

BORREGO SPRINGS SHADEWAY

PUBLIC ENGAGEMENT SUMMARY | MEETING + SURVEY 1

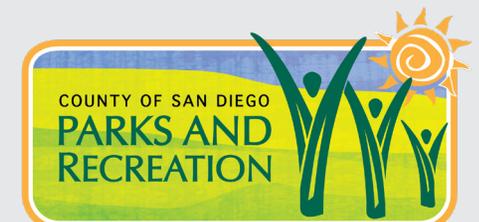
BACKGROUND

The Department of Parks and Recreation (DPR) is in preliminary planning stages to design and install a shadeway connecting Christmas Circle to Borrego Springs Park along Sunset Road.

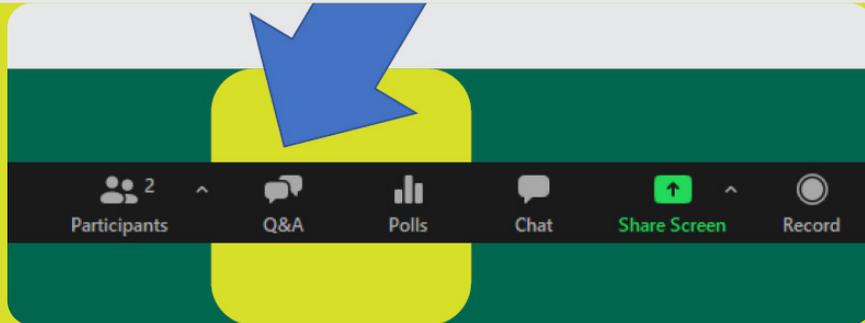
DPR is partnering with the Department of Public Works during the design and construction of the project because DPW is simultaneously working on pedestrian improvements along Sunset Road.



NORTH



VIRTUAL PUBLIC MEETING



EVENT SUMMARY

On October 22, 2020 DPR hosted a Zoom Webinar from 5:00-6:00 pm to engage the Borrego Springs community in the development of the new shadeway.

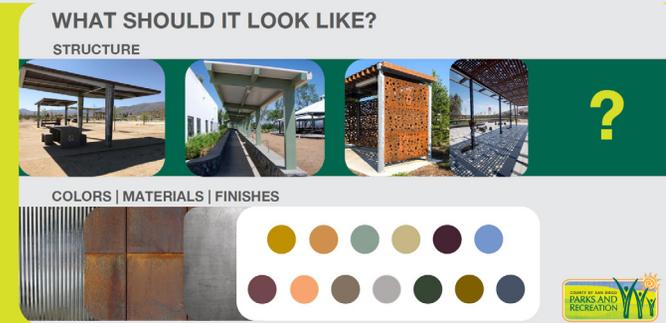
PROMOTION

To notify the community about the event, Every Door Direct Mail was used to share 2,298 bilingual flyers with residents in mail zones H066 and PBOX in the 92004 zipcode (~1 mile +/- of the proposed improvements). The event was promoted via DPR social media channels and on the project webpage in the weeks prior. DPR staff also reached out to the Borrego Springs CSG to notify members of the upcoming event.

PARTICIPATION

- DPW joined DPR to discuss proposed pedestrian improvements.
- At any given time during the presentation there were about 20 active participants.
- County staff fielded 27 different questions in the Q/A session
- 19 attendees participated in a poll to assess how folks heard about the event: 10 received a flyer, 3 learned about it through social media, 2 heard about it from a friend of family member, 3 were participating on behalf of an organization, and 1 was "other."

ONLINE SURVEY

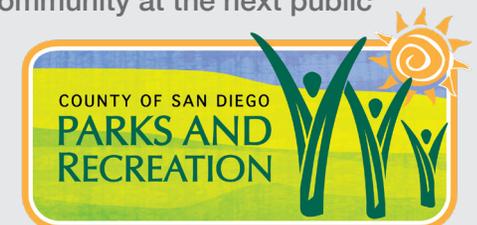


SURVEY APPROACH + PROMOTION

An online survey circulated from October 22-November 5 to gauge community preferences related to shade structure aesthetics. For residents who missed the Zoom Webinar on the 22nd, a pre-recorded version of the presentation was made available through the online survey in both English and Spanish. The survey was linked on the project webpage and shared with the Borrego Springs CSG. The survey link was shared on the Borrego Residents Facebook page.

SUMMARY OF FINDINGS

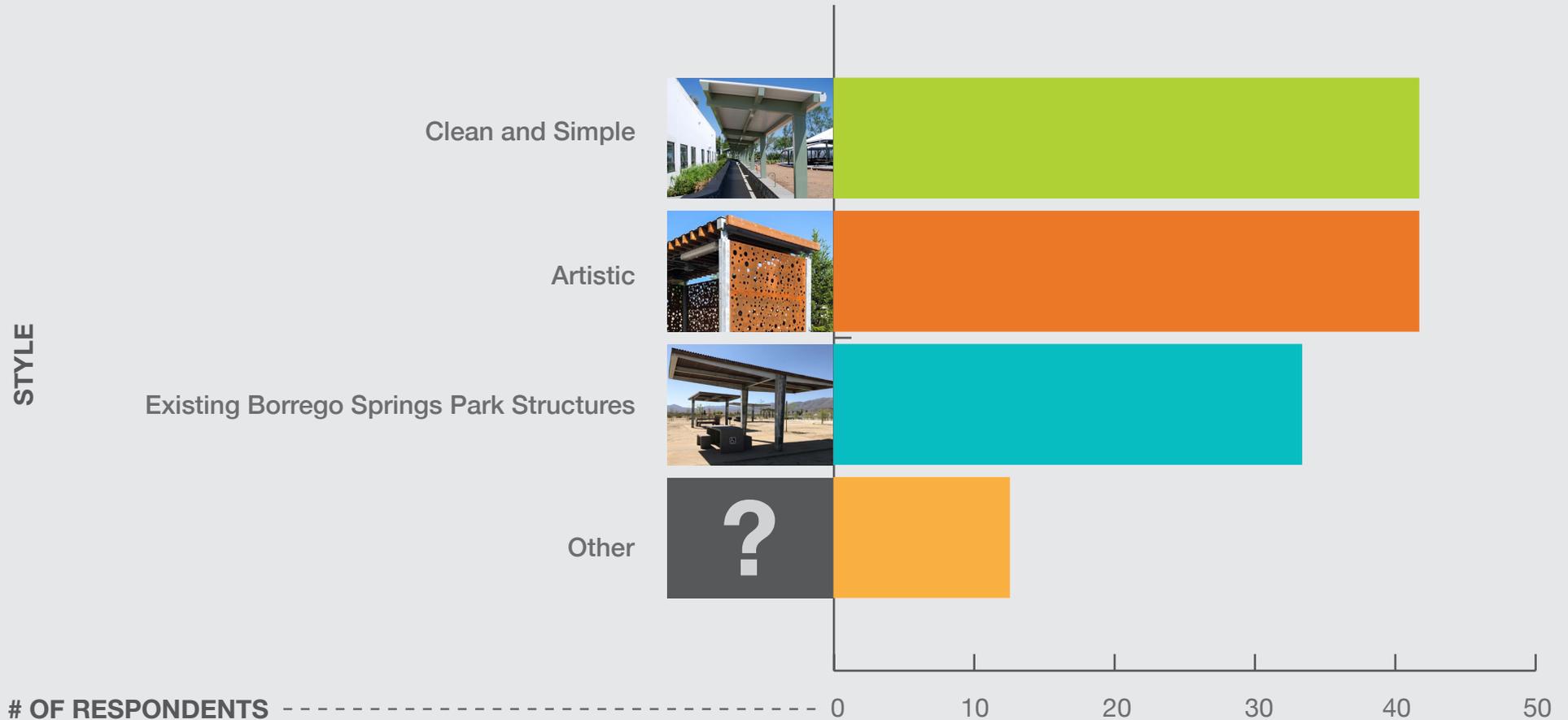
- 26 individuals participated in the online survey.
- Residents expressed neutral feelings about the shadeway.
- Open comments focused on the aesthetics of the proposed structures: residents would like to see coordination in style/color with existing features like the Art Institute, the library, and the existing shade structures at the park.
- Findings will guide the development of shade structure concepts to share with the community at the next public meeting in early winter 2021.



SURVEY RESULTS

WHICH OF THE FOLLOWING STRUCTURES MATCH YOUR VISION OF WHAT THE SHADE STRUCTURES COULD LOOK LIKE? (YOU MAY SELECT MORE THAN ONE).

Residents would like structures to be artistic but simple in design. One respondent noted that the artistry could be in the structure itself. About 1/3 of participants felt that the structures could match the existing ones at Borrego Springs Park.

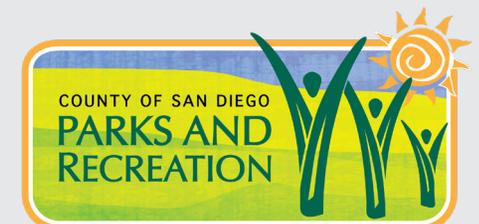


“OTHER” RESPONSES

3 - make it artistic (e.g. a light and airy structure)

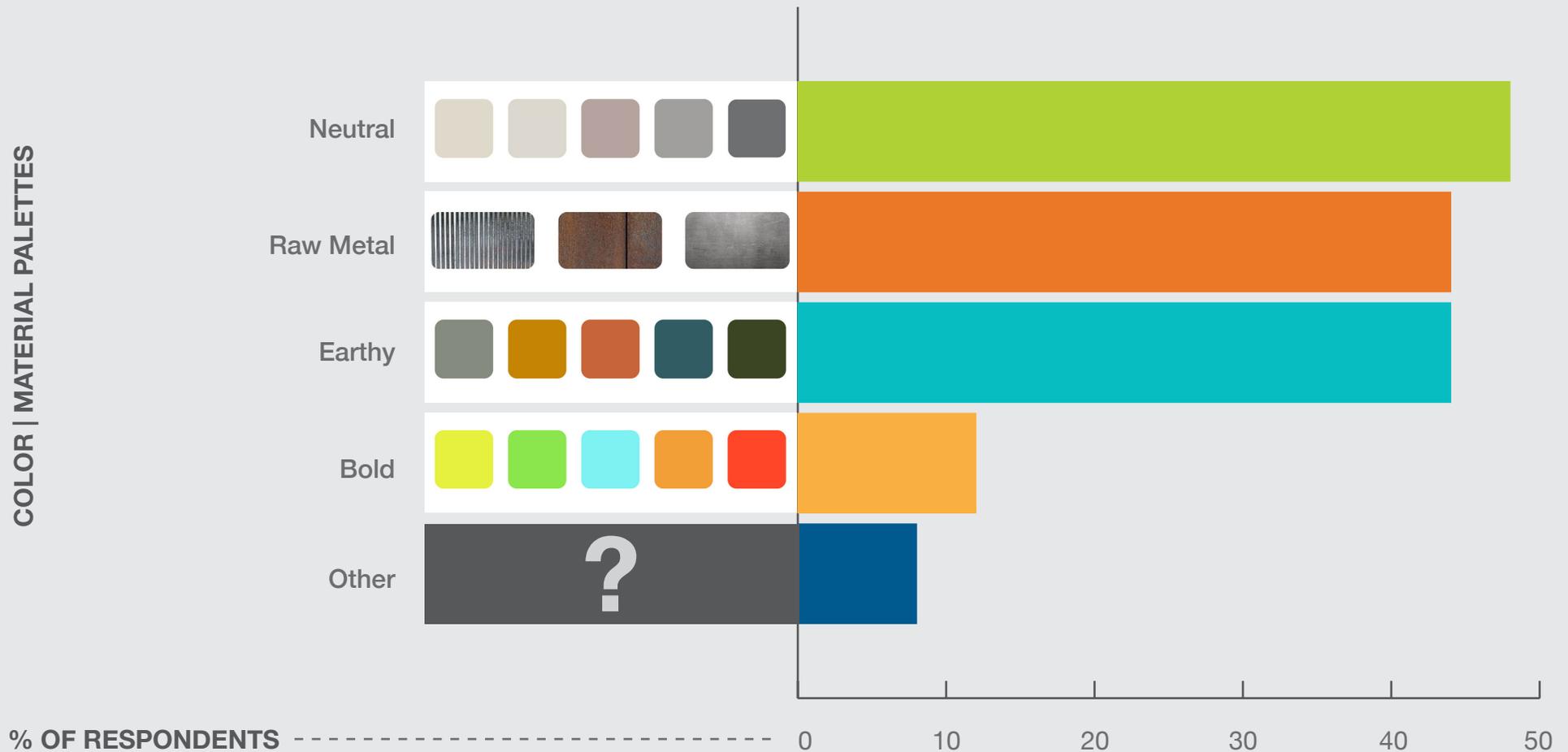
2 - integrate seating

1 - shade the entire road; match the Borrego Structure; invest in trees and benches instead



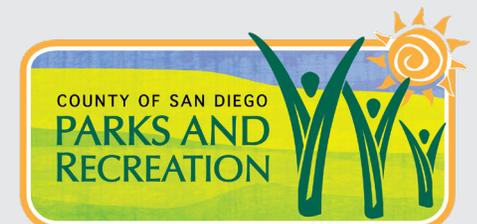
WHICH OF THE FOLLOWING MATERIAL/COLOR PALETTES WOULD YOU PREFER FOR THE STRUCTURES? (YOU MAY SELECT MORE THAN ONE).

A small majority of residents support the use of neutral colors for the shade structures, although most would also support the use of raw materials or earthy tones.



“OTHER” RESPONSES

1 - metal would be hot; consider windbreaks for walkers; powder coat it; use raw material; use a light, cool color for benches; no shade structure; nothing shiny



OPEN COMMENTS:

The community provided feedback on aesthetics, potential seating, and lighting. Some questioned the cost/benefit analysis of the project or shared ideas about amenities for the existing park.

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Very excited to see pedestrian crossings! It is very dangerous when there are events at the circle. Thank you.

Please consider the intensity and angles of the sun when designing.

Add soccer field to the park

Raw metal that would look similar to library

It would be nice to add interpretive information along the path about the desert region to encourage visitors to walk their way to the circle instead of drive. In addition to the shade structures, if funding allows, local art pieces along the path would also bring visitors to enjoy the new addition to the pathway. If by some way there is any leftover material or additional donations come in for this project, please consider adding a shade structure at the larger dog park. The smaller area had benches, trees and shade structures. Just a comment I wanted to add in. Thank you!

It is a nice idea but there is no connection between what is going on at the circle compared to the library. I don't think it would be used.

Consider having no nooks for birds or bats or bees to house in.

Add smooth concrete roller skating rink.

Has the cost vs benefit given our climate been evaluated?

Please make sure to maximize shade at different times of day and year; some landscaping and seating would be nice; no lights! , we are a dark sky community; can we have a sidewalk along sunset to link to the library/park--I know the shade structures will not go that far but a sidewalk would be important

Make sure the annual Borrego Days Parade or any other community events will not be adversely impacted by traffic "Improvements"

Seats in shade structures, please. Also do please consider how to slow down County Club Rd. Please keep Palm Tree dry fond canopies intact if at all possible. Crosswalk at Country Club needed since there is no other close by.

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