City of San Diego
Balboa Park Prioritization Framework

Balboa Park Committee Meeting

March 7, 2024

AEA Consulting

The City of SAN DIEGO
Parks and Recreation Department

Agenda

- Summary of findings from 63 stakeholder consultations votes on Social Pinpoint website
- Survey results
- 4 Community Engagement Sessions
- Draft prioritization framework
- Discussion of criteria & weighting
- Continued availability of website

Summary of findings from 63 stakeholder consultations and voting

(1 of 2)

Accessibility

10%

Cleanliness

12%

Food Options

12%

Landscaping

11%

Summary of findings from 63 stakeholder consultations and voting

(2 of 2)

Mobility

14%

Public Safety

13%

Sustainability

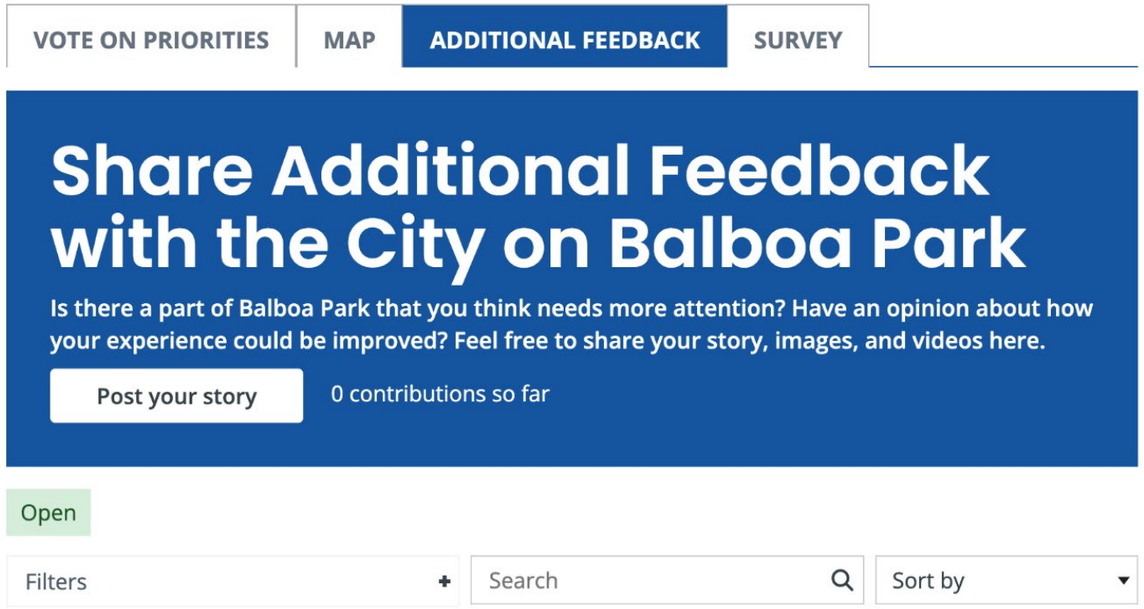
11%

Upkeep of Buildings

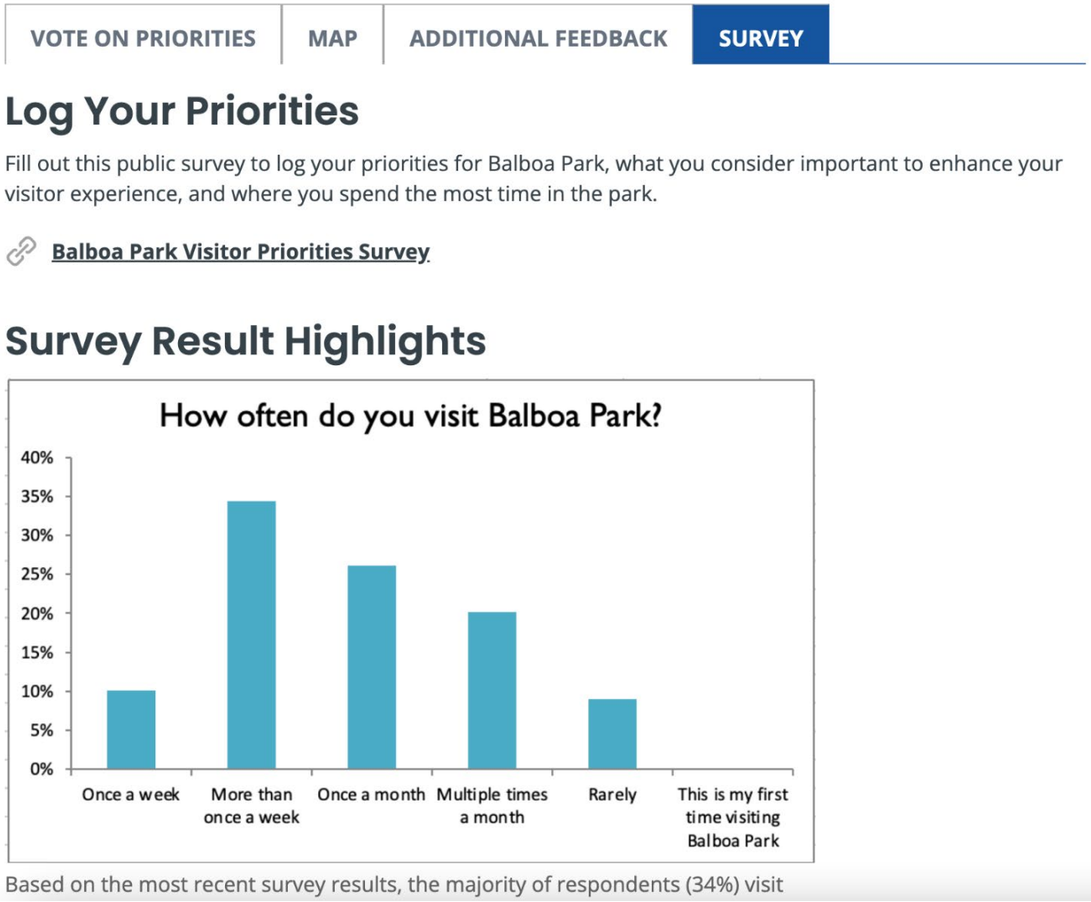
17%

How to provide feedback for each of the categories

Additional feedback

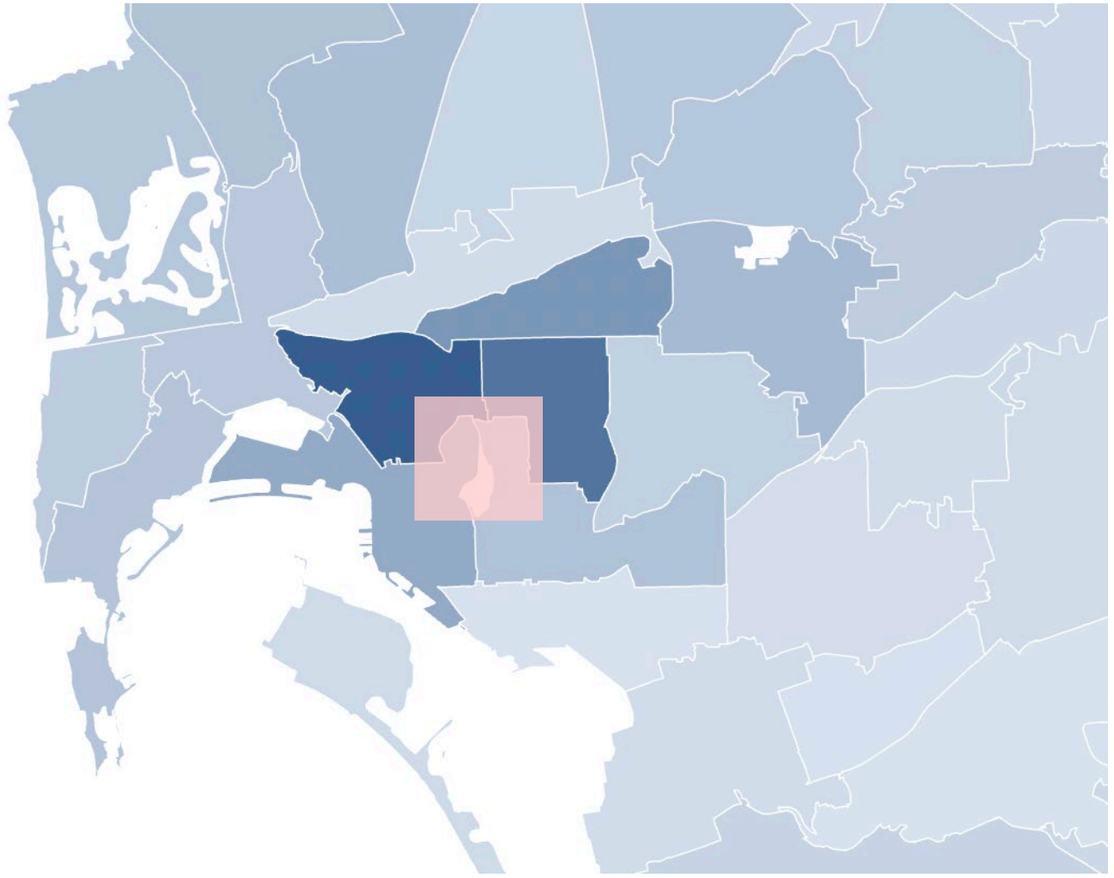


Survey: Log your priorities



Survey Update (as of February 27, 2024)

- **2,659 responses**
- **92% respondents from San Diego Region**
- **23 respondents from outside California**

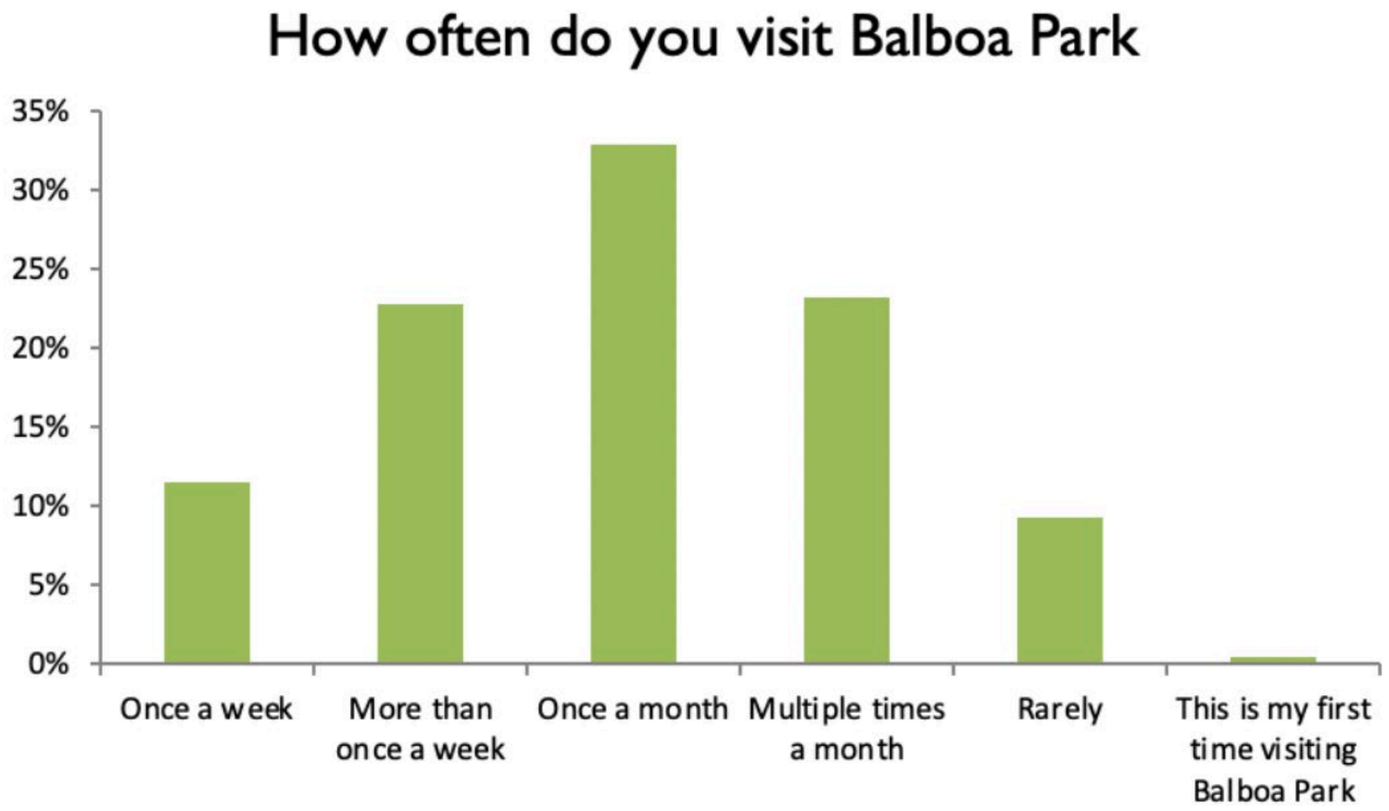


Map of survey respondents in San Diego

(red box is Balboa Park)

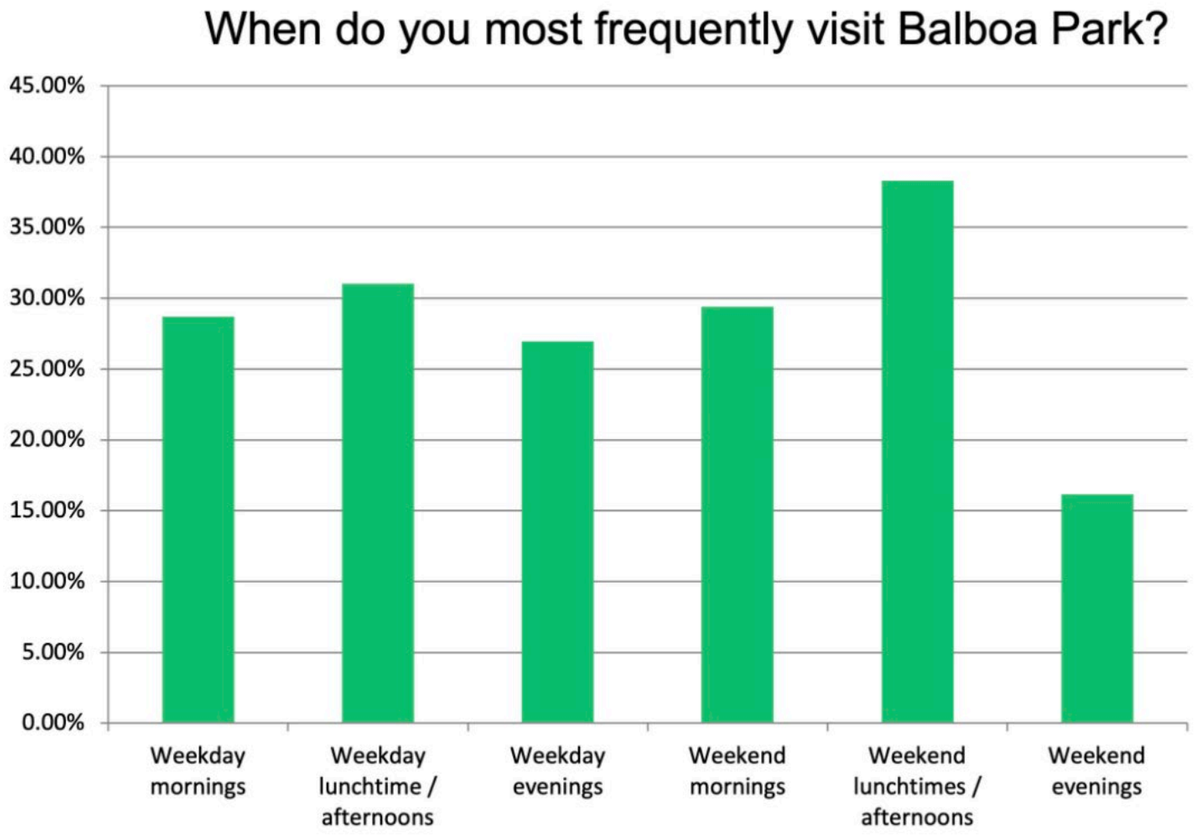
Survey Update (as of February 27, 2024)

Based on the most recent survey results, most respondents visit Balboa Park once a month.



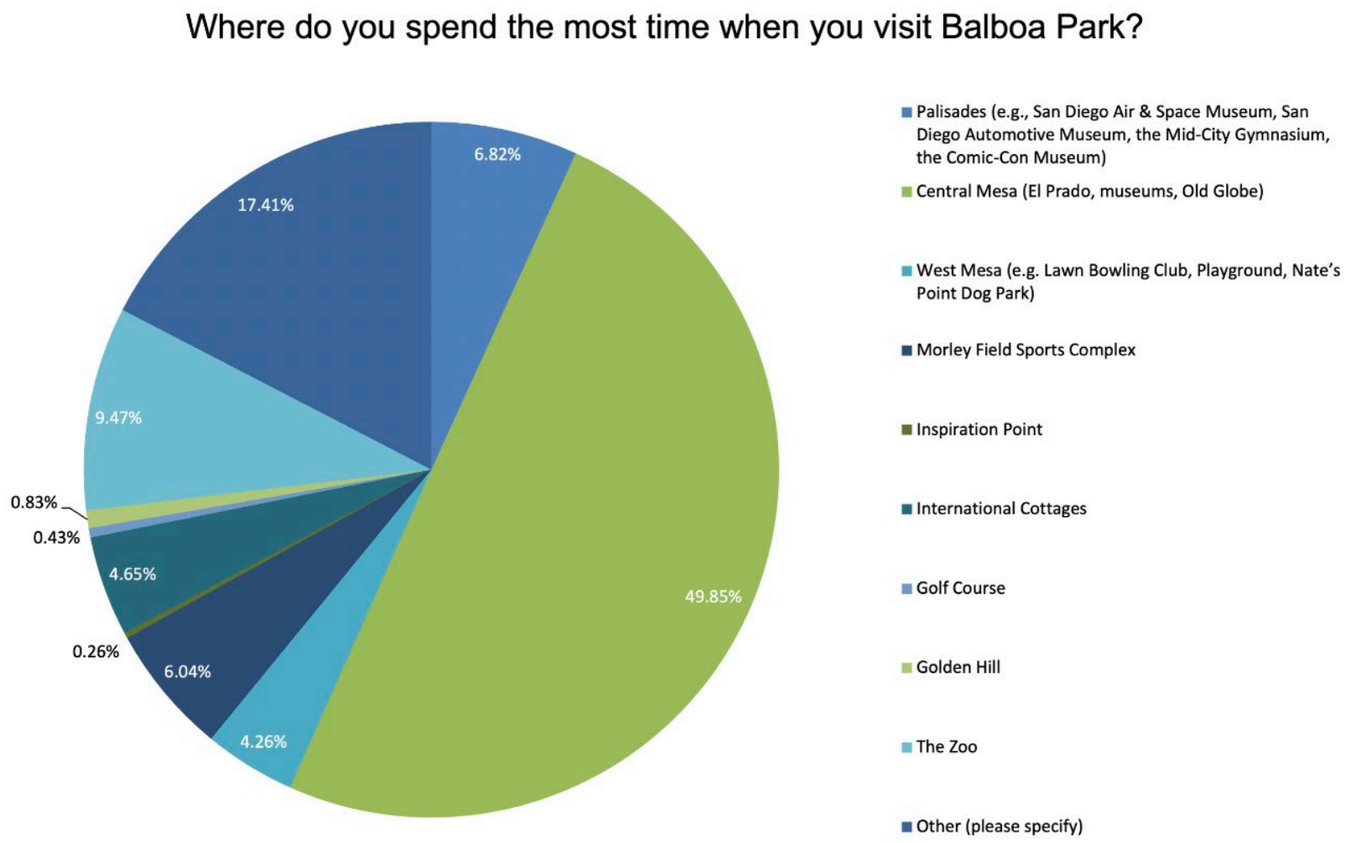
Survey Update (as of February 27, 2024)

The most popular times to visit the Park are weekend lunchtimes/afternoons (38%) followed by weekday lunchtimes/afternoons.



Survey Update (as of February 27, 2024)

The majority of respondents spend the most time in the Central Mesa (i.e., El Prado, museums, the Old Globe).



4 Community Engagement Sessions

- Bankers Hill
- Balboa Park Club
- Golden Hill
- World Beat

+ Balboa Park Committee Meeting

Draft Prioritization Framework

The City of San Diego Parks and Recreation Department's Balboa Park Prioritization Framework is the department's pathway to plan and prioritize capital projects in the park.

The projects evaluated using this framework will be capital improvement projects, which are defined as the addition of a permanent structure, structural change, or the restoration of the City's assets that will either enhance the asset's overall value, prolong its useful life, or adapt it to new uses. Maintenance projects or services will not be considered for this framework.

Projects that pose a health / safety / legal risk may supersede all projects regardless of their score against the criteria below.

Draft Prioritization Criteria (1-2 of 11)

Draft Weighting

7 **Capital Maintenance Need:** How long has this project been on the deferred maintenance backlog? Where does the subject facility or area rank in the facility condition index?

6 **Visitor Experience**: Does it improve the broader visitor experience? Does it enhance recreational and social activity? Does this project increase the number of visitors for active or passive use? Does it address mobility issues?

Note: Higher weighting = more important criteria in prioritization framework

Draft Prioritization Criteria (3-5 of 11)

5 **Historical, Cultural, and Aesthetic Significance**: Does this project support the park's designation as a National Historic Landmark District or protect, maintain, or create beauty and awe?

5 **Equity and Accessibility**: Does this project prioritize access, either for structurally excluded communities or those with disabilities? Does this happen either directly or through organizations that operate in the park? Does the project create or increase opportunities that are affordable?

4 **Community Engagement:** What is the extent of public support for this project? Does this project connect the park to the communities that surround it?

Draft Prioritization Criteria (6-7 of 11)

3 **Alignment to City Priorities**: Does the project align with other City policies and plans, including Build Better SD, the Climate Action Plan, Mobility Plans, and Parks Master Plans?

3 **Environmental Sustainability**: Does this project provide opportunities for enhanced environmental resiliency?

Draft Prioritization Criteria (8-9 of 11)

2 **Co-Benefit and Partnership:** Does this project connect to other projects or initiatives either within the park or in the surrounding area? Does it lead to possible partnerships? Can it be bundled with adjacent projects? Is project completion needed before another project can be started?

2 **Innovation**: Does this project create the opportunity for something new and distinctive?

Draft Prioritization Criteria (10-11 of 11)

1 **Economic Impact**: Does this project generate additional revenue or decrease operational expenses, either for the city or for the not-for-profit organizations operating within the park?

1 **Funding Plan:** Is there an appropriate funding plan to complete the project? Does this include a plan for ongoing maintenance or service requirements?

Draft Criteria

Example of Scoring

Criteria	Weight of the Criteria	Point Scale (3 = High / 1 = Low) 3	2	1	Maximum Score	Project Score
Capital Maintenance Need: How long has this project been on the deferred maintenance backlog? Where does the subject facility or area rank in the facility condition index?	7	Was benchmarked by the 2016 facilities assessment and/or subject area scores poorly in the facility condition index	Is on the deferred maintenance list, but added since the 2016 assessment and/or subject area scores fairly in the facility condition index	Is a new project and/or subject area scores relatively well in the facility condition index	21	0%
Visitor Experience: Does it improve the broader visitor experience? Does it enhance recreational and social activity? Does this project increase the number of visitors for active or passive use? Does it address mobility issues?	6	Provides significant visitor experience improvement	Provides moderate visitor experience improvement	Minimal or no visitor experience improvement	18	0%

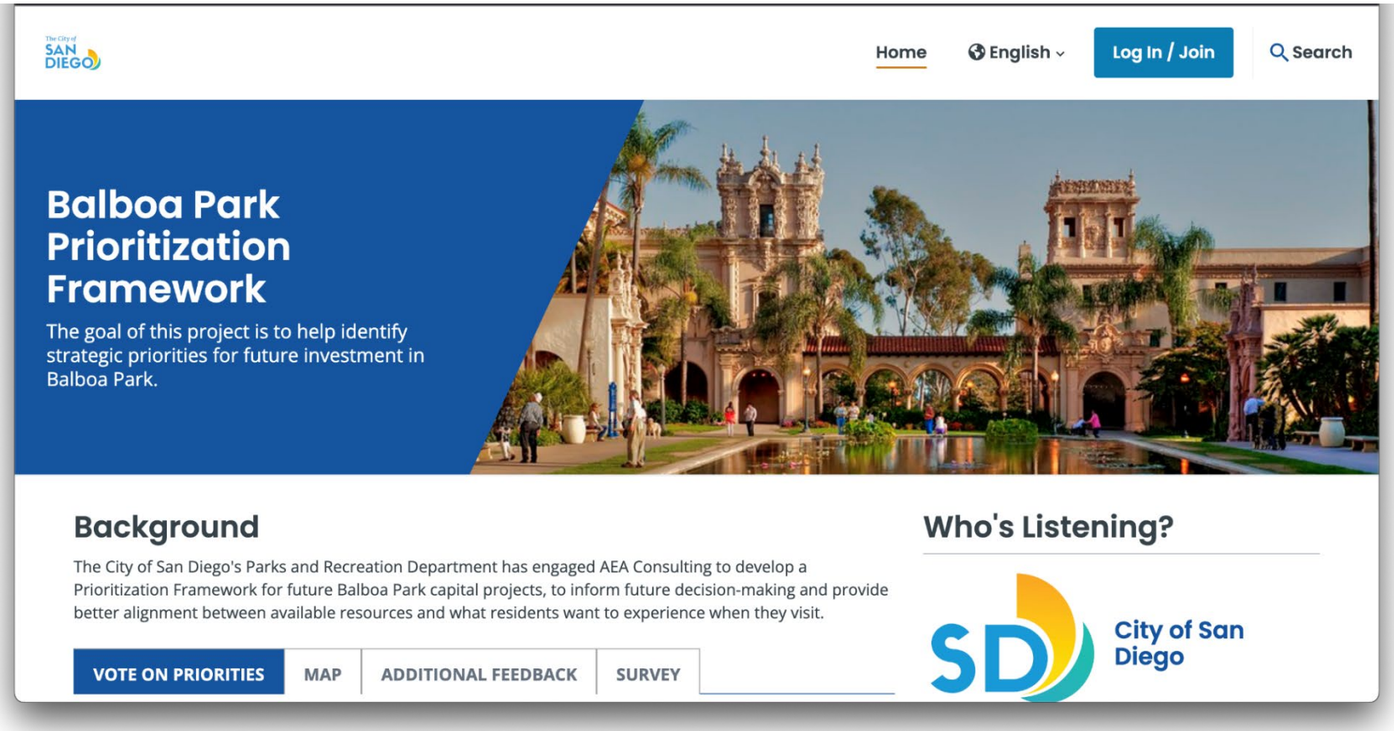
Discussion:
Draft Prioritization Framework and Weighting

Social Pinpoint: We want your feedback throughout the process!

How to Use Social Pinpoint

You don’t need a login to give us feedback

The website will be live until the end of the project.



www.balboaparkpriorities.mysocialpinpoint.com

How to provide feedback

Which of the draft criteria do you want to prioritize?

Which of the draft criteria do you want to prioritize?

Open

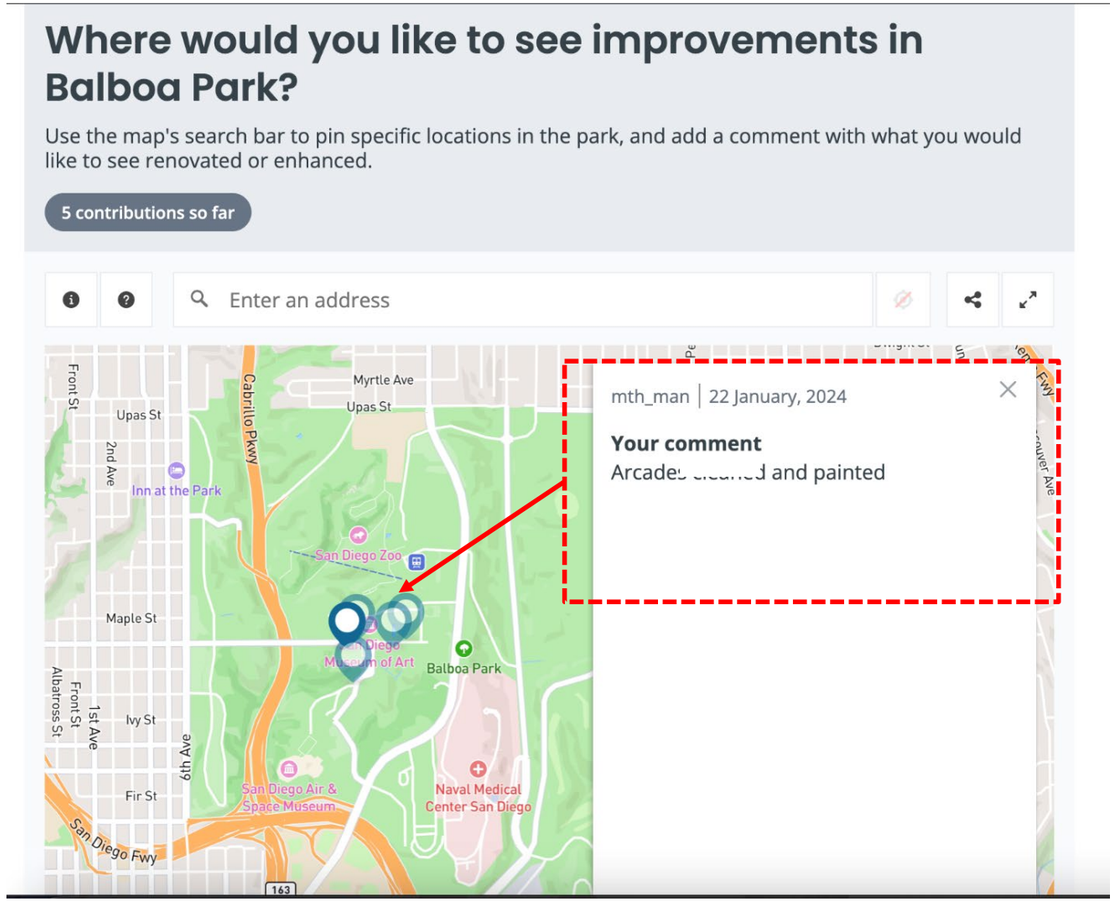
The following draft criteria emerged out of conversations with local stakeholders and visitor surveys. Vote on which criteria you think are most important. You have 3 votes to allocate across all of the criteria - you may use all of your votes on one criteria, or choose to spread them out.

Your remaining points:

3 pts

MINIMUM SPEND
1 PTS

(Map) Where would you like to see improvements in Balboa Park?



Social Pinpoint

https://balboaparkpriorities.mysocialpinpoint.com

Thank You!

AEA Consulting

The City of SAN DIEGO
Parks and Recreation Department

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