



# **coachella parks engagement**

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# presentation overview/guide

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# about us

Focused on making the built environment more equitable and just, KDI works **in disinvested places around the world**, collaborating with low-income communities of color that have been **excluded, harmed, or otherwise marginalized** by traditional design and planning practices.

Through **landscape architecture, planning, design, and advocacy**, they create places that promote public health, bolster resilience, and **expand equitable access** to income-earning opportunities, education, housing, and transportation.

# project overview

KDI launched the Coachella Parks Amenities Engagement in September 2022 with direction from Coachella City staff.

We asked residents to prioritize amenities and park features for two future and two existing park sites throughout the city including:

- Splash Pad at Veterans Park
- Tot lot improvements
- New park on Ave 52 + Ponderosa Dr.
- New park on 9th St. + Shady Lane

Approximately 600 residents were engaged during the lifespan of the project which lasted until February 2023.



# methodology - survey



The first strategy was an short and interactive online survey that was widely distributed and available for an extended period of time.

- The City of Coachella added the QR code that directed residents to the online survey with the their water utility bills for several months and promoted the survey on their social media platforms.
- The KDI community team did a series of canvassing and flyering events to promote the survey.
- 427 Coachella residents completed the survey online or in person

A screenshot of a survey question. The question is "4. How would you prioritize these SAFETY measures for the new parks in Coachella?". Below the question, there are four safety measures listed, each with a radio button and a scale from 1 to 4. The safety measures are: Lighting, Crosswalks, Safety fencing, and Wayfinding. At the bottom of the form, there are "Prev" and "Next" buttons.

	1	2	3	4
Lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crosswalks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety fencing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wayfinding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# methodology - in person engagements

**KDI staff attended five city-hosted events to engage the community and engaged 575 residents.**

- Two Movie Nights hosted by Desert Recreation District in the winter of 2022.
- “Las Fiestas Patrias” en September of 2022.
- “Run with Los Muertos” in November of 2022.
- A site-specific event at the Tot-lot park hosted by the City of Coachella in February of 2023.

**We provided some participation incentives to increase engagement.**

- Three raffle prizes at the Fiestas Patrias event,
- A raffled \$100 gift card for survey participants at the end of the project
- Free nachos provided by the city at the Tot-lot event.



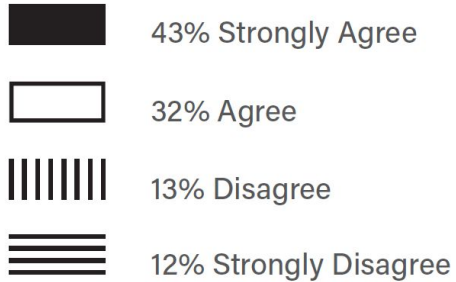


Tot Park Event



Run with Los Muertos

# findings



When asked if a splash pad is needed or desired at Veterans Park participants responded:

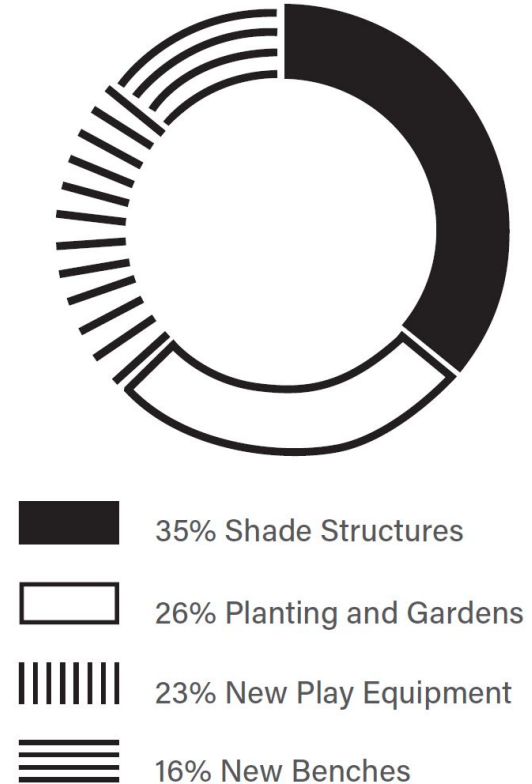
- **76%** agreed or strongly agreed
- **13%** disagreed
- **12%** strongly disagree



# findings

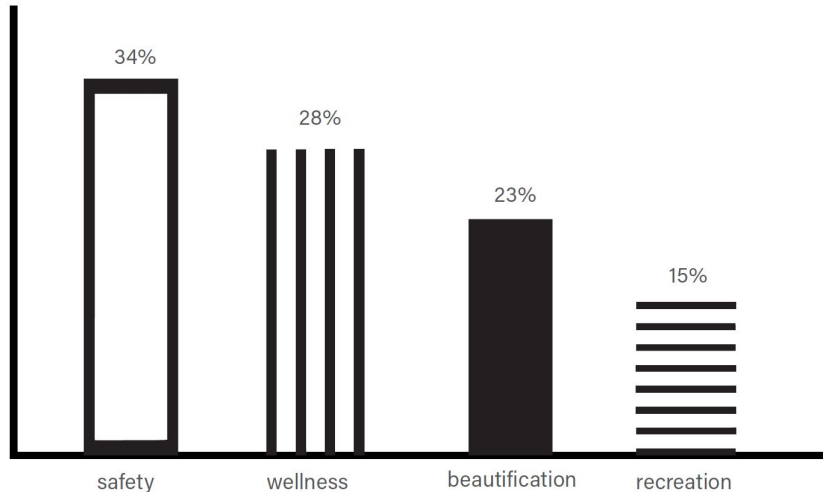
## For tot-lot improvements

- 35% of the participants said shade structures were their first preference for improving the site.
- 26% of participants selected new planting and new gardens as their first choice for improvements.



# findings

## resident priorities for parks



For the two new park projects coming to the city of Coachella participants said:

- 34% of participants selected safety as their main priority
- 28% of participants selected wellness as their first choice

- **For Safety**
  - 36% of participants chose lighting as the main feature the city should use to promote safety.
- **For Wellness**
  - 33% of participants chose shade as the most important feature to promote wellness in parks.

**Lighting and shade are the two most important features that residents would like to see in the design of the two new parks.**

# recommendations

- A.** The City of Coachella needs to adopt shade equity and heat resilience as guiding principles for future park designs.
- B.** We recommend the city create a Coachella Parks Master Plan and implement park improvements per residents' preferences.
- C.** Add a water feature or splash pad to Veterans Park, improve the existing shade structure at the Tot-lot site, and add a community garden.

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 asante  
 thank you

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