



City of Culver City

Staff Report

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Item #: A-1.

PRCSC - Tellefson Park Playground Design Workshop #2: (1) Discussion of the Survey Responses Received as of 2:00 PM on September 13, 2019; and, (2) Consideration of a Recommendation to the City Council Regarding the Design of the Tellefson Park Playground.

Meeting Date: September 17, 2019

Contact Person/Dept: Corey Lakin/PRCS Department
Phone Number: (310) 253-6682

Fiscal Impact: Yes No

General Fund: Yes No

Public Hearing:

Action Item:

Attachments: Yes No

Public Notification: (Email) Meetings and Agendas - Parks, Recreation and Community Services Commission (09/13/19); Parks, Recreation and Community Services Department Updates (09/13/19)

Department Approval: Corey Lakin, PRCS Director (09/13/19)

RECOMMENDATION

This Agenda Item has been created for Tellefson Park Playground Design Workshop #2. Staff recommends that the Parks, Recreation and Community Services (PRCS) Commission (1) discuss the survey responses received as of 2:00 PM on September 13, 2019; and, (2) consider making a recommendation to the City Council regarding the design of the Tellefson Park Playground.

BACKGROUND

Based on feedback from the community, the City Council and the Parks, Recreation and Community Services Commission, the PRCS Department has developed a Playground Design Community Outreach Program to provide opportunities for the public to view proposed playground designs and participate in the selection process. This is the second of two public meetings where interested parties may view the Tellefson Park Playground designs (Attachment 1), make comments regarding their preferences and submit a voting ballot.

Tellefson Park Playground Design Workshop #1 was held at the Culver City Senior Center on Thursday August 8, 2019 at 6:30 PM. Outreach efforts to publicize Workshop #1 began on July 18, 2019 with a postcard mailing to approximately 1,400 owners, residents, owners and businesses within a 1,000 foot radius of Tellefson Park. Targeted emails, social media and website posts, flyer distribution and posted notices at Tellefson Park were also done three weeks before the meeting date. A slide promoting Workshop #1 was added to the City TV rotation on July 23, 2019.

At Workshop #1, two playground equipment companies, Landscape Structures and GameTime each presented two design concepts at the meeting for review and comment by community members. The meeting

was well attended with approximately 50 to 60 participants, including adults and children. PRCS Commissioners Heineman and Rickards attended the meeting along with PRCS Department staff. Twenty-three (23) ballots were cast at Workshop #1. A sample printed ballot is provided as Attachment 2. Attendees were informed that those who did not vote for their favorite design at the meeting would have the opportunity to vote online.

On August 9, 2019, images of the four playground designs and a link to an online survey (Attachment 3) were posted on the PRCS Department homepage of the City's website. The availability of this opportunity to vote was publicized via target emails and social media posts. The following News Story was added to the homepage of the City's website on August 15, 2019:

Have you seen the Tellefson Park Playground Design Concepts? Parks, Recreation and Community Services (PRCS) is asking community members of all ages (especially kids) to rank the four Design Concepts from favorite design to least favorite design. Cast your ballot in one of the following ways (one ballot per person, please):

- **Vote online** <<https://www.surveymonkey.com/r/9LZ56LN>>. Online voting is open until 4:30 PM on Tuesday, September 17, 2019. In addition to the link above, the Design Concepts may also be accessed from the online ballot.
- **Vote at Vets.** The Design Concepts are in the display case in the hall next to the Recreation Registration Office at the Veterans Memorial Building, 4117 Overland Ave., Culver City, CA 90230. Pick up a paper ballot at the Office to cast your vote. Voting at Vets will be open until 12:00 PM on Monday, September 16, 2019.
- **Vote at Design Workshop #2.** The September 17, 2019 PRCS Commission meeting is also Tellefson Park Playground Design Workshop #2. Please join us at 6:30 PM at Culver City Elks Lodge #1917, 11160 Washington Place, Culver City, CA 90232 (on the south side of Washington Place, slightly west of Tellefson Park). The Design Concepts will be on display and ballots will be provided so that votes may be cast during the meeting.

Questions about the Playground Design Concepts? Email Patrick.Reynolds@CulverCity.org or call (310) 253-6471. Questions about voting? Email Patrica.Mooney@CulverCity.org or call (310) 253-6668. We look forward to hearing from you.

Also on August 15, 2019, the article on the PRCS Department homepage was updated to include the specifics of Tellefson Park Design Workshop #2 as were the earlier Nextdoor and Facebook posts. To further publicize Workshop #2, the meeting announcement was added to the Nextdoor Event Calendar and the Facebook Event Calendar on September 5, 2019.

DISCUSSION

The Tellefson Park Playground Design Data Table (Attachment 4) displays the data collected from both the printed ballots and the online survey. As of 2:00 PM on Friday, September 13, 2019, eighty-seven (87) online ballots and thirty-six (36) printed ballots were received for a total of one hundred and twenty-three (123) ballots. Four ballots could not be included in the analysis because a clear favorite was not indicated by the respondents, leaving one hundred and nineteen (119) usable ballots.

To analyze the data, the information from the printed ballots was manually entered into the online system so that the following categories were consistent across ballot types:

Four Stars = Favorite Design
Three Stars = Second Favorite Design
Two Stars = Third Favorite Design
One Star = Least Favorite Design

Overall Results

Favorite Design (4 Stars): Of the 107 voters who ranked Design B, 63 or 59% chose it as their favorite design. In terms of both raw scores and percentages, none of the other designs fared even half as well as Design B in the 4 Star category.

Second Favorite Design (3 Stars): Of the 100 voters who ranked Design A, 45 chose it as their second favorite design. In terms of percentages, there was a tie between Design A and Design D, with both designs receiving 45% of the votes cast for that design (n = 100 and n = 89, respectively).

Proximity of Respondents to Tellefson Park

Fifty-one percent (51%) of the 118 respondents who answered this question indicated that they live less than ½ mile away from Tellefson Park and 41% indicated they live ½ mile to 3 miles away from the Park (41%). Only 8% of the respondents reside further than 3 miles from the Park.

Comments

Both the printed and the online ballots have an open-ended section for comments as the optional final question. For the purpose of analysis, the voting ballots were separated into two collectors, Tellefson Park Playground Design Voting Ballot #1 and Ballot #2. Ballot #1 contains the 77 ballots where respondents ranked all four designs with unique numbers (i.e., there were no skipped design options or duplicate rankings). Ballot #2 contains the 42 ballots that may have had some skipped design options or duplicate rankings but one clear favorite design was indicated. Ballot #2 data was cleaned to remove duplicate rankings. Overall, 22 comments were received; 16 on Ballot #1 and six on Ballot #2. These comments are provided as Attachment 5.

FISCAL ANALYSIS

There is no fiscal impact associated with this discussion.

ATTACHMENTS

1. 2019-09-17 - ATT 1 Tellefson Park Playground Design Concepts
2. 2019-09-17 - ATT 2 Tellefson Park Playground Design Printed Ballot
3. 2019-09-17 - ATT 3 Tellefson Park Playground Design Online Ballot
4. 2019-09-17 - ATT 4 Tellefson Park Playground Design Data Table
5. 2019-09-17 - ATT 5 Tellefson Park Playground Design Comments

MOTIONS

Staff recommends that the Parks, Recreation and Community Services Commission:

1. Discuss the results of the voting ballots received as of 2:00 PM on September 13, 2019; and,

2. Consider making a recommendation to the City Council regarding the design of the Tellefson Park Playground.