Morse Park Recreation Center
Feasibility Study - Public Input Summary
Cosumnes Community Services District
August 2019

Morse Community Park
5540 Bellaterra Way, 95757
Background - CSD Direction For Morse Park Recreation Center

Start with a Feasibility Study addressing five areas:

1) Public input process to understand the highest and best uses for a multi-generational recreation center.

2) Market analysis to verify facility design will expand recreation opportunities by complimenting existing and planned facilities.

3) Identify activities and amenities which support a high revenue/low subsidy operational model.

4) Develop revenue and expense projections based on best-practice facilities.

5) Site analysis to design the right-sized facility for Morse Community Park.
Public Input Process

- Stakeholder Interviews
- Focus Groups
- Community Meetings
- Intercept Surveys
- Online Survey
Public Input Process

12 Stakeholder Meetings

4 Focus Group Meetings

Meeting with 26 Participants

Meeting with 38 Teens
Public Input Process

3 Community Meetings

80+ Participants

Tell us your ideas for the future Morse Park Recreation Center

3 Community Meetings to help us plan your center

Open to families and individuals - all ages
Free meals for the first 200 attendees (up to 4 pm weekday)

1. Sunday, July 30, 2-6 pm, Morse Park, 6340 Bellamont Dr.
2. Monday, July 31, 7-8 pm, Elk Grove Aquatics Center, 9721 Big Horn Blvd.
3. Tuesday, July 31, 5-6 pm, Note early start time, Elk Grove Aquatics Center, 9701 Big Horn Blvd.

MorseParkCenter.com
(916) 405-5300
Public Input Process

Completed Intercept Surveys

251

Morse Park Recreation Center Feasibility Study Survey

A new recreation center is being planned at Morse Community Park to serve the East Franklin area of Elk Grove. The planning process has begun with a feasibility study to ensure the facility will include the right amenities and uses for cost-effective operations and long-term sustainability.

Community input is vital to the success of this project. We want to know your ideas and feedback on the Morse Park Recreation Center. Learn more at www.MorseParkCenter.com

1. In your opinion, what programs and activities should be offered by the Cosumnes Community Services District (CSD) Parks and Recreation Department at the Morse Park Recreation Center?

2. What activities would you like to see at Morse Park Recreation Center?

3. What should be the focus or priority for the Morse Park Recreation Center?

4. Other comments/suggestions/feedback?

Yes, keep me informed of upcoming meetings and online options to learn more about this project.

Your name:
Email:
Contact: Fred Bretermann, CSD Project Manager, fbretermann@cosumnescmd.org, 916-495-5800

Cosumnes CSD Parks and Recreation Department's Vision:
An inclusive and connected park, recreation, and trails system that delivers opportunities for health and wellness, social interaction, and delight to the Elk Grove Community.

www.yourcsd.com
COMMUNITY INPUT - WHAT WE HEARD
Community Input - Strengths And Benefits Of Current CSD Recreation Offerings

• Excellent staff and customer service
• Family friendly for all ages
• Variety of activities
• Youth and adult sports programs
• Aquatics facilities
• The Grove Teen Center
Community Input - Weaknesses Or Deficiencies Of Current CSD Recreation Offerings

- Active Adults (55+) need additional programs
- Affordability can be a challenge (room rentals, programs)
- Promoting programs though targeted marketing and communication
- More intentional program scheduling (avoiding overlapping or competing programs)
Community Input – Activities That Should Be Offered At Morse Park Recreation Center

Activities listed alphabetically

- Arts & crafts
- Adult and youth sports programs
- Civic gardening
- Drop-in times for gym use
- Dance/fitness classes
- Martial arts classes
- Music & theater/drama
- Net sports – basketball, volleyball, pickle ball, badminton. Also table tennis
- Programs for people with disabilities
- Special programs – game nights, scavenger hunts, literary events, free concerts, mini-olympics
- Technology programs - how-to events, eSports/video gaming, silent discos, virtual reality
- Wellness Classes – nutrition, cooking, sports medicine, prevention
Community Input – Activities That Should Be Offered At Morse Park Recreation Center
Community Input - Amenities That Should Be Offered At Morse Park Recreation Center

Amenities listed alphabetically

- Catering kitchen
- Coworking space
- Drama/theater stage
- Fitness center/equipment
- Food/coffee café
- Indoor playground
- Indoor soccer/turf field
- Indoor walking track
- Community hub/ gathering spot for socializing
- Multi-use gymnasium for basketball, volleyball, net sports
- Multi-use room for dance, fitness, meetings
- Obstacle/ninja warrior course
- Outdoor amphitheater
- Outdoor garden
- Rock climbing wall
- Spectator seating
- Teaching kitchen
Community Input - **Amenities** That Should Be Offered At Morse Park Recreation Center
Community Input - Key Issues
For Morse Park Recreation Center

• Inclusivity – cultural, age, gender, ability (including autism), mobility
• Family-oriented emphasis
• Safety – secure environment, good lighting inside and outside
• Health and wellness focus
• Sustainability
Community Input - Primary Focus
For Morse Park Recreation Center

- Gathering space
- Multigenerational
- Accessibility
- Affordability
- Innovative programming
- Facility should compliment the rest of the park
Community Input - **Primary Focus**
For Morse Park Recreation Center
Community Input - Other Considerations

- Consider resident discount
- Gender neutral locker rooms
- Maintain/build/create partnerships. Examples: Kaiser Permanente, Cosumnes River College, City Arts Commission
- On-site facility manager to ensure easy point-of-contact for residents
- Wi-Fi and modern technology throughout center
NEXT STEP – Conduct public survey to rank top activities and amenities for Morse Park Recreation Center
Your opinion counts!

*Morse Park Center – Top Activities and Amenities* survey

Complete the survey at MorseParkCenter.com

Open to all interested persons
September 1 – 25, 2019
Thank you for your time and consideration!

Questions
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