

Follow-up Scientific Survey of Residents and Voters

*Implementing the City of Sacramento's*

# **Parks and Recreation Master Plan 2005-2010**

**Survey Taken August/September 2006**



***Research & Consulting for Strategic Planning***

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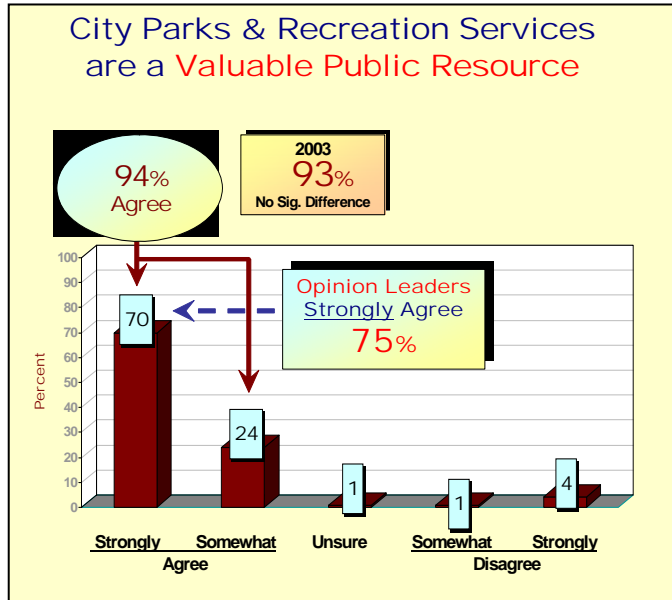
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## Executive Summary

Residents throughout the City of Sacramento continue to value City-owned and/or operated parks and recreation facilities, especially **Community Centers**. This is one of the central “findings” from a follow-up survey of Sacramento residents and

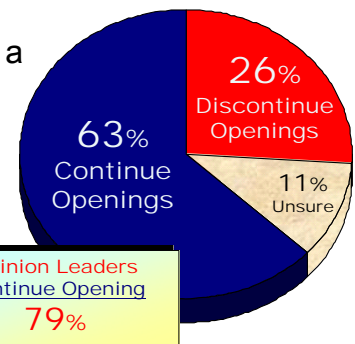


voters, which was designed to identify instructive trends and patterns, over time, with respect to public opinion regarding the role the City’s parks and recreation facilities and programs play in the *quality of life* one enjoys as a resident of Sacramento. The present community survey is a follow-up study to a similar research effort conducted three years ago (in 2003), when City officials were updating Sacramento’s **Parks & Recreation Master Plan**.

As seen in the above (left) chart, nearly everyone (94% today, 93% in 2003) agrees that the City parks and recreation services provided through local government are a VALUABLE PUBLIC RESOURCE for Sacramento residents; indeed, 70% “strongly agree” with this notion (also, refer to Figure 1A).

Equally, if not MORE, important is the *finding* that even a greater ratio of the City’s “**Opinion Leaders**” (75%) STRONGLY agree with this notion.<sup>1</sup>

In fact, when asked if City officials should STOP opening new Community Centers, given the financial pressures being experienced today, 63% of the respondents, and nearly eighty percent (79%) of Opinion Leaders, said the City should continue opening such facilities...even if this

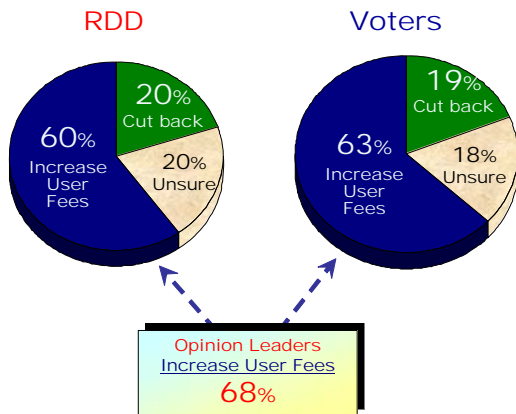


<sup>1</sup> Opinion Leaders comprise between 13.5% and 15% of the community-at-large, or any social strata (subset) within a respective community. When SRI scientists administered the algorithm that represents the documented profile of “opinion leadership” to the Sacramento data, it matched 14% of the respondents in the present scientific survey. Thus, it’s clear that we have successfully identified and isolated the subset of “opinion leaders” throughout the City of Sacramento.

means increasing USER FEES and/or asking local voters to approve some form of funding mechanism (see Figure 5C).

In fact, there appears to be an acceptance of the need to increase USER FEES at certain levels. As seen in the graph below (left, also refer to Figure 5A), for example, when it was explained to respondents that there may not be enough money to fund the

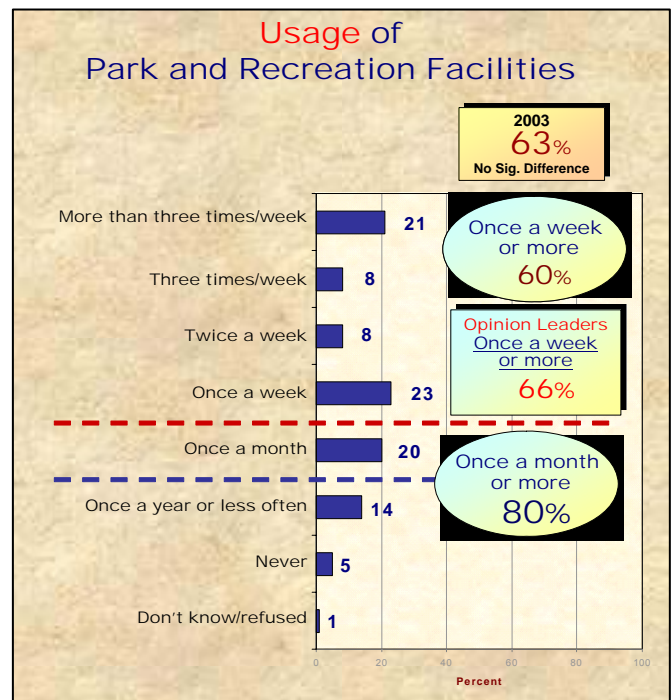
**Increase User Fees vs. Cut Back Programs/Facilities**



park and recreation facilities/programs that are presently being provided to Sacramento residents, thus City officials may be faced with having to increase certain user fees or make cutbacks to programs presently being provided through the City's Department of Parks and Recreation, a clear majority (60% of the community-at-large, 63% of local voters, 68% of the City's Opinion Leaders) recommend increasing USER FEES for programs that are extremely costly to provide, rather than CUTTING BACK on programs and park and rec facilities.

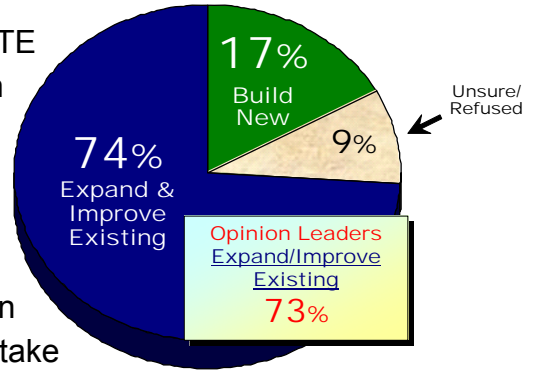
The above findings may be due, at least in part, to the fact that **usage** of the City's public parks and recreation facilities continues to be strong; 80% of the respondents report using these facilities once a month, or more often (see figure below, also refer to Figure 3); 60% say they use these facilities once a week or more, which is consistent with usage patterns in 2003. Usage is even greater among Opinion Leaders...66% report using these park and recreation facilities once a week or more.

Sacramento residents continue to prefer PASSIVE vs. ACTIVE park facilities. Today (see figure 6), the ratio is about 2:1 preferring passive parks (47% preferring PASSIVE parks, 23% preferring ACTIVE parks); in 2003, preferences toward passive vs. active parks was even greater(58% passive, 22% active).



The major change since 2003 appears to be a shift from wanting passive parks to wanting a COMBINATION of passive and active park facilities. In 2003, 18% of the respondents said they wanted a combination of the two types of park facilities; today, this percentage has increased to 26%.

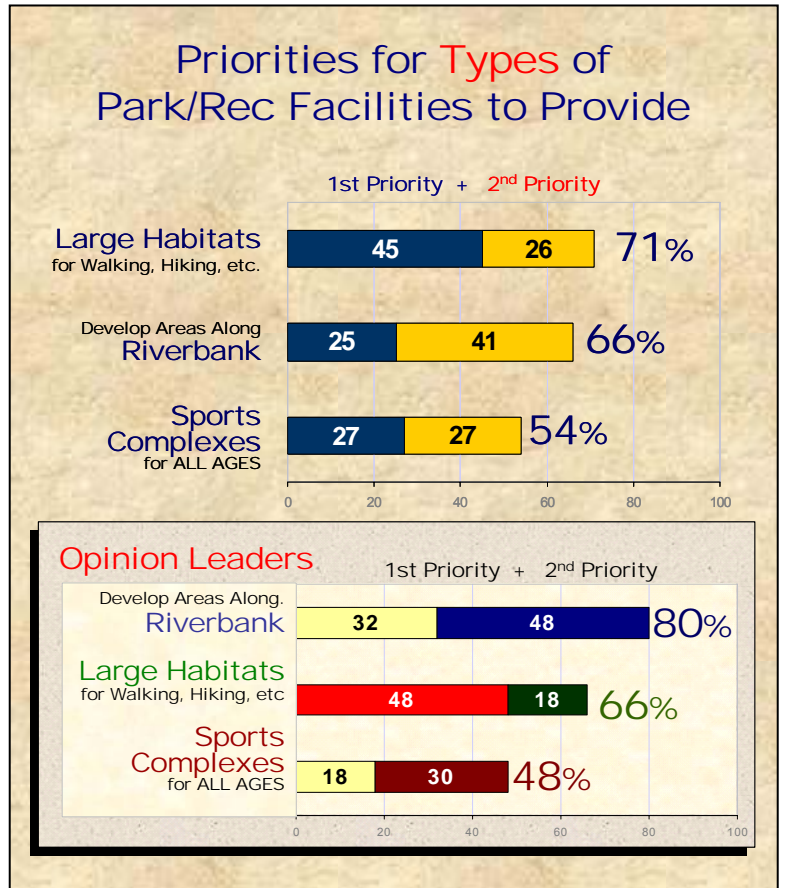
There exists today what amounts to a MANDATE from the community-at-large and the Community's Opinion Leaders for expanding and improving the City's existing parks and recreation facilities rather than purchasing additional land and/or building brand new park facilities (see graphic, right and refer to Figure 7). Nearly three quarters of BOTH the community-at-large and Opinion Leaders (74% and 73%, respectively) say the City should take



steps to enhance the existing park and recreation system vs. purchasing new land and/or building new parks. This *finding* is punctuated by the fact that only 40% of the Sacramento electorate said they would support some form of tax or assessment for acquiring new land and/or for making capital improvements (see Figure 11A). Even among the City's Opinion Leaders, support for such a tax/assessment is only 55%.

Local residents have strong opinions about how the future park and recreation properties should be developed, as well. Respondents were asked to rank-order three specific types of park and recreation facilities. As can be seen in the table at right (also refer to Figure 8), there are instructive differences between the priorities of the community-at-large vs. Opinion Leaders.

**Top priority** for those in the main-stream are **large habitat areas for walking and hiking**, where interpretive and educational programs can take place; 71% of the community-at-large and 68% of registered voters selected this as their number one priority.



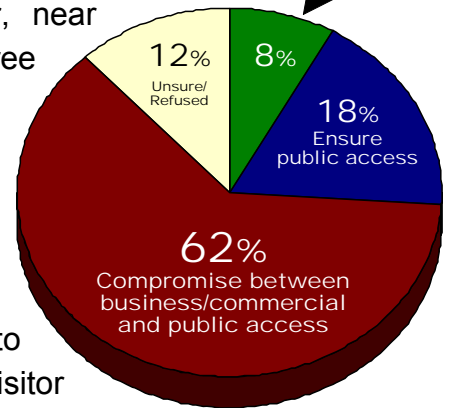
**Second priority** is to **develop parkways and areas along the American Riverbank** that can accommodate large groups of people, picnics, and family-oriented attractions; 66% of the community-at-large and 74% of registered voters.

**Third priority** is to **construct amateur sports complexes for all ages** that would make possible regional, statewide, and perhaps national events, such as state play-offs in soccer, baseball, etc.; 54% of community-at-large and 50% of registered voters.

However, Opinion Leaders do NOT completely share in this perception. When aggregating 1<sup>st</sup> and 2<sup>nd</sup> priorities, Opinion Leaders site developing areas along the riverbank as being most important; that said, when looking only at their top priority, support for developing large habitats for walking, hiking, et al. is the number one preference among Opinion Leaders, as well.

In an effort to penetrate into how best to develop the remaining riverfront property along the south side of the American River, near Richards Boulevard, respondents were asked about three specific development concepts.

Mostly business & commercial enterprise



As can be seen in the graphic to the right (also refer to Figure 14), 62% of residents, 66% of the City’s Opinion Leaders, and 71% of registered voters said they want a significant amount of the riverfront property set aside for **public access**; that said, they also want the City to integrate a mixture of business, commercial and visitor opportunities along the remaining waterfront properties.

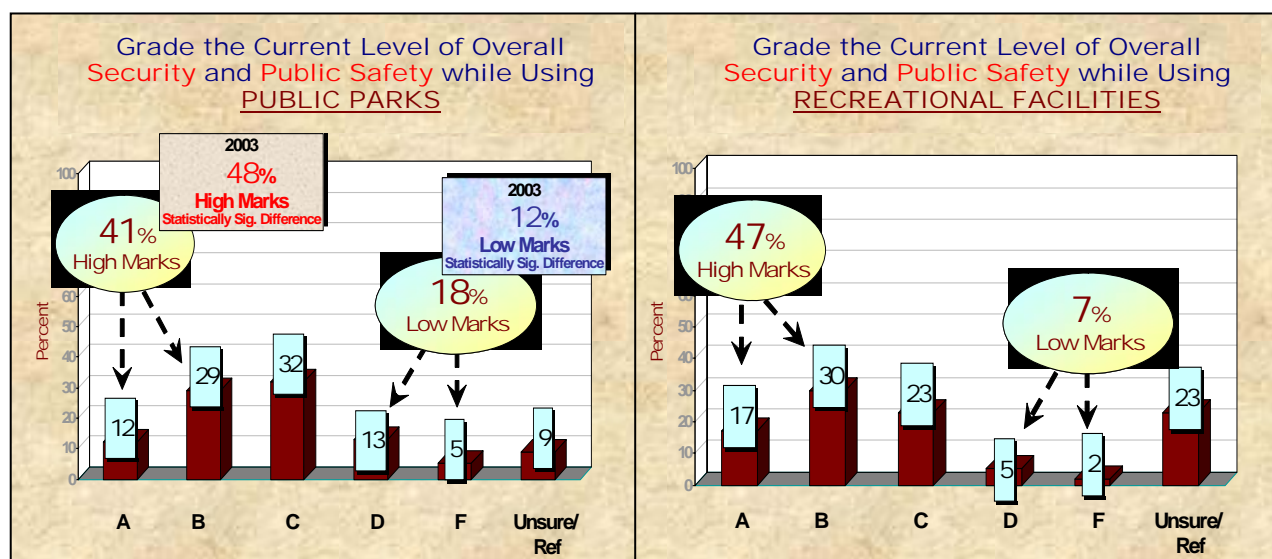
Priority <u>Passive</u> Activities Top five activities			Priority <u>Active</u> Activities Top five activities		
	Residents	Voters		Residents	Voters
Facilities for persons with Disabilities	89%	89%	Sports facilities for children & youth	91%	89%
Older adult centers & facilities	88%	87%	Teen Centers	89%	92%
Trails	82%	81%	Trails	87%	86%
Interpretive facilities	80%	78%	After/pre school programs	86%	88%

Respondents were asked to establish SPENDING PRIORITIES for BOTH passive and active park facilities and programs. A complete listing of their priorities are presented in Figures 9A and 9B; reported above are the top four spending priorities in each of the two categories.

The instructive element of the above set of *findings* has to do with **TRAILS**. Trails are seen by many park users as being both ACTIVE and PASSIVE; therefore, this type of facility/activity was incorporated into BOTH types of activities to see where respondents would place them in terms of spending priorities. As seen in the above table, trails were ranked among the top three priorities in both categories.

One area of concern surfaced in the present scientific survey; this has to do with the perceptions among Sacramento residents about the overall security and public safety while using City parks and recreation facilities.

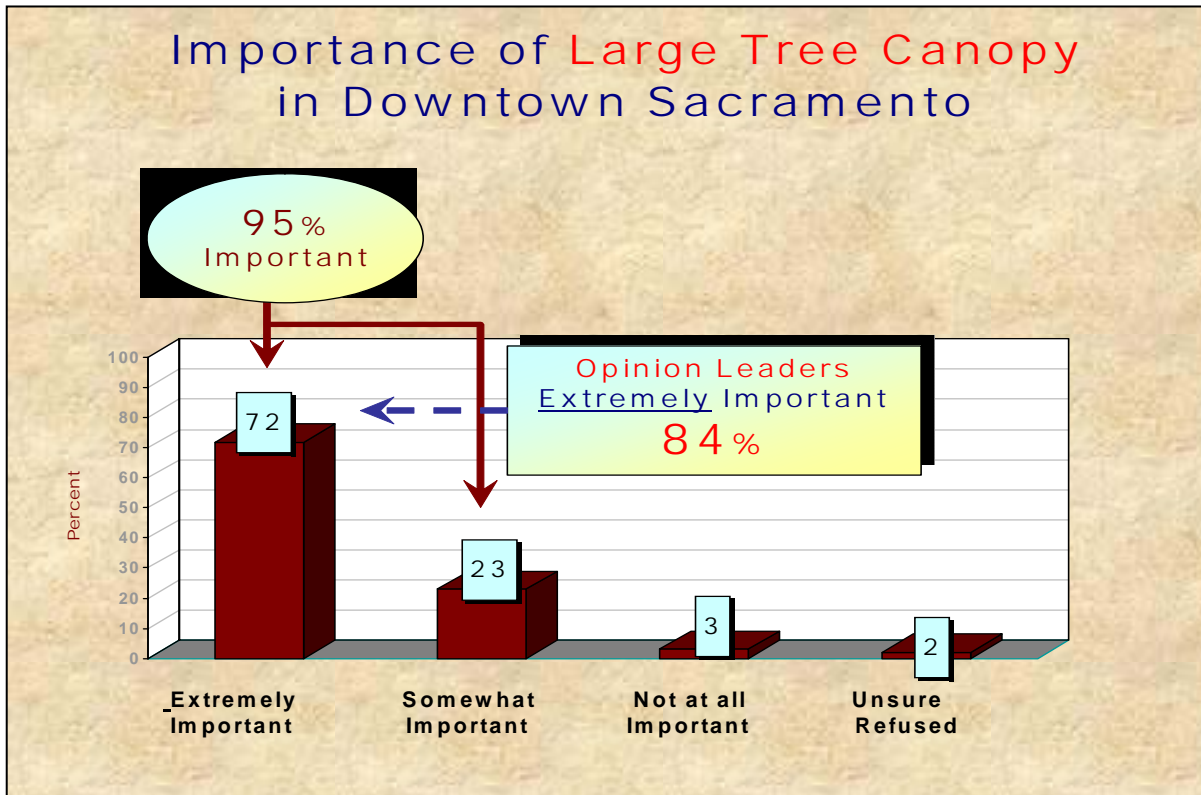
As can be seen in the graphic below (also refer to Figures 4C and 4D), respondents continue to express concern over this dynamic with respect to both the City’s parks and its recreation facilities.



In 2003, less than half (48%) of the respondents assigned an ‘A’ or ‘B’ when evaluating overall security and public safety in Sacramento Parks; in 2006, concern is even greater...only 41% assigned high grades. In fact, nearly twenty percent (18%) of the respondents actually assigned a grade of ‘D’ or ‘F’.

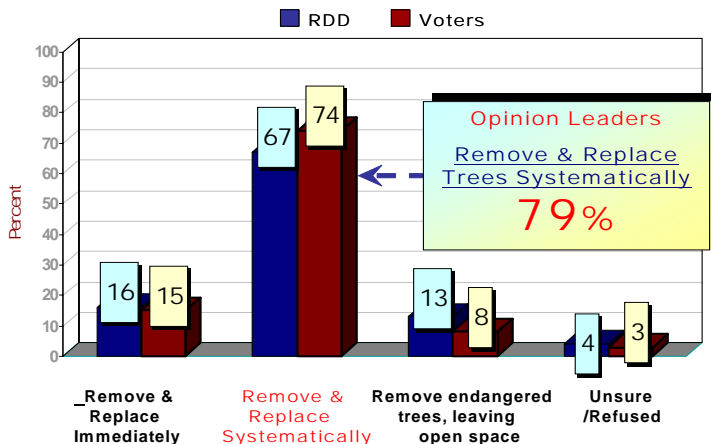
Similarly, respondents gave relatively low marks when asked to evaluate the City’s recreation facilities. This is an area of on-going concern; anything City officials can do to address this problem will turn out to be highly desirable among constituents throughout the City.

Perhaps the most instructive set of *findings* from the present survey has to do with the City's **Urban Forest**.



The above graphic (also see Figure 13A) shows clearly that nearly everyone (95%) in the community-at-large thinks it's important to properly maintain this large tree canopy, in fact, nearly three quarters (72%) of the community-at-large and 84% of the City's Opinion Leaders see this as being "Extremely Important".

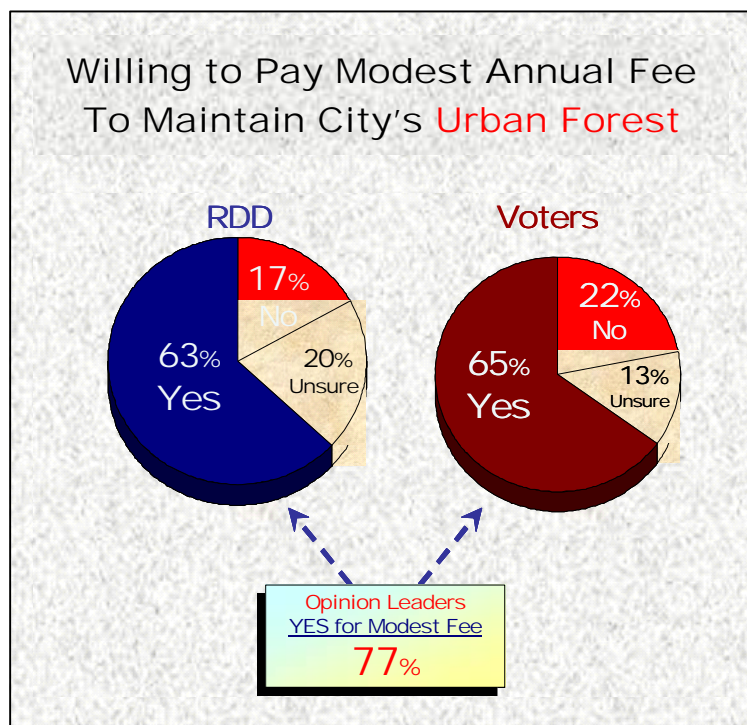
### Preferred Timing of Tree Removal



Sacramento residents also have definite opinions about how trees nearing the end of their life span should be dealt with.

The table to the left (also see Figure 13B) shows overwhelming support for the notion of removing and replacing endangered trees in a systematic fashion, over time.

As can be seen in the graphic below (also refer to Figure 13C), if a ballot measure were to be placed before Sacramento voters today for a “modest” annual assessment to pay for replacing trees in the City’s **Urban Forest** that are nearing the end of their natural lifespan, it would likely be supported by nearly two-thirds (65%) of the local electorate. Equally, if not MORE, important is the *finding* that support for such a fee among the City’s “**Opinion Leaders**” is even greater, 77%.



That said, it is imperative that City officials do NOT go beyond the local electorate’s “threshold” of **willingness to pay**. As shown in Figure 13D, voter support for a \$20 per year assessment is little more than a simple majority (54%); while voter support for an assessment of a lesser amount could go as high as 73%.

In sum, there is strong empirical evidence that the “threshold” of *willingness to pay* for reforestation throughout the City is between \$10 to \$12 per year, per parcel of property owned.

Support among Sacramento voters and property owners for any other funding mechanism is such that the only realistic alternative would be a funding measure that requires simple majority support for passage; for example, some form of **218 Special Benefit Assessment** (e.g., an annual Landscape & Lighting Assessment). These types of funding mechanisms only require simple majority support (50%, plus 1 vote) of the property owners who are sent a mail ballot for their consideration. Specifically, for example, support today for an annual assessment to pay for the operations and maintenance of the City’s parks and recreation facilities/programs is 54% among high and moderate propensity voters, and basically the same (55%) among the City’s Opinion Leaders (see Figure 10A). Support for this form of funding measure has softened significantly since 2003; at that point in time, voter support was 61%.

Finally, it appears prudent to make note of the fact that **Opinion Leaders** throughout Sacramento have a significantly stronger “*sense of LOYALTY*” toward the City’s Department of Parks and Recreation than do those in the “mainstream” (refer to the graphic below, left, and to Figure 15).



Opinion Leaders give Park & Recreation officials higher marks, across-the-board, than do those in the mainstream on such dimensions as: being **responsible**, **trustworthy**, and **accountable**. Beyond that, they do not believe these officials exaggerate the need for funding; and, Opinion Leaders report being more likely to support a reasonable tax.

This *finding* is important for several reasons; perhaps the most important reason having to do with the possibility of City officials deciding to place a funding measure on the local ballot or before property owners (a 218 Special Benefits Assessment). By definition, those in the mainstream will inevitably turn to Opinion Leaders throughout the community for advice; thus, it’s crucial that this important subset of the community support any initiative brought forward by City officials. And, for the most part, they do.

The overall “findings” from the present research effort are discussed in appropriate detail in the remainder of the present report. The report also includes a graphic depiction of key *findings* and the research instrument (questionnaire) with percentages reported for each question asked in the survey.

## Goals and Objectives

The intent of the present scientific survey is to secure reliable (accurate) and valid (truthful) input from two populations within the City of Sacramento: (a) the **community-at-large** and (b) **registered voters**. The topic of interest involves the next phase of updating the City's **Parks and Recreation Master Plan for 2005-2010**.

The study incorporates a "longitudinal" component made possible by a similar BENCHMARK survey having been conducted in 2003; thus, we were able to replicate key questions from that survey in order to identify instructive and useful "trends" and "patterns" over time.

One of the most instructive and useful components of the present survey is that it was designed in a fashion that made it possible to identify **OPINION LEADERS** throughout the City of Sacramento; as a result, we are able to compare core values and the collective opinions/attitudes of **opinion leaders** with those in the **mainstream**. Having access to this form of "intelligence" is paramount to building a CONSENSUS among stakeholders and stakeholder groups/organization in the shortest amount of time possible.

One additional element of the present survey merits special note. Researchers incorporated measures of BOTH customer SATISFACTION and customer LOYALTY in the instrument (questionnaire). Having such "intelligence" is central to being able to predict the level of support within the community-at-large, the local electorate, and among property owners in Sacramento for such things as:<sup>2</sup>

<sup>2</sup> Past research has shown that customer SATISFACTION does NOT correspond to *willingness to pay*

- Increasing **user fees**,
- Securing the requisite support for a **new tax** or increase in an existing tax, and/or...
- Support for any form of **assessment**.

The "intelligence" secured through the present scientific survey is intended to be used by City officials for purposes of policy planning and updating the Parks & Recreation Master Plan.

Research questions being addressed by this scientific survey include, but are not nearly limited to:

- 1) Identifying **trends**, over time, in USAGE patterns of the City's parks and recreation facilities/programs, which (as noted above) is made possible due to a BENCHMARK survey that was conducted in 2003.
- 2) Identify and assess **public opinion** with respect to how the City's park and recreation programs/facilities impact the *quality of life* for residents of Sacramento.
- 3) Make certain that the programs being offered by and/or through the City's Parks and Recreation Department are CONSISTENT with: (i) the expectations and collective desires of residents throughout the City, and (ii) City Council's goals and expectations. In particular, the study was designed to address the following areas:

- Culture and entertainment;**
- The role public parklands, recreation facilities/programs, and open space play in terms of **Economic Development;**
- How parks and recreation facilities/programs impact the *quality of life* for

additional taxes/fees, but that customer LOYALTY does, in fact, accurately predict the level of community support for funding mechanisms (e.g., tax initiatives and 218-type Special Benefit Assessments) designed to generate additional funding when placed before local voters and/or property owners.

those who have a need to gravitate toward **affordable housing**;

- ☑ The role parks and recreation facilities/programs play in areas of high density housing (infill) that focus on “**small public places**”; and...

- ☑ **Public Safety.**

Finally, as suggested above, the present study was designed to determine likely support among Sacramento residents, especially voters, park users, and property owners, for a new tax (or for increasing an existing tax) and/or increasing USER FEES for City-sponsored programs and/or park facilities.<sup>3</sup> The survey was also designed to determine the “threshold” of **willingness to pay** among Sacramento constituents.

## Research Design and Methodology

The present research effort adheres strictly to “**The Scientific Method**,” as do all SRI studies.

The telephone survey was comprised of approximately four hundred (N=403) completed interviews. Approximately half (N=200) of the sample was generated through RDD (random digit dialing), thus representing the **community-at-large**; the other half of the sample (N=203) was randomly drawn from the most current list of registered voters in the City of Sacramento. The sample of *registered voters* was restricted to *high* and *moderate* propensity voters who reside throughout the City’s service area.

<sup>3</sup> SRI is well known for having developed a ‘**Go, No-Go**’ Model that routinely predicts voter support for a given tax measure, or other funding mechanism, within 1% to 2% of reality, when sampling error (margin of error) typically ranges between 4.5% to 5.8%.

At 95% confidence level, a random sample of four hundred (N=400) respondents yields a sampling error of ±4% to 5%; a subset of two hundred (N≈200) yields a sampling error of ±5.5% to 7%.

Thus, the “findings” from the present research effort are highly “representative” of the respective populations from which they were drawn.

The data were gathered between August 24 thru September 2, 2006.

Special care was taken to ensure that appropriate measurement “scales” were employed in order to maximize both the “reliability” (accuracy) and “validity” (truthfulness) of the responses.

After the data were gathered, they were analyzed using a statistical package called SPSS, which accommodates the application of both **descriptive** and **advanced** statistical analyses.

By working closely with the professional staff in the City’s Department of Parks & Recreation, SRI was able to create a research instrument (questionnaire) tailored to the needs and expectations of City officials.<sup>4</sup> The questionnaire was “pre-tested,” and appropriate adjustments made, prior to fielding the study.

Thus, City officials can place a great deal of confidence in the “findings” that are reported in subsequent sections of the present report.

<sup>4</sup> **Addendum ‘B’** contains the final research instrument (questionnaire) showing percentages for each of the questions incorporated into the study. **Addendum ‘C’** contains a copy of the questionnaire showing percentages for Opinion Leaders vs. those in the Mainstream, **Addendum ‘D’** presents the findings by Area, and **Addendum ‘E’** shows the data that documents the “finding” that Opinion Leaders have a stronger sense of LOYALTY toward the City’s Department of Parks & Recreation than do those in the mainstream.

## Findings

The present research effort resulted in numerous “findings” that are relevant to the research questions it was designed to address. Those that merit note in the present report include the following:<sup>5</sup>

***Finding 1*** **Clearly, Sacramento residents believe that City parks and recreation services are a valuable resource for Sacramento Residents.**

Sacramento residents believe that City parks and recreation services provided through the City of Sacramento are a ***valuable public resource***; 94% of those in the community-at-large agree with this notion (see Figure 1A), and 95% of local voters agree (see Question 1.1 in Addendum B). This finding is robust in that there is no statistically significant difference from three years ago, wherein, 93% of the respondents in the 2003 survey either agreed or strongly agreed with this notion.

***Finding 2*** **There is strong agreement that Sacramento Parks & Recreation programs should play a central role in maintaining a healthy lifestyle.**

Ninety percent (90%) of local residents and ninety-six percent (96%) of voters somewhat or strongly agree that the Park facilities and recreation programs provided by the Sacramento Parks & Recreation program can, and should, play a central role in helping local residents maintain a ***healthy lifestyle***.

Opinion Leaders have even stronger feelings regarding the relationship between the City’s park and recreation facilities/

programs and healthy lifestyles; while less than two thirds (64%) of the community-at-large “strongly agree” with this notion, nearly three-quarters (73%) of Opinion Leaders STRONGLY agree that there is a connection between the facilities and programs provided through the City’s Parks & Recreation Department and maintaining a healthy lifestyle (see Figure 1B, and Question 1.2 in Addendum C).

In keeping with this perception, seventy percent (70%) of local residents and seventy-one percent (71%) of registered voters either somewhat or strongly agree with the notion that the City’s Parks & Recreation Department should develop new programs and/or activities specifically designed to help **prevent obesity**, especially in children (see Figure 1C, and Question 1.3 in Addendum B).

***Finding 3*** **Most Sacramento residents are satisfied with the City’s public parks and recreation facilities.**

A huge majority, approximately eighty percent (79% of local residents, and 80% of registered voters), of Sacramento residents report being extremely or somewhat **satisfied with the public parks** currently available (see Figure 2A, and Question 2.1 in Addendum B). This is consistent with the *findings* from the 2003 survey; as such, City officials can be confident that Sacramento residents are, indeed, pleased with the number and quality of **public parks** being provided through local government.

Approximately two thirds (65% of the community-at-large and 68% of registered voters) report being **satisfied with the recreation facilities** currently being made

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<sup>5</sup> Unless otherwise noted in the discussion, there is NO statistically significant difference between OPINION LEADERS and those in the MAINSTREAM.

available through the City (see Figure 2B, and Question 2.2 in Addendum B).

Nearly everyone (96%) who has participated in a program and/or activity provided by or through the City's Parks and Recreation Department report being extremely or somewhat satisfied with their experience (see Figure 2C, Question 2.3 in Addendum B).

***Finding 4* The City's urban forest is highly valued.**

Nearly ninety percent (87% of residents and 88% of registered voters) are somewhat or extremely satisfied with the City's **URBAN FOREST**, that being the canopy of trees on City streets and in the community and neighborhood parks (see Figure 2D, and Question 2.4 in Addendum B). However, this is the first area where we see a softening in the collective perceptions of Opinion Leaders and those in the mainstream; while 56% of the community-at-large are "extremely" satisfied with the City's urban forest, a significantly smaller ratio (52%) of Opinion Leaders report being extremely satisfied with the City's urban forest.<sup>6</sup>

***Finding 5* Usage of the City's public parks and recreation facilities is extremely high.**

Eighty percent (80%) of the community-at-large and registered voters alike report using Sacramento City's public parks and recreation facilities at least once a month; sixty percent (60%) use them at least once a week (see Figure 3, Question 3.0 in Addendum B).

A significantly higher ratio of *Opinion Leaders* report using these park facilities on

<sup>6</sup> For something to be "statistically significant" there needs to be at least three percent (3%) difference between the dimensions being tested.

a regular basis; specifically, 66% of Opinion Leaders report using these facilities once a week, or more.

And, there is every reason to believe high usage of the City's public parks will continue into the foreseeable future. This observation is supported by the *finding* that park usage today is basically the same as it was three years ago.

***Finding 6* Public perception regarding the physical condition of the City's parks and recreation facilities is in decline.**

In 2003, over three quarters (76%) of the respondents assigned a grade of "A" or "B" when asked about the **overall physical condition** of the City's parks and recreation facilities; today, only 63% assign high grades to this dimension of the City's parks and recreation facilities (see Figure 4A, Question 4.1 in Addendum B).

Thus, it would appear that this is one area where the City's Park and Recreation officials may want to focus their attention and collective efforts.

***Finding 7* When grading the amount and condition of the City's **URBAN FOREST**, approximately three-fourths of local residents gave them a grade of A or B.**

Sacramento residents continue to assign high grades to the amount and condition of the City's Urban Forest (see Figure 4B, Question 4.2 in Addendum B).

In 2003, nearly three quarters (73%) of local residents assigned a grade of "A" or "B"; today, this rose to well over three quarters (78%) assigning high grades to this dimension of the City Urban Forest.

**Finding 8 Concern among local residents regarding PUBLIC SAFETY while using the City's public parks is on the rise.**

The one area of concern regarding public perceptions of the parks and recreation facilities provided through local government involves **PUBLIC SAFETY**; in fact, concern over one's safety while using the City's parks is rising over time (see Figure 4C, Question 4.3 in Addendum B).

When asked to assign a grade pertaining to the overall **security and public safety while using the City's public parks**, only 41% of the community-at-large and 32% of the City's registered voters assigned a grade of A or B; this is down 7% from 2003 (see Figure 4C, Question 4.3 in Addendum B). Consistent with this trend, those assigning "low marks" to public safety has risen from 12% to 18% assigning a grade of "D" or "F". The shift at BOTH ends of the grading spectrum is highly significant.

**Finding 9 Concern among local residents regarding PUBLIC SAFETY while using the City's recreation facilities is also problematic.**

Less than half (47%) of the respondents assigned high marks when grading overall security and public safety while using the recreation facilities and/or participating in programs sponsored by the City's Department of Parks and Recreation. Basically the same ratio of registered voters (46%) assigned a grade of A or B when evaluating this dimension (see Figure 4D, Question 4.4 in Addendum B)

**Finding 10 Respondents prefer increasing user fees over cutting back on programs and park & recreation facilities.**

Figure 5A shows that if City officials find that there simply is NOT SUFFICIENT money available to fund the park and recreation programs that are presently being provided to Sacramento residents, constituents would far prefer an **increase in USER FEES**, rather than cutting back on the programs, especially those that are costly to provide.

Approximately sixty percent of the community-at-large and registered voters (60% and 63%, respectively) said they would prefer to pay increased user fees, while only about twenty percent (20% and 19%, respectively) said they would prefer that City officials cut back on programs (see Question 5.1 in Addendum B).

Even a greater ratio of Opinion Leaders agree with this notion; over two thirds (68%) of this critical subset would prefer increased user fees rather than cutting back on recreation programs and facilities.

**Finding 11 Funding priorities should NOT be based on age groups.**

Respondents were asked if funding priorities for programs being offered through the City's Parks & Recreation Department should be based upon AGE GROUPS; and, if so, which of the following four specific age groups should be priorities: children, teens, adult programs, and senior programs.

At first blush, it would appear that there is NO consensus among Sacramento residents regarding this point; 45% said funding priorities should be established that are based on age groups; 44% said such priorities should NOT be established (see Figure 5B, Question 5.2 in Addendum B).

However, upon closer inspection, of those who said such funding priorities

should be established, nearly half (42%) said ALL AGE GROUPS should be subsidized, 56% were unsure about what the priorities should be, or had no preference.

In sum, there is NO CONSENSUS regarding whether or not to establish funding priorities based on age groups; thus, given this *finding*, Park & Recreation officials would be well advised NOT to attempt to do so. This would undoubtedly result in no small amount of controversy among constituents.

**Finding 12 Community Centers are seen as being highly desirable.**

There is overwhelming support for continuing to open new Community Centers throughout the City. Respondents were asked the following question:

*Given the financial pressures being experienced by local government, would you advise City officials to STOP opening new Community Centers, or are these of sufficient importance to the **quality of life** for Sacramento residents that the City should continue opening new Community Centers and find ways to cover the expenses, even if this would mean introducing more USER FEES, asking local voters to support some form of funding mechanism, or eliminating other services and/or programs that are presently being offered by or through the City?*

While nearly two thirds (63%) of local residents want the City to continue opening new Community Centers, nearly eighty percent (79%) of Opinion Leaders support this notion. Indeed, only about one fourth (26%) of the respondents advised discontinuing such openings (see Figure 5C, Question 5.3 in Addendum B).

**Finding 13 The trend continues for preferring PASSIVE vs. ACTIVE parks.**

By roughly a 2-to-1 ratio (47:23), Sacramento residents prefer PASSIVE parks over ACTIVE parks. Over one fourth (26%) of the respondents want a combination of the two types of park facilities (see Figure 6, Question 6.0 in Addendum B). Even a greater ratio of Opinion Leaders (57%) prefer passive parks.

The key to properly interpreting this particular “finding” from the present survey is to keep in mind the operational definition of the two terms: *Passive* vs. *Active* parks. What makes passive parks so desirable to Sacramento residents is “access”; in other words, the majority of residents want to have walking and hiking trails readily available to them...and, these features are inherent to the definition of passive parks that was tested in the present community survey.

**Finding 14 Sacramento residents want the City to EXPAND and IMPROVE existing park and recreation facilities, rather than build new facilities.**

There is overwhelming support for expanding, enhancing, and improving existing park and recreation facilities vs. building new facilities (see Figure 7, and Question 7.0 in Addendum B).

Nearly three quarters of BOTH residents and Opinion Leaders (74% and 73%, respectively) said they would prefer that Park and Recreation officials take steps to expand, improve, and enhance existing park and recreation facilities, rather than construct new facilities. Less than twenty percent (17%) of the respondents chose building new park and recreation facilities over expanding and improving existing facilities.

***Finding 15*** Large habitats for walking and hiking, where interpretative and educational programs can take place, is the top priority for the TYPE of Park & Rec facilities to be provided in the future.

A desire for walking and hiking trails shows up again in Question 8.0, when respondents were asked their preferences among three (3) specific types of park and recreation facilities.

The top priority was large habitat areas for walking and hiking, where interpretative and educational programs can take place; 71% of the community-at-large and 68% of registered voters selected this as their number one priority (see Figure 8, Question 8.0 in Addendum B).

Second priority is to develop parkways and areas along the American Riverbank that can accommodate large groups of people, picnics, and family-oriented attractions; 66% of the community-at-large and 74% of registered voters.

Third priority is to construct amateur sports complexes for all ages that would make possible regional, statewide, and perhaps national events, such as state play-offs in soccer, baseball, etc.; 54% of the community-at-large and 50% of registered voters.

However, Opinion Leaders do NOT completely share in this perception. When aggregating 1<sup>st</sup> and 2<sup>nd</sup> priorities, Opinion Leaders site developing areas along the riverbank as being most important; that said, when looking only at their top priority, support for developing large habitats for walking, hiking, et al. is the number one preference among Opinion Leaders, as well.

***Finding 16*** With regard to spending priorities for passive activities, rank-ordered, Sacramento residents' choices are: (a) facilities for persons with disabilities, (b) older adult centers & facilities, (c) trails, and (d) interpretive facilities.

The table below reports the top four (4) preferences, rank-ordered, with respect to prioritizing PASSIVE Activities (for a complete listing of the passive activities tested in the present survey, refer to Figure 9A, Question 9.1 series in Addendum B).

**Priority Passive Activities  
Top five activities**

	Residents	Voters
Facilities for persons with Disabilities	89%	89%
Older adult centers & facilities	88%	87%
Trails	82%	81%
Interpretive facilities	80%	78%

***Finding 17*** The top four (4) spending priorities among Sacramento residents for active sports facilities and activities are: (a) sports facilities for children and youth, (b) teen centers, (c) trails, and (d) after/pre-school programs.

The table below reports the top four (4) preferences, rank-ordered, with respect to prioritizing ACTIVE sports facilities and activities (for a complete listing of those active sports facilities and activities tested in the present study, refer to Figure 9B, Question 9.2 series in Addendum B).

**Priority Active Programs  
Top five activities**

	Residents	Voters
<b>Sports facilities for children &amp; youth</b>	91%	89%
<b>Teen Centers</b>	89%	92%
<b>Trails</b>	87%	86%
<b>After/pre school programs</b>	86%	88%
<b>Playgrounds &amp; Tot Lots</b>	84%	91%

***Finding 18* Securing sufficient voter support for any form of tax and/or assessment to fund the operations and maintenance of City Parks & Recreation facilities is unlikely.**

Voter support for some form of tax or assessment to pay for the on-going **operations and maintenance** of City-owned parks and recreation facilities has softened significantly over the past three (3) years; from 61% in 2003 to 54% today; and, that's in a "best case" scenario (see Figure 10A, Question 10.1 in Addendum B).

This means that if a ballot measure were to be placed before Sacramento voters in the near future that required 2/3-voter support for passage (e.g., a Special Tax), it would NOT secure the requisite voter support...thus, the measure would fail.

Therefore, the only form of tax or assessment that is feasible today is one that requires simple majority support for passage, such as a 218-type Special Benefit Assessment, which is administered through a mail ballot to property owners vs. registered voters. This would include, for example, an assessment as part of an

existing or new Landscape & Lighting District.

However, when applying SRI's '**Go, No-Go Model**', which has proved to accurately predict voting behavior within 1% to 2% of reality, without exception, over the past two decades, then it's highly unlikely that the requisite support could be garnered even for a 218 Special Benefit Assessment. This model is based upon aggregating 100% of the "definite support" with half (50%) of the "probable support"; and, while we didn't incorporate this specific measure in the present question, it's clear that even a simple majority support among property owners would NOT be forthcoming.

The above conclusion was reinforced when respondents were asked about their "threshold" of *willingness to pay*. In 2003, nearly eighty percent (79%) of registered voters in Sacramento said they would be willing to pay \$10 or more per year for the operations and maintenance of City-owned parks and recreation facilities; today, only 57% said they would be willing to pay \$10 or more per year for such services.

***Finding 19* Voter support for a tax or assessment to acquire land and/or make capital improvements is insufficient, as well.**

Voter support for some form of tax or assessment to provide funding needed for acquiring land and/or making capital improvements to existing City parks and recreation facilities is simply insufficient for any form of funding mechanism; and has bottomed out over the past three years.

In 2003, 59% of Sacramento voters said they would support a tax or assessment to provide the capital funds needed to acquire new land and/or make capital improvements to the City's existing

park and recreation facilities; today, voter support for such a measure is 40%. Indeed, nearly half (47%) of Sacramento voters specifically said they would NOT support such a tax, if one were to be placed on the ballot today. Three years ago, about one third (33%) of the voters said they would not support such a measure (see Figure 11A, Question 11.0 in Addendum B).

Support for such a tax among Opinion Leaders is markedly higher, however. Fifty five percent (55%) of Opinion Leaders said they would support such a funding measure, if one were to be placed before them today; less than a third (29%) said they would NOT support such a measure.

**Finding 20 Sacramento voters are highly PRICE SENSITIVE.**

The findings reported in Figure 11B demonstrate the fact that Sacramento voters are highly PRICE SENSITIVE. Only 35% of the electorate said they would be willing to pay \$25 per year, or more, for making capital improvements to City parks and recreation facilities, or for expanding the existing network of public parks, voter support INCREASED nearly 10% (to 44%) when the price was dropped to \$5 per year. That said, this *finding* also reinforces the finding that there is insufficient support for such a tax today.

**Finding 21 Voter support for a funding mechanism where the yield would be placed into the City's General Fund is simply not an option.**

One of the few funding mechanisms that do NOT require 2/3-voter support is a tax wherein the yield is placed into the respective Agency's General Fund as opposed to being dedicated to an explicit expenditure plan. Such a tax measure requires a simple majority support (50%, plus 1 vote).

However, voter support today for such a funding measure is less than one-fourth (22%); and, when you apply SRI's **Go, No-Go Model**, likely voter support declines to 16%. Thus, such a funding mechanism is simply not an option at the present point in time (see Figure 12, Question 12.0 in Addendum B).

**Finding 22 Clearly, the funding mechanism that would receive the greatest amount of support from Sacramento voters, today, is a tax to maintain the City's URBAN FOREST.**

Nearly everyone surveyed (94%) said that maintaining a large tree canopy in Sacramento is important; in fact, 72% of the community-at-large and 84% of the City's Opinion Leaders said this is EXTREMELY important (see Figure 13A, Question 13.1 in Addendum B).

Toward that end, as can be seen in Figure 13B, a huge majority (67% of the community-at-large, 74% of the local electorate, and 79% of the City's Opinion Leaders) said they would prefer the City remove and replace aging trees that are nearing the end of their normal life span in a SYSTEMATIC fashion as opposed to removing and replacing ALL such trees immediately (16%) or removing endangered trees and leaving the space empty where they once stood (13%).

When it was pointed out to respondents that the cost for systematically removing endangered trees and replacing them with new trees is significant, nearly two-thirds of voters (65%) and over three quarters (77%) of the City's Opinion Leaders said they would be willing to pay a modest fee to make this possible (see Figure 13C, Question 13.2a in Addendum B).

As noted above, Sacramento voters are price sensitive; therefore, it's essential to define the term "modest fee". Over half (54%) of Sacramento's electorate would be willing to pay \$20 or more per year; so, if the cost for funding this process is \$20 per year, then City officials would need to bring forward some form of 218 Special Benefit Assessment that requires simple majority support among property owners for passage.

If City officials wish to place a measure before local voters, then the amount of the annual assessment would have to be markedly less than \$20 per year; probably in the range of \$5, but not more than \$10 per year per property owner (see Figure 13D, Question 13.2B, Addendum B).

Over one fourth (27%) of the respondents said they would NOT be willing to pay anything for this service; this is instructive when one considers the well documented statistic that 24% of California voters perceive themselves as being "anti-tax".

***Finding 23* When developing the remaining riverfront properties, Sacramento residents want a combination of public access to these properties with a mixture of business, commercial and visitor opportunities.**

When asked about their preferences with respect to how the "riverfront" property on the south side of the American River, near Richards Boulevard, should be developed, 62% of residents, 66% of the City's Opinion Leaders, and 71% of registered voters said they want a significant amount of the riverfront property set aside for public access, and yet to integrate a mixture of business, commercial and visitor opportunities (see Figure 14, Question 14.0 in Addenda B and C ).

***Finding 24* The City's OPINION LEADERS will play a vital role in determining the outcome of funding mechanisms placed before Sacramento voters and/or property owners.**

By definition, "Opinion Leaders" play a vital role in social change of any form; however, this is especially true when it comes to securing the requisite support from local voters and/or property owners for a given funding mechanism to generate money to pay for upgrades and enhancements to the City's system of park and recreation facilities. This conclusion is made clear in Figure 15.

SRI has conducted voluminous research in recent years pertaining to the role of **opinion leadership** and **customer loyalty** in terms of securing voter support for a given funding mechanism placed on the local ballot or before property owners through a mail ballot in a given community (e.g., a special tax and/or 218 Special Benefit Assessment).<sup>7</sup>

Figure 15 shows that the City's OPINION LEADERS have a significantly stronger sense of LOYALTY toward Sacramento's Department of Parks and Recreation than do those in the "mainstream" (the community-at-large). More specifically, they give Park & Recreation officials in the City higher marks, across-the-board, on the following dimensions: being responsible, trustworthy, and accountable. Beyond that, they do not believe these officials exaggerate the need

<sup>7</sup> The Chairman of SRI, Dr. G. Gary Manross, Ph.D., has spearheaded this research and has co-authored several papers with the General Manager of the largest regional park District in the United States, the East Bay Regional Park District; the most recent paper is being presented in October 2006 at the National Congress of NRPA (National Recreation and Park Association).

for funding; and, they are more likely to support a reasonable tax.

Prior research has documented the notion that people who have a “sense of loyalty” toward a given public agency are far more inclined to support a given tax or assessment than those who are simply “satisfied” with the performance of the respective agency.<sup>8</sup>

When you put together the above two dimensions (the role of Opinion Leaders in social change and customer loyalty), it’s clear the present scientific survey holds exceptional promise for City officials as they move forward with policy decision-making regarding issues of importance to the future of all residents and stakeholders throughout the City of Sacramento.



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<sup>8</sup> For a copy of the most recent paper, entitled: “*Agency Branding through Consensus Building*,” please contact SRI’s corporate offices and/or the General Manager, Mr. Pat O’Brien, of the East Bay Regional Park District.

## Summary Conclusion

Once again, we have enjoyed having an opportunity to work with Sacramento's **Department of Parks & Recreation** in designing and administering the present survey of the community-at-large and local voters in order to provide the "intelligence" needed to assist the City's park officials in: (i) continuing to update the City's Parks and Recreation MASTER PLAN and (ii) identify viable funding mechanisms for implementing the Master Plan, over time.

Not only has the present *follow-up survey* accomplished precisely that, but it also confirms that the City has been successful in providing local residents with the very kinds of parks, recreational facilities, programs, and services that reflect their collective wishes and desires. And, there is every reason to believe that it will continue to do so.

Should City officials wish additional input from SRI regarding the interpretation of the *findings* presented herein, or with looking at the data in any useful and/or instructive fashion, we stand ready to serve. We want to wish the **Sacramento Parks & Recreation Department** continued success in its efforts to serve its constituents.



Addendum A

Figure 1A  
 Sacramento Park & Recreation Master Plan  
 August 2006

# City Parks & Recreation Services are a Valuable Public Resource

**Question 1.1:** City parks and recreation services provided through local government are a valuable public resource for Sacramento residents.

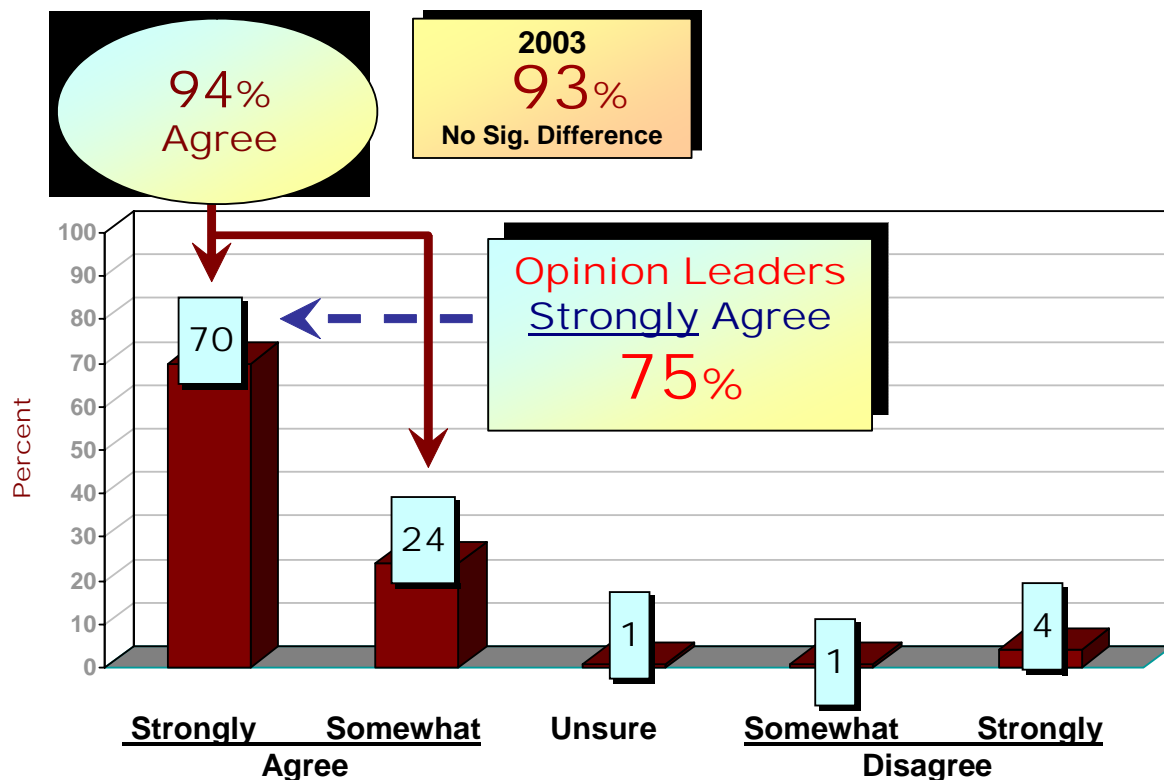


Figure 1B  
Sacramento Park & Recreation Master Plan  
August 2006

## Park & Rec Facilities Should Play Role in Maintaining a **Healthy Lifestyle**

**Question 1.2:** The park facilities and recreation programs provided by and/or through the Sacramento Parks & Recreation Program can and should play a central role in helping local residents maintain a healthy lifestyle.

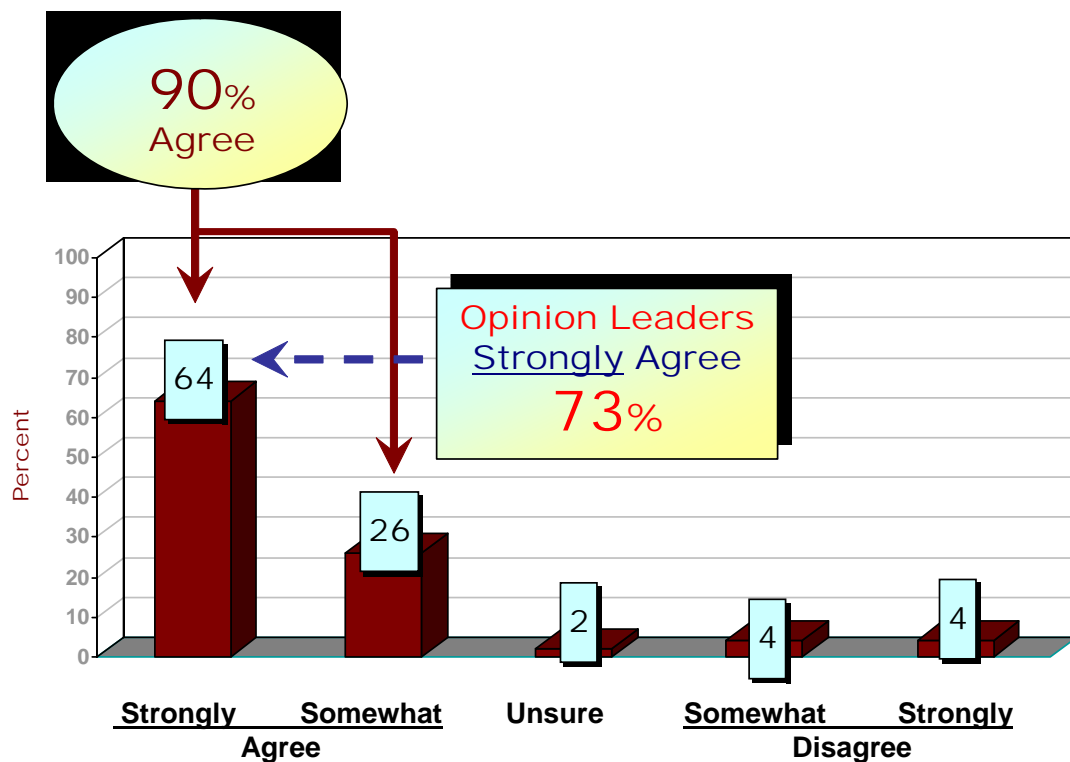


Figure 1C  
 Sacramento Park & Recreation Master Plan  
 August 2006

## City Parks & Rec Department Should Develop Programs to Prevent Obesity

**Question 1.3:** Obesity, especially among today's youth, has become a serious problem. The City's Parks & Recreation Department should develop new programs and/or activities specifically designed to help prevent obesity in ALL Sacramento residents, but especially in children.

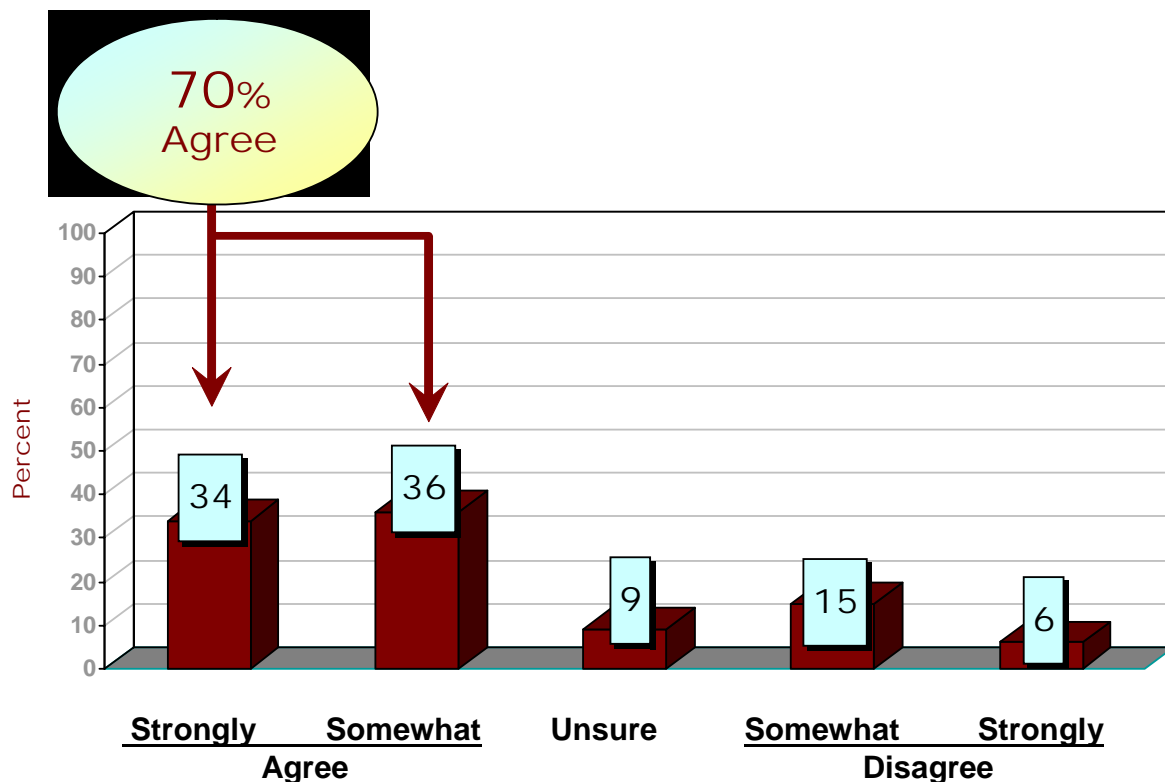


Figure 2A  
Sacramento Park & Recreation Master Plan  
August 2006

## Satisfaction with Public Parks Currently Available

**Question 2.1:** Overall, how satisfied are you with the public parks currently available by or through the City of Sacramento's Department of Parks and Recreation?

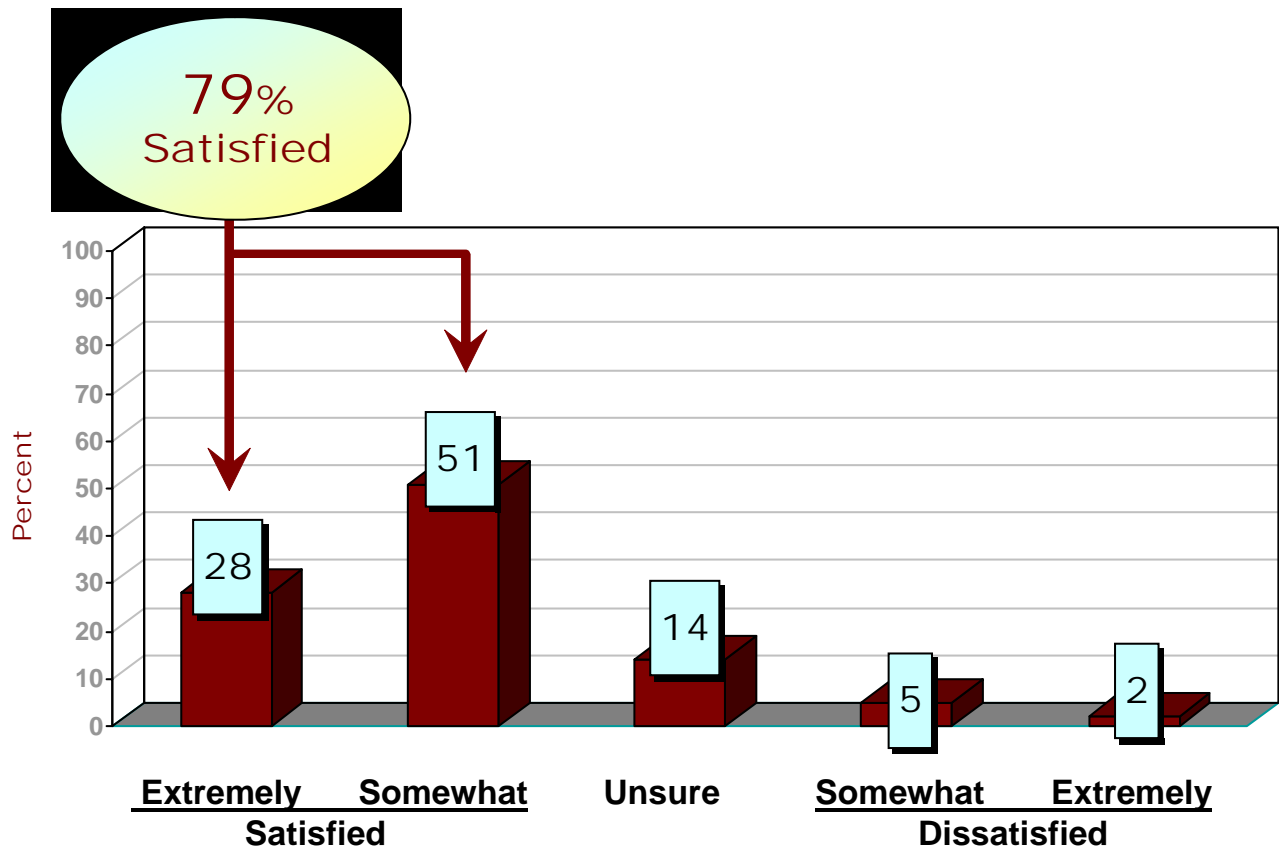


Figure 2B  
Sacramento Park & Recreation Master Plan  
August 2006

## Satisfaction with Recreation Facilities Currently Available

**Question 2.2:** How satisfied are you with the recreation facilities currently being made available to you by or through the City's Department of Parks & Recreation?

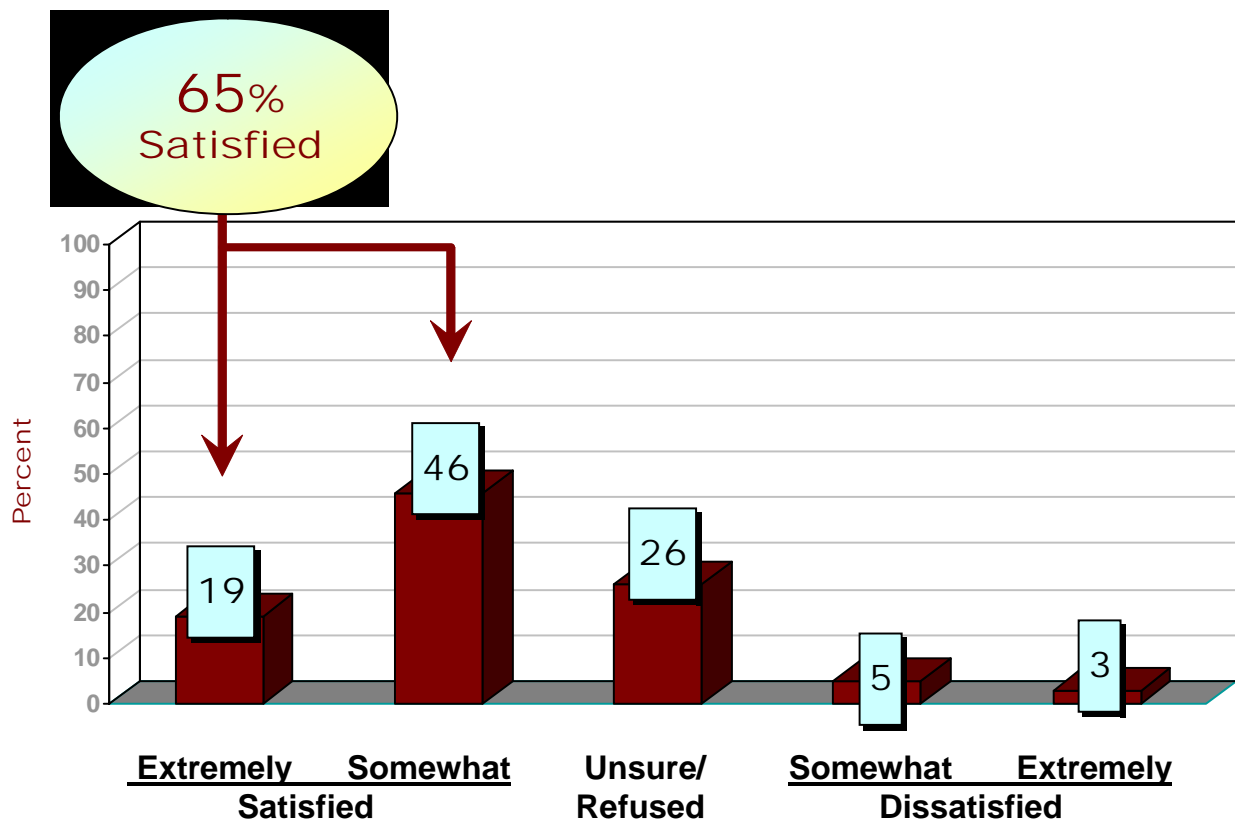


Figure 2C  
 Sacramento Park & Recreation Master Plan  
 August 2006

## Satisfaction with Recreation Programs Currently Available

**Question 2.3:** How satisfied are you with the recreation programs that you have attended or participated in that were sponsored by or through the City's Department of Parks and Recreation?

47% Satisfied

**Note:** Of those who have participated in one or more recreation programs sponsored by the City's Parks & Rec Department, 96% report being **Extremely Satisfied** (39%) or **Somewhat Satisfied** (57%)

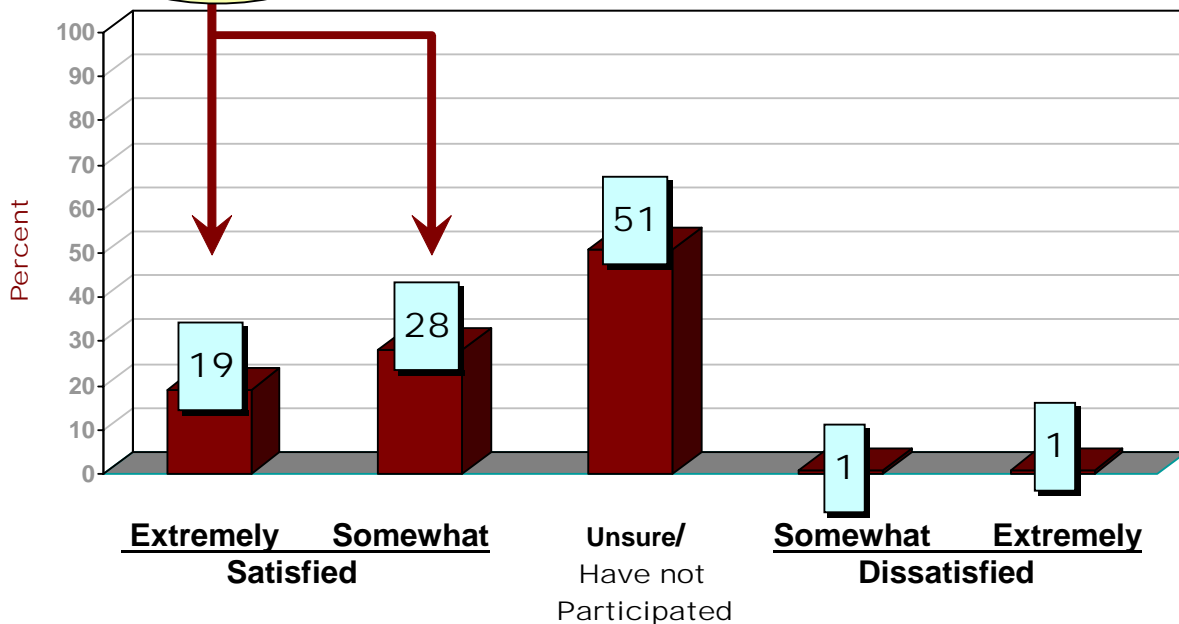


Figure 2D  
Sacramento Park & Recreation Master Plan  
August 2006

## Satisfaction with the City's Urban Forest

**Question 2.4:** How satisfied are you with what is often referred to as the City's URBAN FOREST, that being the canopy of trees on City streets and in community and neighborhood parks?

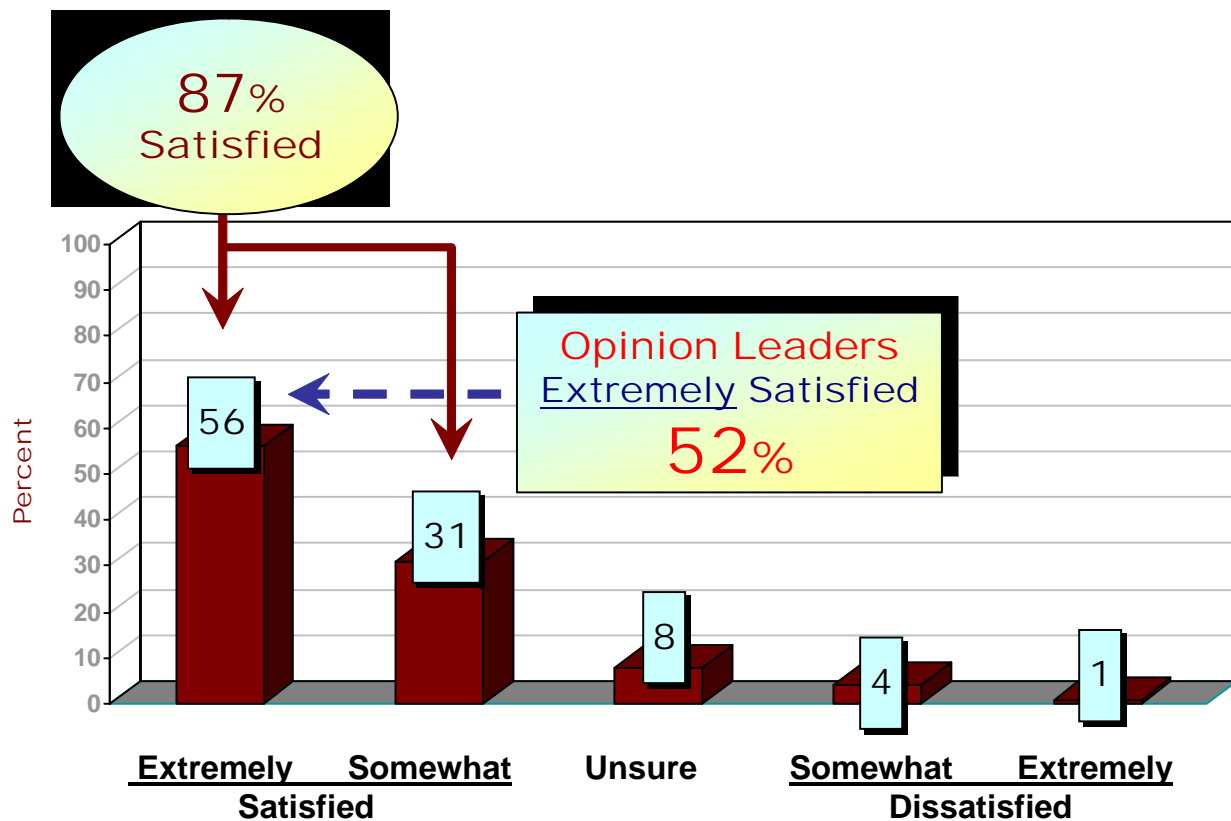


Figure 3  
 Sacramento Park & Recreation Master Plan  
 August 2006

## Usage of Park and Recreation Facilities

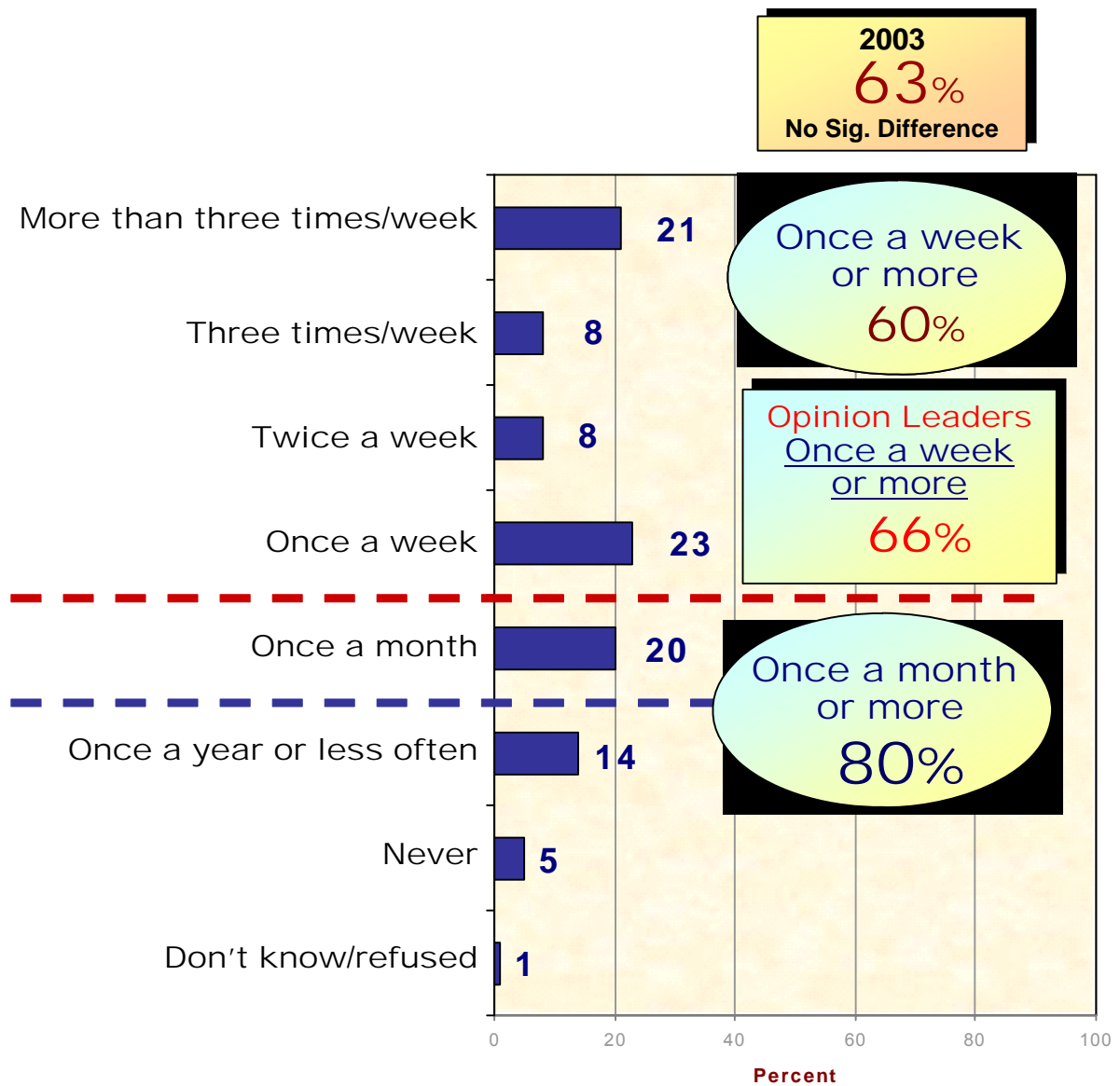


Figure 4A  
 Sacramento Park & Recreation Master Plan  
 August 2006

# Grade Overall Physical Condition of City Parks & Rec Facilities

**Question 4.1:** Using a traditional grading scale with "A" for excellent, "B" for good, "C" for average or adequate, "D" for below average or poor and "F" for very poor or failure, how would you grade the current overall physical condition of City parks and recreation facilities?.

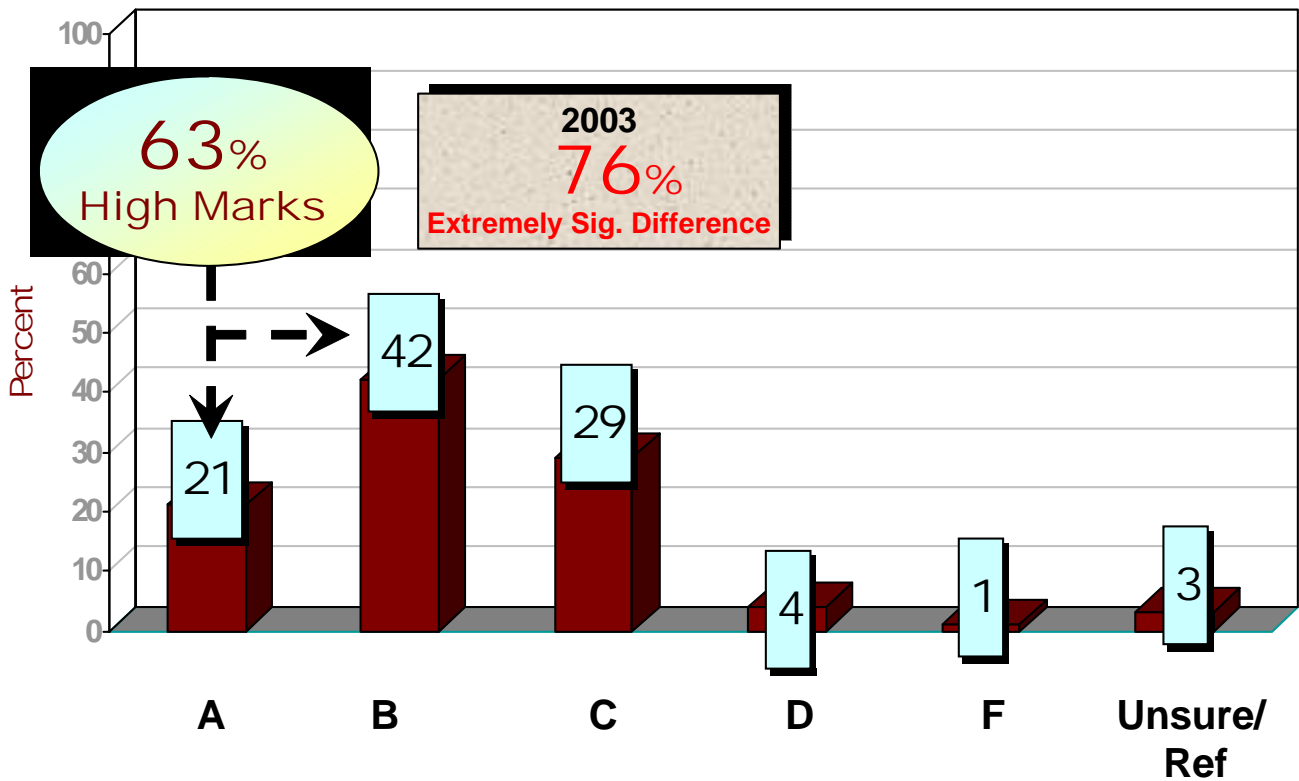


Figure 4B  
 Sacramento Park & Recreation Master Plan  
 August 2006

## Grade Amount and Condition of City's Urban Forest

**Question 4.2:** Using a traditional grading scale with "A" for excellent, "B" for good, "C" for average or adequate, "D" for below average or poor and "F" for very poor or failure, how would you rate the amount and condition of the City's Urban Forest?

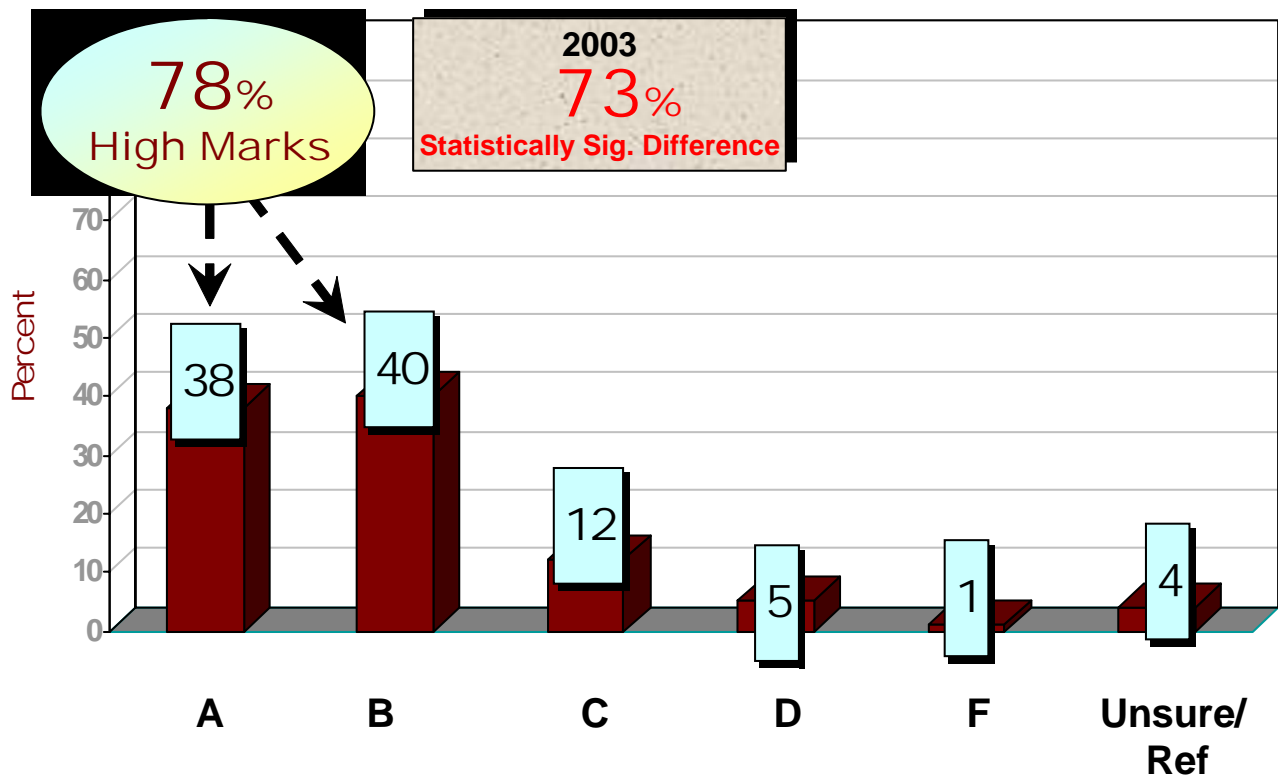


Figure 4C  
 Sacramento Park & Recreation Master Plan  
 August 2006

## Grade the Current Level of Overall Security and Public Safety While Using PUBLIC PARKS

**Question 4.3:** Using a traditional grading scale with "A" for excellent, "B" for good, "C" for average or adequate, "D" for below average or poor and "F" for very poor or failure, how would you rate the current level of overall security and public safety while using public parks in Sacramento?

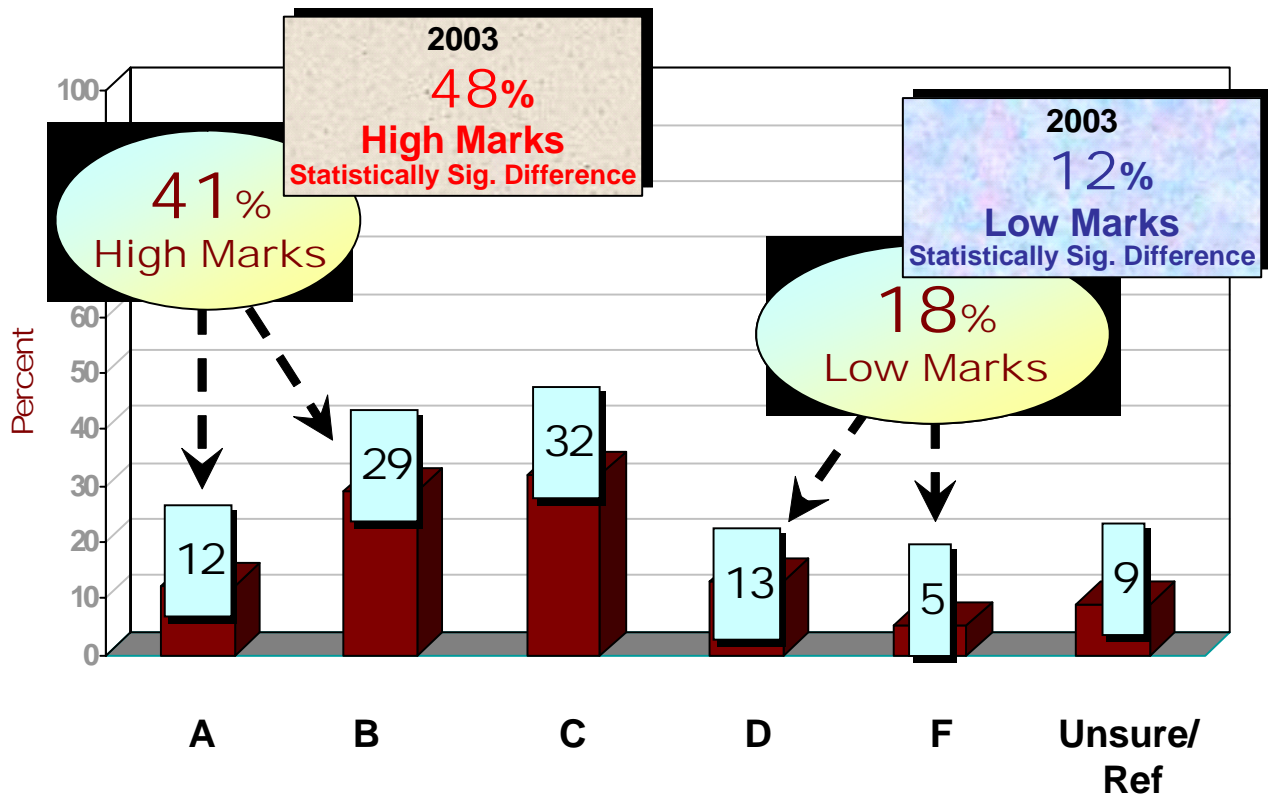


Figure 4D  
 Sacramento Park & Recreation Master Plan  
 August 2006

## Grade the Current Level of Overall Security and Public Safety While Using RECREATION FACILITIES

**Question 4.4:** Using a traditional grading scale with "A" for excellent, "B" for good, "C" for average or adequate, "D" for below average or poor and "F" for very poor or failure, how would you rate the current level of overall security and public safety while using the recreation facilities or participating in programs sponsored by or through the City's Department of Parks & Recreation?

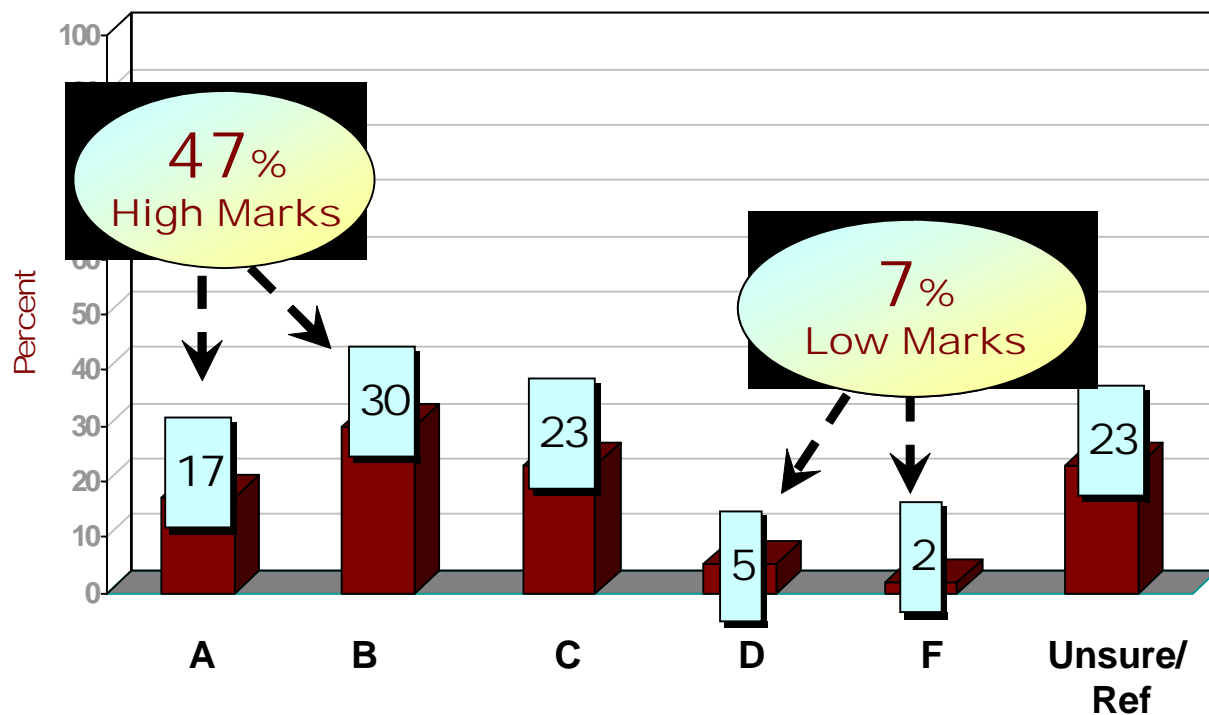


Figure 5A  
Sacramento Parks & Recreation Master Plan  
August 2006

## Increase User Fees vs. Cut Back Programs/Facilities

**Question 5.1:** If City officials find that there simply is NOT SUFFICIENT money available to fund the park and recreation programs that are presently being provided to Sacramento resident, which of the following alternatives would you recommend they adopt? 1) Increase USER FEES for programs that are extremely costly to provide to local residents or 2) CUT BACK on programs and park and recreation facilities?

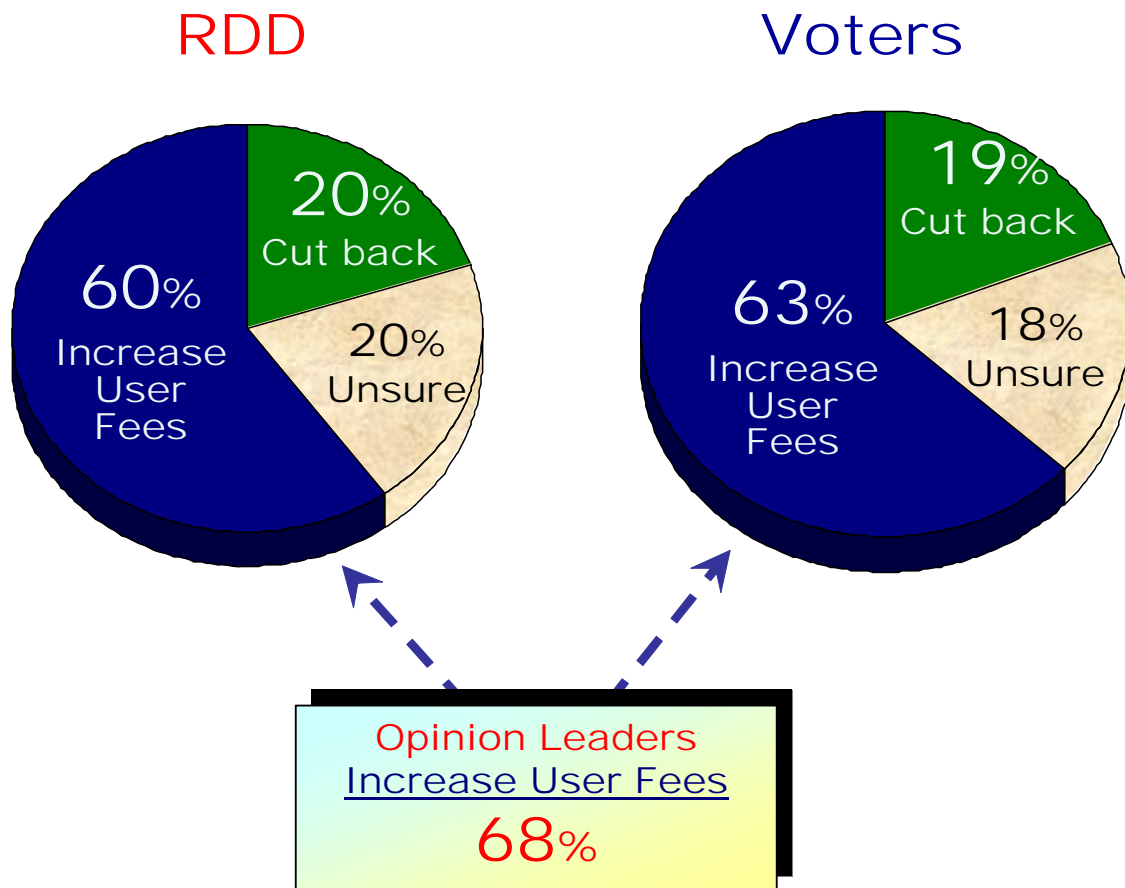
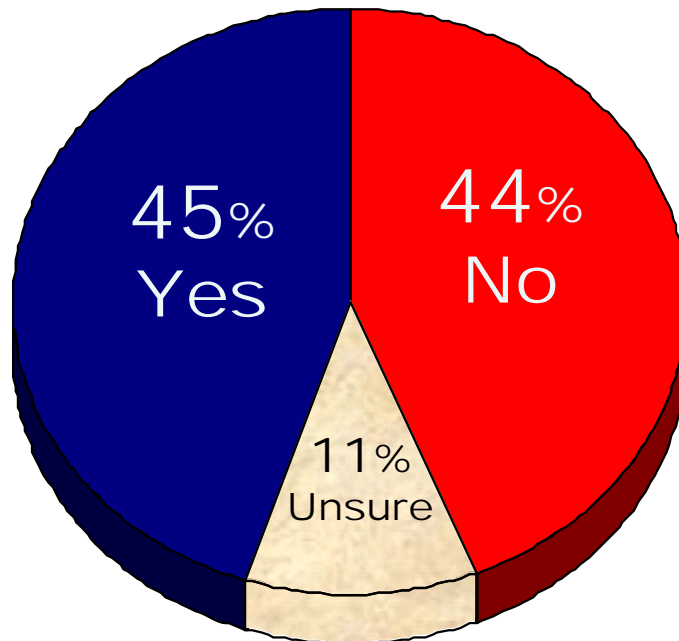


Figure 5B  
 Sacramento Parks & Recreation Master Plan  
 August 2006

## Which **Age Groups** should be Subsidized via Tax Dollars?

**Question 5.2:** Should funding priorities be established based on age groups; and, if so, how would you prioritize the four age groups with respect to which ones should be subsidized by tax dollars vs. charged user fees: children, teens, adults and seniors?



42%	All Groups should be Subsidized by Taxes (Children, Teens, Adult & Senior Programs)
1%	Only Children & Senior Programs
1%	Only Children & Teen Programs
56%	Unsure/No preference



Figure 5C  
 Sacramento Parks & Recreation Master Plan  
 August 2006

## Should City Open More Community Centers?

**Question 5.3:** Given the financial pressures being experienced by local government, would you advise City Officials to STOP opening new Community Centers, or are these of sufficient importance to the *quality of life* for Sacramento residents that the City should continue opening new Community Centers and find ways to cover the expenses, even if this would mean introducing more USER FEES, asking local voters to support some form of funding mechanism, or eliminating other services and/or programs that are presently being offered by or through the City?

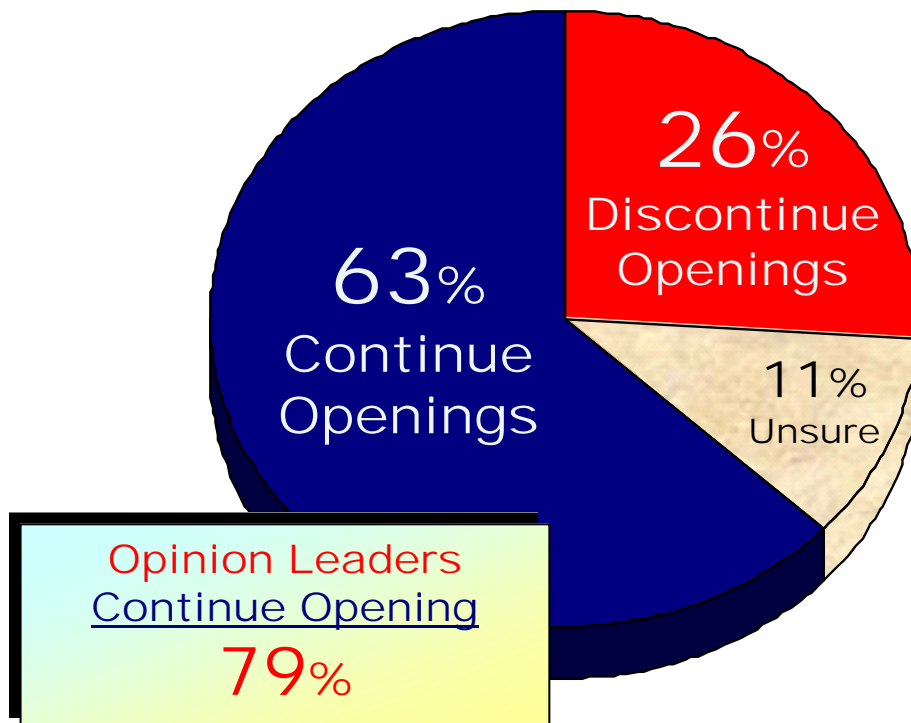


Figure 6  
Sacramento Parks & Recreation Master Plan  
August 2006

## Type of New Parks Preferred

**Question 6.0:** Would you prefer that the City develop more “active” parks that include athletic fields and organized sports activities; or would you prefer the focus be on more “passive” park facilities, such as hiking & walking trails, environmental education programs, and a greater emphasis on natural resource management and the protection of the limited open spaces that remain in the City of Sacramento?

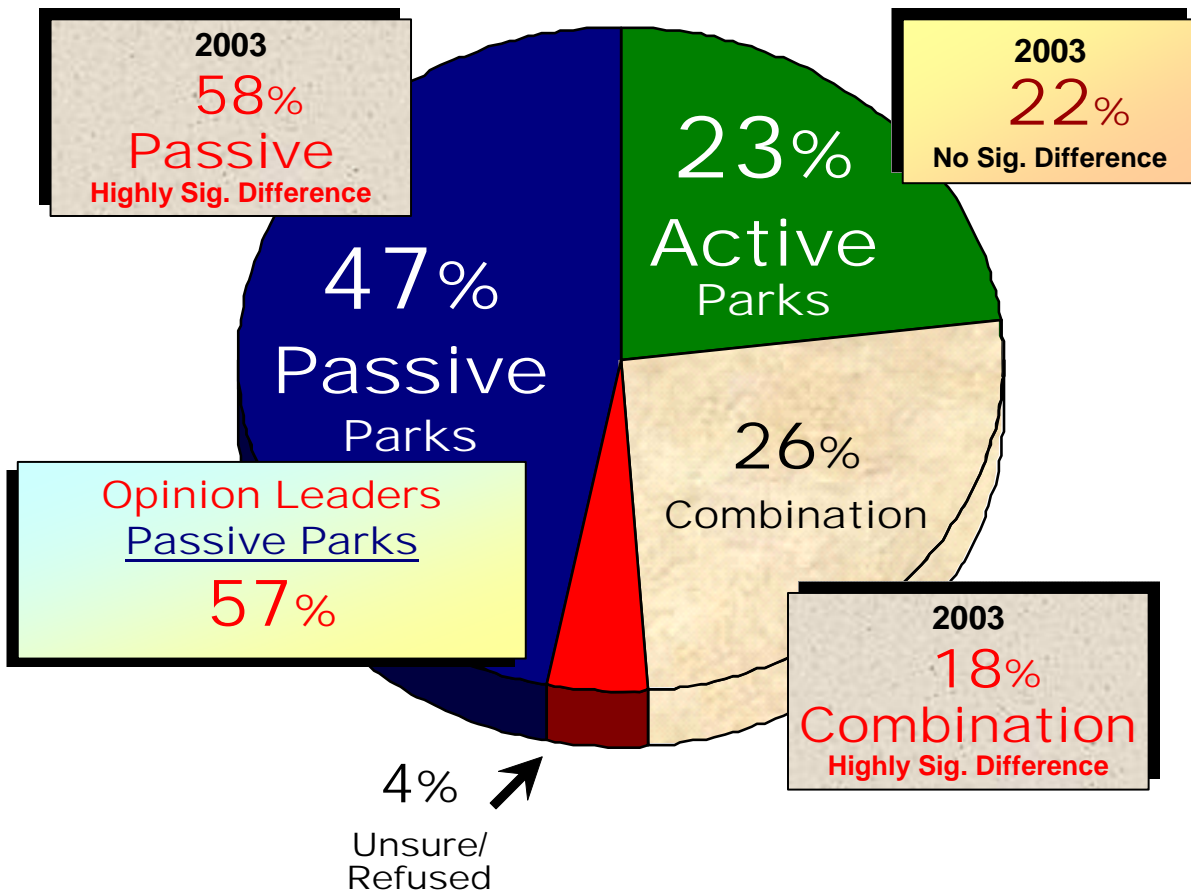


Figure 7  
 Sacramento Parks & Recreation Master Plan  
 August 2006

## Expand/Improve Existing or Build New?

**Question 7.0:** As the City's Park and Recreation officials take steps to enhance the existing park and recreation system, they may find themselves facing the following two choices: (1) they can invest their limited resources in expanding or making improvements to existing parks and recreation facilities, or (2) they can take steps to build new parks and recreation facilities. When faced with such a decision, which of the two alternatives would you prefer?

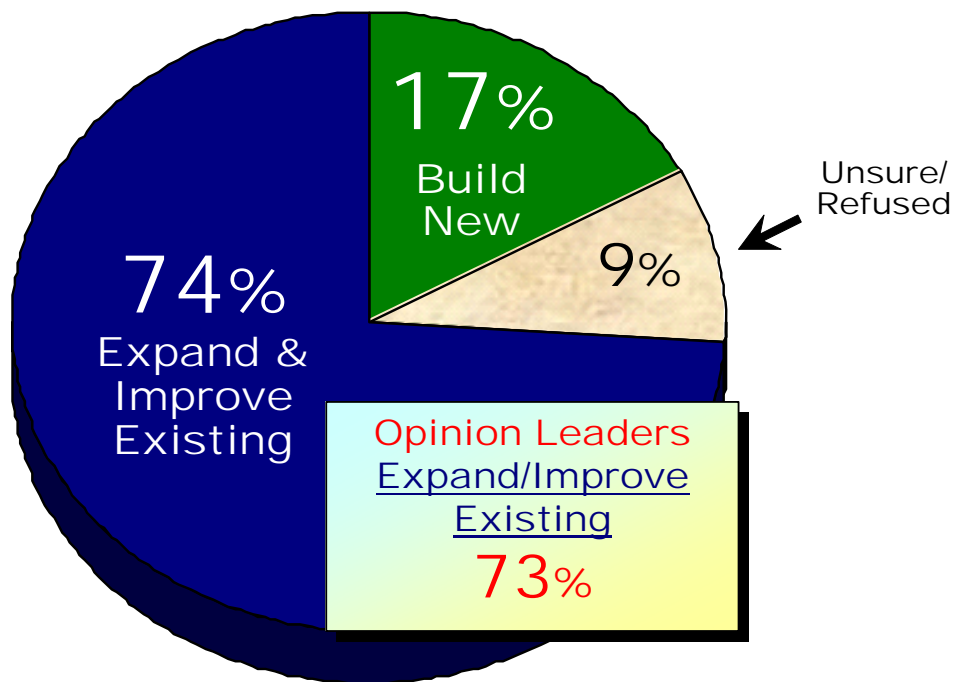


Figure 8  
 Sacramento Parks & Recreation Master Plan  
 August 2006

## Priorities for **Types** of Park/Rec Facilities to Provide

**Question 8.0:** In planning for the future, Sacramento officials **MUST** establish priorities for various types of park and recreation facilities to provide local residents. They would like to know how you would prioritize three specific types of recreation facilities?

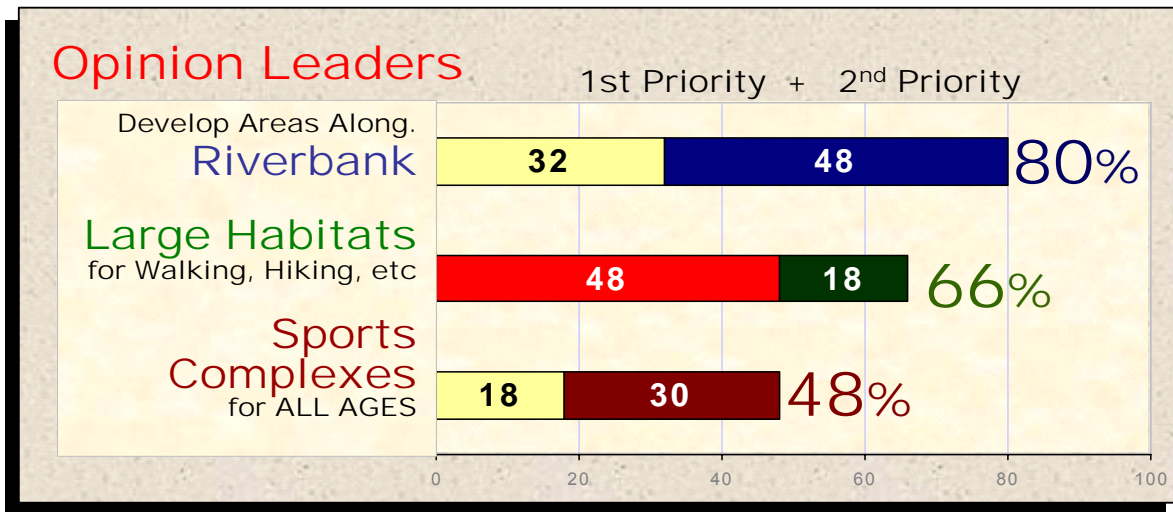
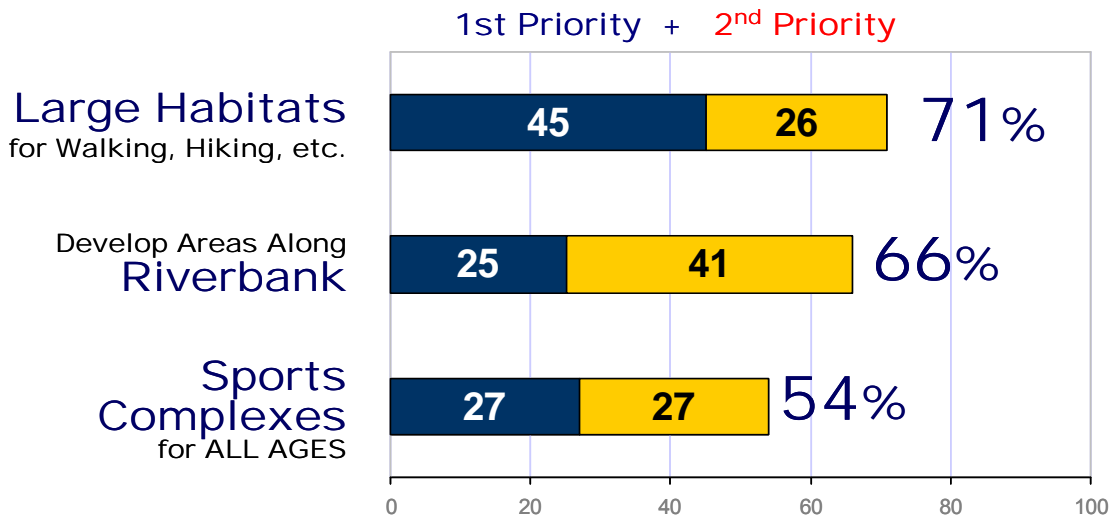


Figure 9A  
 Sacramento Parks & Recreation Master Plan  
 August 2006

# Priority **PASSIVE** Activities

Question 9.1 Series

High + Medium Priority

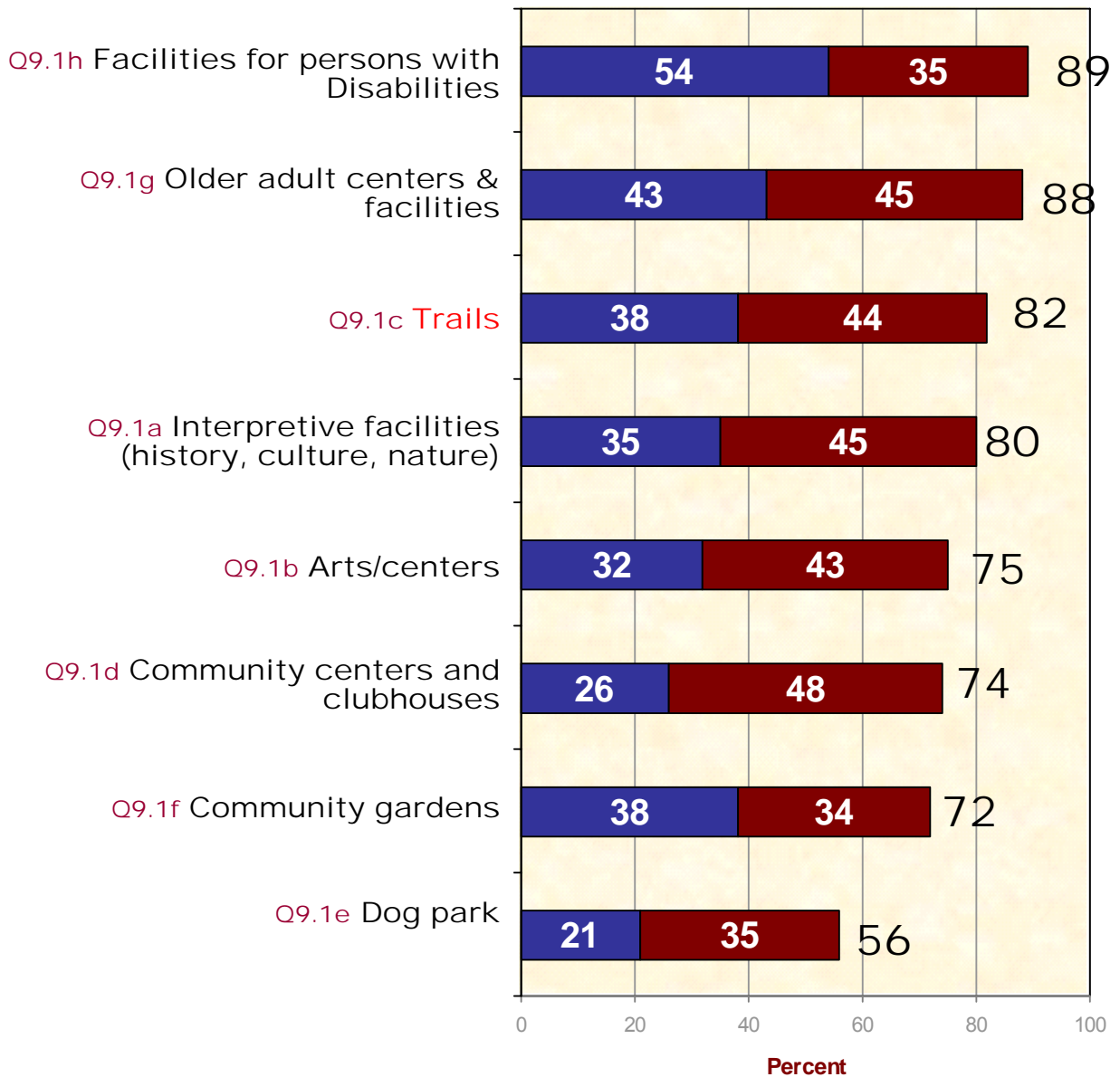


Figure 9B  
 Sacramento Parks & Recreation Master Plan  
 August 2006

# Priority ACTIVE Activities

Question 9.2 Series

High + Medium Priority

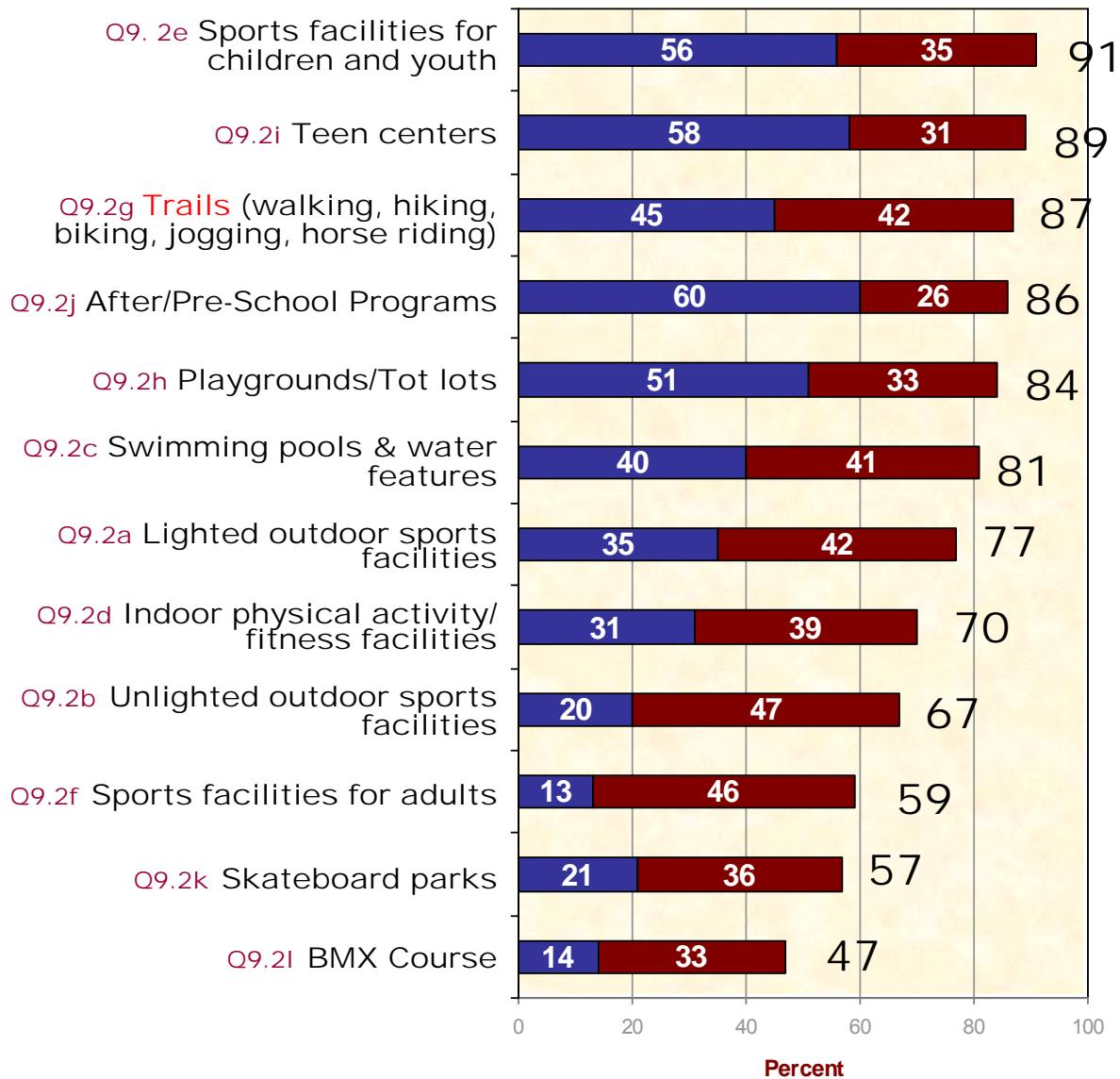


Figure 10A  
Sacramento Parks & Recreation Master Plan  
August 2006

## Support New Tax/Assessment for Operations and Maintenance

**Question 10.1:** Thinking about OPERATIONS AND MAINTENANCE FUNDS – would you be willing to support a new tax or assessment to provide funds for operating City recreation programs or Maintaining parks and recreation facilities; or would you oppose Such a tax or assessment?

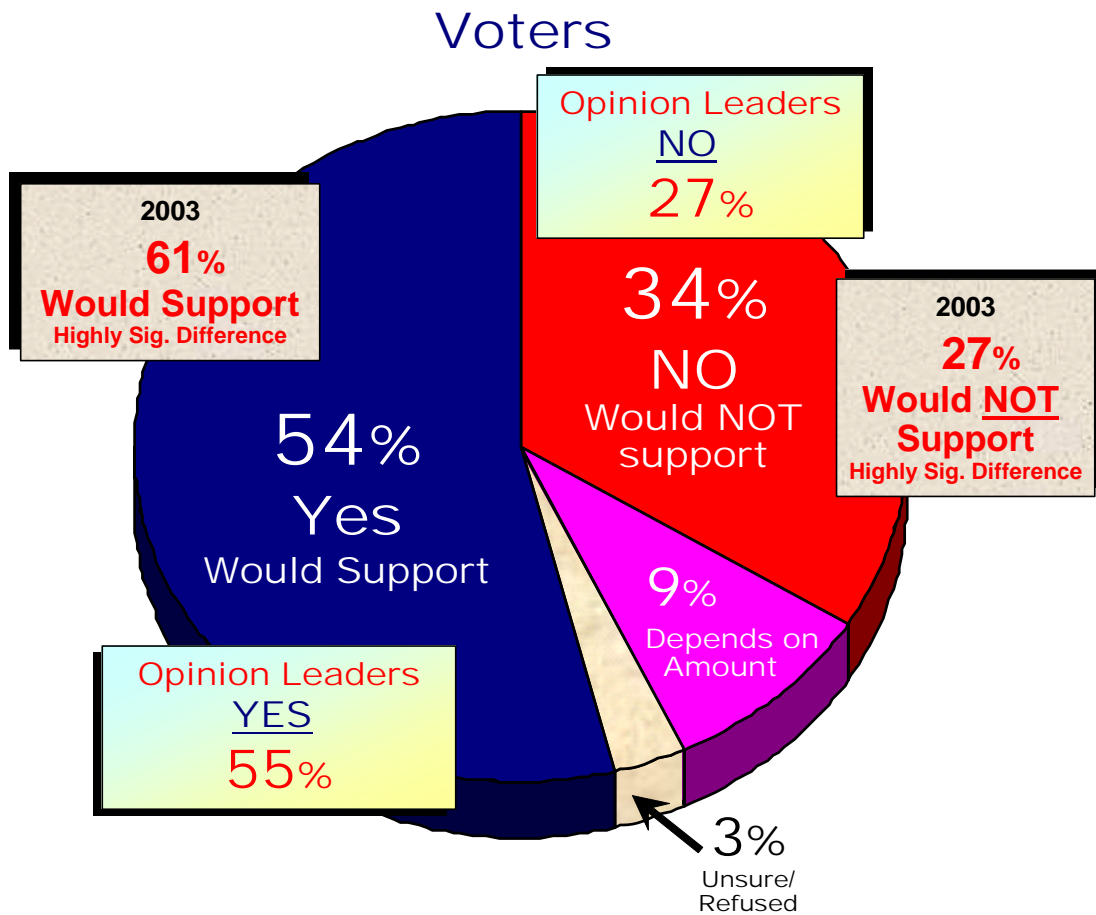


Figure 10B  
 Sacramento Park & Recreation Master Plan  
 August 2006

## Threshold of *Willingness to Pay* for Operations & Maintenance

**Question 10.2:** If a tax or assessment initiative were to be placed before City of Sacramento voters for the purposes of operating, maintaining and programming the City park and recreation system, including the enhancements that you believe are definitely needed, how much in additional taxes would you be willing to pay each year to make this possible?

### Voters

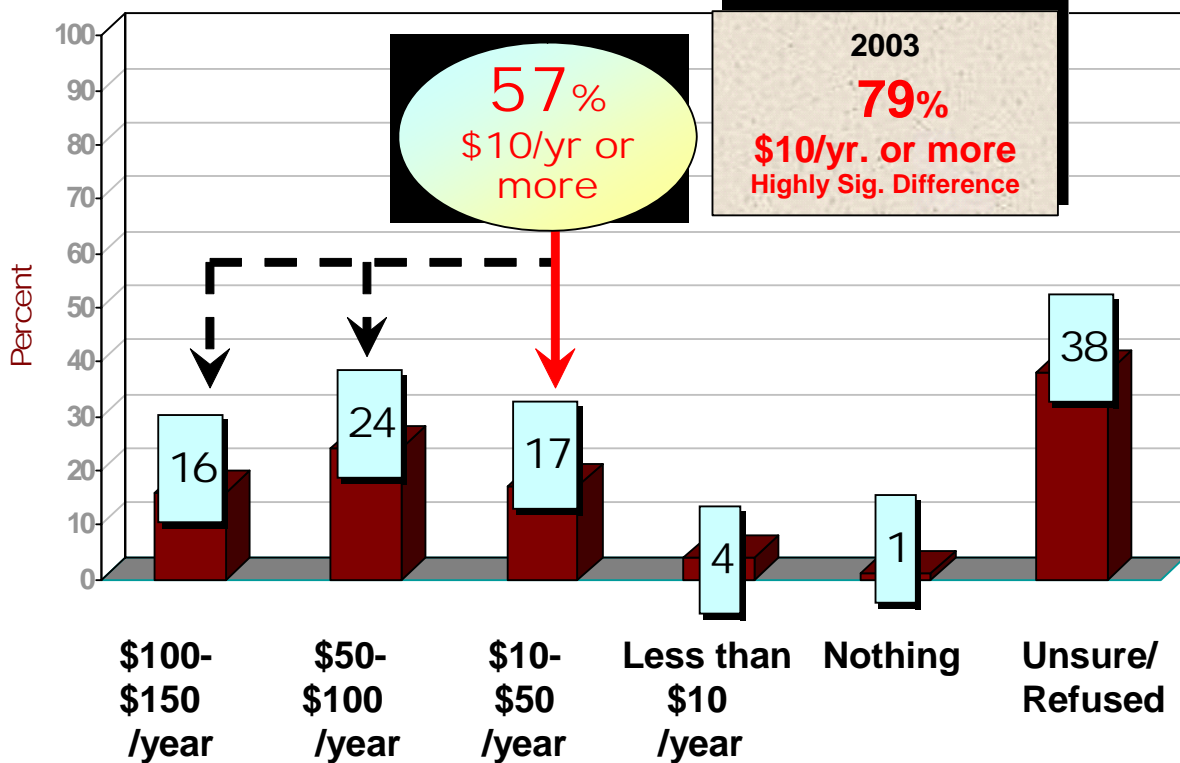


Figure 11A  
Sacramento Parks & Recreation Master Plan  
August 2006

## Support for Tax or Assessment for Acquiring Land or Capital Improvements

**Question 11.0:** Thinking about CAPITAL FUNDS for acquiring or making Physical improvements to parks and recreation land and facilities, Would you be willing to support a tax or assessment to provide funds For acquiring new lands to be added to the City of Sacramento Park & Recreation System, developing new parks and making capital Improvements to existing City parks and recreation facilities, or Would you oppose such a tax or assessment?

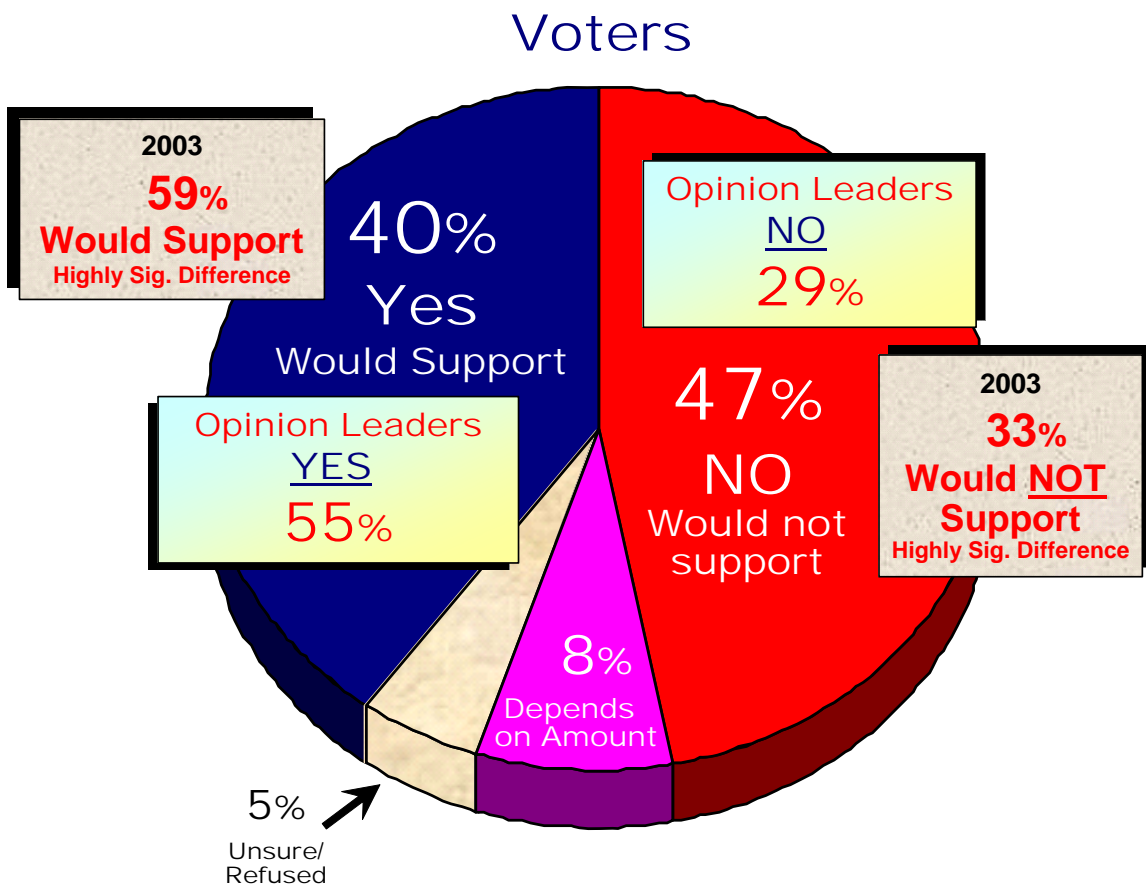


Figure 11B  
 Sacramento Park & Recreation Master Plan  
 August 2006

## Threshold of *Willingness to Pay* for Capital Improvements or Expansion

**Question 11.2:** If a tax or assessment initiative were to be placed before Sacramento voters for the physical improvement or expansion of the City park and recreation system, including the enhancements that you believe are definitely needed, how much in additional taxes would you be willing to pay each year to make this possible?

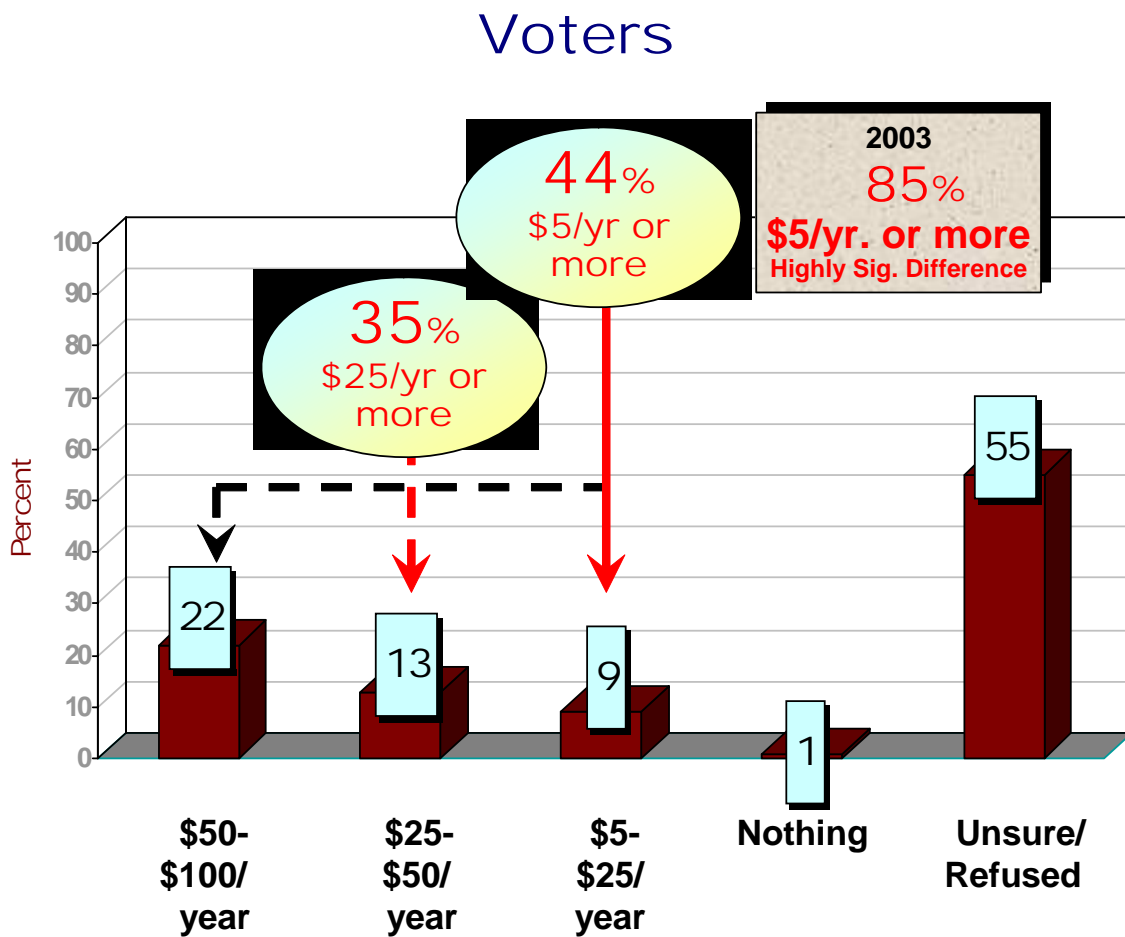


Figure 12  
Sacramento Park & Recreation Master Plan  
August 2006

## Likely Voter Support for a Tax to Go Into the General Fund

**Question 12.0:** If the City were to place a tax measure on the ballot wherein the monies that were generated would be placed in the City's General Fund, would you vote to authorize the Tax measure?

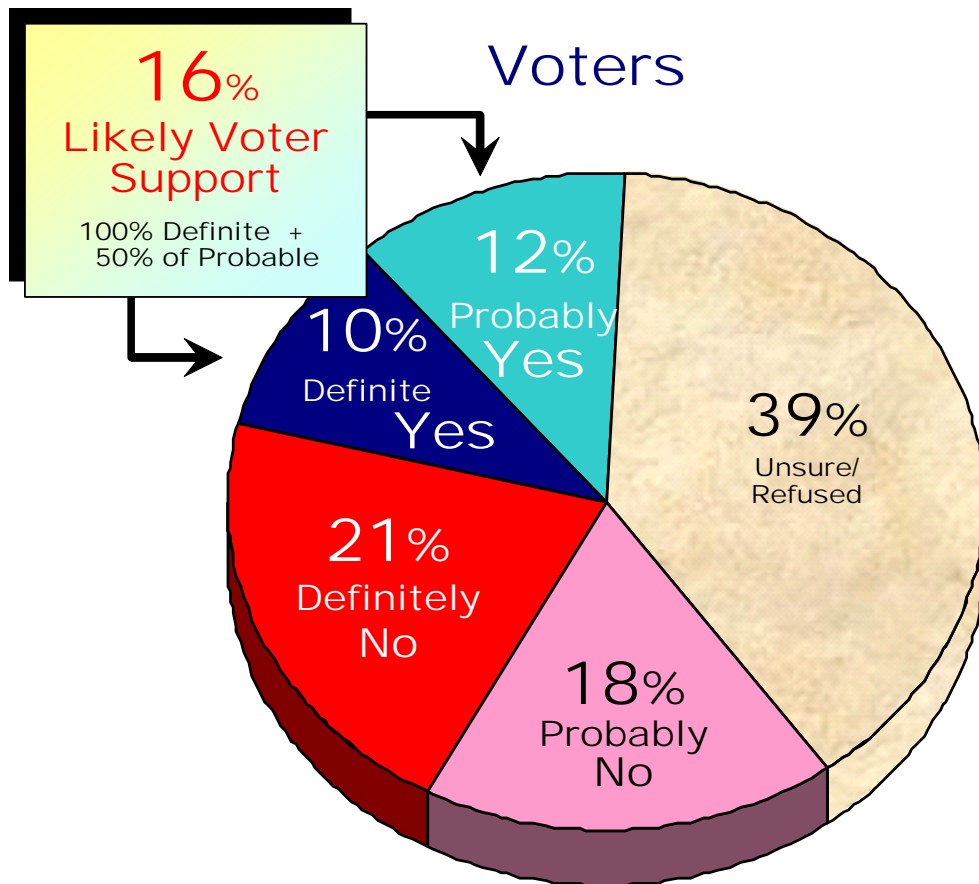


Figure 13A  
Sacramento Park & Recreation Master Plan  
August 2006

## Importance of Large Tree Canopy in Downtown Sacramento

**Question 13.1:** How important is it to maintain a large tree canopy in Sacramento, including sections of the City that will experience high-density, multi-story infill?

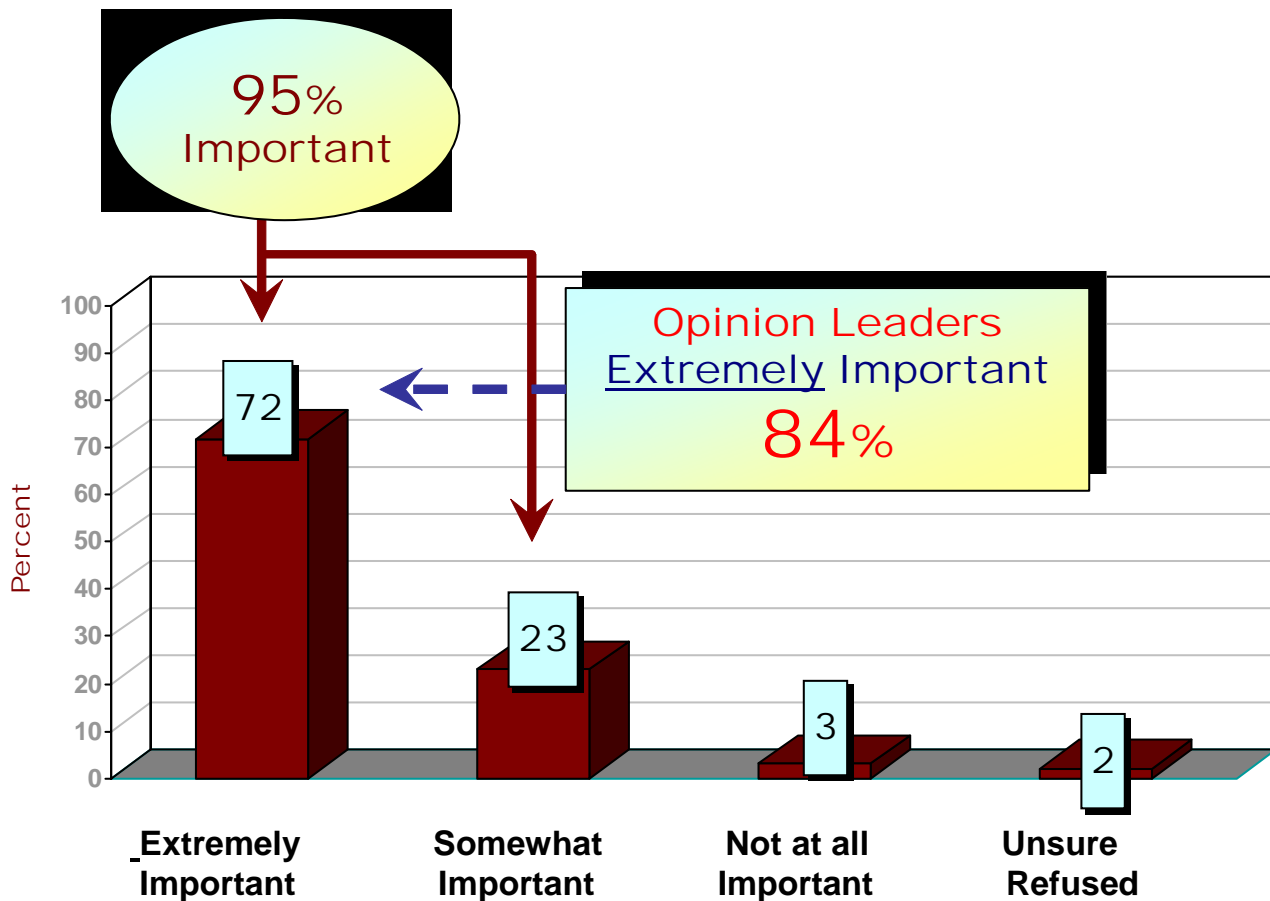


Figure 13B  
 Sacramento Park & Recreation Master Plan  
 August 2006

## Preferred Timing of Tree Removal

**Question 13.2:** Most of the existing canopy shade trees that comprise the Urban Forest, especially in the downtown area of Sacramento, are between 100 and 150 years old; as a result, many of them are nearing the end of their lifespan. As a result, City officials are faced with three choices when addressing the matter of these aging trees. Which of the following three alternatives would you recommend?

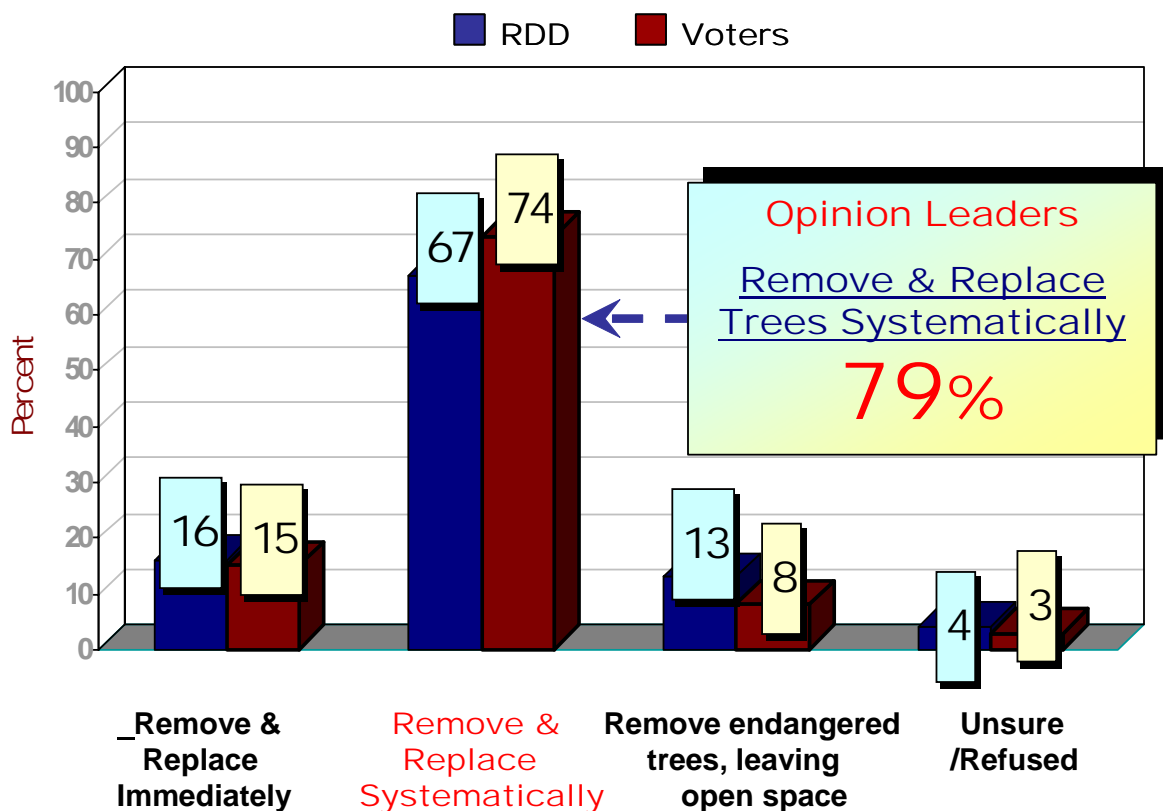


Figure 13C  
 Sacramento Parks & Recreation Master Plan  
 August 2006

## Willing to Pay Modest Annual Fee to Maintain City's Urban Forest

**Question 13.2a:** The cost of maintaining the entire Urban Forest in the future is extremely high. As a result, City officials may have to ask property owners to approve an annual assessment to pay for replacing these trees as they become endangered. Should this become necessary, would you be willing to pay a modest annual fee to maintain the City's Urban Forest?

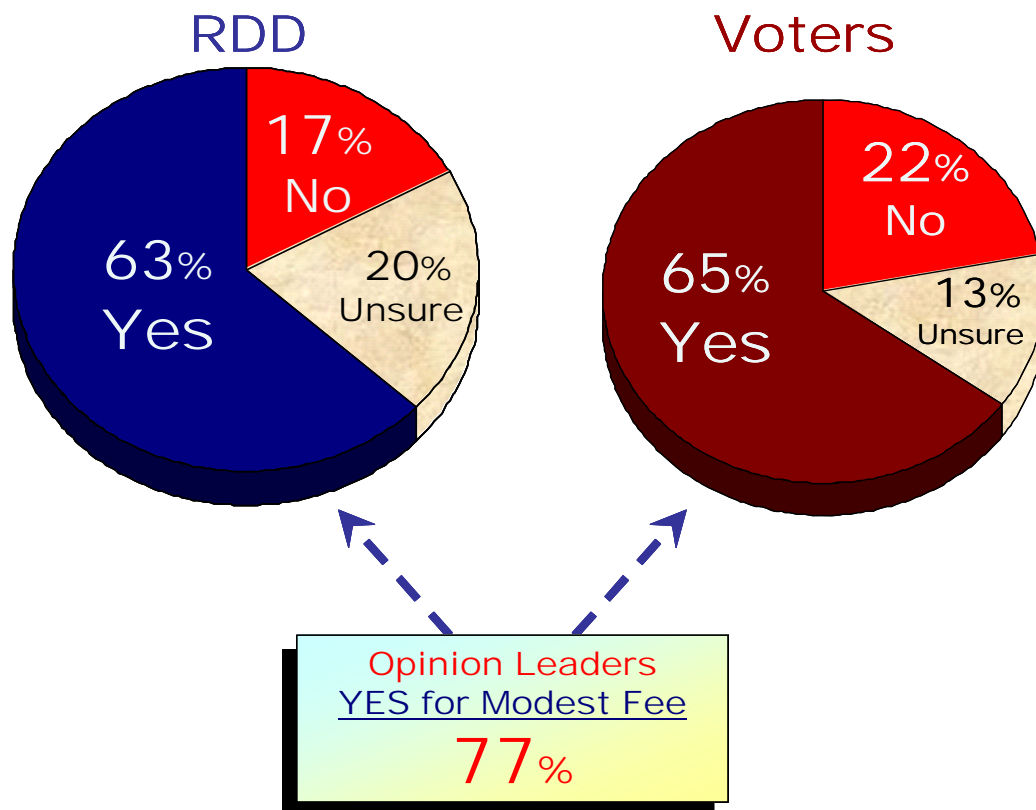


Figure 13D  
 Sacramento Park & Recreation Master Plan  
 August 2006

## Threshold of Willingness to Pay for Urban Forest

**Question 13.2B:** About how much would you be willing to pay each year to make this possible?

### Voters

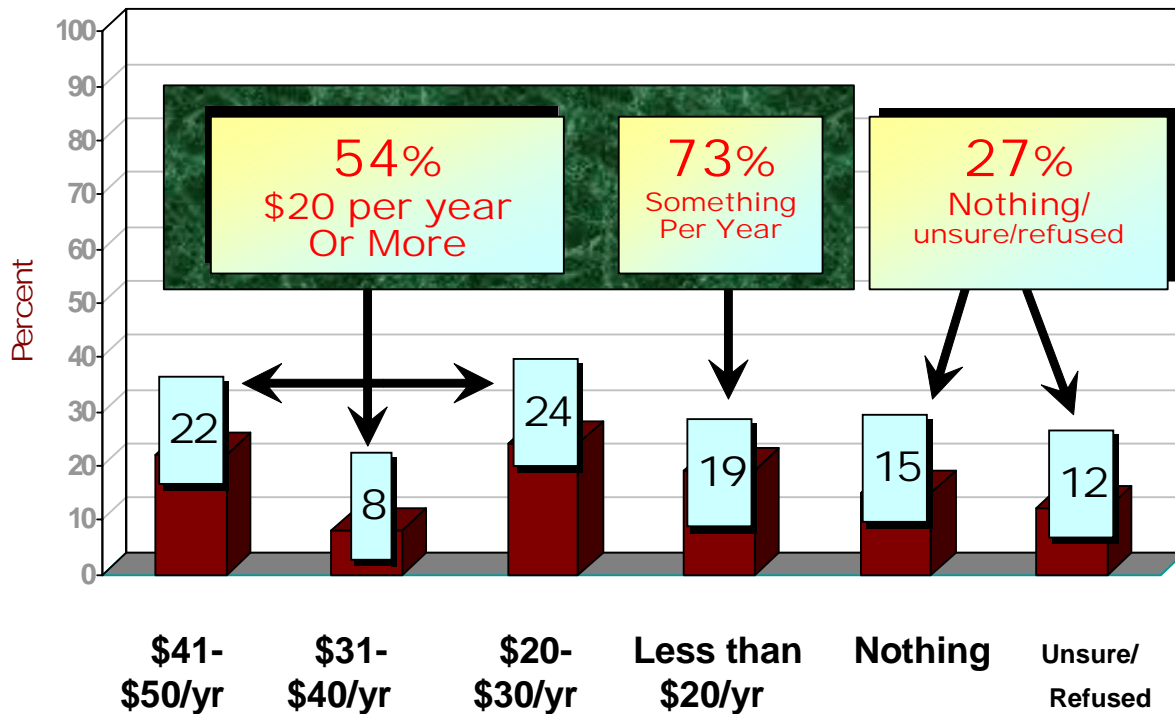


Figure 14  
Sacramento Parks & Recreation Master Plan  
August 2006

## Development of Riverfront Properties

**Question 14.0:** There are three concepts that are predominant at the present time regarding how best to utilize the limited amount of waterfront property along this section of the American River. Please tell me which of the three approaches you would prefer?

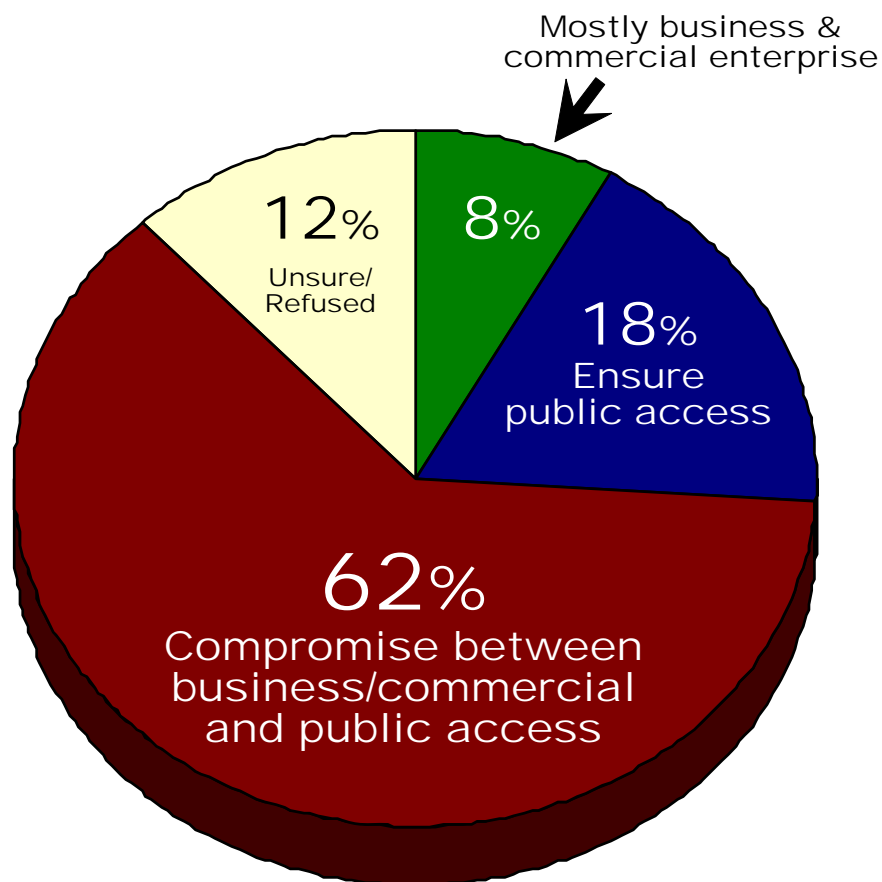


Figure 15  
 Sacramento Parks & Recreation Master Plan  
 August 2006

Opinion Leaders have a Far Stronger  
**Sense of Loyalty** toward Sacramento  
 Park & Rec Department

Q15.0 series: **Loyalty Measures**

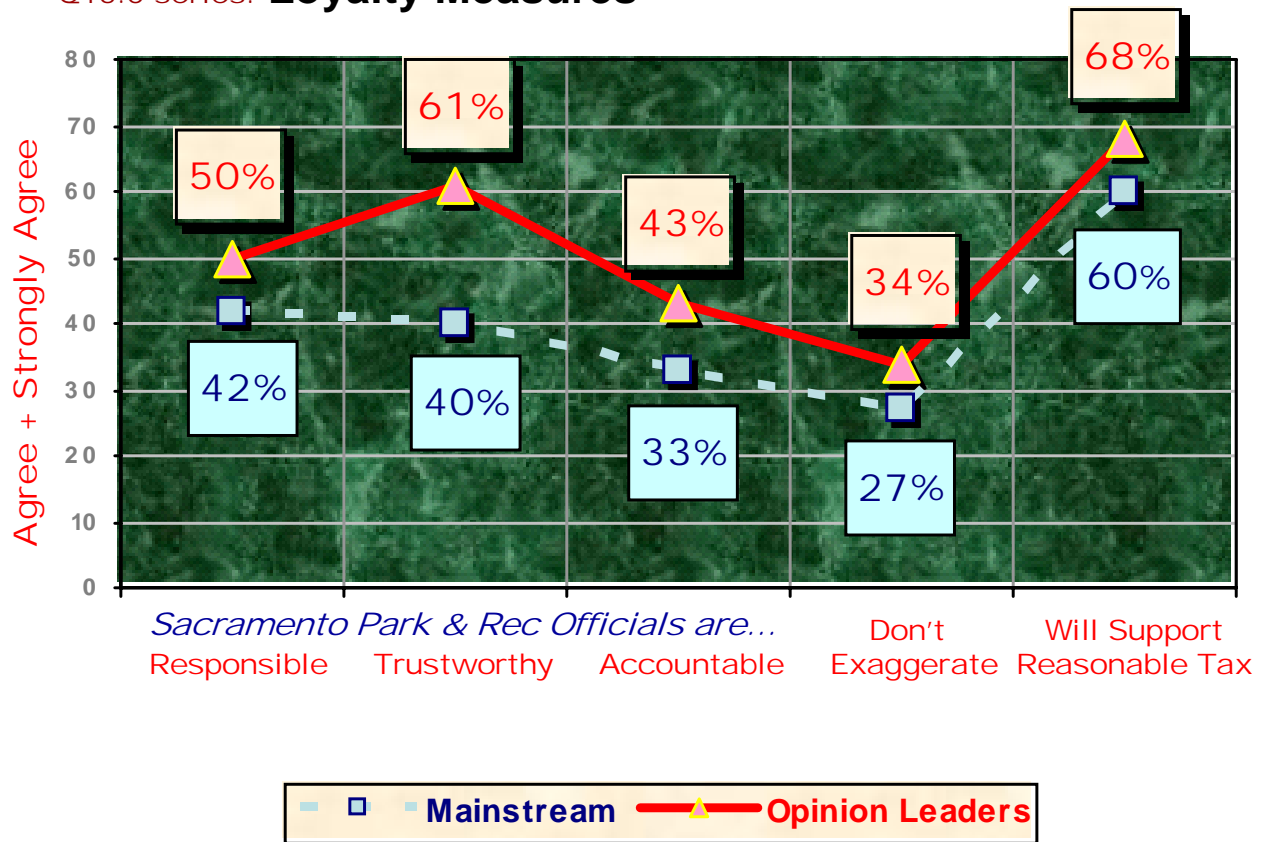


Figure 16A  
 Sacramento Parks & Recreation Master Plan  
 August 2006

## Demographics

### *Length of Residency*

	RDD	Voters
0-5 yrs	15%	12%
6-10 yrs	12%	10%
11-25 yrs	19%	26%
Over 25 yrs	53%	52%
Refused	1%	0%

### *Number of Children*

	RDD	Voters
None	79%	81%
One	12%	7%
Two	7%	7%
Three or more	2%	5%

### *Education*

	RDD	Voters
Less High	3%	2%
High School	14%	10%
Some College	33%	31%
College Grad	25%	31%
Grad School	24%	25%
Refused	1%	1%

### *Income*

	RDD	Voters
Under \$25K	14%	11%
\$25-50K	27%	23%
\$50-\$75K	17%	20%
\$75-100K	14%	15%
Over \$100K	15%	18%
Refused	13%	13%

### *Age*

	RDD	Voters
18-30	10%	2%
31-40	8%	10%
41-50	18%	19%
51-65	33%	40%
Over 65	29%	28%
Refused	2%	1%

### *Ethnicity*

	RDD	Voters
Caucasian	72%	75%
Hispanic	7%	6%
Black	10%	5%
Nat Am	1%	2%
Nat Haw	1%	0%
Asian	4%	3%
Other	2%	1%
Refused	3%	8%



Figure 16B  
 Sacramento Parks & Recreation Master Plan  
 August 2006

## Demographics

<i>Gender</i>		
	RDD	Voters
Male	48%	36%
Female	52%	64%

<i>Party ID</i>		
	RDD	Voters
Democrat	n/a	62%
Republican	n/a	24%
Other	n/a	14%

<i>Voting History</i>		
	RDD	Voters
High Propensity	n/a	57%
Moderate Propensity	n/a	43%



Addendum B

Park & Recreation Master Plan

Tracking Survey 2006

CITY OF SACRAMENTO

**COMMUNITY AT LARGE (RDD): N=200**

**REGISTERED VOTERS: N=203**

Hello My name is \_\_\_\_\_ and I am with the **Survey Research Institute**. We are conducting a survey on behalf of the City of Sacramento concerning policy issues that City officials believe affect the **quality of life** for local residents. These are various City services, including local parks, trails, recreation programs, Community Services, tree services and other amenities offered to Sacramento residents by the Parks & Recreation Department. City officials would like to learn more about **your** interests and preferences regarding these matters.

Would you mind sharing a few minutes of your time and respond to our brief questionnaire?

NOTE TO INTERVIEWER: If respondent asks "How long will the survey take?" answer, "About 15 minutes"

**Value and Role of the Sacramento City Parks & Recreation Department**

1.0 First, I will read a statement about the value of parks and recreation services to see if you agree or disagree. Please use the following scale in responding: Strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

1.1 City parks and recreation services provided through local government are a **valuable public resource** for Sacramento residents. Do you strongly or somewhat DISAGREE with this notion; or do you strongly or somewhat AGREE with this statement?

Strongly Disagree	Somewhat Disagree	Unsure <b>DON'T READ</b>	Somewhat Agree	Strongly Agree	
4%	1%	1%	24%	70%	<b>RDD</b>
2%	2%	1%	21%	74%	<b>Voters</b>

1.2 The park facilities and recreation programs provided by and/or through the Sacramento Parks & Recreation Program can and should play a central role in helping local residents **maintain a healthy lifestyle**. Do you strongly or somewhat DISAGREE with this notion; or do you strongly or somewhat AGREE with this statement? ?

Strongly Disagree	Somewhat Disagree	Unsure <b>DON'T READ</b>	Somewhat Agree	Strongly Agree	
4%	4%	2%	26%	64%	<b>RDD</b>
2%	2%	2%	27%	67%	<b>Voters</b>

1.3 **Obesity**, especially among today's youth, has become a serious problem. The City's Parks & Recreation Department should develop new programs and/or activities specifically designed to help prevent obesity in ALL Sacramento residents, but especially in children. Do you strongly or somewhat DISAGREE with this notion; or do you strongly or somewhat AGREE with this statement?

Strongly Disagree	Somewhat Disagree	Unsure <b>DON'T READ</b>	Somewhat Agree	Strongly Agree	
6%	15%	9%	36%	34%	RDD
10%	10%	9%	35%	36%	Voters

**Satisfaction with Current Facilities & Programs**

2.0 Now, I would like to ask several questions about the parks, recreation facilities, and tree services provided through local government.

2.1 My first question is this: **Overall**, how **satisfied** are you with the **public parks** currently available by or through the City of Sacramento's Department of Parks and Recreation?

Would you say you are...

Extremely Satisfied	Somewhat Satisfied	Neutral/ Unsure	Somewhat Dissatisfied	Extremely Dissatisfied	
28%	51%	14%	5%	2%	RDD
24%	56%	13%	6%	1%	Voters

2.2 How **satisfied** are you with the **recreation facilities** currently being made available to you by or through the City's Department of Parks and Recreation?

Extremely Satisfied	Somewhat Satisfied	Neutral/ Unsure	Somewhat Dissatisfied	Extremely Dissatisfied	refused <b>(DO NOT READ)</b>	
19%	46%	26%	5%	3%	1%	RDD
15%	53%	21%	7%	3%	1%	Voters

2.3 How **satisfied** are you with the recreation **programs** that you have attended or participated in that were sponsored by or through the City's Department of Parks and Recreation? (**Note to interviewer:** if respondent seems unclear about programs say, "Such as the swimming pool program or after school programs")

Extremely Satisfied	Somewhat Satisfied	Neutral/ Unsure	Somewhat Dissatisfied	Extremely Dissatisfied	Have NOT Participated	refused <b>(DO NOT READ)</b>	
19%	28%	48%	1%	1%	3%	RDD	
22%	29%	39%	4%	1%	0%	5%	Voters

2.4 How **satisfied** are you with what is often referred to as the City's **URBAN FOREST**, that being the **canopy of trees on City streets and in community and neighborhood parks**?

Extremely Satisfied	Somewhat Satisfied	Neutral/ Unsure	Somewhat Dissatisfied	Extremely Dissatisfied	
56%	31%	8%	4%	1%	RDD
53%	35%	7%	4%	1%	Voters

**Usage**

3.0 Approximately **how often** do you, or members of your household, use or visit City parks or recreation facilities? (Interviewer read choices if necessary.)

RDD	Voters	
21%	20%	More than three times per week
8%	6%	Three times per week
8%	13%	Twice a week
23%	18%	Once a week
20%	23%	Once a month
14%	14%	Once a year or less often
5%	5%	Never
1%	1%	Don't Know/Refused

**Assign Grades**

4.0 Using a traditional grading scale with "A" for excellent, "B" for good, "C" for average or adequate, "D" for below average or poor and "F" for very poor or Failure, how would **you** grade the following aspects of the City of Sacramento parks and recreation system?

4.1 The current **overall physical condition** of City parks and recreation facilities?

A	B	C	D	F	D/K/Refused	RDD
21%	42%	29%	4%	1%	3%	Voters
15%	56%	23%	4%	0%	2%	

*Note: IF respondent answers with a grade of "D" or "F" ask, "WHY?"*

4.1a

Mentioned six times:	The parks are not maintained;
Mentioned three times:	Restrooms not well maintained
Mentioned two times:	Not enough funds to maintain the parks
	Mentioned once: The facilities are very poor; It's not very safe with the gangs; I don't think they address the needs of the community; The equipment they have is well maintained, Most of the parks around here are all burnt down and they're not doing anything about it; Because they don't have programs or facilities for elderly folks; I notice that the parks in my area are worst than the other areas. We don't have enough parks that are well lit;

4.2 How would you rate the **amount and condition of the City's Urban Forest**; in other words, the "canopy of trees" on City streets and in the City's community and neighborhood parks?

A	B	C	D	F	D/K/Refused	RDD
38%	40%	12%	5%	1%	4%	Voters
38%	46%	11%	2%	1%	2%	

*Note: IF respondent answers with a grade of "D" or "F" ask, "WHY?"*

4.2a Mentioned once: I don't like it because it's a big waste of money; I feel that we need more. The population boom calls for more urban beautification; There not well maintained, especially when they fall on and kill babies; The Urban forest needs a great deal of work and improvement. For example, eliminate diseased trees and plant new trees; Because they are in very poor shape; I'm a 3rd generation Sacramento resident. The trees were planted by the city. They no longer take care of the trees. I had my tree sprayed. The city trees are affecting my house trees; I don't think they are making an effort to put trees in front of homes; I live in the South area and there are very few trees in the parks; I think we need more trees in the parks on the streets, all over the city; Because the city has Three poorly maintained palm trees on my street; they are a potential hazard to residents and property alike; The trees are dying. They need maintenance in trimming dead branches; I would like to see more trees; Because things are not picked up, over watering going in street, sprinklers going in street or broken, trees are not pruned often enough; I don't think that the trees are being maintained properly. Therefore, they are causing a public nuisance; We are losing trees in the downtown and midtown areas because they are not being replaced. If they do replace them then they seem to be inadequate; Because the city has given back the strip. The homeowners should be responsible rather than the city; There isn't enough of them.

4.3 How would you rate the current **level** of **overall security and public safety** while using public parks in Sacramento?

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>	D/K/Refused	
12%	29%	32%	13%	5%	9%	<b>RDD</b>
6%	26%	36%	18%	4%	10%	Voters

*Note: IF respondent answers with a grade of "D" or "F" ask, "WHY?"*

4.3a Mentioned eighty-two times: Do not feel Safe

4.4 Similarly, how would you rate the current **level** of **overall security and public safety** while using the recreation facilities or participating in programs sponsored by or through the City's Department of Parks and Recreation?

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>	D/K/Refused	
17%	30%	23%	5%	2%	23%	<b>RDD</b>
9%	37%	22%	7%	1%	24%	Voters

*Note: IF respondent answers with a grade of "D" or "F" ask, "WHY?"*

4.4a Mentioned twenty-eight times: Security  
Mentioned once: I never felt threatened or uncomfortable in the zoo; There is a low priority for funds in the budget

**Increase User Fees vs. Cut Back Programs/Facilities**

5.0 At the present time, the City dedicates money from the City's **General Fund** to subsidize a significant number of recreational programs and facilities, as well as Community Centers located throughout Sacramento. These facilities include sports fields, public swimming pools, classrooms and indoor multi-purpose facilities, as well as a host of additional core park and recreation facilities and programs.

Many of these programs are tailored to the needs and interests of specific age groups, such as children and teen activities, adult sports programs, and programs tailored to seniors. The City also maintains Community Centers throughout Sacramento that require on-going staffing and maintenance and these are growing in number and in popularity.

City officials are working hard to avoid having to increase **USER FEES** for these recreational programs. However, with staffing and maintenance costs going up expedientially and income from local taxes becoming far more limited, the City will soon be faced with having to consider increasing user fees or cutting back on these programs and facilities. I have two (2) questions regarding this dilemma...

5.1 If City officials find that there simply is NOT SUFFICIENT money available to fund the park and recreation programs that are presently being provided to Sacramento residents, which of the following alternatives would you recommend they adopt:

<b>RDD</b>	<b>Voters</b>	
60%	63%	Increase <b>USER FEES</b> for programs that are extremely costly to provide to local residents, or...
20%	19%	<b>Cut back</b> on programs and park and recreation facilities, especially those that are costly to provide, because 100% of the park and recreation facilities and programs provided through City government should be funded through local tax revenues,
20%	18%	Don't know/Unsure/Refused [DON'T READ this alternative response]

5.2 Should funding priorities be established based on **age groups**; and, if so, how would you prioritize the four age groups with respect to which ones should be subsidized by tax dollars vs. charged user fees: children, teens, adults and seniors.

**NOTE TO INTERVIEWERS:** Circle the number in Q5.2a that corresponds to the respondent's answer (e.g., YES or NO); then record the respondent's rank-ordering in Q5.2b by placing "1" next to the answer that corresponds with their TOP PRIORITY, "2" next to their SECOND PRIORITY, "3" next to THIRD PRIORITY, and "4" next to LAST PRIORITY.

5.2a	<b>RDD</b>	<b>Voters</b>	
	45%	42%	YES [GO ON to Q5.2a]
	44%	47%	NO [SKIP to Q5.3]
	11%	11%	Don't know/Unsure/Refused [SKIP to Q5.3]
5.2b	<b>RDD</b>	<b>Voters</b>	
	42%	38%	All categories: Children, Teens, Adult Programs & Seniors
	1%	1%	Only Children & Seniors
	0%	1%	Only Children & Adults
	1%	0%	Only Children & Teens
	56%	60%	Unsure/Don't know/No preference/Refused

5.3 As noted a moment ago, **Community Centers** have become extremely popular in Sacramento; yet, they are expensive to maintain and operate.

Given the financial pressures being experienced by local government, would you advise City officials to **STOP opening new Community Centers**, or are these of sufficient importance to the **quality of life** for Sacramento residents that the City should continue opening new Community Centers and find ways to cover the expenses, even if this would mean introducing more USER FEES, asking local voters to support some form of funding mechanism, or eliminating other services and/or programs that are presently being offered by or through the City?

<b>RDD</b>	<b>Voters</b>	
26%	25%	<b>Discontinue opening</b> additional Community Centers
63%	63%	<b>Continue opening</b> Community Centers and find ways to fund their operations and maintenance.
11%	12%	Don't know/Unsure/Refused [DON'T READ this alternative response]

**Priorities**

6.0 The Sacramento Parks and Recreation Department is working on long-range planning and is interested in knowing what types of activities local residents prefer. For example, would you prefer that the City develop more **“active” parks** that include athletic fields and organized sports activities; or would you prefer the focus be on more **“passive” park** facilities, such as hiking & walking trails, environmental education programs, and a greater emphasis on natural resource management and the protection of the limited open spaces that remain in the City of Sacramento?

<b>RDD</b>	<b>Voters</b>	
23%	23%	<b>active parks</b> with athletic fields and organized sports activities
26%	26%	a <b>combination</b> of both ( <b>DO NOT READ</b> this response)
47%	48%	<b>passive parks</b> with a few picnic tables and open space
4%	3%	unsure/don't know/refused [DO NOT READ]

7.0 As the City's Park and Recreation officials take steps to enhance the existing park and recreation system they may find themselves facing the following two choices: (1) they can invest their limited resources in expanding or making improvements to existing parks and recreation facilities, or (2) they can take steps to build new parks and recreation facilities. When faced with such a decision, which of the two alternatives would you prefer:

<b>RDD</b>	<b>Voters</b>	
74%	77%	<b>expand and improve existing</b> park and recreation facilities
17%	11%	<b>build new</b> parks and recreation facilities
9%	12%	unsure/don't know/refused

8.0 In planning for the future, Sacramento officials MUST establish priorities for various types of park and recreation facilities to provide local residents. In order to assist in making such decisions, they would like to know how you would prioritize three (3) specific types of recreation facilities. After I read ALL THREE, please rank-order them in terms of which one you believe should be given TOP PRIORITY, then SECOND PRIORITY, and finally THIRD PRIORITY. The first one is...

**NOTE TO INTERVIEWERS:** Place "1" next to the answer that corresponds with TOP PRIORITY, "2" next to their SECOND PRIORITY, and "3" next to THIRD PRIORITY. Also, rotate the three types of facilities, so that each one is listed first about one-third of the time.

		RDD	Voters	
8.1	1st 27% 40% N/R	27%	23%	Constructing amateur <b>sports complexes for all ages</b> that would make 2nd possible <u>regional</u> , <u>statewide</u> , and perhaps <u>national</u> events, such as state 3rd play-offs in soccer, baseball, softball, pre-Olympic trials, what-have-you, OR...
8.2	1st 2nd 3rd N/R	45% 26% 25% 4%	44% 24% 28% 4%	Set aside relatively large habitat areas for walking and hiking, where interpretative and educational programs can take place, OR...
8.3	1st 2nd 3rd N/R	25% 41% 28% 6%	29% 45% 22% 4%	Develop parkways and areas along the American riverbank that can accommodate large groups of people, picnics, family-oriented attractions such as amphitheaters for performing arts, where boats can be launched, and other water-related activities can be made available to the public?

9.0 I would now like to ask for your input regarding **SPENDING PRIORITIES** for specific types of recreation FACILITIES that City officials will be considering in the near future as they develop the City's LONG RANGE plan for parks and recreation. I will read a list of potential expenditures and then ask you to prioritize each item based upon the following criteria. Would you consider it to be:

- 3 = a **high priority**, added as soon as possible to the City of Sacramento park recreation system? Or would you say the item should be considered:
- 2 = a **medium priority**, added if and when the budget allows? or should it be considered:
- 1 = a **low priority**, not really needed at this time.
- 8 = Unsure, don't know (do not read this option)
- 9 = Refused (do not read this option)

I will break these into two categories: the more PASSIVE recreation facilities and programs vs. facilities that accommodate the more ACTIVE recreational activities and programs.

9.1 First, I will read from a list of **PASSIVE** activities. The first item on the list is **“Play grounds and Tot lots”**. Should constructing additional Play Grounds and Tot lots be considered a high, medium, or low priority?

NOTE TO INTERVIEWER: Rotate questions 9.1a to 9.1h

		high	med	low	unsure/dk/ refused	
9.1a	Interpretive facilities (history, culture, nature)	35%	45%	17%	3%	RDD
		33%	45%	19%	3%	Voters
9.1b	Arts /centers	32%	43%	23%	2%	RDD
		27%	50%	22%	1%	Voters
9.1c	Trails	38%	44%	16%	2%	RDD
		39%	42%	18%	1%	Voters
9.1d	Community centers and clubhouses	26%	48%	22%	4%	RDD
		31%	45%	22%	2%	Voters
9.1e	Dog parks	21%	35%	43%	1%	RDD
		14%	30%	54%	2%	Voters
9.1f	Community gardens	38%	34%	25%	3%	RDD
		36%	37%	25%	2%	Voters
9.1g	Older adult centers & facilities	43%	45%	10%	2%	RDD
		44%	43%	12%	1%	Voters
9.1h	Facilities for persons with disabilities	54%	35%	10%	1%	RDD
		52%	37%	8%	3%	Voters

9.2 Now, I will read from a list of **the more ACTIVE** recreational activities. The first item on the list is **“Lighted outdoor sports facilities”** (such as soccer, baseball, tennis). Should adding this type of recreation facility be considered a high, medium, or low priority?

NOTE TO INTERVIEWER: Rotate questions 9.2a to 9.2i

		high	med	low	unsure/dk/ refused	
9.2a	Lighted outdoor sports facilities (such as soccer, baseball, tennis)	35%	42%	22%	1%	RDD
		30%	45%	24%	1%	Voters
9.2b	Unlighted outdoor sports facilities (such as soccer, baseball, tennis)	20%	47%	31%	2%	RDD
		26%	42%	30%	2%	Voters
9.2c	Swimming pools and water features	40%	41%	18%	1%	RDD
		40%	45%	14%	1%	Voters
9.2d	Indoor physical activity/fitness facilities	31%	39%	29%	1%	RDD
		32%	42%	25%	1%	Voters
9.2e	Sports facilities for children and youth	56%	35%	8%	1%	RDD
		49%	40%	10%	1%	Voters
9.2f	Sports facilities for adults	13%	46%	38%	3%	RDD
		12%	50%	37%	1%	Voters
9.2g	Trails (for walking, hiking, bicycle riding, jogging, horse riding)	45%	42%	12%	1%	RDD
		47%	39%	13%	1%	Voters
9.2h	Play grounds/Tot lots	51%	33%	13%	3%	RDD
		52%	39%	8%	1%	Voters
9.2i	Teen centers	58%	31%	10%	1%	RDD
		63%	29%	7%	1%	Voters

		high	med	low	unsure/dk refused	
9.2j	After- and pre-school facilities	60%	26%	11%	3%	RDD
		60%	28%	10%	2%	Voters
9.2k	Skateboard parks	21%	36%	41%	2%	RDD
		12%	36%	50%	2%	Voters
9.2l	BMX Course (for non-motorized bicycles)	14%	33%	49%	4%	RDD
		7%	29%	61%	3%	Voters

9.3 Are there other recreation facilities that you think should be given a HIGH PRIORITY?

RDD Voters

18%	24%	1 = YES	[GO ON to Q9.3a]
80%	74%	2 = NO	[SKIP to Q9.4]
2%	2%	8 = Don't know/Unsure/Refused	[SKIP to Q9.4]

9.3a If yes to 9.3 – What?

Mentioned nine times	Activities for seniors
Mentioned eight times	Teen programs/centers
Mentioned seven times	More bike trails
Mentioned six times	Swimming pool
Mentioned four times	Waterfront facilities
Mentioned three times	Library facilities; Dog parks; Neighborhood parks & facilities
Mentioned two times	Volleyball courts; Places for performing arts
Mentioned once:	Sacramento Head Start program; Boat ramps; Indoor basketball; Flying fields, driving fields; I would like to see where citizens could participate in all aspects of parks. Mending garden, and help out in park activities; Facilities for handicapped; I think that all proposed projects should include state of the art cooling and increased public transportation access. I would like to see collaborative recreation and library development; Commercial Use for Farmer's Markets; Trimming trees the city planted. Keep trash out of street and give us cans for garden trash; The open spaces; Any type of sports that would have families play together; Arts education center Facilities that are multi use; Create arboretums; The existing and newly built parks need more bathroom facilities don't mean outhouses. I mean bathrooms; A Nascar oval track; There should be some place to play chess; Golf Course; Group fitness; Martial Arts; Garden centers for adults and children; More zoo's and something for Planetarium. All facilities should have awareness for the blind and provide Braille for them; Conservation; Newer recreational facilities for help and control in the parks; Gardens; The existing clubhouses should be updated; Teaching children to become volunteers. A program should be set up for volunteerism. The children could get together and volunteer at places which would promote caring for the community and its people; Natomas Regional Park needs to be developed; McKinley Park to improve general maintenance and upkeep. They need to

fund and develop Sutter's Landing/Old City dump, too; A place for middle age people to exclusively get together; Indoor cycle track; I would say increased access to the flood areas that are currently limited; I think there should be a skateboard park; Discovery facilities or museums for children; Racquetball courts; Football field for the Oakland Raiders; Little League baseball and softball fields; Tennis courts; Specifically indoor basketball facilities; Basketball courts

**Level of Support & Threshold of 'Willingness to Pay'**

10.0 In recent years, the amount of tax dollars available to the City of Sacramento for operating and maintaining park, recreation and human services, as well as for acquiring new lands for parks, recreational facilities and permanent open space, has been limited or completely non-existent. As a result, the existing parks and recreation facilities are aging; further, the City has not been able to keep up with the demand for new and improved parks or recreation facilities and services that directly affect the "quality of life" for all residents of the City of Sacramento. In order to begin addressing these needs, **new sources of secure funding** MUST be found.

At a time when state government is taking a larger share of local property tax dollars, the City of Sacramento has only a few options. One option is to ask voters to pass taxes or assessments to make it possible to address these pressing needs.

Assessments and taxes generally fall into two categories; first, those used to operate and maintain parks and recreation facilities and programs, that is "**operations and maintenance funds**," and second, funds used to purchase land or build new or improve existing parks or recreation facilities called "**capital funds**." In addition, taxes or fees could be used to fund additional programs.

10.1 Thinking first about **OPERATIONS AND MAINTENANCE FUNDS** - would you be willing to **support** a new tax or assessment to provide funds for **operating City recreation programs or maintaining** parks and recreation facilities; or would you **oppose** such a tax or assessment?

**RDD** Voters  
**56%** **54%**

**YES**, willing to **support** a tax or assessment for operating and maintaining City parks and recreation facilities and services, [GOTO Q10.2]

**26%** **34%**

**NO, not willing** to support a tax or assessment for operating and maintaining City parks and recreation facilities and services, [SKIP to Q11.0]

**10%** **9%**

**Depends** on the amount of tax or assessment (**DO NOT read** this response) [GOTO Q10.2]

**8%** **3%**

unsure/don't know/refused (**DO NOT read** this response) [SKIP to Q11.0]

10.2 If a tax or assessment initiative were to be placed before City of Sacramento voters for the purposes of operating, maintaining and programming the City park and recreation system, including the enhancements that **you believe are definitely needed**, how much in additional taxes would you be willing to pay each year to make this possible?

RDD	Voters	
18%	16%	\$100-150 each year
28%	24%	\$50-100 each year
12%	17%	\$10-50 each year
4%	4%	less than \$10 each year
1%	1%	Nothing (DO NOT read this response)
37%	38%	Don't Know/Refused (DO NOT read this response)

11.0 Now, thinking about **CAPITAL FUNDS** for acquiring or making physical improvements to parks and recreation land and facilities, would you be willing to **support** a tax or assessment to provide funds for **acquiring new** lands to be added to the City of Sacramento Park & Recreation System, developing new parks, and making **capital improvements** to existing City parks and recreation facilities; or would you **oppose** such a tax or assessment?

RDD	Voters	
48%	40%	<b>YES</b> , willing to <b>support</b> a tax or assessment for acquiring new parklands & making capital improvements to City parks and recreation facilities, [GOTO Q11.1]
36%	47%	<b>NO, not willing</b> to support a tax or assessment for acquiring new parklands & making capital improvements to City parks and recreation facilities, [SKIP to Q12.0]
8%	8%	<b>Depends</b> on the amount of tax (DO NOT read this response) [GOTO Q11.1]
8%	5%	unsure/don't know/refused (DO NOT read this response) [SKIP to Q12.0]

11.1 If a tax or assessment initiative were to be placed before City of Sacramento voters for the physical improvement or expansion of the City park and recreation system, including the enhancements that **you believe are definitely needed**, how much in additional taxes would you be willing to pay each year to make this possible?

RDD	Voters	
26%	22%	\$50 - 100 each year
18%	13%	\$25 – 50 each year
8%	9%	\$5-25 each year
2%	1%	less than \$5 each year
0%	0%	Nothing (DO NOT read this response)
46%	55%	Don't Know/refused (DO NOT read this response)

**NOTE TO CALLERS:** Ask the following question (Q12.0) ONLY of those respondents who answered **YES** or **It DEPENDS** to Question 10.1 and Q11.0.

12.0 I have one last question about the need to create these types of revenue streams. At the present time, many funding measures, such as a Special Tax wherein the monies from the funding mechanism are earmarked for a specific purpose, require **2/3-voter support** in order to be authorized. However, with a General Tax wherein the monies generated through the tax measure are placed in the City's General Fund, then only a simple majority of voter support is required for passage. However, strictly speaking, these monies would NOT be earmarked for, or dedicated to, any specific expenditure; in other words, City Council would ultimately determine how these funds would be spent or invested. My question is this.

If the City were to place a tax measure on the ballot wherein the monies that were generated would be placed in the City's General Fund, would you vote to authorize the Tax Measure; and would that be:

RDD	Voters	
12%	10%	Definitely support
22%	12%	Probably support
7%	7%	Unsure/Don't know [Do not read this option]
13%	18%	Probably not support
16%	21%	Definitely not support
30%	32%	Refused

<b>Urban Forest</b>
---------------------

13.0 I would like to focus on the City's **Urban Forest**, for a moment. By Urban Forest, I'm referring to the **canopy of large trees on City streets and in community and neighborhood parks that provides significant amounts of shade and a distinctive environment.**

13.1 Downtown Sacramento is undergoing re-development. As a result, numerous commercial and residential neighborhoods are undergoing change that involves the construction of high rise commercial buildings and high density housing, often referred to as "infill". The "Smart Growth" principles that have been adopted in Sacramento, and throughout the region, includes a combination of "infill" and maintaining as many shade trees, and as much of the Urban Forest, as possible. My question is this...

How important is it to maintain a **large tree canopy** in Sacramento, including sections of the City that will experience high-density, multi-story infill? Is it...

RDD	Voters	
72%	78%	Extremely important
23%	19%	Somewhat important, but NOT essential
3%	1%	Not at all important
2%	2%	Don't know/Unsure/Refused <b>(DO NOT read this response)</b>

13.2 Most of the existing canopy shade trees that comprise the Urban Forest, especially in the downtown area of Sacramento, are between 100 and 150 years old; as a result, many of them are nearing the end of their lifespan. As a result, City officials are faced with three choices when addressing the matter of these aging trees. Which of these following three (3) alternatives would you recommend:

RDD	Voters	
16%	15%	<b>Remove and replace the aging trees immediately</b> , knowing that it will require 10 to 20 years to regain a moderate canopy, thus shade, OR... [GO ON to Q13.2a]
67%	74%	<b>Remove and replace aging trees systematically</b> , over a much longer period of time, knowing that this approach runs the risk of limbs falling off the trees and causing damage, or even a tree falling over, but maintaining the existing canopy for longer periods of time, OR... [GO ON to Q13.2a]
13%	8%	<b>Remove endangered trees, leaving the space open</b> , where the original tree was located, and replacing it with traditional landscaping. [SKIP to Q14.0]
4%	3%	Don't know/Unsure/Refused

13.2a The cost of maintaining the entire Urban Forest in the future is extremely high. As a result, City officials may have to ask property owners to approve an annual assessment to pay for replacing these trees as they become endangered. Should this become necessary, would you be willing to pay a modest annual fee to maintain the City's Urban Forest?

RDD	Voters	
63%	65%	YES
17%	22%	NO
20%	13%	Don't know/Unsure/Refused (DO NOT read this response)

13.2b About how much would you be willing to pay each year to make this possible?

RDD	Voters	
23%	22%	\$41-50 each year
11%	8%	\$31-40 each year
21%	24%	\$20-30 each year
13%	19%	less than \$20 each year
11%	15%	Nothing (DO NOT read this response)
21%	12%	Don't Know /Refused (DO NOT read this response)

**Riverfront Properties**

14.0 On a different subject, I'd like to ask how you think the "riverfront" property on the south side of the American River, near Richards Boulevard, should be developed.

There are three (3) concepts that are predominant at the present time regarding how best to utilize the limited amount of waterfront property along this section of the American River. I'll present the three schools of thought, then, please tell me which of the three approaches you would prefer.

**NOTE TO INTERVIEWERS:** Circle the number that corresponds to the respondent's preference

**RDD Voters**

- |                   |   |
|-------------------|---|
| <p>8%      5%</p> | <p>The first concept calls for development on the riverfront to focus <b>mostly on business and commercial enterprise</b>, and on <b>housing that benefits from a riverside setting</b>. This approach could generate the highest revenue stream for the City, but would limit public access to this section of the American River.</p>   |
| <p>18%    16%</p> | <p>The second concept would dedicate most of the property in the Richards Boulevard area to a huge public park, along with other uses that are intended to <b>ensure public access</b> to the riverfront properties. While maximizing public access to the riverfront property along this section of the American River, the plan would require <u>substantial government subsidies</u> in order to acquire the property, as well as build and maintain large public facilities.</p>  |
| <p>62%    71%</p> | <p>The third concept represents a <b>COMPROMISE</b> between the two concepts we just talked about. In this approach, a significant amount of riverfront property is set aside for public access (to accommodate recreation and leisure activities as well as destination attractions); yet, integrates a mixture of business, commercial, and visitor opportunities. It would also allow for residential development that would benefit from a riverside setting. This approach would generate income for the City; in a best-case scenario the income to the City would be greater than the cost and in a worst-case scenario the City would break even.</p> |
| <p>12%    8%</p>  | <p>Don't know/Unsure/Refused      <b>(DO NOT read this alternative response)</b></p>  |

**Baseline attitudes relevant to present study/Loyalty Measures**

15.0 Now, I would like to ask whether you agree or disagree with several statements having to do with the level of confidence you have with respect to Sacramento City officials, in general, and with the City's Parks and Recreation Department, in particular. Please use the following scale:

- 1 = I strongly disagree
- 2 = I somewhat disagree
- 3 = I don't really agree or disagree, unsure
- 4 = I somewhat agree
- 5 = I strongly agree
- 9 = Refused (**DO NOT READ** this option)

15.1 Officials of the City's Department of Parks and Recreation have been **very responsible** in the way they have invested the tax dollars within their domain. Do you strongly **disagree**, somewhat **disagree**, neither **disagree** nor agree, somewhat **agree**, or strongly **agree** with this statement?

Strongly Disagree	Somewhat Disagree	Unsure	Somewhat Agree	Strongly Agree	Refused	
5%	13%	36%	37%	8%	1%	RDD
9%	10%	40%	34%	6%	1%	Voters

15.2 I **almost always** support a **reasonable** tax increase for the City of Sacramento Dept. of Parks and Recreation.

Strongly Disagree	Somewhat Disagree	Unsure	Somewhat Agree	Strongly Agree	Refused	
13%	4%	18%	35%	29%	1%	RDD
12%	14%	17%	34%	23%	0%	Voters

15.3 The City's Parks & Recreation officials are **trustworthy** and, through the years, have demonstrated high levels of **integrity**.

Strongly Disagree	Somewhat Disagree	Unsure	Somewhat Agree	Strongly Agree	Refused	
7%	7%	40%	33%	11%	2%	RDD
8%	7%	43%	31%	11%	0%	Voters

15.4 When asking for additional funds for their department's budget, Parks and Recreation Department officials **NEVER exaggerate about what is urgently needed**. Do you *agree* or *disagree*? Would that be *strongly* or just *somewhat*?

Strongly Disagree	Somewhat Disagree	Unsure	Somewhat Agree	Strongly Agree	Refused	
12%	17%	40%	22%	7%	2%	RDD
10%	20%	44%	20%	6%	0%	Voters

15.5 Sacramento Parks and Recreation officials are extremely **accountable**. For example, they take all of the proper steps to make sure that our tax dollars are being invested in the precise way they were intended; furthermore, they adhere to all the appropriate auditing procedures in order to protect our tax dollars from any form of abuse or misuse.

Strongly Disagree	Somewhat Disagree	Unsure	Somewhat Agree	Strongly Agree	Refused	
7%	13%	41%	30%	8%	1%	RDD
9%	15%	45%	26%	5%	0%	Voters

**Opinion Leadership**

16.0 Do you subscribe to a **daily newspaper**?

<b>RDD</b>	<b>Voters</b>		
63%	66%	YES	ASK Q16.1
37%	44%	NO	SKIP to Q17.0

16.1 About **how many days per week** do you usually read the daily newspaper?

1 or 2 days	3 or 4 days	5 or 6	every day	DK/unsure	
3%	5%	6%	48%	38%	<b>RDD</b>
4%	5%	6%	50%	35%	<b>Voters</b>

16.2 When you do read the newspaper, do you usually just **skim** the paper?  
 OR do you **read some of the paper carefully**?  
 OR do you **read most of the paper carefully**?

<b>RDD</b>	<b>Voters</b>	
10%	6%	usually just <b>skims</b> the paper
22%	23%	<b>reads <u>some</u> of the paper carefully</b>
30%	36%	<b>reads <u>most</u> of the paper carefully</b>
38%	35%	DK/unsure/Refused [Do not read this option]

17.0 Do you subscribe to a news magazine such as Time, Newsweek, or US New and World Report?

<b>RDD</b>	<b>Voters</b>		
18%	23%	YES	ASK Q17.1
82%	77%	NO	SKIP to Q18.0

17.1 When you read the news magazine, do you usually just **skim** the magazine?  
 OR do you **read a few articles carefully**?  
 OR do you **read many articles carefully**?

<b>RDD</b>	<b>Voters</b>	
2%	3%	usually just <b>skims</b> the Magaziner
6%	10%	<b>reads <u>a few</u> articles carefully</b>
11%	10%	<b>reads <u>many</u> articles carefully</b>
81%	77%	DK/unsure/Refused [Do not read this option]

18.0 Which of the following two statements most closely applies to you? Would you say...

<b>RDD</b>	<b>Voters</b>	
40%	36%	<b><i>"I have very high personal aspirations."</i></b>
		<b>OR, would you say...</b>
55%	58%	<b><i>"I am basically satisfied with my current achievements."</i></b>
5%	6%	DK/unsure/neither/depends/refused [Do not read this option]

19.0 Which of the following two statements most closely applies to you? In general, would you say...

RDD Voters

65% 72%

***"I have a very favorable attitude toward 'change;' I like change."***

**OR, would you say...**

25% 17%

***"I prefer keeping things as they are; I don't really like a lot of change."***

10% 11%

DK/unsure/neither/depends/refused [Do not read this option]

20.0 Which of the following two statements most closely applies to you? In general, would you

RDD Voters

50% 56%

***"I have many close friends and acquaintances."***

**OR, would you say**

45% 40%

***"I have just a few close friends and acquaintances."***

5% 4%

DK/unsure/neither/depends/refused [Do not read this option]

21.0 Which of the following two statements most closely applies to you? In general, would you

RDD Voters

22% 27%

***"I am very favorable toward the responsible use of credit and borrowed money."***

**OR, would you say**

74% 70%

***"I prefer to avoid using borrowed money and avoid relying too much on credit."***

4% 3%

DK/unsure/neither/depends/refused [Do not read this option]

**Demographics**

Now, I have a few final questions about you.

22.0 What is your zip code? \_\_\_\_\_

23.0 How long have you lived in the City of Sacramento?

RDD	Voters	
15%	12%	0 to 5 years
12%	10%	6 to 10 years
19%	26%	11 to 25 years
53%	52%	Over 25 years
1%	0%	refused

24.0 How many children do you have living at home under the age of 18?

none	one	two	three or more	
79%	12%	7%	2%	RDD
81%	7%	7%	5%	Voters

24.1 How many of these children are...

	RDD	Voters
24.1a Teenagers (13-19)	42%	51%
24.1b Preteens (10-12)	19%	41%
24.1c Youth (6-9)	33%	20%
24.1d Tots (1-5)	33%	39%

25.0 Do you own or rent your home?

rent	Own	Refused	
25%	73%	2%	RDD
22%	77%	1%	Voters

26.0 How many years of school have you completed?

RDD	Voters	
3%	2%	less than High School
14%	10%	High School graduate (or Trade School)
33%	31%	Some college
25%	31%	College graduate
24%	25%	Graduate school, Professional school
1%	1%	Refused

27.0 Into what range does your annual household income fall?

RDD	Voters	
14%	11%	under \$25,000
27%	23%	between \$25,000 and \$50,000
17%	20%	between \$50,000 and \$75,000
14%	15%	between \$75,000 and \$100,000
15%	18%	over \$100,000
13%	13%	Refused

28.0 In what age range do you fall?

RDD	Voters	
10%	2%	18 to 30 years
8%	10%	31 to 40 years
18%	19%	41 to 50 years
33%	40%	51 to 65 years
29%	28%	Over 65 years
2%	1%	Refused

29.0 How would you describe your ethnic background?

RDD	Voter	
72%	75%	White or Caucasian
7%	6%	Hispanic/Latino
10%	5%	African American or Black
1%	2%	Native American/Alaskan Native
1%	0%	Native Hawaiian & other Pacific Islander
4%	3%	Asian
2%	1%	Other
3%	8%	refused [DO NOT READ]

**Thank the interviewee for participating in the survey and politely say "Good-bye."**

**DO NOT READ THE FOLLOWING QUESTIONS; SIMPLY RECORD THE INFORMATION.**

36.0 Gender of respondent?

Male	Female	
48%	52%	RDD
36%	64%	Voters

37.0 Registered Voter List                      Random Digit Dial

50%	50%
-----	-----

38.0 Political Party registration?

Democrat	Republican	Other
62%	24%	14%

39.0 Voting History?

High	Moderate
57%	43%

(end)



Addendum C

Park & Recreation Master Plan

Opinion Leaders and the Mainstream

Tracking Survey 2006

CITY OF SACRAMENTO

**OPINION LEADERS: 14% (N=56)**

**MAINSTREAM: N=347**

Hello My name is \_\_\_\_\_ and I am with the **Survey Research Institute**. We are conducting a survey on behalf of the City of Sacramento concerning policy issues that City officials believe affect the **quality of life** for local residents. These are various City services, including local parks, trails, recreation programs, Community Services, tree services and other amenities offered to Sacramento residents by the Parks & Recreation Department. City officials would like to learn more about **your** interests and preferences regarding these matters.

Would you mind sharing a few minutes of your time and respond to our brief questionnaire?

NOTE TO INTERVIEWER: If respondent asks "How long will the survey take?" answer, "About 15 minutes"

**Value and Role of the Sacramento City Parks & Recreation Department**

1.0 First, I will read a statement about the value of parks and recreation services to see if you agree or disagree. Please use the following scale in responding: Strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

1.1 City parks and recreation services provided through local government are a **valuable public resource** for Sacramento residents. Do you strongly or somewhat DISAGREE with this notion; or do you strongly or somewhat AGREE with this statement?

Strongly Disagree	Somewhat Disagree	Unsure <b>DON'T READ</b>	Somewhat Agree	Strongly Agree	
2%	0%	2%	21%	75%	OpLead
4%	1%	1%	23%	71%	MAIN

1.2 The park facilities and recreation programs provided by and/or through the Sacramento Parks & Recreation Program can and should play a central role in helping local residents **maintain a healthy lifestyle**. Do you strongly or somewhat DISAGREE with this notion; or do you strongly or somewhat AGREE with this statement? ?

Strongly Disagree	Somewhat Disagree	Unsure <b>DON'T READ</b>	Somewhat Agree	Strongly Agree	
2%	0%	2%	23%	73%	OpLead
3%	3%	2%	27%	65%	MAIN

1.3 **Obesity**, especially among today’s youth, has become a serious problem. The City’s Parks & Recreation Department should develop new programs and/or activities specifically designed to help prevent obesity in ALL Sacramento residents, but especially in children. Do you strongly or somewhat DISAGREE with this notion; or do you strongly or somewhat AGREE with this statement?

Strongly Disagree	Somewhat Disagree	Unsure <b>DON'T READ</b>	Somewhat Agree	Strongly Agree	
4%	11%	16%	35%	34%	OpLead
8%	13%	8%	35%	36%	MAIN

**Satisfaction with Current Facilities & Programs**

2.0 Now, I would like to ask several questions about the parks, recreation facilities, and tree services provided through local government.

2.1 My first question is this: **Overall**, how **satisfied** are you with the **public parks** currently available by or through the City of Sacramento’s Department of Parks and Recreation?

Would you say you are...

Extremely Satisfied	Somewhat Satisfied	Neutral/ Unsure	Somewhat Dissatisfied	Extremely Dissatisfied	
25%	55%	13%	7%	0%	OpLead
26%	53%	13%	6%	2%	MAIN

2.2 How **satisfied** are you with the **recreation facilities** currently being made available to you by or through the City’s Department of Parks and Recreation?

Extremely Satisfied	Somewhat Satisfied	Neutral/ Unsure	Somewhat Dissatisfied	Extremely Dissatisfied	refused <b>(DO NOT READ)</b>	
16%	57%	16%	9%	2%	0%	OpLead
17%	48%	25%	5%	4%	1%	MAIN

2.3 How **satisfied** are you with the recreation **programs** that you have attended or participated in that were sponsored by or through the City’s Department of Parks and Recreation? (**Note to interviewer:** if respondent seems unclear about programs say, “Such as the swimming pool program or after school programs”)

Extremely Satisfied	Somewhat Satisfied	Neutral/ Unsure	Somewhat Dissatisfied	Extremely Dissatisfied	Have NOT Participated	refused <b>(DO NOT READ)</b>
16%	57%	16%	9%	2%	0%	OpLead
22%	27%	44%	2%	1%	4%	MAIN

2.4 How **satisfied** are you with what is often referred to as the City’s URBAN FOREST, that being the **canopy of trees on City streets and in community and neighborhood parks?**

Extremely Satisfied	Somewhat Satisfied	Neutral/ Unsure	Somewhat Dissatisfied	Extremely Dissatisfied	
52%	41%	2%	5%	0%	OpLead
55%	31%	9%	4%	1%	MAIN

**Usage**

3.0 Approximately **how often** do you, or members of your household, use or visit City parks or recreation facilities? (Interviewer read choices if necessary.)

<b>OpLead</b>	<b>MAIN</b>	
25%	20%	More than three times per week
18%	5%	Three times per week
9%	11%	Twice a week
14%	21%	Once a week
18%	23%	Once a month
12%	14%	Once a year or less often
4%	5%	Never
0%	1%	Don't Know/Refused

**Assign Grades**

4.0 Using a traditional grading scale with “A” for excellent, “B” for good, “C” for average or adequate, “D” for below average or poor and “F” for very poor or Failure, how would **you** grade the following aspects of the City of Sacramento parks and recreation system?

4.1 The current **overall physical condition** of City parks and recreation facilities?

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>	D/K/Refused	
11%	54%	23%	9%	0%	3%	OpLead
19%	48%	26%	3%	1%	3%	MAIN

4.2 How would you rate the **amount and condition of the City’s Urban Forest**; in other words, the “canopy of trees” on City streets and in the City’s community and neighborhood parks?

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>	D/K/Refused	
36%	48%	11%	2%	0%	3%	OpLead
38%	42%	12%	4%	1%	3%	MAIN

4.3 How would you rate the current **level** of **overall security and public safety** while using public parks in Sacramento?

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>	D/K/Refused	
7%	27%	34%	16%	7%	9%	OpLead
9%	27%	34%	16%	4%	10%	MAIN

4.4 Similarly, how would you rate the current **level** of **overall security and public safety** while using the recreation facilities or participating in programs sponsored by or through the City’s Department of Parks and Recreation?

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>	D/K/Refused	
9%	37%	29%	7%	0%	18%	OpLead
13%	33%	21%	6%	2%	25%	MAIN

**Increase User Fees vs. Cut Back Programs/Facilities**

6.0 At the present time, the City dedicates money from the City’s **General Fund** to subsidize a significant number of recreational programs and facilities, as well as Community Centers located throughout Sacramento. These facilities include sports fields, public swimming pools, classrooms and indoor multi-purpose facilities, as well as a host of additional core park and recreation facilities and programs.

Many of these programs are tailored to the needs and interests of specific age groups, such as children and teen activities, adult sports programs, and programs tailored to seniors. The City also maintains Community Centers throughout Sacramento that require on-going staffing and maintenance and these are growing in number and in popularity.

City officials are working hard to avoid having to increase **USER FEES** for these recreational programs. However, with staffing and maintenance costs going up expedientially and income from local taxes becoming far more limited, the City will soon be faced with having to consider increasing user fees or cutting back on these programs and facilities. I have two (2) questions regarding this dilemma...

5.1 If City officials find that there simply is NOT SUFFICIENT money available to fund the park and recreation programs that are presently being provided to Sacramento residents, which of the following alternatives would you recommend they adopt:

<p><b>OpLead</b>    <b>MAIN</b></p> <p>68%    60%</p> <p>7%    22%</p> <p>25%    18%</p>	<p>Increase <b>USER FEES</b> for programs that are extremely costly to provide to local residents, or...</p> <p><b>Cut back</b> on programs and park and recreation facilities, especially those that are costly to provide, because 100% of the park and recreation facilities and programs provided through City government should be funded through local tax revenues,</p> <p>Don’t know/Unsure/Refused [DON’T READ this alternative response]</p>
--	--

5.2 Should funding priorities be established based on **age groups**; and, if so, how would you prioritize the four age groups with respect to which ones should be subsidized by tax dollars vs. charged user fees: children, teens, adults and seniors.

**NOTE TO INTERVIEWERS:** Circle the number in Q5.2a that corresponds to the respondent’s answer (e.g., YES or NO); then record the respondent’s rank-ordering in Q5.2b by placing “1” next to the answer that corresponds with their TOP PRIORITY, “2” next to their SECOND PRIORITY, “3” next to THIRD PRIORITY, and “4” next to LAST PRIORITY.

<p>5.2a    <b>OpLead</b>    <b>MAIN</b></p> <p>46%    43%</p> <p>43%    46%</p> <p>11%    11%</p>	<p>YES            [GO ON to Q5.2a]</p> <p>NO             [SKIP to Q5.3]</p> <p>Don’t know/Unsure/Refused    [SKIP to Q5.3]</p>
<p>5.2b    <b>OpLead</b>    <b>MAIN</b></p> <p>46%    39%</p> <p>0%    1%</p> <p>0%    &lt;1%</p> <p>0%    &lt;1%</p> <p>54%    59%</p>	<p>Children, Teens, Adult Programs &amp; Seniors</p> <p>children &amp; Seniors</p> <p>Children &amp; Adults</p> <p>Children &amp; Teens</p> <p>Unsure/Don’t know/No preference/Refused</p>

5.3 As noted a moment ago, **Community Centers** have become extremely popular in Sacramento; yet, they are expensive to maintain and operate.

Given the financial pressures being experienced by local government, would you advise City officials to **STOP opening new Community Centers**, or are these of sufficient importance to the **quality of life** for Sacramento residents that the City should continue opening new Community Centers and find ways to cover the expenses, even if this would mean introducing more USER FEES, asking local OpLead to support some form of funding mechanism, or eliminating other services and/or programs that are presently being offered by or through the City?

OpLead	MAIN	
14%	27%	<b>Discontinue opening</b> additional Community Centers
79%	60%	<b>Continue opening</b> Community Centers and find ways to fund their operations and maintenance.
7%	13%	Don't know/Unsure/Refused [DON'T READ this alternative response]

**Priorities**

6.0 The Sacramento Parks and Recreation Department is working on long-range planning and is interested in knowing what types of activities local residents prefer. For example, would you prefer that the City develop more **“active” parks** that include athletic fields and organized sports activities; or would you prefer the focus be on more **“passive” park** facilities, such as hiking & walking trails, environmental education programs, and a greater emphasis on natural resource management and the protection of the limited open spaces that remain in the City of Sacramento?

OpLead	MAIN	
11%	25%	<b>active parks</b> with athletic fields and organized sports activities
30%	25%	a <b>combination</b> of both ( <b>DO NOT READ</b> this response)
57%	46%	<b>passive parks</b> with a few picnic tables and open space
2%	4%	unsure/don't know/refused [DO NOT READ]

7.0 As the City's Park and Recreation officials take steps to enhance the existing park and recreation system they may find themselves facing the following two choices: (1) they can invest their limited resources in expanding or making improvements to existing parks and recreation facilities, or (2) they can take steps to build new parks and recreation facilities. When faced with such a decision, which of the two alternatives would you prefer:

OpLead	MAIN	
73%	75%	<b>expand and improve existing</b> park and recreation facilities
13%	14%	<b>build new</b> parks and recreation facilities
14%	11%	unsure/don't know/refused

8.0 In planning for the future, Sacramento officials MUST establish priorities for various types of park and recreation facilities to provide local residents. In order to assist in making such decisions, they would like to know how you would prioritize three (3) specific types of recreation facilities. After I read ALL THREE, please rank-order them in terms of which one you believe should be given TOP PRIORITY, then SECOND PRIORITY, and finally THIRD PRIORITY. The first one is...

**NOTE TO INTERVIEWERS:** Place “1” next to the answer that corresponds with TOP PRIORITY, “2” next to their SECOND PRIORITY, and “3” next to THIRD PRIORITY. Also, rotate the three types of facilities, so that each one is listed first about one-third of the time.

8.1	1st 27% 40% N/R	27% 45% 6%	23% 5%	Constructing amateur <b>sports complexes for all ages</b> that would make <i>2nd</i> possible <u>regional</u> , <u>statewide</u> , and perhaps <u>national</u> events, such as state <i>3rd</i> play-offs in soccer, baseball, softball, pre-Olympic trials, what-have-you, OR...
8.2	1st 2nd 3rd N/R	45% 26% 25% 4%	44% 24% 28% 4%	Set aside relatively large habitat areas for walking and hiking, where interpretative and educational programs can take place, OR...
8.3	1st 2nd 3rd N/R	25% 41% 28% 6%	29% 45% 22% 4%	Develop parkways and areas along the American riverbank that can accommodate large groups of people, picnics, family-oriented attractions such as amphitheatres for performing arts, where boats can be launched, and other water-related activities can be made available to the public?

9.0 I would now like to ask for your input regarding **SPENDING PRIORITIES** for specific types of recreation FACILITIES that City officials will be considering in the near future as they develop the City’s LONG RANGE plan for parks and recreation. I will read a list of potential expenditures and then ask you to prioritize each item based upon the following criteria. Would you consider it to be:

- 3 = a **high priority**, added as soon as possible to the City of Sacramento park recreation system? Or would you say the item should be considered:
- 2 = a **medium priority**, added if and when the budget allows? or should it be considered:
- 1 = a **low priority**, not really needed at this time.
- 8 = Unsure, don’t know (do not read this option)
- 9 = Refused (do not read this option)

I will break these into two categories: the more PASSIVE recreation facilities and programs vs. facilities that accommodate the more ACTIVE recreational activities and programs.

9.1 First, I will read from a list of **PASSIVE** activities. The first item on the list is **“Play grounds and Tot lots”**. Should constructing additional Play Grounds and Tot lots be considered a high, medium, or low priority?

NOTE TO INTERVIEWER: Rotate questions 9.1a to 9.1h

		high	med	low	unsure/dk/ refused	
9.1a	Interpretive facilities (history, culture, nature)	34%	53%	11%	2%	OpLead
		29%	47%	23%	1%	MAIN
9.1b	Arts /centers	21%	48%	27%	4%	OpLead
		29%	47%	23%	1%	MAIN
9.1c	Trails	34%	54%	12%	0%	OpLead
		39%	41%	18%	2%	MAIN
9.1d	Community centers and clubhouses	28%	52%	18%	2%	OpLead
		28%	46%	23%	3%	MAIN
9.1e	Dog parks	18%	30%	50%	2%	OpLead
		17%	33%	48%	2%	MAIN
		high	med	low	unsure/dk/ refused	
9.1f	Community gardens	37%	41%	20%	2%	OpLead
		37%	35%	26%	2%	MAIN
9.1g	Older adult centers & facilities	48%	43%	9%	0%	OpLead
		43%	44%	11%	2%	MAIN
9.1h	Facilities for persons with disabilities	52%	41%	2%	5%	OpLead
		53%	35%	10%	2%	MAIN

9.2 Now, I will read from a list of **the more ACTIVE** recreational activities. The first item on the list is **“Lighted outdoor sports facilities”** (such as soccer, baseball, tennis). Should adding this type of recreation facility be considered a high, medium, or low priority?

NOTE TO INTERVIEWER: Rotate questions 9.2a to 9.2i

		high	med	low	unsure/dk/ refused	
9.2a	Lighted outdoor sports facilities (such as soccer, baseball, tennis)	21%	56%	21%	2%	OpLead
		34%	42%	23%	2%	MAIN
9.2b	Unlighted outdoor sports facilities (such as soccer, baseball, tennis)	23%	48%	29%	0%	OpLead
		23%	44%	31%	2%	MAIN
9.2c	Swimming pools and water features	48%	38%	12%	2%	OpLead
		39%	44%	16%	1%	MAIN
9.2d	Indoor physical activity/fitness facilities	23%	54%	23%	0%	OpLead
9.2e	Sports facilities for children and youth	48%	48%	4%	0%	OpLead
		53%	36%	10%	1%	MAIN
9.2f	Sports facilities for adults	4%	47%	37%	2%	OpLead
		14%	47%	37%	2%	MAIN
9.2g	Trails (for walking, hiking, bicycle riding, jogging, horse riding)	46%	48%	6%	0%	OpLead
		46%	39%	14%	1%	MAIN
9.2h	Play grounds/Tot lots	54%	43%	3%	0%	OpLead
		51%	35%	11%	3%	MAIN
9.2i	Teen centers	66%	23%	9%	2%	OpLead

		high	med	low	unsure/dk refused	
		60%	31%	8%	1%	MAIN
9.2j	After- and pre-school facilities	59%	29%	7%	5%	OpLead
		60%	27%	11%	2%	MAIN
9.2k	Skateboard parks	14%	36%	45%	5%	OpLead
		16%	36%	46%	2%	MAIN
9.2l	BMX Course (for non-motorized bicycles)	9%	27%	61%	3%	OpLead
		11%	32%	54%	3%	MAIN
9.3	Are there other recreation facilities that you think should be given a HIGH PRIORITY?					

OpLead    MAIN

29%	19%	1 = YES	[GO ON to Q9.3a]
70%	79%	2 = NO	[SKIP to Q9.4]
1%	2%	8 = Don't know/Unsure/Refused	[SKIP to Q9.4]

**Level of Support & Threshold of 'Willingness to Pay'**

10.0 In recent years, the amount of tax dollars available to the City of Sacramento for operating and maintaining park, recreation and human services, as well as for acquiring new lands for parks, recreational facilities and permanent open space, has been limited or completely non-existent. As a result, the existing parks and recreation facilities are aging; further, the City has not been able to keep up with the demand for new and improved parks or recreation facilities and services that directly affect the "quality of life" for all residents of the City of Sacramento. In order to begin addressing these needs, **new sources of secure funding** MUST be found.

At a time when state government is taking a larger share of local property tax dollars, the City of Sacramento has only a few options. One option is to ask OpLead to pass taxes or assessments to make it possible to address these pressing needs.

Assessments and taxes generally fall into two categories; first, those used to operate and maintain parks and recreation facilities and programs, that is "**operations and maintenance funds**," and second, funds used to purchase land or build new or improve existing parks or recreation facilities called "**capital funds**." In addition, taxes or fees could be used to fund additional programs.

10.1 Thinking first about **OPERATIONS AND MAINTENANCE FUNDS** - would you be willing to **support** a new tax or assessment to provide funds for **operating City recreation programs or maintaining** parks and recreation facilities; or would you **oppose** such a tax or assessment?

OpLead	Main	
55%	54%	<b>YES</b> , willing to <b>support</b> a tax or assessment for operating and maintaining City parks and recreation facilities and services, [GOTO Q10.2]
27%	31%	<b>NO, not willing</b> to support a tax or assessment for operating and maintaining City parks and recreation facilities and services, [SKIP to Q11.0]
14%	9%	<b>Depends</b> on the amount of tax or assessment ( <b>DO NOT read</b> this response) [GOTO Q10.2]
4%	6%	unsure/don't know/refused ( <b>DO NOT read</b> this response) [SKIP to Q11.0]

10.2 If a tax or assessment initiative were to be placed before City of Sacramento OpLead for the purposes of operating, maintaining and programming the City park and recreation system, including the enhancements that **you believe are definitely needed**, how much in additional taxes would you be willing to pay each year to make this possible?

OpLead	MAIN	
16%	17%	\$100-150 each year
34%	25%	\$50-100 each year
15%	15%	\$10-50 each year
2%	5%	less than \$10 each year
2%	1%	Nothing (DO NOT read this response)
31%	37%	Don't Know/Refused (DO NOT read this response)

11.0 Now, thinking about **CAPITAL FUNDS** for acquiring or making physical improvements to parks and recreation land and facilities, would you be willing to **support** a tax or assessment to provide funds for **acquiring new** lands to be added to the City of Sacramento Park & Recreation System, developing new parks, and making **capital improvements** to existing City parks and recreation facilities; or would you **oppose** such a tax or assessment?

OpLead	Main	
55%	42%	<b>YES</b> , willing to <b>support</b> a tax or assessment for acquiring new parklands & making capital improvements to City parks and recreation facilities, [GOTO Q11.1]
29%	44%	<b>NO, not willing</b> to support a tax or assessment for acquiring new parklands & making capital improvements to City parks and recreation facilities, [SKIP to Q12.0]
9%	8%	<b>Depends</b> on the amount of tax (DO NOT read this response) [GOTO Q11.1]
7%	6%	unsure/don't know/refused (DO NOT read this response) [SKIP to Q12.0]

11.1 If a tax or assessment initiative were to be placed before City of Sacramento OpLead for the physical improvement or expansion of the City park and recreation system, including the enhancements that **you believe are definitely needed**, how much in additional taxes would you be willing to pay each year to make this possible?

OpLead	Main	
37%	33%	\$50 - 100 each year
14%	16%	\$25 – 50 each year
11%	8%	\$5-25 each year
0%	2%	less than \$5 each year
0%	0%	Nothing (DO NOT read this response)
38%	52%	Don't Know/refused (DO NOT read this response)

**NOTE TO CALLERS:** Ask the following question (Q12.0) ONLY of those respondents who answered **YES** or **It DEPENDS** to Question 10.1 and Q11.0.

12.0 I have one last question about the need to create these types of revenue streams. At the present time, many funding measures, such as a Special Tax wherein the monies from the funding mechanism are earmarked for a specific purpose, require **2/3-voter support** in order to be authorized. However, with a General Tax wherein the monies generated through the tax measure are placed in the City's General Fund, then only a simple majority of voter support is required for passage. However, strictly speaking, these monies would NOT be earmarked for, or dedicated to, any specific expenditure; in other words, City Council would ultimately determine how these funds would be spent or invested. My question is this.

If the City were to place a tax measure on the ballot wherein the monies that were generated would be placed in the City's General Fund, would you vote to authorize the Tax Measure; and would that be:

OpLead	Main	
18%	10%	Definitely support
9%	19%	Probably support
9%	6%	Unsure/Don't know [Do not read this option]
18%	15%	Probably not support
21%	18%	Definitely not support
25%	32%	Refused

**Urban Forest**

15.0 I would like to focus on the City's **Urban Forest**, for a moment. By Urban Forest, I'm referring to the **canopy of large trees on City streets and in community and neighborhood parks that provides significant amounts of shade and a distinctive environment.**

13.1 Downtown Sacramento is undergoing **re-development**. As a result, numerous commercial and residential neighborhoods are undergoing change that involves the construction of high rise commercial buildings and high density housing, often referred to as "infill". The "Smart Growth" principles that have been adopted in Sacramento, and throughout the region, includes a combination of "infill" and maintaining as many shade trees, and as much of the Urban Forest, as possible. My question is this...

How important is it to maintain a **large tree canopy** in Sacramento, including sections of the City that will experience high-density, multi-story infill? Is it...

OpLead	Main	
84%	74%	Extremely important
12%	22%	Somewhat important, but NOT essential
0%	2%	Not at all important
4%	2%	Don't know/Unsure/Refused <b>(DO NOT read this response)</b>

13.2 Most of the existing canopy shade trees that comprise the Urban Forest, especially in the downtown area of Sacramento, are between 100 and 150 years old; as a result, many of them are nearing the end of their lifespan. As a result, City officials are faced with three choices when addressing the matter of these aging trees. Which of these following three (3) alternatives would you recommend:

OpLead	Main	
16%	16%	<b>Remove and replace the aging trees immediately</b> , knowing that it will require 10 to 20 years to regain a moderate canopy, thus shade, OR... [GO ON to Q13.2a]
79%	69%	<b>Remove and replace aging trees systematically</b> , over a much longer period of time, knowing that this approach runs the risk of limbs falling off the trees and causing damage, or even a tree falling over, but maintaining the existing canopy for longer periods of time, OR... [GO ON to Q13.2a]
5%	11%	<b>Remove endangered trees, leaving the space open</b> , where the original tree was located, and replacing it with traditional landscaping. [SKIP to Q14.0]
3%	4%	Don't know/Unsure/Refused

13.2a The cost of maintaining the entire Urban Forest in the future is extremely high. As a result, City officials may have to ask property owners to approve an annual assessment to pay for replacing these trees as they become endangered. Should this become necessary, would you be willing to pay a modest annual fee to maintain the City's Urban Forest?

OpLead	Main	
77%	62%	YES
12%	21%	NO
11%	17%	Don't know/Unsure/Refused (DO NOT read this response)

13.2b About how much would you be willing to pay each year to make this possible?

OpLead	Main	
20%	23%	\$41-50 each year
11%	9%	\$31-40 each year
34%	21%	\$20-30 each year
16%	16%	less than \$20 each year
9%	14%	Nothing (DO NOT read this response)
10%	17%	Don't Know /Refused (DO NOT read this response)

**Riverfront Properties**

16.0 On a different subject, I'd like to ask how you think the "riverfront" property on the south side of the American River, near Richards Boulevard, should be developed.

There are three (3) concepts that are predominant at the present time regarding how best to utilize the limited amount of waterfront property along this section of the American River. I'll present the three schools of thought, then, please tell me which of the three approaches you would prefer.

**NOTE TO INTERVIEWERS:** Circle the number that corresponds to the respondent's preference

OpLead    Main

9%        6%

The first concept calls for development on the riverfront to focus **mostly on business and commercial enterprise, and on housing that benefits from a riverside setting**. This approach could generate the highest revenue stream for the City, but would limit public access to this section of the American River.

20%      17%

The second concept would dedicate most of the property in the Richards Boulevard area to a huge public park, along with other uses that are intended to **ensure public access** to the riverfront properties. While maximizing public access to the riverfront property along this section of the American River, the plan would require substantial government subsidies in order to acquire the property, as well as build and maintain large public facilities.

66%      67%

The third concept represents a **COMPROMISE** between the two concepts we just talked about. In this approach, a significant amount of riverfront property is set aside for public access (to accommodate recreation and leisure activities as well as destination attractions); yet, integrates a mixture of business, commercial, and visitor opportunities. It would also allow for residential development that would benefit from a riverside setting. This approach would generate income for the City; in a best-case scenario the income to the City would be greater than the cost and in a worst-case scenario the City would break even.

5%        10%

Don't know/Unsure/Refused    **(DO NOT read this alternative response)**

**Baseline attitudes relevant to present study/Loyalty Measures**

15.0 Now, I would like to ask whether you agree or disagree with several statements having to do with the level of confidence you have with respect to Sacramento City officials, in general, and with the City's Parks and Recreation Department, in particular. Please use the following scale:

- 1 = I strongly disagree
- 2 = I somewhat disagree
- 3 = I don't really agree or disagree, unsure
- 4 = I somewhat agree
- 5 = I strongly agree
- 9 = Refused (**DO NOT READ** this option)

15.1 Officials of the City's Department of Parks and Recreation have been **very responsible** in the way they have invested the tax dollars within their domain. Do you strongly **disagree**, somewhat **disagree**, neither **disagree** nor agree, somewhat **agree**, or strongly **agree** with this statement?

Strongly Disagree	Somewhat Disagree	Unsure	Somewhat Agree	Strongly Agree	Refused	
7%	13%	30%	34%	16%	0%	OpLead
7%	11%	39%	36%	6%	1%	MAIN

15.2 I **almost always** support a **reasonable** tax increase for the City of Sacramento Dept. of Parks and Recreation.

Strongly Disagree	Somewhat Disagree	Unsure	Somewhat Agree	Strongly Agree	Refused	
4%	16%	12%	34%	34%	0%	OpLead
14%	8%	18%	35%	25%	<1%	MAIN

15.3 The City's Parks & Recreation officials are **trustworthy** and, through the years, have demonstrated high levels of **integrity**.

Strongly Disagree	Somewhat Disagree	Unsure	Somewhat Agree	Strongly Agree	Refused	
7%	2%	30%	48%	13%	0%	OpLead
8%	8%	43%	29%	11%	1%	MAIN

15.4 When asking for additional funds for their department's budget, Parks and Recreation Department officials **NEVER exaggerate about what is urgently needed**. Do you *agree* or *disagree*? Would that be *strongly* or just *somewhat*?

Strongly Disagree	Somewhat Disagree	Unsure	Somewhat Agree	Strongly Agree	Refused	
11%	16%	39%	23%	11%	0%	OpLead
11%	19%	42%	21%	6%	1%	MAIN

15.5 Sacramento Parks and Recreation officials are extremely **accountable**. For example, they take all of the proper steps to make sure that our tax dollars are being invested in the precise way they were intended; furthermore, they adhere to all the appropriate auditing procedures in order to protect our tax dollars from any form of abuse or misuse.

Strongly Disagree	Somewhat Disagree	Unsure	Somewhat Agree	Strongly Agree	Refused	
5%	11%	41%	34%	9%	0%	OpLead
8%	15%	43%	27%	6%	1%	MAIN

**Opinion Leadership**

16.0 Do you subscribe to a **daily newspaper**?

OpLead	MAIN		
SIP	59%	YES	ASK Q16.1
SIP	41%	NO	SKIP to Q17.0

16.1 About **how many days per week** do you usually read the daily newspaper?

1 or 2 days	3 or 4 days	5 or 6	every day	DK/unsure	
SIP	SIP	SIP	SIP	SIP	OpLead
4%	5%	6%	43%	42%	MAIN

16.2 When you do read the newspaper, do you usually just **skim** the paper?  
 OR do you **read some of the paper carefully**?  
 OR do you **read most of the paper carefully**?

OpLead	MAIN	
SIP	9%	usually just <b>skims</b> the paper
SIP	21%	<b>reads some of the paper carefully</b>
SIP	28%	<b>reads most of the paper carefully</b>
SIP	42%	DK/unsure/Refused [Do not read this option]

17.0 Do you subscribe to a news magazine such as Time, Newsweek, or US New and World Report?

OpLead	MAIN		
SIP	8%	YES	ASK Q17.1
SIP	92%	NO	SKIP to Q18.0

17.1 When you read the news magazine, do you usually just **skim** the magazine?  
 OR do you **read a few articles carefully**?  
 OR do you **read many articles carefully**?

OpLead	MAIN	
SIP	3%	usually just <b>skims</b> the Magaziner
SIP	3%	<b>reads a few articles carefully</b>
SIP	3%	<b>reads many articles carefully</b>
SIP	91%	DK/unsure/Refused [Do not read this option]

18.0 Which of the following two statements most closely applies to you? Would you say...

OpLead	MAIN	
SIP	38%	<i>"I have very high personal aspirations."</i>
		<b>OR, would you say</b>
SIP	55%	<i>"I am basically satisfied with my current achievements."</i>
SIP	7%	DK/unsure/neither/depends/refused [Do not read this option]

19.0 Which of the following two statements most closely applies to you? In general, would you say...

- OpLead Main  
SIP 68% ***"I have a very favorable attitude toward 'change;' I like change."***
- OR, would you say
- SIP 23% ***"I prefer keeping things as they are; I don't really like a lot of change."***
- SIP 9% DK/unsure/neither/depends/refused [Do not read this option]

20.0 Which of the following two statements most closely applies to you? In general, would you say...

- OpLead MAIN  
SIP 52% ***"I have many close friends and acquaintances."***
- OR, would you say
- SIP 43% ***"I have just a few close friends and acquaintances."***
- SIP 5% DK/unsure/neither/depends/refused [Do not read this option]

21.0 Which of the following two statements most closely applies to you? In general, would you say...

- OpLead MAIN  
SIP 23% ***"I am very favorable toward the responsible use of credit and borrowed money."***
- OR, would you say
- SIP 73% ***"I prefer to avoid using borrowed money and avoid relying too much on credit."***
- SIP 4% DK/unsure/neither/depends/refused [Do not read this option]

**Demographics**

Now, I have a few final questions about you.

22.0 What is your zip code? \_\_\_\_\_

23.0 How long have you lived in the City of Sacramento?

OpLead	Main	
9%	14%	0 to 5 years
9%	12%	6 to 10 years
27%	22%	11 to 25 years
55%	52%	Over 25 years
0%	<1%	refused

24.0 How many children do you have living at home under the age of 18?

75%	16%	9%	0	OpLead
81%	8%	7%	4%	MAIN

24.1 How many of these children are...

	OpLead	MAIN
24.1a Teenagers (13-19)	57%	45%
24.1b Preteens (10-12)	29%	30%
24.1c Youth (6-9)	7%	31%
24.1d Tots (1-5)	36%	36%

25.0 Do you own or rent your home?

14%	84%	2%	OpLead
25%	74%	1%	MAIN

26.0 How many years of school have you completed?

OpLead	MAIN	
0%	3%	less than High School
3%	13%	High School graduate (or Trade School)
11%	36%	Some college
34%	27%	College graduate
52%	20%	Graduate school, Professional school
0%	1%	Refused

27.0 Into what range does your annual household income fall?

OpLead	MAIN	
3%	14%	under \$25,000
23%	25%	between \$25,000 and \$50,000
20%	18%	between \$50,000 and \$75,000
18%	14%	between \$75,000 and \$100,000
20%	16%	over \$100,000
16%	13%	Refused

28.0 In what age range do you fall?

<b>OpLead</b>	<b>MAIN</b>	
0%	7%	18 to 30 years
9%	9%	31 to 40 years
16%	19%	41 to 50 years
36%	36%	51 to 65 years
37%	28%	Over 65 years
2%	1%	Refused

29.0 How would you describe your ethnic background?

<b>OpLead</b>	<b>MAIN</b>	
78%	73%	White or Caucasian
4%	7%	Hispanic/Latino
7%	8%	African American or Black
0%	1%	Native American/Alaskan Native
0%	1%	Native Hawaiian & other Pacific Islander
4%	3%	Asian
0%	2%	Other
7%	5%	refused [DO NOT READ]

**Thank the interviewee for participating in the survey and politely say "Good-bye."**

**DO NOT READ THE FOLLOWING QUESTIONS; SIMPLY RECORD THE INFORMATION.**

36.0 Gender of respondent?

Male	Female	
52%	48%	<b>OpLead</b>
40%	60%	MAIN

37.0 Registered Voter List                      Random Digit Dial

59%	41%	<b>OpLead</b>
59%	51%	MAIN

38.0 Political Party registration?

Democrat	Republican	Other	N/A	
45%	7%	7%	41%	<b>OpLead</b>
29%	13%	7%	51%	MAIN

39.0 Voting History?

High	Moderate	N/A	
39%	20%	41%	<b>OpLead</b>
26%	21%	53%	MAIN



Addendum D

Park & Recreation Master Plan

Findings by Area

Park & Recreation Master Plan

*Tracking Survey 2006*

CITY OF SACRAMENTO

**AREA 1: N=89**

**AREA 2: N=138**

**AREA 3: N=95**

**AREA 4: N=73**

Hello My name is \_\_\_\_\_ and I am with the **Survey Research Institute**. We are conducting a survey on behalf of the City of Sacramento concerning policy issues that City officials believe affect the **quality of life** for local residents. These are various City services, including local parks, trails, recreation programs, Community Services, tree services and other amenities offered to Sacramento residents by the Parks & Recreation Department. City officials would like to learn more about **your** interests and preferences regarding these matters.

Would you mind sharing a few minutes of your time and respond to our brief questionnaire?

NOTE TO INTERVIEWER: If respondent asks "How long will the survey take?" answer, "About 15 minutes"

**Value and Role of the Sacramento City Parks & Recreation Department**

1.0 First, I will read a statement about the value of parks and recreation services to see if you agree or disagree. Please use the following scale in responding: Strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

1.1 City parks and recreation services provided through local government are a **valuable public resource** for Sacramento residents. Do you strongly or somewhat DISAGREE with this notion; or do you strongly or somewhat AGREE with this statement?

Strongly Disagree	Somewhat Disagree	Unsure DON'T READ	Somewhat Agree	Strongly Agree	
2%	2%	1%	17%	78%	Area 1
4%	0%	2%	25%	69%	Area 2
2%	0%	1%	22%	75%	Area 3
3%	4%	0%	26%	67%	Area 4

1.2 The park facilities and recreation programs provided by and/or through the Sacramento Parks & Recreation Program can and should play a central role in helping local residents **maintain a healthy lifestyle**. Do you strongly or somewhat DISAGREE with this notion; or do you strongly or somewhat AGREE with this statement? ?

Strongly Disagree	Somewhat Disagree	Unsure DON'T READ	Somewhat Agree	Strongly Agree	
3%	5%	1%	19%	72%	Area 1
2%	2%	4%	28%	64%	Area 2
0%	3%	1%	24%	72%	Area 3
3%	4%	3%	34%	56%	Area 4

1.3 **Obesity**, especially among today's youth, has become a serious problem. The City's Parks & Recreation Department should develop new programs and/or activities specifically designed to help prevent obesity in ALL Sacramento residents, but especially in children. Do you strongly or somewhat DISAGREE with this notion; or do you strongly or somewhat AGREE with this statement?

Strongly Disagree	Somewhat Disagree	Unsure DON'T READ	Somewhat Agree	Strongly Agree	
7%	7%	12%	32%	42%	Area 1
9%	11%	11%	33%	36%	Area 2
4%	19%	6%	34%	37%	Area 3
11%	12%	8%	41%	28%	Area 4

**Satisfaction with Current Facilities & Programs**

2.0 Now, I would like to ask several questions about the parks, recreation facilities, and tree services provided through local government.

2.1 My first question is this: **Overall**, how **satisfied** are you with the **public parks** currently available by or through the City of Sacramento's Department of Parks and Recreation?

Would you say you are...

Extremely Satisfied	Somewhat Satisfied	Neutral/ Unsure	Somewhat Dissatisfied	Extremely Dissatisfied	
26%	57%	10%	6%	1%	Area 1
28%	51%	15%	5%	1%	Area 2
29%	52%	13%	4%	2%	Area 3
16%	58%	14%	10%	2%	Area 4

2.2 How **satisfied** are you with the **recreation facilities** currently being made available to you by or through the City's Department of Parks and Recreation?

Extremely Satisfied	Somewhat Satisfied	Neutral/ Unsure	Somewhat Dissatisfied	Extremely Dissatisfied	refused (DO NOT READ)	
18%	46%	27%	5%	4%	0%	Area 1
18%	51%	24%	5%	2%	0%	Area 2
18%	48%	22%	6%	4%	2%	Area 3
11%	55%	23%	8%	3%	0%	Area 4

2.3 How **satisfied** are you with the recreation **programs** that you have attended or participated in that were sponsored by or through the City’s Department of Parks and Recreation? (**Note to interviewer:** if respondent seems unclear about programs say, “Such as the swimming pool program or after school programs”)

Extremely Satisfied	Somewhat Satisfied	Neutral/ Unsure	Somewhat Dissatisfied	Extremely Dissatisfied	Have NOT Participated	refused (DO NOT READ)
25%	26%	43%	3%	0%	3%	Area 1
13%	31%	49%	2%	0%	5%	Area 2
30%	23%	37%	5%	1%	4%	Area 3
16%	33%	44%	3%	1%	3%	Area 4

2.4 How **satisfied** are you with what is often referred to as the City’s URBAN FOREST, that being the **canopy of trees on City streets and in community and neighborhood parks?**

Extremely Satisfied	Somewhat Satisfied	Neutral/ Unsure	Somewhat Dissatisfied	Extremely Dissatisfied	
62%	27%	4%	7%	0%	Area 1
49%	38%	9%	3%	1%	Area 2
61%	28%	5%	4%	2%	Area 3
51%	33%	13%	3%	0%	Area 4

**Usage**

3.0 Approximately **how often** do you, or members of your household, use or visit City parks or recreation facilities? (Interviewer read choices if necessary.)

Area 1	Area 2	Area 3	Area 4	
20%	20%	26%	15%	More than three times per week
15%	4%	8%	3%	Three times per week
12%	9%	9%	12%	Twice a week
24%	20%	13%	30%	Once a week
18%	24%	20%	22%	Once a month
10%	18%	15%	10%	Once a year or less often
1%	5%	6%	5%	Never
0%	0%	3%	3%	Don't Know/Refused

**Assign Grades**

4.0 Using a traditional grading scale with “A” for excellent, “B” for good, “C” for average or adequate, “D” for below average or poor and “F” for very poor or Failure, how would **you** grade the following aspects of the City of Sacramento parks and recreation system?

4.1 The current **overall physical condition** of City parks and recreation facilities?

A	B	C	D	F	D/K/Refused	
18%	54%	21%	2%	0%	5%	Area 1
18%	48%	28%	3%	1%	2%	Area 2
20%	48%	27%	3%	0%	2%	Area 3
15%	48%	23%	10%	1%	3%	Area 4

4.2 How would you rate the **amount and condition of the City’s Urban Forest**; in other words, the “canopy of trees” on City streets and in the City’s community and neighborhood parks?

A	B	C	D	F	D/K/Refused	
44%	44%	9%	1%	1%	1%	Area 1
31%	44%	15%	5%	1%	4%	Area 2
37%	48%	9%	2%	1%	3%	Area 3
45%	33%	12%	6%	0%	4%	Area 4

4.3 How would you rate the current **level of overall security and public safety** while using public parks in Sacramento?

A	B	C	D	F	D/K/Refused	
11%	28%	36%	11%	2%	2%	Area 1
9%	26%	36%	16%	5%	8%	Area 2
11%	27%	30%	18%	2%	12%	Area 3
3%	27%	34%	18%	10%	8%	Area 4

4.4 Similarly, how would you rate the current **level of overall security and public safety** while using the recreation facilities or participating in programs sponsored by or through the City’s Department of Parks and Recreation?

A	B	C	D	F	D/K/Refused	
15%	43%	20%	2%	0%	20%	Area 1
12%	27%	25%	6%	4%	26%	Area 2
18%	37%	21%	5%	0%	19%	Area 3
6%	31%	23%	10%	1%	29%	Dist 5

**Increase User Fees vs. Cut Back Programs/Facilities**

5.0 At the present time, the City dedicates money from the City’s **General Fund** to subsidize a significant number of recreational programs and facilities, as well as Community Centers located throughout Sacramento. These facilities include sports fields, public swimming pools, classrooms and indoor multi-purpose facilities, as well as a host of additional core park and recreation facilities and programs.

Many of these programs are tailored to the needs and interests of specific age groups, such as children and teen activities, adult sports programs, and programs tailored to seniors. The City also maintains Community Centers throughout Sacramento that require on-going staffing and maintenance and these are growing in number and in popularity.

City officials are working hard to avoid having to increase **USER FEES** for these recreational programs. However, with staffing and maintenance costs going up expedientially and income from local taxes becoming far more limited, the City will soon be faced with having to consider increasing user fees or cutting back on these programs and facilities. I have two (2) questions regarding this dilemma...

5.1 If City officials find that there simply is NOT SUFFICIENT money available to fund the park and recreation programs that are presently being provided to Sacramento residents, which of the following alternatives would you recommend they adopt:

Area 1	Area 2	Area 3	Area 4	
65%	64%	58%	57%	Increase <b>USER FEES</b> for programs that are extremely costly to provide to local residents, or...
9%	19%	22%	29%	<b>Cut back</b> on programs and park and recreation facilities, especially those that are costly to provide, because 100% of the park and recreation facilities and programs provided through City government should be funded through local tax revenues,
26%	17%	20%	14%	Don't know/Unsure/Refused [DON'T READ this alternative response]

5.2 Should funding priorities be established based on **age groups**; and, if so, how would you prioritize the four age groups with respect to which ones should be subsidized by tax dollars vs. charged user fees: children, teens, adults and seniors.

**NOTE TO INTERVIEWERS:** Circle the number in Q5.2a that corresponds to the respondent's answer (e.g., YES or NO); then record the respondent's rank-ordering in Q5.2b by placing "1" next to the answer that corresponds with their TOP PRIORITY, "2" next to their SECOND PRIORITY, "3" next to THIRD PRIORITY, and "4" next to LAST PRIORITY.

5.2a	Area 1	Area 2	Area 3	Area 4	
	44%	41%	40%	51%	YES [GO ON to Q5.2a]
	44%	46%	48%	42%	NO [SKIP to Q5.3]
	12%	13%	12%	7%	Don't know/Unsure/Refused [SKIP to Q5.3]
5.2b	Area 1	Area 2	Area 3	Area 4	
	39%	38%	38%	47%	All: Children, Teens, Adult Programs & Seniors
	0%	0%	0%	3%	Children & Seniors
	0%	1%	0%	0%	Children & Adults
	1%	0%	0%	0%	Children & Teens
	60%	61%	62%	50%	Unsure/Don't know/No preference/Refused

5.3 As noted a moment ago, **Community Centers** have become extremely popular in Sacramento; yet, they are expensive to maintain and operate.

Given the financial pressures being experienced by local government, would you advise City officials to **STOP opening new Community Centers**, or are these of sufficient importance to the **quality of life** for Sacramento residents that the City should continue opening new Community Centers and find ways to cover the expenses, even if this would mean introducing more USER FEES, asking local Voters to support some form of funding mechanism, or eliminating other services and/or programs that are presently being offered by or through the City?

Area 1	Area 2	Area 3	Area 4	
28%	23%	24%	26%	<b>Discontinue opening</b> additional Community Centers
61%	64%	64%	63%	<b>Continue opening</b> Community Centers and find ways to fund their operations and maintenance.
11%	13%	12%	11%	Don't know/Unsure/Refused [DON'T READ this alternative response]

**Priorities**

6.0 The Sacramento Parks and Recreation Department is working on long-range planning and is interested in knowing what types of activities local residents prefer. For example, would you prefer that the City develop more “**active**” parks that include athletic fields and organized sports activities; or would you prefer the focus be on more “**passive**” park facilities, such as hiking & walking trails, environmental education programs, and a greater emphasis on natural resource management and the protection of the limited open spaces that remain in the City of Sacramento?

Area 1	Area 2	Area 3	Area 4	
14%	28%	19%	29%	<b>active parks</b> with athletic fields and organized sports activities
34%	24%	27%	20%	a <b>combination</b> of both [DO NOT READ this response]
49%	47%	48%	47%	<b>passive parks</b> with a few picnic tables and open space
3%	1%	6%	4%	unsure/don't know/refused [DO NOT READ]

7.0 As the City’s Park and Recreation officials take steps to enhance the existing park and recreation system they may find themselves facing the following two choices: (1) they can invest their limited resources in expanding or making improvements to existing parks and recreation facilities, or (2) they can take steps to build new parks and recreation facilities. When faced with such a decision, which of the two alternatives would you prefer:

Area 1	Area 2	Area 3	Area 4	
72%	75%	75%	78%	<b>expand and improve existing</b> park and recreation facilities
15%	14%	13%	16%	<b>build new</b> parks and recreation facilities
13%	11%	12%	6%	unsure/don't know/refused

8.0 In planning for the future, Sacramento officials MUST establish priorities for various types of park and recreation facilities to provide local residents. In order to assist in making such decisions, they would like to know how you would prioritize three (3) specific types of recreation facilities. After I read ALL THREE, please rank-order them in terms of which one you believe should be given TOP PRIORITY, then SECOND PRIORITY, and finally THIRD PRIORITY. The first one is...

**NOTE TO INTERVIEWERS:** Place “1” next to the answer that corresponds with TOP PRIORITY, “2” next to their SECOND PRIORITY, and “3” next to THIRD PRIORITY. Also, rotate the three types of facilities, so that each one is listed first about one-third of the time.

	Area 1	Area 2	Area 3	Area 4	
8.1					Constructing amateur <b>sports complexes for all ages</b> that would make possible <u>regional</u> , <u>statewide</u> , and perhaps <u>national</u> events, such as state play-offs in soccer, baseball, softball, pre-Olympic trials, what-have you, OR...
1st	20%	23%	23%	37%	
2nd	30%	31%	22%	21%	
3rd	49%	39%	47%	39%	
N/R	1%	7%	8%	4%	

	Area 1	Area 2	Area 3	Area 4
8.2				
1st	48%	47%	47%	34%
2nd	33%	21%	22%	26%
3rd	18%	27%	26%	36%
N/R	1%	5%	5%	4%

Set aside relatively large habitat areas for walking and hiking, where interpretative and educational programs can take place, OR...

	Area 1	Area 2	Area 3	Area 4
8.3				
1st	32%	25%	25%	26%
2nd	35%	41%	49%	49%
3rd	31%	27%	19%	22%
N/R	2%	7%	7%	3%

Develop parkways and areas along the American Riverbank that can accommodate large groups of people, picnics, family-oriented attractions such as amphitheaters for performing arts, where boats can be launched, and other water-related activities can be made available to the public?

9.0 I would now like to ask for your input regarding **SPENDING PRIORITIES** for specific types of recreation FACILITIES that City officials will be considering in the near future as they develop the City 's LONG RANGE plan for parks and recreation. I will read a list of potential expenditures and then ask you to prioritize each item based upon the following criteria. Would you consider it to be:

- 3 = a **high priority**, added as soon as possible to the City of Sacramento park recreation system? Or would you say the item should be considered:
- 2 = a **medium priority**, added if and when the budget allows? or should it be considered:
- 1 = a **low priority**, not really needed at this time.
- 8 = Unsure, don't know (do not read this option)
- 9 = Refused (do not read this option)

I will break these into two categories: the more PASSIVE recreation facilities and programs vs. facilities that accommodate the more ACTIVE recreational activities and programs.

9.1 First, I will read from a list of **PASSIVE** activities. The first item on the list is "**Play grounds and Tot lots**". Should constructing additional Play Grounds and Tot lots be considered a high, medium, or low priority?

NOTE TO INTERVIEWER: Rotate questions 9.1a to 9.1h

	high	med	low	unsure/dk/ refused	
9.1a Interpretive facilities (history, culture, nature)	26%	55%	16%	3%	Area 1
	36%	41%	20%	3%	Area 2
	38%	42%	15%	5%	Area 3
	33%	45%	22%	0%	Area 4
9.1b Arts /centers	22%	52%	26%	0%	Area 1
	30%	42%	24%	4%	Area 2
	36%	47%	16%	1%	Area 3
	26%	49%	25%	0%	Area 4
9.1c Trails	38%	45%	16%	1%	Area 1
	40%	40%	17%	3%	Area 2
	42%	44%	13%	1%	Area 3
	33%	47%	19%	1%	Area 4

		high	med	low	unsure/dk/ refused	
9.1d	Community centers and clubhouses	24%	39%	34%	3%	Area 1
		28%	49%	19%	4%	Area 2
		31%	48%	19%	2%	Area 3
		32%	47%	20%	1%	Area 4
9.1e	Dog parks	15%	36%	48%	1%	Area 1
		18%	32%	46%	4%	Area 2
		18%	32%	49%	1%	Area 3
		18%	30%	52%	0%	Area 4
9.1f	Community gardens	34%	34%	31%	1%	Area 1
		38%	34%	25%	3%	Area 2
		44%	38%	14%	4%	Area 3
		32%	36%	31%	1%	Area 4
9.1g	Older adult centers & facilities	35%	49%	16%	0%	Area 1
		43%	45%	9%	3%	Area 2
		52%	34%	12%	2%	Area 3
		45%	41%	4%	0%	Area 4
9.1h	Facilities for persons with disabilities	43%	42%	14%	1%	Area 1
		54%	33%	8%	5%	Area 2
		58%	35%	5%	2%	Area 3
		58%	34%	7%	1%	Area 4

9.2 Now, I will read from a list of **the more ACTIVE** recreational activities. The first item on the list is **Lighted outdoor sports facilities**” (such as soccer, baseball, tennis). Should adding this type of recreation facility be considered a high, medium, or low priority?

NOTE TO INTERVIEWER: Rotate questions 9.2a to 9.2i

		high	med	low	unsure/dk/ refused	
9.2a	Lighted outdoor sports facilities (such as soccer, baseball, tennis)	23%	49%	27%	1%	Area 1
		31%	43%	25%	1%	Area 2
		43%	39%	17%	1%	Area 3
		31%	44%	25%	0%	Area 4
9.2b	Unlighted outdoor sports facilities (such as soccer, baseball, tennis)	24%	47%	28%	1%	Area 1
		25%	40%	32%	3%	Area 2
		20%	47%	30%	3%	Area 3
		22%	47%	30%	1%	Area 4
9.2c	Swimming pools and water features	35%	55%	9%	1%	Area 1
		37%	41%	21%	1%	Area 2
		54%	34%	10%	2%	Area 3
		36%	42%	22%	0%	Area 4
9.2d	Indoor physical activity/fitness facilities	27%	36%	36%	1%	Area 1
		27%	46%	25%	2%	Area 2
		44%	35%	19%	2%	Area 3
		27%	44%	29%	0%	Area 4
9.2e	Sports facilities for children and youth	55%	34%	11%	0%	Area 1
		51%	41%	7%	1%	Area 2
		52%	39%	7%	2%	Area 3
		52%	37%	11%	0%	Area 4

		high	med	low	unsure/dk refused	
9.2f	Sports facilities for adults	7%	54%	38%	1%	Area 1
		11%	48%	38%	3%	Area 2
		20%	44%	33%	3%	Area 3
		12%	51%	36%	1%	Area 4
9.2g	Trails (for walking, hiking, bicycle riding, jogging, horse riding)	46%	39%	15%	0%	Area 1
		46%	42%	11%	1%	Area 2
		50%	38%	10%	2%	Area 3
		40%	45%	15%	0%	Area 4
9.2h	Play grounds/Tot lots	47%	39%	14%	0%	Area 1
		51%	36%	9%	4%	Area 2
		55%	32%	9%	4%	Area 3
		53%	39%	8%	0%	Area 4
9.2i	Teen centers	56%	30%	13%	1%	Area 1
		65%	26%	7%	2%	Area 2
		61%	32%	7%	0%	Area 3
		56%	36%	8%	0%	Area 4
9.2j	After- and pre-school facilities	55%	29%	11%	5%	Area 1
		63%	23%	12%	2%	Area 2
		62%	27%	9%	2%	Area 3
		56%	32%	12%	0%	Area 4
9.2k	Skateboard parks	15%	35%	48%	2%	Area 1
		17%	33%	48%	2%	Area 2
		14%	45%	39%	2%	Area 3
		16%	33%	48%	3%	Area 4
9.2l	BMX Course (for non-motorized bicycles)	8%	28%	58%	6%	Area 1
		12%	30%	54%	4%	Area 2
		14%	45%	39%	2%	Area 3
		10%	30%	59%	1%	Area 4

9.3 Are there other recreation facilities that you think should be given a HIGH PRIORITY?

Area 1	Area 2	Area 3	Area 4		
27%	18%	21%	18%	YES	[GO ON to Q9.3a]
73%	80%	73%	82%	NO	[SKIP to Q9.4]
0%	2%	6%	0%	Don't know/Unsure/Refused	[SKIP to Q9.4]

**Level of Support & Threshold of ‘Willingness to Pay’**

10.0 In recent years, the amount of tax dollars available to the City of Sacramento for operating and maintaining park, recreation and human services, as well as for acquiring new lands for parks, recreational facilities and permanent open space, has been limited or completely non-existent. As a result, the existing parks and recreation facilities are aging; further, the City has not been able to keep up with the demand for new and improved parks or recreation facilities and services that directly affect the “quality of life” for all residents of the City of Sacramento. In order to begin addressing these needs, **new sources of secure funding** MUST be found.

At a time when state government is taking a larger share of local property tax dollars, the City of Sacramento has only a few options. One option is to ask voters to pass taxes or assessments to make it possible to address these pressing needs.

Assessments and taxes generally fall into two categories; first, those used to operate and maintain parks and recreation facilities and programs, that is “**operations and maintenance funds**,” and second, funds used to purchase land or build new or improve existing parks or recreation facilities called “**capital funds**.” In addition, taxes or fees could be used to fund additional programs.

10.1 Thinking first about **OPERATIONS AND MAINTENANCE FUNDS** - would you be willing to **support** a new tax or assessment to provide funds for **operating City recreation programs or maintaining** parks and recreation facilities; or would you **oppose** such a tax or assessment?

Area 1	Area 2	Area 3	Area 4
56%	56%	57%	44%

**YES**, willing to **support** a tax or assessment for operating and maintaining City parks and recreation facilities and services,[GOTO Q10.2]

22%	32%	27%	43%
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**NO, not willing** to support a tax or assessment for operating and maintaining City parks and recreation facilities and services,[SKIP to Q11.0]

16%	8%	10%	5%
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**Depends** on the amount of tax or assessment (**DO NOT read** this response) [GOTO Q10.2]

6%	6%	6%	8%
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unsure/don’t know/refused (**DO NOT read** this response) [SKIP to Q11.0]

10.2 If a tax or assessment initiative were to be placed before City of Sacramento voters for the purposes of operating, maintaining and programming the City park and recreation system, including the enhancements that **you believe are definitely needed**, how much in additional taxes would you be willing to pay each year to make this possible?

Area 1	Area 2	Area 3	Area 4
24%	18%	13%	11%
29%	23%	29%	23%
15%	16%	16%	10%
3%	4%	5%	4%
1%	1%	0%	1%
28%	38%	37%	51%

\$100-150 each year	
\$50-100 each year	
\$10-50 each year	
less than \$10 each year	
Nothing	<b>(DO NOT read this response)</b>
Don’t Know/Refused	<b>(DO NOT read this response)</b>

11.0 Now, thinking about **CAPITAL FUNDS** for acquiring or making physical improvements to parks and recreation land and facilities, would you be willing to **support** a tax or assessment to provide funds for **acquiring new** lands to be added to the City of Sacramento Park & Recreation System, developing new parks, and making **capital improvements** to existing City parks and recreation facilities; or would you **oppose** such a tax or assessment?

Area 1 Area 2 Area 3 Area 4

43% 44% 48% 40%

**YES**, willing to **support** a tax or assessment for acquiring new parklands & making capital improvements to City parks and recreation facilities, [GOTO Q11.1]

37% 40% 41% 51%

**NO, not willing** to support a tax or assessment for acquiring new parklands & making capital improvements to City parks and recreation facilities, [SKIP to Q12.0]

15% 7% 5% 4%

**Depends** on the amount of tax **(DO NOT read this response)** [GOTO Q11.1]

5% 9% 6% 5%

unsure/don't know/refused **(DO NOT read this response)** [SKIP to Q12.0]

11.1 If a tax or assessment initiative were to be placed before City of Sacramento Voters for the physical improvement or expansion of the City park and recreation system, including the enhancements that **you believe are definitely needed**, how much in additional taxes would you be willing to pay each year to make this possible?

Area 1 Area 2 Area 3 Area 4

33% 23% 22% 18%

\$50 - 100 each year

17% 15% 17% 14%

\$25 – 50 each year

4% 9% 11% 9%

\$5-25 each year

1% 1% 1% 3%

less than \$5 each year

0% 0% 0% 0%

Nothing **(DO NOT read this response)**

45% 52% 49% 56%

Don't Know/refused **(DO NOT read this response)**

**NOTE TO CALLERS:** Ask the following question (Q12.0) ONLY of those respondents who answered **YES** or **It DEPENDS** to Question 10.1 and Q11.0.

12.0 I have one last question about the need to create these types of revenue streams. At the present time, many funding measures, such as a Special Tax wherein the monies from the funding mechanism are earmarked for a specific purpose, require **2/3-voter support** in order to be authorized. However, with a General Tax wherein the monies generated through the tax measure are placed in the City's General Fund, then only a simple majority of voter support is required for passage. However, strictly speaking, these monies would NOT be earmarked for, or dedicated to, any specific expenditure; in other words, City Council would ultimately determine how these funds would be spent or invested. My question is this.

If the City were to place a tax measure on the ballot wherein the monies that were generated would be placed in the City's General Fund, would you vote to authorize the Tax Measure; and would that be:

Area 1 Area 2 Area 3 Area 4

12% 12% 11% 6%

Definitely support

11% 20% 17% 19%

Probably support

9% 3% 9% 8%

Unsure/Don't know [Do not read this option]

20% 14% 17% 10%

Probably not support

23% 18% 19% 15%

Definitely not support

25% 33% 27% 42%

Refused

**Urban Forest**

13.0 I would like to focus on the City’s **Urban Forest**, for a moment. By Urban Forest, I’m referring to the **canopy of large trees on City streets and in community and neighborhood parks that provides significant amounts of shade and a distinctive environment.**

13.1 Downtown Sacramento is undergoing **re-development**. As a result, numerous commercial and residential neighborhoods are undergoing change that involves the construction of high rise commercial buildings and high density housing, often referred to as “infill”. The “Smart Growth” principles that have been adopted in Sacramento, and throughout the region, includes a combination of “infill” and maintaining as many shade trees, and as much of the Urban Forest, as possible. My question is this...

How important is it to maintain a **large tree canopy** in Sacramento, including sections of the City that will experience high-density, multi-story infill? Is it...

Area 1	Area 2	Area 3	Area 4	
87%	74%	75%	66%	Extremely important
13%	23%	19%	27%	Somewhat important, but NOT essential
0%	1%	2%	3%	Not at all important
0%	2%	4%	4%	Don’t know/Unsure/Refused ( <b>DO NOT read</b> this response)

13.2 Most of the existing canopy shade trees that comprise the Urban Forest, especially in the downtown area of Sacramento, are between 100 and 150 years old; as a result, many of them are nearing the end of their lifespan. As a result, City officials are faced with three choices when addressing the matter of these aging trees. Which of these following three (3) alternatives would you recommend:

Area 1	Area 2	Area 3	Area 4	
11%	17%	17%	19%	<b>Remove and replace the aging trees immediately</b> , knowing that it will require 10 to 20 years to regain a moderate canopy, thus shade, OR... [GO ON to Q13.2a]
83%	69%	64%	67%	<b>Remove and replace aging trees systematically</b> , over a much longer period of time, knowing that this approach runs the risk of limbs falling off the trees and causing damage, or even a tree falling over, but maintaining the existing canopy for longer periods of time, OR... [GO ON to Q13.2a]
4%	11%	14%	11%	<b>Remove endangered trees, leaving the space open</b> , where the original tree was located, and replacing it with traditional landscaping. [SKIP to Q14.0]
2%	3%	5%	3%	Don’t know/Unsure/Refused

13.2a The cost of maintaining the entire Urban Forest in the future is extremely high. As a result, City officials may have to ask property owners to approve an annual assessment to pay for replacing these trees as they become endangered. Should this become necessary, would you be willing to pay a modest annual fee to maintain the City's Urban Forest?

Area 1	Area 2	Area 3	Area 4	
76%	60%	62%	60%	YES
12%	20%	21%	26%	NO
12%	20%	17%	14%	Don't know/Unsure/Refused (DO NOT read this response)

13.2b About how much would you be willing to pay each year to make this possible?

Area 1	Area 2	Area 3	Area 4	
34%	27%	15%	14%	\$41-50 each year
12%	5%	9%	9%	\$31-40 each year
18%	25%	23%	22%	\$20-30 each year
15%	12%	20%	22%	less than \$20 each year
8%	14%	15%	15%	Nothing (DO NOT read this response)
13%	17%	18%	18%	Don't Know /Refused (DO NOT read this response)

**Riverfront Properties**

14.0 On a different subject, I'd like to ask how you think the "riverfront" property on the south side of the American River, near Richards Boulevard, should be developed.

There are three (3) concepts that are predominant at the present time regarding how best to utilize the limited amount of waterfront property along this section of the American River. I'll present the three schools of thought, then, please tell me which of the three approaches you would prefer.

**NOTE TO INTERVIEWERS:** Circle the number that corresponds to the respondent's preference

Area 1	Area 2	Area 3	Area 4
4%	8%	5%	8%

The first concept calls for development on the riverfront to focus **mostly on business and commercial enterprise**, and **on housing that benefits from a riverside setting**. This approach could generate the highest revenue stream for the City, but would limit public access to this section of the American River.

17%	15%	16%	22%
-----	-----	-----	-----

The second concept would dedicate most of the property in the Richards Boulevard area to a huge public park, along with other uses that are intended to **ensure public access** to the riverfront properties. While maximizing public access to the riverfront property along this section of the American River, the plan would require substantial government subsidies in order to acquire the property, as well as build and maintain large public facilities.

Area 1 Area 2 Area 3 Area 4  
 72% 67% 69% 59%

The third concept represents a **COMPROMISE** between the two concepts we just talked about. In this approach, a significant amount of riverfront property is set aside for public access (to accommodate recreation and leisure activities as well as destination attractions); yet, integrates a mixture of business, commercial, and visitor opportunities. It would also allow for residential development that would benefit from a riverside setting. This approach would generate income for the City; in a best-case scenario the income to the City would be greater than the cost and in a worst-case scenario the City would break even.

7% 10% 10% 11%

Don't know/Unsure/Refused (**DO NOT read** this response)

**Baseline attitudes relevant to present study/Loyalty Measures**

15.0 Now, I would like to ask whether you agree or disagree with several statements having to do with the level of confidence you have with respect to Sacramento City officials, in general, and with the City's Parks and Recreation Department, in particular. Please use the following scale:

- 1 = I strongly disagree
- 2 = I somewhat disagree
- 3 = I don't really agree or disagree, unsure
- 4 = I somewhat agree
- 5 = I strongly agree
- 9 = Refused (**DO NOT READ** this option)

15.1 Officials of the City's Department of Parks and Recreation have been **very responsible** in the way they have invested the tax dollars within their domain. Do you strongly **disagree**, somewhat **disagree**, neither **disagree** nor agree, somewhat **agree**, or strongly **agree** with this statement?

Strongly Disagree	Somewhat Disagree	Unsure	Somewhat Agree	Strongly Agree	Refused	
7%	8%	43%	38%	4%	0%	Area 1
9%	2%	32%	38%	9%	1%	Area 2
5%	12%	41%	34%	8%	0%	Area 3
6%	16%	44%	29%	4%	1%	Area 4

15.2 I **almost always** support a **reasonable** tax increase for the City of Sacramento Dept. of Parks and Recreation.

Strongly Disagree	Somewhat Disagree	Unsure	Somewhat Agree	Strongly Agree	Refused	
13%	11%	18%	31%	27%	0%	Area 1
13%	9%	20%	30%	28%	0%	Area 2
12%	6%	13%	41%	28%	0%	Area 3
11%	11%	21%	38%	18%	1%	Area 4

15.3 The City's Parks & Recreation officials are **trustworthy** and, through the years, have demonstrated high levels of **integrity**.

Strongly Disagree	Somewhat Disagree	Unsure	Somewhat Agree	Strongly Agree	Refused	
9%	4%	46%	29%	11%	1%	Area 1
7%	5%	41%	32%	14%	1%	Area 2
6%	14%	41%	32%	7%	0%	Area 3
10%	8%	37%	33%	11%	1%	Area 4

15.4 When asking for additional funds for their department's budget, Parks and Recreation Department officials **NEVER exaggerate about what is urgently needed**. Do you *agree* or *disagree*? Would that be *strongly* or just *somewhat*?

Strongly Disagree	Somewhat Disagree	Unsure	Somewhat Agree	Strongly Agree	Refused	
7%	20%	49%	15%	8%	1%	Area 1
14%	17%	36%	25%	7%	1%	Area 2
8%	19%	49%	20%	4%	0%	Area 3
15%	21%	33%	22%	8%	1%	Area 4

15.5 Sacramento Parks and Recreation officials are extremely **accountable**. For example, they take all of the proper steps to make sure that our tax dollars are being invested in the precise way they were intended; furthermore, they adhere to all the appropriate auditing procedures in order to protect our tax dollars from any form of abuse or misuse.

Strongly Disagree	Somewhat Disagree	Unsure	Somewhat Agree	Strongly Agree	Refused	
7%	14%	40%	29%	9%	1%	Area 1
8%	15%	40%	31%	6%	0%	Area 2
7%	12%	46%	29%	6%	0%	Area 3
10%	18%	45%	21%	5%	1%	Area 4

**Opinion Leadership**

16.0 Do you subscribe to a **daily newspaper**?

Area 1	Area 2	Area 3	Area 4		
70%	70%	58%	59%	YES	ASK Q16.1
30%	30%	42%	41%	NO	SKIP to Q17.0

16.1 About **how many days per week** do you usually read the daily newspaper?

1 or 2 days	3 or 4 days	5 or 6	every day	DK/unsure	
2%	5%	5%	47%	31%	Area 1
3%	9%	6%	52%	30%	Area 2
3%	2%	6%	46%	43%	Area 3
8%	1%	8%	40%	43%	Area 4

16.2 When you do read the newspaper, do you usually just **skim** the paper?  
 OR do you **read some of the paper carefully**?  
 OR do you **read most of the paper carefully**?

Area 1	Area 2	Area 3	Area 4	
10%	11%	4%	6%	usually just <b>skims</b> the paper
24%	25%	18%	22%	<b>reads some of the paper carefully</b>
36%	33%	35%	30%	<b>reads most of the paper carefully</b>
30%	31%	43%	42%	DK/unsure/Refused [Do not read this option]

17.0 Do you subscribe to a news magazine such as Time, Newsweek, or US New and World Report?

Area 1	Area 2	Area 3	Area 4		
24%	28%	16%	11%	YES	ASK Q17.1
76%	72%	84%	89%	NO	SKIP to Q18.0

17.1 When you read the news magazine, do you usually just **skim** the magazine?  
 OR do you **read a few articles carefully**?  
 OR do you **read many articles carefully**?

Area 1	Area 2	Area 3	Area 4	
3%	4%	1%	0%	usually just <b>skims</b> the Magazine
8%	10%	4%	10%	<b>reads a few articles carefully</b>
14%	13%	11%	1%	<b>reads many articles carefully</b>
75%	73%	84%	89%	DK/unsure/Refused [Do not read this option]

18.0 Which of the following two statements most closely applies to you? Would you say...

Area 1	Area 2	Area 3	Area 4	
44%	38%	30%	41%	<b>"I have very high personal aspirations."</b>
				OR, would you say
53%	55%	60%	58%	<b>"I am basically satisfied with my current achievements."</b>
3%	7%	10%	1%	DK/unsure/ /refused [Do not read this option]

19.0 Which of the following two statements most closely applies to you? In general, would you say...

Area 1 Area 2 Area 3 Area 4  
71% 65% 63% 82%

***"I have a very favorable attitude toward 'change;' I like change."***

**OR, would you say**

15% 22% 28% 15%

***"I prefer keeping things as they are; I don't really like a lot of change."***

14% 13% 9% 3%

dk/unsure/refused [Do not read this option]

20.0 Which of the following two statements most closely applies to you? In general, would you say...

Area 1 Area 2 Area 3 Area 4  
59% 54% 52% 51%

***"I have many close friends and acquaintances."***

**OR, would you say**

34% 43% 43% 47%

***"I have just a few close friends and acquaintances."***

7% 4% 5% 2%

DK/unsure/refused [Do not read this option]

21.0 Which of the following two statements most closely applies to you? In general, would you say...

Area 1 Area 2 Area 3 Area 4  
28% 27% 12% 27%

***"I am very favorable toward the responsible use of credit and borrowed money."***

**OR, would you say**

67% 69% 83% 70%

***"I prefer to avoid using borrowed money and avoid relying too much on credit."***

4% 4% 5% 3%

DK/unsure/refused [Do not read this option]

## Demographics

Now, I have a few final questions about you.

22.0 What is your zip code? \_\_\_\_\_

23.0 How long have you lived in the City of Sacramento?

Area 1	Area 2	Area 3	Area 4	
15%	9%	16%	18%	0 to 5 years
12%	12%	8%	14%	6 to 10 years
20%	17%	24%	31%	11 to 25 years
52%	62%	52%	37%	Over 25 years
1%	0%	0%	0%	refused

24.0 How many children do you have living at home under the age of 18?

none	one	two	three or more	
89%	5%	4%	2%	Area 1
79%	10%	9%	2%	Area 2
75%	13%	8%	4%	Area 3
78%	10%	7%	5%	Area 4

24.1 How many of these children are...

	Area 1	Area 2	Area 3	Area 4
24.1a Teenagers (13-19)	54%	36%	42%	44%
24.1b Preteens (10-12)	43%	48%	8%	25%
24.1c Youth (6-9)	40%	28%	33%	13%
24.1d Tots (1-5)	20%	21%	50%	50%

25.0 Do you own or rent your home?

Rent	Own	Refused	
25%	74%	1%	Area 1
21%	77%	2%	Area 2
23%	75%	2%	Area 3
26%	74%	0%	Area 4

26.0 How many years of school have you completed?

Area 1	Area 2	Area 3	Area 4	
0%	3%	2%	6%	less than High School
6%	10%	18%	11%	High School graduate (or Trade School)
28%	32%	34%	37%	Some college
31%	30%	21%	30%	College graduate
33%	24%	24%	16%	Graduate school, Professional school
2%	1%	1%	0%	Refused

27.0 Into what range does your annual household income fall?

Area 1	Area 1	Area 3	Area 4	
10%	6%	23%	14%	under \$25,000
15%	27%	22%	32%	between \$25,000 and \$50,000
16%	18%	20%	19%	between \$50,000 and \$75,000
17%	17%	11%	15%	between \$75,000 and \$100,000
28%	17%	9%	12%	over \$100,000
14%	15%	15%	8%	Refused

28.0 In what age range do you fall?

Area 1	Area 2	Area 3	Area 4	
4%	5%	7%	10%	18 to 30 years
10%	5%	11%	11%	31 to 40 years
16%	18%	19%	23%	41 to 50 years
35%	43%	28%	34%	51 to 65 years
32%	28%	34%	22%	Over 65 years
3%	1%	1%	0%	Refused

29.0 How would you describe your ethnic background?

Area 1	Area 2	Area 3	Area 4	
89%	70%	72%	66%	White or Caucasian
1%	8%	5%	12%	Hispanic/Latino
2%	9%	9%	7%	African American or Black
1%	1%	0%	4%	Native American/Alaskan Native
0%	1%	0%	1%	Native Hawaiian & other Pacific Islander
0%	6%	2%	6%	Asian
1%	1%	4%	0%	Other
6%	4%	8%	4%	refused [DO NOT READ]

**Thank the interviewee for participating in the survey and politely say "Good-bye."**

**DO NOT READ THE FOLLOWING QUESTIONS; SIMPLY RECORD THE INFORMATION.**

36.0 Gender of respondent?

Male	Female	
46%	54%	Area 1
43%	57%	Area 2
37%	63%	Area 3
41%	59%	Area 4

37.0 Registered Voter List                      Random Digit Dial

48%	52%	Area 1
47%	53%	Area 2
47%	53%	Area 3
59%	41%	Area 4

38.0 Political Party registration?

Democrat	Republican	Other	N/A	
25%	15%	9%	51%	Area 1
30%	12%	5%	53%	Area 2
35%	6%	9%	50%	Area 3
34%	14%	11%	41%	Area 4

39.0 Voting History?

High	Moderate	N/A	
26%	21%	53%	Area 1
32%	15%	53%	Area 2
26%	21%	53%	Area 3
25%	29%	46%	Area 4



Addendum E

Park & Recreation Master Plan

Opinion Leaders and Customer Loyalty

Park & Recreation Master Plan

Tracking Survey 2006

CITY OF SACRAMENTO

**LOYALTY: N=403**

**Baseline attitudes relevant to present study/Loyalty Measures**

15.0 Now, I would like to ask whether you agree or disagree with several statements having to do with the level of confidence you have with respect to Sacramento City officials, in general, and with the City's Parks and Recreation Department, in particular. Please use the following scale:

- 1 = I strongly disagree
- 2 = I somewhat disagree
- 3 = I don't really agree or disagree, unsure
- 4 = I somewhat agree
- 5 = I strongly agree
- 9 = Refused (**DO NOT READ** this option)

15.1 Officials of the City's Department of Parks and Recreation have been **very responsible** in the way they have invested the tax dollars within their domain. Do you strongly **disagree**, somewhat **disagree**, neither **disagree** nor agree, somewhat **agree**, or strongly **agree** with this statement?

Strongly Disagree	Somewhat Disagree	Unsure	Somewhat Agree	Strongly Agree	Refused	
7%	13%	30%	34%	16%	0%	OpLead
7%	11%	39%	36%	6%	1%	MAIN
7%	12%	38%	35%	7%	1%	All

15.2 I **almost always** support a **reasonable** tax increase for the City of Sacramento Dept. of Parks and Recreation.

Strongly Disagree	Somewhat Disagree	Unsure	Somewhat Agree	Strongly Agree	Refused	
4%	16%	12%	34%	34%	0%	OpLead
14%	8%	18%	35%	25%	<1%	MAIN
12%	9%	17%	35%	26%	<1%	All

15.3 The City's Parks & Recreation officials are **trustworthy** and, through the years, have demonstrated high levels of **integrity**.

Strongly Disagree	Somewhat Disagree	Unsure	Somewhat Agree	Strongly Agree	Refused	
7%	2%	30%	48%	13%	0%	OpLead
8%	8%	43%	29%	11%	1%	MAIN
8%	7%	42%	31%	11%	1%	All

15.4 When asking for additional funds for their department's budget, Parks and Recreation Department officials **NEVER exaggerate about what is urgently needed**. Do you *agree* or *disagree*? Would that be *strongly* or just *somewhat*?

Strongly Disagree	Somewhat Disagree	Unsure	Somewhat Agree	Strongly Agree	Refused	
11%	16%	39%	23%	11%	0%	OpLead
11%	19%	42%	21%	6%	1%	MAIN
11%	19%	42%	21%	6%	1%	All

15.5 Sacramento Parks and Recreation officials are extremely **accountable**. For example, they take all of the proper steps to make sure that our tax dollars are being invested in the precise way they were intended; furthermore, they adhere to all the appropriate auditing procedures in order to protect our tax dollars from any form of abuse or misuse.

Strongly Disagree	Somewhat Disagree	Unsure	Somewhat Agree	Strongly Agree	Refused	
5%	11%	41%	34%	9%	0%	OpLead
8%	15%	43%	27%	6%	1%	MAIN
8%	14%	43%	28%	6%	1%	All

