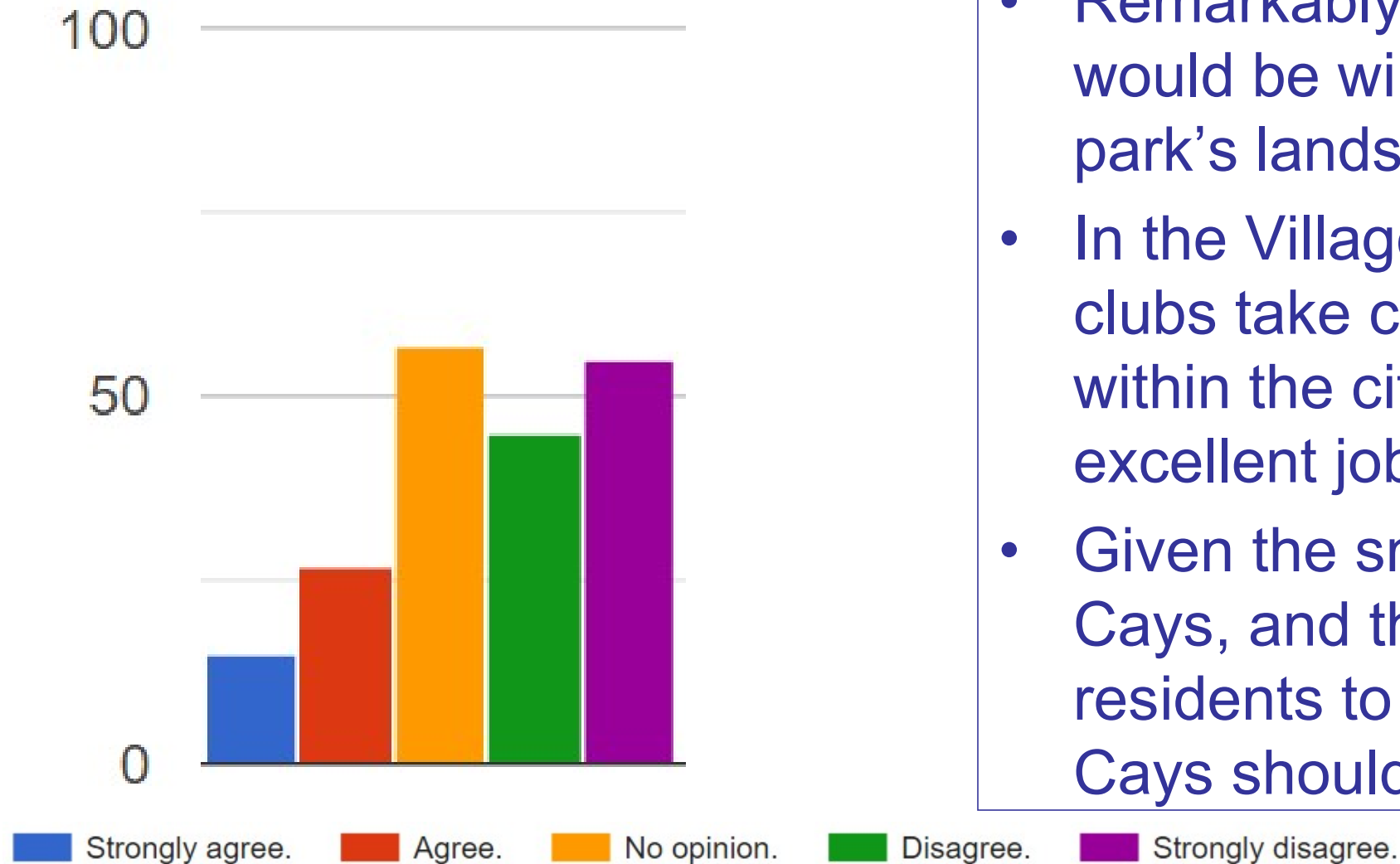
- In addition to natural landscaping, the park should have gardens.
- Of course there are many different types of gardens, but generally the term refers to an area where plants are cultivated.

At least some areas of the park should be particularly beautiful from a landscaping point of view.



- Some area of the park should be particularly beautiful.
- There is strong support for this idea and very little disagreement.
- Based on the last question, perhaps the garden(s) should be particularly aesthetic.

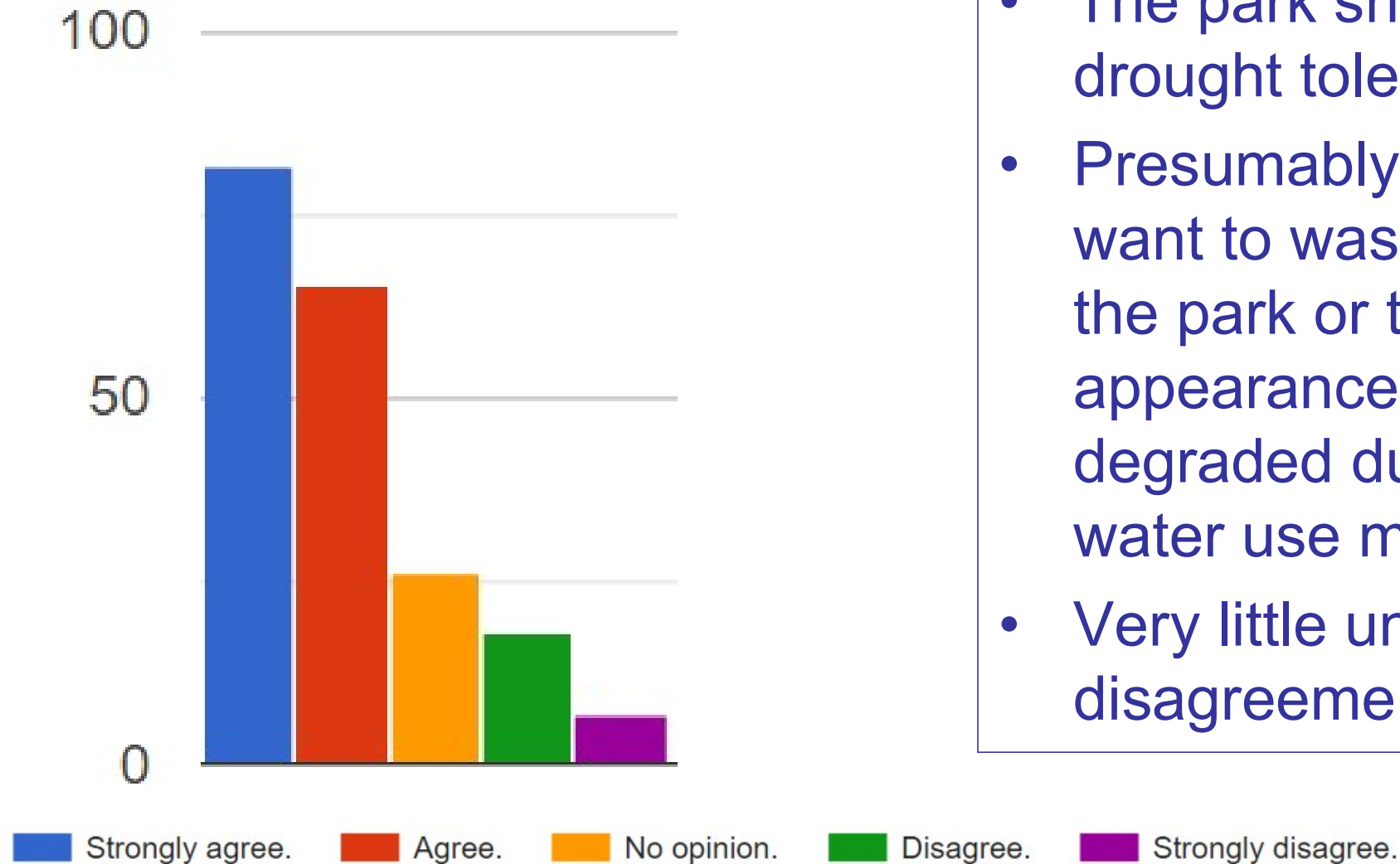
I might be willing to help maintain the park's landscaping.



- Remarkably a number of people would be willing to help with the park's landscaping.
- In the Village the various garden clubs take care of certain areas within the city and they do an excellent job.
- Given the small lot sizes in the Cays, and the desire of many residents to garden, perhaps the Cays should have a garden club?

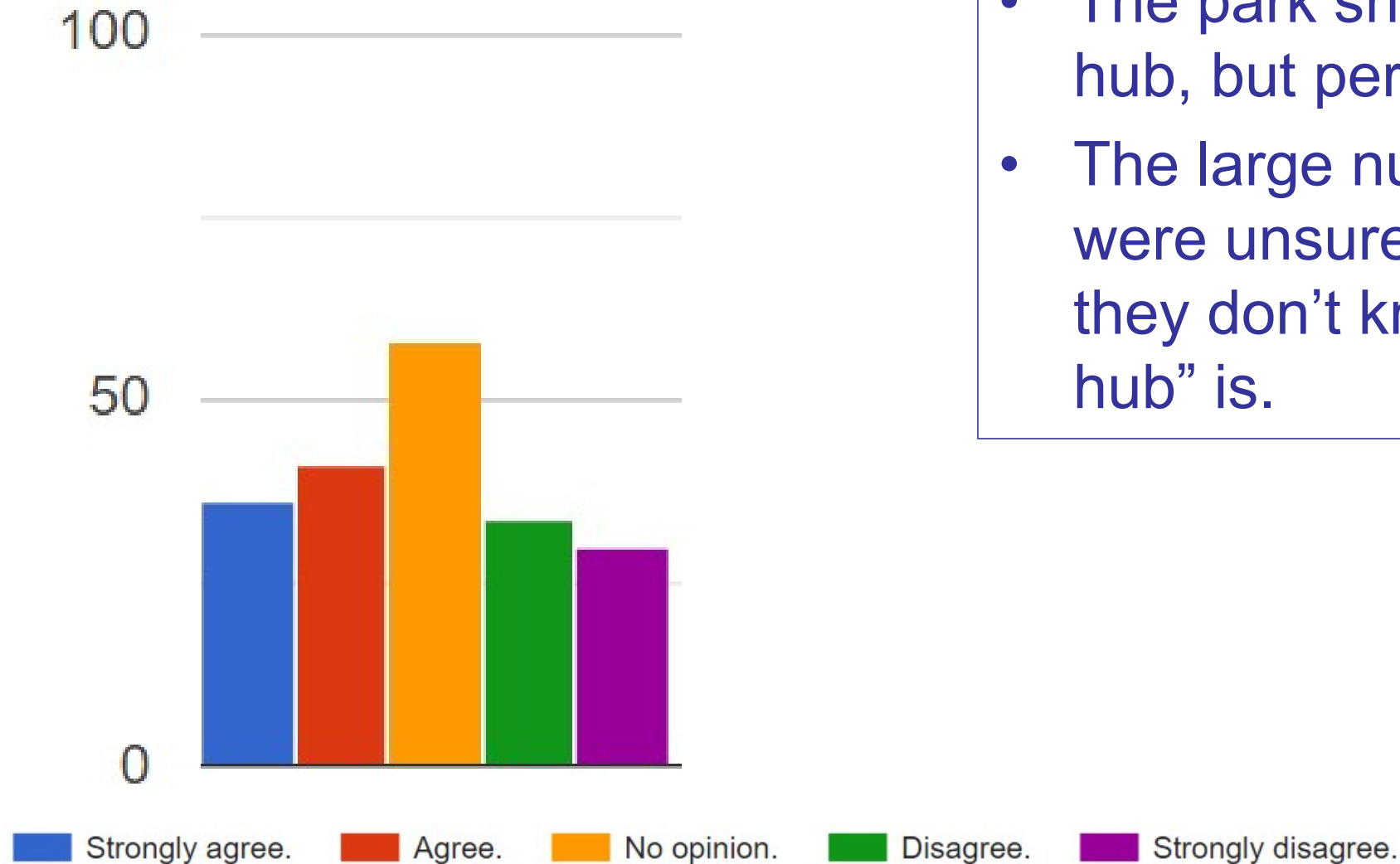


Considering California's periodic water shortages, the park should be designed with drought tolerance in mind.



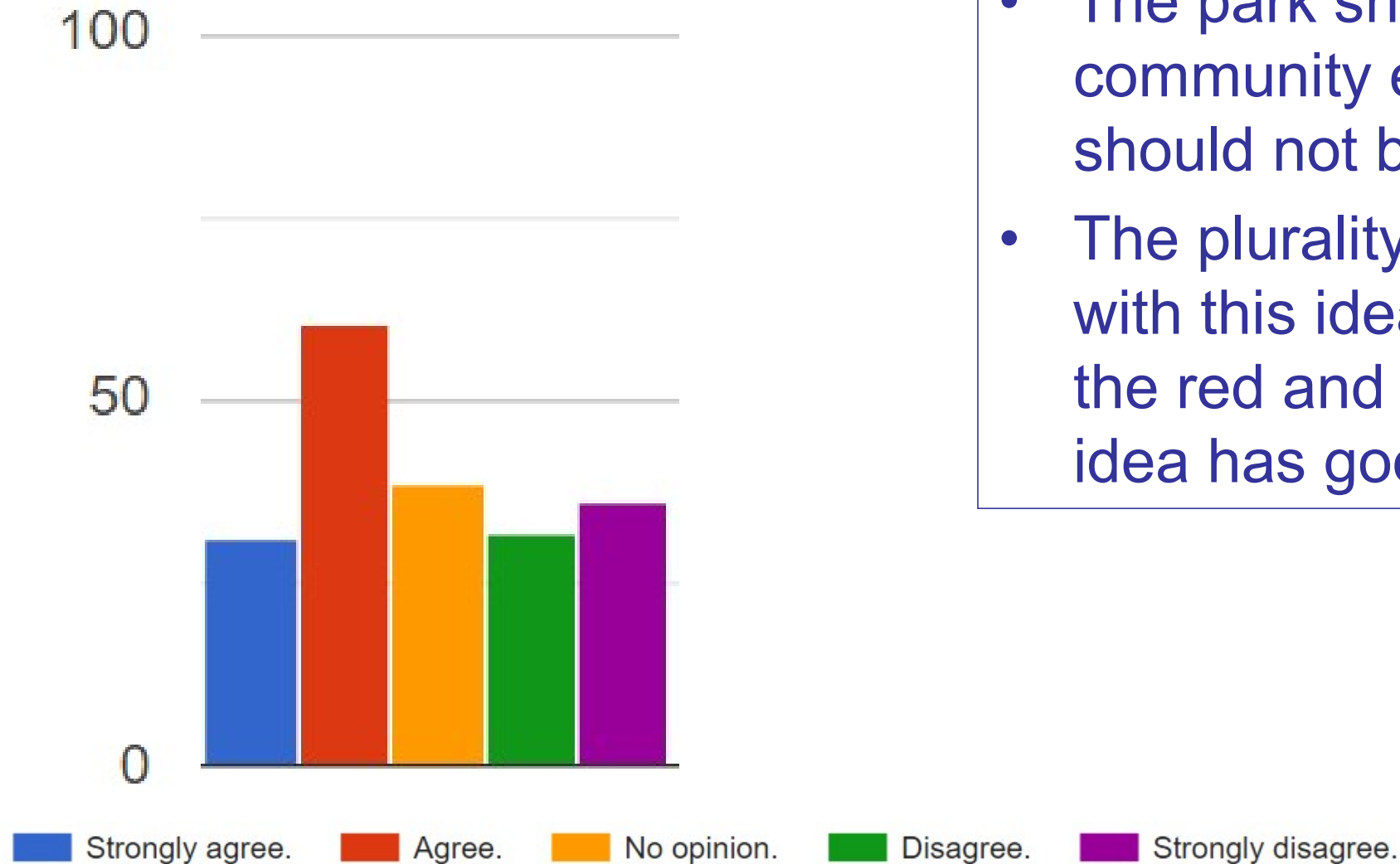
- The park should be designed with drought tolerance in mind.
- Presumably Cays residents do not want to waste excessive water on the park or they do not want the appearance of the park to be degraded during a drought when water use might be restricted.
- Very little uncertainty and very little disagreement.

## The park should have a "fitness hub."



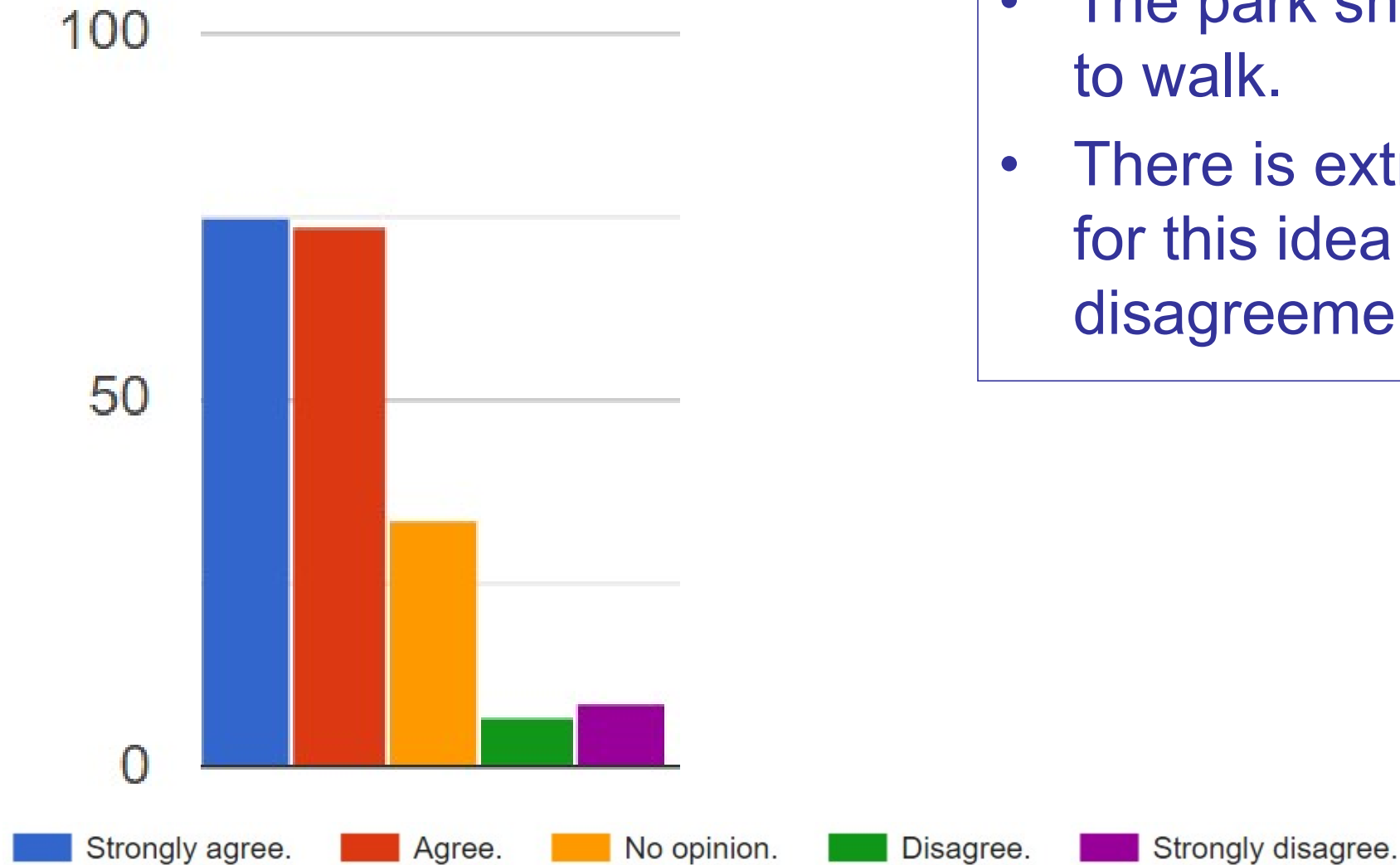
- The park should have a fitness hub, but perhaps not a large one?
- The large number of residents who were unsure is probably because they don't know what a "fitness hub" is.

The park should have space for community events like band concerts.



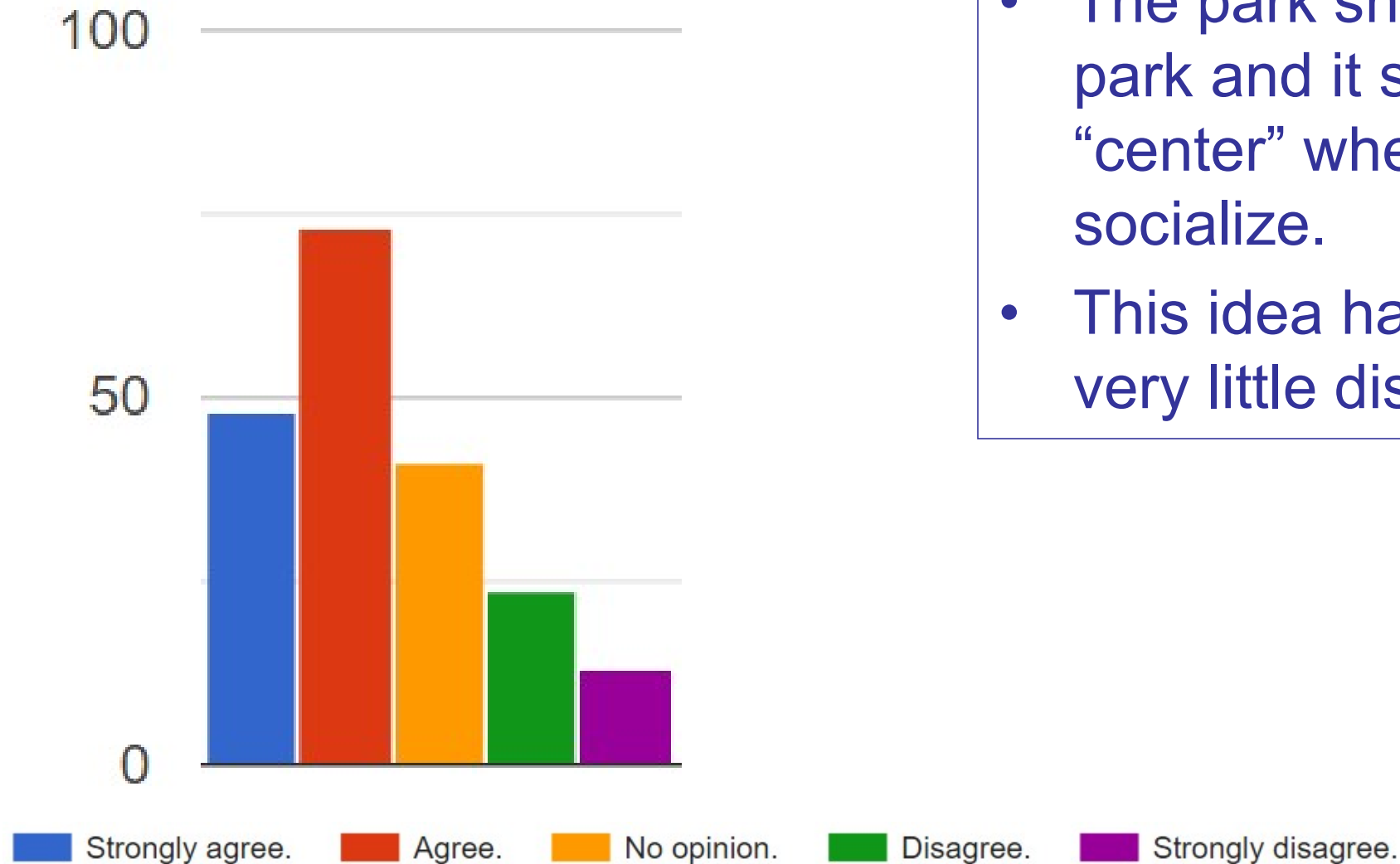
- The park should have space for community events, but probably it should not be large.
- The plurality of residents agreed with this idea and, when you add the red and blue bars together, the idea has good support.

Lots of places to walk in the park is important to me.



- The park should have lots of places to walk.
- There is extremely strong support for this idea and almost no disagreement.

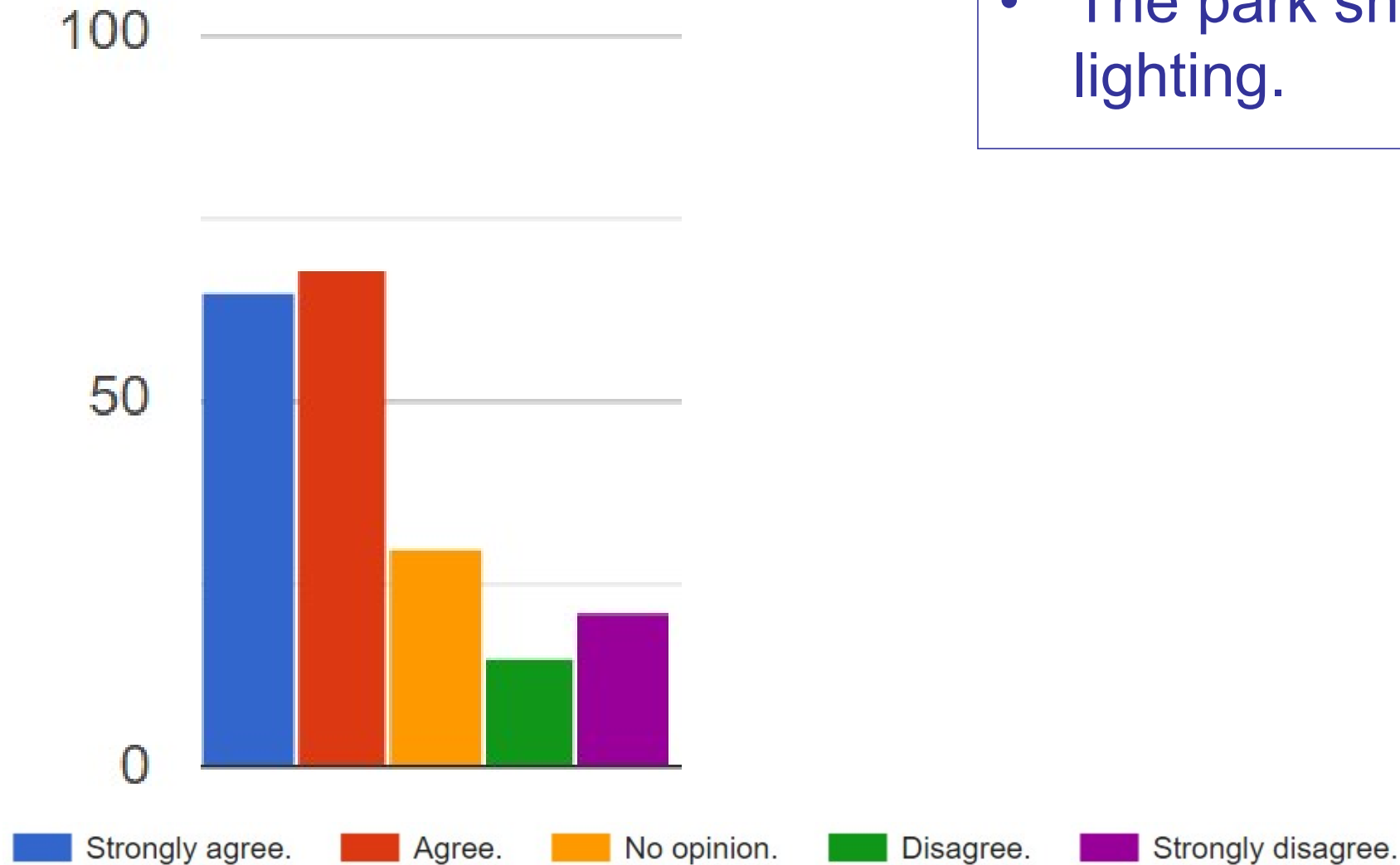
This should be a community park with a kind of "center" where people can relax and socialize with their neighbors.



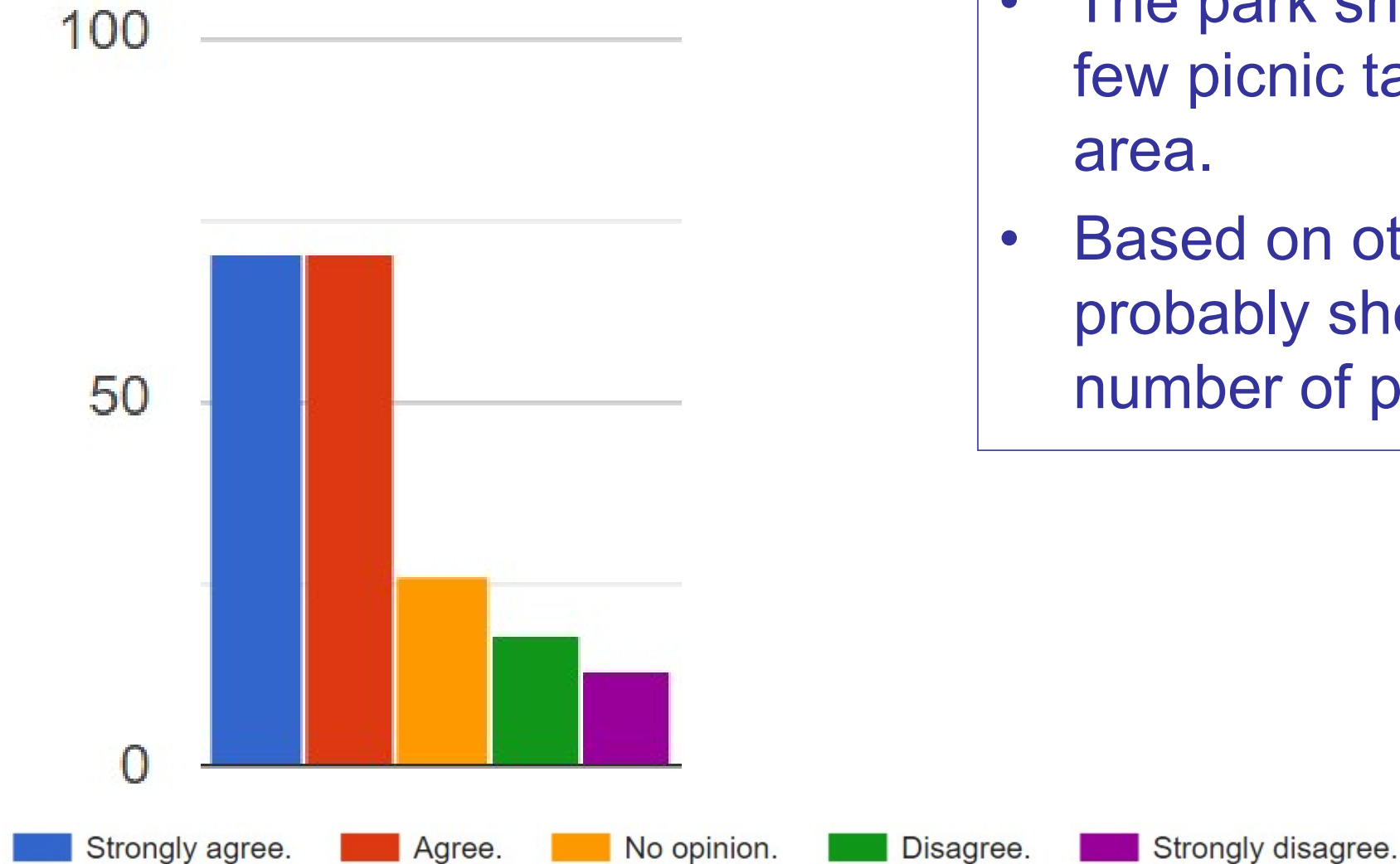
- The park should be a community park and it should have a kind of "center" where people can socialize.
- This idea has strong support and very little disagreement.

Nice night lighting so I can walk in the evening is a good idea.

- The park should have nice night lighting.

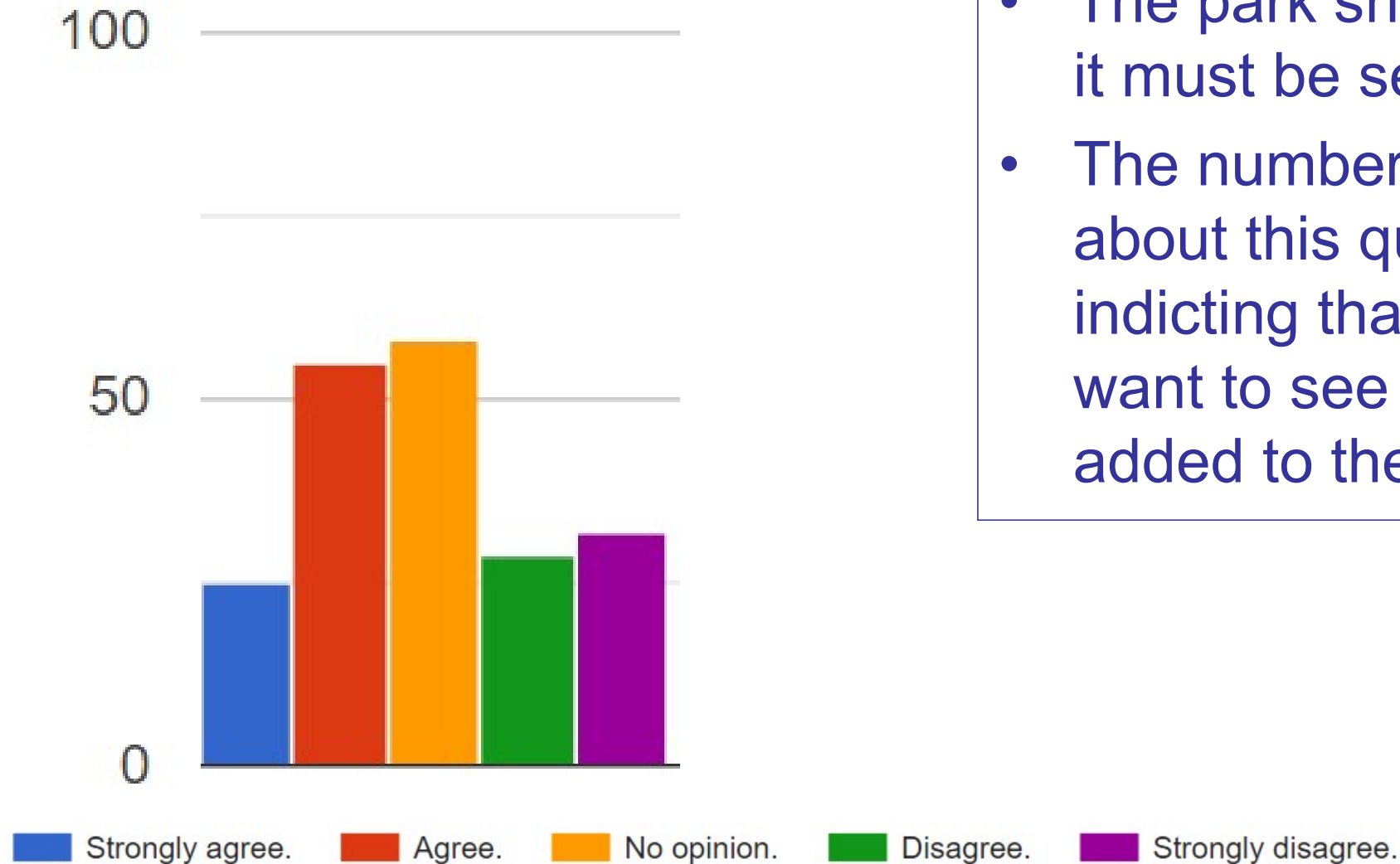


There should be at least a few picnic tables that are not in the dog area



- The park should have at least a few picnic tables outside the dog area.
- Based on other questions there probably should not be a large number of picnic tables.

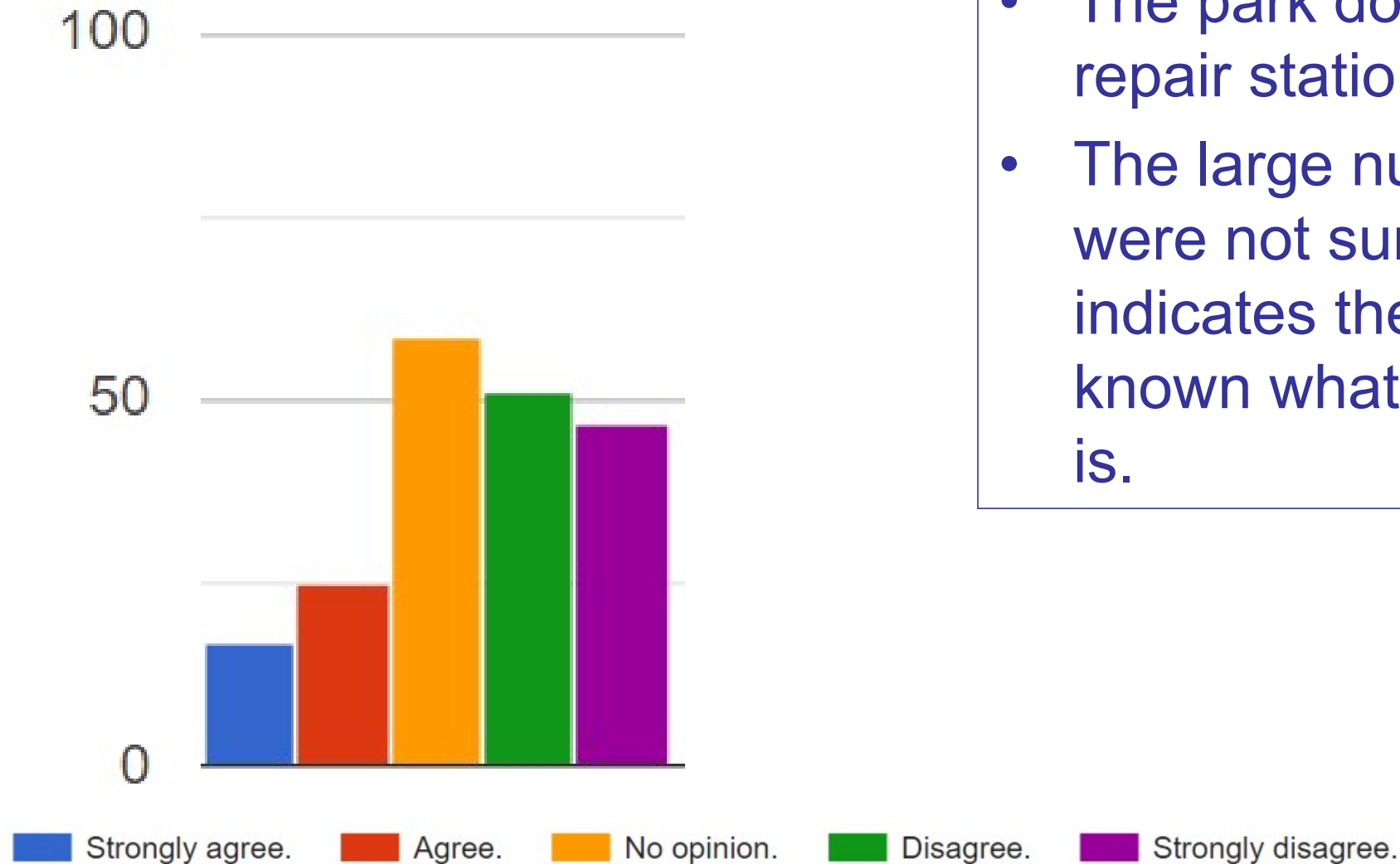
Some public art, if done right, could be a nice addition.



- The park should have public art but it must be selected very carefully.
- The number of residents unsure about this question was high indicating that they would probably want to see the art before it was added to the park.

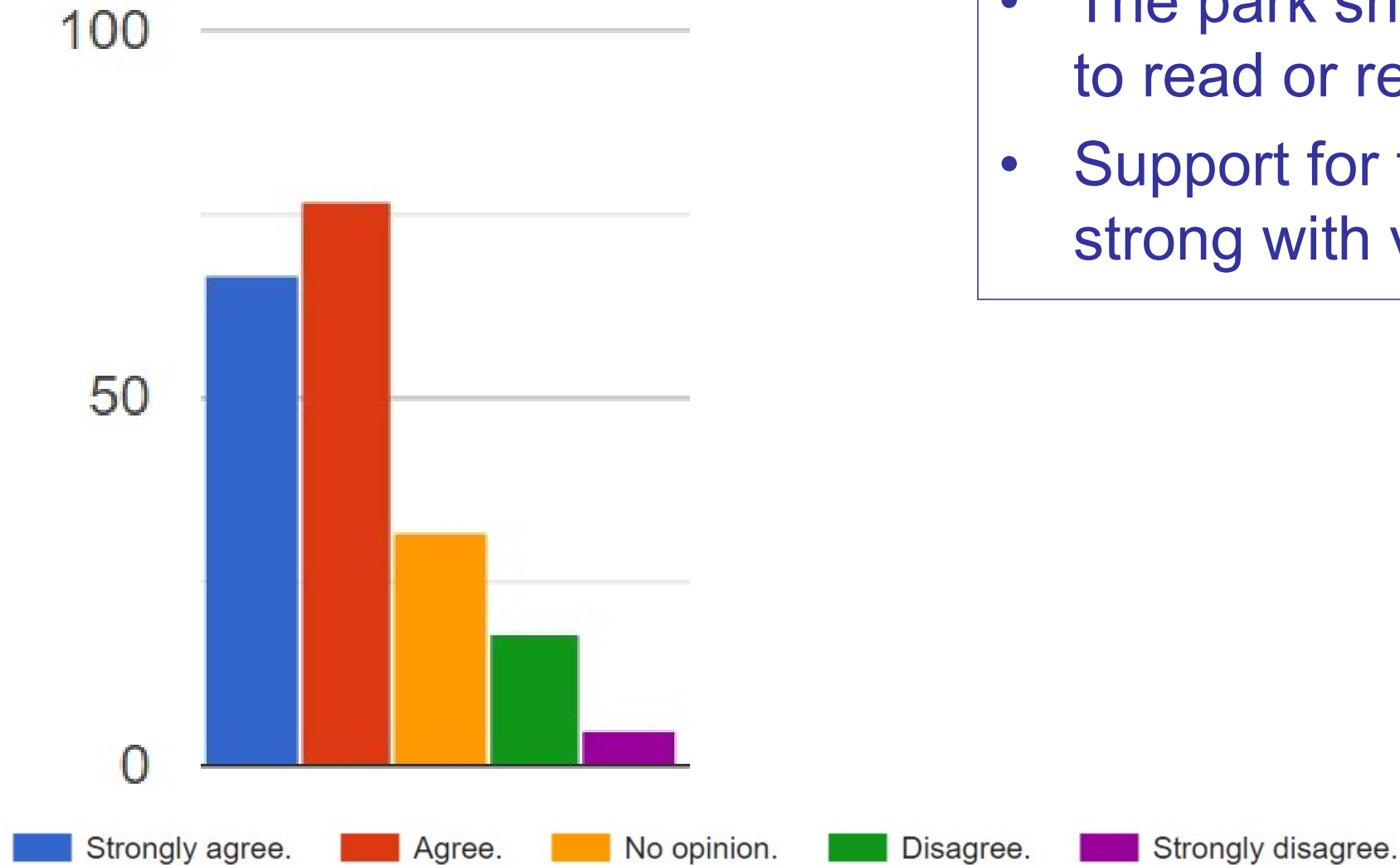


## A bicycle repair station is a good idea.



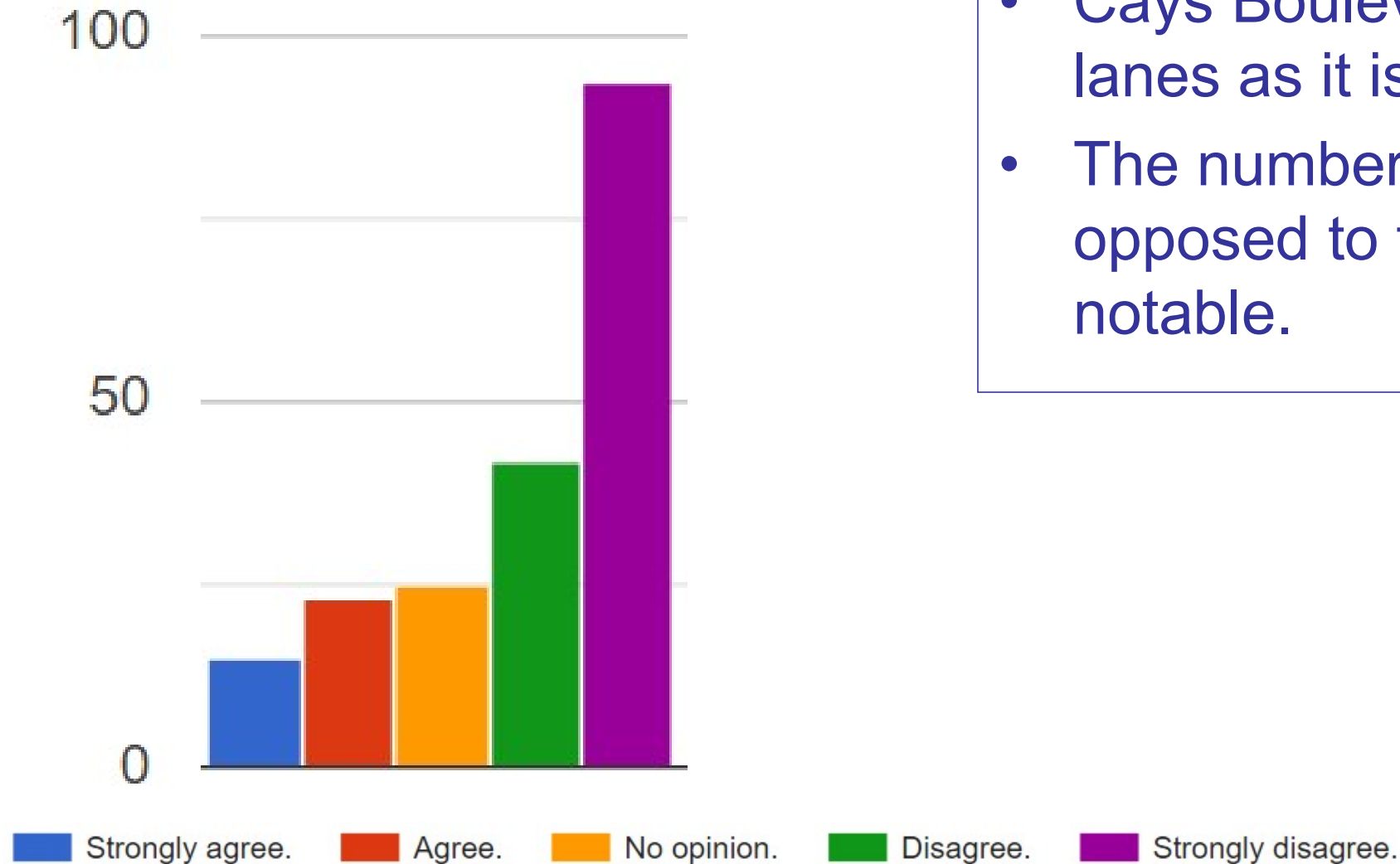
- The park does not need a bicycle repair station.
- The large number of residents who were not sure about this question indicates they probably don't know what a bicycle repair station is.

Places to read or relax in the shade would be nice.



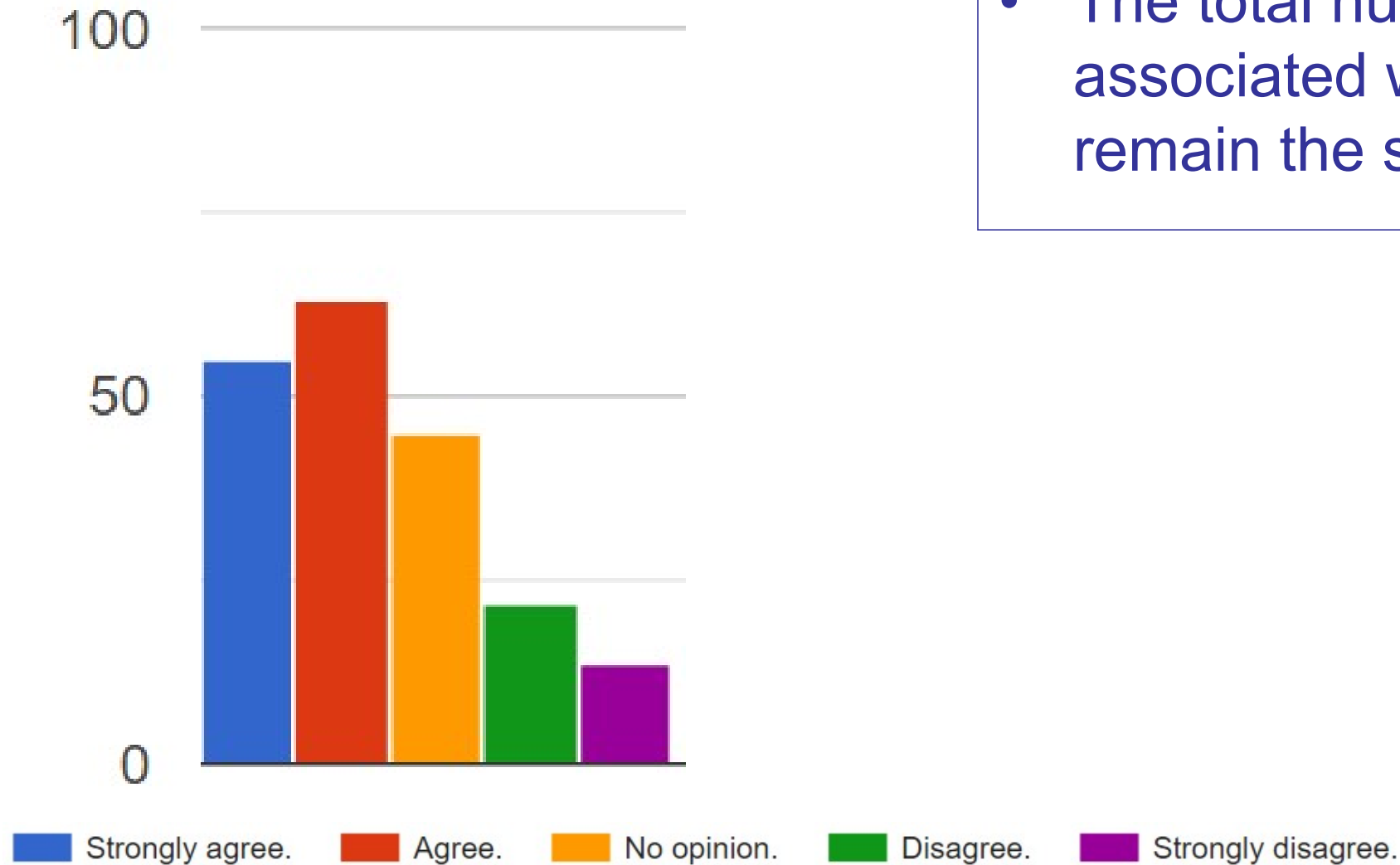
- The park should have many places to read or relax in the shade.
- Support for this idea is extremely strong with very little disagreement.

Reducing Cays Blvd to one lane with roundabouts makes sense because it provides more park space.



- Cays Boulevard should remain two lanes as it is currently configured.
- The number of residents strongly opposed to the one lane idea is notable.

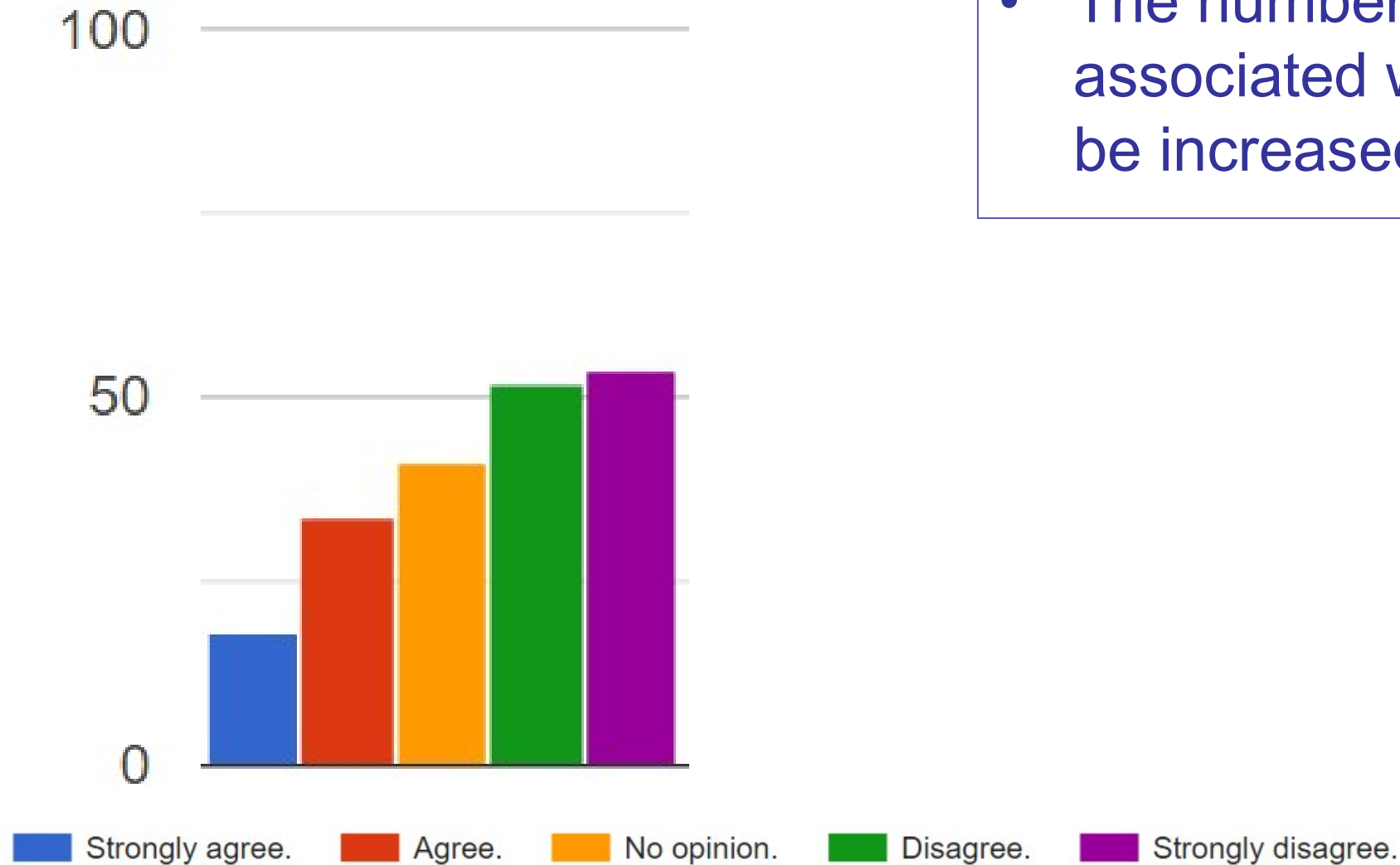
The existing parking capacity is about right.



- The total number of parking spaces associated with the park should remain the same.

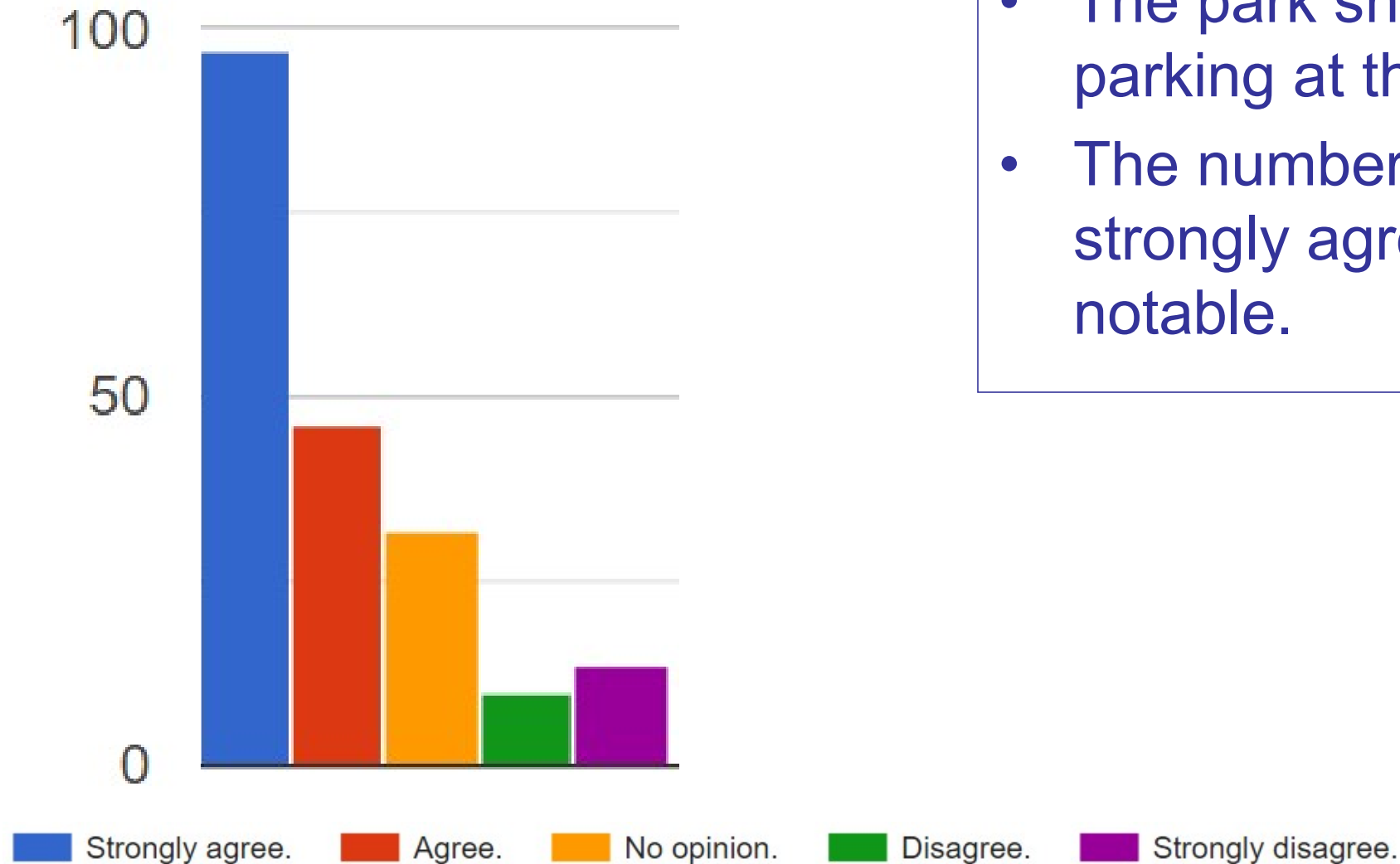
The number of parking spaces associated with the park needs to be increased.

- The number of parking spaces associated with the park should not be increased.

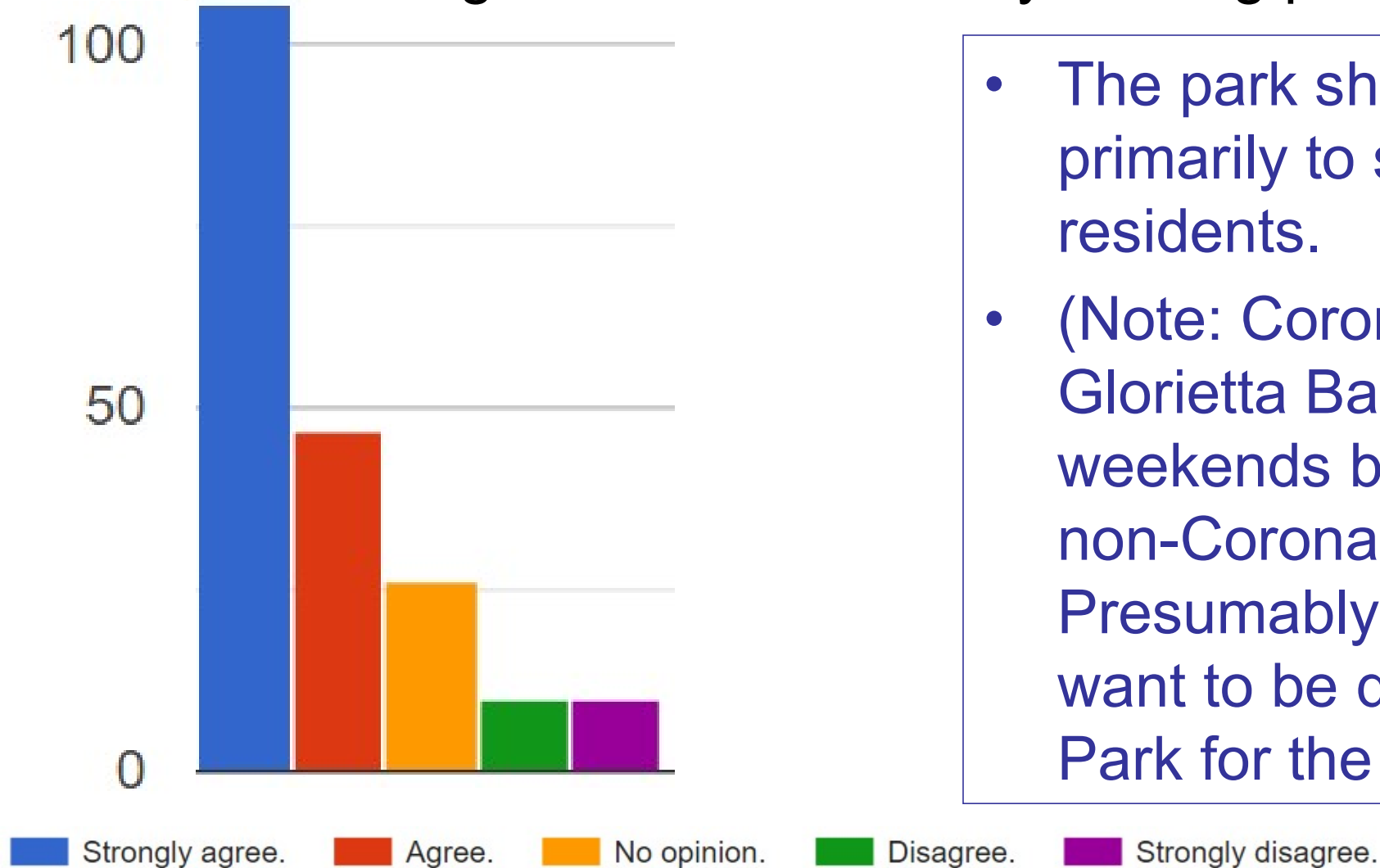


New head-in parking on the north end makes no sense because it will only be used by people going to the State Beach (who don't want to pay).

- The park should not have head-in parking at the north end.
- The number of residents who strongly agreed on this question is notable.

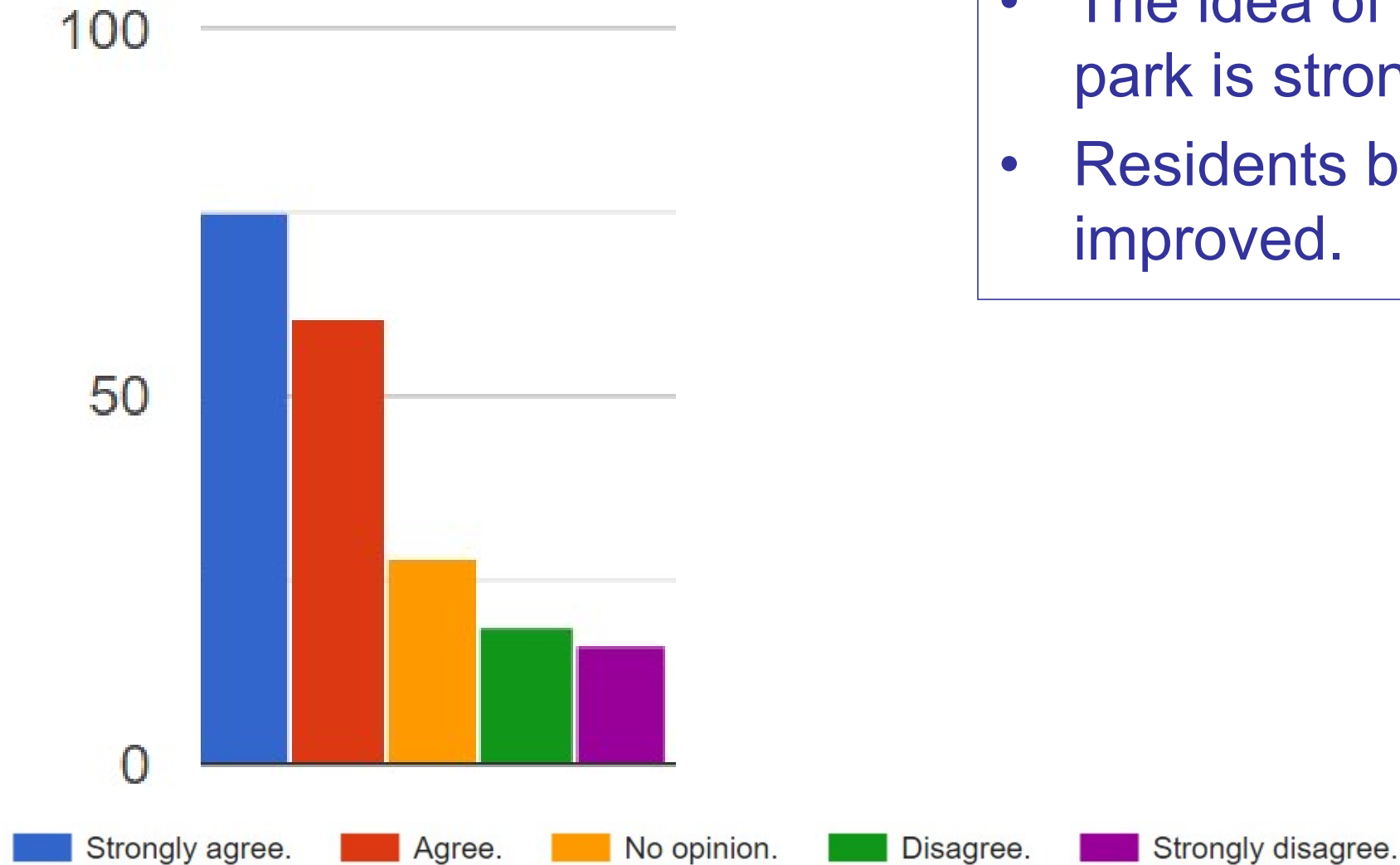


As a City of Coronado park it's important that it be designed primarily for Coronado users and not have so many amenities that it attracts regional users who stay for long periods of time.



- The park should be designed primarily to serve Coronado residents.
- (Note: Coronadans rarely use Glorietta Bay park on busy weekends because it is mobbed by non-Coronado residents. Presumably Cays residents do not want to be disinclined to use Cays Park for the same reason.)

## I like the idea of a Master Plan. Cays Park can be improved



- The idea of a Master Plan for the park is strongly supported.
- Residents believe the park can be improved.



**THANK YOU FOR PARTICIPATING!** Are there any final thoughts you'd like to share? (please keep it civil)

99 responses

I like the idea of Cays blvd as one lane, with a dedicated bike lane and roundabouts

I believe that Cays Park should be a community park. I would support modest improvements. Schmidt Design did a wonderful job of providing possible elements. But, we were instructed at the "reveal meeting" to think of the options as a menu to choose from. Each option presented things I liked and did not like, so it is impossible to choose. For example, in the 25% soccer fields, the tennis courts were moved and a water feature added, neither of which I would like. And although the layout of the 75% speaks more to me, it looks like the tennis courts have been moved and I do not see much in the way of the sitting and walking areas. And, I strongly suggest keeping the sports areas together in the Northern ends of the park. Open space combined with some walking and natural landscaping could be in the South. Also, please do not change the streets and do not add roundabouts. Thank you for soliciting my input.

more tree, less focus on dogs and soccer

**THANK YOU FOR PARTICIPATING!** Are there any final thoughts you'd like to share? (please keep it civil)

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- At the end of the survey half of the respondents still had things to say indicating the survey was taken seriously and they appreciated the opportunity to provide their input.
- Answers to this question are provided separately.

