

**PARKS & RECREATION
IMPLEMENTATION SURVEY**
FINAL RESEARCH REPORT

PREPARED FOR THE
TOWN OF APPLE VALLEY



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INTRODUCTION

The Town of Apple Valley offers a variety of parks, open space resources, and recreation facilities ranging from small neighborhood parks to larger parks and facilities including the new Aquatic Center and Amphitheater at the Civic Center Park. By providing much-needed spaces to recreate, relax and play, Apple Valley's parks and recreation facilities help to promote a strong sense of community in the Town, improve property values, enhance the business climate and local economy, and generally contribute to a higher quality of life for residents and visitors alike.

Like most California municipalities, the Town of Apple relies on its *Parks and Recreation Master Plan* to guide decisions with respect to land use, development, and facility needs as they relate to parks, trails, open space areas, and recreation facilities. The Plan provides a framework for the orderly development of new facilities and improvements to existing facilities based on a multi-faceted assessment of current and future needs—both within the town's boundaries and in areas outside of the town's boundary over which it may have control in the future (its sphere of influence).

Since the most recent update of the existing Master Plan in 2004, Apple Valley has witnessed substantial growth and development which has created new demands for both facilities and programs. The Town has also experienced the financial challenges associated with the economic recession and sluggish recovery, and the need to use the General Fund to help pay for parks and recreation services. Feeling that it was time to revise the Plan to ensure that it reflected current community needs, updated technical and facility information, and addressed relevant financial issues that have surfaced since the existing Plan was created, in 2010 the Town embarked upon a process to update the *Parks and Recreation Master Plan*.

PURPOSE OF SURVEY Although the Town Council, Park and Recreation Commission, staff, and consultants have played an important role in gathering data and organizing the update process, it was the desire of the Town that the citizens of Apple Valley be the true inspiration and authors of the Plan. Thus, in addition to engaging residents through informal surveys, stakeholder meetings, and other outreach events, the Town commissioned True North Research to conduct a survey to gather objective, *statistically reliable* data on the community's priorities and opinions as they relate to parks and recreation.

Broadly defined, the survey was designed to:

- Profile residents' use of Apple Valley parks and recreation facilities and programs.
- Measure residents' perceptions of parks and recreation facilities on key dimensions such as safety, appearance and overall quality.
- Identify how residents prioritize among a list of recreation projects and services that are (or could be) offered by the Town.
- Gauge residents' willingness to pay for high priority parks and recreation services through a variety of potential mechanisms.
- Identify the types of services residents' are most willing to cut/reduce if additional revenue is not secured for parks and recreation.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 23). In brief, a total of 400 randomly selected registered voters who reside in Apple Valley and who are likely to participate in a high turnout election (i.e., November 2012) participated in the survey between November 9 to November 18, 2011. The telephone interviews were conducted during weekday evenings and midday on weekends and averaged 15 minutes in length.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report, and a complete set of crosstabulations for the survey results is contained in Appendix A, which is bound separately.

ACKNOWLEDGEMENTS True North thanks the Apple Valley Town Council, the members of the Apple Valley Park and Recreation Commission, Frank Robinson (Town Manager), Ralph Wright (Parks and Recreation Manager), as well as Cindy Mendoza and Lauren Schmitt of MIG for contributing valuable input during the design stage of this study. Their collective experience, insight, and local knowledge improved the overall quality of the research presented here.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the Town of Apple Valley. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities and concerns of their residents and customers. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 600 survey research studies for public agencies, including more than 300 studies for California municipalities and special districts.



JUST THE FACTS

The following is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, to learn more about a particular finding, simply turn to the appropriate report section.

LIVING IN APPLE VALLEY

- When asked to identify the things they like most about living in Apple Valley that they would like to be preserved in the future, residents were most apt to mention physical characteristics of Apple Valley—including its rural character (17%), open spaces and scenery (15%), and large lot sizes (15%). They also cited the quiet, peaceful character of the community (14%) and its small-town feel (12%) as being among the traits they would most like to preserve about Apple Valley in the future.
- Given the purpose of the study, it is worth noting that 8% of respondents mentioned the parks and recreation facilities in the community as being the things they like best about Apple Valley, an additional 4% mentioned horse and equestrian trails, and 2% mentioned community activities and special events.

PARKS & RECREATION USE/RATINGS

- Two-thirds (66%) of respondents reported that at least one member of their household had visited a park or recreation facility in Apple Valley in the 12 months prior to the interview.
- With respect to *frequency* of visits, 17% reported that their household visits a park or recreation facility in Apple Valley at least once per week, 12% indicated they do so two to three times per month, 15% visit once per month, whereas 22% indicated that they visit an Apple Valley park or recreation facility less often than once per month.
- More than three-quarters (77%) of respondents rated the *appearance* of Apple Valley's parks and recreation facilities as excellent or good, and a similarly high percentage rated the *overall quality* (71%) as excellent or good.
- By comparison, assessments of the *safety* and the *variety of amenities* included in Apple Valley's parks and recreation facilities areas were somewhat lower, with 60% and 61% rating them as excellent or good, respectively.
- Forty-two percent (42%) of those surveyed indicated that they and/or another member of their household had participated in at least one recreation program or special even offered by the Town in the 12 months prior to the interview.
- Programs for families (25% of all households) and children (17%) were the most commonly-cited types of programs that Apple Valley residents participated in, followed by programs for adults (11%), teens (8%), and seniors (7%).
- Overall, 87% of those who participated in a recreation program or special event offered by the Apple Valley rated them as either excellent (33%) or good (54%), with an additional 11% rating them as fair. Just 1% of participants used poor or very poor to describe the quality of the recreation programs and special events offered by the Town, and an additional 1% were unsure.

PARKS & RECREATION PRIORITIES

- When asked to prioritize 15 projects and services for future funding, voters assigned the highest priority to continuing to adequately maintain and repair parks and recreation facilities (96% high or medium priority), followed by maintaining the number and variety of recreation programs and classes for youth (87%), adding or improving restrooms at existing parks where needed (85%), upgrading or replacing worn-out recreation and playground equipment (83%), and continuing to provide a variety of special community events such as movies in the park, concerts, and festivals (82%).
- At the other end of the spectrum, voters assigned substantially lower priority ratings to constructing a new, centrally-located Community Recreation Center (45%), adding smaller parks to serve neighborhoods (51%), and creating additional large parks to serve the entire community (54%).

FUNDING ALTERNATIVES

- Voters were presented with a variety of mechanisms for funding priority parks and recreation projects and services. On the natural, several mechanisms garnered majority support, including increasing the fees paid by non-residents for using Apple Valley's facilities and programs (76%), establishing/increasing the fees for using the pool, golf course and rental facilities (58%), and increasing the fee on new commercial developments (51%).
- Although not quite a majority, support for several tax and fee options did come close to this threshold, including increasing the sales tax by one-half (46%) and one-quarter (47%) percent, and increasing the fees for recreation programs, classes and sports leagues (48%).
- Voter support for the remaining financial mechanisms was weaker, including establishing fees for parking and admission to special events (41%), increasing the developer fees on a new home (41%), and increasing property taxes by \$25 (38%) and \$40 (23%) per year.

POTENTIAL SERVICE CUTS

- When asked to identify services they would be most willing to cut in the absence of additional revenue, voters were most apt to support reducing the frequency of watering grass in order to cut the costs of water (68%), followed by closing the Aquatics Center in winter months (64%), reducing the amount of grass in parks to cut the costs of water (62%), and closing underused parks (62%).
- By comparison, voters were far less apt to support eliminating free special events such as concerts and festivals (32%), removing and not replacing old recreation facilities and playgrounds (32%), and reducing the maintenance of parks and recreation facilities, including trash removal, landscaping and cleaning (19%).



CONCLUSIONS

As noted in the *Introduction*, this study was designed to provide the Town of Apple Valley with a statistically reliable understanding of the community's priorities and opinions as they relate to parks and recreation. Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the collective results of the survey answer some of the key questions that motivated the research.

The following conclusions are based on the True North's interpretations of the results, as well as the firm's experience conducting similar studies for government agencies throughout the State.

To what extent are residents using Apple Valley's parks and recreation facilities?

The survey results indicate that the vast majority of Apple Valley residents make use of the town's parks and recreation facilities, at least occasionally. Overall, two-thirds (66%) of households reported that at least one member had visited a park or recreation facility in town during the 12 months preceding the interview, with nearly half (44%) doing so at least once per month. As one might expect, visitation rates did vary substantially across household characteristics, with the highest rates being exhibited by households with at least one child or teenager, large households (5+ members), and those without a senior.

Many residents also reported that their household had participated in a recreation program or special event offered by the Town during the same 12 month period. Among all respondents, 42% had participated in a program or special event, with the rates once again being substantially higher among households with at least one child or teenager, large households (5+ members), and those without a senior. Programs for families and children were the most commonly-cited types of programs that Apple Valley residents participated in, followed by programs for adults, teens, and seniors.

How do residents perceive Apple Valley's parks, recreation facilities, and programs?

Regardless of their use patterns, Apple Valley residents generally have positive opinions about the parks, recreation facilities, and recreation programs offered by the Town. More than three-quarters (77%) of respondents rated the *appearance* of Apple Valley's parks and recreation facilities as excellent or good, and a similarly high percentage rated the *overall quality* (71%) as excellent or good. Although assessments of the *safety* and the *variety of amenities* included in Apple Valley's parks and recreation facilities areas were somewhat lower (60% and 61% rated them as excellent or good, respectively), few (less than 6%) rated them as poor or very poor. Moreover, those who have the most experience visiting the Town's parks and recreation facilities were the most likely to rate their overall quality and appearance as excellent or good.

Although ratings for parks and recreation facilities were positive, ratings for the recreation programs and special events offered by the Town were even more so. Among those who had participated in a recreation program or special event during the 12 months preceding the interview, 87% rated them as either excellent (33%) or good (54%), with an additional 11% rating them as fair. Just 1% of participants used poor or very poor to describe the quality of recreation programs and special events offered by the Town.

How do residents prioritize among various parks and recreation projects and services?

Apple Valley residents clearly value their parks, recreation facilities, and programs. In fact, when asked to name the things they like *best* about living in Apple Valley that they would like to preserve in the future, 14% of respondents mentioned some aspect of the parks, recreation facilities, and programming offered by the Town. This is higher than *any* other service area directly managed by a Town Department.

Nevertheless, recognizing that the Town does not have the resources to fund every park and recreation project and service, residents place the highest priority on *maintaining* what they already have, as opposed to *improving* facilities and services. Among the 15 projects and services tested, voters assigned the highest priority to continuing to adequately maintain and repair parks and recreation facilities, maintaining the number and variety of recreation programs and classes for youth, adding or improving restrooms at existing parks where needed, upgrading or replacing worn-out recreation and playground equipment, and continuing to provide a variety of special community events such as movies in the park, concerts, and festivals.

Consistent with the aforementioned theme, voters assigned the lowest priority ratings to proposed *new* parks and facilities, including constructing a new, centrally-located Community Recreation Center, adding smaller parks to serve neighborhoods, and creating additional large parks to serve the entire community.

Are voters willing to support additional fees or taxes to fund parks and recreation?

Identifying specific projects and services as priorities for future funding is one thing; a willingness to help *pay* for these projects and services through additional fees, taxes and other financing mechanisms is quite another. Indeed, although voters rated many of the projects and services tested in the prior section as high priorities for the Town, the question remained as to which (if any) among a variety of potential new funding mechanisms are they willing to support in order secure the revenue needed to make the projects and services a reality.

Using a *conservative* method for estimating baseline support for different financing mechanisms, the study found reasonably strong levels of support for several different financing mechanisms. Several mechanisms garnered majority support, including increasing the fees paid by non-res-

idents for using Apple Valley’s facilities and programs (76%), establishing/increasing the fees for using the pool, golf course and rental facilities (58%), and increasing the fee on new commercial developments (51%).

Although not quite a majority, support for several tax and fee options did come close to this threshold, including increasing the sales tax by one-half (46%) and one-quarter (47%) percent, and increasing the fees for recreation programs, classes and sports leagues (48%).

Voter support for the remaining financial mechanisms was weaker, however, including establishing fees for parking and admission to special events (41%), increasing the developer fees on a new home (41%), and increasing property taxes by \$25 (38%) and \$40 (23%) per year.

Do the results suggest that a revenue measure could be feasible?

Yes. It is important to note that this study used a *conservative* method for estimating support for potential revenue measures. Not only were multiple types of funding mechanisms tested with the same respondent, the survey also did not test a specific ballot measure in which the *benefits* of the measure would be described in addition to the costs. Both of these factors can be expected to result in very conservative estimates of support for a potential revenue measure.

Keeping the above in mind, it is striking that support for the sales tax options tested very near a majority. Even at the higher rate of one-half percent, 46% of residents indicated that they would support a local sales tax to fund priority parks and recreation projects *on the natural*, without any additional information about the measure or why it is needed.

Although these results should be considered preliminary and more detailed research would be needed prior to placing a measure on a ballot, the results are promising. Having helped pass \$20 billion in local revenue measures including local sales taxes, it is True North’s opinion that if the sales tax option were broadened to include other important town services (e.g., public safety and street maintenance) and voters were sufficiently educated about the measure, a general sales tax has good chance of passage at the simple majority threshold required by California law.

Are voters willing to make cuts in the absence of additional revenues?

Yes, although they have clear opinions about where the cuts should occur. If forced to make cuts to parks and recreation services for financial reasons, voters were most apt to support reducing the frequency of watering grass in order to cut the costs of water (68%), followed by closing the Aquatics Center in winter months (64%), reducing the amount of grass in parks to cut the costs of water (62%), and closing underused parks (62%).

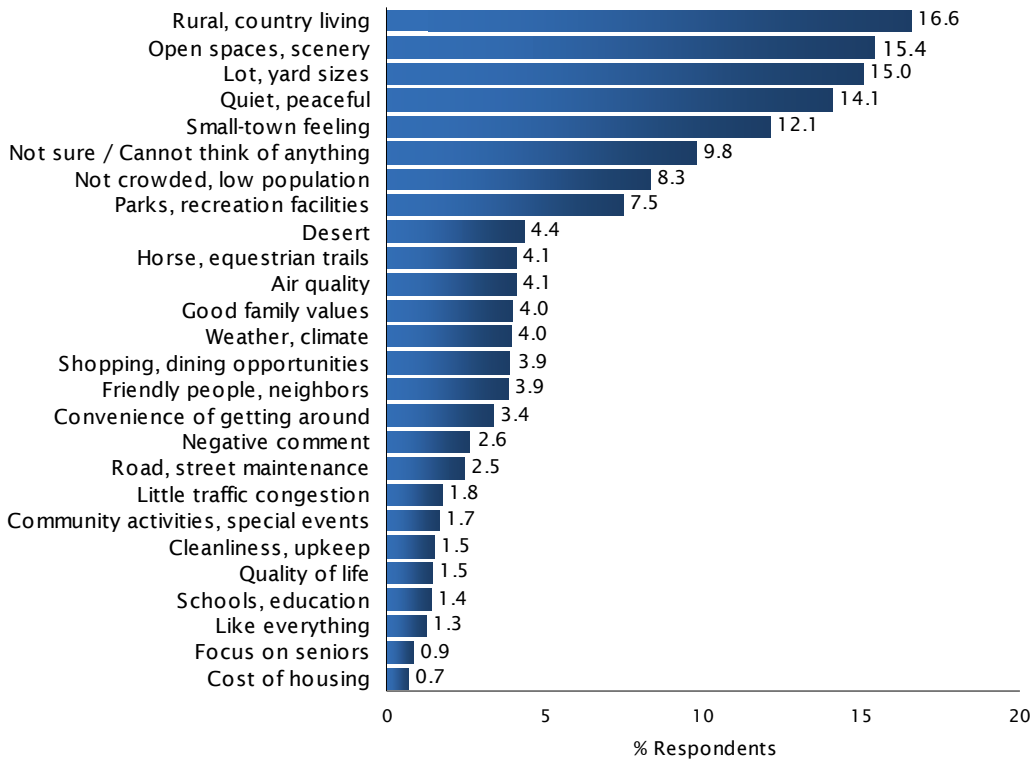
By comparison, voters were far less apt to support eliminating free special events such as concerts and festivals (32%), removing and not replacing old recreation facilities and playgrounds (32%), and reducing the maintenance of parks and recreation facilities, including trash removal, landscaping and cleaning (19%).

LIVING IN APPLE VALLEY

The opening question in the survey was designed to identify those aspects of living in Apple Valley that residents prize most and are therefore most interested in preserving in the future. Question 2 was asked in an open-ended manner, which allowed respondents to mention any aspect of living in Apple Valley that they like best without being prompted by—or restricted to—a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 1 below. Because respondents were allowed to mention up to two responses, the percentages shown in the figure reflect the percentage of respondents who mentioned each aspect (and sum to greater than 100%).

Question 2 *What do you like best about living in Apple Valley that you would want to make sure is preserved in the future?*

FIGURE 1 LIKE MOST ABOUT LIVING IN APPLE VALLEY



Overall, residents were most apt to mention physical characteristics of Apple Valley that they would like to be preserved in the future—including its rural character (17%), open spaces and scenery (15%), and large lot sizes (15%). They also cited the quiet, peaceful character of the community (14%) and its small-town feel (12%) as being among the traits they would most like to preserve about Apple Valley in the future. Given the purpose of the study, it is worth noting that 8% of respondents mentioned the parks and recreation facilities in the community as being the things they like best about Apple Valley, an additional 4% mentioned horse and equestrian trails, and 2% mentioned community activities and special events.

PARKS & RECREATION USE/RATINGS

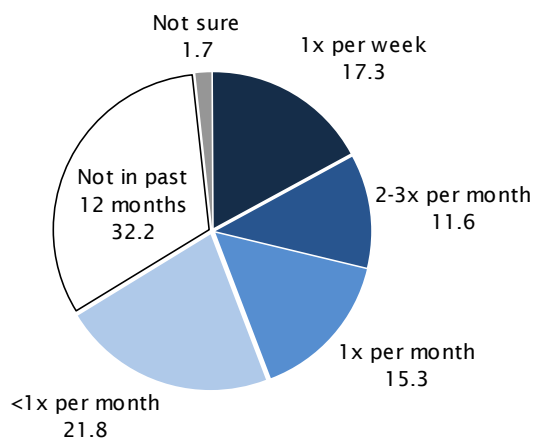
The Town of Apple Valley maintains a variety of parks, open space areas, and recreation facilities, ranging from small neighborhood parks to larger, centralized recreation facilities. Many parks contain a mix of passive and active use recreation areas and amenities. The questions discussed in this section of the report sought to profile residents' use and perceptions of Town parks and recreation programs, including how they rate Town parks on key dimensions including overall quality, safety and appearance.

FREQUENCY OF USE The first two questions in this series were designed to measure household use of Apple Valley parks and recreation facilities. Respondents were asked whether one or more members of their household had visited an Apple Valley park or recreation facility in the 12 months prior to the interview and, if yes, how frequently their household typically visits parks and/or recreation facilities in Apple Valley. The answers to both of these questions are combined in Figure 2.

Question 3 *Have you or anyone else in your household visited an Apple Valley park or recreation facility in the past 12 months?*

Question 4 *How frequently do you or other members of your household typically visit the parks and recreation facilities in Apple Valley? At least once per week, two to three times per month, once per month, or less often than once per month?*

FIGURE 2 HOUSEHOLD PARKS & RECREATION FACILITY USE IN PAST 12 MONTHS



Overall, two-thirds (66%) of respondents reported that at least one member of their household had visited a park or recreation facility in Apple Valley in the 12 months prior to the interview. With respect to *frequency* of visits, 17% reported that their household visits a park or recreation facility in Apple Valley at least once per week, 12% indicated they do so two to three times per month, 15% visit once per month, whereas 22% indicated that they visit an Apple Valley park or recreation facility less often than once per month.

For the interested reader, Figures 3 and 4 on the next page show how frequency of visiting an Apple Valley park or recreation facility varied according to length of residence, presence of children under 13 in the home, presence of a teenager in the home, household size, presence of a senior in the home, and home ownership status. When compared to their respective counterparts, households with at least one child or teenager, large households (5+ members), and those without a senior were the most likely to report visiting an Apple Valley park or recreation facility at least once per month.

FIGURE 3 HOUSEHOLD PARKS & RECREATION FACILITY USE IN PAST 12 MONTHS BY YEARS IN APPLE VALLEY, CHILDREN UNDER 13 IN HSLD & CHILDREN BETWEEN 13 AND 17 IN HSLD

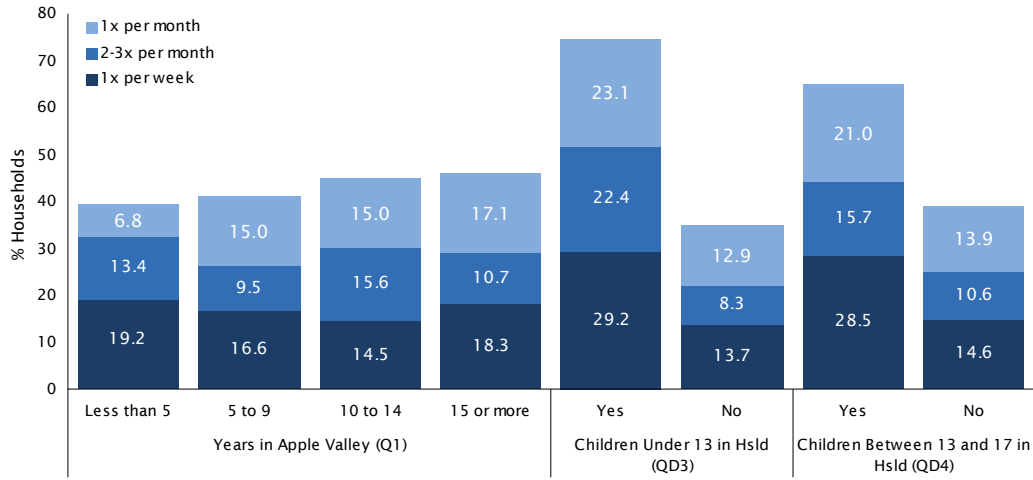
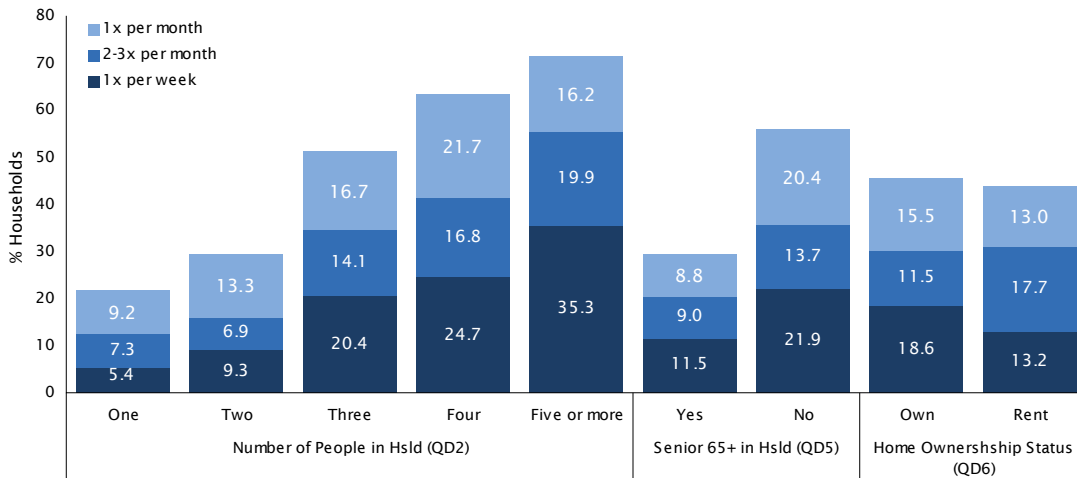


FIGURE 4 HOUSEHOLD PARKS & RECREATION FACILITY USE IN PAST 12 MONTHS BY NUMBER OF PEOPLE IN HSLD, SENIOR 65+ IN HSLD & HOME OWNERSHIP STATUS



PARK & REC FACILITY RATINGS All respondents (regardless of visitation frequency) were next asked to rate the overall quality, the variety of amenities included in, as well as the safety and appearance of Apple Valley’s parks and recreation facilities using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 5 on the next page, more than three-quarters (77%) of respondents rated the *appearance* of Apple Valley’s parks and recreation facilities as excellent or good, and a similarly high percentage rated the *overall quality* (71%) as excellent or good. By comparison, assessments of the *safety* and the *variety of amenities* included in Apple Valley’s parks and recreation facilities areas were somewhat lower, with 60% and 61% rating them as excellent or good, respectively.

In general, residents who reported visiting Apple Valley parks and recreation facilities at least two to three times per month were the most likely to rate the overall quality and appearance of Town parks and recreation facilities as excellent or good (see Figure 6).

Question 5 How do you rate the: _____ Apple Valley parks and recreation facilities? Would you say it is excellent, good, fair, poor or very poor?

FIGURE 5 RATING APPLE VALLEY PARKS AND RECREATION FACILITIES

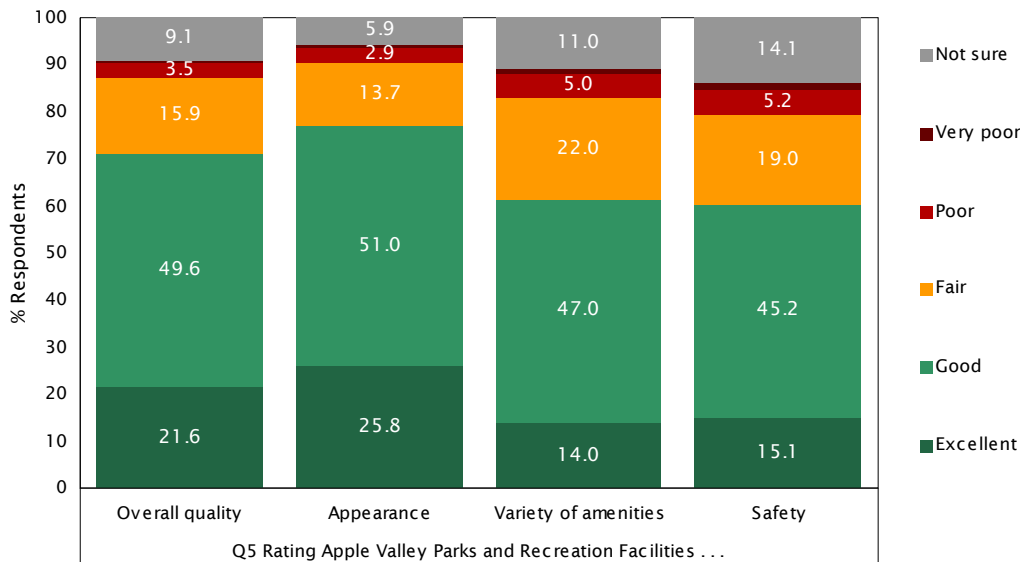
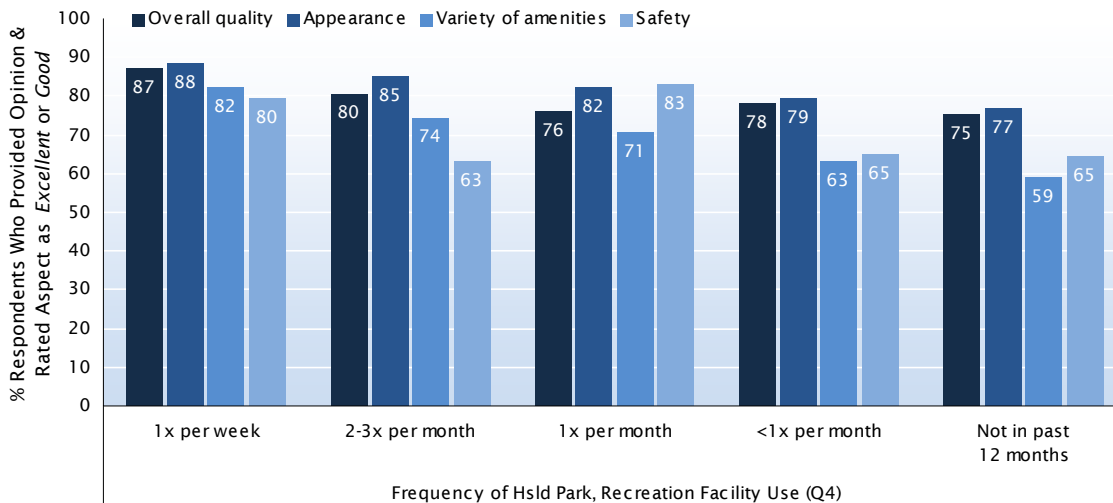


FIGURE 6 RATING APPLE VALLEY PARKS AND RECREATION FACILITIES BY FREQUENCY OF HSLD PARK, RECREATION USE



RECREATION PROGRAMS AND SPECIAL EVENTS Whereas Questions 4 and 5 gauged the frequency with which respondents’ households had visited a park or recreation facility in Apple Valley in the prior 12 month period, Question 6 measured the frequency with which they participated in a *recreation program* or *special event* offered by the Town during this same period. As shown in Figure 7 on the next page, 42% of those surveyed indicated that they and/or another member of their household had participated in at least one recreation program or special even offered by the Town in the 12 months prior to the interview.

Figures 8 and 9 show how reported participation in a recreation program or special event offered by the Town varied according to household characteristics, including length of residence, presence of children under 13 in the home, presence of a teenager in the home, household size, presence of a senior in the home, and home ownership status. Similar to the patterns found for visiting a park or recreation facility, participation in a recreation program or special event was greatest among households with at least one child or teenager, large households (5+ members), those without a senior, and home owners.

Question 6 *In the past 12 months, have you or any member of your household participated in a recreation program or special event offered by the Town of Apple Valley?*

FIGURE 7 HOUSEHOLD RECREATION PROGRAM & SPECIAL EVENT PARTICIPATION IN PAST 12 MONTHS

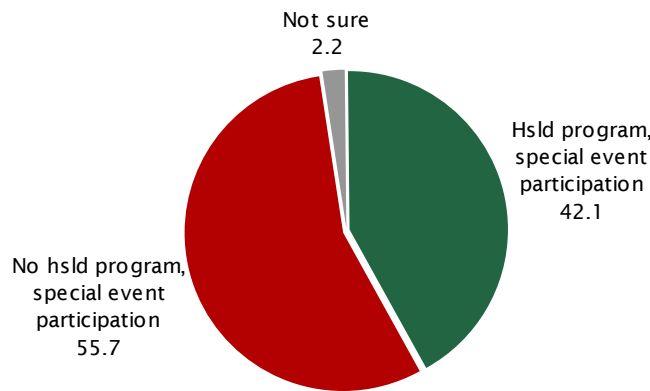


FIGURE 8 HOUSEHOLD RECREATION PROGRAM & SPECIAL EVENT PARTICIPATION IN PAST 12 MONTHS BY YEARS IN APPLE VALLEY, CHILDREN UNDER 13 IN HSLD & CHILDREN BETWEEN 13 AND 17 IN HSLD

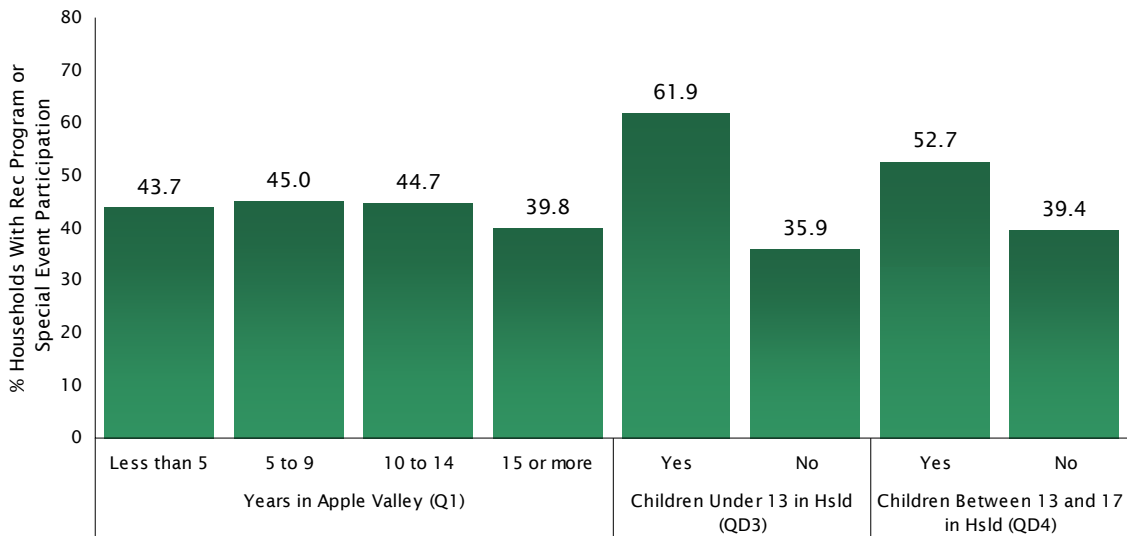
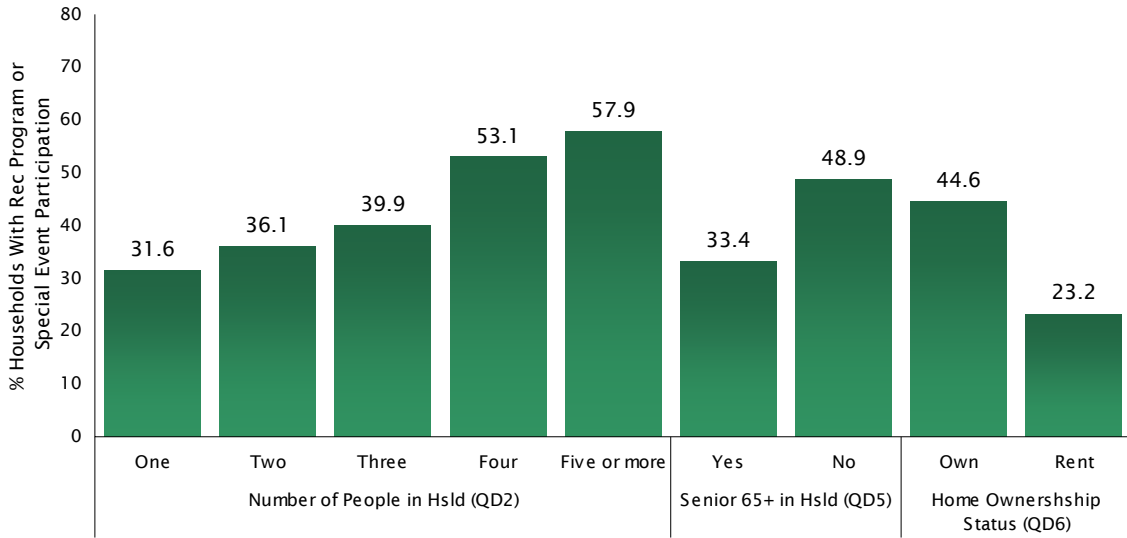


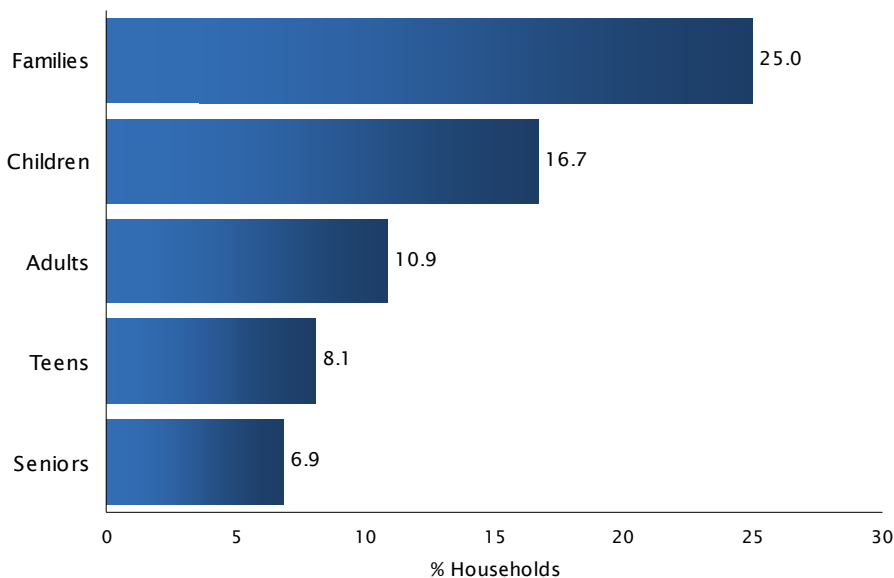
FIGURE 9 HOUSEHOLD RECREATION PROGRAM & SPECIAL EVENT PARTICIPATION IN PAST 12 MONTHS BY NUMBER OF PEOPLE IN HSLD, SENIOR 65+ IN HSLD & HOME OWNERSHIP STATUS



Households that had participated in a recreational program or special event offered by the Town were asked two follow-up questions to identify the types of programs they participated in, as well as how they would rate the overall quality of the programs/events. Programs for families (25% of all households) and children (17%) were the most commonly-cited types of programs that Apple Valley residents participated in, followed by programs for adults (11%), teens (8%), and seniors (7%) (see Figure 10).

Question 7 *Were the programs or events that your household participated in designed for children, teens, adults, seniors or families?*

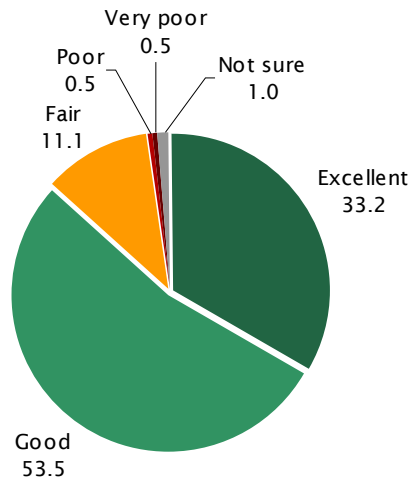
FIGURE 10 FOCUS OF PROGRAMS OR EVENTS AMONG ALL HOUSEHOLDS



With respect to the overall quality of the recreation programs and special events their household participated in during the prior 12 month period, Apple Valley residents had very positive assessments. Overall, 87% rated them as either excellent (33%) or good (54%), with an additional 11% rating them as fair. Just 1% of participants used poor or very poor to describe the quality of the recreation programs and special events offered by the Town, and an additional 1% were unsure (Figure 11).

Question 8 Overall, how would you rate the quality of Apple Valley's recreation programs and special events that your household participated in? Would you say it was excellent, good, fair, poor or very poor?

FIGURE 11 OVERALL QUALITY OF REC PROGRAMS & SPECIAL EVENTS



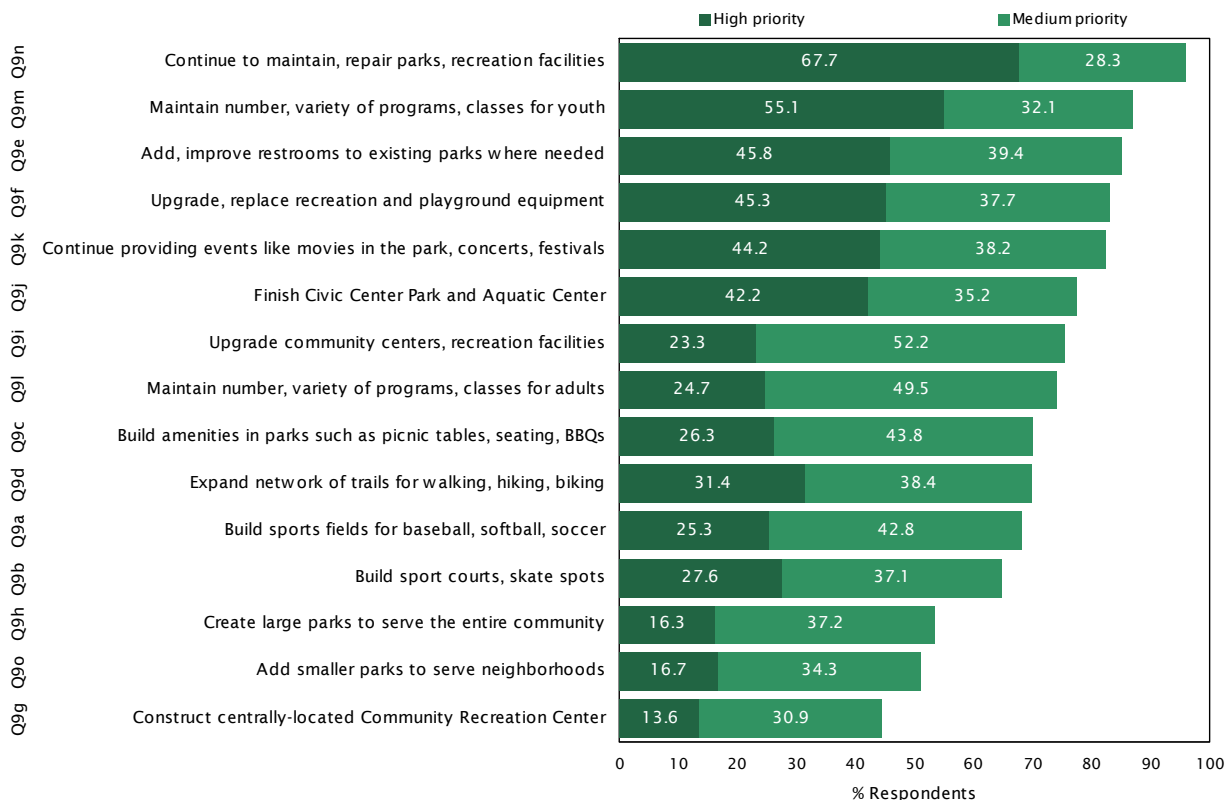
PARKS & RECREATION PRIORITIES

It is often the case that residents' needs for public facilities and programs exceed a town's financial resources. In such cases, a town must prioritize projects and programs based upon a variety of factors, including the preferences of residents.

Question 9 was designed to provide Apple Valley with a reliable measure of how voters prioritize a variety of parks and recreation-related projects and services to which the Town could allocate resources in the future. The format of the question was straightforward: after informing respondents that the Town is in the process of developing a *Parks and Recreation Master Plan* but that it does not have the financial resources to fund *all* potential projects and programs, respondents were asked whether each project or program shown in Figure 12 should be a high, medium, or low priority for future funding—or if the Town should not spend money on the project at all. To avoid a systematic position bias, the projects were tested in a random order for each respondent.

Question 9 *The Town of Apple Valley is in the process of developing a Parks and Recreation Master Plan that will identify priority projects and services. Because there is not enough money to fund all projects and services, the Town must set priorities. As I read the following list of park and recreation projects and services, please indicate whether you think it should be a high priority, a medium priority, or a low priority for funding. If you feel that no money should be spent on a particular project, just say so. Please keep in mind that not all of the projects can be high priorities.*

FIGURE 12 PARKS & RECREATION PRIORITIES



The projects and programs are sorted in Figure 12 from high to low based on the proportion of respondents who indicated that an item was *at least* a medium priority for future funding. Among the projects and programs tested, voters assigned the highest priority to continuing to adequately maintain and repair parks and recreation facilities (96%), followed by maintaining the number and variety of recreation programs and classes for youth (87%), adding or improving restrooms at existing parks where needed (85%), upgrading or replacing worn-out recreation and playground equipment (83%), and continuing to provide a variety of special community events such as movies in the park, concerts, and festivals (82%).

At the other end of the spectrum, voters assigned substantially lower priority ratings to constructing a new, centrally-located Community Recreation Center (45%), adding smaller parks to serve neighborhoods (51%), and creating additional large parks to serve the entire community (54%).

PRIORITY RANKINGS BY SUBGROUP Table 1 shows how the percentage of respondents who rated each project or program as a *high* priority varied across key household characteristics. For convenience, the top three rated projects are highlighted in green within each subgroup. The most striking pattern is that *all* subgroups rated the same two projects among their top three priorities: continuing to adequately maintain and repair parks and recreation facilities, and maintaining the number and variety of recreation programs and classes for youth.

TABLE 1 PARKS & RECREATION PRIORITIES BY HSLD PARK, REC FACILITY USE, HSLD REC PROGRAM, EVENT PARTICIPATION, CHILDREN UNDER 13 IN HSLD, CHILDREN BETWEEN 13 AND 17 IN HSLD & SENIOR 65+ IN HSLD (SHOWING % HIGH PRIORITY)

	HslD Park, Rec Facility Use (Q3)		HslD Rec Program, Event Participation (Q6)		Children Under 13 in HslD (QD3)		Children Between 13 and 17 in HslD (QD4)		Senior 65+ in HslD (QD5)	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Continue to maintain, repair parks, recreation facilities	70.5	61.1	72.3	63.4	74.5	65.6	64.4	68.5	63.0	71.5
Maintain number, variety of programs, classes for youth	59.3	48.2	63.3	49.8	73.1	49.5	49.9	56.4	47.9	60.8
Add, improve restrooms to existing parks where needed	47.4	44.6	46.4	44.3	51.9	43.9	45.4	45.9	44.5	47.0
Upgrade, replace recreation and playground equipment	46.4	44.3	47.7	44.1	54.0	42.6	45.1	45.3	44.5	46.0
Continue providing movies in the park, concerts, festivals	50.1	32.0	54.7	36.5	44.1	44.2	52.7	42.0	39.4	48.0
Finish Civic Center Park and Aquatic Center	48.4	31.3	46.4	39.9	52.3	39.1	46.5	41.1	36.5	46.7
Expand network of trails for walking, hiking, biking	31.7	32.4	33.9	29.5	31.3	31.5	25.6	32.9	30.7	32.1
Build sport courts, skate spots	27.4	28.5	27.0	28.7	27.0	27.8	30.9	26.8	23.9	30.5
Build amenities in parks such as picnic tables, seating, BBQs	25.9	28.2	26.2	26.6	29.3	25.3	25.0	26.6	25.3	27.2
Build sports fields for baseball, softball, soccer	26.1	24.9	27.5	24.7	36.0	22.0	24.3	25.5	26.9	24.2
Maintain number, variety of programs, classes for adults	27.2	18.7	25.7	23.8	20.0	26.2	24.3	24.8	26.2	23.7
Upgrade community centers, recreation facilities	25.5	19.8	26.0	21.8	29.8	21.3	22.5	23.5	23.3	23.3
Add smaller parks to serve neighborhoods	16.8	16.5	20.0	14.8	20.5	15.5	18.8	16.2	11.7	20.6
Create large parks to serve the entire community	14.9	19.8	15.1	17.4	13.5	17.2	25.1	14.1	12.9	18.9
Construct centrally-located Community Recreation Center	14.7	12.2	15.1	13.1	18.1	12.2	18.4	12.5	11.7	15.2

FUNDING ALTERNATIVES

Identifying specific park and recreation improvements as priorities for the Town is one thing; a willingness to fund these improvements through additional fees, taxes and other financing mechanisms is quite another. Indeed, although voters rated many of the projects and services tested in the prior section as high priorities for the Town, the question remained as to which (if any) among a variety of potential new funding mechanisms are they willing to support in order secure the revenue needed to realize these improvements.

Question 10 in the survey was designed to measure voters' initial, baseline levels of support for funding priority parks and recreation projects using a variety of funding mechanisms and rates, where appropriate. Because the same wording and response scale was used for each type of mechanism, the question allows for an apples-to-apples comparison of support across funding mechanisms and rates. However, because a *specific* ballot measure was not provided to respondents, the results should be considered preliminary, conservative estimates of voters' baseline support for funding the projects that they identified as priorities in the prior section.¹

Question 10 *At this time, the parks and recreation projects and services we just discussed do not have adequate funding. However, there are a variety of ways to generate the funds needed to provide these projects and services. As I read the following funding alternatives, I'd like to know which options you are willing to support and which you oppose. The funding options that I read are alternatives to each other. So when I ask you about a particular option, I want to know whether you would support or oppose that approach if it were the only one used.*

FIGURE 13 SUPPORT FOR PROPOSED FUNDING ALTERNATIVES

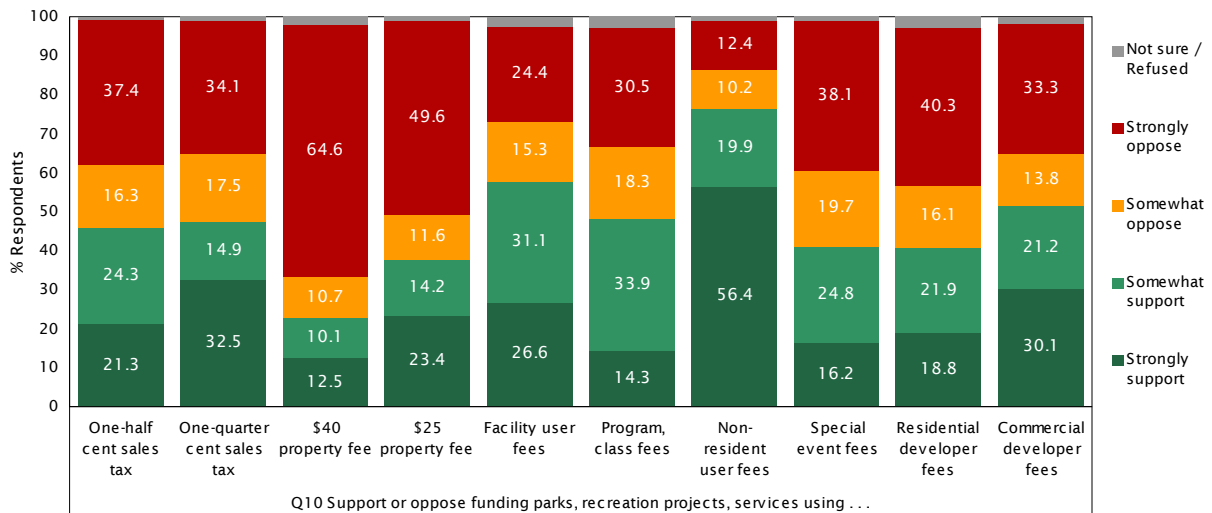


Figure 13 presents each of the funding mechanisms and rates tested in relation to priority parks and recreation projects, as well as voters' baseline levels of support. As shown in the figure, support levels varied considerably depending on the type of mechanism and rate. Several mechanisms garnered majority support, including increasing the fees paid by non-residents for using

1. Support levels could be considerably higher if a specific ballot measure were identified and voters were educated about the benefits of the measure. For this reason, future feasibility research is strongly recommended prior to placing a specific revenue measure before voters.

Apple Valley’s facilities and programs (76%), establishing/increasing the fees for using the pool, golf course and rental facilities (58%), and increasing the fee on new commercial developments (51%).

Although not quite a majority, support for several tax and fee options did come close to this threshold, including increasing the sales tax by one-half (46%) and one-quarter (47%) percent, and increasing the fees for recreation programs, classes and sports leagues (48%). Voter support for the remaining financial mechanisms was weaker, including establishing fees for parking and admission to special events (41%), increasing the developer fees on a new home (41%), and increasing property taxes by \$25 (38%) and \$40 (23%) per year.

For the interested reader, Table 2 shows how support for the various financial mechanisms varied across key household subgroups, as well as the partisan affiliation of the voter who participated in the survey.

TABLE 2 SUPPORT FOR PROPOSED FUNDING ALTERNATIVES BY HSLD PARK, REC FACILITY USE, HSLD REC PROGRAM, EVENT PARTICIPATION, CHILDREN UNDER 13 IN HSLD, CHILDREN BETWEEN 13 AND 17 IN HSLD, SENIOR 65+ IN HSLD & PARTY

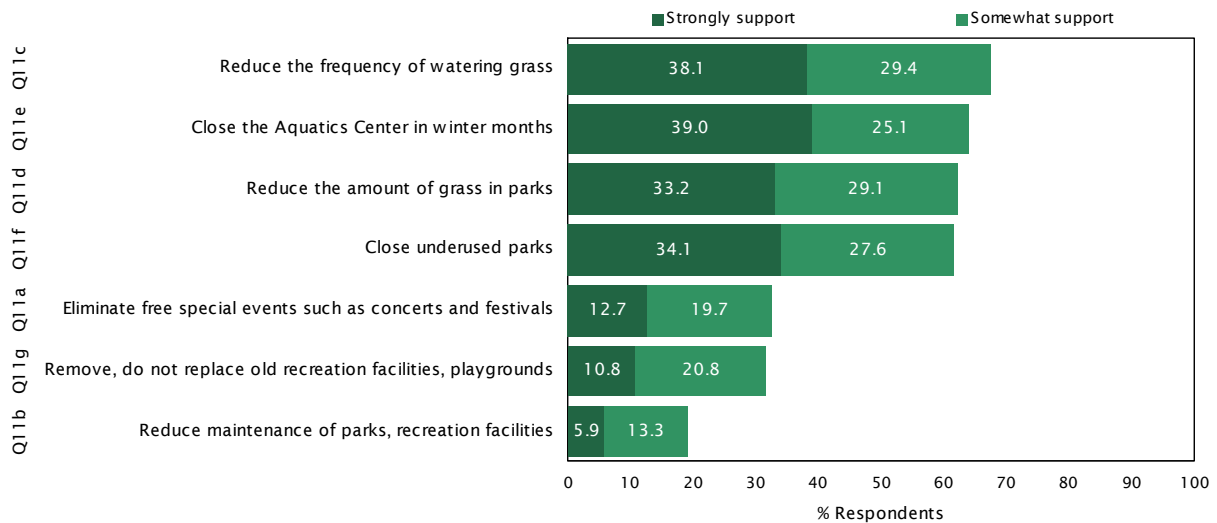
		Q10 Support or oppose funding parks, recreation projects, services using . . .									
		One-half cent sales tax	One-quarter cent sales	\$40 property fee	\$25 property fee	Facility user fees	Program, class fees	Non-resident user fees	Special event fees	Residential developer	Commercial developer
Overall		45.6	47.5	22.6	37.6	57.8	48.2	76.2	41.0	40.7	51.3
HslD Park, Rec Facility Use (Q3)	Yes	48.2	51.5	27.0	44.9	56.4	48.0	77.3	40.0	44.8	53.0
	No	41.0	39.9	14.6	24.5	59.2	47.7	75.5	44.2	34.1	50.2
HslD Rec Program, Event Participation (Q6)	Yes	52.6	54.7	28.3	48.5	53.6	40.4	78.9	36.0	47.5	58.1
	No	42.1	43.5	18.8	30.5	59.6	53.3	74.9	46.3	36.4	47.4
Children Under 13 in HslD (QD3)	Yes	54.8	56.6	33.2	52.0	58.6	36.2	76.3	42.9	43.0	53.4
	No	42.8	44.6	19.3	33.2	57.5	51.9	76.2	40.4	40.0	50.7
Children Between 13 and 17 in HslD (QD4)	Yes	39.2	44.0	23.5	44.2	53.4	49.7	71.4	34.7	42.1	65.1
	No	47.2	48.3	22.4	36.0	58.8	47.8	77.4	42.5	40.4	47.9
Senior 65+ in HslD (QD5)	Yes	46.9	44.8	15.0	27.3	56.3	49.3	73.6	41.1	36.9	47.8
	No	44.8	49.7	28.6	45.7	58.7	47.2	78.2	41.0	43.8	54.2
Party	Democrat	58.7	54.4	22.0	46.8	55.7	39.6	77.3	44.8	47.3	62.5
	Republican	38.5	43.6	23.2	35.2	59.8	55.1	75.5	37.5	36.2	46.8
	Other / DTS	44.6	47.1	21.9	30.1	55.4	43.0	76.5	44.5	42.5	46.3

POTENTIAL SERVICE CUTS

Recognizing that the Town may not pursue a revenue measure—or that a measure placed on the ballot could be unsuccessful—the final substantive question of the survey was designed to identify the types of service reductions that voters would find most palatable in the absence of additional revenue. The format of Question 11 was straightforward: for each of the services shown on the left of Figure 14, respondents were simply asked whether they would support or oppose making cuts to this service area. To encourage respondents to prioritize and make difficult decisions, Question 11 reminded them that some areas must be cut.

Question 11 *Without additional funding for parks and recreation, the Town will not be able to improve parks, recreation facilities or programs. It is also likely that the Town will need to make cuts to existing parks and recreation services. Assuming that cuts will be needed, as I read the following items please indicate whether you would support or oppose making cuts to this service.*

FIGURE 14 POTENTIAL SERVICE CUTS



When asked to identify areas to cut, voters were most apt to support reducing the frequency of watering grass in order to cut the costs of water (68%), followed by closing the Aquatics Center in winter months (64%), reducing the amount of grass in parks to cut the costs of water (62%), and closing underused parks (62%). By comparison, voters were far less apt to support eliminating free special events such as concerts and festivals (32%), removing and not replacing old recreation facilities and playgrounds (32%), and reducing the maintenance of parks and recreation facilities, including trash removal, landscaping and cleaning (19%).

Table 3 on the next page shows how the percentage of respondents who supported each type of cut varied by household characteristics, with the top three supported cuts within each subgroup highlighted in green.

TABLE 3 POTENTIAL SERVICE CUTS BY HSLD PARK, REC FACILITY USE, HSLD REC PROGRAM, EVENT PARTICIPATION, CHILDREN UNDER 13 IN HSLD, CHILDREN BETWEEN 13 AND 17 IN HSLD & SENIOR 65+ IN HSLD (SHOWING % STRONGLY SUPPORT)

	HslD Park, Rec Facility Use (Q3)		HslD Rec Program, Event Participation (Q6)		Children Under 13 in HslD (QD3)		Children Between 13 and 17 in HslD (QD4)		Senior 65+ in HslD (QD5)	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Close the Aquatics Center in winter months	37.4	42.7	39.5	38.9	42.5	37.9	30.9	41.0	44.0	35.0
Reduce the frequency of watering grass	39.3	36.8	40.7	37.3	47.4	35.3	42.4	37.1	34.4	41.2
Close underused parks	27.1	47.6	29.1	36.9	30.2	35.3	29.2	35.3	39.0	30.1
Reduce the amount of grass in parks	32.6	35.2	36.0	32.4	27.7	34.9	37.6	32.1	34.4	32.4
Eliminate free special events such as concerts and festivals	10.6	17.8	8.7	16.3	10.3	13.5	9.1	13.7	16.3	10.0
Remove, do not replace old recreation facilities, playgrounds	8.7	15.0	8.7	12.9	5.3	12.5	10.9	10.8	14.2	8.3
Reduce maintenance of parks, recreation facilities	3.9	10.2	3.6	7.8	0.0	7.7	5.4	6.0	10.6	2.3



BACKGROUND & DEMOGRAPHICS

TABLE 4 DEMOGRAPHICS OF SAMPLE

<i>Total Respondents</i>	400
Years in Apple Valley (Q1)	
Less than 5	9.5
5 to 9	20.0
10 to 14	18.4
15 or more	52.1
Hsld Park, Rec Facility Use (Q3)	
Yes	66.3
No	32.2
Refused	1.5
Hsld Rec Program, Event Participation (Q6)	
Yes	42.1
No	55.7
Refused	2.2
Age (QD1)	
Under 35	16.9
35 to 44	12.4
45 to 54	19.6
55 to 64	22.1
65 and older	26.5
Refused	2.4
Number of People in Hsld (QD2)	
One	11.7
Two	39.1
Three	19.7
Four	13.6
Five or more	15.3
Refused	0.6
Children Under 13 in Hsld (QD3)	
Yes	23.6
No	76.4
Children Between 13 and 17 in Hsld (QD4)	
Yes	19.9
No	80.1
Senior 65+ in Hsld (QD5)	
Yes	43.4
No	56.4
Refused	0.2
Home Ownership Status (QD6)	
Own	87.2
Rent	8.8
Refused	3.9
Gender	
Male	45.1
Female	54.9
Party	
Democrat	29.4
Republican	51.3
Other / DTS	19.3

In addition to questions directly related to the parks and recreation, the study collected basic demographic information about respondents and their households. Some of this information was gathered during the interview, although much of it was collected from the voter file. The profile of the likely November 2012 voter sample used for this study is shown in Table 4.



M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with the Town of Apple Valley and MIG to develop a questionnaire that covered the topics of interest and avoided possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking the items in a set order can lead to a systematic position bias in responses, items were asked in random order for each respondent.

Some of the questions asked in this study were presented only to a subset of respondents. For example, only respondents who lived in a household that had visited an Apple Valley park or recreation facility in the past 12 months (Question 3) were asked a follow-up question (Question 4) regarding the frequency of their household visits. The questionnaire included with this report (see *Questionnaire & Toplines* on page 26) identifies the skip patterns that were used during the interview to ensure that each respondent received the appropriate questions.

PROGRAMMING & PRE-TEST Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist the interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts the interviewer to certain types of key-punching mistakes should they happen during the interview. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the Town prior to formally beginning the survey.

SAMPLE The survey was administered to a stratified and clustered random sample of registered voters in the Town who are likely to participate in the November 2012 election. Consistent with the profile of this universe, the sample was stratified into clusters, each representing a particular combination of age, gender, and household party-type. Individuals were then randomly selected based on their profile into an appropriate cluster. This method ensures that if a person of a particular profile refuses to participate in the study, they are replaced by an individual who shares their same profile.

STATISTICAL MARGIN OF ERROR By using the probability-based sampling design noted above, True North ensured that the final sample was representative of voters in the Town who are likely to participate in the November 2012 election. The results of the sample can thus be used to estimate the opinions of *all* voters likely to participate in the November 2012 election. Because not all voters participated in the study, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 400 voters for a particular question and what would have been found if all 26,577 likely November voters identified in the Town had been surveyed for the study.

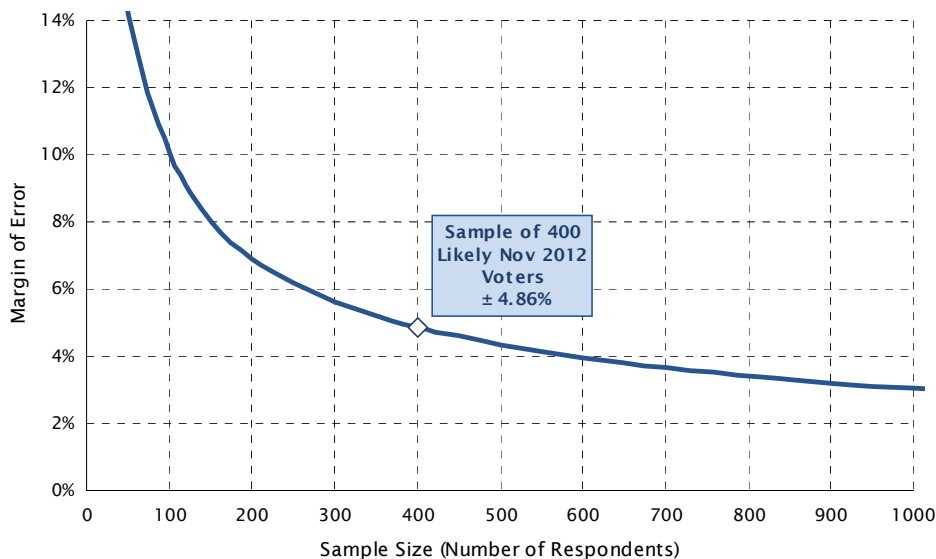
For example, in estimating the percentage of likely voters that would *strongly support* increasing the Town's sales tax by one-half cent to fund priority parks and recreation projects and services (Question 2 of the survey), the margin of error can be calculated if one knows the size of the population, the size of the sample, a confidence level, and the distribution of responses to the question. The appropriate equation for estimating the margin of error, in this case, is shown below.

$$\hat{p} \pm t \sqrt{\left(\frac{N-n}{N}\right) \frac{\hat{p}(1-\hat{p})}{n-1}}$$

Where \hat{p} is the proportion of voters who said *strongly support* (0.21 for 21% in this example), N is the population size of likely voters (26,577), n is the sample size that received the question (400) and t is the upper $\alpha/2$ point for the t-distribution with $n-1$ degrees of freedom (1.96 for a 95% confidence interval). Solving the equation using these values reveals a margin of error of $\pm 3.97\%$. This means that with 21% of survey respondents indicating they would *strongly support* increasing the Town's sales tax by one-half cent to fund priority parks and recreation projects and services we can be 95% confident that the actual percentage of all likely November 2012 voters that would strongly support the one-half cent sales tax measure is between 17% and 25%.

Figure 15 provides a graphic plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is $\pm 4.86\%$.

FIGURE 15 MAXIMUM MARGIN OF ERROR DUE TO SAMPLING



Within this report, figures and tables show how responses to certain questions varied by sub-groups such as length of residence, presence of children in the home, and home ownership status. Figure 15 is thus useful for understanding how the maximum margin of error for a percentage estimate grows as the number of individuals asked a question (or in a particular sub-

group) shrinks. Because the margin of error grows exponentially as sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

DATA COLLECTION The method of data collection was telephone interviewing. Interviews were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM) between November 9 to November 18, 2011. It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. The interviews averaged 15 minutes in length.

DATA PROCESSING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and crosstabulations.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

QUESTIONNAIRE & TOPLINES



Town of Apple Valley
Parks & Recreation Survey
Final Toplines
November 2011

Section 1: Introduction to Study

Hi, may I please speak to _____. My name is _____, and I'm calling on behalf of TNR, an independent public opinion research firm. We're conducting a survey of voters about important issues in the Town of Apple Valley and I'd like to get your opinions.

If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.

If needed: The survey should take about 10 minutes to complete.

If needed: If now is not a convenient time, can you let me know a better time so I can call back?

If the person asks why you need to speak to the listed person or if they ask to participate instead, explain: For statistical purposes, at this time the survey must only be completed by this particular individual.

If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Living in Apple Valley

Q1	To begin, how long have you lived in the Town of Apple Valley?		
	1	Less than 1 year	1%
	2	1 to 2 years	3%
	3	3 to 4 years	5%
	4	5 to 9 years	20%
	5	10 to 14 years	18%
	6	15 years or longer	52%
	99	Refused	0%
Q2	What do you like best about living in Apple Valley that you would want to make sure is preserved in the future? Verbatim responses recorded and later grouped into the categories shown below.		
		Rural, country living	17%
		Lot, yard sizes	15%
		Open spaces, scenery	15%
		Quiet, peaceful	14%
		Small town feeling	12%
		Not sure / Cannot think of anything	10%
		Not crowded, low population	8%
		Parks, recreation facilities	7%
		Air quality	4%
		Weather, climate	4%
		Shopping, dining opportunities	4%

Desert	4%
Friendly people, neighbors	4%
Good family values	4%
Horse, equestrian trails	4%
Convenience of getting around	3%
Negative comment	3%
Community activities, special events	2%
Road, street maintenance	2%
Little traffic congestion	2%
Cleanliness, upkeep	2%
Schools, education	1%
Quality of life	1%
Cost of housing	1%
Focus on seniors	1%
Like everything	1%

Section 3: Parks & Recreation Use

Next, let me ask you about your household's experience with Apple Valley's parks and recreation facilities.

Q3	Have you or anyone else in your household visited an Apple Valley park or recreation facility in the past 12 months?		
	1	Yes	66% Ask Q4
	2	No	32% Skip to Q5
	98	Not sure	2% Skip to Q5
	99	Refused	0% Skip to Q5
Q4	How frequently do you or other members of your household typically visit the parks and recreation facilities in Apple Valley? At least once per week, two to three times per month, once per month, or less often than once per month?		
	1	At least once per week	26%
	2	2 to 3 times per month	18%
	3	Once per month	23%
	4	Less often than once per month	33%
	98	Not sure	0%
	99	Refused	0%

Section 4: Parks & Recreation Priorities							
Q9	<p>The Town of Apple Valley is in the process of developing a Parks and Recreation Master Plan that will identify priority projects and services. Because there is not enough money to fund all projects and services, the Town must set priorities.</p> <p>As I read the following list of park and recreation projects and services, please indicate whether you think it should be a high priority, a medium priority, or a low priority for funding. If you feel that no money should be spent on a particular project, just say so. Please keep in mind that not all of the projects can be high priorities.</p> <p>Here is the (first/next) one: _____. Should this be a high, medium or low priority - or should no money be spent on this item?</p>						
	<i>Randomize</i>	High Priority	Medium Priority	Low Priority	Should not spend resources	Not sure	Refused
A	Build additional sports fields for baseball, softball, soccer and other sports	25%	43%	24%	6%	1%	0%
B	Build additional sport courts, skate spots, and facilities to encourage exercise	28%	37%	27%	7%	1%	0%
C	Build additional amenities in parks such as picnic tables, shaded seating, and barbecues to increase casual enjoyment	26%	44%	25%	5%	0%	0%
D	Expand the network of trails for walking, hiking, and biking	31%	38%	25%	5%	1%	0%
E	Add or improve restrooms to existing parks where needed	46%	39%	10%	2%	2%	0%
F	Upgrade or replace worn-out recreation and playground equipment	45%	38%	13%	2%	2%	0%
G	Construct a new centrally-located Community Recreation Center	14%	31%	40%	13%	2%	0%
H	Create additional large parks to serve the entire community	16%	37%	35%	10%	2%	0%
I	Upgrade existing community centers and recreation facilities with improved amenities	23%	52%	19%	3%	2%	0%
J	Finish the development of the Civic Center Park and Aquatic Center	42%	35%	17%	3%	3%	0%
K	Continue to provide a variety of special community events such as movies in the park, concerts, and festivals	44%	38%	14%	3%	0%	0%
L	Maintain the number and variety of recreation programs and classes for adults	25%	50%	22%	2%	2%	0%
M	Maintain the number and variety of recreation programs and classes for youth	55%	32%	9%	2%	1%	0%
N	Continue to adequately maintain and repair parks and recreation facilities	68%	28%	3%	1%	0%	0%
O	Add smaller parks to serve neighborhoods	17%	34%	36%	11%	2%	0%

Section 5: Funding Alternatives							
	<p>At this time, the parks and recreation projects and services we just discussed do not have adequate funding. However, there are a variety of ways to generate the funds needed to provide these projects and services. As I read the following funding alternatives, I'd like to know which options you are willing to support and which you oppose.</p>						
Q10	<p>The funding options that I read are alternatives to each other. So when I ask you about a particular option, I want to know whether you would support or oppose that approach if it were the only one used.</p> <p>Here's (the first/an alternative) approach: _____. Would you support or oppose this approach to funding priority parks and recreation projects and services? <i>Get answer, then ask: Would that be strongly (support/oppose) or somewhat (support/oppose)?</i></p>						
	<p><i>Read in Order. Within the Sales Tax and Parcel Tax/Assessment sections, if the person says strongly support for a higher fee, record 'strongly support' for lower fees and go to next section.</i></p>						
		Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	No Opinion	Refused
Sales Tax							
A	Increasing the Town's sales tax by one-half cent	21%	24%	16%	37%	1%	0%
B	Increasing the Town's sales tax by one-quarter cent	33%	15%	18%	34%	1%	0%
Parcel Tax/Assessment							
C	Increasing property taxes by \$40 per year	13%	10%	11%	65%	2%	0%
D	Increasing property taxes by \$25 per year	23%	14%	12%	50%	1%	0%
User Fees							
E	Establishing or increasing the fees for using the pool, golf course and rental facilities	27%	31%	15%	24%	2%	1%
F	Increasing the fees for recreation programs, classes and sports leagues	14%	34%	18%	31%	3%	0%
G	Increasing the fees paid by non-residents for using Apple Valley's facilities and programs	56%	20%	10%	12%	1%	0%
H	Establishing fees for parking and admission to special events	16%	25%	20%	38%	1%	0%
Developer Fees -- Residential							
I	Increasing the developer fees on a new home	19%	22%	16%	40%	3%	0%
Developer Fees -- Commercial							
J	Increasing the fee on new commercial developments	30%	21%	14%	33%	2%	0%

Section 6: Potential Service Cuts							
<p>Without additional funding for parks and recreation, the Town will not be able to improve parks, recreation facilities or programs. It is also likely that the Town will need to make cuts to existing parks and recreation services.</p> <p>Q11 Assuming that cuts will be needed, as I read the following items please indicate whether you would support or oppose making cuts to this service.</p> <p>Here is the (first/next) one: _____. Would you support or oppose making this cut? <i>Get answer, then ask:</i> Would that be strongly (support/oppose) or somewhat (support/oppose)?</p>							
	<i>Randomize</i>	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	No Opinion	Refused
A	Eliminate free special events such as concerts and festivals	13%	20%	17%	48%	2%	0%
B	Reduce the maintenance of parks and recreation facilities, including trash removal, landscaping, and cleaning	6%	13%	23%	57%	1%	0%
C	Reduce the frequency of watering grass in order to cut the costs of water	38%	29%	14%	14%	3%	1%
D	Reduce the amount of grass in parks to cut the costs of water	33%	29%	17%	19%	2%	0%
E	Close the Aquatics Center in winter months	39%	25%	14%	17%	5%	0%
F	Close underused parks	34%	28%	20%	16%	2%	0%
G	Remove and do not replace old recreation facilities and playgrounds	11%	21%	25%	39%	4%	1%

Section 7: Background & Demographics		
Thank you so much for your participation. I have just a few background questions for statistical purposes.		
D1	In what year were you born?	
1	18 to 24	9%
2	25 to 34	8%
3	35 to 44	12%
4	45 to 54	20%
5	55 to 64	22%
6	65 and over	27%
99	Refused	2%

D2	How many people live in your household?			
	One		12%	<i>Skip to D5</i>
	Two		39%	<i>Ask D3</i>
	Three		20%	<i>Ask D3</i>
	Four		14%	<i>Ask D3</i>
	Five or more		15%	<i>Ask D3</i>
	Refused		1%	<i>Ask D3</i>
D3	Do you have children under the age of 13 living in your household?			
	1	Yes		27%
	2	No		73%
	99	Refused		0%
D4	Do you have teenagers between 13 and 17 living in your household?			
	1	Yes		22%
	2	No		78%
	99	Refused		0%
D5	Do you have a person 65 years or older living in your household?			
	1	Yes		43%
	2	No		56%
	99	Refused		0%
D6	Do you own or rent your current residence?			
	1	Own		87%
	2	Rent		9%
	3	Live with family / friends and don't pay rent		3%
	99	Refused		1%
Those are all of the questions that I have for you! Thanks so much for participating in this important survey! This survey was conducted for the Town of Apple Valley.				

Post-Interview Items			
D7	Gender		
	1	Male	45%
	2	Female	55%