



CHAPTER 1 – COMMUNITY INPUT SUMMARY

As part of the process for the Parks and Facilities Master Plan (“Plan”), the PROS Consulting team conducted a combination of key stakeholder interviews and focus group discussions, as well as two community workshops, a statistically-valid survey, an electronic survey, and the crowd-sourcing website www.chinocreatescommunity.com. The following sections summarize and highlight the key findings from each stage of the extensive public input process.

These mediums helped engaged 120+ participants representing various groups in the City of Chino (“City”). These included representatives from:

Representative Groups	
Chino Community Theater	City of Chino Council Members
Chino Cultural Foundation Board	City of Chino Employees
Chino Valley Historical Society Board	City of Chino Planning Commission
Chino Valley Unified School District	City of Chino Residents
Chino Youth Museum Board	City of Chino Teen Advisory Committee
Chino Youth Sports Organizations	YMCA Board
City of Chino Community Services Commission	

1.1 STAKEHOLDER AND FOCUS GROUP SUMMARY

The stakeholder and focus group interviews are an important component of community involvement that helps establish priorities for the future direction, enhancements, management, and planning for the City offerings. The focus groups, stakeholder interviews, and community forum enable the Department to learn what users of the system value, are concerned about, and feel are unmet needs that the Department could be providing.

Three primary questions were asked across all groups to spark conversations and gather information:

1. What are the strengths of the City’s Parks, Recreation, and Community Services System?
2. What are the opportunities for improvement?
3. What is the top priority that should be addressed through this planning process?

1.1.1 STRENGTHS

Based on feedback from key stakeholder interviews, common themes arose in many conversations. These themes included well maintained parks, wide variety of programming, unique facilities serving age segments, and staff are very collaborative and responsive in delivery of services to the community.

Parks and amenities

Many stakeholders communicated that the Community Services Department (“Department”) provides clean and safe parks, and a variety of offerings including sports programs at the parks. Nature offerings provide residents with an opportunity to connect to nature in a meaningful way. Stakeholders agree that the distribution of parks across the City is a great strength of the system. Comments regarding the parks included:

- Access to restrooms in the parks
- Department is proactive on issues of accessibility
- Good distribution of parks that are located throughout the community
- Number and variety of parks across the City are great
- Overall feel safe and the parks are well maintained - which keep it safe
- Parks are clean and well maintained 7 days/week
- Skate Park is a good asset
- The athletic fields are well maintained and allow a large number of people to participate in a variety of sports

RECREATION PROGRAMMING

The Department provides a wide variety of quality programs and events in the parks with an inclusive and welcoming culture. Event offerings cater to the whole family, creating a great opportunity for a wide variety of users. From sports to classes to special events, the variety of programming is a great benefit.

Facilities such as the Teen Center, Youth Museum, and Senior Center also provide many community services like life skill classes, access to computers, and after school care to help meet resident’s needs.

Highlights of their comments regarding the strengths of programming include:

- Counseling programs particularly for the students have been a great benefit for the community
- Cultural events that are very well attended
- Encourage kids to perform in the parade and the offerings as well
- Family and community-oriented City and programming reflect the community culture
- Love the special events e.g. Halloween Spooktacular Teen Nights/Movie Nights etc.
- Opportunities for kids to socialize through the programs
- Partner with local businesses to provide offerings for the community
 - Lots of special events
- Staff is very good at programming and maximizing use
- Wide variety of program offerings that are very diverse and offer something for everyone
- Young Chefs programs are very popular



FACILITIES

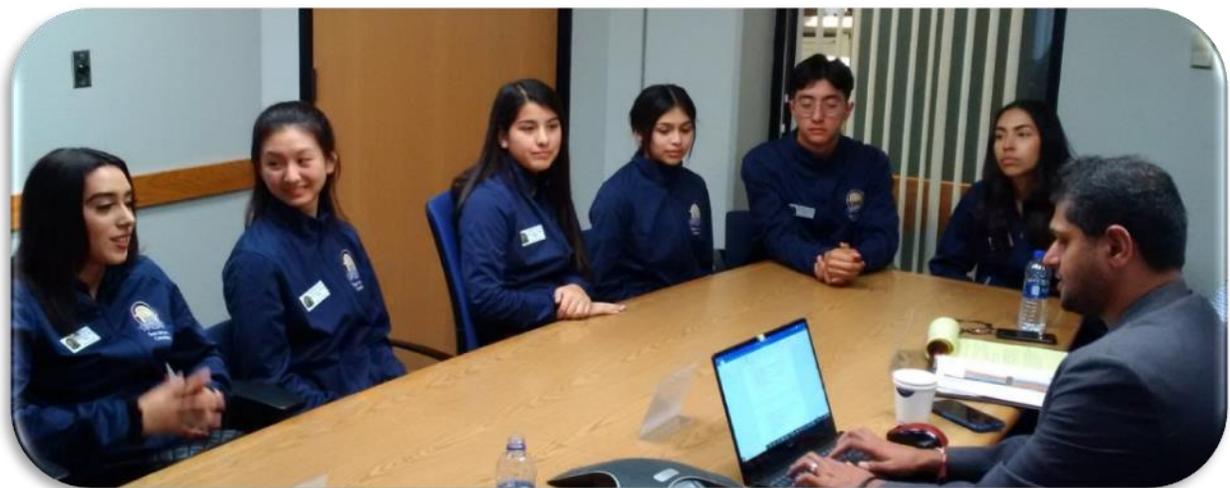
The Department offers several recreation facilities with programming for youth, teens, adults, and seniors. Users currently enjoy a variety of amenities at facilities across the City. Many see these facilities as major contributors to what makes the City a great place to live. Stakeholders are very supportive of facilities and offered the following comments about what makes the facilities unique:

- Continuing support from the City
- Great offerings and facilities
- Large number of facilities that provide great opportunities for the community
- Lots of facilities for different age groups, e.g. Children’s Museum, Senior Center, etc.
- Theater is a big part of what makes the City unique and desirable to people
- Very affordable use of the Theater and access to offerings
- Very happy with the Senior Center

ADMINISTRATION AND STAFF

Stakeholders noted that the expertise, collaborative approach, and responsiveness of park staff as the reason the Department delivers an exceptional experience for visitors. Parks’ staff are very approachable, solution-minded and innovative, and respondents appreciated their customer focused approach. Stakeholders identified the resourcefulness of staff and administration to hiring and retaining the right people for open positions. Many stated, quality leadership played a key role in culture of the Department and retaining staff. Perceptions shared regarding the strengths of parks’ administration and staff include:

- Department has a knack for hiring the right people
- Internal culture is very good, people like working with each other
- Lots of staff training provided through Community Services to help staff learn and grow
- Outreach to the business community and sense of partnership is a strength
- Small town feel of the City is very well appreciated
- Staff focuses on being innovators and aren’t content with status quo - very resourceful
- Staff is very approachable and has a good reputation for being customer friendly
- Staff is very collaborative, responsive, and communication has improved
- Team mentality and every one works well together



1.2.1 OPPORTUNITIES

A primary goal for the Department is to create community and build connections in an effort to have a sustainable and accessible system of facilities and programs. Suggestions for opportunities to improve the Parks, Recreation, and Community Services of the City, include infrastructure improvements, unique programming, enhanced marketing, administration, and funding.

PARKS AND AMENITIES

Stakeholders shared a number of perspectives for the future including many stakeholders voicing concerns with the age of facilities and infrastructure in the system. Equally notable is the need to expand Parks, Recreation, and Community Services to underserved areas of the City.

- A parks master plan, such as the one being developed, would enhance the planning team's ability to effectively negotiate and plan for amenities/acreage in new developments
- A Splash Pad is needed, particularly on the south side
- Acquire future park land and development as new unincorporated areas are acquired
- Add fitness equipment in the parks
- Address homeless population
- Aging infrastructure - haven't changed with the needs and need to modernize the parks
- An inclusive, universally accessible/all abilities playground
- Build more Smart Parks - incorporate technology to help promote safety
- Dog Parks are needed in the community
- Explore rebuilding the historic handball courts
- Focus on placemaking
- Improve trail connections - currently a fragmented trail network within the City
- More sports fields could assist in limiting overuse and conditions during league season
- Need more safety lighting at parks
- Need parks in the north area of the City - need to identify some land there
- Richer downtown experience is greatly desired
- Some more shade structures would be helpful
- Trails need to be a priority for the elected officials
- More space for sports fields
- Wayfinding signs at the park to know where someone is going to in the park (e.g. Ayala Park)

RECREATION PROGRAMMING

Quality programs and events were consistently identified as a strength of the City. However, stakeholders believe opportunities exist in the growth of new Recreation program trends. Many believe new ideas can focus on opportunities in non-athletic programs, youth and seniors, to better serve the community. There was a call for more events to bring the community together. The Department should also develop adequate spaces to provide these Recreation programs. Suggestions to enhance and improve the Recreation programming included:

- Community outreach for all kinds of programs are important and must be continued
- Evaluate a 2-3-day special events festival - something that highlights a theme and uniqueness of the City
- Focus on more inclusive, more educational programs
- Growing secondary sports offerings (e.g. boxing, wrestling, etc.) since they are growing in the City
- Increase youth and teen opportunities to do things when school is out



- Integrate technology in the offerings for kids
- More concerts in the parks
- More creative activities for teens to do at the Special Events
- More senior programming as the population is aging
- Need to broaden more offerings beyond sports
- Provide more opportunities to help bring the community together

FACILITIES

The general consensus among stakeholders is that the Department needs to improve spaces for Recreation Centers, Cultural Arts, Aquatics, historical preservation, and Children's Theater. Improvements to existing facilities would center around size of the available space and multi-functional uses to accommodate emerging trends in Recreation. New spaces should include exploring more shared use agreements and developing synergy incorporated into a more vibrant downtown. The following ideas to improve the Department's parks and facility resources were offered during the Community Workshops:

- An amphitheater and a Cultural Arts Center for multi-purpose programming and offerings
- Better facilities for events
- Build a water park or dedicated Aquatics facility to bring in people regionally and generate additional revenue
- Children's Theater needs more space
- City explore more mutual use facilities
- Communication and collaboration from all facilities would be great
- Continue to focus on historical preservation to preserve the culture of the City
- Create synergy Downtown with new facility and events
- Develop a Cultural Center - larger theater to better meet demand
- Develop spaces for combining artisans, cultural heritage programs, and exhibit space
- Develop a Community Theater Master Plan
- Esports - PlayStation/lounge space/lobby for gaming
- Fitness Center to help people exercise and reduce stress
- Improve inadequate (older design) facility space for emerging program trends
- New community center 20,000 sq. ft. in 2022
- New Teen Center - not broken up and updated technology
- New sports facility for the City indoor sports and multi-purpose sports arena
- Preserving the Yorba-Slaughter Adobe and generating more interest on the historical structure
- The Senior Center needs to be upgraded

OPERATIONS

The Department's staff are highly praised for their expertise and approach to operations in the strengths. It was identified that these strengths have helped the Department overcome challenges and build a brand that is valued in the community. While the Department is a strength, there are areas where the public could see improvements to operations that could improve the outcomes for the community. Many concerns centered around support for additional services, streamlining processes for more efficiency, and improved marketing and communications to increase awareness:

- Balance the prioritization of planning and financial resources
- City could enhance marketing and communications - people are not aware of a lot that is being done
- Department needs to coordinate with Police Department to increase community outreach to youth
- Design and build things that may have a “wow” factor and create a destination
- Enhance social media presence to entice youth to participate
- Explore the opportunity for public/private partnerships to create synergy and keep people in the City
- Park maintenance standards need to be documented in a maintenance plan
- When the City undertakes a project, ensure true inclusion beyond ADA accessibility
- More data sophistication and software systems/technology/GIS - Asset Mapping

FINANCE

Financing input from participants focused on investing in a sound strategic and fiscal plan to address staffing, infrastructure improvements, and more efficient operations. Stakeholders agree that ongoing financial sustainability is important to implement the Plan and many are interested in identifying funding resources, i.e. bonds, grants, private funding that could help offset infrastructure needs, lifecycle replacements, and new emerging trends programming. Some common funding opportunities identified by stakeholders:

- Annually review fee structure - explore revenue generation options
- Explore funding and earned income opportunities through Sales Tax Measures, a dedicated grant writer, and other avenues including naming rights/sponsorship
- Don't have a capital replacement schedule/plan in place
- Program offerings are fairly well priced, but significantly lower than comparable agencies and could have some opportunity to grow
- Explore bonding for the future parks and facilities, Downtown Master Plan, and Sphere of Influence



1.3.1 TOP PRIORITY

Stakeholders were asked to pick their top priority to enhance the Department's Parks and Recreation system. The future growth of the Department is contingent upon identifying a funding source(s) to address to aging infrastructure, improved visibility, and emerging trend programming. The following represent the reoccurring themes that emerged as the top priorities for this Plan:

UPDATE PARKS & AMENITIES

- Smart Parks with Crime Prevention Through Environmental Design (CPTED) and security cameras
- Grow parks system commensurate with the City population to maintain level of service
- Equity of access in newly developed areas of the City
- Connectivity across the City
- Preservation

EXPAND RECREATION PROGRAMMING

- More modern approach in what is being offered to keep up with the times and trends
- Help bring the community together through programs and special events
- Programming and facility use in areas of new emerging trends
- Youth programming when out of school
- Partnering with groups for programming, such as YMCA/Boys and Girls Clubs, etc.

ADD NEW/RENOVATE FACILITIES

- Cultural Arts Center - Cultural Arts are alive, but there isn't enough space
- An amphitheater
- Renovate the downtown to have more people stay in the City and not go elsewhere
- Design a trendy place that is unique to the City
- Joint Use Agreement: Need School District partnership to provide access - use the MP to open up conversations

SUSTAIN OPERATIONS & SEEK FUNDING SOURCES

- Preserve the history of the City and create a welcoming culture for new residents - Equity in access
- Explore funding opportunities to acquire dedicated funding source
- Focus on financial sustainability/ensure financially feasible
- Focus on preservation of open space and maintenance of what exists
- Department's Brand - create a brand that is quickly identified and builds awareness

1.2 COMMUNITY WORKSHOPS



Figure 1: Community Workshop Invitation

1.4.1 COMMUNITY WORKSHOP SUMMARY

In conjunction with the key leader, stakeholder, and focus group interviews, the project team also conducted two open public meetings on Tuesday, February 11, 2020; and Wednesday, February 12, 2020; at the Chino Senior Center and Chaffey College Chino Community Center, respectively. These meetings were designed to share with the community the Plan process and obtain input for the future of the Parks and Recreation system in the City.

Following the presentation, attendees were able to ask questions and to identify the strengths, opportunities, and the top priority they see and envision for the Department. Close to 30 participants, representing a variety of interests, were present at the Community Workshops. The workshops are combined and summarized in the following sections that include the combined results of live polling exercise and open public input.

LIVE POLLING EXERCISE

One key approach for soliciting feedback from attendees of the Community Workshop was through live polling of the audience. Using the responses to focus group and key leadership interview questions, the consulting team developed questions within a PowerPoint presentation to gain an understanding of community needs.

Attendees were able to respond to these questions and view responses in real time using a polling device (i.e. "clicker") to answer a series of questions related to usage and need for parks, trails, facilities, and programs.

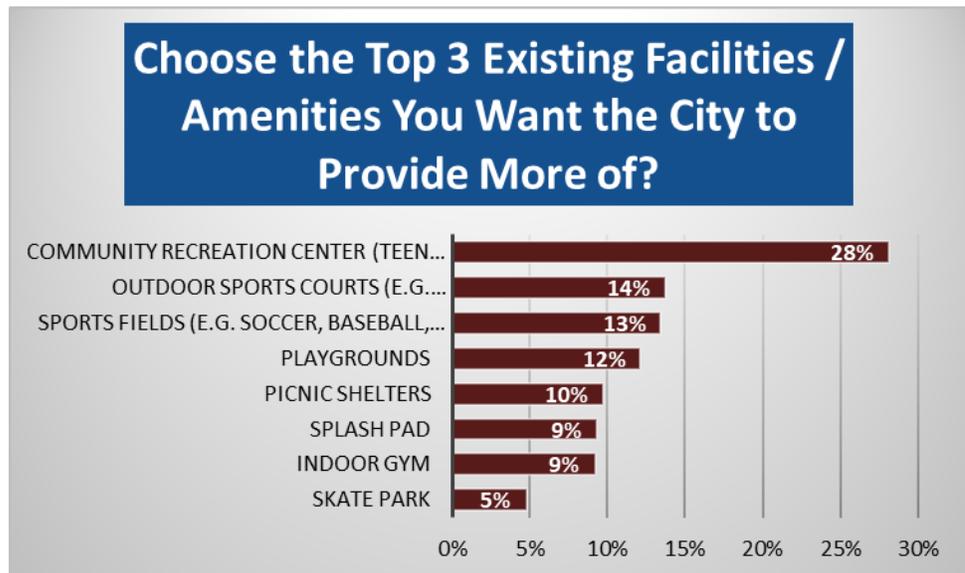


1.5.1 LIVE POLLING RESULTS

The following charts share the survey results from the live polling portion of the public forum meeting:

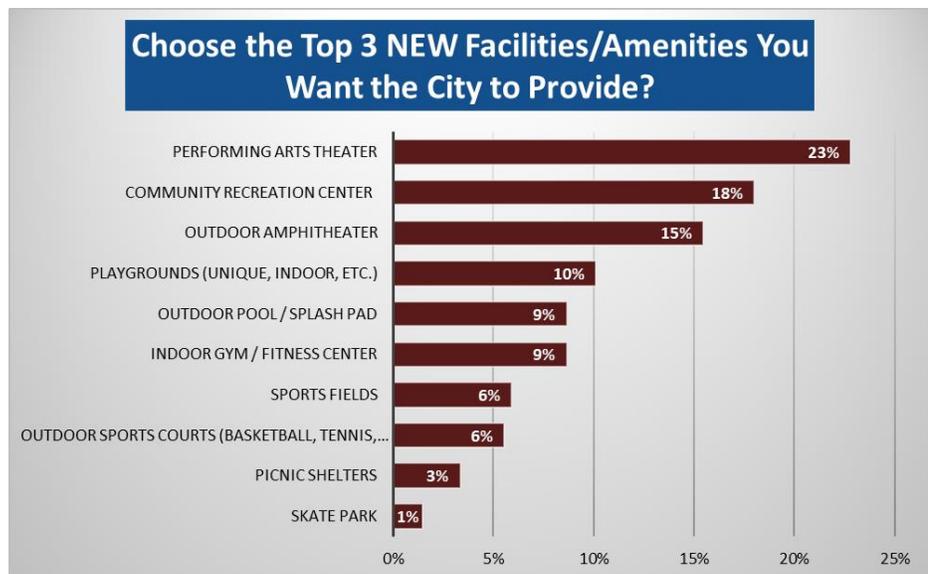
QUESTION 1: LIST THE TOP 3 EXISTING FACILITIES/AMENITIES YOU WANT THE CITY TO PROVIDE MORE OF?

The top three combined responses for existing facilities and amenities that attendees want the City to provide more of are Community Recreation Center (28%), Outdoor Sports Courts (14%), and Sports Fields (13%).



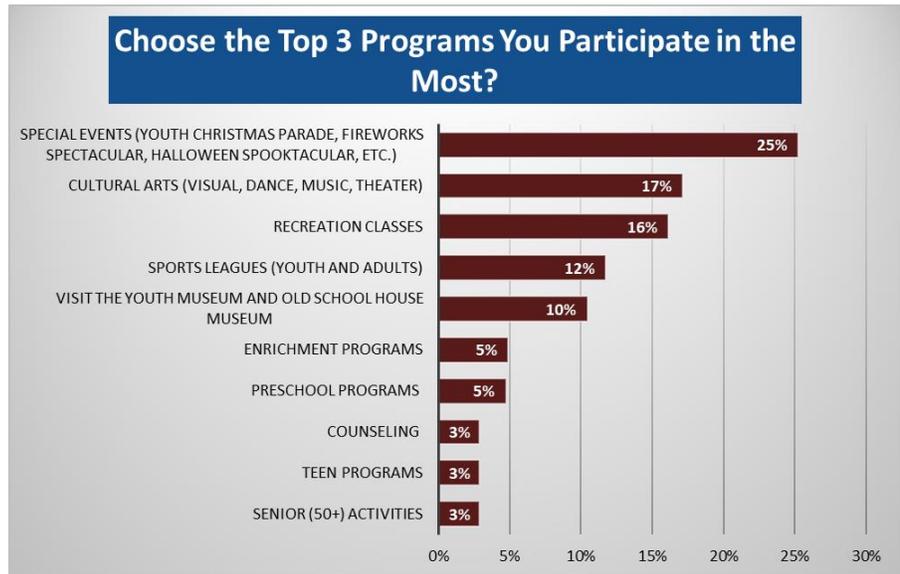
QUESTION 2: LIST THE TOP 3 NEW FACILITIES / AMENITIES YOU WANT THE CITY TO PROVIDE?

The top new three facilities and amenities that attendees want the City to provide are Performing Arts Theater (23%), Community Recreation Center (18%), and Outdoor Amphitheater (15%).



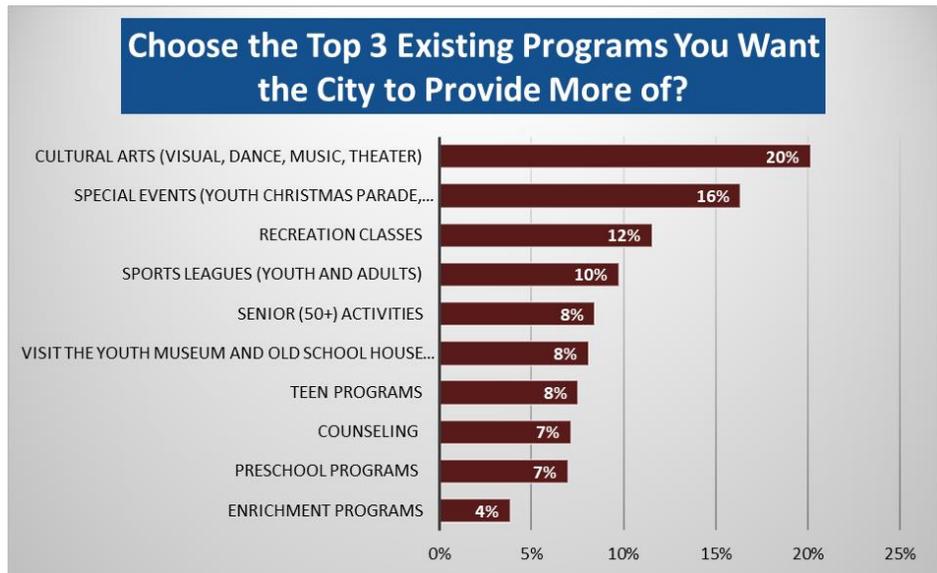
QUESTION 3: LIST THE TOP 3 PROGRAMS YOU PARTICIPATE IN THE MOST?

The top three current program areas that attendees participate in the most are Special Events (25%), Cultural Arts (17%), and Recreation Classes (16%).



QUESTION 4: LIST THE TOP 3 EXISTING PROGRAMS YOU WANT THE CITY TO PROVIDE MORE OF?

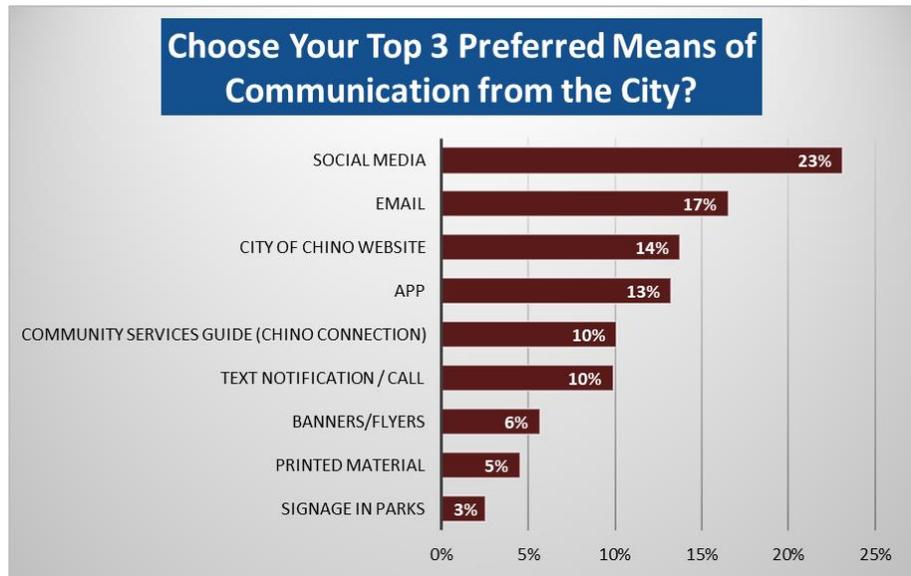
The top three new program areas that attendees want the City to provide are Cultural Arts (20%), Special Events (16%), and Recreation Classes (12%).





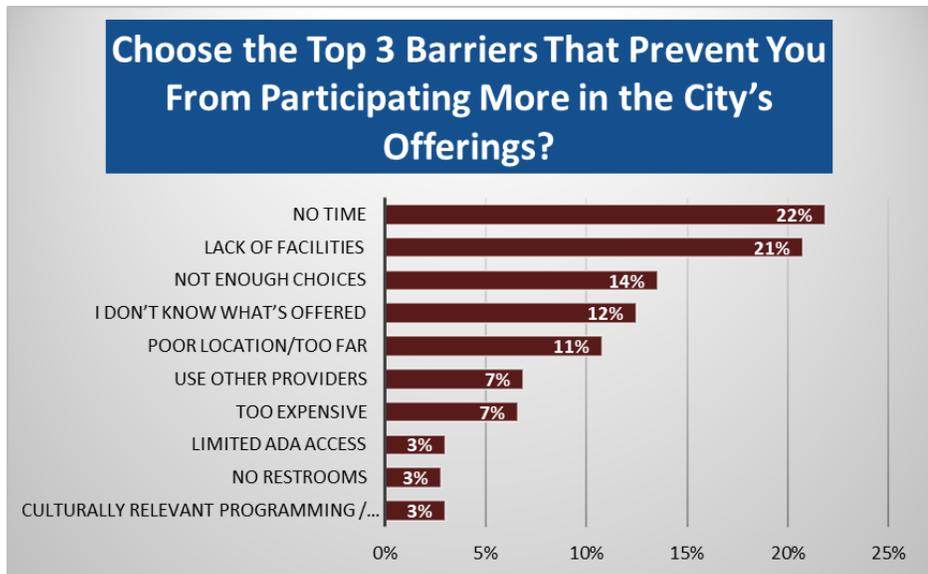
QUESTION 5: CHOOSE YOUR TOP 3 PREFERRED MEANS OF COMMUNICATION FROM THE CITY?

The top three preferred means of communication from the City that attendees identified are Social Media (23%), Email (17%), and City of Chino Website (14%).



QUESTION 6: CHOOSE THE TOP 3 BARRIERS THAT PREVENT YOUR FROM PARTICIPATING MORE IN THE CITY'S OFFERINGS?

The top three barriers that prevent participant residents from participating more in the City's offerings are No Time (22%), Lack of Facilities (21%), and Not Enough Choices (14%).



1.6.1 COMMUNITY WORKSHOP OPEN DISCUSSION

The open discussion that followed the live polling, centered around the strengths, opportunities, and priorities of the system as seen by participants of the public forum. The following notes were taken during the discussion to capture the audience’s input.

STRENGTHS

- 7th Street Theater
- Clean portable toilets for events
- Community Services staff
- Counseling program
- Outdoor options
- Park and Facility maintenance
- Pre-school program
- Special Events
- Sports program
- Supportive City Council and city staff
- Very responsive city staff
- Youth Sports support

Opportunities

- Control homeless in public areas
- Equitable park upgrades
- Indoor/Covered pool
- Lights on when practicing
- More counseling services
- More indoor space for performing arts and classes
- More staffing at parks
- Parking for special events (specifically the Halloween event)
- Parking in smaller neighborhood parks
- Path lighting at Ayala and other parks
- Performing Arts Center
- Shade structures at parks
- Snack bars
- Update sports fields
- Upgrade amenities/equipment at parks

TOP PRIORITY

- Performing Arts/Cultural Center - Larger/New Theater
- Better quality parks, facilities and amenities - Wow factor in parks
 - Inclusive Play Areas
 - Multi-use facilities and spaces



1.3 STATISTICALLY RELIABLE SURVEY

To be added once complete.

1.4 ELECTRONIC SURVEY

To be added once complete.

1.5 PROJECT WEBSITE

To be added toward the end of the project.

1.6 APPENDIX



**Chino Senior Center
Community Workshop #1**

16

Residents Participated in Live Polling
(Top 3 Results for each question are below)

Want the City To Provide More...

29%

Community Recreation Center

16%

Outdoor Sports Courts

13%

Sports Fields

Want the City To Provide New...

21%

Performing Arts Theater

18%

Community Recreation Center

15%

Outdoor Amphitheater

Programs Attendees Participate in...

27%

Special Events

17%

Recreation Classes

14%

Sports Leagues & Cultural Arts

Programs Attendees Want More of...

17%

Cultural Arts

15%

Special Events

12%

Recreation Classes & Sports Leagues

Preferred Means of Communication...

20%

Social Media

17%

Email

16%

City of Chino Website

Barriers to Participation...

25%

No Time

23%

Lack of Facilities

18%

Not Enough Choices



STRENGTHS

- Special Events
- Advertising
- Supportive City Council and city staff
- Very responsive city staff
- Clean portable toilets for events
- Youth Sports support
- Park and Facility maintenance

Opportunities

- Performing Arts Center
- Update sports fields
- Equitable park upgrades
- More staffing at parks
- Snack bars
- Lights on when practicing
- Parking for special events (specifically the Halloween event)
- Path lighting at Ayala and other parks
- Control homeless in public areas
- More indoor space for performing arts and classes
- Indoor/Covered pool
- More counseling services
- Parking in smaller neighborhood parks
- Upgrade amenities/equipment at parks
- Shade structures at parks

TOP PRIORITY

- Performing Arts/Cultural Center
 - Wow factors in parks
- Active adult offerings/facilities



Chaffey College Chino Community Center Community Workshop #2

13

Residents Participated in Live Polling
(Top 3 Results for each question are below)

Want the City To Provide More...

27%

Community Recreation Center

16%

Playgrounds

14%

Sports Fields

Want the City To Provide New...

25%

Performing Arts Theater

18%

Community Recreation Center

16%

Outdoor Amphitheater

Programs Attendees Participate in...

23%

Special Events

21%

Cultural Arts

15%

Recreation Classes

Programs Attendees Want More of...

24%

Cultural Arts

18%

Special Events

11%

Recreation Classes & Counseling

Preferred Means of Communication...

27%

Social Media

16%

App & Email

11%

Text / Call & City of Chino Website

Barriers to Participation...

18%

**I Don't Know What's Offered,
Lack of Facilities, No Time**

13%

Poor Location / Too Far

11%

Too Expensive



STRENGTHS

- Counseling program
- Sports program
- Pre-school program
- 7th Street Theater
- Special events
- Community Services staff
- Outdoor options
- Support from City Council

Opportunities

- Expansion of existing theater
- New theater
- Walking trails
- Bike park (BMX, Mountain, etc.)
- Nature trails
- More parking at parks
- Dog park
- Cultural Arts Facility
- Preserve history of city
- Art in parks and throughout city
- Pool
- Splash pad

TOP PRIORITY

- Larger/New Theater
- Inclusive Play Areas
- Combine Uses/Facilities