LONG BEACH PRM STRATEGIC PLAN STAKEHOLDER SURVEY SUMMARY

PREPARED BY CITY FABRICK

JANUARY - MARCH 2021

Total Responses: 73

#LBPARKS

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

Common responses included MacArthur Park, Marina Vista Park, Colorado Lagoon, Caesar Chavez Park, and Drake Park. Many stakeholders pointed out parks and beaches in North, West, and Central Long Beach that have fewer resources but are well-loved by local communities.

WHAT MAKES IT SO SPECIAL?

"Caesar Chavez Park and Drake Park because they are central gathering points for Seniors in the downtown area where there is little green space, and both are frequented by diverse groups of people."

"Bixby park is an event and community space for the LGBTQ family in Long Beach."

"MacArthur Park since it is the hub for the community in Central LB, and McBride Park because many older adults and youth access services there."

"Alamitos Beach. It's the closest beach for people in the downtown area and the easy for people using public bus or Blue Line."

Q2. IN THE FUTURE, HOW DO YOU AND YOUR FAMILY IMAGINE USING PARKS AND BEACHES, CONSIDERING COVID-19 AND SOCIAL DISTANCING?

Many stakeholders predicted that parks and beaches would be used for similar purposes as they are now: exercise hubs, social gatherings, concerts, and restorative spaces. Multiple people shared that continued maintenance, additional infrastructure in parks, and more programming would be appreciated.

"More outdoor picnics, gatherings, and events will be held outdoors making school playgrounds critical for pro-social development for children and teens."

"We need to re-think public space for inclusivity, and add urban forests while decreasing water use, and view parks as an extension of our urban environment.

"LB parks will play a larger role in mental health. Especially in communities like mine that have low income families without much resources available: transportation, means, and ability. Our park was key in helping alleviate anxiety during this pandemic."

"for more family functions, but more tables, seating and shade would be needed"

Q3. WE HEARD THAT PROGRAMS FOR KIDS AND TEENS ARE POPULAR, AND WE WERE WONDERING IF YOU HAD IDEAS TO ATTRACT MORE ADULTS AND ELDERS?

There was strong agreeance in providing older adults with opportunities to socialize and exercise according to their ability levels. Stakeholders encouraged activities such as art, music, yoga, and cooking. Ensuring that programs were well-advertised and in different languages was an important takeaway as well.

"Low impact exercise classes, maybe a book or movie club, and arts & crafts for adults and elders would be great, This will be great to supplement the much needed socializing that many adults and elders are lacking, especially due to COVID.

"Promote events on social media, in parks, and outreach to places that elders and adults hang out."

"Offering programs with different languages supported like English, Spanish, Khmer among others would attract more adults that only speak or practice one language."

"Some ideas to engage adults and elders more effectively include incorporating yoga, tai chi, pickle ball, and pilates- all of which are still possible while remaining socially distanced."

Q4. SURVEY RESPONDENTS SAID THAT THE PRM DEPARTMENT CAN IMPROVE ACCESSIBILITY, SUCH AS SIGNING UP FOR PROGRAMS, RESERVING SPACES, OR NAVIGATING THE PRM WEBSITE. HOW CAN WE IMPROVE THESE PROCESSES? IF ACCESS IS ACTUALLY EASY, WHAT MAKES IT SO?

Stakeholders thought that advertising programs through multiple methods (online, in-person, flyers, e-mails) would improve accessibility. Many people mentioned that improvements to the website or providing assistance in class sign-ups would be beneficial for older folks.

"For limited English speakers, it is difficult to sign up online. It would be best to have a hotline in different languages to help support signing up for programs."

"Provide places for advertising and assisted in person sign ups such as at the parks themselves or at libraries. This may help to reach those with less access to computers or smart phones."

"Locating the links to sign up for programs on the website could be made more clear, utilizing bigger buttons. QR Codes that link to signups for specific activities could be physically posted at City facilities."

"To reach the older people, there needs to be an alternative to online sign ups. The vaccine appointment process is showing that many older people have trouble navigating websites."

Q5. HOW CAN PARK STAFF BETTER RELATE TO THE COMMUNITIES THEY SERVE?

There was a common suggestion for parks staff to be more involved in the communities they served, through actively engaging with residents, participating in community groups and events, and being up-to-date with local information. Stakeholders also shared that that staff should ideally be from the community they work in, or reflect the diversity of the neighborhood.

"Park staff should try to be Long Beach or LA County residents, since knowing what's going on in the neighborhood is a big advantage."

"Develop a better understanding of the reasources available in their community, be able to do more community referrals, make printed information more available to the community. Staff are looked at as subject experts, so they need to know what resources are available in the immediate area."

"It would be good for the staff to reach out throughout the year to community groups near each park to learn about the needs of the community related to that park."

"Go outside and meet the community - that includes agencies that surround the parks and schools. Talk to people. Of course, once COVID is over."

Q6. HOW CAN WE BETTER KEEP OUR PARKS AND BEACHES CLEAN AND FREE OF TRASH?

Many stakeholders saw additional trash cans as a quick solution, as well making sure the trash cans were emptied frequently. Additional suggestions included increasing community-led cleanups, enforcing littering laws, and engaging with unhousedpeople to provide appropriate information and resources.

"If PRM worked with environmental services to use park spaces as 'teaching sites' or pop-up recycle centers, there is awareness and opportunity within the space. Messaging from the art community in the parks or opportunities to create art from collected trash also alters the frame."

"I think staff need to understand and engage in homelessness outreach and better engage the homeless population who often use the park."

"Provide adequate trash receptacles and keep the trash receptacles clean and regularly emptied. Have people pick up trash in the park to get volunteer credits for school or other public service requirements. Have some advertising/PR on social media around garbage at the beach, especially.

"City sponsored (or partner with non-profits/ local groups) clean-up events monthly. Enforce litter laws (hand out warnings).

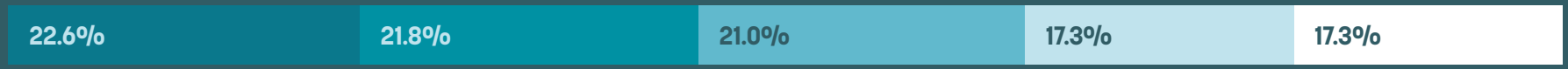
Q7. WHAT SHOULD THE LONG BEACH PARKS, RECREATION & MARINE DEPARTMENT FOCUS ON?

Creating New Parks in Park-Poor Communities

Improving Existing Facilities

Offering High Quality Programs for the Community

Q8. HOW SHOULD THE PARKS, RECREATION & MARINE DEPARTMENT PRIORITIZE THE FOLLOWING VALUES?



Respectful / Nurturing / Stewardship

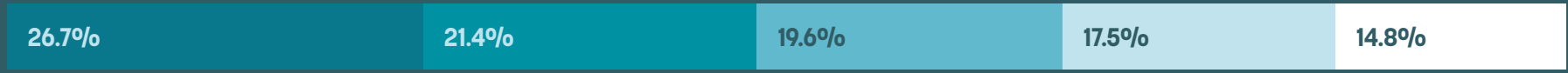
Transparent / Open / Accessible

Effective / Thoughtful / Careful

Resilient / Resourceful /Adaptive / Responsive

United / Unified / Collaborative /Connected

Q9. HOW SHOULD THE PARKS, RECREATION & MARINE DEPARTMENT PRIORITIZE THE FOLLOWING GOALS?



Equity for safe, high-quality public spaces for all communities

Stewardship of parks, waterfronts, public assets, and resources

Accessibility of meaningful, recreational and cultural programs and events

Leveraging the open space ecosystem for the city's environmental and public health

Communications and Partnership with city government and the community