



APPENDIX B: PUBLIC SURVEY EXECUTIVE SUMMARY

Community Interest and Opinion Survey

Executive Summary of Citizen Survey Results

Overview of the Methodology

The Si View Metropolitan Park District (MPD) conducted a Community Attitude and Interest Survey during May and June of 2005 to help establish priorities for the future development of parks and recreation facilities, programs and services within the community. The survey was designed to obtain statistically valid results from households throughout the Si View Metropolitan Park District. The survey was administered by a combination of mail and phone.

Leisure Vision worked extensively with Si View MPD officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

In May of 2005, surveys were mailed to a random sample of 2,003 households in the Si View Metropolitan Park District. Approximately three days after the surveys were mailed, each household that received a survey received an electronic voice message encouraging them to complete the survey. Additionally, about two weeks after the surveys were mailed, Leisure Vision began contacting households by phone, either to encourage completion of the mailed survey or to administer the survey by phone.

The goal was to obtain a total of 400 completed surveys. This goal was accomplished, with 407 surveys having been completed. The results of the random sample of 407 households have a 95% level of confidence with a precision of at least +/-4.8%.

The following pages summarize major survey findings:

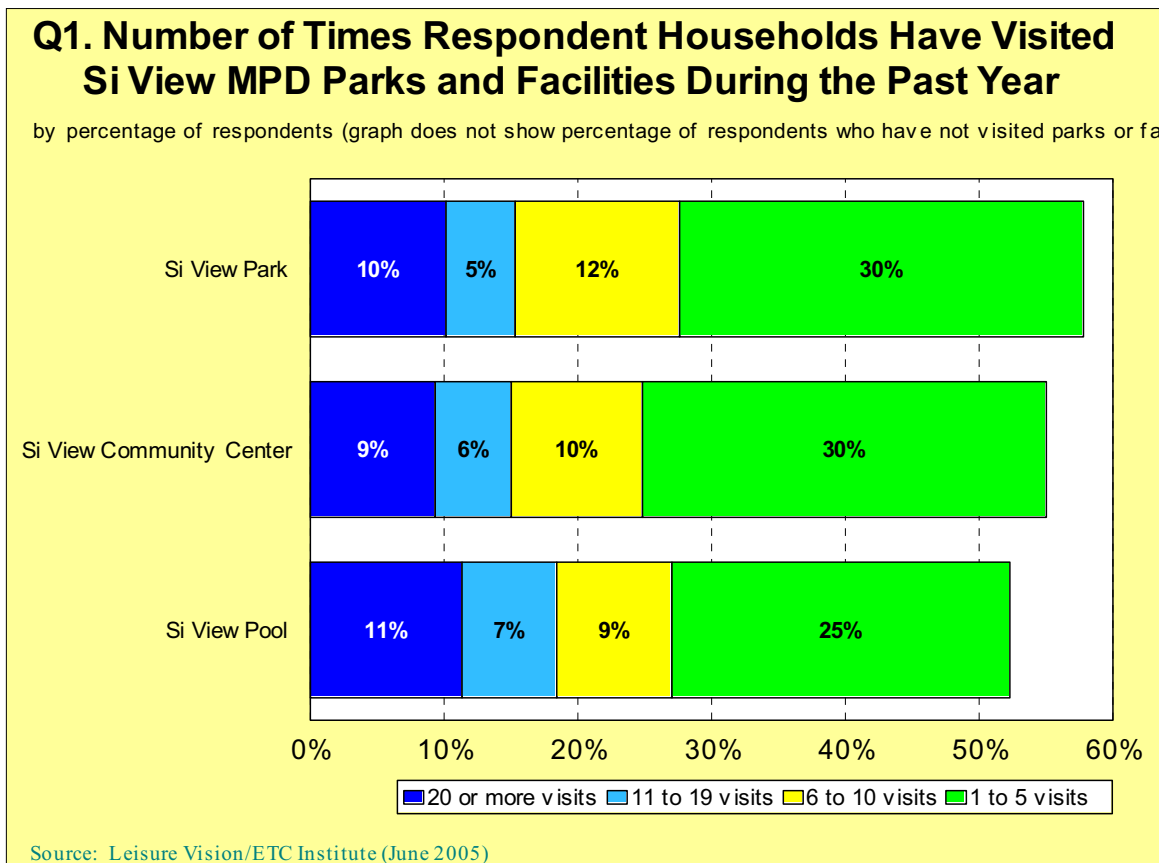


Frequency of Use of Si View MPD Parks and Facilities

From a list of three parks and facilities operated by the Si View MPD, respondents were asked to indicate the number of times that they and members of their household have visited each of the parks/facilities during the past year. The following summarizes key findings:

(Note: The graph below does not show the percentage of respondents who indicated they have not visited Si View MPD parks or facilities.)

- **Each of the three Si View MPD facilities had between 52% and 58% of respondents indicate that they have visited them at least once during the past year.** It should also be noted that each of the three facilities had between 15% and 18% of respondents indicate they have visited them at least monthly during the past year.



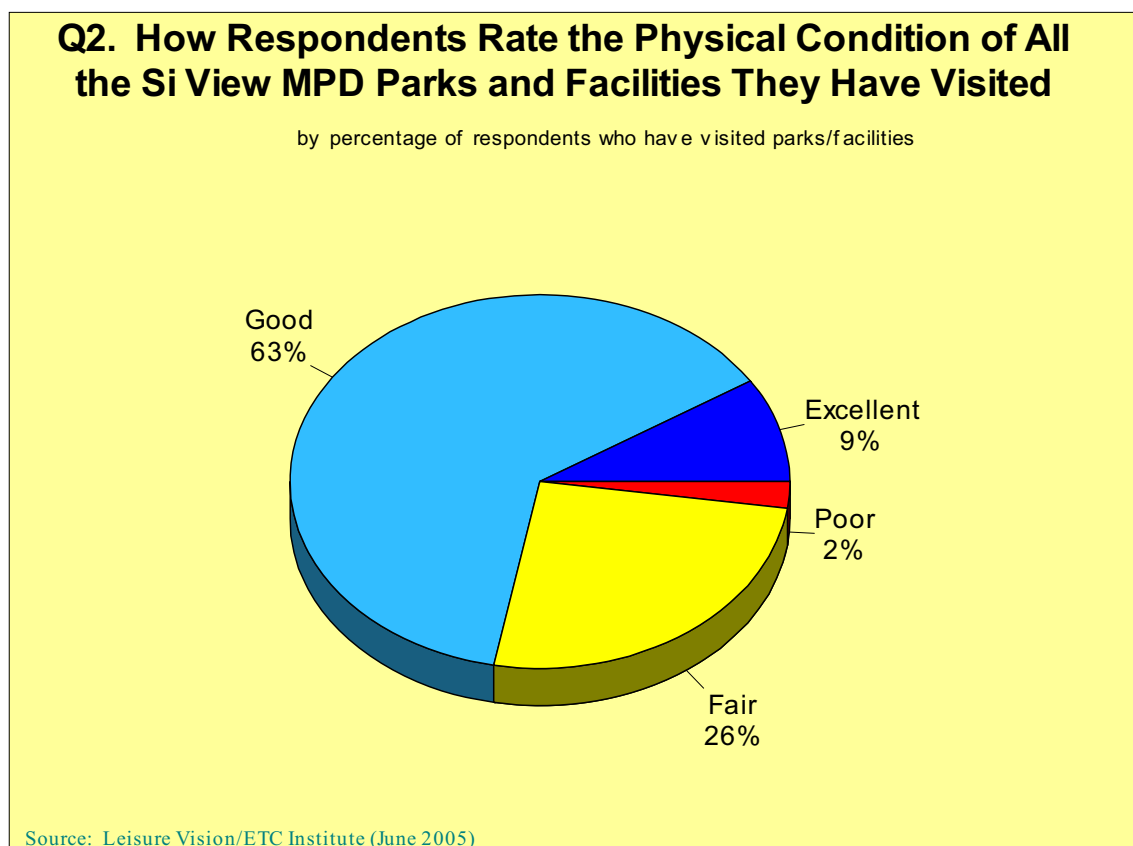


Quality of Si View MPD Parks and Facilities

From the list of three parks and facilities operated by the Si View MPD, respondents were asked to rate the quality of the parks and facilities they and members of their household have visited during the past year. The following summarizes key findings:

(Note: the graph below includes only those respondents who have visited parks and/or facilities during the past year)

- Seventy-two percent (72%) of respondent households who have visited parks and/or facilities rated the quality of the parks/facilities they have used as either excellent (9%) or good (63%). An additional 26% of respondents rated the parks/facilities as fair, and only 2% rated them as poor.

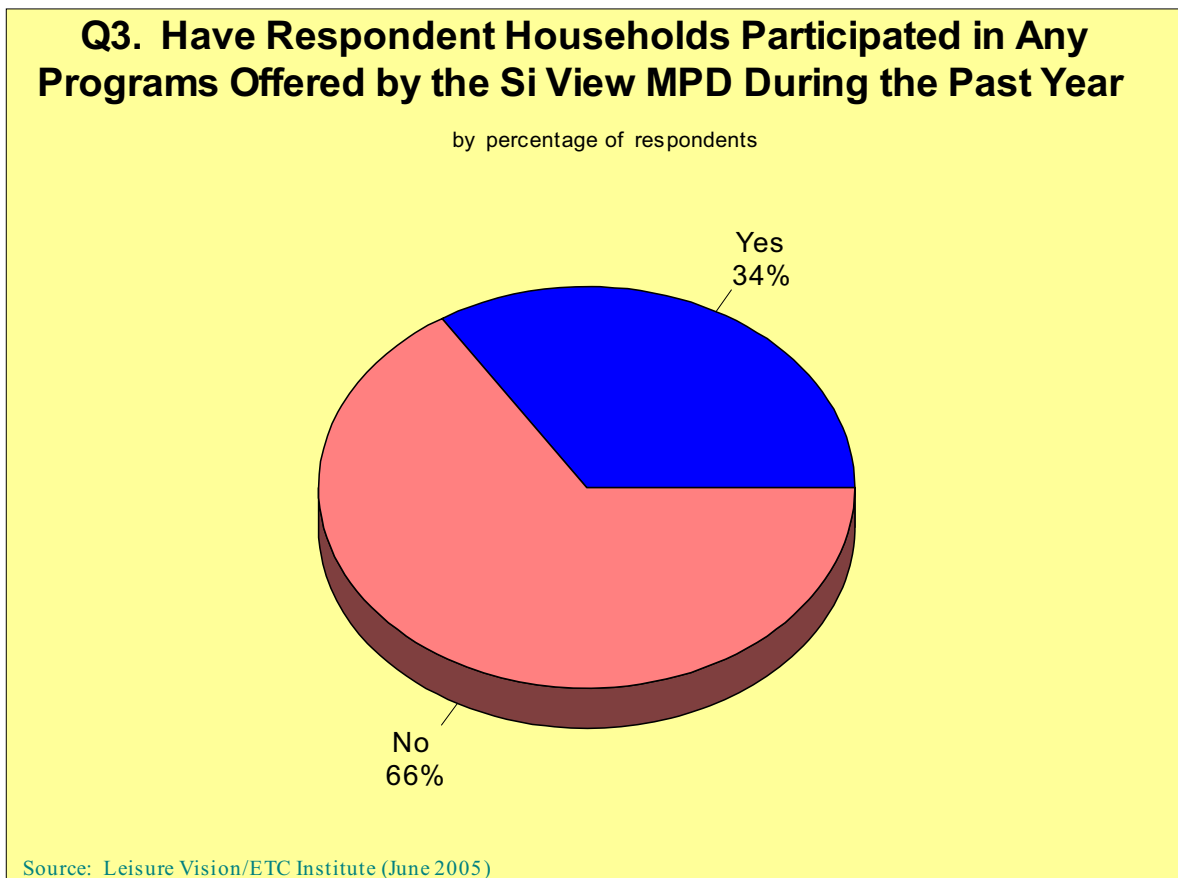




Participation in Si View MPD Programs

Respondents were asked if they or other members of their household have participated in any recreation programs offered by the Si View MPD during the past 12 months. The following summarizes key findings:

- **Thirty-four percent (34%) of respondent households have participated in recreation programs offered by the Si View MPD during the past 12 months.**

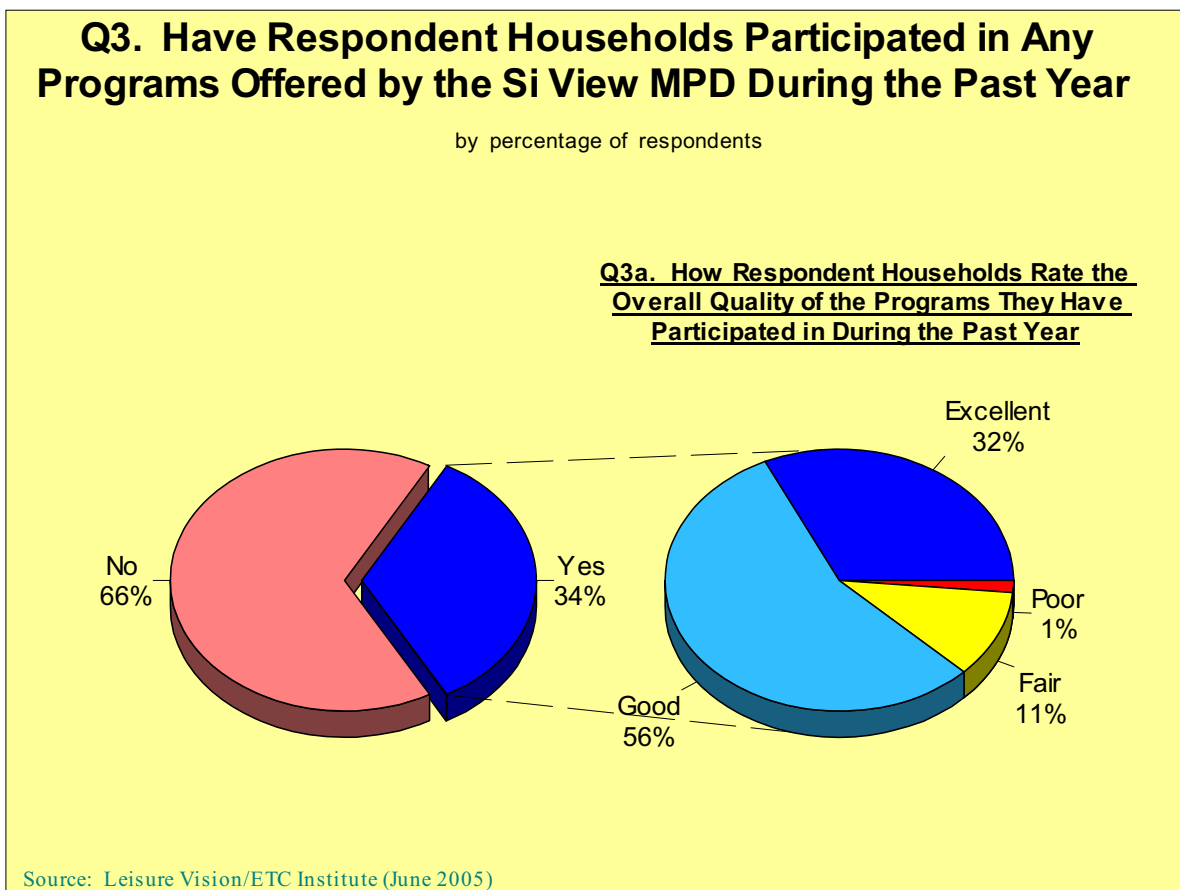




Quality of Si View MPD Programs

Respondent households that have participated in programs offered by the Si View MPD during the past 12 months were asked to rate the quality of the programs they have participated in. The following summarizes key findings:

- **Eighty-eight percent (88%) of respondent households rated the quality of programs they have participated in as either excellent (32%) or good (56%).** An additional 11% rated the programs as fair and only 1% rated them as poor.

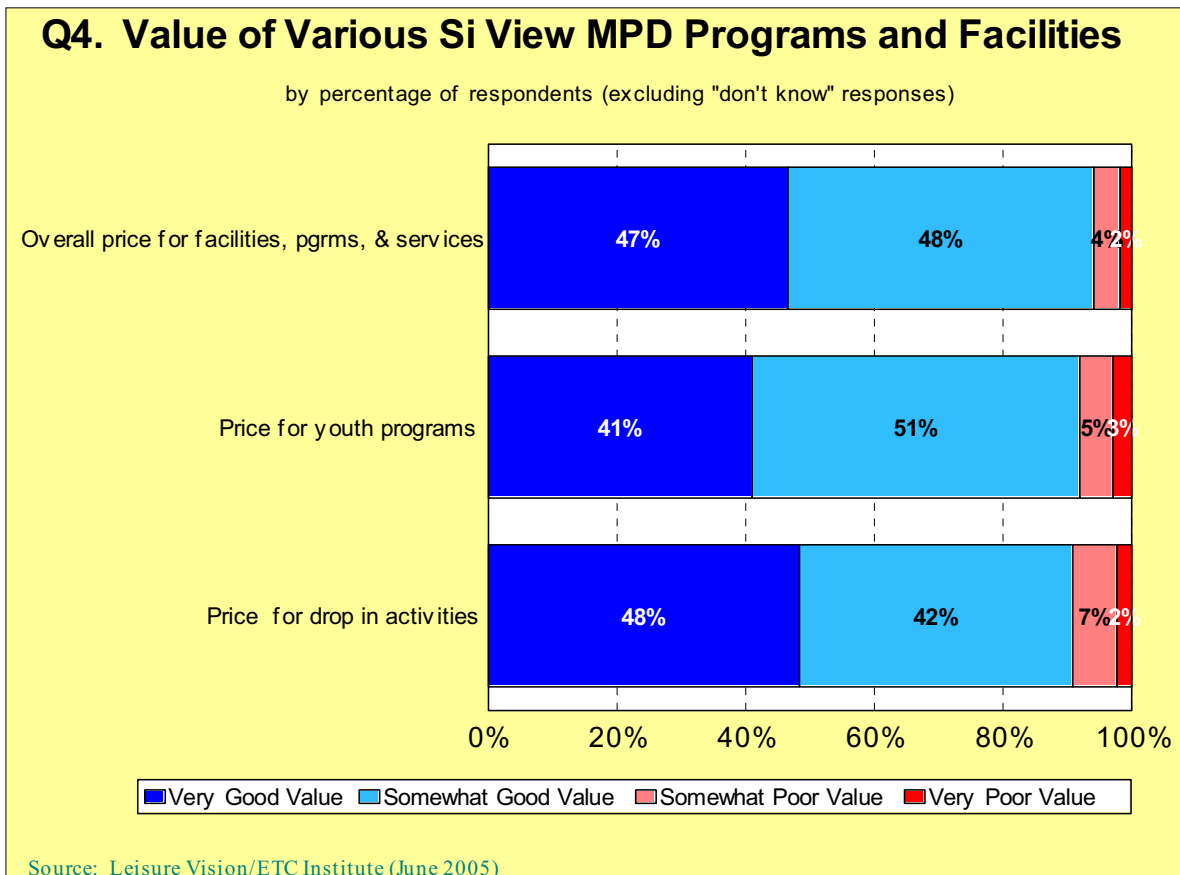




Value of Various Si View MPD Programs and Facilities

From a list of three Si View MPD programs and facilities, respondents were asked to rate the value of each one. The following summarizes key findings:

- Each of the three Si View MPD programs and facilities had between 90% and 95% of respondents rate them as being either a very good value or somewhat good value.

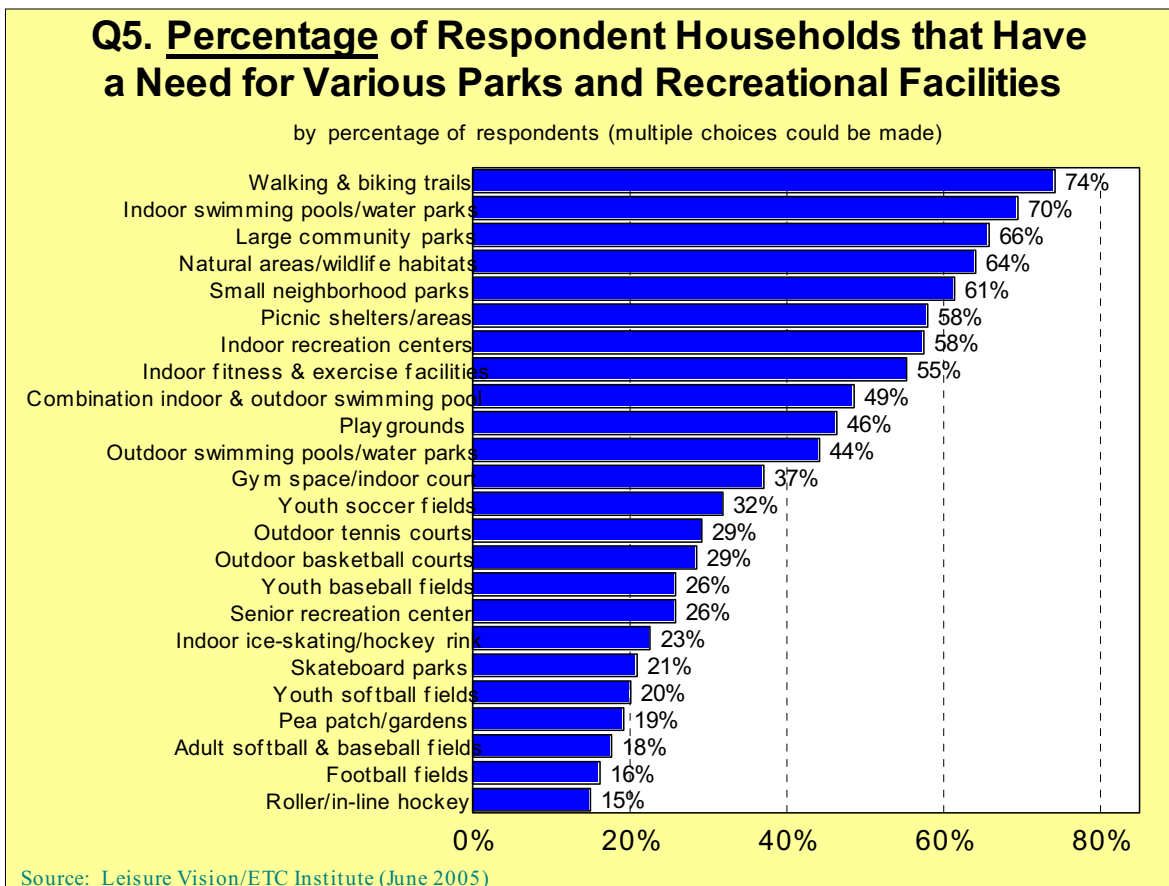




Need for Parks and Recreational Facilities

From a list of 24 parks and recreational facilities, respondents were asked to indicate which ones they and members of their household have a need for. The following summarizes key findings:

- **Five of the 24 facilities had over 60% of respondent households indicate they have a need for them.** These five facilities include: walking and biking trails (74%), indoor swimming pools/water parks (70%), large community parks (66%), natural areas/wildlife habitats (64%), and small neighborhood parks (61%).

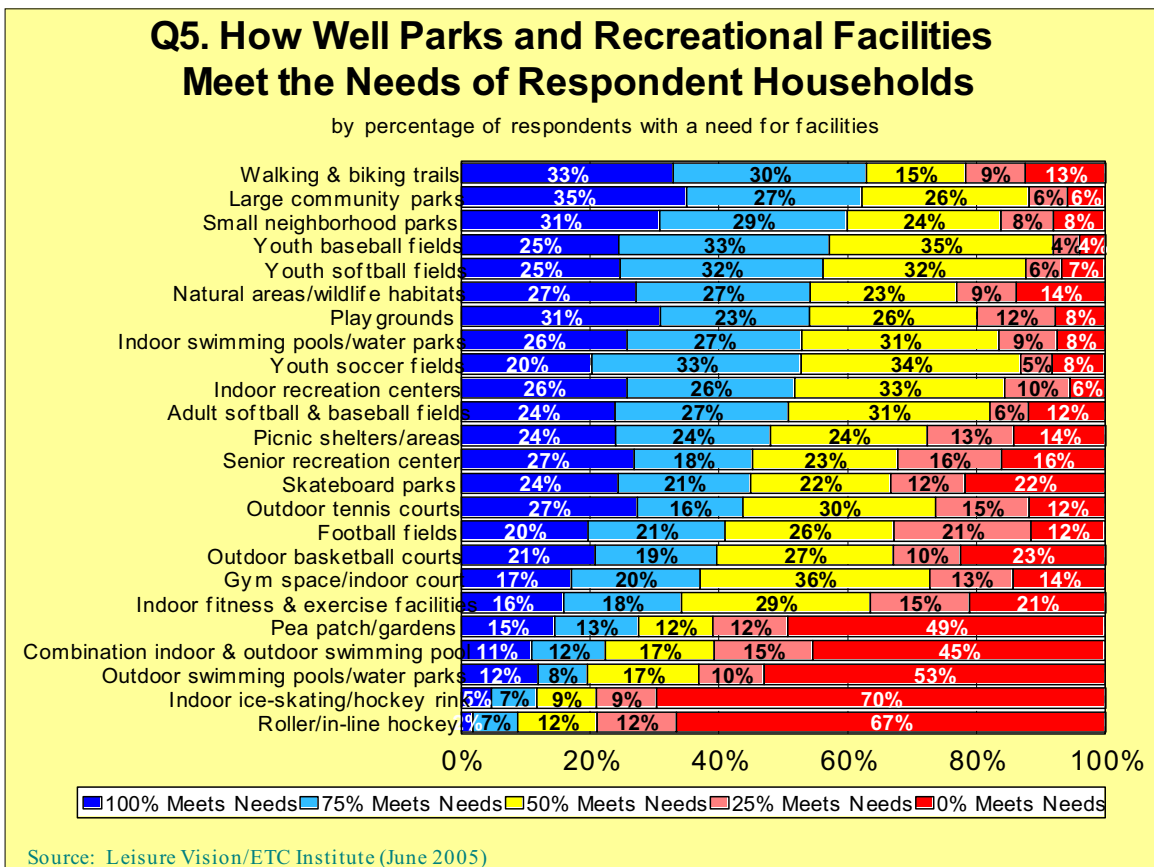




How Well Parks and Recreational Facilities Meet Needs

From the list of 24 parks and recreational facilities, respondents were asked to indicate how well each one meets the needs of their household. The following summarizes key findings:

- Four of the 24 facilities had over 30% of respondents indicate that the facility 100% meets the needs of their household.** These four facilities include: large community parks (35%), walking and biking trails (33%), small neighborhood parks (31%), and playgrounds (31%). It should also be noted that all 24 facilities had less than 40% of respondents indicate that their needs are being 100% met by the facility.

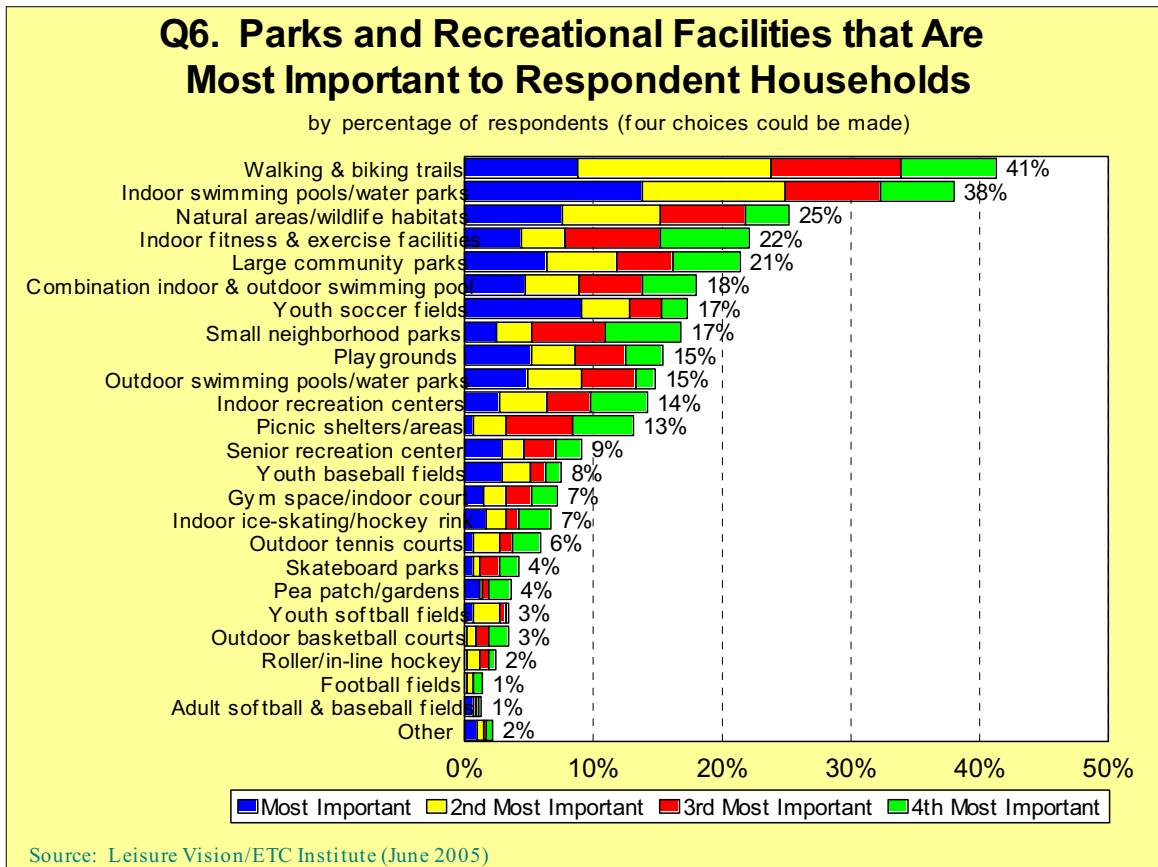




Most Important Parks and Recreational Facilities

From the list of 24 parks and recreational facilities, respondents were asked to select the four that are most important to them and members of their household. The following summarizes key findings:

- Walking and biking trails (41%) had the highest percentage of respondents select it as one of the four most important facilities to them and their household.** There are four other facilities that over 20% of respondents selected as one of the four most important, including: indoor swimming pools/water parks (38%), natural areas/wildlife habitats (25%), indoor fitness and exercise facilities (22%), and large community parks (21%). It should also be noted that indoor swimming pools/water parks had the highest percentage of respondents select it as their first choice as the most important facility.

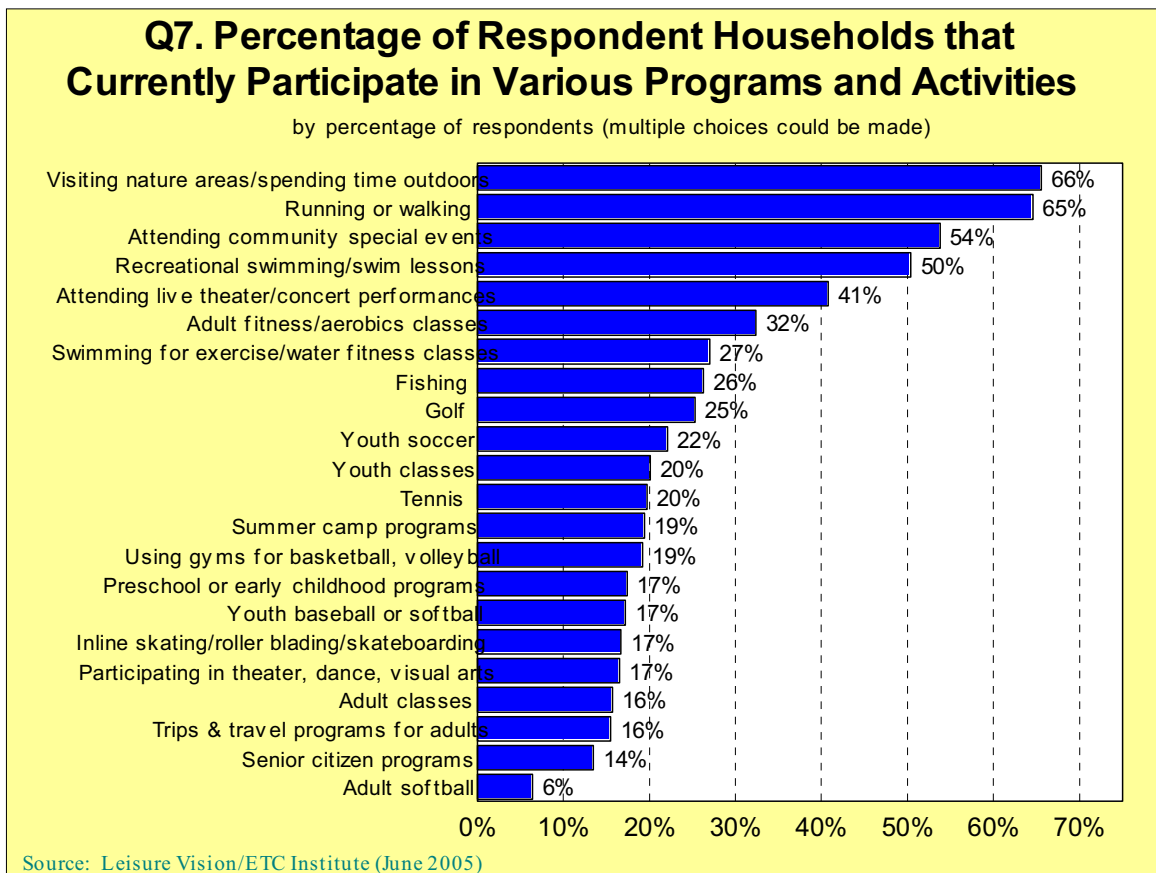




Current Participation in Programs and Activities

From a list of 22 programs and activities available in the Si View MPD community, respondents were asked to indicate how many members of their household currently participate in each program/activity. Listed below is the percentage of respondent households that currently have at least one person in their household participate in a program or activity. The following summarizes key findings:

- **Four of the 22 programs and activities had at least 50% of respondents indicate that at least one person in their household currently participates in them.** These programs and activities include: visiting nature areas/spending time outdoors (66%), running or walking (65%), attending community special events (54%), and recreational swimming/swim lessons (50%).



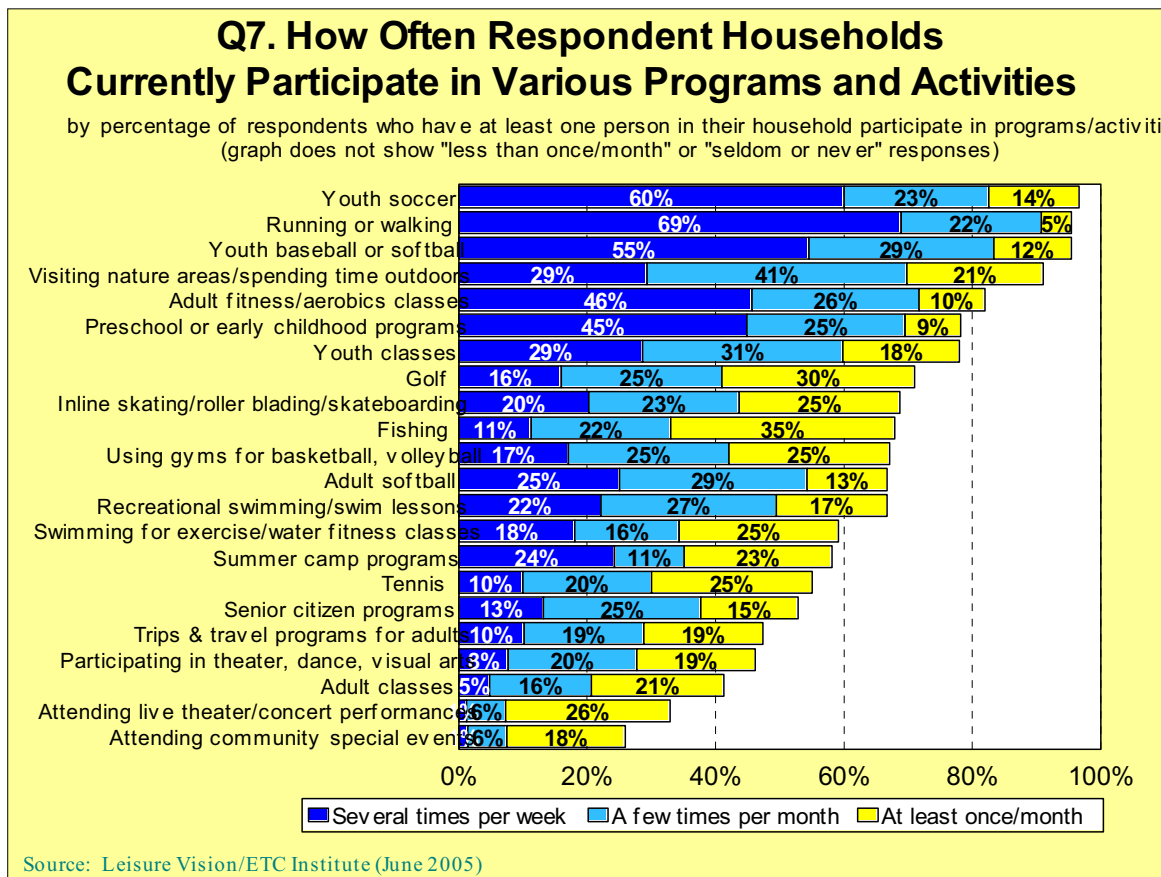


Frequency of Use of Programs and Activities

From the list of 22 programs and activities available in the Si View MPD community, respondents who have at least one person in their household participate in programs or activities were asked to indicate how often they participate in each one. The following summarizes key findings:

(Note: The graph below does not show the percentage of respondents who indicated “less than once/month” or “seldom/never”.)

- Ninety-seven percent (97%) of respondents who participate in youth soccer indicated that they currently participate in it at least once a month.** There are three other programs/activities that over 90% of respondent households currently participate in at least once a month, including: running or walking (96%), youth baseball or softball (96%), and visiting nature areas/spending time outdoors (91%). It should also be noted that running or walking (69%) is the program/activity that the highest percentage of respondent households currently participate in several times per week, based on those households who have at least one person in their household participate in programs/activities.

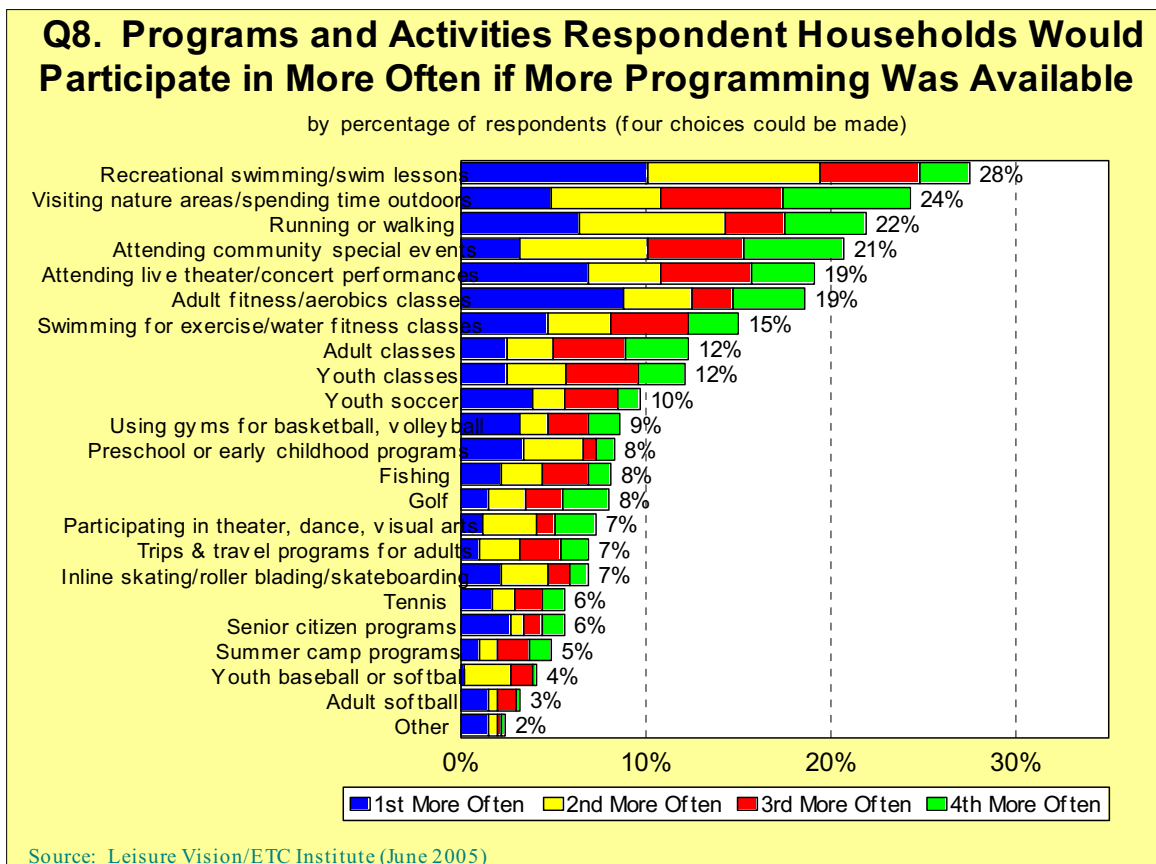




Programs/Activities Respondent Households Would Participate in More Often

From the list of 22 programs and activities available in the Si View MPD community, respondents were asked to select the four that they and members of their household would participate in more often if more programming was available by the Si View MPD. The following summarizes key findings:

- Recreational swimming/swim lessons (28%) is the program/activity that the highest percentage of respondents would participate in more often if more programming was available.** There are three other programs/activities that over 20% of respondents selected as one of the four they would participate in more often, including: visiting nature areas/spending time outdoors (24%), running or walking (22%), and attending community special events (21%). It should also be noted that recreational swimming/swim lessons had the highest percentage of respondents select it as their first choice as the program or activity they would participate in more often if more programming was available.

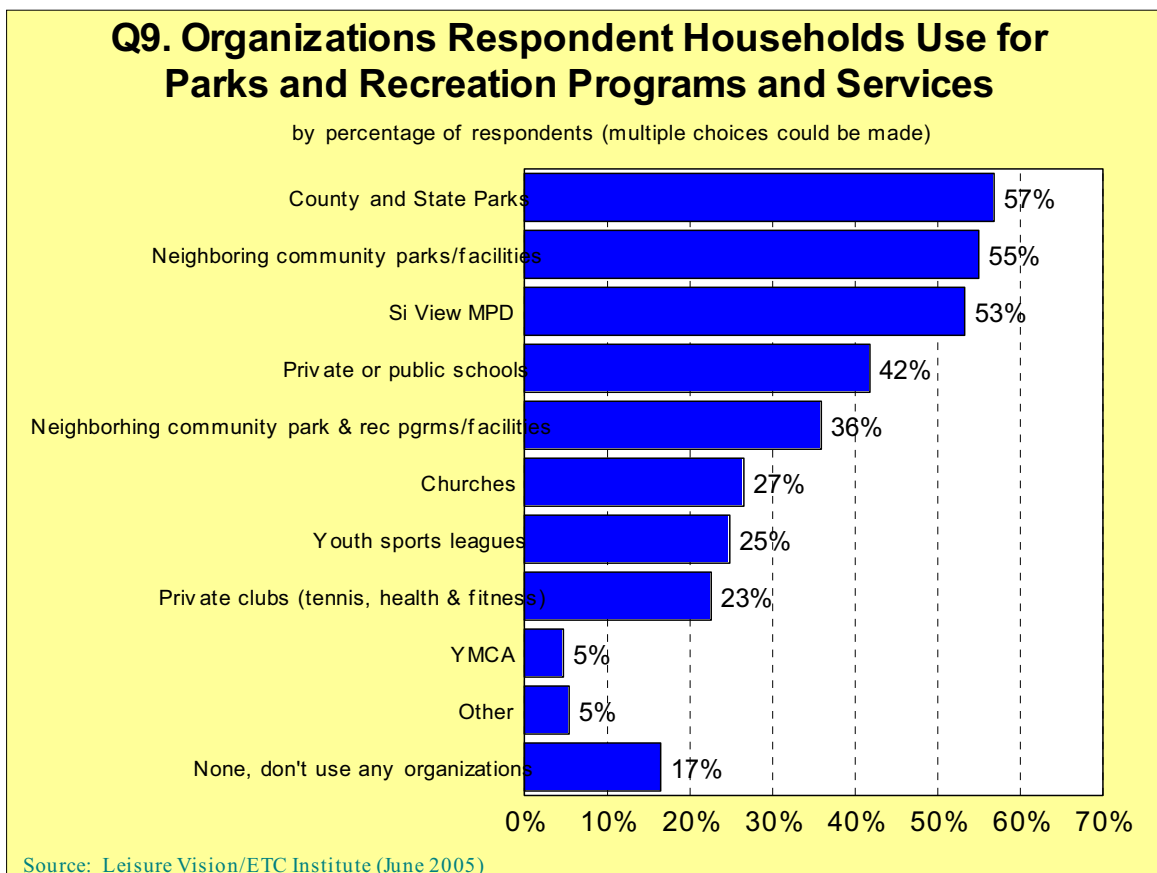




Organizations Used for Parks and Recreation Programs and Services

From a list of nine options, respondent households were asked to select all of the organizations they use for parks and recreation programs and services. The following summarizes key findings:

- **County and State Parks (57%) is the organization used by the highest percentage of respondent households for parks and recreation programs and services.** There are two other organizations used by over 50% of respondent households, including: neighboring community parks/facilities (55%) and Si View MPD (53%).

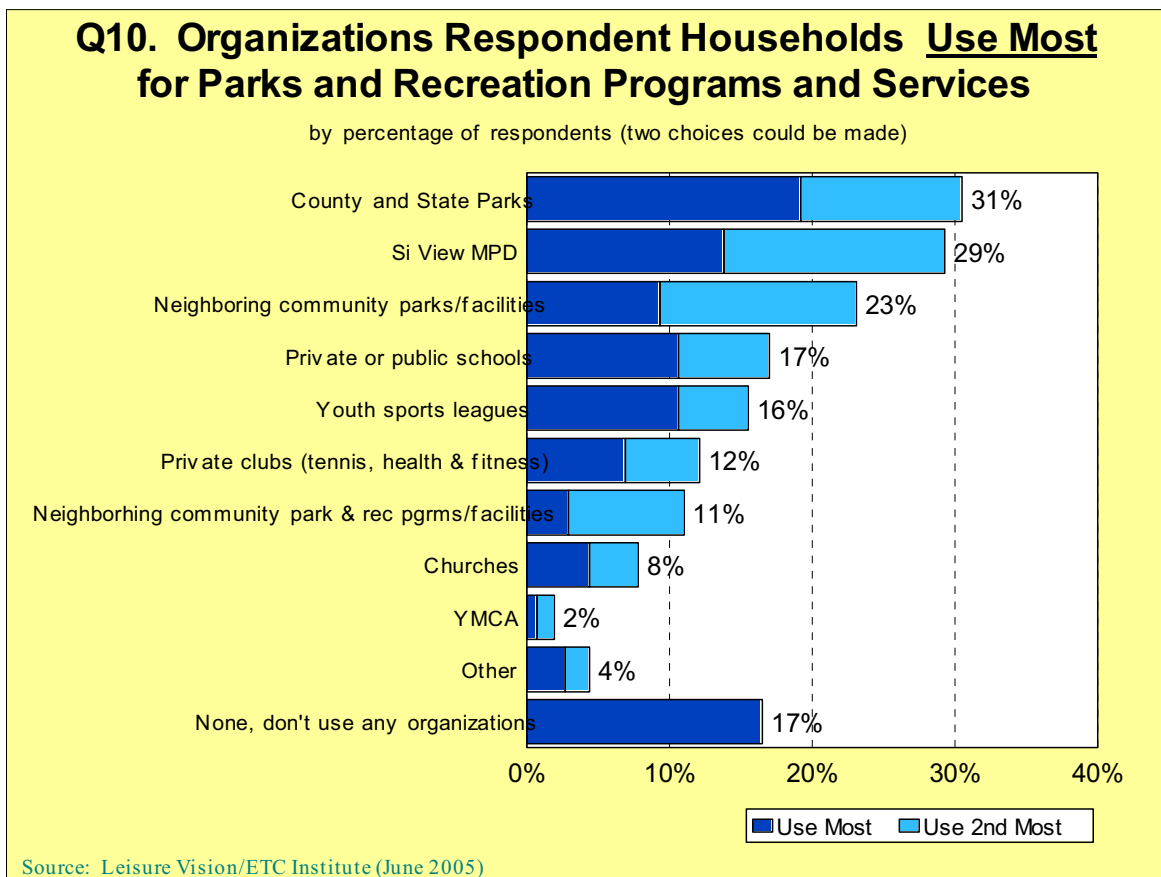




Organizations Used Most for Parks and Recreation Programs and Services

From the list of nine options, respondent households were asked to select the two organizations whose parks and recreation programs and services they use the most. The following summarizes key findings:

- **County and State Parks (31%) had the highest percentage of respondents select it as one of the two organizations they use the most.** There are two other organizations that over 20% of respondents selected as one of the two they use most, including: Si View MPD (29%) and neighboring community parks/facilities (23%).

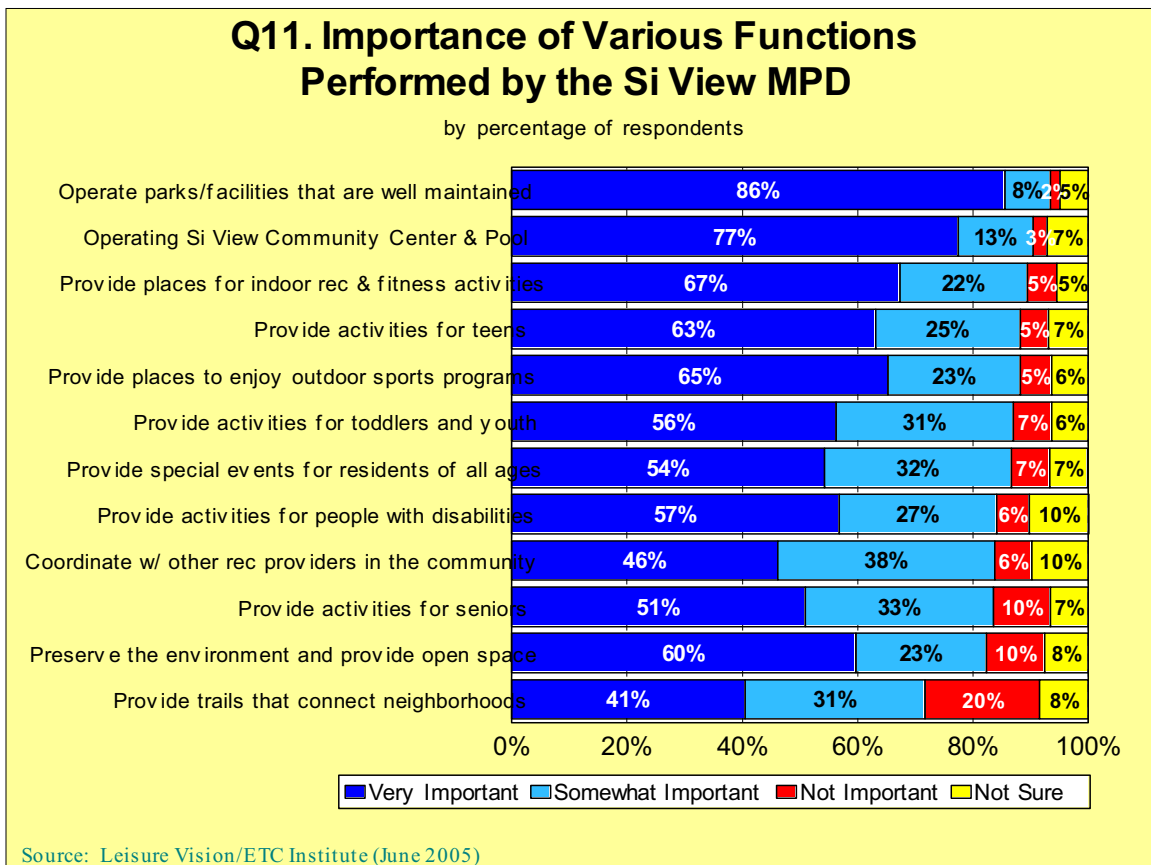




Importance of Functions Performed by the Si View MPD

From a list of 12 functions performed by the Si View MPD, respondents were asked to rate the importance of each one. The following summarizes key findings:

- Four of the 12 functions had at least 65% of respondents rate them as being very important.** These four functions include: operating parks and facilities that are clean/well maintained (86%), operating Si View Community Center & Pool (77%), providing places for indoor recreation and fitness activities (67%), and providing places to enjoy outdoor sports programs (65%). It should also be noted that all 12 functions had over 70% of respondents rate them as being either very important or somewhat important.

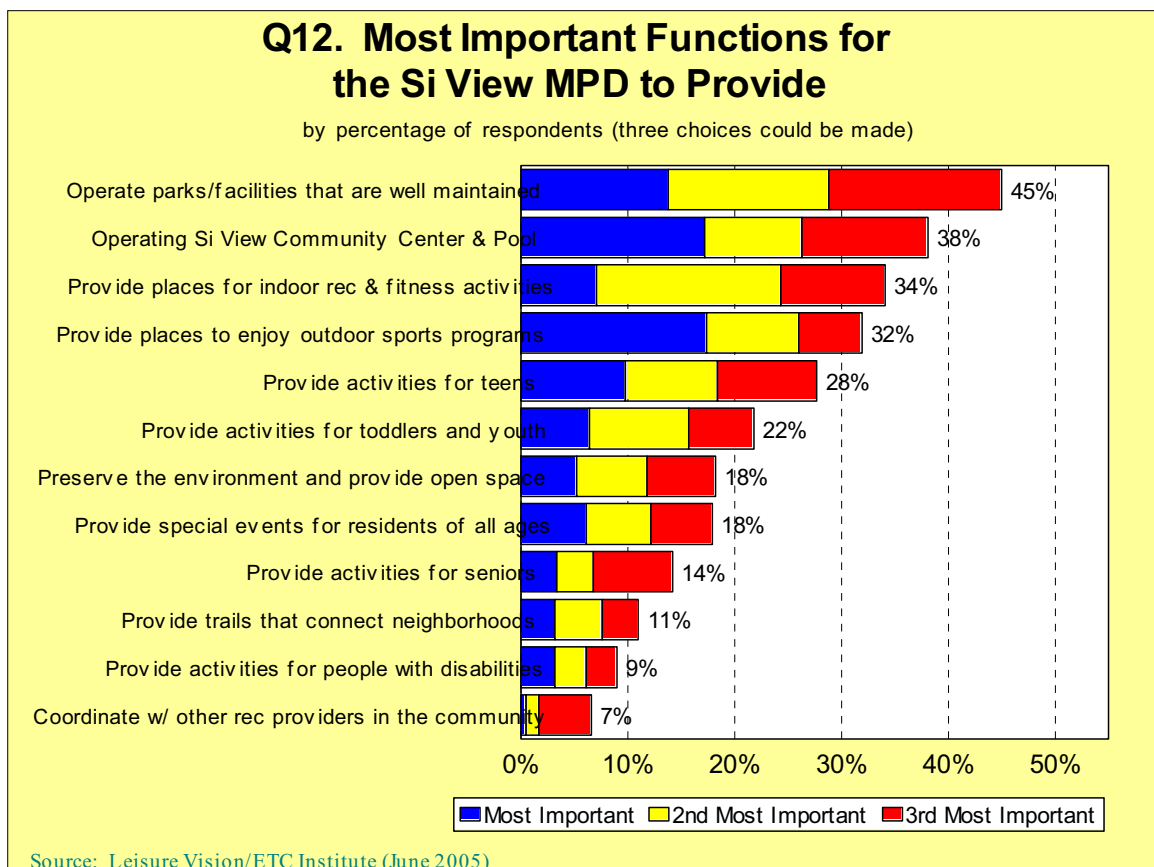




Most Important Functions for Si View MPD to Provide

From the list of 12 functions performed by the Si View MPD, respondents were asked to select the three they think it's most important for the Si View MPD to provide. The following summarizes key findings:

- **Operating parks and facilities that are clean/well-maintained (45%) had the highest percentage of respondents select it as the most important function to provide.** There are three other functions that over 30% of respondents selected as one of the three most important to provide, including: operating Si View Community Center and Pool (38%), providing places for indoor recreation and fitness activities (34%), and providing places to enjoy outdoor sports programs (32%). It should also be noted that operating Si View Community Center and Pool and providing places to enjoy outdoor sports programs had the highest percentage of respondents select them as their first choice as the most important function to provide.

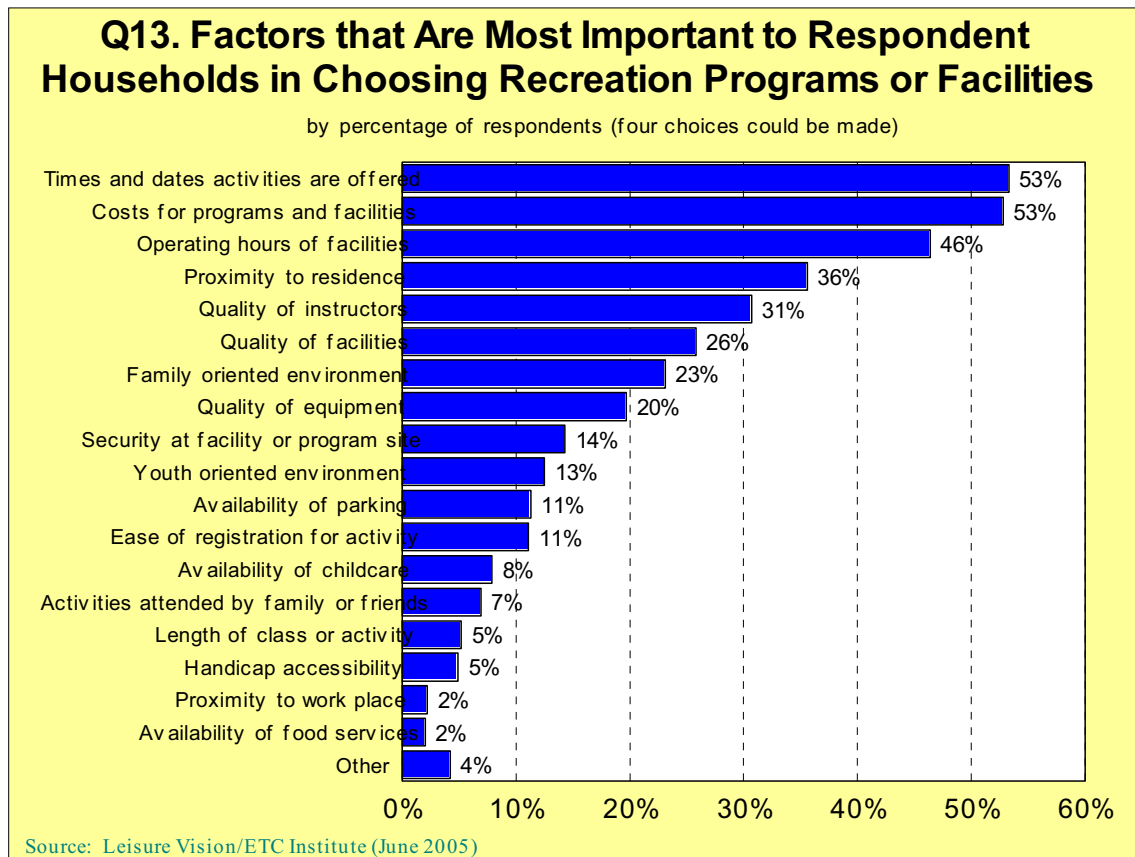




Most Important Factors in Choosing Recreation Programs/Facilities

From a list of 18 options, respondents were asked to select the four factors that are most important to them in choosing recreation programs and facilities. The following summarizes key findings:

- **Times and dates activities are offered (53%) and costs for programs and facilities (53%) are the most important factors to respondents in choosing recreation programs and facilities.** There are three other factors that over 30% of respondents selected as one of their four most important, including: operating hours of facilities (46%), proximity to residence (36%), and quality of instructors (31%).

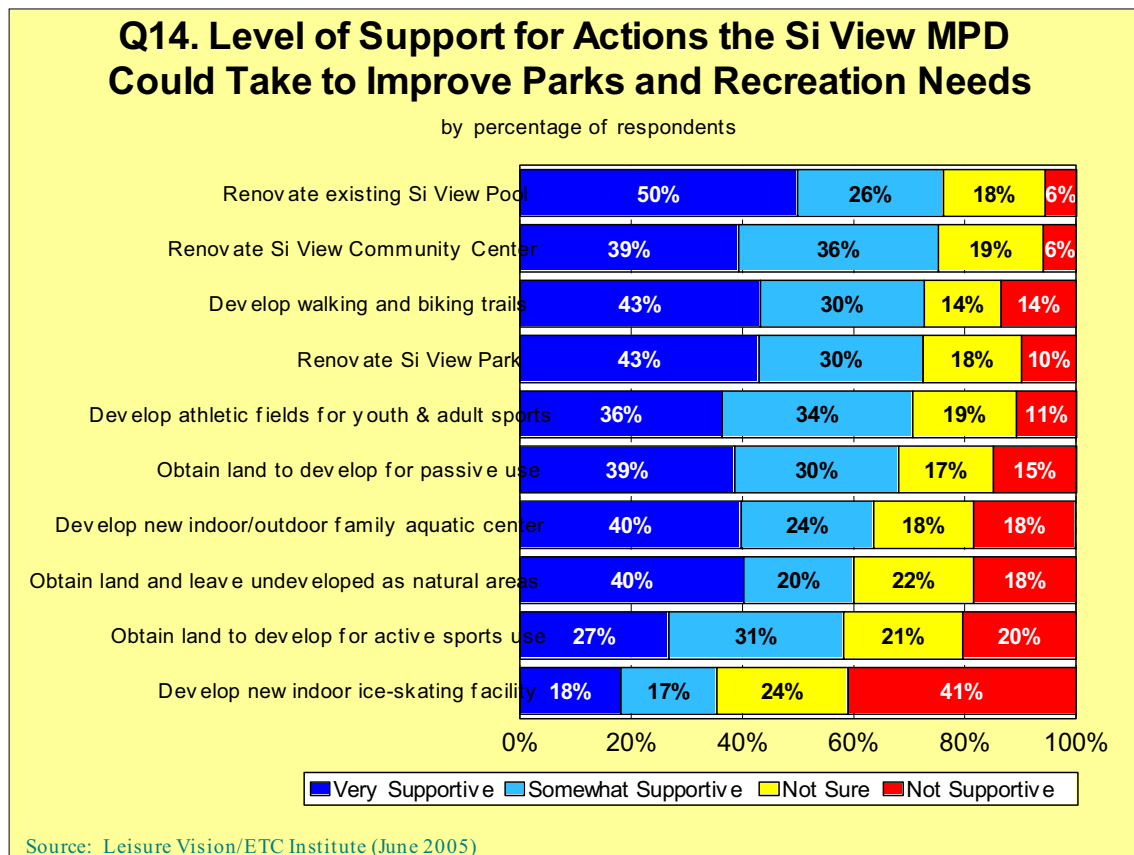




Support for Actions to Improve Parks and Recreation Needs

From a list of 10 actions the Si View MPD could take to improve parks and recreation needs in the community, respondents were asked to indicate their level of support for each one. The following summarizes key findings:

- Three of the 10 actions had over 40% of respondents indicate being very supportive of them.** These three actions include: renovate the existing Si View Pool (50%), develop walking and biking trails (43%), and renovate Si View Park (43%). It should also be noted that nine of the 10 actions had over 50% of respondents indicate being either very supportive or somewhat supportive of them.

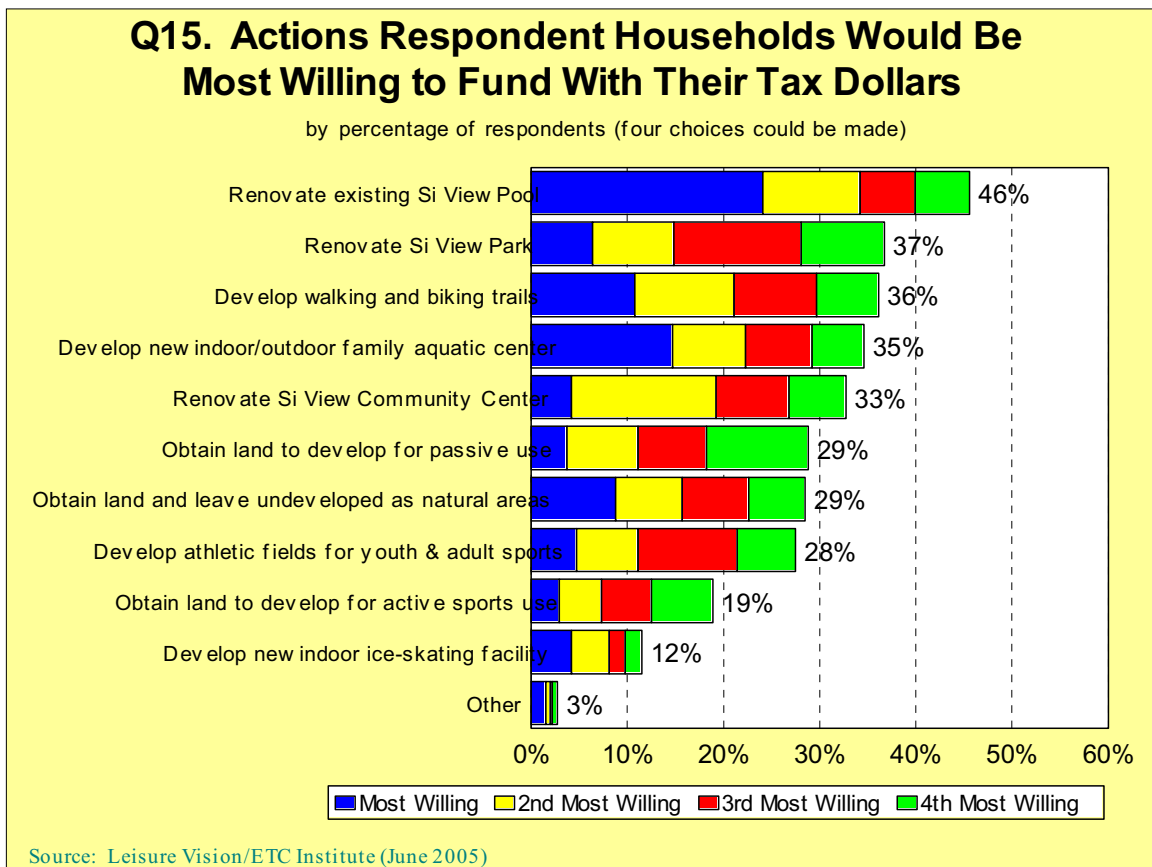




Actions Respondents Are Most Willing to Fund

From the list of 10 actions the Si View MPD could take to improve parks and recreation needs in the community, respondents were asked to select the four they are most willing to fund with their tax dollars. The following summarizes key findings:

- **Renovate the existing Si View Pool (46%) is the action that the highest percentage of respondents would be most willing to fund with their tax dollars.** There are three other actions that over one-third of respondents selected as one of the four they would be most willing to fund with their tax dollars, including: renovate Si View Park (37%), develop walking and biking trails (36%), and develop a new indoor/outdoor family aquatic center (35%). It should also be noted that renovate the existing Si View Pool had the highest percentage of respondents select it as their first choice as the action they would be most willing to fund with their tax dollars.

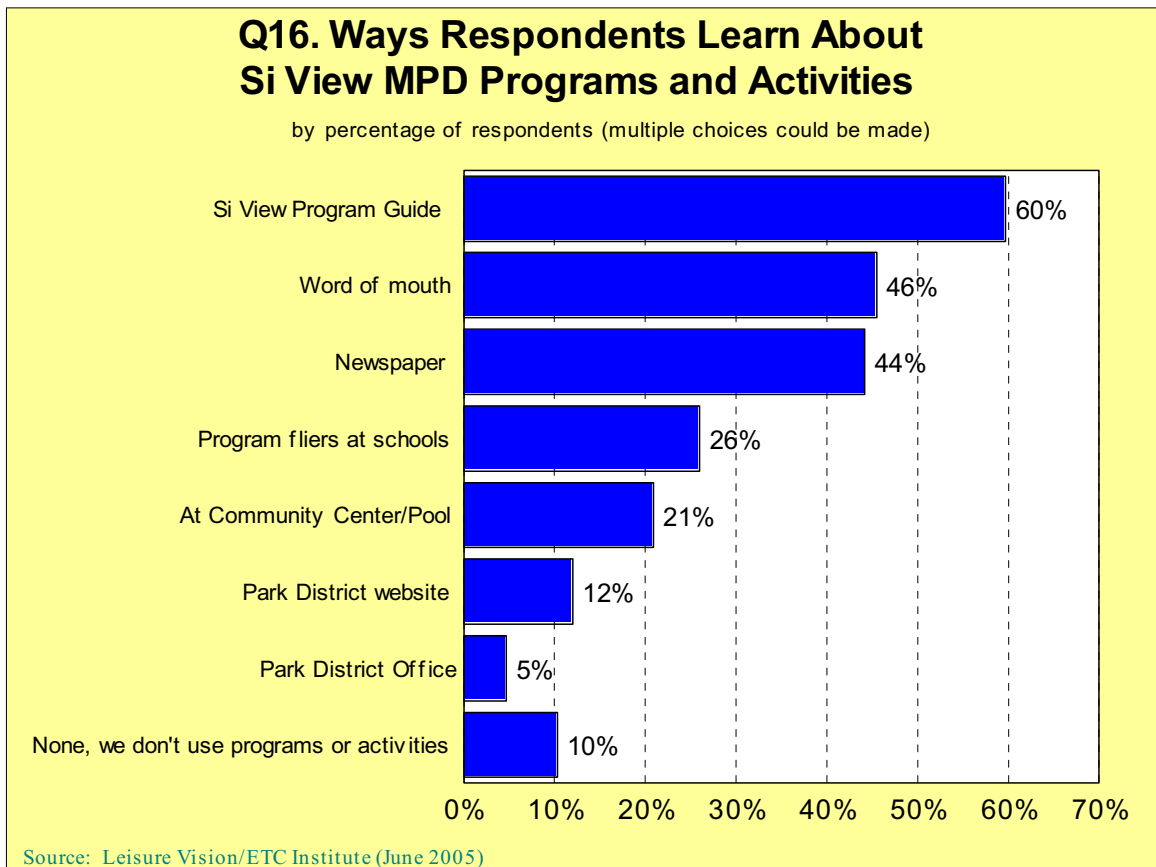




Ways Respondents Learned About Programs and Activities

From a list of seven options, respondents were asked to indicate all of the ways they learn about Si View MPD programs and activities. The following summarizes key findings:

- **The Si View Program Guide (60%) is the way the highest percentage of respondents learn about programs and activities.** There are two other ways that over 40% of respondents learn about programs and activities, including: word of mouth (46%) and the newspaper (44%).

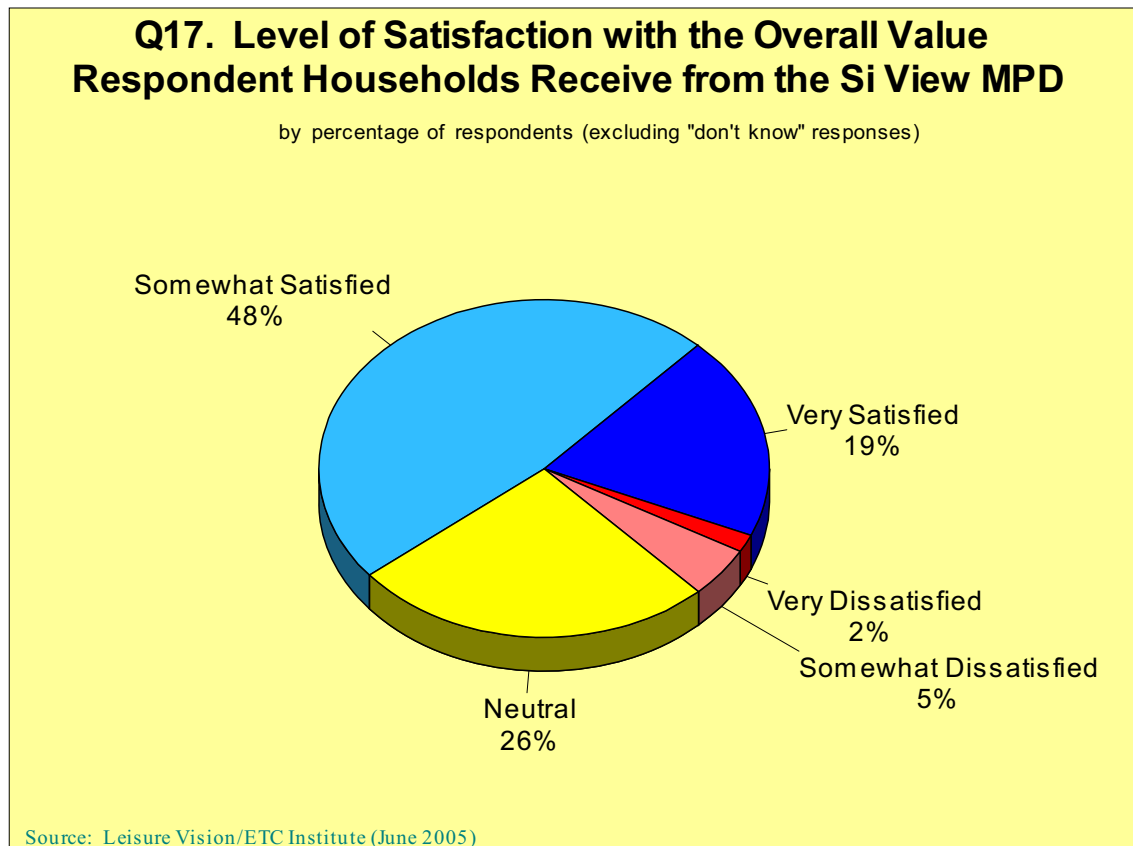




Satisfaction of Value Received from Si View MPD

Respondents were asked to indicate their level of satisfaction with the overall value their household receives from the Si View MPD. The following summarizes key findings:

- **Sixty-seven percent (67%) of respondents indicated being either very satisfied (19%) or somewhat satisfied (48%) with the overall value their household receives from the Si View MPD.** In addition, only 7% of respondents indicated being either very dissatisfied (2%) or somewhat dissatisfied (5%), and the remaining 26% indicated being neutral.





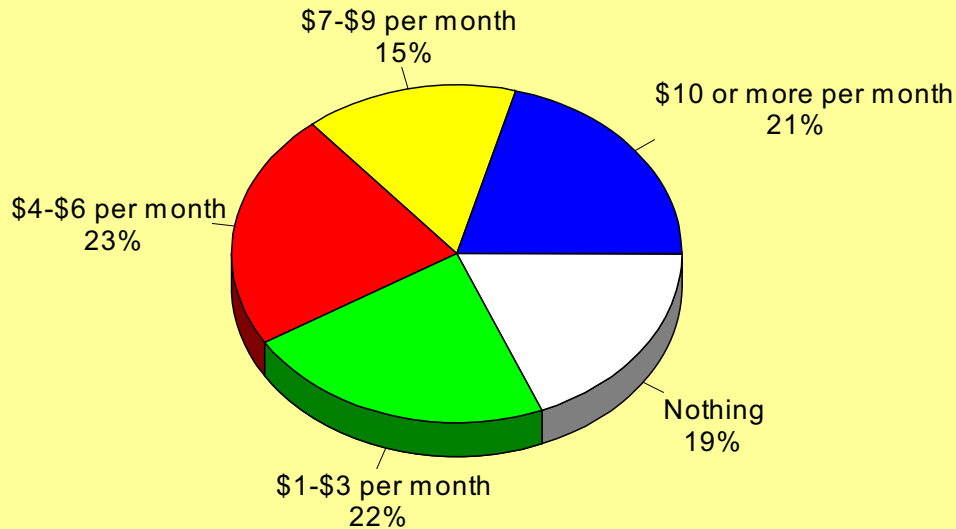
Amount of Additional Property Taxes Willing to Pay Per Month

Respondents were asked to indicate the maximum amount of additional property taxes they would be willing to pay per month to build and operate the types of parks, trails, recreation, cultural, and aquatic facilities that are most important to them and members of their household. The following summarizes key findings:

- **Twenty-one percent (21%) of respondents indicated they would pay at least \$10 per month in additional property taxes to build and operate the types of parks, trails, recreation, cultural, and aquatic facilities most important to them.** In addition, 23% of respondents would pay \$4-\$6 per month, 22% would pay \$1-\$3 per month, and 15% would pay \$7-\$9 per month. It should also be noted that 81% of respondents would be willing to pay some amount of additional property taxes.

Q18. Amount of Additional Property Taxes Respondents Would Be Willing to Pay Per Month to Build and Operate the Types of Parks, Trails, Recreation, Cultural and Aquatic Facilities Most Important to Their Household

by percentage of respondents



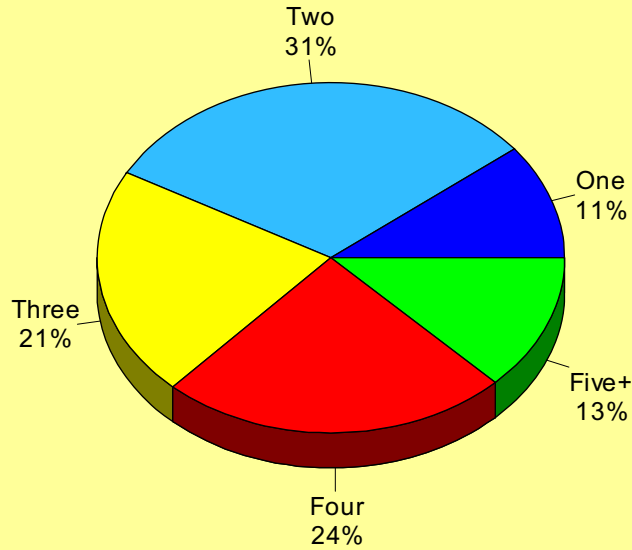
Source: Leisure Vision/ETC Institute (June 2005)



Demographics

Q19. Demographics: Number of People in Household

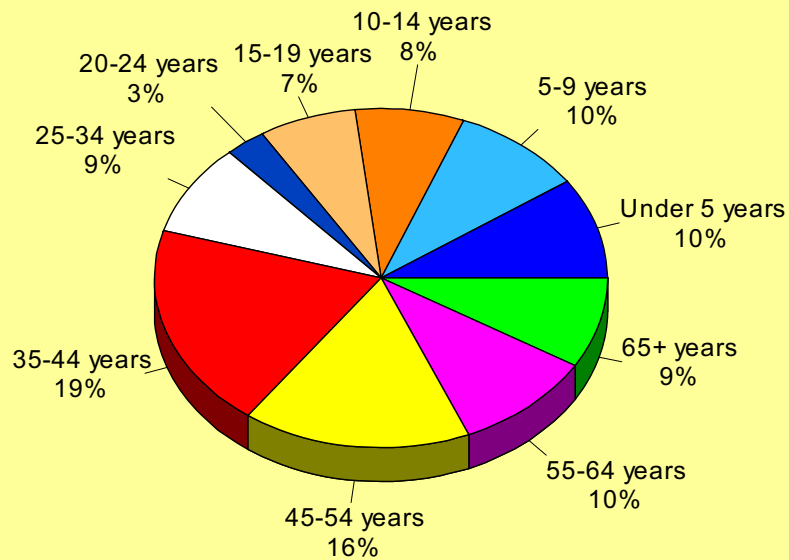
by percentage of respondents



Source: Leisure Vision/ETC Institute (June 2005)

Q20. Demographics: Ages of People in Household

by percentage of household occupants



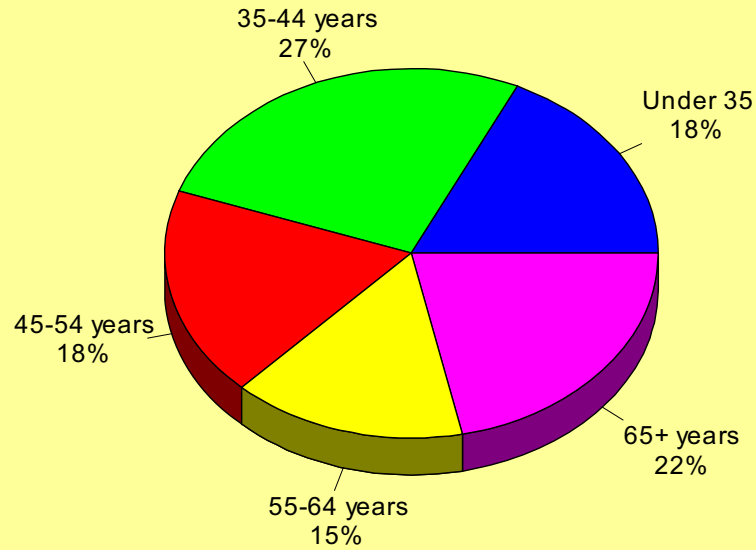
Source: Leisure Vision/ETC Institute (June 2005)



Demographics (Continued)

Q21. Demographics: Age of Respondents

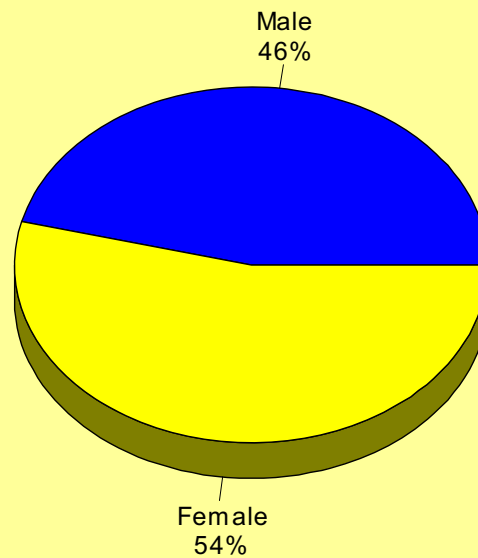
by percentage of respondents



Source: Leisure Vision/ETC Institute (June 2005)

Q22. Demographics: Gender

by percentage of respondents



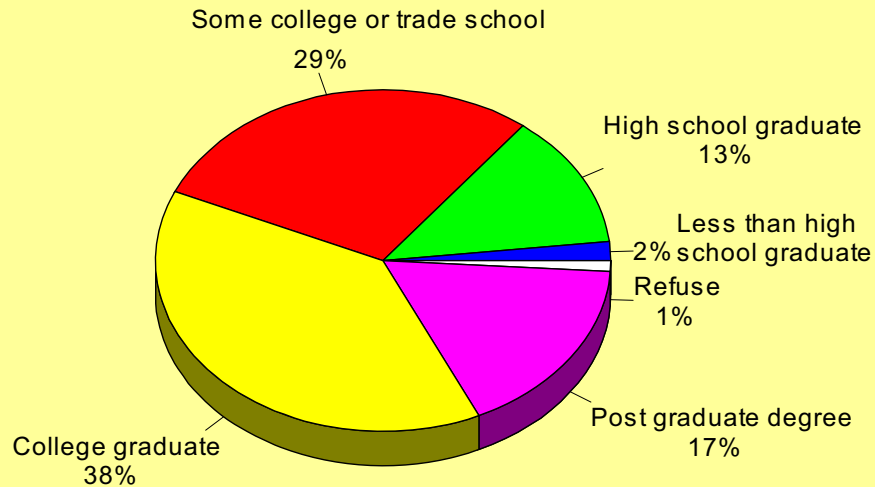
Source: Leisure Vision/ETC Institute (June 2005)



Demographics (Continued)

Q23. Demographics: Highest Level of Education Received

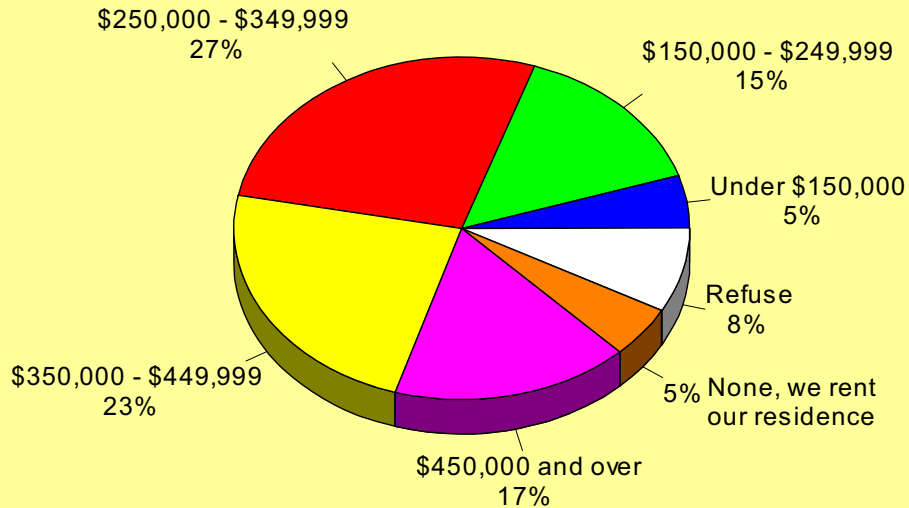
by percentage of respondents



Source: Leisure Vision/ETC Institute (June 2005)

Q24. Demographics: Value of Residence

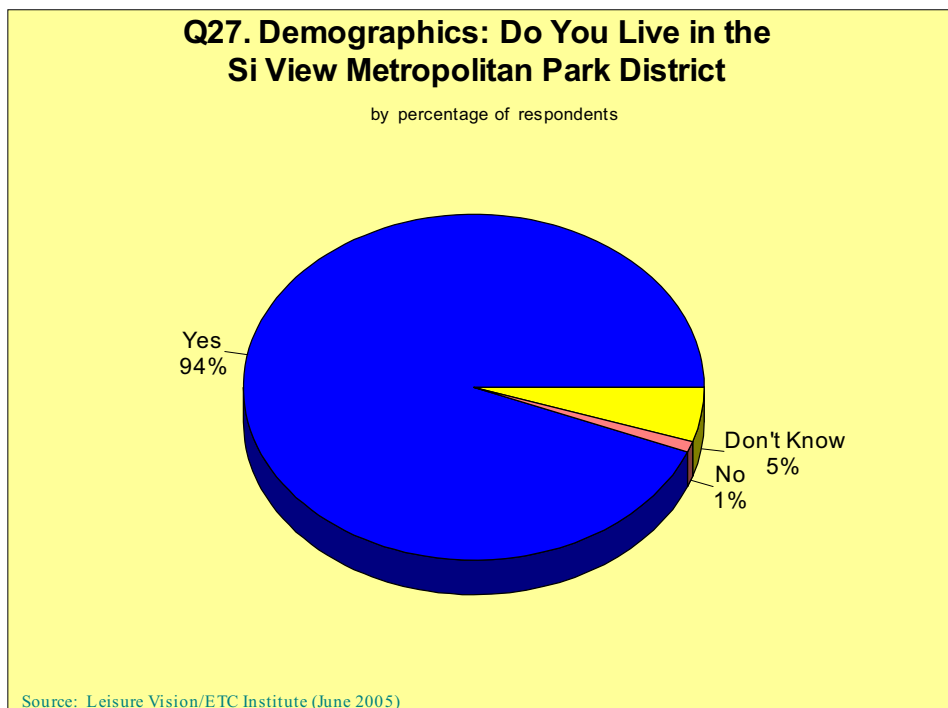
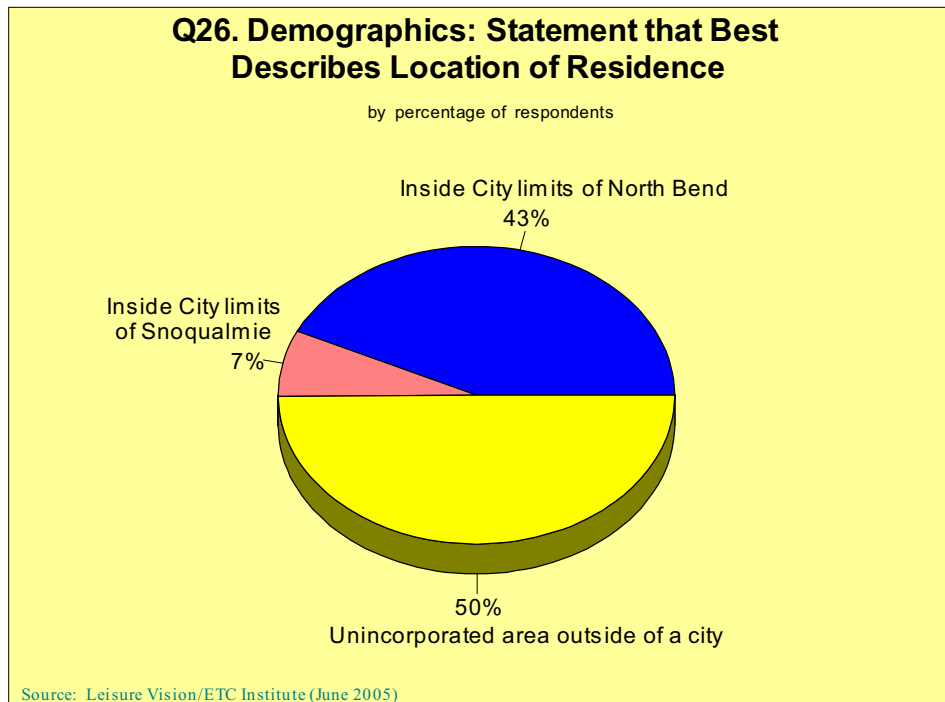
by percentage of respondents



Source: Leisure Vision/ETC Institute (June 2005)



Demographics (Continued)



It should be noted that 32% of respondents indicated they don't know if they live in the Si View Metropolitan Park District. Further examination revealed that most respondents who indicated "don't know" live in the 98045 zip code, which is in the Si View Metropolitan Park District.