

Community Outreach Data Summary

Project: Old Capitol Site Master Plan
Client: City of Monterey
Date: April 23, 2024



Old Capitol Site - Outreach Survey #1 Summary

This survey data synopsis for the Old Capitol Site project is based on the outreach feedback BFS Landscape Architects received via the community outreach kick-off online survey, which was live from 3/9/2024 through 3/27/2024 and recorded 221 unique responses.

The survey consisted of 15 questions: 2 demographics questions, 5 questions intended to have respondents reflect on how they experience open spaces locally and in general in preparation for the core 5 questions pertaining to the Old Capitol Site, followed by 1 question targeting any additional comments, with 2 final questions regarding further community outreach participation.

Due to the quantity of free-response input, the data summarized in the following synopsis focuses on the respondents’ demographics, responses to the main 5 questions regarding the Old Capitol, and the 2 outreach questions. Additionally, the response counts as noted focus on the comments with most commonalities and cut off responses at 5 common instances or more. The complete dataset of responses was also provided to the City of Monterey.

Demographic Information

Description Options (Check all that apply)	<u>Monterey Resident</u> 142		<u>Monterey Property Owner</u> 106		<u>Monterey Business Owner/Operator</u> 16		<u>Works in Monterey</u> 65		<u>Monterey Student</u> 8		<u>Lives Near Monterey</u> 67			
Description Write-In Without a Category Above	<u>Recreates in Monterey</u> 2		<u>Family History Tied to Monterey</u> 2		<u>Business Owner/Operator Near Monterey</u> 1									
Zip Code	<u>91042</u> 1	<u>93840</u> 1	<u>93901</u> 5	<u>93905</u> 1	<u>93908</u> 8	<u>93923</u> 13	<u>93924</u> 3	<u>93933</u> 9	<u>93940</u> 149	<u>93950</u> 18	<u>93953</u> 2	<u>93955</u> 8	<u>95023</u> 1	<u>95076</u> 2

Topic Importance - Ranked Choice (Highest Average is Most Desired)

Environmental Preservation	4.3
Day Use Recreation	4.1
Safety Measures	3.9
Fuel Management	3.8
Environmental Education	3.6
Overnight Camping	2.3

Top Outdoor Activities Enjoyed By Respondents (Ranked by Number of Comments that Mentioned Activity)

Hiking	147
Walking	111
Biking	67
Birdwatching/wildlife watching	32
Running	24
Camping	18
Going to the park/playground	15
Picnicking	14
Artistic expression (photography, plein air painting, etc.)	14
Gardening	12
Tennis	9
Pickleball	8

Activities/Amenities Desired (Ranked by Number of Comments that Mentioned Activity/Amenity)

Trails (all types)	56
Picnic areas/Day Use	24
Restrooms	24
Preservation (reduced impacts/access to no action)	18
Passive recreation & flexible space (including benches, tables, viewing platforms, spaces for yoga)	17
Camping	17
Educational elements	15
Site Access (parking)	10
Site Access (ped, bike, and bus)	10
Playgrounds/kid-friendly spaces	15
Drinking fountains/filling stations	8
Sports fields (soccer, lacrosse, frisbee, golf, etc.)	8
Sports courts (tennis, pickleball, etc.)	7
Dog Park	6
Outdoor Fitness Equipment	5
Safety measures	5
Zipline	5

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Activities/Amenities Not Desired (Ranked by Number of Comments that Mentioned Activity/Amenity)

Environmental impacts (reducing paving & tree removals to no action)	37
Camping	24
Fires and/or BBQs	20
Pollution (noise, light, and litter)	18
Biking (all types)	18
Dogs/dog park	11
Pickleball	12
Sports (fields, tracks, etc.)	11

Respondent's Top 3 Concerns (Ranked by Number of Comments that Mentioned Topic)

Environmental impacts	66
Homeless/encampments (including focus on removal without services)	61
Pollution (including noise, light, & litter)	30
Fire safety/fuel management	28
Access/Accessibility	20
Parking	18
Traffic	15
Maintenance	12
Funding	11
Security, personal safety, & crime	12
Overcrowding	9

Safety Measures Desired (Ranked by Number of Comments that Mentioned Measure)

No homeless campers	26
Wayfinding	21
Secure parking lot (potentially with lighting, call box, gate, etc.)	21
Security patrols	21
Adequate but subtle lighting	14
24/7 Ranger/guard/park staff	12
Visibility	10
Regular, adequate maintenance	8
Other visitors	7
Cell reception	7
Dogs on leash	6
Emergency call box	5
Well-marked, separated walking and biking trails	5

Interest in Further Community Outreach Participation

Interested	57%
Not interested	12%
Maybe	4%
No entry	27%

Methods to Increase Community Outreach Participation (Ranked by Number of Comments that Mentioned Method)

Social media (Instagram & Facebook)	36
Word of mouth (including digitally)	32
Emailing (including through local organizations (Monterey Bay Aquarium, Point Lobos docents, Rotary Clubs, schools, etc.)	23
NextDoor, neighborhood newsletters and associations	22
Local television and radio newsstations	13
Local newspapers	12
City outreach events & public surveys	9
Mailers	7
Flyers (including at local libraries, cafes, & other businesses)	4