

Vacaville Community Services Dept Park and Recreation Survey - Baseline Results

(October 10, 2011r; V1.81; Strategic Research Associates; S.D.)

ID #: _____
 Phone: _____
 Date: __/____/11
 Min.: _____

() Completed

Not completed

- () Refusal
- () Incomplete (respondent terminates)
- () Incomplete (interviewer terminates)

No contact:

- () Call back; attempts: _____
- () No call back

Checked: _____	Date: __/____/11 _____
Monitored: _____	Date: __/____/11 _____
Validated: _____	Date: __/____/11 _____
Input: _____	Date: __/____/11 _____

Interviewer ID: _____

First name: _____

**Note: Because of rounding, percentages may not add up to 100%
 Sample size is n=410 except where noted**

Preliminary Script

Hello. This is _____ from Strategic Research Associates, calling on behalf of the City of Vacaville. The city is conducting an opinion poll about what residents think about some important Vacaville issues. I'd like to speak with the **[ADULT / MALE / FEMALE]** aged 18 or older in your household with the most recent birthday. (Would that be you?) **[IF REQUESTED HOUSEHOLD MEMBER IS NOT AVAILABLE, ASK FOR A CONVENIENT CALLBACK TIME]**

[REPEAT FIRST TWO SENTENCES FOR ANOTHER ADULT]

[CONTINUE]

This poll collects opinions from local residents like yourself to help guide the city's decision-making. This makes your responses very important. Your phone number was randomly selected and your responses will be combined with hundreds of others to insure confidentiality. The survey takes about thirteen minutes or less. Can we proceed? **[IF NOT, REQUEST A MORE CONVENIENT CALLBACK TIME.]**

Callback date/time #1: __/____/11 ____:____ Callback date/time #2: __/____/11 ____:____	Comment:
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Preliminary Screening

- S1. **RECORD GENDER BY OBSERVATION:**
- | | |
|--------------|-----|
| MALE | 57% |
| FEMALE | 43% |
- S2. First, do you currently live within the boundary of the City of Vacaville? Yes or no?
- | | |
|---------------|---------------------------|
| YES | 100% |
| NO / DK | POLITELY TERMINATE |
- S3. Please stop me when I read your correct age category. Are you **<INSERT LIST>?**
- | | |
|-------------------------------------|---------------------------|
| 18-24 | 11% |
| 25-34 | 22% |
| 35-44 | 14% |
| 45-54 | 26% |
| 55-64 | 14% |
| 65 OR OLDER | 13% |
| 17 OR YOUNGER [DON'T READ] . | POLITELY TERM |
| REFUSED [DON'T READ] .. | POLITELY TERMINATE |

S4. How long have you lived in the city of Vacaville? **[READ LIST]**

LESS THAN SIX MONTHS . . . **POLITELY TERMINATE**
 SIX MONTHS TO LESS THAN TWO YEARS 7%
 TWO YEARS TO LESS THAN FIVE YEARS 8%
 FIVE YEARS OR MORE 85%
 REFUSED **[DON'T READ]** . . **POLITELY TERMINATE**

Overall Frequency of Park Use

Q1. Now, I'm going to ask you about your personal use of park and recreation facilities available within the City of Vacaville. First . . .

Within the last **six months**, do you recall having personally visited **<INSERT LOCATION; RANDOMIZE>**; yes or no?

	YES	NO	DK/REFUSED
a. Lagoon Valley Park	43%	55%	2%
b. Centennial Park	25%	71%	4%
c. Any Vacaville public park other than Lagoon Valley or Centennial Park	69%	31%	<0.5%
d. Any city-operated baseball or softball field	27%	72%	1%
e. Any city-operated soccer field, including those in Centennial Park	26%	73%	<0.5%
f. Any city tennis court	18%	82%	0%
g. Any of the city's off-street hiking, biking, and jogging trails	51%	49%	0%
h. Georgie Duke Sports Center or the gymnasium on Davis Street	14%	85%	1%
i. The pool at Graham Aquatic Center	18%	81%	1%
j. The dog park at Lagoon Valley Park	18%	81%	1%
k. Any of the city's group picnic areas	36%	64%	<0.5%
l. The McBride center to participate in senior activities	15%	85%	<0.5%
m. Any city-operated community center	46%	53%	1%

[IF RESPONDENT ANSWERS "NO," "DON'T KNOW," OR REFUSED TO ALL, READ: Even if you haven't recently visited any park facilities, your answers are just as important as those who have. THEN SKIP TO Q3.]

Q2. Within the last six months, about how often have you visited any of the city's recreational facilities or parks? **[READ LIST; REVERSE]**

FOUR OR MORE TIMES A MONTH 31%
 TWO OR THREE TIMES A MONTH 25%
 ABOUT ONCE A MONTH 11%
 LESS THAN ONCE A MONTH 22%
 NEVER 11%
 DON'T KNOW / REFUSED **[DON'T READ]** 0.5%

Q3. What would you consider to be your personal favorite Vacaville-area recreational activity? **[TRY AND GET AT LEAST ONE SPECIFIC RESPONSE; IF RESPONDENT HAS NO FAVORITE, MOVE ON]**

(10%) Using walking trails	(6%) Hiking
(9%) Using Lagoon Valley Park	(6%) Cycling or biking trails
(9%) City park activities	(5%) Andrew's Park
(8%) Baseball or softball	(4%) Running
(6%) Soccer	(4%) Swimming or pool activities

Perceptions About Existing Park and Recreation Facilities

Q4. Vacaville has three basic categories of public parks and I'd like to ask if you think there is the right amount of land in each category available for Vacaville residents. . . .

<INSERT DESCRIPTION; RANDOMIZE a-b; ITEM c IS ALWAYS LAST>: Do you think the total amount of land currently developed for **<INSERT NEIGHBORHOOD PARKS / COMMUNITY PARKS / CENTENNIAL PARK>** in Vacaville is **<INSERT SCALE; REVERSE>**?

	TOO MUCH	ABOUT RIGHT	TOO LITTLE	DK/ NA
a. Neighborhood parks are small local parks designed to serve their immediate neighborhood. They typically include a playground, some individual picnic facilities, a grass field area, and perhaps a basketball or tennis court.	2%	77%	18%	3%
b. Community parks are medium-size parks, often with lighted athletic fields, trails, large group picnic areas, and restrooms. They're designed to serve larger portions of the Vacaville community.	3%	75%	18%	4%
c. Centennial Park , on Browns Valley Road, is intended to serve the entire community. Thirty-six acres are currently developed, with lighted athletic fields, nature trails, tennis courts, and supporting facilities. There are more than 200 acres available for future development.	6%	61%	14%	19%

Q5. The city is considering future expansion of Centennial Park. What suggestions, if any, would you make to the city about how to improve or add to Centennial Park. **[TRY AND GET AT LEAST ONE SPECIFIC RESPONSE; MULTIPLE RESPONSES ARE ENCOURAGED; IF RESPONDENT DOESN'T KNOW, MOVE ON]**

(7%) No change required	(5%) Activity or facility variety
(6%) Hiking, biking, and other trails	(5%) Natural open space
(6%) Dog park	(4%) Better restrooms

Q6. How satisfied are you with **<INSERT LIST; READ a, THEN RANDOMIZE b-c>**? Very, moderately, not very, or not at all satisfied? **[REVERSE SCALE]**

	VERY	MODER-ATELY	NOT VERY	NOT AT ALL	DK/ NA
a. The overall quality of Vacaville's parks and outdoor recreation amenities	50%	45%	2%	1%	2%
b. The maintenance of Vacaville's parks and outdoor recreation amenities	54%	38%	4%	2%	3%
c. The safety of Vacaville's parks and outdoor recreation amenities	45%	41%	7%	2%	5%

Q7. Think for a second about Vacaville's parks and recreation facilities. In your own words, can you describe what you tend to like most, if anything, about the city's parks and recreation facilities? **[TRY AND GET A SPECIFIC RESPONSE; IF RESPONDENT DOESN'T KNOW, MOVE ON]**

(24%) Easily accessible	(9%) Natural open space	(7%) Variety of activities
(20%) Clean	(8%) Family-friendly	(6%) Attractive landscaping
(20%) Well-maintained	(7%) Playgrounds for children	
(10%) Walking or hiking trails	(7%) Safe environment	

Q8. What **one** improvement or addition to Vacaville’s parks and recreation facilities would you most like to see happen? And this could be any type of land or building improvement. **[TRY AND GET A SPECIFIC RECOMMENDATION; MULTIPLE ANSWERS ARE OKAY BUT DO NOT PROMPT FOR THEM]**

(17%) Better or more restrooms	(4%) Better hiking, biking or other trails
(6%) Good as is or maintain services	(4%) More dog parks
(4%) More water fountains/faucets	

Desirability of Proposed Park System Changes

Q9. The City of Vacaville is collecting opinions about potential changes to the park system. These changes could require additional public funding for purchasing land, construction, and maintenance. First . . .

Would you tend to strongly favor, mildly favor, be neutral to, mildly oppose, or strongly oppose additional public funding to **<INSERT STATEMENT; REVERSE SCALE>?**

[AFTER FIRST STATEMENT, JUST SAY “Would you strongly favor, mildly favor, be neutral to, mildly oppose, or strongly oppose additional public funding to. . .”]

	STRONGLY FAVOR	MILDLY FAVOR	NEUTRAL	MILDLY OPPOSE	STRONGLY OPPOSE	DK/ NA
a. Add more baseball and softball fields	15%	19%	23%	19%	21%	3%
b. Add more soccer fields	17%	20%	23%	16%	18%	6%
c. Add more tennis courts	10%	15%	29%	19%	22%	5%
d. Add more gym space for basketball, volleyball, dance, and fitness	25%	23%	20%	12%	16%	4%
e. Build another pool or aquatic center	29%	17%	18%	14%	20%	3%
f. Provide overnight camping areas	22%	18%	18%	14%	26%	3%
g. Build another community center	16%	13%	23%	20%	25%	3%
h. Build a city–owned and operated golf course	14%	14%	20%	17%	33%	3%
i. Build a new multi-use recreation center large enough to host indoor sports tournaments	27%	22%	15%	14%	20%	4%
j. Build an additional senior center	19%	19%	24%	15%	19%	4%
k. Provide more fenced dog parks	24%	22%	22%	13%	17%	3%
l. Provide access to more natural open space for hiking, biking, horseback riding, and other open-space activities	40%	24%	17%	8%	10%	1%
m. Expand and improve the city’s bikeway system	38%	22%	20%	9%	10%	2%
n. Provide space for community gardens	27%	23%	23%	12%	12%	3%

Program Participation

Q10. Are you aware that the City of Vacaville publishes and distributes the *Community Services Department Event Guide*, listing all recreational programs offered by the city? Yes or no?

YES 81%
 NO 19%
 DON'T KNOW / REFUSED [DON'T READ] ... <0.5%

Q11. Within the **last 12 months**, do you recall **<INSERT STATEMENT; REVERSE>**? Yes or no?

	YES	NO	DK/REFUSED
a. Looking at a printed copy of the <i>Vacaville Community Services Department Event Guide</i>	74%	25%	1%
b. Accessing the city's web site to find information on recreational activities or programs	42%	58%	<0.5%

Q12. Within the last twelve months, have you personally participated in any program, activity, or event offered by Vacaville's Community Services Department? Yes or no?

YES 41%
 NO / DK / REFUSED 59%

Q13. Are you the parent or guardian of at least one child aged **<INSERT AGE RANGE>** currently living in Vacaville? Yes or no?

	YES	NO	REFUSED
a. 12 or younger	32%	68%	0%
b. 13 to 17	19%	81%	0%

[IF Q13a AND Q13b = "NO" OR "REFUSED," SKIP TO Q15]

Q14. Within the last twelve months, has at least one of your children aged 17 or younger participated in any program, activity, or event offered by Vacaville's Community Services Department? Yes or no? **(n=164)**

YES 65%
 NO / DK / REFUSED 35%

Q15. What recreational programs, activities, or events would you like the city to offer that it doesn't offer now? **[TRY AND GET AT LEAST ONE SPECIFIC RESPONSE; MULTIPLE RESPONSES ARE ENCOURAGED; IF RESPONDENT DOESN'T KNOW, MOVE ON]**

(4%) Youth activities or programs	(2%) Dance or ballet
(2%) Swimming	
(2%) Golf	
(2%) Gun or archery	
(2%) Tennis	

Additional Recommendations About Funding

Q16. Thinking for a second about allocation of funding for Vacaville park and recreation facilities and programs . . .

Do you tend to favor, be neutral to, or oppose allocating additional city funds to support **<INSERT STATEMENT; RANDOMIZE; REVERSE SCALE>**?

	FAVOR	NEUTRAL	OPPOSE	DK/ NA
a. Programs for seniors	56%	28%	14%	2%
b. Pools and other facilities for aquatic programs	43%	30%	25%	3%
c. Vacaville's performing arts theater	49%	29%	20%	2%
d. Programs for disadvantaged youth	65%	20%	14%	1%

Voter Reactions to Two Proposals

Q17. Are you currently registered to vote in City of Vacaville municipal elections? Yes or no?

	YES	83%
[SKIP TO D1] ←	NO / REFUSED	17%

Q18. In 1988, Vacaville voters approved Measure I, which authorized a general tax used to fund the construction of the Ulatis Cultural Center complex, the ball fields at Arlington Park and Centennial Park, the operation of Vacaville's Performing Arts Theater, and the on-going maintenance of streets. The tax will expire in 2013. Before then, the city may ask voters to extend the general tax to maintain funding for existing and new community facilities and services.

Would you tend to **<INSERT LIST; REVERSE>** extending this tax measure? (n=340)

	FAVOR	57%
	BE NEUTRAL TO	20%
	OPPOSE	21%
[SKIP TO D1] ←	DON'T KNOW / REFUSED [DON'T READ]	2%

Q19. And why do you say that you would likely **<INSERT ANSWER TO Q18>**? (n=332) **[TRY AND GET A SPECIFIC RESPONSE; MULTIPLE RESPONSES ARE OKAY; IF RESPONDENT DOESN'T KNOW, MOVE ON]**

(14%) Makes for a better community +	(6%) Depends on costs +/-
(13%) Need to continue existing services +	(6%) Need more information +/-
(11%) Don't want added tax burden -	(5%) Taxes could be better spend -
(7%) Facility improvements are important +	(5%) Always support improvements +
(6%) City does a great job +	(4%) Good for kids and families +

Q20 **[SKIP IF Q18<>"OPPOSE"]**.

Would you tend to favor, be neutral to, or oppose a different measure that would help fund **<INSERT STATEMENT; RANDOMIZE; REVERSE SCALE>**? (n=71)

	FAVOR	NEUTRAL	OPPOSE	DK/ NA
a. Parks maintenance	20%	26%	50%	5%
b. Flood water detention basins	27%	15%	46%	12%
c. Street maintenance	42%	20%	33%	5%

Demographics and Windup

D1. I have a few classification questions and we're done. First . . .

[IF Q18="NO" (NOT REGISTERED), SKIP TO D2]

How often do you vote in City of Vacaville municipal elections?? (n=340) **[READ LIST; REVERSE]**

ALWAYS 50%
MOST OF THE TIME 30%
SOMETIMES 10%
NOT VERY OFTEN 7%
DON'T KNOW / REFUSED **[DON'T READ]** 3%

D2. Compared to other adults you know, do you think you participate in recreational activities of any type **<INSERT SCALE; REVERSE>** than average?

MUCH MORE OFTEN 11%
A LITTLE MORE OFTEN 17%
AT ABOUT THE SAME RATE 27%
A LITTLE LESS OFTEN 25%
MUCH LESS OFTEN 19%
DON'T KNOW / REFUSED **[DON'T READ]** 1%

D3. What is the zip code of your primary home? **[DON'T READ]**

95687 62%
95688 37%
95696 <0.5%
OTHER _____ 0%
DON'T KNOW / REFUSED 1%

D4. How many adults aged 18 or older, including yourself, currently live in your household? **[READ LIST]**

JUST YOURSELF 10%
TWO 49%
THREE 25%
FOUR OR MORE 15%
REFUSED **[DON'T READ]** 1%

D5. Is the total household income for all members in your household, aged 18 and over, *above* or *below* \$50,000 a year? **[GET "BELOW" OR "ABOVE" AND THEN:]** Please stop me when I reach your correct income category **[IF "BELOW" READ 1 TO 2, ELSE READ 3 TO 5]**

[IF BELOW \$50K, ASK] → UNDER \$25,000 9%
\$25,000 TO UNDER \$50,000 11%

[IF ABOVE \$50K, ASK] → \$50,000 TO UNDER \$75,000 15%
\$75,000 TO UNDER \$100,000 18%
\$100,000 OR MORE 29%

DON'T KNOW / REFUSED **[DON'T READ]** 18%

D6. May I ask your first name only, in case my supervisor calls to verify the courtesy and completeness of this interview?

[FIRST NAME]

Thank you so much for your time.