

## MEMORANDUM

**To:** GCSD Board of Directors

**From:** Community Recreation Center Ad Hoc Committee

**Date:** March 20, 2025

**Subject:** Survey Results & Recommendations for the Recreation Center Project

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## OVERVIEW & SURVEY PARTICIPATION

The Granada Community Services District (GCSD) launched a community survey from February 11 to March 11, 2025, to gather public input regarding the proposed community recreation center and its potential impact on Picasso Preschool, which currently operates at 480 Avenue Alhambra.

The survey aimed to understand community priorities regarding:

- The level of support for a recreation center in El Granada
- Willingness to relocate or close Picasso Preschool to accommodate the project.
- Interest in a phased development approach, prioritizing the adjacent park first while pausing the recreation center and extending the preschool's lease.
- The types of services and facilities the community would like to see in the recreation center.

## SURVEY OUTREACH & PARTICIPATION

To ensure broad community participation, GCSD conducted outreach using multiple communication channels:

- **Direct outreach.** Email notifications to 229 GCSD newsletter subscribers.
- **Online visibility.** The survey was featured on the GCSD website homepage and the Granada Community Park & Recreation Center page.
- **Social media engagement.** Twice-weekly posts on Nextdoor, Facebook, and Instagram

- **On-the-ground outreach.** Posters with QR codes were placed at 18 locations across the community. Hard copy surveys were made available at three drop-box locations.
- **Postcard mailings** with QR codes were sent to ~2,000 addresses.
- **Community partnerships.** Agencies, local businesses, and nonprofits were encouraged to share the survey with their networks.

As a result of this outreach, 671 verified GCSD residents participated in the survey, providing valuable feedback that will help guide the Board’s decision-making.

It is important to note that some surveys were not counted because they were either duplicate email addresses (15 instances) or the given address was incorrect (59 instances). In every case, GCSD staff reached out to the respondent to try and rectify the situation, and when possible, the correct survey was used. All others were discarded.

**Service Area Breakdown**

El Granada	78.1%
Clipper Ridge	7.9%
Half Moon Bay (Miramar, Frenchman’s Creek ONLY)	12.2%
Princeton	1.8%

**Household Age Group Representation**

We cannot report on age group representation as it appears there was enough confusion among respondents about the question that the data is too muddy. Some respondents interpreted the question as asking about the number of residents in the household versus the age group(s) of residents in the households. For example, a meaningful number of respondents answered 1-2 for this question and did not select another age group.

The following sections present key survey findings and data-driven recommendations based on community responses.

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## KEY SURVEY FINDINGS

1. Community Interest in a Recreation Center:
  - **Yes: 70.0%** (support building a recreation center)
  - No: 17.9%
  - Unsure: 15.1%
  - Blank: 0.4%
  - A majority support the concept, but a significant portion remains uncertain or opposed.
2. Support for the Recreation Center If Preschool Must Relocate or Close:
  - **Yes: 43.1%**
  - No: 41.6%
  - Unsure: 15.4%
  - Respondents are nearly split evenly, with neither group hitting a threshold of 50%. A significant portion of respondents are unsure.
  - Of those that replied YES to the previous question (470 respondents), 58.1% are willing to see the preschool relocate or close to accommodate a rec center, 26.2% are not, and 15.7% are unsure.
  - Of those that replied NO to the previous question (101 respondents), 3.0% are willing to see the preschool relocate or close to accommodate a rec center, 93.1% are not, and 4.0% are unsure.
3. Preference for a Phased Approach (Park First, Pause Rec Center, Extend Preschool Lease):
  - **Yes: 70.9%**
  - No: 15.6%
  - Unsure: 12.8%
  - Blank: 0.6%
  - A substantial majority support a phased approach that prioritizes park development while delaying the recreation center and extending Picasso Preschool's lease.

4. Concerns from Opponents of the Recreation Center:
    - Loss of the preschool (Primary concern)
    - Financial implications for the community (Secondary concern)
    - Lack of interest in the proposed services
  5. Desired Services in the Recreation Center (Top Selections):
    - Meeting/event spaces
    - Fitness or wellness classes
    - After-school programs
    - Early childhood development programs
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## **RECOMMENDATIONS FOR THE BOARD**

### **1. Acknowledge Community Divisions & Address Concerns**

While 70.0% of respondents support the recreation center, over 55% are either against or not entirely comfortable (unsure) with preschool relocation. Given this division, the Board should:

- Publicly acknowledge community concerns regarding the preschool closure.
- Communicate what steps are being taken to explore transition solutions for the preschool.
- Ensure financial transparency regarding project costs and funding sources.

### **2. Implement a Phased Approach to Development**

With 70.9% supporting a phased approach, the Board should:

- Prioritize park development immediately
- Extend Picasso Preschool's lease while finalizing the recreation center's future. *(already complete)*
- Conduct follow-up community engagement to refine the recreation center plan.

The survey results indicate that while there is majority support for a recreation center, significant concerns remain regarding preschool relocation. The data suggests that

the Board should proceed with a phased approach, prioritizing park development first while conducting further community engagement regarding the recreation center.

Next steps for the Board:

1. Proceed with the MND Process so that development of the Park can proceed while issues related to the Recreation Center are sorted.
2. Reiterate a timeline for park development.
3. Set up an additional AdHoc Committee to explore options related to 480 Avenue Alhambra and the development of the Recreation Center.
4. Continue to keep the community informed.

This approach ensures that community concerns are addressed while progress continues on the recreation center project.

Respectfully submitted,

Director Randle & Director Bowles  
Community Recreation Center Ad Hoc Committee