



PARKS MAKE LONG BEACH

PRM STRATEGIC PLAN

LONG BEACH PRM STRATEGIC PLAN RESIDENT SURVEY #2 SUMMARY

PREPARED BY CITY FABRICK

JANUARY - MARCH 2021

Responses: 749



#LBPARKS

Q1. WHAT IS YOUR FAVORITE LONG BEACH PARK OR BEACH?

Common responses included El Dorado Nature Center and Regional Park (246 responses), Bixby Park (43 responses), McBride Park (34 responses), and Los Cerritos Park (27 responses).

WHAT MAKES IT SO SPECIAL?

"McBride Park because of the senior program over there, with their daily hot lunch which offer dual lunches option either Khmer food or American food. There are monthly birth-month celebrations, daily exercise, dance classes, arts and crafts.

"My favorites are Colorado Lagoon and Marine Vista parks. I love walking across the bridge and picnicking by the lagoon. I love the space to play ball in the park, and the kids loved to climb the trees before they were cut down. The farmers market makes it great too.

"El Dorado Nature Center is my favorite because it's the only place I know of in Long Beach where I can actually walk in a woods!

"Bixby Park because I live nearby and love the Farmers Markets on Tuesday & Saturday. I love that they keep improving things; first exercise equipment & then upgraded playgrounds & a dog park, then the new pedestrian path to the beach and now the removal of sick trees and a facelift on the strip near Broadway."

WHAT MAKES IT SO SPECIAL?

"Rancho Los Alamitos. The gardens are so peaceful and revitalizing. Watching the barnyard animals temporarily makes the worlds problems go away."

"El Dorado. It is close to me so I use it the most. Most often I walk the 2 mile loop at the nature center or the planet walk loop around the middle section. When my kids were smaller we played at the playground areas and rode the train. I've met friends at the dog park and am a member of the community garden. My kids use the skate park. I like that it has so many multiple uses."

"Silverado Park - They have been a great resource to my son. For youth sports and swimming."

"Michael K. Green is my favorite park. What makes this skate park so special is the community that gathers here. Many people from all backgrounds come here to share a common interest of skating."

"Cesar Chavez park is so special to me because it was a park near where I lived and my brother sometimes used to take me there."

"Hudson Park. It's my neighborhood park. It provides a nice place for me to take my morning walks. It's always pretty clean and well kept."

"Cal Recreation Park. I love to play basketball there, and the staff are amazing."

02. IN THE FUTURE, HOW DO YOU AND YOUR FAMILY IMAGINE USING PARKS AND BEACHES, CONSIDERING COVID-19 AND SOCIAL DISTANCING?

The most common response from respondents was that they would continue using parks safely for meet-ups, exercise, and mental health breaks during the COVID-19 pandemic and beyond.

QUOTES THAT RELATE TO SELECTED PLAN GOALS

Goal 1. Provide safe, accessible public spaces.

"Using the parks and beaches is about the only thing we can currently do, and we will continue to use them even after COVID is over. They have been a sanity saver throughout this pandemic! It is great to have places to go with our family where we can be outside."

"During COVID-19 I have used parks even more as a place to see people outdoors who are not in my household. We hope for better maintenance of the parks including replacing the large number of trees that have died recently"

"I'm not sure. I have not visited a playground with my kids since Feb 2020. For now, we're most comfortable visiting less crowded spaces that require reservations like Rancho Los Alamitos and Rancho Los Cerritos. We also enjoy El Dorado Nature center, again, because it's less crowded and most are masked."

"The same as we do now, with masks and frequent hand sanitizing. Having the bathrooms clean with soap and running water would really help."

QUOTES THAT RELATE TO SELECTED PLAN GOALS

Goal 2. Offer meaningful recreational programming and events.

"We have been utilizing the Whaley Park Summer Program and After School Program through out the pandemic & will continue to using these programs as long as they are offered. They have truly been so helpful to us."

"Mainly for walking and other types of exercise. I used to frequent various parks for classes, such as Zumba and Tai Chi, but that is no longer an option."

"I never stopped using the park because of COVID-19. If anything, I use it more. However, I look forward to movies in the park again and concerts, that is what I really miss."

"I wish the Los Cerritos park had more outdoor activities like yoga or dance. I'd enjoy socially distanced music programs outdoors because it's so big!"

"Parks and the beach have allowed access to areas where we can exercise, enjoy the fresh air, sit and relax all while maintaining our distance from others. What is missing and understandably so is parking programming and organized activities helps bring liveliness to the park."

"I want the sailing classes to start up again, I want to utilize that city resource! The prices are so affordable and accessible compared to private/commercial sailing lessons."

Q3. HOW CAN PARK STAFF BETTER RELATE TO THE COMMUNITIES THEY SERVE?

Respondents overwhelmingly wanted to see parks staff actively communicate and engage with the communities they work in, and ideally be from those communities.

QUOTES THAT RELATE TO SELECTED PLAN GOALS

Goal 5. Connect internally and with the community clearly and transparently.

"Park staff should be easily accessible to people using the facilities and the community should know how to contact park staff when needed."

"Take time to talk to residents about their concerns, preferences and needs when the public is on site."

"Using culturally competent and community specific ways to engage about what people want."

"Better outreach within neighborhoods surrounding each park, to get locals more involved through community gardening, group recreational activities/events, and other community-building activities."

"I think the parks staff come from the community and relate well. I see them interacting with middle school and high school age children well and serve as role models."

QUOTES THAT RELATE TO SELECTED PLAN GOALS

Goal 7. Ensure a diverse and dynamic workforce.

"Hire from the community! As close to that particular park or facility where they'll be working as possible."

"It would benefit the staff to take Equity, Diversity and Inclusion training if they have not done so already to learn about cultural differences in Long Beach's hugely diverse citizens."

"Having staff who represent the community who live there sends a message that everyone belongs in at our parks and beaches; and everyone can benefit from the parks and recreation services."

"Hire staff from the community you are serving i.e., more people of color, and people who are multi-lingual."

"A diverse staff is important to relate to a diverse community. Staff training on diversity and inclusion can help them better serve the community. Also, staff from who grew up or who live in the community can serve the community because they know it."

"Cultural sensitivity and humility training to learn how to interact with low-income residents, differently abled residents, and homeless residents."

"Reach out to younger people and create job opportunities for them to grow. I remember having staff that were just out of high school that were dedicated to the community because they were from the community."

Q4. WE HEARD THAT PROGRAMS FOR KIDS AND TEENS ARE POPULAR, AND WE WERE WONDERING IF YOU HAD IDEAS TO ATTRACT MORE ADULTS AND ELDERERS?

Classes such as music, art, exercise, gardening, and community events were popular suggestions. Others pointed out the importance of transportation options, free programs, senior centers, and physical/mental health.

QUOTES THAT RELATE TO SELECTED PLAN GOALS

Goal 3. Prioritize health equity across the City.

"Programs should be located near areas that elders live or can easily get to. Elders can not easily travel to the Senior Center. Elder programs need to be geared and offered to Latino and Black community."

"I am a senior myself. Advertise where seniors go, like Drs. office, libraries, city emails, physical therapy venues, grocery stores, assisted living, and senior apartments. Make the event/class be low cost or free as most seniors have little funds."

"Make them low-cost/free/income-based, culturally reverent, and reach out to local non-profits who serve those populations for promotion. I work at a HIV+ nonprofit where low-income seniors are starved for activities and resources."

"Provide classes that are accessible to people with disabilities, and offer classes at times outside of working hours."

QUOTES THAT RELATE TO SELECTED PLAN GOALS

Goal 4. Build innovative & lasting partnerships.

"The City needs another senior center. Partner with hospitals, clinics, physical rehab facilities to promote "prescriptions for parks.""

"Partner up with LBCC to create job trainings, financial planning, computer training, and parenting classes."

"I think there are many obvious opportunities to involve parents and grandparents alongside their kids. Events held in partnership with existing programs that are already well-loved is an idea."

"I would want to be involved in adult sports, leagues, games. I would also love to see our community centers used more for collaboration and partnering together for the good of the community."

"City should partner with health providers that already have relationships with elders to offer programs."

"I would suggest partnering with the Long Beach Public Library for book clubs and, perhaps meet the author sessions. I think partnering with health centers or hospitals could help fulfill public health needs."

"Crochet, cooking, baking, basic home repairs, gardening, fitness, anything really. Partnering with restaurants or small businesses would be a win/win for both."

"Partner with healthcare systems and providers to offer balance and cognition classes and doctors can refer their patients."

Q5. WHAT CAN WE DO TO MAKE OUR PARK AND BEACH FACILITIES AND PROGRAMS EASIER FOR YOU TO ACCESS AND USE MORE OFTEN?

Suggestions included ensuring parks were safe and well-maintained, emphasizing accessibility and walkability, and directing resources towards addressing homelessness.

QUOTES THAT RELATE TO SELECTED PLAN GOALS

Goal 3. Prioritize health equity across the City.

"Make parks that accessible by short walk in west Long Beach, and have interconnected walking paths along the river."

"Make them safely accessible to pedestrians and bike riders. To get to my closest park, I'd have to walk along a narrow sidewalk right next to traffic. It's really ridiculous that I can see this huge park from my neighborhood but can't access it without braving traffic."

"Once it is safe, expanding aquatics programming across our city and continuing partnering with schools to open pools in summer. Implement a tiered pricing or clear scholarships for low-income families."

"We need a park in every community. We need spaces for kids to learn to bike ride and roller skate. Parks near busy roadways need barriers to stop small children from moving towards the street, and green vegetative screen to block emissions."

QUOTES THAT RELATE TO SELECTED PLAN GOALS

Goal 1. Provide safe, accessible public spaces.

"Cleanliness and safety are paramount. No one will go if the experience feels unsafe or unhealthy. Public transportation is essential for access. ADA compliance is also essential for the broadest access and to accommodate seniors.

I want free and accessible public transportation that takes people right to the parks and beaches.

"Keep them clean and create areas without houseless encampments. We understand that society is failing our houseless folk, but think there can be a balance of areas for families to congregate and also an area for people to survive.

"Add lighting to parks. Adults would go later in the day if it was well-lit. No one wants to go to a dark park.

Goal 6. Establish an environmentally sustainable park ecosystem.

"There's trash in the gutters and on the beach, sand and water. Coordinating more cleanups would be a good start."

"Can we plant more trees in the park and throughout the city so our warm summers are more bearable and parks more comfortable in the hot months?"

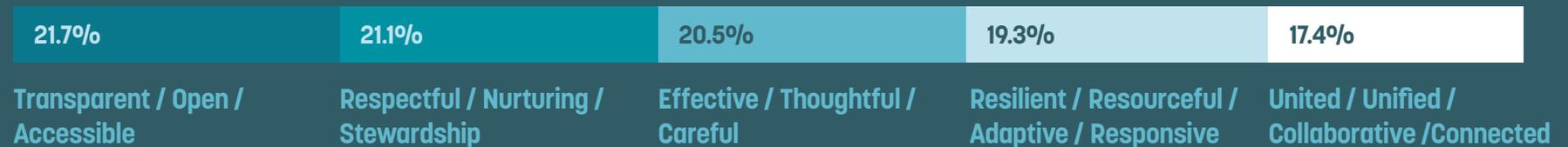
"Convert empty city lots and public spaces into pocket parks and community gardens."

"As a beach city it is our job to make sure our communities and oceans are clean for all to enjoy. Micro plastics have heavily accumulated on our sand due to the lack of technology that can pick up these small pieces of plastic."

WHAT SHOULD THE LONG BEACH PARKS, RECREATION & MARINE DEPARTMENT FOCUS ON?



HOW SHOULD THE PARKS, RECREATION & MARINE DEPARTMENT PRIORITIZE THE FOLLOWING VALUES?



HOW SHOULD THE PARKS, RECREATION & MARINE DEPARTMENT PRIORITIZE THE FOLLOWING GOALS?

