

**DATA-BASED CONCLUSIONS
REGARDING THE 4 MASTER PLAN CAYS PARK OPTIONS
BASED ON A STATISTICALLY SIGNIFICANT SURVEY
OF CAYS RESIDENTS COMPLETED 10/16/23**

(Please visit cayspark.weebly.com for complete data in graphical form with analysis and all comments received.)

Response Rate and Confidence Level

The survey had 199 respondents which is many times what is necessary to ensure that the results are “statistically significant” and represent the entire Cays population with a 95% Confidence Level (the accepted industry standard). By comparison only 60 Cays residents participated in the city’s recent Cays Park survey.

Assumptions

The survey assumed that many people in Coronado, including Cays residents, would be concerned if a private club in any way dominated the use of any Coronado public park, and especially if the club dominated the *design* of a public park. No private club in the Village has ever been allowed to dominate a city park, including the design of a city park, and including Sunset Park. Thus a key element of the survey was to determine if Cays residents want to permanently establish a different “ethic” in this regard in the Cays.

Advantages of a Data-Based Approach

- The survey database has 13,332 “discrete data elements” that collectively represent the opinions of all Cays residents with a high degree of confidence. In some manner of thinking, this database can be roughly equated to 13,332 Post-it notes, feedback cards, and emails that would have been received if the survey had been conducted “manually.”
- There are two advantages to such a large database: (1) There are an incredible number of “facts” that are reliable from a *statistical confidence* point of view and there is nothing “anecdotal” about the interpretation; the data is the data. (2) The database (in an Excel spreadsheet) can be *queried* in thousands of ways to answer any desired specific question by any reasonably competent analyst.
- For example, it would be a simple matter to query the database as to the opinions of people in Bahama and Trinidad who have views of the park about trees in the park. Similarly it would be a simple matter to determine how dog owners feel about a dog park barrier, or the size of the dog park, or how people in Bahama alone near the tennis and pickleball courts feel about pickleball, etc. etc. etc.

Key Questions the Survey Sought To Address

1. To what extent are Cays residents interested in encouraging the city to investigate increased efficiency in the use of space at Tidelands Park?
2. To what extent should a private club (Coronado Futbol Club) dominate the use, and now even the design process, of a public park?
3. To what extent should the open space in Cays Park be dedicated to the needs of the Futbol Club if 0% was an option in addition to the 25%, 50%, 75% and 100% options presently offered?
4. To what extent should the open space in Cays Park be dedicated to the needs of the Futbol Club if 0% was not option (as is presently the case) and the choices were only 25%, 50%, 75% and 100%?
5. To what extent do Cays residents support the Master Plan process, as opposed to just leaving the park “the way it is”?

Additional Questions

1. Which of the four park themes presently proposed do Cays residents prefer?
2. How do Cays residents feel about each one of approximately 40 different park features when asked about them one at a time?

KEY RESULTS (Survey Questions 1, 2, 6, 7 & 10)

Regarding Tidelands Park

Question #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 the layout at Tidelands 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 [included in the actual survey] shows how 3 large fields could easily be added at Tidelands; a professional re-design might yield many more. Most soccer players reside in the Village.”

Absolutely yes.	56.8%
Yes.	19.6%
Not sure / no opinion.	9.5%
No.	9.0%
Absolutely not.	5.0%

Regarding Private Use of a Public Park

Question #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).”

25% of the park's open space should be designed and set aside for the private soccer club's use.	16.1%
50% of the park's open space should be designed and set aside for the private soccer club's use.	11.1%
75% of the park's open space should be designed and set aside for the private soccer club's use.	8.5%
100% of the park's open space should be designed and set aside for the private soccer club's use.	6.0%
We really should figure out the situation at Tidelands first.	11.6%
No area of a public park should be designed and set aside primarily for just one private club. It's a public park.	42.7%
Other:	4.0%

Regarding Option Preference If Choice Limited to Only 4 Options Now Under Consideration

Question #6: “If you had to choose one of the 4 conceptual options pictured below [picture included in actual survey] presently under consideration, 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.)”

Option 100%.	14.9%
Option 75%.	14.4%
Option 50%.	17.0%
Option 25%.	53.7%

Regarding Degree of Satisfaction with Current Design Options

Question #7: “Looking at the 4 conceptual options above [picture included in actual survey], is there one that *really speaks to you* as fundamentally a good plan for Cays Park?”

Yes, Option 100%.	11.1%
Yes, Option 75%.	13.6%
Yes, Option 50%.	13.1%
Yes, Option 25%.	30.2%
No. Not one of them really "speaks" to me.	32.2%

Regarding Satisfaction With The Master Plan Process As Opposed To Just Leaving The Park “The Way It Is”?

Question #10: “I like the idea of a Master Plan. Cays Park can be improved.”

Strongly Agree	37.7%
Agree	30.7%
No Opinion.	14.0%
Disagree.	9.6%
Strongly Disagree.	8.0%

(see next page)

PARK DESIGN DETAILS QUESTION RESULTS

Conclusive Statements Regarding Various Park Details Based on Specific Survey Questions

(see specific data related to each statement if desired online at cayspark.weebly.com)

1. The park should have a moderate number of trees. Special consideration should be given to residents in Bahama and Trinidad villages who have views of the park.
2. The park design should place more emphasis on trees and less emphasis on shrubs and bushes.
3. The mix in the park of shrubs and bushes should be equal or slightly favoring shrubs.
4. If some portion of the park's open space is going to be dedicated primarily for the use of a private club it should be 25%.
5. If the 25% option is chosen, the arrangement of the features should be carefully considered and improved.
6. "Wonders of the Strand" is the preferred theme, potentially in combination with "Beauty of the Islands."
7. Eight pickleball courts should be retained, no more, no less.
8. Four tennis courts should be retained, no more, no less.
9. A half-court basketball court would be adequate.
10. The baseball backstop should be eliminated.
11. The City should consider a policy requiring that all soccer players be Coronado residents or encouraging the soccer club to adopt such a policy.
12. The park should have two restrooms.
13. The size of the dog park should be 1.5 acres and, if the dog park is made larger, it should only be made slightly larger.
14. The dog park should have a barrier.
15. There should be only one dog park.
16. The bike path should not be directly connected to the park.
17. The park should have a "Sunset Hill."
18. The park should have a "Sunset Deck."
19. The wall height in the park should be reduced at certain locations.
20. The children's play area should be enlarged slightly.
21. The equipment in the children's play area should be improved.
22. The idea of nature-based play for children should be implemented.
23. If the park is going to have a water feature, it should be designed very carefully.
24. The park should have a moderate number of trees.
25. The park should have a moderate number of shrubs and bushes.
26. The landscaping of the park should look more natural rather than carefully planted.
27. In addition to natural landscaping, the park should have gardens.
28. Some area of the park should be particularly beautiful.
29. Many Cays residents would be willing to assist with maintenance of park landscaping.
30. The park should be designed with drought tolerance in mind.
31. The park should have a fitness hub, but it should not be large.
32. The park should have space for community events, but probably it should not be overly large.
33. The park should have lots of places to walk.
34. The park should be a community park and it should have a kind of "center" where people can socialize.
35. The park should have nice night lighting.
36. The park should have at least a few picnic tables outside of the dog area.
37. The park should have public art, but it must be selected very carefully.
38. The park does not need a bicycle repair station.
39. The park should have many places to read or relax in the shade.
40. Coronado Cays Boulevard should remain two lanes and without roundabouts as it is currently configured.
41. The total number of parking spaces associated with the park should remain the same.
42. The park should not have head-in parking at the north end.
43. The park should be designed primarily to serve Coronado residents as opposed to serving the broader San Diego community.