

Pacific Grove, CA

Skatepark Pulse Survey

December 2022



Executive Summary

- Overall, respondents supported the planned skate park, with the PGUSD Forest Lodge Road Site attracting the most widespread approval as a proposed location, given its proximity to nearby schools and recreational facilities.
- Less than a fifth of resident respondents did not favor the project.
- Respondents expressed mixed attitudes about George Washington Park, with disapproval outweighing support. Respondents disliked George Washington Park as a suggested site due to possible disruptions of the natural environment and the nearby residential neighborhoods.
- Respondents largely disapproved of the Arnett Park site.
- Transportation accessibility and safety were among the respondents' top factors in choosing their preferred location.
- Respondents' top concerns about the project focused on noise, parking spaces, and maintenance.

Introduction

- The following report provides a review and insights into Pacific Grove residents' attitudes toward the proposed skatepark.
- The report comprises an analysis of responses to a survey designed by Zencity and deployed by the City. The report provides a separate analysis between residents (90% of responses) and non-Pacific Grove residents (10% of responses), differentiated by the respondents' provided zip code.
- The survey was conducted between November 18 — December 28, 2022, and received 2,329 responses. It included six closed-ended questions.
- The number of responses in some questions are greater than the total number of respondents due to some questions utilizing a “select all” functionality. This functionality allowed more than one response.

Total Survey Respondents: 2,329

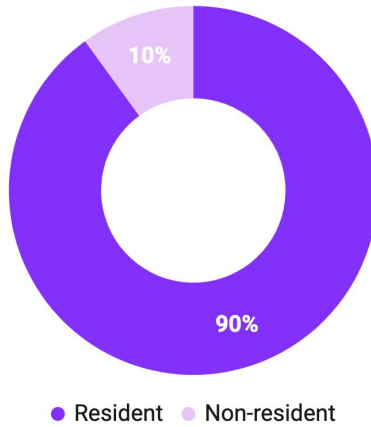
Residents: 2,088

Non-Residents: 241

DEMOGRAPHIC QUESTIONS

1. Residency (according to zip code provided by respondents)

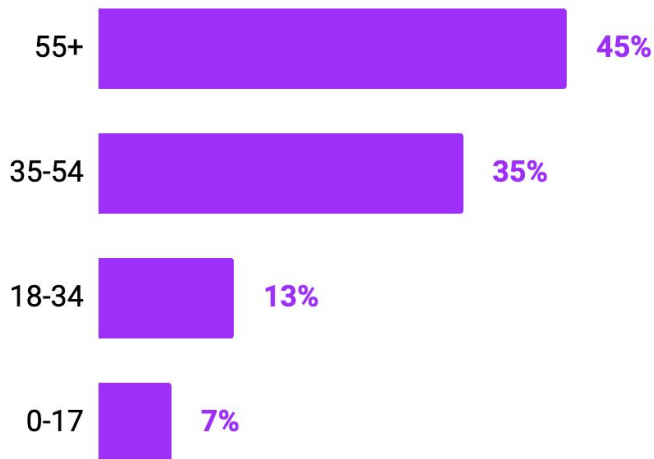
2,329 responses



Nearly all respondents indicated they reside within Pacific Grove (a total of 2,088 respondents). Only 241 respondents, 10% of the total responses, provided a zip code outside Pacific Grove.

2. Age Group

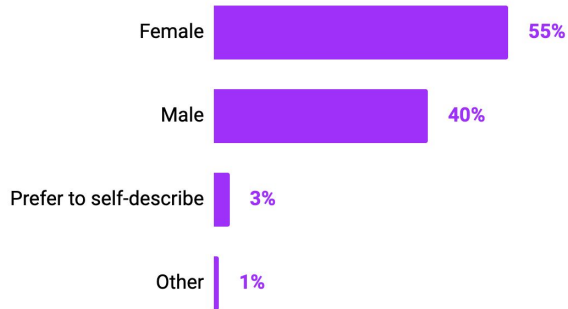
2,293 responses



DEMOGRAPHIC QUESTIONS

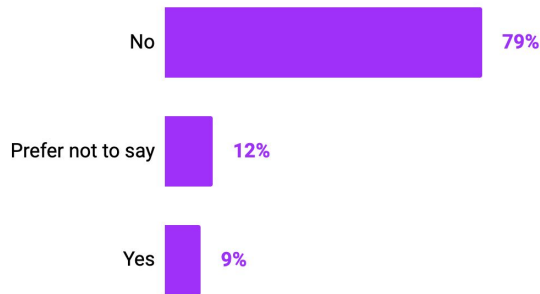
3. Which of the following do you identify as?

2,329 responses



4. Are you of Hispanic, Latino/a/x or Spanish origin?

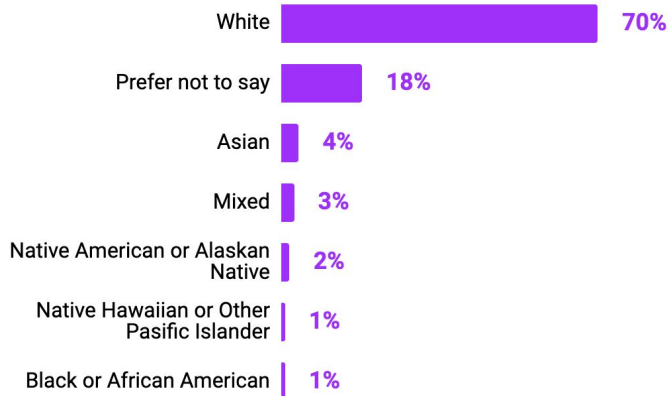
2,329 responses



5. What is your race?

2,448 responses*

**Responses are not mutually exclusive, as respondents could select more than one answer.*

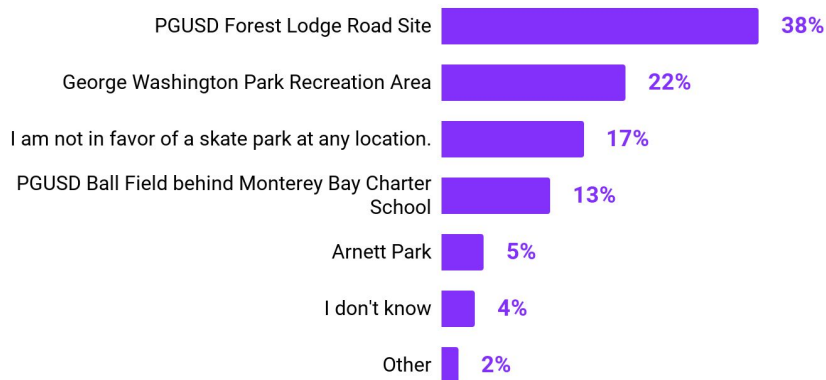


CLOSE ENDED-QUESTIONS

Residents' and non-Pacific Grove residents' responses are analyzed separately in the following section:

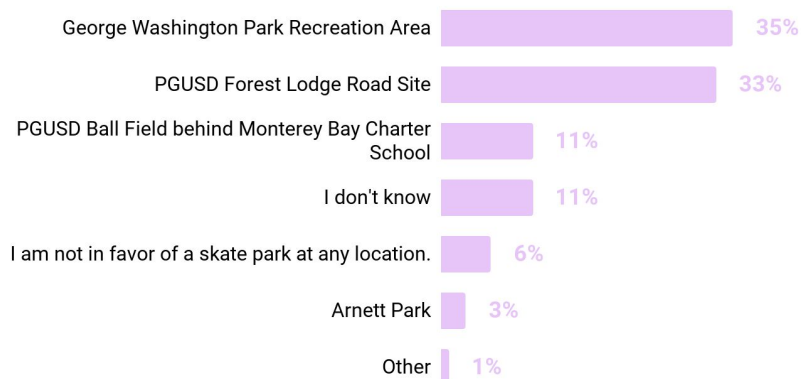
1. Which of the following locations do you think would be best for the proposed skate park?

Residents responses | 2,088 responses



Among residents responses, **the PGUSD Forest Lodge Road Site was the most preferred location for the proposed skatepark**, garnering over a third of responses (38%). Nearly a quarter of respondents replied that **George Washington Park** was the best location for the skate park (22%). The third leading location was **the PGUSD Ball Field** (13%). **Arnett Park ranked lowest** among the proposed locations, attracting 5% of responses. A little under a fifth **did not support a skate park in Pacific Grove** (17%).

Non-residents responses | 241 responses

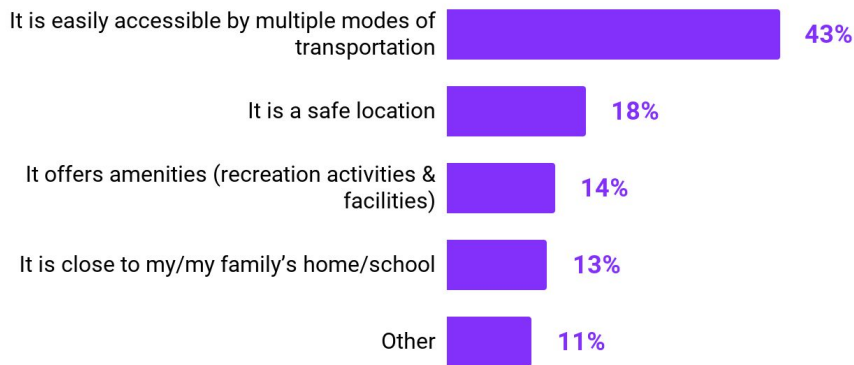


Among non-local respondents, **George Washington Park was the most popular location for the new skatepark** (35% of responses), with **the PGUSD Forest Lodge Road Site** coming in a close second with 33% of responses. **Non-residents were more supportive of the proposed skate park**, as only 6% of respondents replied they did not favor it.

2. For which, if any, of the following reasons did you choose this as your preferred location for the proposed skate park?

*Responses are not mutually exclusive, as respondents could select more than one answer.

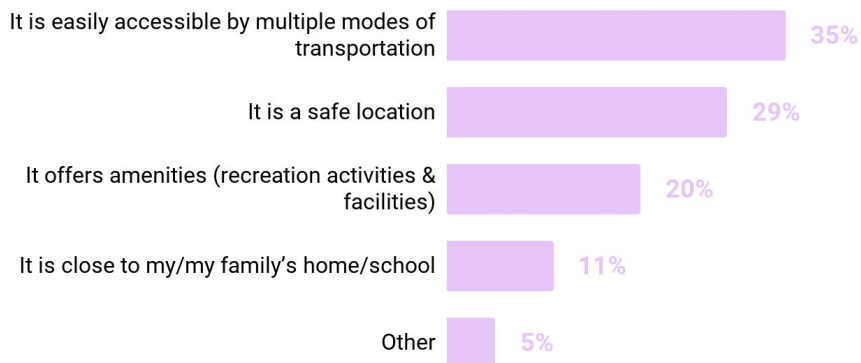
Residents responses | 3,130 responses



Ease of transport accessibility was the most important factor among resident responses regarding their preferred location, attracting nearly half of responses (43%). **Safety was another prominent feature** (18%). The offering of recreational activities and facilities and proximity to respondents' homes or schools garnered a similar share of responses (14% and 13%, respectively).

Respondents who offered additional input favored **a site far from residential neighborhoods that would not cause noise disturbances or parking space shortages**, largely referring to possible disruptions caused by choosing **George Washington Park**. Others wished to use underdeveloped spaces that were compatible with nearby land uses and would not disrupt residents or wildlife, **largely referring to the Forest Lodge Road Site and its proximity to nearby schools and recreational facilities**.

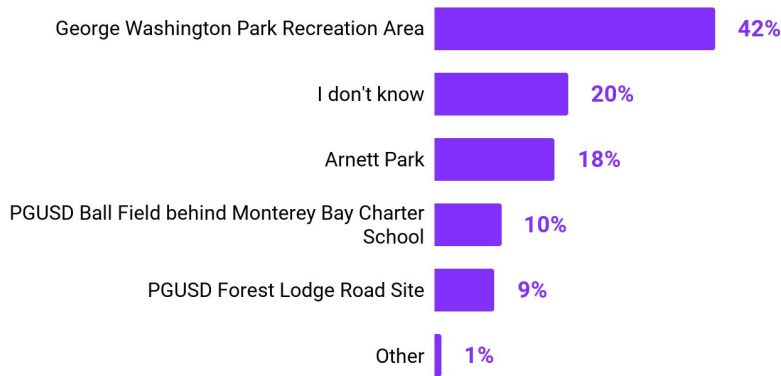
Non-residents responses | 368 responses



Non-local respondents **displayed similar attitudes** to residents, emphasizing **accessibility and safety**, followed by **amenities and proximity**. Mentions of **noise disturbances and disruption of wildlife** were also featured prominently in a group that answered **"Other"** and selected **George Washington Park as their preferred location**.

3. Which of the following locations do you think would be the least suited for the proposed skate park?

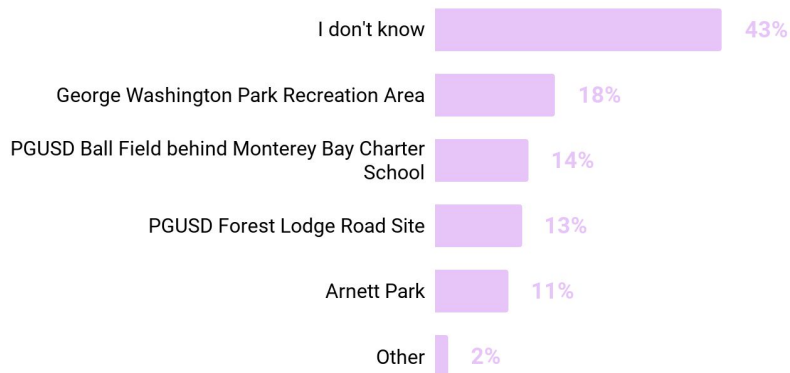
Residents responses | 1,657 responses



Almost half of the resident respondents **selected George Washington Park as the least preferred site** for the new skatepark (42%). **A fifth (20%) of respondents were unsure**, and **a similar share disliked Arnett Park** (18%). The PGUSD locations– the Ball Field and Forest Lodge attracted a similar share of responses (10% and 9%, respectively).

Comparing residents' attitudes regarding their preferred location indicates that **the PGUSD Forest Lodge Road Site has a wider consensus among respondents as a suitable location for the skate park**. In contrast, **more respondents dislike George Washington Park as a proposed location than approve of it**. Additionally, **respondents widely disapprove of Arnett Park** as a suggested location.

Non-residents responses | 200 responses

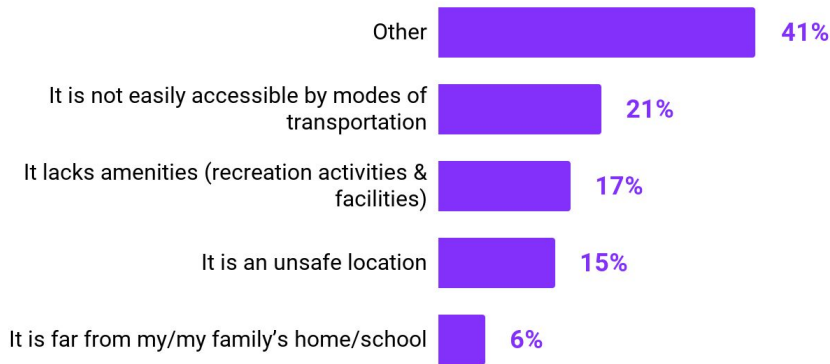


Non-Pacific Grove residents **were largely unsure of their least preferred site** (43%). **George Washington Park also ranked highly among non-resident disliked locations** (18%), followed by the PGUSD Ball Field (14%). In contrast, as stated earlier, **George Washington Park was the most popular location for the new skatepark** (35% of non-resident' responses), showing that slightly more non-resident respondents **preferred George Washington Park** as a suggested location than not.

4. For which, if any, of the following reasons did you choose the above location as your least preferred location?

*Responses are not mutually exclusive, as respondents could select more than one answer.

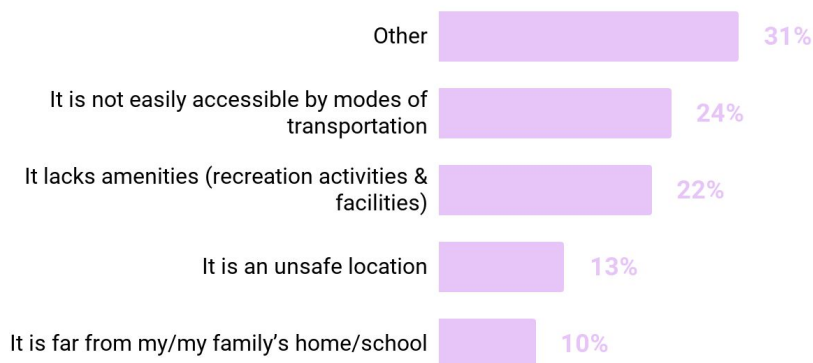
Residents responses | 1,717 responses



Respondents mainly provided additional reasons for their least preferred location (41%). The most common themes from residents' feedback **concerned George Washington Park**. In addition to **protecting the park's green space and habitat**, they worried about **its proximity to residential areas and the availability of parking spaces**.

Lacking accessibility, missing amenities, and safety concerns were among the respondents' other top reasons (21%, 17%, and 15% of responses, respectively).

Non-residents responses | 150 responses

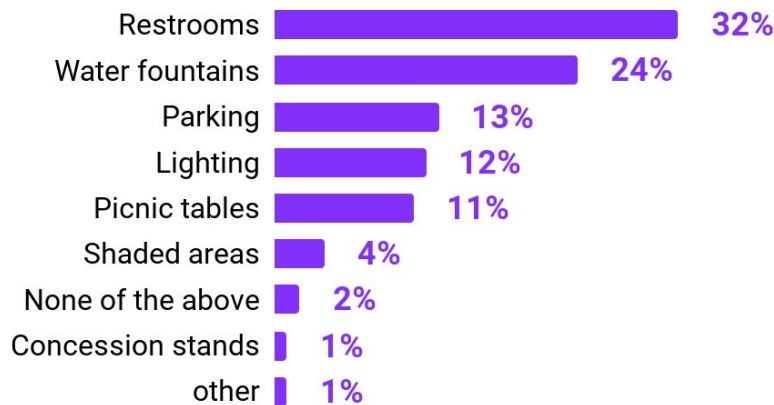


In the non-resident responses, George Washington Park's importance as a natural open space and its proximity to residential communities.

5. Which of the following facilities would you like to see located at the skate park?

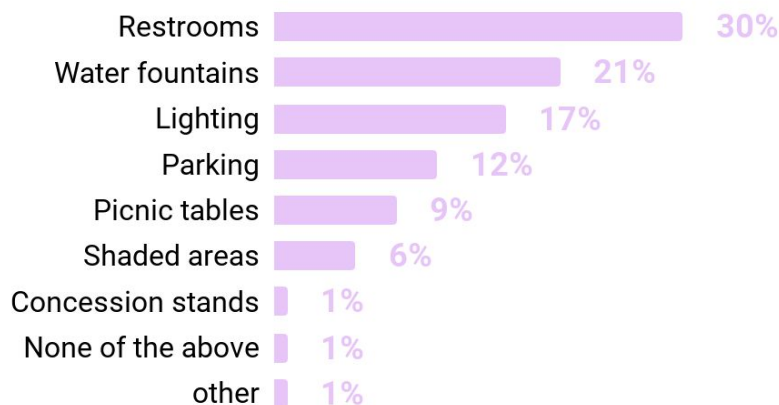
*Responses are not mutually exclusive, as respondents could select more than one answer.

Residents responses | 4,440 responses



Respondents ranked **restrooms and water fountains** as the most important amenities, attracting a third and a quarter of responses, respectively. Respondents also wish to see **parking, lighting, and picnic tables**. Those who replied "Other" added having the park **fenced and gated**, seating **that overlooks the rink**, **use of native plants**, and **trash cans**.

Non-residents responses | 604 responses

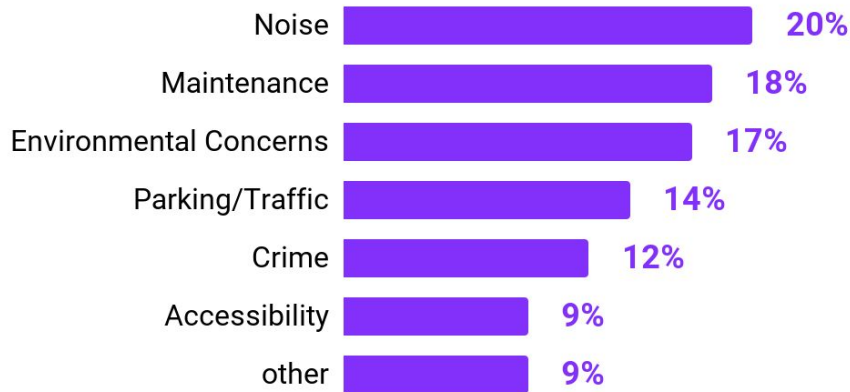


Non-residents expressed similar attitudes, marking **restrooms and water fountains** as their desired amenities in the proposed park, followed by lighting, parking, and picnic tables.

6. Which of the following general concerns do you have about the proposed skatepark project?

*Responses are not mutually exclusive, as respondents could select more than one answer.

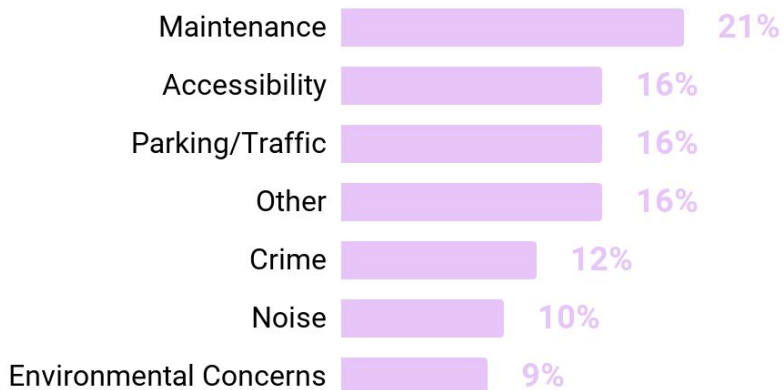
Residents responses | 4,728 responses



Noise nuisance was the most frequent concern expressed by respondents, closely followed by **maintenance and environmental concerns** (20%, 18%, and 17% of responses, respectively). These attitudes correlate with respondents' reasoning for their least preferred site, **George Washington Park**.

To a slightly lesser extent, **respondents worried about parking and traffic, crime and accessibility** (14%, 12%, and 9% of responses, respectively). These concerns also appeared among **respondents' preferences for their chosen locations**. Other concerns included **City liability for injuries and upkeep costs**. We note that many respondents that replied "Other" emphasized that **they do not have any concerns**.

Non-residents responses | 604 responses



Maintenance was the leading concern among non-resident respondents (21%). Accessibility, parking, and traffic garnered a similar share of responses (16% each). The "Other" category mostly included respondents stating **they had no concerns**.

Conclusion and Takeaways

- Overall, respondents supported the planned skate park, with the PGUSD Forest Lodge Road Site attracting the most widespread approval as a proposed location, given its proximity to nearby schools and recreational facilities.
- Less than a fifth of resident respondents did not favor the project.
- Respondents expressed mixed attitudes about George Washington Park, with disapproval outweighing support. Respondents disliked George Washington Park as a suggested site due to possible disruptions of the natural environment and the nearby residential neighborhoods.
- Respondents largely disapproved of the Arnett Park site.
- Transportation accessibility and safety were among the respondents' top factors in choosing their preferred location.
- Respondents' top concerns about the project focused on noise, parking spaces, and maintenance.

We would highly appreciate your feedback on this report by filling out this 2-minute [survey](#).



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