

APPENDIX A
2009 Recreation Plan Survey Results



City of Boulder 2009 Recreation Plan Survey

REPORT OF RESULTS

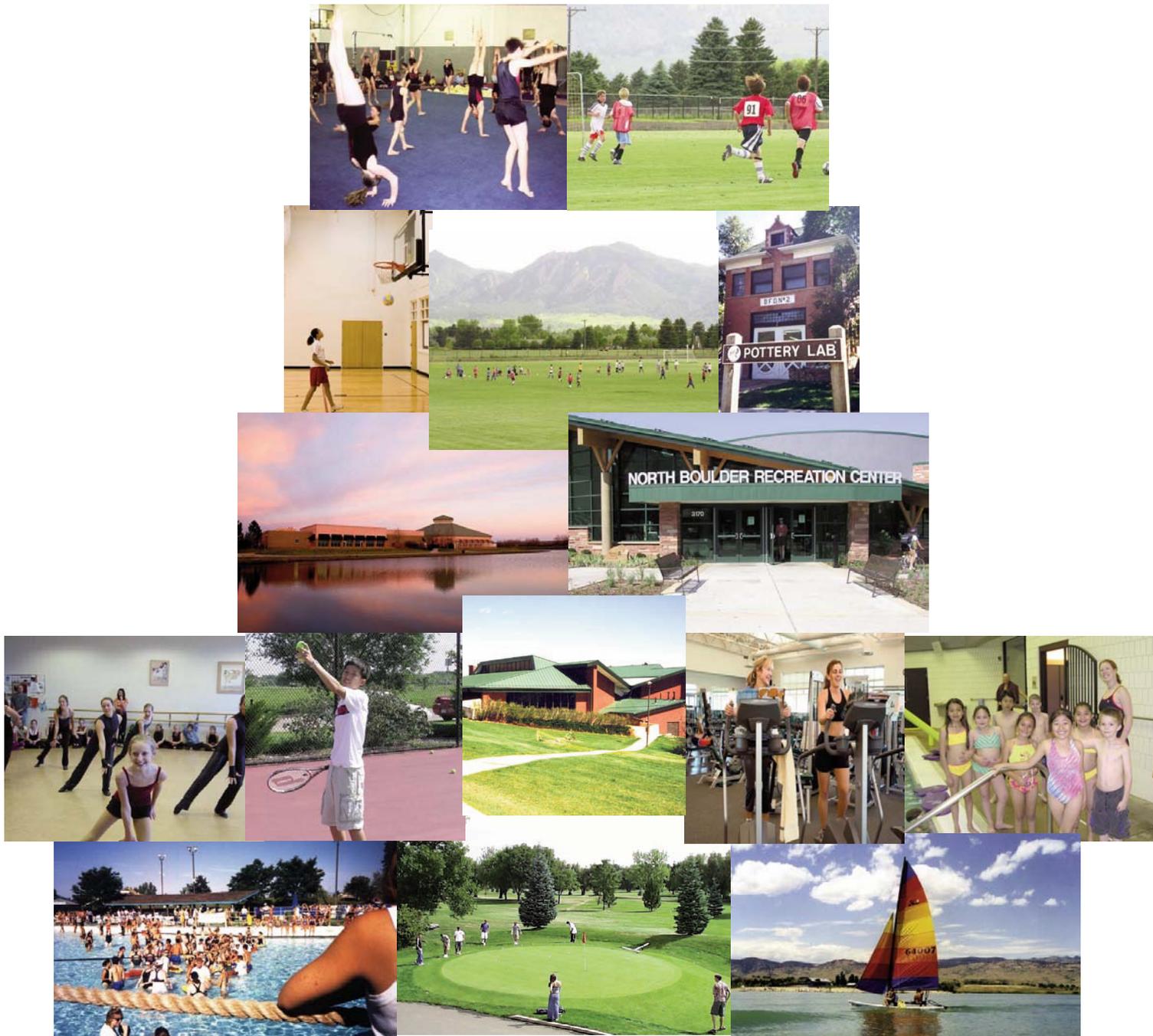


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EXECUTIVE SUMMARY

Survey Background

The city of Boulder Parks and Recreation Department is developing a Recreation Program and Facilities Plan as part of a recommendation from the 2006 Parks and Recreation Department's Master Plan and the City Manager's Work Group on Recreation Financing. This plan will include an assessment of recreation trends and issues; local demographics; and recommendations for recreation programs, services and facilities. The goal of this plan is to help guide future decisions and resource allocations for Boulder's recreation division. As a part of the public input process for the plan, a survey of a representative sample of Boulder Valley residents was commissioned.

A randomly selected sample of 3,000 residential addresses within Boulder Valley (zipcodes 80301 through 80305) were mailed the 2009 Boulder Recreation Plan Survey. About 4% of these addresses were vacant. A total of 622 completed surveys were received, for a response rate of 22%.

Survey results were weighted so that respondent age, gender and type of residence (rent or own, detached single-family housing unit or attached housing unit) were represented in the proportions reflective of the Boulder population.

The 95% confidence interval ("margin of error") is plus or minus four percentage points.

Community Priorities for Recreation

Those completing the survey were asked to what extent they agreed or disagreed with a series of statements about the overarching goals of recreation programming in Boulder. The percent strongly agreeing that each statement should be part of the mission of Boulder Parks and Recreation was:

- ◆ To maintain and improve the physical health and mental well-being of the general population of the community, 78%
- ◆ To provide positive activities for children and teens (age 19 and younger), 70%
- ◆ To provide recreational opportunities for senior adults (age 60 and older), 58%
- ◆ To provide recreational opportunities for adults (20 to 59 years old), 57%
- ◆ To provide recreational opportunities to people who might not otherwise be able to participate in recreational activities (e.g., people with disabilities or people with low incomes), 55%
- ◆ To provide opportunities to make social connections; to strengthen the "social fabric" of the community, 34%
- ◆ To enhance the economic vitality of the community by offering special events that draw visitors from inside and outside the community, 24%

In addition to providing feedback about the broad purposes of recreation, those completing the survey were asked which population groups they thought should be given the highest priority. The percent rating each group as "essential" was:

- ◆ Children age 12 and younger, 50%
- ◆ Teenagers 13 to 19 years old, 49%
- ◆ People with low incomes, 44%
- ◆ People with disabilities, 38%
- ◆ Senior adults (age 60 and older), 33%
- ◆ Adults (20 to 59 years old), 29%
- ◆ Families together as a group, 23%

Those completing the survey were asked how they would allocate of recreation facility time across five types of opportunities. They were to assign a percent of time to each, such that the percents added to 100%. The average percent allocation for each category was:

- ◆ Opportunities for drop-in use (e.g., swim laps, shoot baskets, lift weights, etc.), 29%
- ◆ Opportunities to “learn-to” (skill-building; beginner and intermediate classes), 22%
- ◆ Opportunities for city-sponsored leagues to use the facilities (e.g., softball leagues, adult soccer leagues volleyball leagues, youth football leagues, etc.), 19%
- ◆ Opportunities for community groups to use the facilities (e.g., Little League, Master Swimming, youth soccer clubs, Boulder Rugby Club, etc.), 17%
- ◆ Opportunities for advanced or elite programs (advanced classes or competitive opportunities), 12%

Respondents were asked how they would distribute recreation class offerings among three categories. On average, respondents felt that about half of the class offerings should be in the activity physical recreation category. The remaining allocation was split fairly evenly between leisure enrichment (25%) and community education classes (24%).

Respondents also were asked how they would distribute tax dollars to best meet the needs of the Boulder community. They were invited to distribute \$100 tax dollars across five categories of recreation programming. The highest allocation of tax dollars was given to recreational programs offered at the beginning and intermediate level, with an average of \$35 allocated to this category. The next biggest allocation was given to reducing rental rates for children and teen community groups, with an average allocation of \$24. The remaining allocations were roughly equal, with about \$13 or \$14 being given, on average, to recreational programs at advanced and elite levels, to reducing rental rates for adult community groups, and to providing one-day community events.

Those participating in the survey were given a series of five pairs of statements from which they were to choose the one that best represented how they felt.

- ◆ The first pair of statements dealt with the overarching philosophy of the parks and recreation department, and whether it should be considered a human service (and therefore offers limited services funded primarily through tax dollars) or whether it should be considered a business (and therefore offer more services funded primarily through fees). There was great support for the human services model, which was chosen by 84% of respondents compared to the business model chosen by 16% of respondents.
- ◆ Two-thirds of respondents felt that program offerings should be offered at many different levels from beginner to very advanced, while a third felt they should be concentrated at the beginning and intermediate levels. This seems somewhat contradictory to the finding that when allocating tax dollars, respondents on average devoted more tax dollars to introductory level programming (\$35, the highest amount of the five categories) and less to advanced and elite levels (\$14). It may be that when faced with the trade-off, many respondents chose to have a variety of levels served, including the introductory levels but also the advanced levels, but when allocating the tax dollars, placed a higher priority on the introductory levels while still allocating some of their hypothetical dollars to the advanced levels.
- ◆ About two-thirds considered it more important to make facilities more available for drop-in use, while about a third thought facilities should mostly be programmed with leagues and other pre-planned activities.
- ◆ Respondents were evenly split between choosing whether the city should “provide the facilities and programs identified as needed by residents even if they are provided by other agencies” or

whether “the city should provide facilities and programs that complement others in the community and do not replicate them.”

The survey was also used to assess resident involvement in a variety of recreation activities. For each activity, respondents indicated whether, in the last year, they or anyone in their household had participated in the activity at a city of Boulder facility, at a nonprofit facility, at a private facility, or at another city’s facility. After indicating their participation in the various activities, respondents evaluated the importance of offering each to the community through city Parks and Recreation.

- ◆ The six most popular activities, in which more than 30% of households had participated, were using an indoor swimming pool for drop-in or lap swim (53% of households), drop-in exercise (51%), fitness and wellness classes (43%), using the reservoir (41%), using an outdoor swimming pool for drop-in or lap swim (31%) and using an indoor leisure pool (31%).
- ◆ In general, the participation levels for the various activities mirrored the importance ratings. The four activities given the highest importance ratings were also the four most popular activities. There were a few notable exceptions; while a relatively small percent of respondents had participated in EXPAND (3%), certification classes (12%), children’s summer day camp (8%), children’s day camp on school days off (4%) or the Youth Services Initiative (2%), these activities were all rated as “essential” by 30% to 38% of respondents.
- ◆ Some other offerings that had relatively lower participation rates but higher importance ratings included educational health and wellness classes; boating at the reservoir; outdoor swimming pools for lessons and classes; and summer swim team for children and teens.

Residents’ Perspectives on Funding Options for Recreation

Those completing the survey were asked to what extent they would support or oppose various funding options for city parks and recreation offerings. The proportion that “strongly” or “somewhat” supporting each option presented was:

- ◆ Renew existing sales taxes for parks and recreation when they expire, 90%
- ◆ Partnering with other municipalities, school districts or nonprofits to develop joint use recreational facilities or programs, 85%
- ◆ Grants and donations, which require raising matching funds from the community on a portion of the monies received, 82%
- ◆ Partnering with private organizations to develop recreational facilities or programs, 77%
- ◆ A new sales tax, 38%

Other types of funding strategies were also presented to respondents. The proportion that “strongly” or “somewhat” agreed that the city should support each was:

- ◆ Profitable or popular programs (such as sports leagues and swimming lessons) can help pay for less profitable programs (such as therapeutic, senior and youth programs), 81%
- ◆ Individuals living outside Boulder should pay higher fees for participating in city of Boulder recreation programs or using city of Boulder recreation facilities, 77%
- ◆ Individuals who live outside Boulder but work or own a business in Boulder should pay resident fees for participating in city of Boulder recreation programs or using city of Boulder recreation facilities, 70%
- ◆ The city of Boulder should seek corporate sponsors in order to supplement parks and recreation funding (e.g., signage with advertisements on baseball fences, use of event banners with logos or advertising during events or games, naming of facilities, etc.), 69%
- ◆ Recreation programs must pay for themselves through user fees, 37%

Four options for the use of additional funding, if any were found for Parks and Recreation, were presented to respondents. Nearly all supported the idea that these funds should be used to maintain and update the existing facilities and equipment. About three-quarters of respondents thought such funds could be used to lower fees for facilities and programs. About two-thirds supported building or renovating facilities, or offering additional recreation programming.

Respondents were asked how much subsidy they thought should be given to a variety of types of programming. In general, the programs that had previously been seen to be more popular in terms of use or support were more likely to be deemed appropriate for higher levels of subsidy. In addition, programs for children and teens were more likely to be given a higher subsidy than programs for adults. Two programs, however, particularly stand out; about 40% of respondents thought that the Youth Services Initiative and EXPAND should receive a near total subsidy; 12% or fewer respondents thought any other program should receive such a subsidy.

Resident Sources for Recreation Information

The availability of information about the recreation offerings of the city was perceived fairly positively. Just over a quarter of respondents (26%) considered the availability of recreation information as “excellent” and another 51% rated it as “good.” About 23% rated the availability of information as “fair” or “poor.”

The *Boulder Parks and Recreation Guide* was the most frequently used source of information about the city’s parks and recreation programs, with nearly two-thirds of respondents reporting that they find out about programs from the *Guide*. About 4 in 10 respondents said they use the city of Boulder Web site, and about 3 in 10 learn about parks and recreation offerings through the *Boulder Camera* newspaper. About 2 in 10 pick up the informational flyers about program offerings. Very few (4%) learn about recreational programs from Channel 8. When asked which one source they most preferred, the *Boulder Parks and Recreation Guide* was the most popular choice with 4 in 10 indicating this as their preferred choice. This was followed by the city’s Web site, chosen by 3 in 10 respondents, and the *Boulder Camera* newspaper, selected by 1 in 10 respondents.

Resident Perspectives on Registration

Those completing the survey were asked whether or not they or anyone in their household had registered for a city of Boulder Parks and Recreation program or class in the last year. About a third reported that they had. Those who had registered were asked what method or methods they had used to register. The most frequently used options were in-person (39%) and online (39%). About a quarter of those who had registered had done so by phone.

When asked how they would rate the ease or difficulty of registration, just over half deemed registration “very easy” with another 45% rating it as “somewhat” easy. Only 3% felt registering for classes or programs was “somewhat difficult,” and no respondent rated the registration process as “very difficult.”

In Conclusion

- Boulder residents view Parks and Recreation as a resource for the entire community, and are willing for tax dollars to be used to subsidize fees.
- A special emphasis is placed recreational offerings for youth by Boulder residents.
- Boulder residents believe Parks and Recreation should serve those who might not otherwise be able to participate in recreational activities.
- Residents want Parks and Recreation to serve a wide range of purposes, but do place a higher priority on active physical recreation and introductory-level programming.

SURVEY BACKGROUND

The city of Boulder Parks and Recreation Department is developing a Recreation Program and Facilities Plan as part of a recommendation from the 2006 Parks and Recreation Department's Master Plan and the City Manager's Work Group on Recreation Financing. This plan will include an assessment of recreation trends and issues; local demographics, and recommendations for recreation programs, services and facilities. The goal of this plan is to help guide future decisions and resource allocations for Boulder's recreation division. As a part of the public input process for the plan, a survey of a representative sample of Boulder Valley residents was commissioned.

A random sample of households located in the Boulder Valley (zip codes 80301 through 80305) were selected to receive the survey. Each selected household was contacted three times, starting February 25, 2009. First, a prenotification announcement was sent, informing the household members that they had been selected to participate in the Boulder Recreation Survey. Approximately one week after mailing the prenotification, each household was mailed a survey containing a cover letter signed by the city manager and the department director enlisting participation. A reminder letter and survey, scheduled to arrive one week after the first survey was the final contact. The cover letter contained instructions in Spanish directing Spanish-speakers to a Web site where they could complete the survey online in Spanish, if they wished. No survey recipient chose to complete the Spanish version of the survey online.

About 4% (121) of the 3,000 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,879 households presumed to have received a survey, 622 completed the survey, providing a response rate of 22%. The 95% confidence interval (or "margin of error") quantifies the "sampling error" or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any sample size, and indicates that in 95 of 100 surveys conducted like this one, for a particular item, a result would be found that is within ± 4 percentage points of the result that would be found if everyone in the population of interest was surveyed.

The demographic characteristics of the survey sample were compared to those found in the 2000 Census estimates for adults in the city. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in the city. The variables used for weighting were respondent gender, age and housing situation. Additional details on the survey administration and analysis can be found in *Appendix F: Survey Methodology*.

On many of the questions in the survey, respondents could answer, "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix A: Responses to Survey Questions*. However, for the most part, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

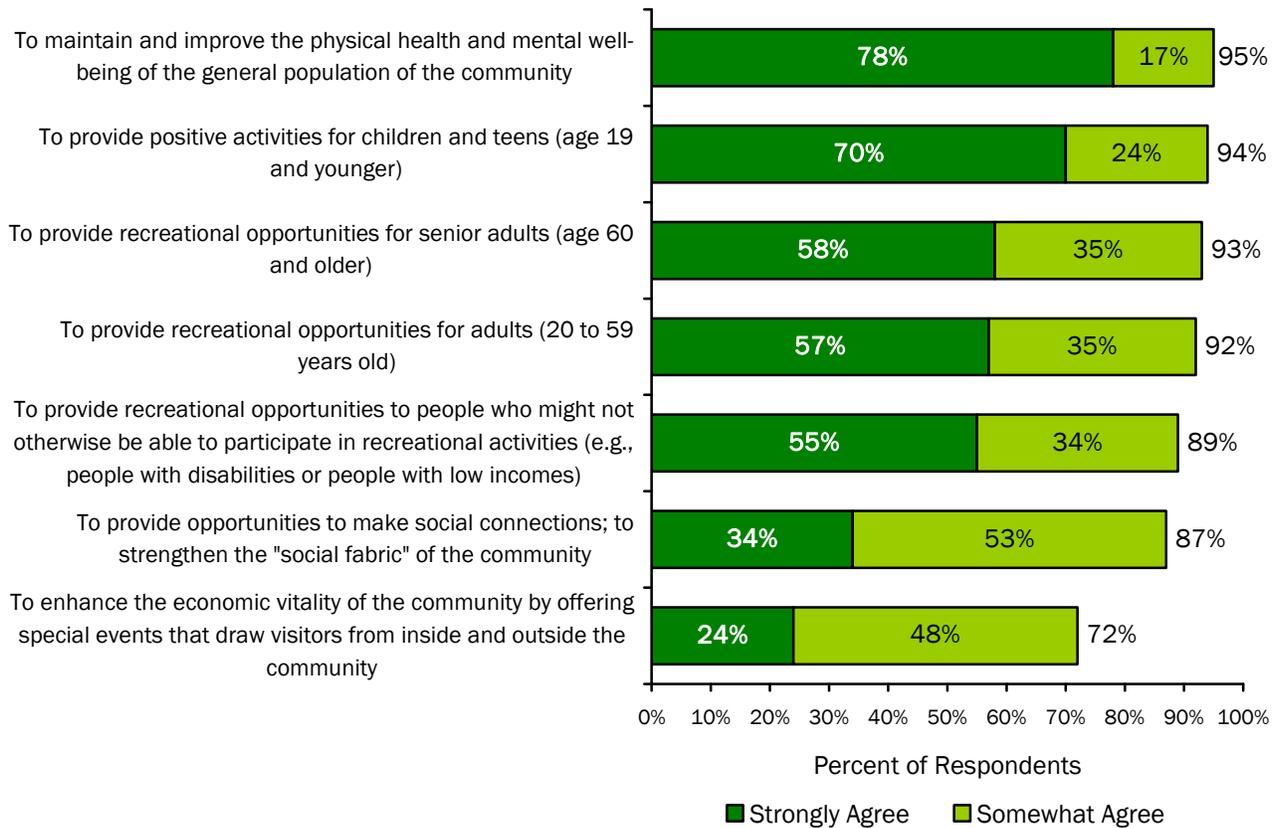
COMMUNITY PRIORITIES FOR RECREATION

A variety of purposes can be served by recreation facilities and programs. Those completing the survey were asked to what extent they agreed or disagreed with a series of statements about the overarching goals of recreation programming in Boulder. There was strong agreement with each statement presented (see Figure 1), but the statement with the most support was “to maintain and improve the physical health and mental well-being of the general population of the community,” with nearly 8 in 10 respondents “strongly” agreeing and virtually all respondents (95%) at least “somewhat” agreeing with the statement.

Providing positive activities for children and teens received high affirmation, with 7 in 10 respondents “strongly” agreeing this was an important purpose for recreation programming, and 94% at least “somewhat” agreeing. A majority strongly felt that recreation programming should provide recreational opportunities for senior adults age 60 and older (58%) and for adults age 20 to 59 (57%), with over 90% at least somewhat agreeing with each of these purposes. Over half of respondents (55%) strongly agreed that the city should be providing recreational opportunities to people who might not otherwise have the chance, and nearly 9 in 10 at least somewhat agreed.

Strengthening the social fabric and enhancing the economic vitality of the community were given somewhat less support, although over 70% at least somewhat agreed with these two purposes.

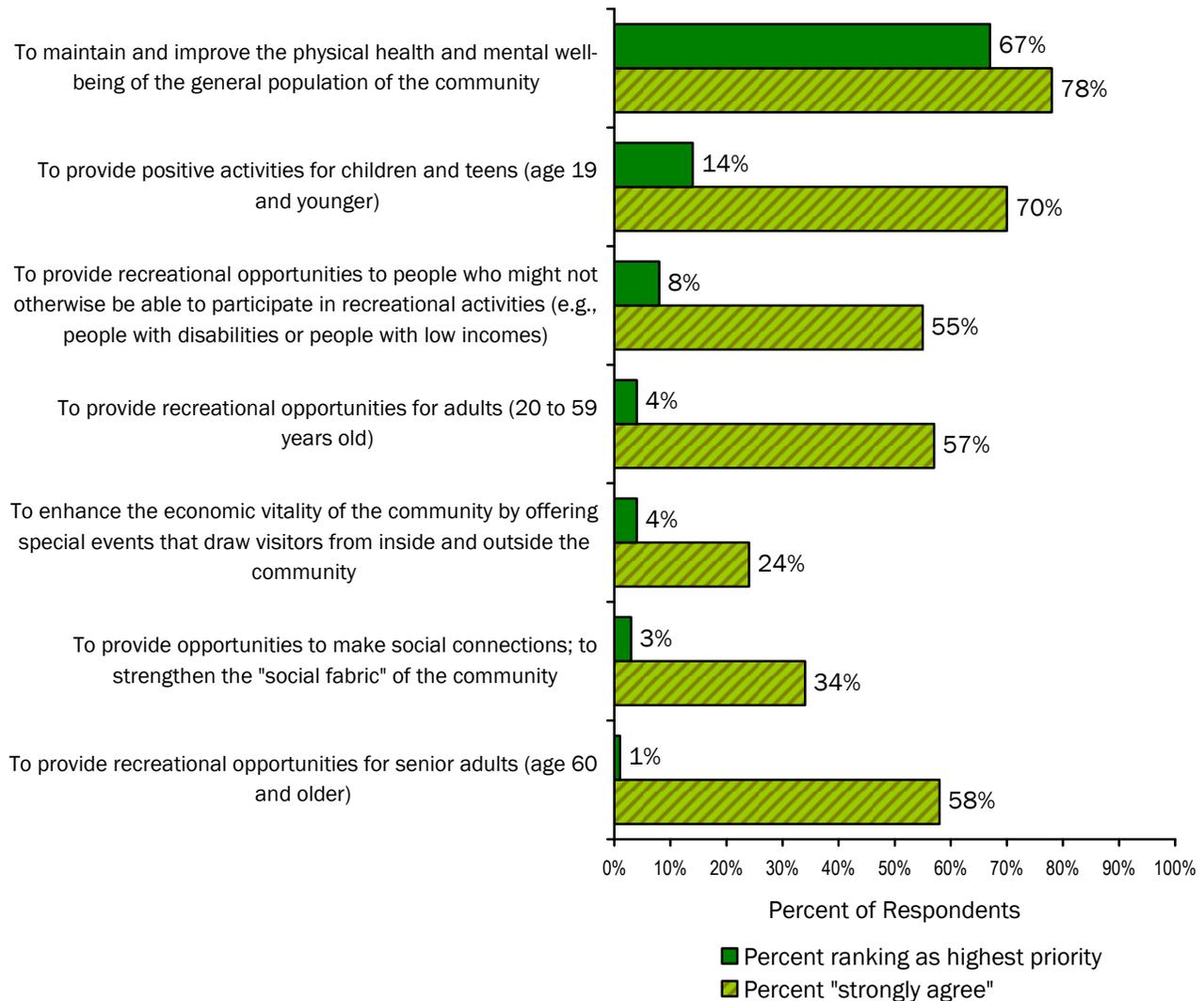
Figure 1: Community Priorities for Recreation



After rating their agreement with the seven purpose statements, respondents were asked to indicate which one statement they felt was the most important purpose for recreation offerings. About two-thirds of respondents indicated that maintenance and improvement of the physical health and mental well-being of the general population of the community was the primary purpose of city recreation services.

Figure 2 below displays the percent of respondents indicating which statement they felt was the most important along side the percent of respondents who had strongly agreed with each statement. In general, the rank order is fairly similar. There is a slight discrepancy among the lower rated items, but this is because some of the people that “strongly” agreed with these statements still chose the maintenance and improvement of the community’s health and well-being as their first priority.

Figure 2: Highest Priorities for Recreation

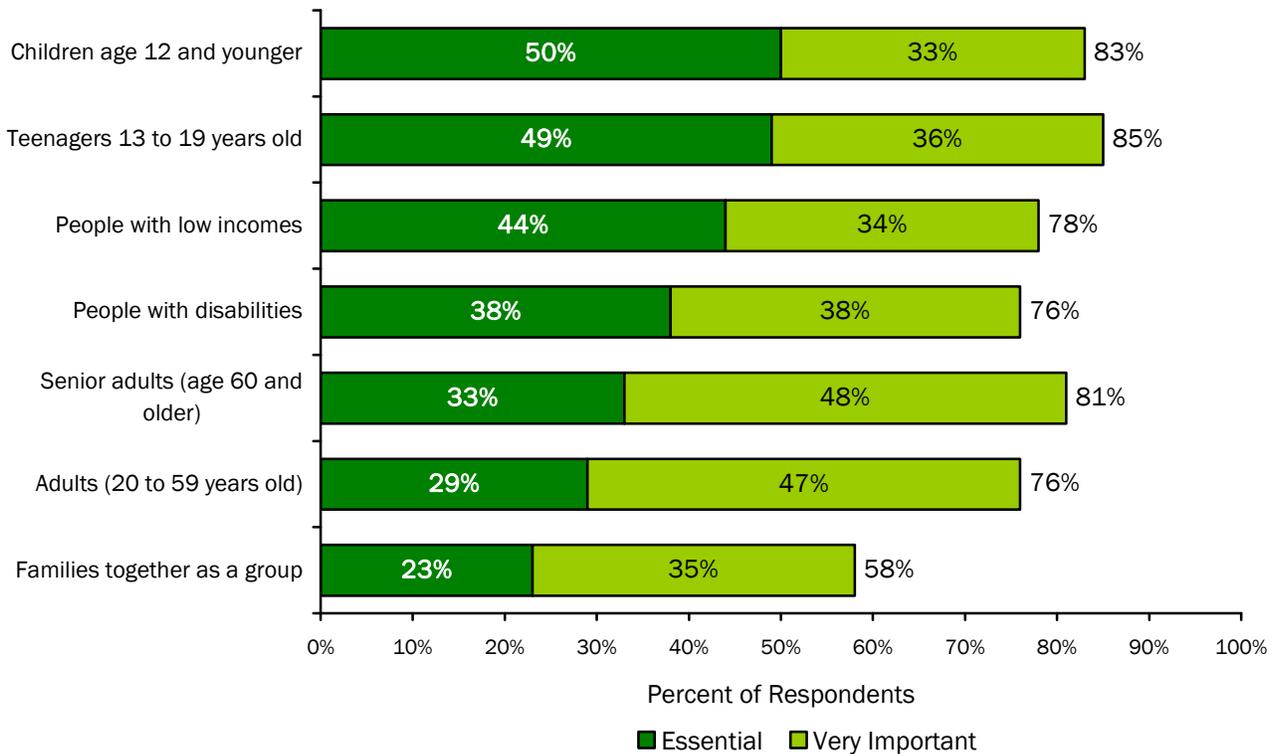


In addition to providing feedback about the overarching purposes of recreation, those completing the survey were asked which population groups they thought should be given the highest priority. Children and teenagers were most often deemed “essential” groups to serve; about half of respondents gave these two groups “essential” ratings. Over 80% rated these groups as “essential” or “very important” to serve.

People with low incomes were rated as “essential” to serve by 44% of respondents, followed by people with disabilities (38%) and senior adults (33%). Each of these three groups was considered “very important” or “essential” to serve by 76% to 80% of respondents.

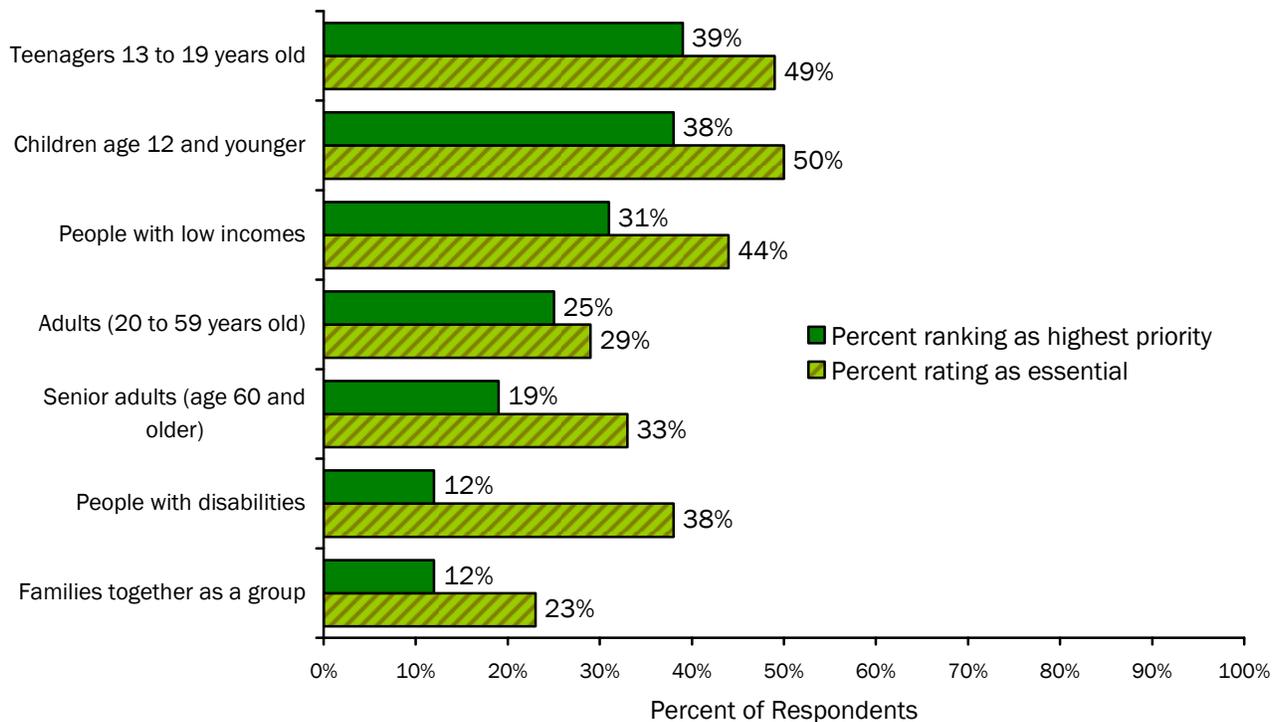
The adult population was rated as “essential” to serve by 29% of respondents, with 76% considering this group at least “very important.” Families as a group were considered “essential” to serve by 29% of respondents, and as at least “very important” by over half of respondents (58%), but this category was given the lowest priority among all the groups rated.

Figure 3: Rating of Importance of Serving Various Population Groups



After rating the importance of serving various population groups through recreation offerings, respondents were asked to indicate to which two groups they would give highest priority. Figure 4 below displays the proportion of survey participants choosing each of the groups as one of their top two priorities, side-by-side with the percent of participants rating each as “essential.” In general, the rank order of the two types of ratings are similar, with teenagers and children receiving the highest priority and families together as a group receiving the lowest priority. However, there was some variation in the rank order of ratings comparing “essential” ratings as priority ratings. This is because respondents could rate more than two items as “essential” but could only choose two groups to give their highest priority.

Figure 4: Highest Priority for Serving Various Population Groups



Differences in subgroup ratings

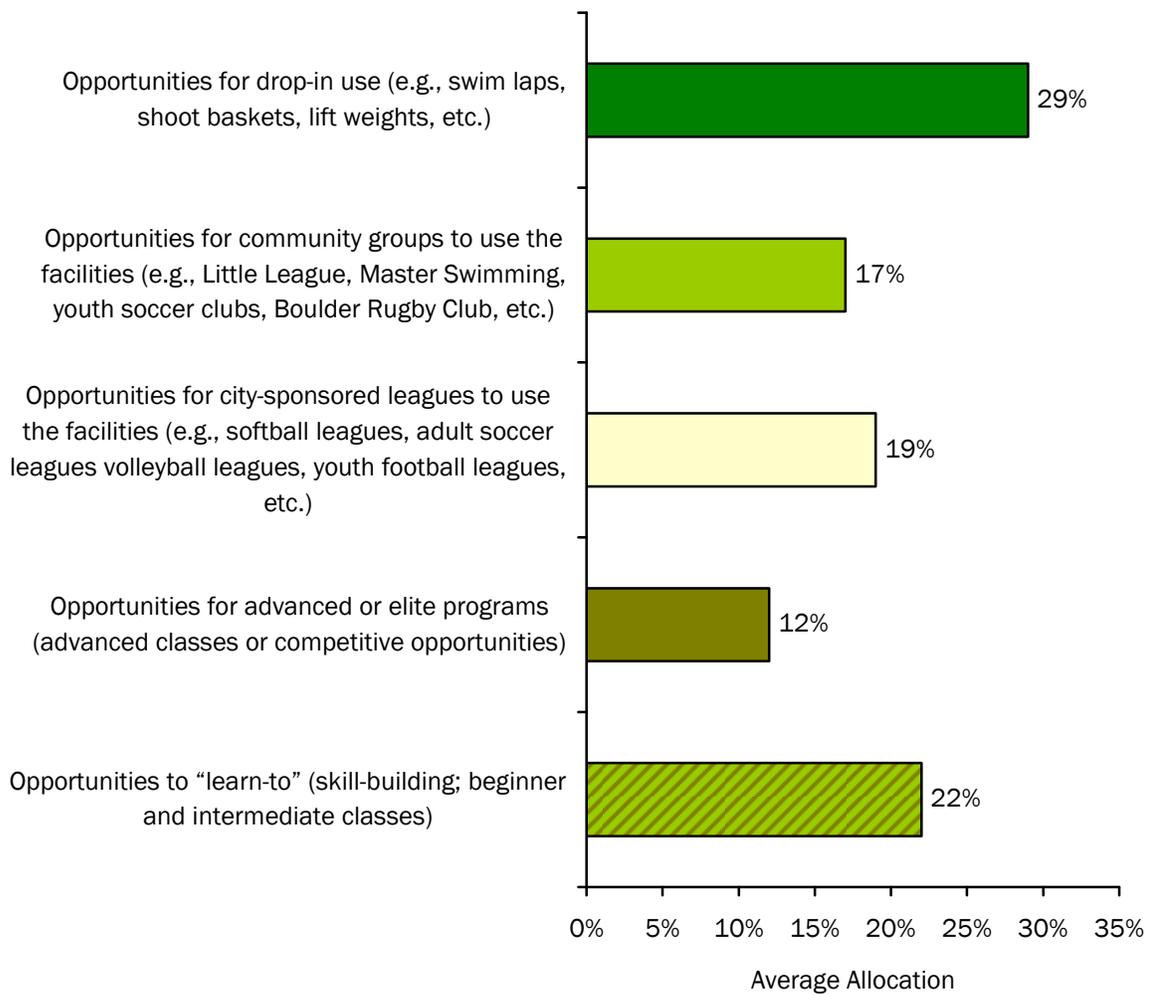
Generally, the “mission statement” endorsed by the highest percent of respondents was that the city of Boulder should offer recreation facilities and programs to its residents to maintain and improve the physical health and mental well-being of the general population, followed by an emphasis on providing positive activities or recreational opportunities for youth, senior adults, adults and those with who might not otherwise be able to participate in recreational activities. However, in Gunbarrel, providing positive activities for youth received the greatest endorsement by respondents. (See *Appendix C: Responses to Selected Survey Questions by Geographic Area.*)

A larger proportion of those whose households included children or teenagers “strongly” agreed that the city of Boulder should offer recreation facilities and programs in order to provide positive activities for children and teens than did those whose households did not include children and teenagers. However, even among respondents in households without children and teenagers, a strongly majority (67%) strongly agreed that providing positive activities for youth was an important mission for Boulder Parks and Recreation. (See *Appendix D: Responses to Selected Survey Questions by Presence of Children or Teenagers in Household.*)

The city has to take into account a range of community needs and desires when planning the use of its recreation facilities. Those completing the survey were asked how they would balance the allocation of facilities across five types of opportunities: drop-in use, learn-to (skill-building) classes, advanced or elite programs, city-sponsored leagues and community groups. They were to assign a percent of time to each, such that the percents added to 100%. The average allocation by respondents is shown in Figure 5.

Opportunities for drop-in use were given the highest allocation, 30% on average. The second highest allocation, 22%, was given to beginner and intermediate (“learn-to”) opportunities. Leagues and community groups received 19% and 17% allocation on average, respectively. Advanced classes or elite competitive opportunities were given the lowest allocation, with 12% on average.

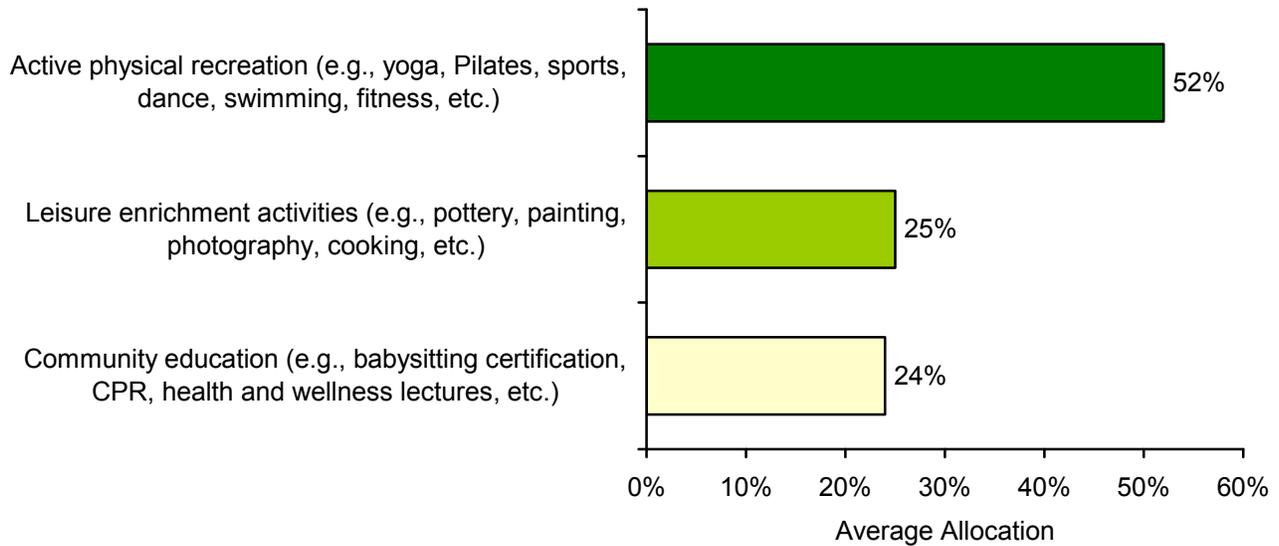
Figure 5: Average Percent Allocation by Residents to Various Purposes at City Recreation Facilities



Respondents were asked how they would distribute recreation class offerings among three categories: active physical recreation, leisure enrichment activities, and community education and certification. They reported what proportion of all the classes should fall into each of the three categories, with the total percents across all three categories summing to 100%. Figure 6 below shows that average distribution among the categories given by respondents.

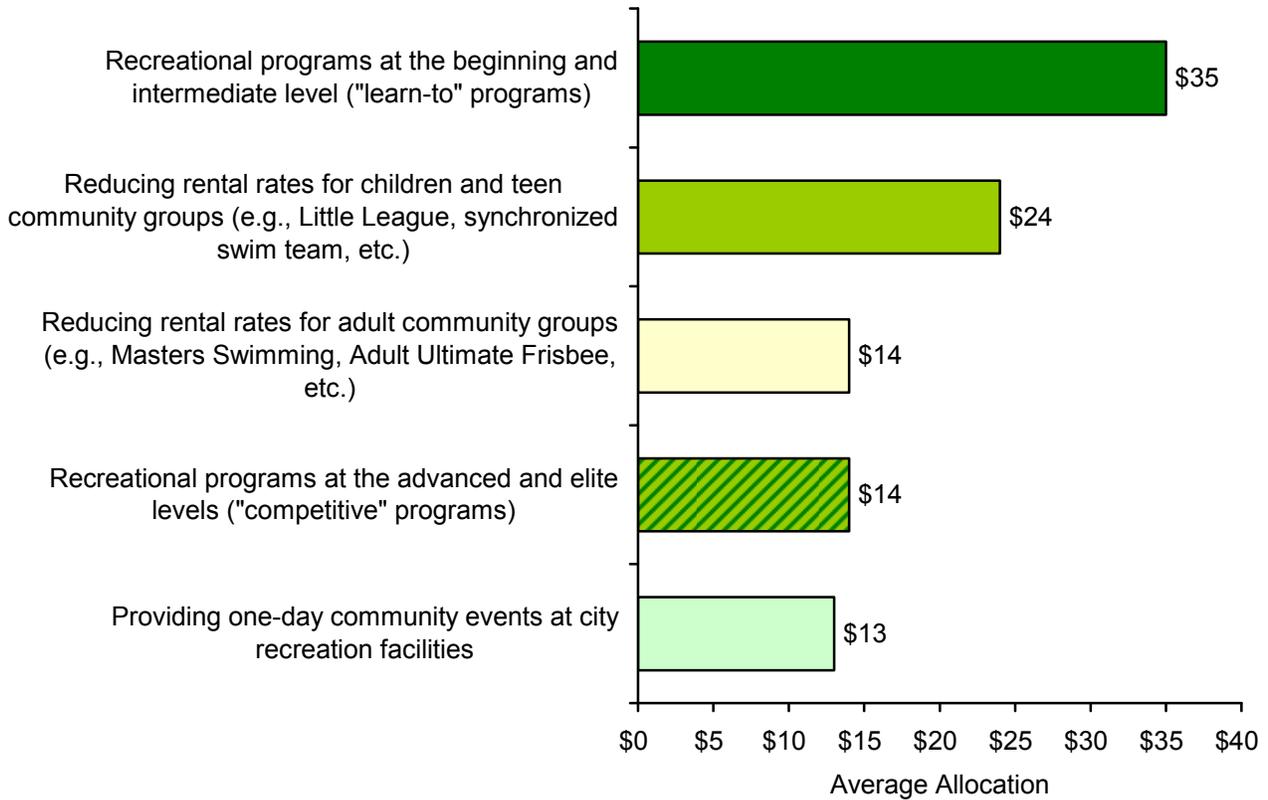
On average, respondents felt that about half of the class offerings should be in the activity physical recreation category. The remaining allocation was split fairly evenly between leisure enrichment (25%) and community education classes (24%).

Figure 6: Average Distribution to Various Categories of Classes



Respondents also were asked how they would distribute tax dollars to best meet the needs of the Boulder community. They were invited to distribute \$100 tax dollars across five categories of recreation programming. The highest allocation of tax dollars was given to recreational programs offered at the beginning and intermediate level, with an average of \$35 allocated to this category. The next biggest allocation was given to reducing rental rates for children and teen community groups, with an average allocation of \$24. The remaining allocations were roughly equal, with about \$13 or \$14 being given, on average, to recreational programs at advanced and elite levels, to reducing rental rates for adult community groups, and to providing one-day community events.

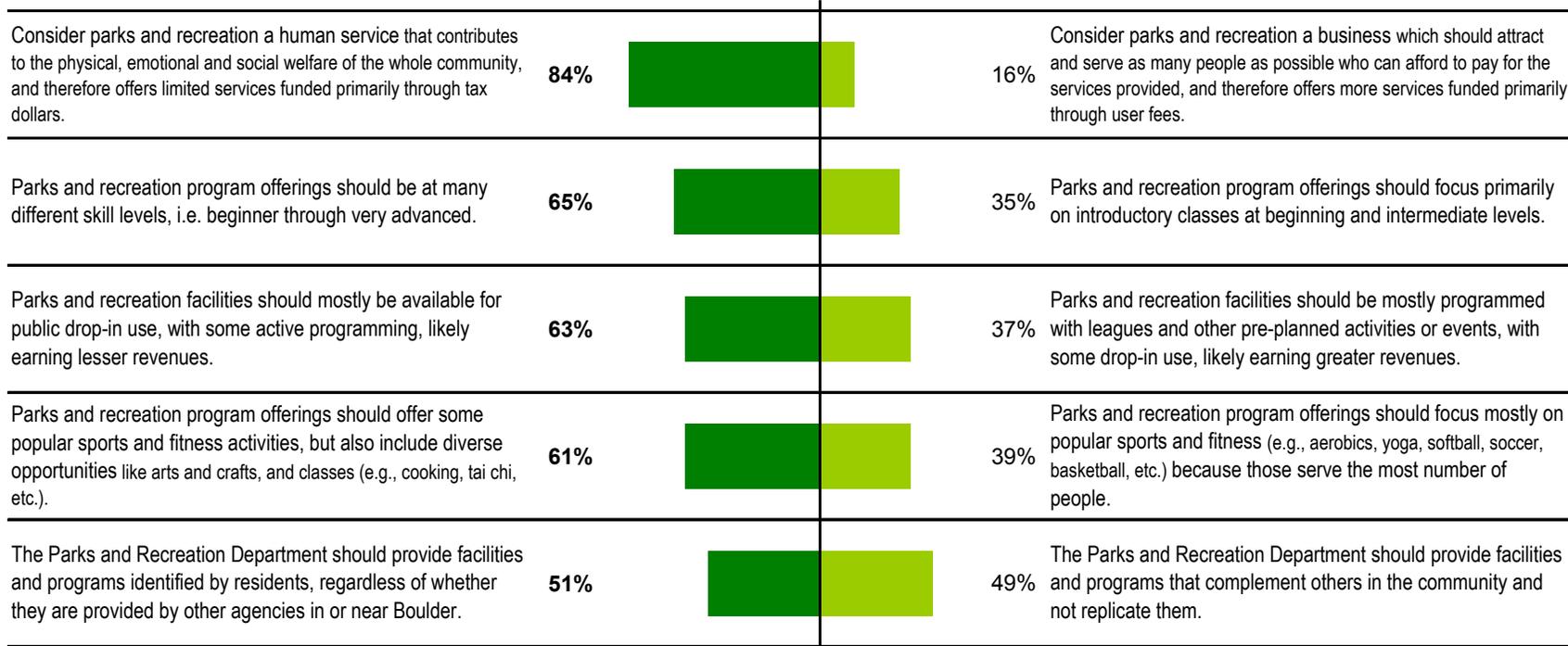
Figure 7: Distribution of Tax Dollars to Various Purposes



City staff and officials are often faced with competing interests when planning recreational offerings with limited resources. Those participating in the survey were given a series of five pairs of statements from which they were to choose the one that best represented how they felt. The first pair of statements dealt with the overarching philosophy of the parks and recreation department, and whether it should be considered a human service (and therefore offer limited services funded primarily through tax dollars) or whether it should be considered a business (and therefore offer more services funded primarily through fees). There was great support for the human services model, which was chosen 17 to 3 over the business model choice (see Figure 8).

Two-thirds of respondents felt that program offerings should be offered at many different levels from beginner to very advanced, while a third felt they should be concentrated at the beginning and intermediate levels. About two-thirds considered it more important to make facilities more available for drop-in use, while about a third thought facilities should mostly be programmed with leagues and other pre-planned activities. Respondents were evenly split between choosing whether the city should provide the facilities and programs identified as needed by residents even if they are provided by other agencies or whether the city should provide facilities and programs that complement others in the community and do not replicate them. There were some differences by subcommunity in responses to this last trade-off: those in North Boulder/Palo Park, South Boulder and Southeast Boulder were more likely to choose providing programs and facilities identified by residents regardless if they are provided by others, while those in Central/East/CU/Crossroads, Outside and in Gunbarrel were more likely to choose providing facilities and programs that complement and do not replicate others. Gunbarrel residents, in particular, were more likely to choose this option (69%).

Figure 8: Trade-Off Preferences



The survey was also used to assess resident involvement in a variety of recreation activities. For each activity, respondents indicated whether, in the last year, they or anyone in their household had participated in the activity at a city of Boulder facility, at a nonprofit facility, at a private facility or at another city's facility. Figure 9 (on the next two pages) displays the proportion of respondents whose households had participated in the activity in the previous year at any facility. *Appendix A: Responses to Survey Questions* includes a table that shows the percent participating at each type of facility.

After indicating their participation in the various activities, respondents evaluated the importance of offering each to the community through the city's Parks and Recreation Department. The proportion rating each as "essential" is also displayed in Figure 9.

The six most popular activities, in which more than 30% of households had participated, were using an indoor swimming pool for drop-in or lap swim (53% of households), drop-in exercise (51%), fitness and wellness classes (43%), using the reservoir (41%), using an outdoor swimming pool for drop-in or lap swim (31%) and using an indoor leisure pool (31%).

In general, the participation levels for the various activities mirrored the importance ratings. The four activities given the highest importance ratings were also the four most popular activities. There were a few notable exceptions; while a relatively small percent of respondents had participated in EXPAND (3%), certification classes (12%), children's summer day camp (8%), children's day camp on school days off (4%) or the Youth Services Initiative (2%), these activities were all rated as "essential" by 30% to 38% of respondents.

Some other offerings that had relatively lower participation rates but higher importance ratings included educational health and wellness classes; boating at the reservoir; outdoor swimming pools for lessons and classes; and summer swim team for children and teens.

Differences in subgroup ratings

In general, households with children or teenagers had higher participation rates for most recreational activities compared to households without children or teenagers. A couple notable exceptions included leisure enrichment classes (similar participation rates among both groups) and educational health and wellness classes (somewhat higher participation rates among households without children or teenagers). (See *Appendix D: Responses to Selected Survey Questions by Presence of Children or Teenagers in Household*.)

In addition, households without children or teenagers gave lower importance ratings to most recreation activities compared to households with children or teenagers. The activities given the highest importance ratings among households without children and teenagers differed somewhat from the activities given the highest importance ratings among households with children and teenagers.

Figure 9: Resident Use and Importance Rating of Recreation Activities

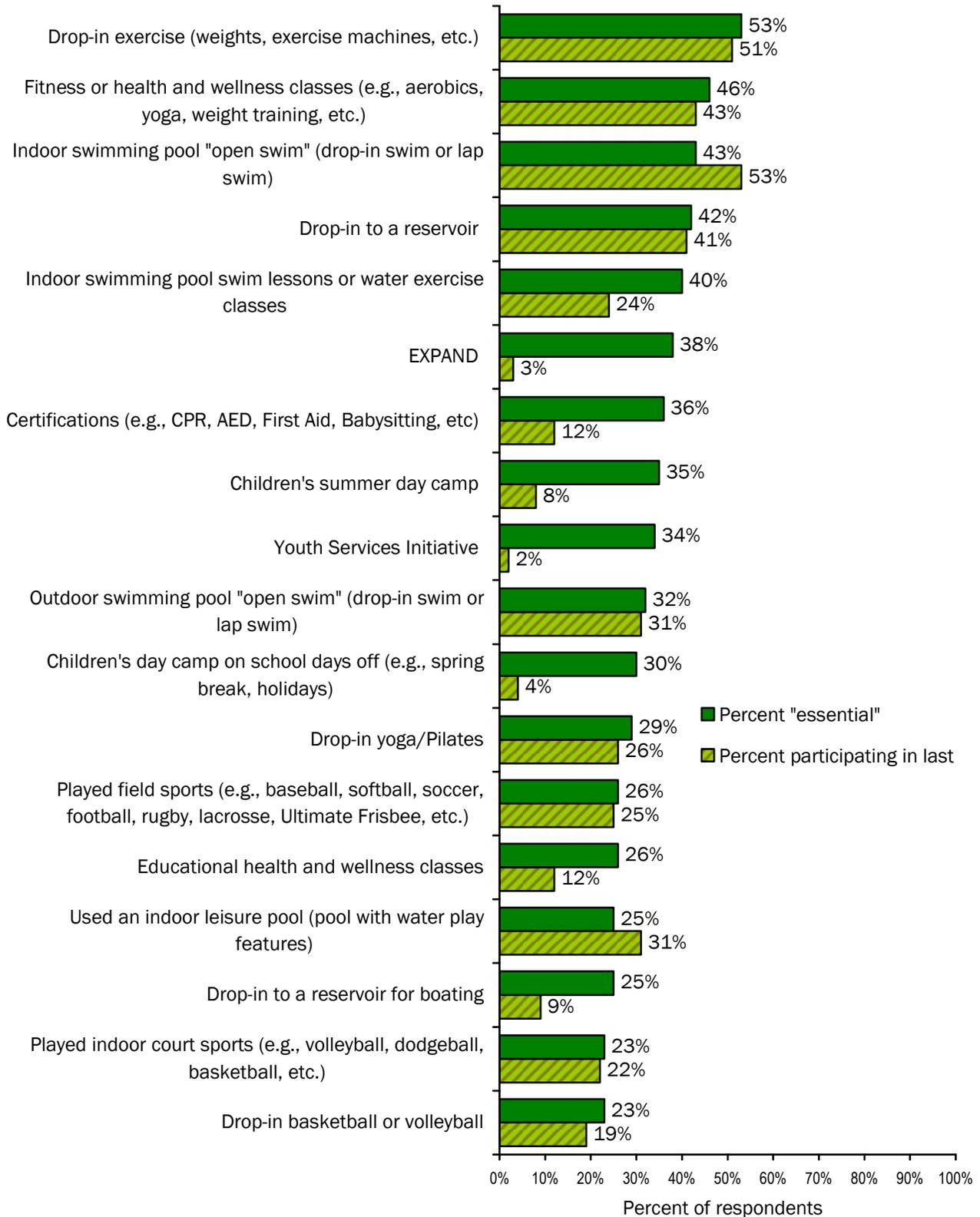
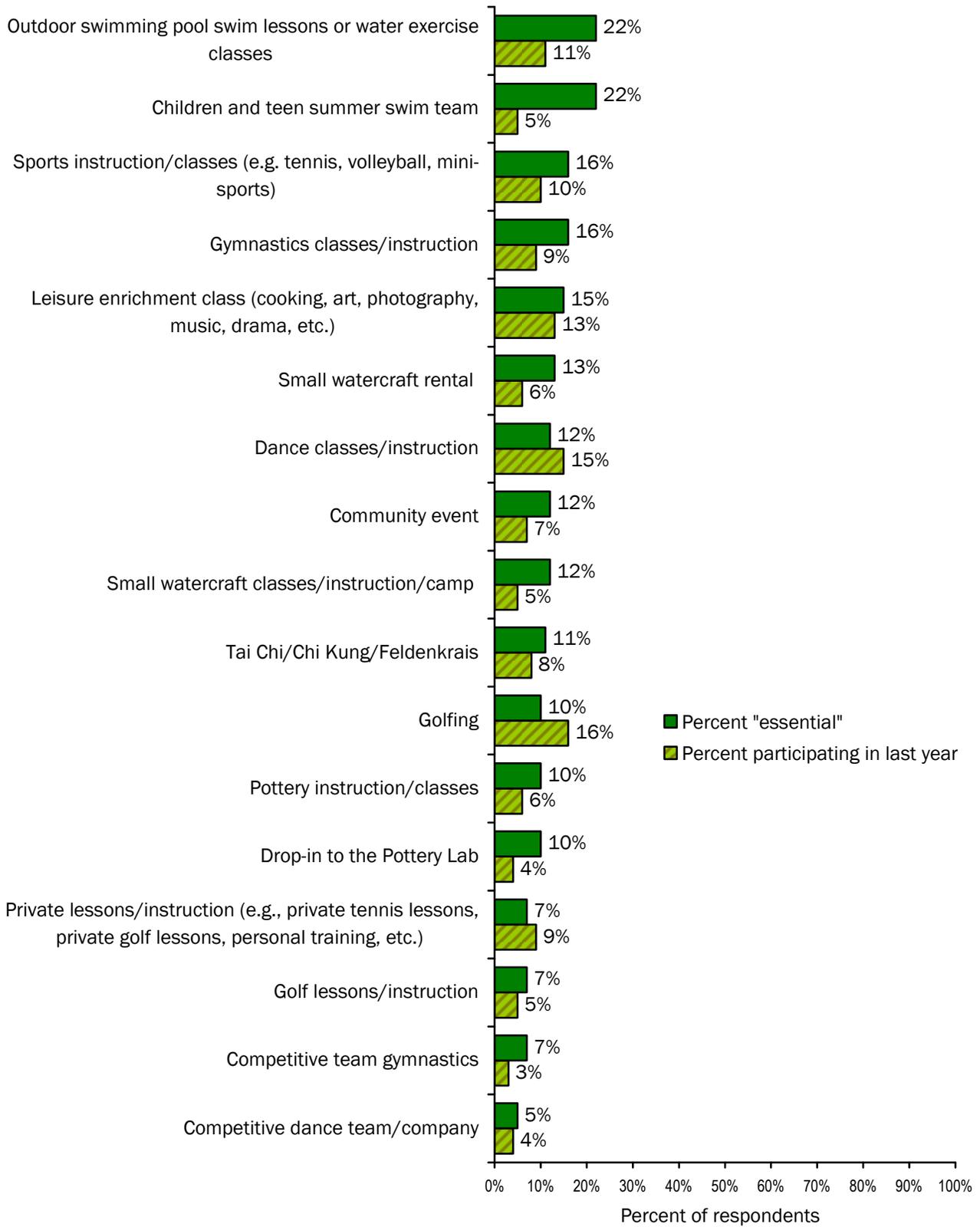


Figure 9: Resident Use and Importance Rating of Recreation Activities (continued)



After indicating in what recreational activities their household participated, respondents were given the opportunity to provide suggestions for other recreational offerings the city of Boulder might provide that it does not already provide. About a quarter of respondents chose to write in a response. Their answers as written are provided in *Appendix B: Responses to Open-ended Survey Question*. There was great variety in the responses. These responses were categorized into several broad categories. About a third suggestions related to specific classes or programs the respondent would like to see offered; some of the suggestions given more than once included bicycling programs or classes, hiking classes or programs, other types of outdoor classes or programs, and activities for children and youth. Several specific types of facilities were mentioned; those named more than once included various types of fields, tennis facilities (including indoor tennis and lighted courts), an ice rink, a large outdoor pool, disc golf and dog parks. Lowering fees was mentioned in a variety of contexts; several respondents felt that “resident” fees should apply to all of Boulder County, not just those living within the city limits.

Table 1: Suggestions For Recreational Offerings

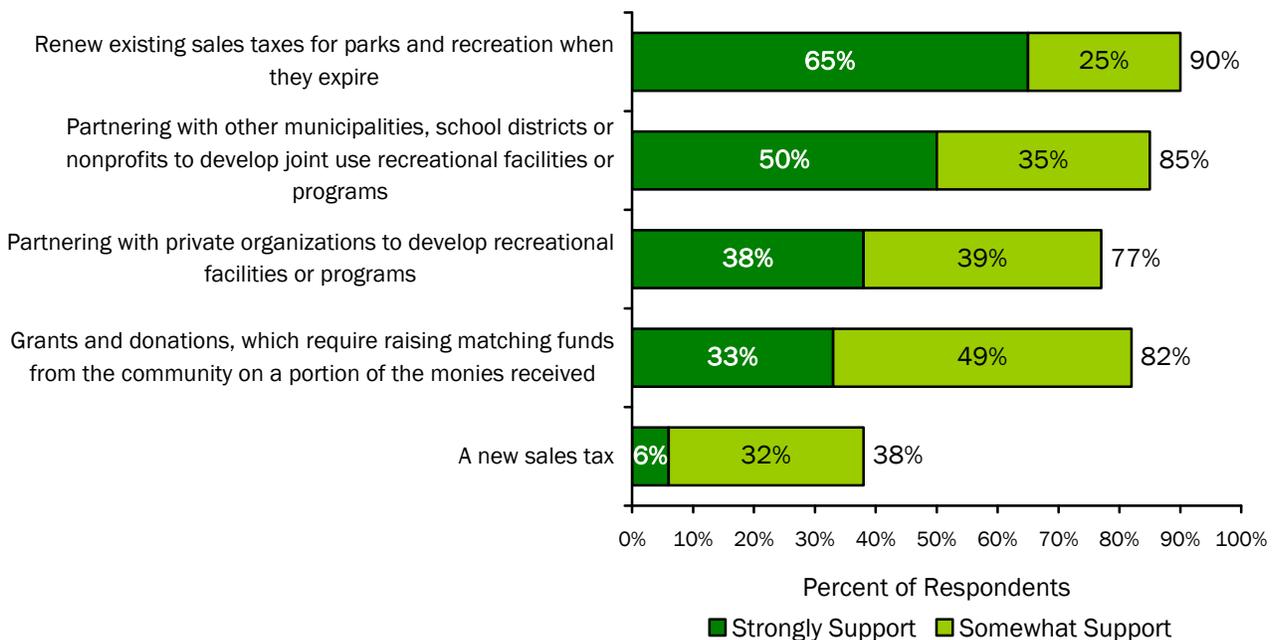
What suggestions, if any, do you have for other recreational offerings the city of Boulder might provide that it does not already provide?	Percent of Respondents Who Gave an Answer
Bicycling	4%
Activities for children/youth	2%
Outdoor classes/programs	2%
Hiking	1%
Other classes/programs	24%
Tennis (indoor tennis, lighted courts, more courts)	5%
Fields	4%
Ice rink	4%
Outdoor pool	3%
Disc golf	2%
Dog park	2%
Other facilities	7%
Lower fees	8%
Services/facilities for Gunbarrel	1%
Compliments to Parks and Recreation	5%
None	7%
Other	19%
Total	100%

RESIDENTS' PERSPECTIVES ON FUNDING OPTIONS FOR RECREATION

Several question sets were included on the questionnaire to determine the community's support for or opposition to a variety of funding options for parks and recreation offerings by the city. Nearly two-thirds said they would "strongly" support renewing existing sales taxes when they expire, and 90% said they would at least "somewhat" support renewing these sales taxes. However, only about a third of respondents said they would even "somewhat" support a new sales tax.

About half of respondents strongly supported partnering with other public or nonprofit agencies to develop joint use facilities or programs, and 85% at least "somewhat" supported this idea. About a third of respondents strongly supported the suggestion of partnering with private organizations, and about three quarters somewhat supported this suggestion. About 8 in 10 respondents somewhat or strongly supported pursuing grants and donations which often require raising matching funds from the community.

Figure 10: Resident Support for Various Funding Options

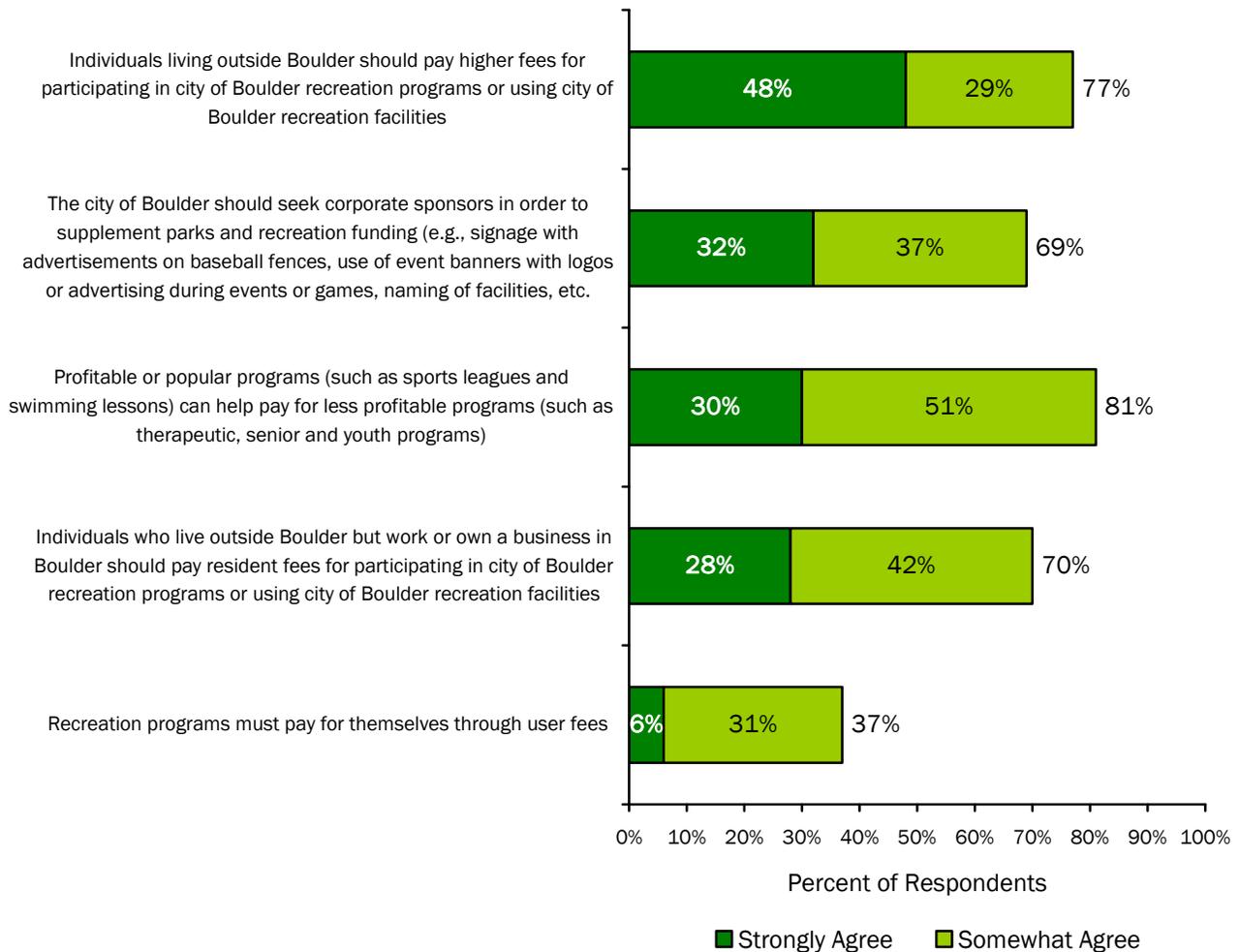


Where comparisons can be made, most of these results are similar to those found in 2001. In 2001, 44% of respondents said they would support a new sales tax for additional facilities. In 2001, 86% of respondents supported the idea of partnering with other public or nonprofit agencies to build and manage new facilities. However, support for partnering with private organizations seems to have increased. In 2001, only 60% of respondents said they thought the city should partner with private organizations, while in 2009 77% supported the idea of the city partnering with private organizations to develop recreational facilities or programs.

Several funding strategies were presented to respondents through the survey. Many of them were at least somewhat supported by a two-thirds or more of respondents. However, only about 4 in 10 respondents agreed with the statement that “recreation programs must pay for themselves through user fees.”

There was support for individuals living outside the city to pay higher fees than residents for city offerings. However, there was also support for those who live outside the city limits but who work or own a business inside city limits paying the resident rates. About two-thirds of respondents agreed that the city should seek corporate sponsors to supplement parks and recreation funding. Most respondents (81%) also supported the idea that fees from profitable or popular programs could be used to subsidize less profitable programs.

Figure 11: Agreement with Funding Strategies



In 2009, 69% of respondents supported the idea of seeking corporate sponsors to supplement parks and recreation funding, with corporate signage, advertising, logos, etc. This represented an increase from 2001, when only 47% of respondents supported corporate sponsorship if it meant the sponsoring organizations could place on site logos and advertising, although 74% in 2001 supported corporate sponsorship if it did NOT include on site placement of logos and advertising.

Four options for the use of additional funding, if any were found for Parks and Recreation, were presented to respondents. Nearly all supported the idea that these funds should be used to maintain and update the existing facilities and equipment. About three-quarters of respondents thought such funds could be used to lower fees for facilities and programs. About two-thirds supported building or renovating facilities, or offering additional recreation programming. When asked to choose just one option, the most popular choice was to maintain and update existing facilities (see Figure 13).

Figure 12: Support for Uses of Additional Funding.

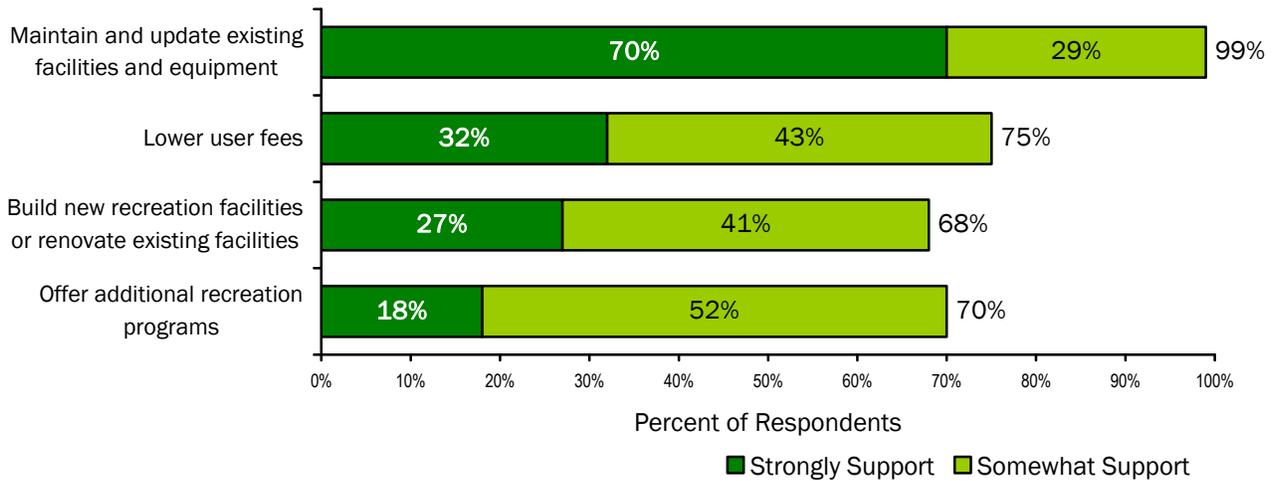
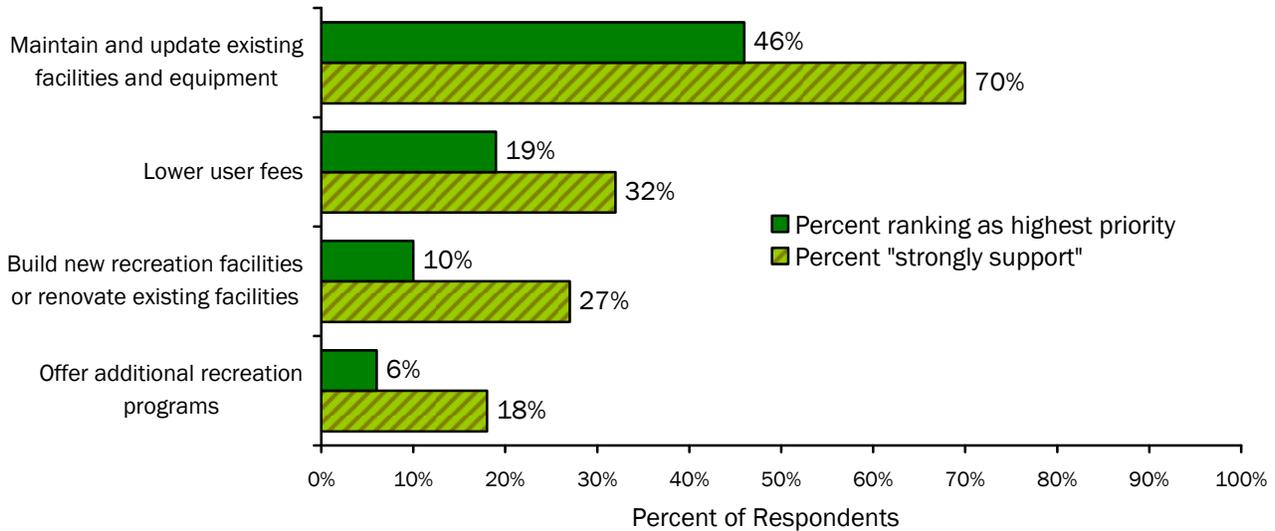
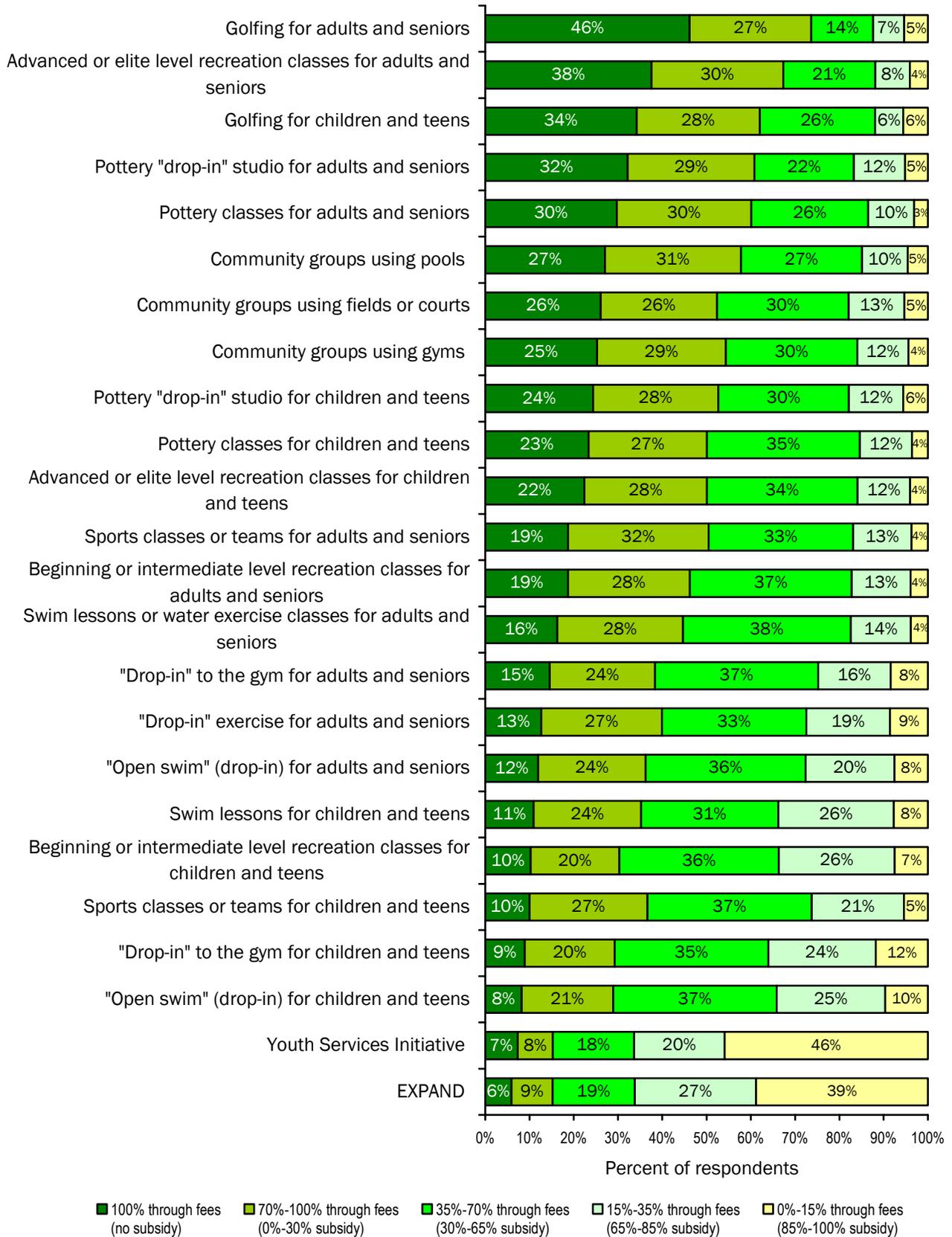


Figure 13: Highest Priority for Additional Funding



Respondents were asked how much subsidy they thought should be given to a variety of types of programming. In general, the programs that had previously been seen to be more popular in terms of use or support were more likely to be deemed appropriate for higher levels of subsidy (see Figure 14 on the next page). Two programs, however, particularly stand out; about 40% of respondents thought that the Youth Services Initiative and EXPAND should receive a near total subsidy; 12% or fewer respondents thought any other program should receive such a subsidy.

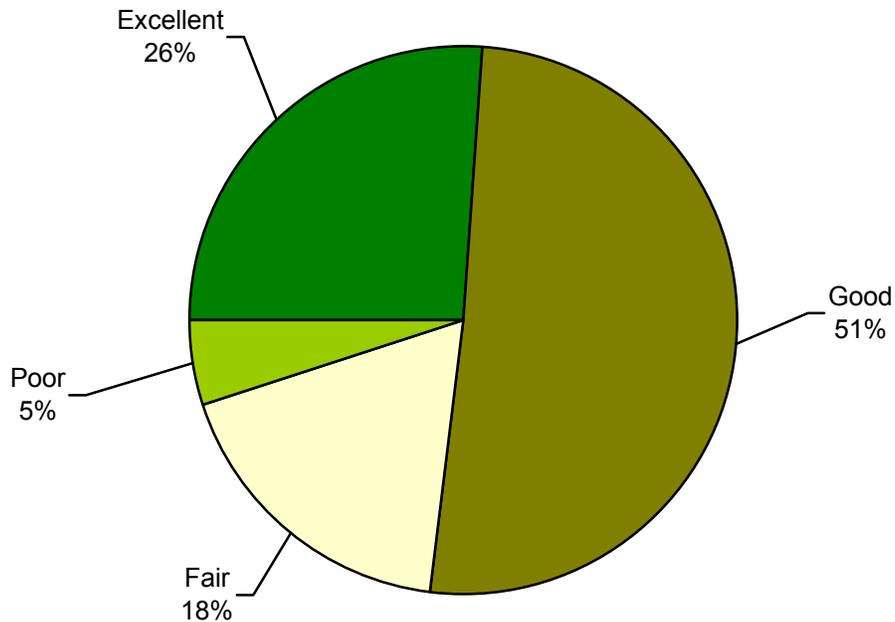
Figure 14: Residents' Preferences for Residents Preference for Cost Recovery for Various Recreational Activities/Programs



RESIDENT SOURCES FOR RECREATION INFORMATION

The availability of information about the recreation offerings of the city was perceived fairly positively. Just over a quarter of respondents (26%) considered the availability of recreation information as “excellent” and another 51% rated it as “good.” About 23% rated the availability of information as “fair” or “poor.”

Figure 15: Ratings of Availability of Recreation Information



Differences in subgroup ratings

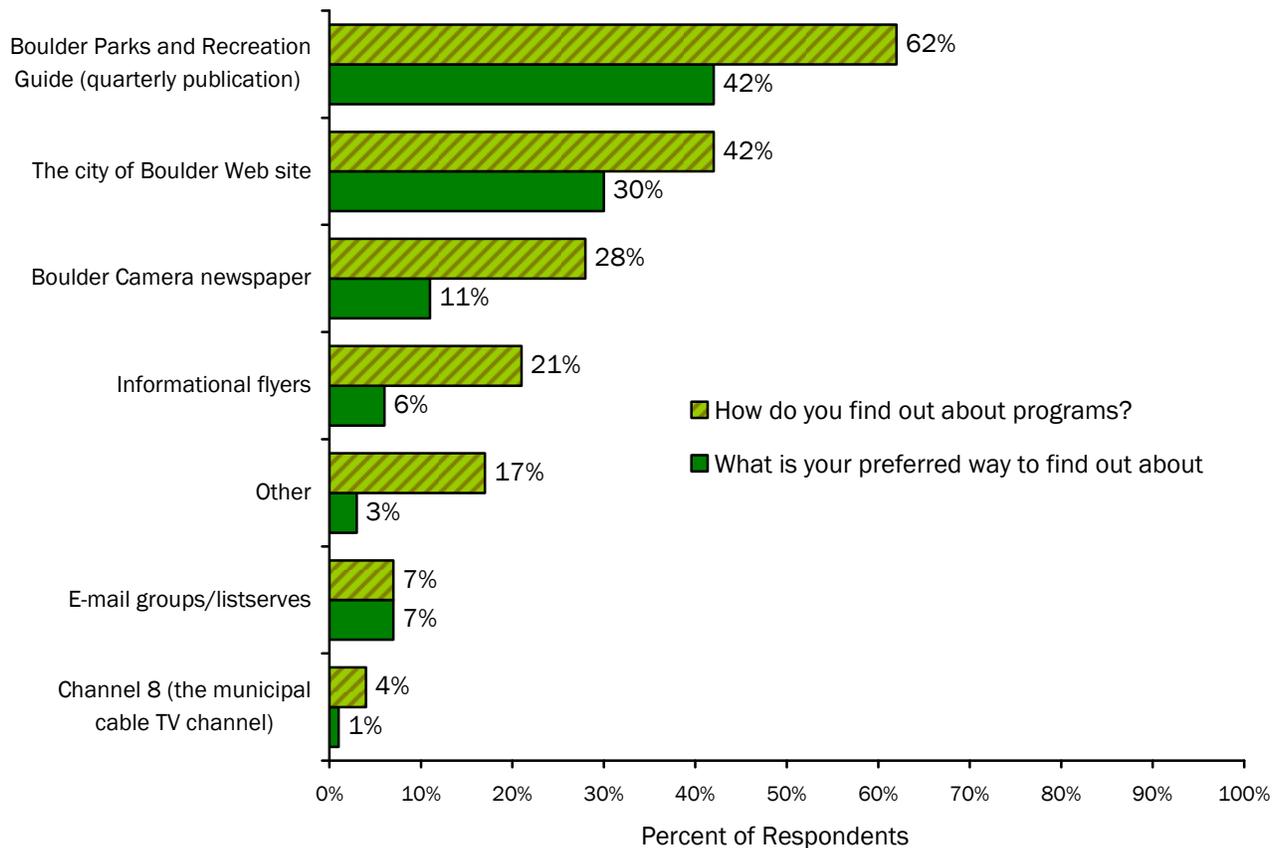
Those living in Gunbarrel gave less positive ratings to the availability of information about the city of Boulder’s recreation offerings than those living in other subcommunities. (See *Appendix C: Responses to Selected Survey Questions by Geographic Area.*)

Those in households with children or teenagers rated the availability of information about the city of Boulder’s recreation offerings more positively than did those in households without children or teenagers. (See *Appendix D: Responses to Selected Survey Questions by Presence of Children or Teenagers in Household.*)

The *Boulder Parks and Recreation Guide* was the most frequently used source of information about the city’s parks and recreation programs, with nearly two-thirds of respondents reporting that they find out about programs from the *Guide*. About 4 in 10 respondents said they use the city of Boulder Web site, and about 3 in 10 learn about parks and recreation offerings through the *Boulder Camera* newspaper. About 2 in 10 pick up the informational flyers about program offerings. Very few (4%) learn about recreational programs from Channel 8.

In addition to indicating which sources they use to obtain information about Boulder parks and recreation programs, respondents were asked which one source they preferred. The *Boulder Parks and Recreation Guide* was the most popular choice with 4 in 10 indicating this as their preferred choice. This was followed by the city’s Web site, chosen by 3 in 10 respondents, and the *Boulder Camera* newspaper, selected by 1 in 10 respondents.

Figure 16: Information Sources for Information About Boulder Parks and Recreation Programs



Differences in subgroup ratings

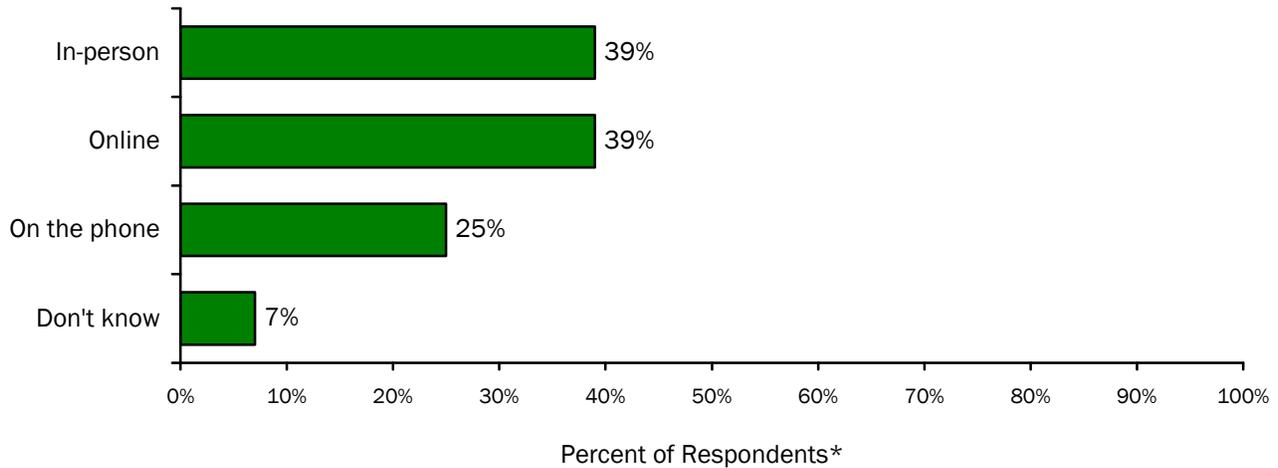
Households with children or teenagers were more likely to prefer the *Boulder Parks and Recreation Guide* as their information source for city of Boulder Parks and Recreation programs (63%) than were those in households without children or teenagers (35%).(See *Appendix D: Responses to Selected Survey Questions by Presence of Children or Teenagers in Household.*)

Those living in Central/East/CU/Crossroads were as likely to prefer obtaining their information about the city’s parks and recreation offerings from the city of Boulder Web site as the *Boulder Parks and Recreation Guide*. Those living in other subcommunities were most likely to prefer the *Guide*. (See *Appendix C: Responses to Selected Survey Questions by Geographic Area.*)

RESIDENT PERSPECTIVES ON REGISTRATION

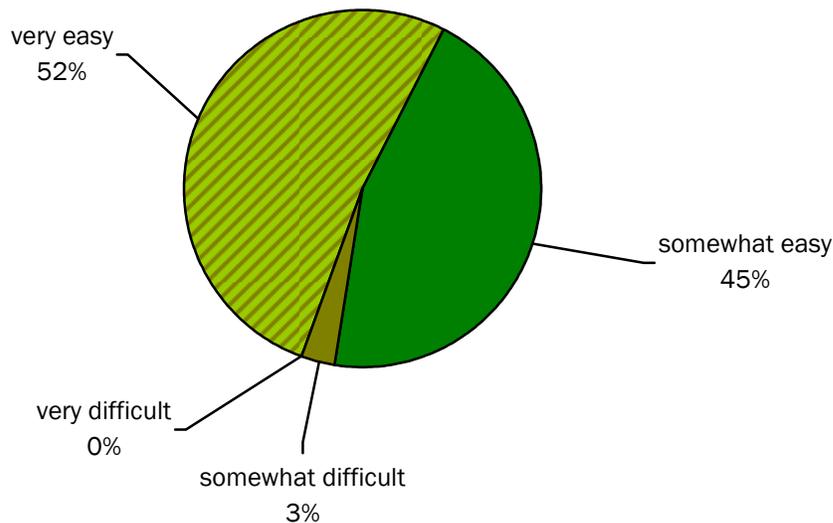
Those completing the survey were asked whether or not they or anyone in their household had registered for a city of Boulder Parks and Recreation program or class in the last year. About a third (34%, data not shown) reported that they had. Those who had registered were asked what method or methods they had used to register. The most frequently used options were in-person (39%) and online (39%). About a quarter of those who had registered had done so by phone. When asked how they would rate the ease or difficulty of registration, just over half deemed registration “very easy” with another 45% rating it as “somewhat” easy. Only 3% felt registering for classes or programs was “somewhat difficult,” and no respondent rated the registration process as “very difficult.”

Figure 17: Method Used for Registration



*Percents may add to more than 100% as respondents could give more than one answer.

Figure 18: Ratings of Ease of Registration



IN CONCLUSION

Boulder residents view Parks and Recreation as a resource for the entire community, and are willing for tax dollars to be used to subsidize fees.

- Nearly 80% “strongly” agreed that the city of Boulder should offer recreation facilities and programs to residents to maintain and improve the physical health and mental well-being of the general population of the community.
- A large majority (84%) of respondents thought the Parks and Recreation Department should operate using a human services model, in which parks and recreation contributes to the physical, emotional and social welfare of the whole community, and therefore offers limited services funded primarily through tax dollars; as opposed to a business model which should attract and serve as many people as possible who can afford to pay for the services provided.
- About two-thirds opposed the idea that recreation programs must pay for themselves through user fees.
- About two-thirds of respondents would “strongly support” renewing existing parks and recreation sales taxes when they expire. However, less than 40% would even “somewhat support” a new sales tax increase for parks and recreation.

A special emphasis is placed recreational offerings for youth by Boulder residents.

- Seven in 10 respondents “strongly” agreed that the city of Boulder should offer recreation facilities and programs to residents to provide positive activities for children and teens, while 94% at least somewhat agreed.
- About half of respondents felt it was “essential” that the city provide recreation programs for children and for teens. Of the seven population groups rated, these two groups were deemed the most important.
- This priority was reflected in other questions throughout the survey. When allocating hypothetical tax dollars, respondents, on average, gave more dollars to community groups serving youth (\$24) than community groups serving adults (\$14). When determining how much subsidy various activities should receive, activities for children and teens were given more subsidy, on average, than activities for adults.

Boulder residents believe Parks and Recreation should serve those who might not otherwise be able to participate in recreational activities.

- People with low incomes and people with disabilities were considered “very important” or “essential” to serve by about three-quarters of respondents.
- When presented with a list of 27 recreational offerings, and asked how much subsidy each should receive, there were only two items which more than 10% of respondents thought should receive 85% to 100% subsidy: the Youth Services Initiative (a community based after school and summer program for youth living in public housing and EXPAND (programs and/or inclusions for people with disabilities). In fact, nearly 40% supported a nearly full subsidy for EXPAND and 46% supported a nearly full subsidy for the Youth Services Initiative.

Residents want Parks and Recreation to serve a wide range of purposes, but do place a higher priority on active physical recreation and introductory-level programming.

- A greater proportion of respondents felt the city should offer diverse recreational opportunities (61%) rather than placing more focus on popular sports and fitness that attract more users (39%).
- When asked what proportion of time should be allocated to three types of classes, respondents on average allocated about half of the class time to active physical recreation, a quarter to community education and a quarter to leisure enrichment activities.
- When asked to trade-off between the city offering programming primarily at the introductory (beginning and intermediate) levels and offering programming at all levels (beginning through very advanced), about two-thirds of residents felt the city should offer programming at all levels while a third believed the focus should be at the introductory levels. However, when allocating tax dollars, respondents on average devoted more tax dollars to introductory level programming (\$35, the highest amount of the five categories) and less to advanced and elite levels (\$14). It may be that when faced with the trade-off, many respondents chose to have a variety of levels served, including the introductory levels but also the advanced levels, but when allocating the tax dollars, placed a higher priority on the introductory levels while still allocating some of their hypothetical dollars to the advanced levels.

APPENDIX A: RESPONSES TO SURVEY QUESTIONS

The following pages contain a complete set of responses to each question on the survey.

Question #1

Cities offer recreation facilities and programs to their residents for a variety of reasons and purposes. Please indicate the extent to which you agree or disagree that the city of Boulder should offer recreation facilities and programs to its residents for each of the following purposes. Then rate which you think is the MOST IMPORTANT reason the city of Boulder should offer recreation facilities and programs.	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't know	Total	Most Important (check one only)
To maintain and improve the physical health and mental well-being of the general population of the community	78%	17%	1%	5%	0%	100%	67%
To provide opportunities to make social connections; to strengthen the "social fabric" of the community	34%	53%	9%	4%	0%	100%	3%
To enhance the economic vitality of the community by offering special events that draw visitors from inside and outside the community	24%	48%	24%	5%	0%	100%	4%
To provide recreational opportunities to people who might not otherwise be able to participate in recreational activities (e.g., people with disabilities or people with low incomes)	55%	34%	6%	5%	0%	100%	8%
To provide positive activities for children and teens (age 19 and younger)	70%	24%	3%	4%	0%	100%	14%
To provide recreational opportunities for adults (20 to 59 years old)	57%	35%	4%	4%	0%	100%	4%
To provide recreational opportunities for senior adults (age 60 and older)	58%	35%	3%	4%	0%	100%	1%

Question #2a

The city of Boulder is determining important guiding principles for future parks and recreation programming. Recognizing that all the statements may reflect values that are important to you, from each pair of statements below, please indicate which ONE of the two statements you believe is more important for Boulder.	Percent of Respondents
Consider parks and recreation a human service that contributes to the physical, emotional and social welfare of the whole community, and therefore offers limited services funded primarily through tax dollars.	84%
Consider parks and recreation a business which should attract and serve as many people as possible who can afford to pay for the services provided, and therefore offers more services funded primarily through user fees.	16%
Total	100%

Question #2b

The city of Boulder is determining important guiding principles for future parks and recreation programming. Recognizing that all the statements may reflect values that are important to you, from each pair of statements below, please indicate which ONE of the two statements you believe is more important for Boulder.	Percent of Respondents
Parks and recreation program offerings should be at many different skill levels, i.e. beginner through very advanced.	65%
Parks and recreation program offerings should focus primarily on introductory classes at beginning and intermediate levels.	35%
Total	100%

Question #2c

The city of Boulder is determining important guiding principles for future parks and recreation programming. Recognizing that all the statements may reflect values that are important to you, from each pair of statements below, please indicate which ONE of the two statements you believe is more important for Boulder.	Percent of Respondents
Parks and recreation facilities should be mostly programmed with leagues and other pre-planned activities or events, with some drop-in use, likely earning greater revenues.	37%
Parks and recreation facilities should mostly be available for public drop-in use, with some active programming, likely earning lesser revenues.	63%
Total	100%

Question #2d

The city of Boulder is determining important guiding principles for future parks and recreation programming. Recognizing that all the statements may reflect values that are important to you, from each pair of statements below, please indicate which ONE of the two statements you believe is more important for Boulder.	Percent of Respondents
Parks and recreation program offerings should focus mostly on popular sports and fitness (e.g., aerobics, yoga, softball, soccer, basketball, etc.) because those serve the most number of people.	39%
Parks and recreation program offerings should offer some popular sports and fitness activities, but also include diverse opportunities like arts and crafts, and classes (e.g., cooking, tai chi, etc.).	61%
Total	100%

Question #2e

The city of Boulder is determining important guiding principles for future parks and recreation programming. Recognizing that all the statements may reflect values that are important to you, from each pair of statements below, please indicate which ONE of the two statements you believe is more important for Boulder.	Percent of Respondents
The Parks and Recreation Department should provide facilities and programs that complement others in the community and not replicate them.	49%
The Parks and Recreation Department should provide facilities and programs identified by residents, regardless of whether they are provided by other agencies in or near Boulder.	51%
Total	100%

Question #3

Please rate how important you think it is for the city of Boulder to provide recreation programs for each of the population groups below.					Total	Highest Priority (check two only)
	Essential	Very Important	Somewhat Important	Not At All Important		
Children age 12 and younger	50%	33%	14%	3%	100%	38%
Teenagers 13 to 19 years old	49%	36%	13%	2%	100%	39%
Adults (20 to 59 years old)	29%	47%	21%	3%	100%	25%
Senior adults (age 60 and older)	33%	48%	16%	2%	100%	19%
Families together as a group	23%	35%	35%	7%	100%	12%
People with disabilities	38%	38%	21%	3%	100%	12%
People with low incomes	44%	34%	18%	4%	100%	31%

Question #4

When planning for the use of its various recreation facilities (recreation centers class space, gym space, pools, fields, etc.), the city of Boulder has to consider a variety of priorities and community needs. What do you think is the appropriate allocation of time for each of the following purposes at the city's recreation facilities?	Average Percent
Opportunities to "learn-to" (skill-building; beginner and intermediate classes)	22%
Opportunities for advanced or elite programs (advanced classes or competitive opportunities)	12%
Opportunities for city-sponsored leagues to use the facilities (e.g., softball leagues, adult soccer leagues volleyball leagues, youth football leagues, etc.)	19%
Opportunities for community groups to use the facilities (e.g., Little League, Master Swimming, youth soccer clubs, Boulder Rugby Club, etc.)	17%
Opportunities for drop-in use (e.g., swim laps, shoot baskets, lift weights, etc.)	29%

Question #5

The city of Boulder has to consider a wide variety of needs in our community when planning the recreation classes to offer. About what percent of classes do you think the city of Boulder should offer to the community in each of the following three categories?	Average Percent
"Active" physical recreation (e.g., yoga, Pilates, sports, dance, swimming, fitness, etc.)	52%
Leisure enrichment activities (e.g., pottery, painting, photography, cooking, etc.)	25%
Community education (e.g., babysitting certification, CPR, health and wellness lectures, etc.)	24%

Question #6

In the past year, have you or any member of your household participated in any of the following activities?	Did at a city of Boulder facility	Did at a nonprofit facility	Did at a private facility	Did at another city's facility
Indoor swimming pool swim lessons or water exercise classes	13%	4%	10%	4%
Indoor swimming pool "open swim" (drop-in swim or lap swim)	37%	9%	21%	9%
Used an indoor leisure pool (pool with water play features)	25%	2%	8%	7%
Outdoor swimming pool swim lessons or water exercise classes	6%	1%	5%	2%
Outdoor swimming pool "open swim" (drop-in swim or lap swim)	19%	4%	12%	5%
Children and teen summer swim team	2%	0%	2%	1%
Dance classes/instruction	7%	2%	7%	1%
Competitive dance team/company	1%	0%	3%	1%
Gymnastics classes/instruction	6%	0%	3%	0%
Competitive team gymnastics	2%	0%	1%	0%
Fitness or health and wellness classes (e.g., aerobics, yoga, weight training, etc.)	19%	8%	23%	3%
Tai Chi/Chi Kung/Feldenkrais	4%	1%	4%	1%
"Drop-in" exercise (weights, exercise machines, etc.)	25%	10%	26%	4%
"Drop-in" yoga/Pilates	11%	4%	15%	2%
Educational health and wellness classes	6%	3%	4%	3%
Drop-in basketball or volleyball	12%	3%	6%	1%
Played field sports (e.g., baseball, softball, soccer, football, rugby, lacrosse, Ultimate Frisbee, etc.)	20%	5%	6%	4%
Played indoor court sports (e.g., volleyball, dodgeball, basketball, etc.)	13%	5%	8%	2%
Sports instruction/classes (e.g. tennis, volleyball, mini-sports)	7%	1%	3%	1%
Golf lessons/instruction	3%	0%	2%	2%
Golfing	11%	2%	10%	5%
Private lessons/instruction (e.g., private tennis lessons, private golf lessons, personal training, etc.)	3%	0%	6%	1%
Certifications (e.g., CPR, AED, First Aid, Babysitting, etc)	6%	3%	4%	3%
Leisure enrichment class (cooking, art, photography, music, drama, etc.)	5%	1%	8%	1%
Children's summer day camp	5%	2%	4%	0%
Children's day camp on school days off (e.g., spring break, holidays)	2%	1%	1%	0%
Pottery instruction/classes	4%	0%	2%	1%
"Drop-in" to the Pottery Lab	3%	0%	1%	0%
Youth Services Initiative	1%	0%	0%	0%
EXPAND	2%	0%	0%	0%
Community event	5%	0%	2%	0%
"Drop-in" to a reservoir	40%	1%	3%	3%
"Drop-in" to a reservoir for boating	8%	1%	1%	3%
Small watercraft classes/instruction/camp	4%	0%	1%	1%
Small watercraft rental	5%	0%	1%	2%

Question #7

How important, if at all, do you believe it is that the city of Boulder offer each of the following activities to the community?	Essential	Very Important	Somewhat Important	Not At All Important	Don't Know	Total
Indoor swimming pool swim lessons or water exercise classes	40%	35%	22%	1%	2%	100%
Indoor swimming pool "open swim" (drop-in swim or lap swim)	43%	38%	17%	1%	1%	100%
Used an indoor leisure pool (pool with water play features)	25%	29%	35%	8%	3%	100%
Outdoor swimming pool swim lessons or water exercise classes	22%	31%	39%	5%	3%	100%
Outdoor swimming pool "open swim" (drop-in swim or lap swim)	32%	35%	26%	5%	2%	100%
Children and teen summer swim team	22%	35%	32%	6%	5%	100%
Dance classes/instruction	12%	33%	41%	10%	4%	100%
Competitive dance team/company	5%	11%	42%	32%	10%	100%
Gymnastics classes/instruction	16%	32%	39%	8%	4%	100%
Competitive team gymnastics	7%	17%	39%	29%	8%	100%
Fitness or health and wellness classes (e.g., aerobics, yoga, weight training, etc.)	46%	37%	13%	2%	1%	100%
Tai Chi/Chi Kung/Feldenkrais	11%	30%	37%	13%	9%	100%
"Drop-in" exercise (weights, exercise machines, etc.)	53%	31%	13%	2%	2%	100%
"Drop-in" yoga/Pilates	29%	41%	20%	6%	4%	100%
Educational health and wellness classes	26%	38%	29%	4%	3%	100%
Drop-in basketball or volleyball	23%	37%	32%	4%	4%	100%
Played field sports (e.g., baseball, softball, soccer, football, rugby, lacrosse, Ultimate Frisbee, etc.)	26%	41%	27%	3%	2%	100%
Played indoor court sports (e.g., volleyball, dodgeball, basketball, etc.)	23%	41%	32%	2%	2%	100%
Sports instruction/classes (e.g. tennis, volleyball, mini-sports)	16%	35%	40%	6%	3%	100%
Golf lessons/instruction	7%	16%	40%	33%	4%	100%
Golfing	10%	13%	38%	34%	5%	100%
Private lessons/instruction (e.g., private tennis lessons, private golf lessons, personal training, etc.)	7%	17%	42%	29%	4%	100%
Certifications (e.g., CPR, AED, First Aid, Babysitting, etc)	36%	33%	25%	3%	2%	100%
Leisure enrichment class (cooking, art, photography, music, drama, etc.)	15%	34%	34%	14%	3%	100%
Children's summer day camp	35%	36%	20%	5%	4%	100%
Children's day camp on school days off (e.g., spring break, holidays)	30%	31%	25%	9%	4%	100%
Pottery instruction/classes	10%	27%	40%	17%	7%	100%
"Drop-in" to the Pottery Lab	10%	23%	40%	18%	8%	100%
Youth Services Initiative	34%	36%	23%	4%	3%	100%
EXPAND	38%	32%	21%	3%	6%	100%
Community event	12%	21%	41%	17%	8%	100%
"Drop-in" to a reservoir	42%	35%	17%	3%	3%	100%
"Drop-in" to a reservoir for boating	25%	25%	31%	14%	5%	100%
Small watercraft classes/instruction/camp	12%	27%	45%	10%	5%	100%
Small watercraft rental	13%	27%	45%	9%	5%	100%

Question #8: Suggestions For Recreational Offerings

What suggestions, if any, do you have for other recreational offerings the city of Boulder might provide that it does not already provide?*	Percent of Respondents Who Gave an Answer
Bicycling	4%
Activities for children/youth	2%
Outdoor classes/programs	2%
Hiking	1%
Other classes/programs	24%
Tennis (indoor tennis, lighted courts, more courts)	5%
Fields	4%
Ice rink	4%
Outdoor pool	3%
Disc golf	2%
Dog park	2%
Other facilities	7%
Lower fees	8%
Services/facilities for Gunbarrel	1%
Compliments to Parks and Recreation	5%
None	7%
Other	19%
Total	100%

* Note: Respondents could answer this question in their own words. This table represents the broad categories into which responses were classified. The verbatim answers given by respondents can be found in Appendix B: Responses to Open-ended Survey Question.

Question #9

<p>A fee is required to use most of the city of Boulder's recreation facilities and programs. These fees generally do not cover the full cost of offering the program. If a program is fully funded by tax dollars, there is no fee for the program. If a program receives no tax funding, the fees cover the entire cost of offering the program. Naturally, if all programs were fully funded by tax dollars, this would require a greater commitment of public funding (taxes) than if all program costs were covered by fees. For each of the following items, please indicate what you believe is the appropriate percent of costs that should be recovered through fees.</p>	<p>No tax funding $\xrightarrow{\hspace{2cm}}$ Full tax funding Percent of costs that should be recovered through fees:</p>					Total
	100%	70%-100%	35%-70%	15%-35%	0%-15%	
Youth Services Initiative	7%	8%	18%	20%	46%	100%
EXPAND	6%	9%	19%	27%	39%	100%
"Open swim" (drop-in) for adults and seniors	12%	24%	36%	20%	8%	100%
"Open swim" (drop-in) for children and teens	8%	21%	37%	25%	10%	100%
Swim lessons or water exercise classes for adults and seniors	16%	28%	38%	14%	4%	100%
Swim lessons for children and teens	11%	24%	31%	26%	8%	100%
"Drop-in" exercise for adults and seniors	13%	27%	33%	19%	9%	100%
"Drop-in" to the gym for adults and seniors	15%	24%	37%	16%	8%	100%
"Drop-in" to the gym for children and teens	9%	20%	35%	24%	12%	100%
Sports classes or teams for adults and seniors	19%	32%	33%	13%	4%	100%
Sports classes or teams for children and teens	10%	27%	37%	21%	5%	100%
Beginning or intermediate level recreation classes for adults and seniors	19%	28%	37%	13%	4%	100%
Advanced or elite level recreation classes for adults and seniors	38%	30%	21%	8%	4%	100%
Beginning or intermediate level recreation classes for children and teens	10%	20%	36%	26%	7%	100%
Advanced or elite level recreation classes for children and teens	22%	28%	34%	12%	4%	100%
Golfing for adults and seniors	46%	27%	14%	7%	5%	100%
Golfing for children and teens	34%	28%	26%	6%	6%	100%
Pottery classes for adults and seniors	30%	30%	26%	10%	3%	100%
Pottery classes for children and teens	23%	27%	35%	12%	4%	100%
Pottery "drop-in" studio for adults and seniors	32%	29%	22%	12%	5%	100%
Pottery "drop-in" studio for children and teens	24%	28%	30%	12%	6%	100%
Community groups using pools	27%	31%	27%	10%	5%	100%
Community groups using gyms	25%	29%	30%	12%	4%	100%
Community groups using fields or courts	26%	26%	30%	13%	5%	100%

Question #10

If it were up to you, how would you allocate \$100 in taxes across the following types of programming to best meet the needs of the Boulder community?	Average Dollars
Recreational programs at the beginning and intermediate level ("learn-to" programs)	\$35
Recreational programs at the advanced and elite levels ("competitive" programs)	\$14
Providing one-day community events at city recreation facilities	\$13
Reducing rental rates for children and teen community groups (e.g., Little League, synchronized swim team, etc.)	\$24
Reducing rental rates for adult community groups (e.g., Masters Swimming, Adult Ultimate Frisbee, etc.)	\$14

Question #11

Please indicate your level of support for or opposition to the following sources of funding to help fund recreation facilities and programs in the city of Boulder.	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't Know	Total
Renew existing sales taxes for parks and recreation when they expire	65%	25%	3%	3%	4%	100%
A new sales tax	6%	32%	32%	22%	7%	100%
Grants and donations, which require raising matching funds from the community on a portion of the monies received	33%	49%	7%	2%	9%	100%
Partnering with other municipalities, school districts or nonprofits to develop joint use recreational facilities or programs	50%	35%	8%	2%	5%	100%
Partnering with private organizations to develop recreational facilities or programs	38%	39%	10%	6%	8%	100%

Question #12

Please indicate the extent to which you agree or disagree with each of the following funding policies for recreation facilities and programs the city of Boulder could pursue.	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't Know	Total
The city of Boulder should seek corporate sponsors in order to supplement parks and recreation funding (e.g., signage with advertisements on baseball fences, use of event banners with logos or advertising during events or games, naming of facilities, etc.)	32%	37%	16%	12%	3%	100%
Recreation programs must pay for themselves through user fees	6%	31%	38%	21%	3%	100%
Profitable or popular programs (such as sports leagues and swimming lessons) can help pay for less profitable programs (such as therapeutic, senior and youth programs)	30%	51%	12%	5%	2%	100%
Individuals living outside Boulder should pay higher fees for participating in city of Boulder recreation programs or using city of Boulder recreation facilities	48%	29%	13%	7%	3%	100%
Individuals who live outside Boulder but work or own a business in Boulder should pay resident fees for participating in city of Boulder recreation programs or using city of Boulder recreation facilities	28%	42%	15%	9%	6%	100%

Question #13

If the city of Boulder Parks and Recreation Department did get some additional funding beyond what is needed to provide the current levels of programming and maintenance, please indicate your level of support for or opposition to the following uses of additional funding. Then indicate which ONE of the following you think would be most important.	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	Total	Most Important (check one only)
Maintain and update existing facilities and equipment	70%	29%	1%	1%	100%	46%
Lower user fees	32%	43%	20%	5%	100%	19%
Offer additional recreation programs	18%	52%	24%	5%	100%	6%
Build new recreation facilities or renovate existing facilities	27%	41%	24%	8%	100%	10%

Question #14

How do you find out about city of Boulder Parks and Recreation programs? (Please check all that apply.)	Percent of Respondents*
Boulder Parks and Recreation Guide (quarterly publication)	62%
Boulder Camera newspaper	28%
Channel 8 (the municipal cable TV channel)	4%
Other	17%
Informational flyers	21%
The city of Boulder Web site	42%
E-mail groups/listserves	7%

* Percents may add to more than 100% as respondents could give more than one answer.

Question #15

What is your preferred way find out about city of Boulder Parks and Recreation programs? (Check one.)	Percent of Respondents
Boulder Parks and Recreation Guide (quarterly publication)	42%
Boulder Camera newspaper	11%
Channel 8 (the municipal cable TV channel)	1%
Other	3%
Informational flyers	6%
The city of Boulder Web site	30%
E-mail groups/listserves	7%
Total	100%

Question #16

How would you rate the availability of information about the city of Boulder's recreation offerings to the community?	Percent of Respondents
Excellent	24%
Good	48%
Fair	17%
Poor	5%
don't know	6%
Total	100%

Question #17

Have you or any member of your household registered for a recreation class or program with the city of Boulder in the previous 12 months?	Percent of Respondents
Yes	34%
No	62%
Don't Know	4%
Total	100%

Question #17a

The time you most recently registered, did you register online, over the phone, or in-person? (Please check all that apply.)	Percent of Respondents*
Online	39%
On the phone	25%
In-person	39%
Don't know	7%

* Percents may add to more than 100% as respondents could give more than one answer.

Question #17b

How easy or difficult was it to register?	Percent of Respondents
Very easy	49%
Somewhat easy	43%
Somewhat difficult	3%
Very difficult	0%
Don't Know	4%
Total	100%

Question #18

Length of Residency	Average	Standard Deviation	25th Percentile	Median (50th Percentile)	75th Percentile
About how long have you lived in Boulder?	13	13	3	8	20

Question #19

Do you rent or own your residence?	Percent of Respondents
Rent	48%
Own	52%
Total	100%

Question #20

Please check the one box which most closely describes the type of housing unit you live in.	Percent of Respondents
A detached single-family home	52%
An apartment in an apartment complex	22%
An apartment in a single-family home	2%
A condominium or townhouse	22%
A mobile home	0%
Other	1%
Total	100%

Question #21

Persons per Household	Average	Standard Deviation
Counting yourself, how many people live in your household?	2.4	2.4

Question #22, #23, #24

Presence of Children and Older Adults in the Household	Yes	No	Total
Do any children age 12 or younger live in your household?	18%	82%	100%
Do any teenagers ages 13 to 17 live in your household?	8%	92%	100%
Are you or any other members of your household aged 65 or older?	11%	89%	100%

Question #25

About how much was your household's total income before taxes in 2008? (Please include in your total income money from all sources for all persons living in your household.)	Percent of Respondents
Less than \$24,999	18%
\$25,000 to \$49,999	21%
\$50,000 to \$99,999	34%
\$100,000 or more	28%
Total	100%

Question #26

Which of the following best describes your age?	Percent of Respondents
18 - 24	11%
25 - 34	39%
35 - 44	14%
45 - 54	19%
55 - 64	9%
65 years or older	8%
Total	100%

Question #27

What is your gender?	Percent of Respondents
Female	48%
Male	52%
Total	100%

APPENDIX B: RESPONSES TO OPEN-ENDED SURVEY QUESTION

Following are verbatim responses to the open-ended question on the survey, which asked “What suggestions, if any, do you have for other recreational offerings the city of Boulder might provide that it does not already provide?”. Because these responses were written by survey participants, they are presented here in verbatim form, including any typographical, grammar or other mistakes. The responses are in alphabetical order.

- ◆ 18-hole disc golf course.
- ◆ A big public outdoor pool area (what we have is insufficient), with grass around it, pool for actual swimming and a pool for kids adjacent.
- ◆ A decent tennis facility with indoor courts! Better maintenance of existing outdoor courts! Particularly Tom Watson Park!
- ◆ A more cutting edge marketing approach more style, hip
- ◆ Aerial fabric or trapeze
- ◆ All ages need to be considered but children & young people - teen - school age need the most attention.
- ◆ All the facilities are located in the Boulder City proper. No park, no recreational facility in the Boulder County. We pay tax too, but no park, no facility, no program. By the way, I live in Gunbarrel.
- ◆ Allow private personal trainers at all rec centers at no add'l cost
- ◆ Am concerned about unsafe motor boating on reservoir since it is so small. Rec centers has great programs for small children & families and a budget. Flatirons golf course is well run too.
- ◆ An artist studio for shared use. Preferably w/kilns.
- ◆ An outward bound type day trips and/or overnights (at minimal cost) for older teens (16-24). Being 21 currently I see too many peers looking to do something local such as this. It also is a good alternative to the many poor choices people my age make when they have "nothing" to do. Also, pottery studio time or lessons would be amazing!
- ◆ Another disk golf course
- ◆ Anything that will interest & help the lower income community that most often cannot even afford to use the rec. Centers. They are treated (that part of Boulder's population) as if they barely exist in this town.
- ◆ Areas in local parks designated for fenced dog parks, with users responsible for maintenance and clean up
- ◆ Art classes in conjunction w/open studios artists a lot more choices than you have now.
- ◆ At this time of economic crisis, the city of Boulder should look towards tightening its budget. Users of programs should pay for them. Boulder is way too lax in permitting the deadbeats of society take advantage of the hard-working taxpayers footing the bill. No further offerings should be provided.
- ◆ Bicycling-related
- ◆ Boating swimming lessons
- ◆ Boulder could benefit from a large community outdoor pool that is suitable for all ages baby, toddler, school age etc.. Or even small baby pools like Longmont. Also, babysitting is too expensive - check out Longmont.
- ◆ Boulder is pretty awesome at what they provide. Classes for the physically disabled will be especially important w/people returning from war.
- ◆ Bowling alley in Boulder. Provide baseball opportunities for boy/girl that cannot afford the dues & registration
- ◆ Bridge lessons; wii active games introduction dance-dance revolution type machines
- ◆ Build more mountain bike trails.
- ◆ City of Boulder needs to have more baseball facilities for youth sport use. There are very few well-maintained baseball facilities.
- ◆ Climbing, skiing, mtn biking!
- ◆ Community bike rides
- ◆ Competitive baseball league where one person has a chance to get on a team - open tryouts would be willing to conduct - 520-591-6961
- ◆ Cycling - instructional & safety for children & teens. Safe place for teens to "play" on bikes - jumps, dirt track, etc. Place for community organizations to safely hold instructional class & training for mt bike & cyclocross
- ◆ Dance classes - Latin American, tango, line dancing etc. Salsa!
- ◆ Dog parks are very important
- ◆ Dog park facilities are provided, but are being used and accessed past their current capacity. Dog park facilities are very important and popular in this

- subculture/demographic. Extra facilities for better shade and water would be appreciated.
- ◆ Doing a great job!
 - ◆ Don't have any - the city provides great resources for recreation at all levels. My kids enjoyed many happy days in gymnastics, swimming & summer camp
 - ◆ Drop "annual" cost for private business. Day use! Too expensive to use tax paid facility!! Makes us mad!!
 - ◆ Drop-in gymnastics facility including rings, horse, high-bar, vault, mats, etc.
 - ◆ Educational tours, walking tours, historical tours..etc...
 - ◆ Enjoyed the playgrounds with visiting relatives - especially picnic areas. This, for me in the most important offering of the parks & rec. Programs.
 - ◆ Everything about Boulder is about revenue - lower fees, a bus to the reservoir in the summer so more teens/youth have access.
 - ◆ Expand to Boulder County, not just Boulder City for resident fees
 - ◆ Fenced in running track or loop course with measured distance markers, away from bikes, leisure peds, baby joggers, skates. Well designed cross country course.
 - ◆ Fencing instruction!
 - ◆ Fields for ultimate frisbee!
 - ◆ Gardening, or sustainable living classes
 - ◆ Growing veggies 1 hour classes on fixing things
 - ◆ Hands down - indoor tennis! Boulder has many tennis players but still no indoor facility in a winter climate! It could purchase and cover the little-used cu tennis courts or at least provide use for the public. Night lights would be 2nd most important. Hint: look at Melbourne, Australia - warmer climate but much more indoor - access
 - ◆ Heated pools for sr citizens, hydro-therapy for people w/arthritis...
 - ◆ Hiking 101 - how to enjoy the mtn parks and tread lightly/leave no trace. Cross-agency/department recreational programs more outdoors oriented.
 - ◆ Host an ultimate frisbee tournament
 - ◆ How about some rock climbing classes at east Boulder rec? And maybe some kayaking in the creek...
 - ◆ I am very disappointed at the direction that park & rec has taken recently (Valmont-East Boulder). Parks & rec does not consider nature in its planning. Why destroy wildlife habitat for bikers & parking lots. There are many who want the "nature" back in parks & less of the human built facilities.
 - ◆ I believe we offer a diverse variety already. Let's focus on quality of instruction and accessibility by reducing fees as well as updating & maintaining equipment & facilities.
 - ◆ I do not know all that the rec. Centers offer, so I can't suggest anything more.
 - ◆ I love the Bldr rec systems my daughters are now 31; 28 & 25 & we enjoyed many activities via the rec centers the entire time they were growing up
 - ◆ I love the nia classes and swim! Although I don't have kids myself, I love seeing mothers use the child care facilities.
 - ◆ I need "wilderness first responder" training.
 - ◆ I really the partnership with the Boulder Nordic Club for xc skiing. I think we could use a velodrome and/or criterium course.
 - ◆ I think Boulder has always offered a wide selection of activities - in which I have participated from time to time over the last 50 or so years
 - ◆ I think the city of Boulder does a great job with the rec centers at a reasonable price
 - ◆ I think the city of Boulder needs to put in another ultimate frisbee golf course.
 - ◆ I use the pottery studio/lab for all of my Boulder recreation. I feel it is important to pay for this level of services! It is an awesome program - attracts all ages. It could be expanded.
 - ◆ I wish there was a rec center closer to north east Boulder - (Gunbarrel area)
 - ◆ I would like the city to be more supportive (ie. Lower usage fees) of non-profit groups that fill a void in the city's rec offerings - such as little league, masters swim, junior crew.
 - ◆ I would like to see more leisure enrichment classes offered at a lower price ie partially funded with taxes
 - ◆ I would love another option for a yoga class, only because your offerings never fit my schedule something 8-9 p.m would be awesome
 - ◆ Ice hockey!
 - ◆ Ice skating
 - ◆ Ice skating & hockey - figure skating if/when we get a rink
 - ◆ Ice skating, diving
 - ◆ Ice-skating rink (indoor/outdoor); waterpark (like Broomfield "bay"); x-country ski track and restrooms @ all p&r parks!!
 - ◆ I'm not sure if this is already a service, but: horseback riding lessons/family trails.
 - ◆ (Indoor) badminton!
 - ◆ Indoor soccer facilities.
 - ◆ Indoor tennis - the city effectively has none!
 - ◆ Indoor tennis courts, drop-in senior basketball
 - ◆ Indoor tennis more tennis courts squash courts
 - ◆ Indoor tennis!!!! Please!!!

- ◆ Intermed/advanced yoga at east on Fridays
- ◆ It is a tragedy that we have only one golf course in Boulder. Golf is a great exercise (particularly as one grows older) and is not a snob sport (contrary to current "Boulder liberal" image.
- ◆ It is not the city's job to provide these facilities.
- ◆ It's wonderful & amazing all that the rec center offers for its community members. I hope that the fee is reasonable & fair for all Boulder County citizens.
- ◆ Jewelry & metalworking; hoop classes (hula-hooping/dance); woodworking/wood crafts; sculpture
- ◆ Just better cleanliness of facilities - that is why we go to private club
- ◆ Keep boating @ res
- ◆ Keep it affordable
- ◆ Keep outdoor pools open longer in year
- ◆ Keep up the activities for the elderly & the children especially during the summer
- ◆ Keep up the good work!
- ◆ Kundalini yoga drop in
- ◆ Lets get back to keeping the parks clean & mowed
- ◆ Lighted tennis courts (south or east rec centers)
- ◆ Local running/biking races or group rides/runs; team with open space programs; volunteer opportunities
- ◆ Make this survey shorter!
- ◆ Make used bicycles available at various points for temporary use
- ◆ Marriage lessons - before pregnancy lessons - before
- ◆ More baseball fields, more basketball courts, more soccer, football & lacrosse fields
- ◆ More classes at the table mesa facility
- ◆ More classes in the evening/weekend for children of working parents.
- ◆ More community involvement/volunteer opportunities. Ideally well publized.
- ◆ More dance classes, aka salsa, ballroom, swing
- ◆ More equitable sponsorship of youth team sports
- ◆ More family oriented community events to get families outside & active.
- ◆ More fields available for rugby practice/games
- ◆ More frisbee golf courses
- ◆ More indoor swimming lanes!
- ◆ More late evening hours (till 10 p.m.) And classes (8 p.m. Or later) for those of us w/little kids or late work hours, please.
- ◆ More open swim time at outdoor pools
- ◆ More spinning/cycling classes
- ◆ More time for women's only drop-in volleyball
- ◆ Most important are activities when kids are out of school: after school, spring break, holidays, and summer. Especially kids from low-income families.
- ◆ Mountain biking and hiking group programs
- ◆ Need art classes. Such as drawing, painting, affordable
- ◆ Need more effective outreach. I just assume the Boulder rec. Costs too much, so it never occurs to me to seek information.
- ◆ Neighborhood outdoor movies
- ◆ No
- ◆ None
- ◆ None - keep doing what you are doing well.
- ◆ None at this time
- ◆ None!
- ◆ None!
- ◆ Nordic skiing & facilities
- ◆ Not much in senior services, meals on wheels, eercise for seniors - etc you are about to get slammed with senior boomers!!
- ◆ Open space learning programs
- ◆ Open water swim lessons
- ◆ Other art classes
- ◆ Outdoor pool areas
- ◆ Pass for the Boulder Res. For the summer, discounted student rates during summer months
- ◆ Please rent space (fields) to ultimate frisbee league (called grassroots ultimate) to avoid gasoline and emissions from those players traveling to Broomfield or farther away.
- ◆ Please! Expand takes a disproportionate share of city attention & resources. I say this as a former member of the boards of pnp organizations serving people w/disabilities. Back it off & use the resources elsewhere. Awards aren't everything.
- ◆ Provide support for little league! More soccer fields!
- ◆ Re: city of Boulder website - could be a little more user friendly. E.g. Going more directly to specific rec. Center, then getting big schedules.
- ◆ Really nice, new outdoor pool like other nearby cities. Place for families, teens, community in the sumer. Nice landscaping, shade areas etc
- ◆ Recycle classes, especially bicycle maintenance and emergency repairs.
- ◆ Replace the diving board at nbrc, it is dangerous in its current condition.
- ◆ Rock climbing, x country skiing, trail running (and other types of outdoor recreation that are available and plentiful in our area)
- ◆ Self defense and karate classes

- ◆ Senior masters league volleyball & basketball. Please continue to provide the childcare services at east & north centers & the Nordic ski trails throughout the city.
- ◆ Shorter surveys
- ◆ Shouldn't provide more has enough already!
- ◆ Since there is no other room for comment I'll use this space to say that I work for KGNU. Please use us as a venue to help raise funds - especially for those who cannot afford to use the facility.
- ◆ Skateboard classes/camps for youth, beginner to intermediate
- ◆ Slack-living course. Skate plaza.
- ◆ Some areas of Boulder County are not considered residents, so fees are higher. It would help to have a flat fee so all residents of Boulder County can benefit from the programs.
- ◆ Sometimes not all activities, like dancing or gymnastics, are available for males and females. I think that should change.
- ◆ Stop wasting our tax dollars.
- ◆ Subsidize use of sports fields for youth sports to keep prices lower and attract more kids in Australia a 10 year old pays \$80 for a 20 week soccer season
- ◆ Survey too long. I think you will have more success and participation if you shorten it.
- ◆ Take a poll of kids between Easter and vacation to determine what they want and take it from there.
- ◆ Technology classes/internet etc
- ◆ Tennis facility
- ◆ The city needs an ice skating rink. The city council is against this but it is popular with the public and an income source.
- ◆ The city should reduce excessively wasteful spending in recessionary times
- ◆ The Friday night programs should be for teens (14-18) not pre-teens. Teens need somewhere w/o drinking to hang, be active, have fun. Why not let them use the rec center from 9-12 p.m.?
- ◆ There are very few swimming pools & soccer fields in Boulder! We appreciate using sbrc & ebrc
- ◆ To be sure that girls have some advantages as boys - in all activities.
- ◆ Trail walking, hiking
- ◆ Ultimate frisbee 'drop-in' for youth 10-16 yrs. Old in the spring/summer months.
- ◆ Use of indoor pools at reduced rate for seniors (not sure if already provided)
- ◆ We've never used city of Boulder facilities & are not city residents (county) so I really don't think there's much value in completing this survey
- ◆ Winter camping skills
- ◆ YMCA has gone way downhill - classes equip, cleanliness, hygiene - pool is grimy & showers moldy - spending \$\$ on wrong stuff!!
- ◆ You do an amazing job meeting the needs of the community-we couldn't be happier!

APPENDIX C: RESPONSES TO SELECTED SURVEY QUESTIONS BY GEOGRAPHIC AREA

The city of Boulder has divided the city into nine subcommunities for planning purposes. A map of the subcommunities can be found on page 74. Survey respondents were classified into one of the nine subcommunities. Some were outside the subcommunity areas, and others could not be classified into a subcommunity. Some of the subcommunities have fewer residential addresses, and only a few respondents were in those subcommunities, so subcommunities were combined into larger areas so that the minimum number of respondents in any geographic area was 52 (Gunbarrel). The table below shows the five geographic areas into which respondents were classified (plus a sixth for the respondents outside the boundaries or unknown), and the number and percent of respondents in each. The remaining tables in this appendix present selected survey results by respondent geographic area.

Percent of Respondents in Each Geographic Area

Geographic Area	Number of Respondents	Percent of Respondents
Central, East, CU or Crossroads	232	37%
Gunbarrel	52	8%
North Boulder or Palo Park	73	12%
South Boulder	97	16%
Southeast Boulder	104	17%
Outside boundaries or unknown	63	10%
Total	622	100%

Highlights from the report tables in this appendix include:

- ◆ Generally, the “mission statement” endorsed by the highest percent of respondents was that the city of Boulder should offer recreation facilities and programs to its residents to maintain and improve the physical health and mental well-being of the general population, followed by an emphasis on providing positive activities or recreational opportunities for youth, senior adults, adults and those with who might not otherwise be able to participate in recreational activities. However, in Gunbarrel, providing positive activities for youth received the greatest endorsement by respondents.
- ◆ Generally, a majority of respondents believed the parks and recreation facilities should be mostly available for public drop-in use (likely earning lower revenues) instead of being mostly programmed with leagues and other activities (likely earning higher revenues). However, in Gunbarrel, a slight majority (51%) felt that facilities should be mostly programmed with pre-planned activities.
- ◆ Among all survey respondents, about half felt the Parks and Recreation Department should provide facilities and programs that complement others in the community and not replicate them, and half felt the Parks and Recreation Department should provide facilities and programs identified by residents, regardless of whether they are provided by other agencies in or near Boulder. There were some differences by subcommunity: those in North Boulder/Palo Park, South Boulder and Southeast Boulder were more likely to choose providing programs and facilities identified by residents regardless if they are provided by others, while those in

Central/East/CU/Crossroads, Outside and in Gunbarrel were more likely to choose providing facilities and programs that complement and do not replicate others. Gunbarrel residents, in particular, were more likely to choose this option (69%).

- ◆ Households in Southeast Boulder were less likely to have participated indoor and outdoor swimming activities than were those in other subcommunities.
- ◆ Households in Central/East/CU/Crossroads and North Boulder/Palo Park were more likely to have participated in yoga and Pilates than were households in other subcommunities.
- ◆ Households in Gunbarrel were less likely to have played drop-in basketball or volleyball, field sports or indoor court sports than were residents in other subcommunities.
- ◆ Those living in North Boulder/Palo Park were more likely to feel indoor swimming pool swim lessons or water exercise classes were essential than were those living in other subcommunities.
- ◆ Residents in Gunbarrel were less likely to feel fitness/health or wellness classes were essential than were residents of other subcommunities.
- ◆ Those living in Central/East/CU/Crossroads and North Boulder/Palo Park were more likely to rate drop-in pottery and pottery instruction as essential than were households in other subcommunities.
- ◆ Residents of Gunbarrel were less likely to support various funding options than were residents of other subcommunities; however, 51% did say they would strongly support renewing existing sales taxes for parks and recreation when they expire.
- ◆ Residents of Gunbarrel (many of whom live outside city limits) were less likely to agree that individuals living outside Boulder city limits should pay higher fees for city of Boulder recreation programs and facilities than were those in other subcommunities.
- ◆ Those living in Gunbarrel gave less positive ratings to the availability of information about the city of Boulder's recreation offerings than those living in other subcommunities.
- ◆ Those living in Central/East/CU/Crossroads were as likely to prefer obtaining their information about the city's parks and recreation offerings from the city of Boulder Web site as the *Boulder Parks and Recreation Guide*. Those living in other subcommunities were most likely to prefer the *Guide*.

Question #1 by Geographic Area

Cities offer recreation facilities and programs to their residents for a variety of reasons and purposes. Please indicate the extent to which you agree or disagree that the city of Boulder should offer recreation facilities and programs to its residents for each of the following purposes.	Central, East, CU or Crossroads	Gunbarrel	North Boulder or Palo Park	South Boulder	Southeast Boulder	Outside boundaries or unknown	Overall
To maintain and improve the physical health and mental well-being of the general population of the community	83%	71%	84%	82%	62%	72%	78%
To provide opportunities to make social connections; to strengthen the "social fabric" of the community	37%	21%	40%	41%	29%	27%	34%
To enhance the economic vitality of the community by offering special events that draw visitors from inside and outside the community	28%	18%	28%	17%	25%	17%	24%
To provide recreational opportunities to people who might not otherwise be able to participate in recreational activities (e.g., people with disabilities or people with low incomes)	59%	52%	57%	60%	44%	48%	55%
To provide positive activities for children and teens (age 19 and younger)	70%	73%	75%	76%	57%	68%	70%
To provide recreational opportunities for adults (20 to 59 years old)	56%	45%	65%	64%	51%	55%	57%
To provide recreational opportunities for senior adults (age 60 and older)	53%	43%	67%	75%	53%	59%	58%

Percent of respondents rating as "strongly agree."

Question #2 by Geographic Area

The city of Boulder is determining important guiding principles for future parks and recreation programming. Recognizing that all the statements may reflect values that are important to you, from each pair of statements below, please indicate which ONE of the two statements you believe is more important for Boulder.	Central, East, CU or Crossroads	Gunbarrel	North Boulder or Palo Park	South Boulder	Southeast Boulder	Outside boundaries or unknown	Overall
Consider parks and recreation a human service that contributes to the physical, emotional and social welfare of the whole community, and therefore offers limited services funded primarily through tax dollars.	91%	68%	85%	84%	79%	78%	84%
Consider parks and recreation a business which should attract and serve as many people as possible who can afford to pay for the services provided, and therefore offers more services funded primarily through user fees.	9%	32%	15%	16%	21%	22%	16%
Total	100%	100%	100%	100%	100%	100%	100%
Parks and recreation program offerings should be at many different skill levels, i.e. beginner through very advanced.	68%	62%	75%	61%	58%	63%	65%
Parks and recreation program offerings should focus primarily on introductory classes at beginning and intermediate levels.	32%	38%	25%	39%	42%	37%	35%
Total	100%	100%	100%	100%	100%	100%	100%
Parks and recreation facilities should be mostly programmed with leagues and other pre-planned activities or events, with some drop-in use, likely earning greater revenues.	33%	51%	38%	44%	37%	29%	37%
Parks and recreation facilities should mostly be available for public drop-in use, with some active programming, likely earning lesser revenues.	67%	49%	62%	56%	63%	71%	63%
Total	100%	100%	100%	100%	100%	100%	100%

Question #2 by Geographic Area (continued)

The city of Boulder is determining important guiding principles for future parks and recreation programming. Recognizing that all the statements may reflect values that are important to you, from each pair of statements below, please indicate which ONE of the two statements you believe is more important for Boulder.	Central, East, CU or Crossroads	Gunbarrel	North Boulder or Palo Park	South Boulder	Southeast Boulder	Outside boundaries or unknown	Overall
Parks and recreation program offerings should focus mostly on popular sports and fitness (e.g., aerobics, yoga, softball, soccer, basketball, etc.) because those serve the most number of people.	39%	44%	31%	46%	39%	33%	39%
Parks and recreation program offerings should offer some popular sports and fitness activities, but also include diverse opportunities like arts and crafts, and classes (e.g., cooking, tai chi, etc.).	61%	56%	69%	54%	61%	67%	61%
Total	100%	100%	100%	100%	100%	100%	100%
The Parks and Recreation Department should provide facilities and programs that complement others in the community and not replicate them.	52%	69%	41%	43%	41%	55%	49%
The Parks and Recreation Department should provide facilities and programs identified by residents, regardless of whether they are provided by other agencies in or near Boulder.	48%	31%	59%	57%	59%	45%	51%
Total	100%	100%	100%	100%	100%	100%	100%

Question #3 by Geographic Area

Please rate how important you think it is for the city of Boulder to provide recreation programs for each of the population groups below.	Central, East, CU or Crossroads	Gunbarrel	North Boulder or Palo Park	South Boulder	Southeast Boulder	Outside boundaries or unknown	Overall
Children age 12 and younger	52%	51%	56%	53%	44%	41%	50%
Teenagers 13 to 19 years old	54%	30%	58%	49%	44%	42%	49%
Adults (20 to 59 years old)	27%	29%	39%	34%	28%	22%	29%
Senior adults (age 60 and older)	31%	27%	35%	54%	25%	25%	33%
Families together as a group	23%	22%	36%	23%	22%	16%	23%
People with disabilities	40%	28%	34%	50%	34%	33%	38%
People with low incomes	50%	29%	41%	56%	37%	30%	44%
Percent of respondents rating as "essential."							

Question #4 by Geographic Area

When planning for the use of its various recreation facilities (recreation centers class space, gym space, pools, fields, etc.), the city of Boulder has to consider a variety of priorities and community needs. What do you think is the appropriate allocation of time for each of the following purposes at the city's recreation facilities?	Central, East, CU or Crossroads	Gunbarrel	North Boulder or Palo Park	South Boulder	Southeast Boulder	Outside boundaries or unknown	Overall
Opportunities to "learn-to" (skill-building; beginner and intermediate classes)	22%	21%	25%	24%	21%	23%	22%
Opportunities for advanced or elite programs (advanced classes or competitive opportunities)	12%	14%	13%	12%	12%	11%	12%
Opportunities for city-sponsored leagues to use the facilities (e.g., softball leagues, adult soccer leagues volleyball leagues, youth football leagues, etc.)	20%	15%	20%	18%	20%	18%	19%
Opportunities for community groups to use the facilities (e.g., Little League, Master Swimming, youth soccer clubs, Boulder Rugby Club, etc.)	17%	21%	16%	16%	19%	18%	17%
Opportunities for drop-in use (e.g., swim laps, shoot baskets, lift weights, etc.)	30%	29%	25%	31%	28%	31%	29%

Question #5 by Geographic Area

The city of Boulder has to consider a wide variety of needs in our community when planning the recreation classes to offer. About what percent of classes do you think the city of Boulder should offer to the community in each of the following three categories?	Central, East, CU or Crossroads	Gunbarrel	North Boulder or Palo Park	South Boulder	Southeast Boulder	Outside boundaries or unknown	Overall
"Active" physical recreation (e.g., yoga, Pilates, sports, dance, swimming, fitness, etc.)	51%	50%	48%	57%	50%	56%	52%
Leisure enrichment activities (e.g., pottery, painting, photography, cooking, etc.)	25%	27%	27%	22%	24%	22%	25%
Community education (e.g., babysitting certification, CPR, health and wellness lectures, etc.)	25%	22%	25%	20%	26%	22%	24%

Question #6 by Geographic Area

In the past year, have you or any member of your household participated in any of the following activities?	Central, East, CU or Crossroads	Gunbarrel	North Boulder or Palo Park	South Boulder	Southeast Boulder	Outside boundaries or unknown	Overall
Indoor swimming pool swim lessons or water exercise classes	32%	25%	24%	18%	13%	26%	24%
Indoor swimming pool "open swim" (drop-in swim or lap swim)	64%	39%	54%	60%	29%	54%	53%
Used an indoor leisure pool (pool with water play features)	31%	33%	34%	36%	26%	27%	31%
Outdoor swimming pool swim lessons or water exercise classes	13%	18%	9%	10%	6%	10%	11%
Outdoor swimming pool "open swim" (drop-in swim or lap swim)	35%	28%	22%	33%	24%	34%	31%
Children and teen summer swim team	4%	12%	4%	6%	1%	2%	5%
Dance classes/instruction	15%	7%	14%	25%	12%	15%	15%
Competitive dance team/company	6%	1%	1%	8%	4%	1%	4%
Gymnastics classes/instruction	11%	10%	5%	12%	3%	8%	9%
Competitive team gymnastics	5%	0%	1%	2%	0%	3%	3%
Fitness or health and wellness classes (e.g., aerobics, yoga, weight training, etc.)	46%	40%	45%	37%	37%	49%	43%
Tai Chi/Chi Kung/Feldenkrais	9%	5%	9%	8%	4%	10%	8%
"Drop-in" exercise (weights, exercise machines, etc.)	57%	49%	60%	46%	42%	41%	51%
"Drop-in" yoga/Pilates	33%	21%	32%	20%	21%	21%	26%
Educational health and wellness classes	14%	5%	14%	11%	11%	7%	12%
Drop-in basketball or volleyball	24%	5%	12%	24%	14%	16%	19%
Played field sports (e.g., baseball, softball, soccer, football, rugby, lacrosse, Ultimate Frisbee, etc.)	31%	7%	25%	25%	31%	12%	25%
Played indoor court sports (e.g., volleyball, dodgeball, basketball, etc.)	27%	9%	18%	28%	18%	17%	22%
Sports instruction/classes (e.g. tennis, volleyball, mini-sports)	10%	5%	7%	11%	11%	11%	10%

Question #6 by Geographic Area (continued)

In the past year, have you or any member of your household participated in any of the following activities?	Central, East, CU or Crossroads	Gunbarrel	North Boulder or Palo Park	South Boulder	Southeast Boulder	Outside boundaries or unknown	Overall
Golf lessons/instruction	7%	8%	6%	2%	0%	10%	5%
Golfing	16%	14%	20%	9%	17%	20%	16%
Private lessons/instruction (e.g., private tennis lessons, private golf lessons, personal training, etc.)	9%	8%	14%	11%	4%	10%	9%
Certifications (e.g., CPR, AED, First Aid, Babysitting, etc)	16%	9%	11%	10%	11%	9%	12%
Leisure enrichment class (cooking, art, photography, music, drama, etc.)	17%	7%	17%	16%	7%	6%	13%
Children's summer day camp	7%	7%	10%	9%	6%	11%	8%
Children's day camp on school days off (e.g., spring break, holidays)	4%	5%	4%	3%	2%	5%	4%
Pottery instruction/classes	5%	4%	7%	10%	4%	3%	6%
"Drop-in" to the Pottery Lab	4%	6%	7%	3%	2%	4%	4%
Youth Services Initiative	3%	0%	1%	1%	0%	1%	2%
EXPAND	5%	0%	2%	0%	2%	3%	3%
Community event	7%	0%	4%	15%	7%	5%	7%
"Drop-in" to a reservoir	44%	46%	43%	37%	37%	36%	41%
"Drop-in" to a reservoir for boating	12%	8%	4%	11%	2%	15%	9%
Small watercraft classes/instruction/camp	8%	0%	5%	3%	0%	7%	5%
Small watercraft rental	8%	2%	4%	6%	1%	8%	6%

Question #7 by Geographic Area

How important, if at all, do you believe it is that the city of Boulder offer each of the following activities to the community?	Central, East, CU or Crossroads	Gunbarrel	North Boulder or Palo Park	South Boulder	Southeast Boulder	Outside boundaries or unknown	Overall
Indoor swimming pool swim lessons or water exercise classes	40%	25%	61%	36%	36%	43%	40%
Indoor swimming pool "open swim" (drop-in swim or lap swim)	41%	38%	58%	46%	34%	57%	44%
Used an indoor leisure pool (pool with water play features)	22%	21%	30%	31%	21%	41%	26%
Outdoor swimming pool swim lessons or water exercise classes	26%	9%	33%	20%	20%	26%	23%
Outdoor swimming pool "open swim" (drop-in swim or lap swim)	30%	26%	41%	33%	31%	40%	33%
Children and teen summer swim team	25%	16%	41%	20%	14%	23%	23%
Dance classes/instruction	12%	9%	27%	11%	12%	8%	13%
Competitive dance team/company	8%	5%	10%	3%	2%	5%	6%
Gymnastics classes/instruction	19%	18%	23%	15%	10%	13%	17%
Competitive team gymnastics	10%	2%	12%	6%	5%	6%	8%
Fitness or health and wellness classes (e.g., aerobics, yoga, weight training, etc.)	42%	35%	60%	55%	49%	45%	47%
Tai Chi/Chi Kung/Feldenkrais	13%	8%	17%	13%	6%	16%	12%
"Drop-in" exercise (weights, exercise machines, etc.)	51%	50%	65%	58%	48%	54%	53%
"Drop-in" yoga/Pilates	30%	33%	37%	34%	26%	23%	30%
Educational health and wellness classes	31%	21%	27%	22%	28%	25%	27%
Drop-in basketball or volleyball	24%	12%	29%	21%	26%	27%	24%
Played field sports (e.g., baseball, softball, soccer, football, rugby, lacrosse, Ultimate Frisbee, etc.)	24%	13%	40%	29%	33%	26%	27%
Played indoor court sports (e.g., volleyball, dodgeball, basketball, etc.)	24%	12%	31%	24%	29%	17%	24%
Sports instruction/classes (e.g. tennis, volleyball, mini-sports)	15%	11%	18%	19%	21%	15%	17%

Question #7 by Geographic Area (continued)

How important, if at all, do you believe it is that the city of Boulder offer each of the following activities to the community?	Central, East, CU or Crossroads	Gunbarrel	North Boulder or Palo Park	South Boulder	Southeast Boulder	Outside boundaries or unknown	Overall
Golf lessons/instruction	9%	5%	12%	2%	7%	3%	7%
Golfing	13%	4%	12%	6%	14%	11%	11%
Private lessons/instruction (e.g., private tennis lessons, private golf lessons, personal training, etc.)	9%	2%	9%	7%	6%	3%	7%
Certifications (e.g., CPR, AED, First Aid, Babysitting, etc)	41%	41%	41%	26%	38%	32%	37%
Leisure enrichment class (cooking, art, photography, music, drama, etc.)	19%	18%	20%	8%	17%	4%	16%
Children's summer day camp	30%	33%	48%	43%	36%	40%	36%
Children's day camp on school days off (e.g., spring break, holidays)	29%	31%	39%	38%	27%	33%	32%
Pottery instruction/classes	15%	4%	20%	4%	7%	6%	10%
"Drop-in" to the Pottery Lab	15%	13%	21%	3%	3%	9%	11%
Youth Services Initiative	35%	26%	45%	38%	34%	30%	35%
EXPAND	44%	23%	47%	47%	34%	37%	41%
Community event	17%	4%	19%	6%	14%	3%	13%
"Drop-in" to a reservoir	45%	43%	55%	42%	39%	31%	43%
"Drop-in" to a reservoir for boating	33%	34%	18%	18%	26%	19%	26%
Small watercraft classes/instruction/camp	18%	5%	11%	7%	14%	11%	13%
Small watercraft rental	15%	12%	14%	9%	18%	17%	14%

Percent of respondents rating as "essential."

Question #10 by Geographic Area

If it were up to you, how would you allocate \$100 in taxes across the following types of programming to best meet the needs of the Boulder community?	Central, East, CU or Crossroads	Gunbarrel	North Boulder or Palo Park	South Boulder	Southeast Boulder	Outside boundaries or unknown	Overall
Recreational programs at the beginning and intermediate level ("learn-to" programs)	\$34	\$38	\$35	\$41	\$33	\$36	\$35
Recreational programs at the advanced and elite levels ("competitive" programs)	\$15	\$15	\$15	\$15	\$12	\$10	\$14
Providing one-day community events at city recreation facilities	\$13	\$10	\$12	\$10	\$17	\$14	\$13
Reducing rental rates for children and teen community groups (e.g., Little League, synchronized swim team, etc.)	\$24	\$23	\$26	\$21	\$23	\$25	\$24
Reducing rental rates for adult community groups (e.g., Masters Swimming, Adult Ultimate Frisbee, etc.)	\$14	\$14	\$12	\$13	\$16	\$15	\$14

Question #11 by Geographic Area

Please indicate your level of support for or opposition to the following sources of funding to help fund recreation facilities and programs in the city of Boulder.	Central, East, CU or Crossroads	Gunbarrel	North Boulder or Palo Park	South Boulder	Southeast Boulder	Outside boundaries or unknown	Overall
Renew existing sales taxes for parks and recreation when they expire	72%	51%	82%	66%	61%	59%	68%
A new sales tax	8%	2%	12%	8%	4%	3%	7%
Grants and donations, which require raising matching funds from the community on a portion of the monies received	37%	20%	47%	39%	29%	39%	36%
Partnering with other municipalities, school districts or nonprofits to develop joint use recreational facilities or programs	51%	44%	56%	63%	44%	56%	52%
Partnering with private organizations to develop recreational facilities or programs	45%	22%	43%	40%	34%	49%	41%

Percent of respondents rating as "strongly support."

Question #12 by Geographic Area

Please indicate the extent to which you agree or disagree with each of the following funding policies for recreation facilities and programs the city of Boulder could pursue.	Central, East, CU or Crossroads	Gunbarrel	North Boulder or Palo Park	South Boulder	Southeast Boulder	Outside boundaries or unknown	Overall
The city of Boulder should seek corporate sponsors in order to supplement parks and recreation funding	32%	35%	24%	28%	37%	51%	33%
Recreation programs must pay for themselves through user fees	6%	11%	3%	2%	9%	12%	7%
Profitable or popular programs can help pay for less profitable programs	31%	36%	39%	34%	25%	23%	31%
Individuals living outside Boulder should pay higher fees for participating in city of Boulder recreation programs or using city of Boulder recreation facilities	52%	24%	67%	59%	44%	33%	50%
Individuals who live outside Boulder but work or own a business in Boulder should pay resident fees for participating in city of Boulder recreation programs or using city of Boulder recreation facilities	26%	33%	38%	24%	27%	47%	30%

Percent of respondents rating as "strongly agree."

Question #13 by Geographic Area

If the city of Boulder Parks and Recreation Department did get some additional funding beyond what is needed to provide the current levels of programming and maintenance, please indicate your level of support for or opposition to the following uses of additional funding.	Central, East, CU or Crossroads	Gunbarrel	North Boulder or Palo Park	South Boulder	Southeast Boulder	Outside boundaries or unknown	Overall
Maintain and update existing facilities and equipment	72%	70%	74%	72%	58%	76%	70%
Lower user fees	37%	22%	28%	30%	34%	29%	32%
Offer additional recreation programs	18%	13%	17%	17%	20%	25%	18%
Build new recreation facilities or renovate existing facilities	29%	24%	33%	28%	24%	22%	27%

Percent of respondents rating as "strongly support."

Question #15 by Geographic Area

What is your preferred way find out about city of Boulder Parks and Recreation programs? (Check one.)	Central, East, CU or Crossroads	Gunbarrel	North Boulder or Palo Park	South Boulder	Southeast Boulder	Outside boundaries or unknown	Overall
Boulder Parks and Recreation Guide (quarterly publication)	33%	53%	47%	48%	41%	56%	42%
Boulder Camera newspaper	14%	4%	10%	7%	8%	13%	11%
Channel 8 (the municipal cable TV channel)	1%	3%	0%	0%	2%	1%	1%
Other	0%	4%	1%	2%	7%	6%	3%
Informational flyers	9%	0%	2%	3%	8%	5%	6%
The city of Boulder Web site	35%	34%	31%	26%	31%	13%	30%
E-mail groups/listserves	8%	3%	9%	13%	2%	7%	7%
Total	100%	100%	100%	100%	100%	100%	100%

Question #16 by Geographic Area

How would you rate the availability of information about the city of Boulder's recreation offerings to the community?	Central, East, CU or Crossroads	Gunbarrel	North Boulder or Palo Park	South Boulder	Southeast Boulder	Outside boundaries or unknown	Overall
Excellent	22%	19%	31%	26%	21%	32%	24%
Good	52%	38%	38%	59%	40%	49%	48%
Fair	15%	35%	22%	7%	24%	6%	17%
Poor	6%	1%	4%	3%	2%	9%	5%
Don't know	5%	7%	5%	5%	13%	3%	6%
Total	100%	100%	100%	100%	100%	100%	100%

APPENDIX D: RESPONSES TO SELECTED SURVEY QUESTIONS BY PRESENCE OF CHILDREN OR TEENAGERS IN HOUSEHOLD

The table below displays the number and percent of respondents whose household includes children or teenagers. The remaining tables in this appendix present selected survey results by the presence or absence of children and teenagers in the household.

Percent of Respondents with Children or Teenagers in Household

Geographic Area	Number of Respondents	Percent of Respondents
Household includes children or teenagers	141	23%
Household does NOT include children or teenagers	471	77%
Total	612	100%

Differences of note between those households that include children or teenagers compared to those households that do not include:

- ◆ A larger proportion of those whose households included children or teenagers “strongly” agreed that the city of Boulder should offer recreation facilities and programs in order to provide positive activities for children and teens than did those whose households did not include children and teenagers. However, even among respondents in households without children and teenagers, a strongly majority (67%) strongly agreed that providing positive activities for youth was an important mission for Boulder Parks and Recreation.
- ◆ Respondents living in households that included children or teenagers were more likely to rate providing programs to children, teenagers and families together as a group as “essential” than those whose households did not include children or teenagers.
- ◆ Those whose households included children or teenagers were more likely to think the Parks and Recreation Department should provide facilities and programs identified by residents regardless of whether they are provided by other agencies than were those who lived in households without children or teenagers.
- ◆ In general, households with children or teenagers had higher participation rates for most recreational activities compared to households without children or teenagers. A couple notable exceptions included leisure enrichment classes (similar participation rates among both groups) and educational health and wellness classes (somewhat higher participation rates among households without children or teenagers).

- ◆ In addition, households without children or teenagers gave lower importance ratings to most recreation activities compared to households with children or teenagers. The activities given the highest importance ratings among households without children and teenagers differed somewhat from the activities given the highest importance ratings among households with children and teenagers.

Most important activities to:

Households with children or teenagers

- * Drop-in exercise
- * Indoor swimming pool swim lessons or water exercise classes
- * Indoor swimming pool “open swim”
- * Fitness or health and wellness classes
- * Indoor leisure pool
- * “Drop-in” to a reservoir
- * Children’s summer day camp
- * EXPAND

Households without children or teenagers

- * Drop-in exercise
- * Fitness or health and wellness classes
- * “Drop-in” to a reservoir
- * EXPAND
- * Indoor swimming pool “open swim”
- * Certifications
- * Youth Services Initiative
- * Indoor swimming pool swim lessons or water exercise classes

- ◆ Generally, those living in households with children or teenagers gave stronger support to various funding options for parks and recreation than did those in households without children or teenagers.
- ◆ Households with children or teenagers were more likely to prefer the *Boulder Parks and Recreation Guide* as their information source for city of Boulder Parks and Recreation programs (63%) than were those in households without children or teenagers (35%).
- ◆ Those in households with children or teenagers rated the availability of information about the city of Boulder’s recreation offerings more positively than did those in households without children or teenagers.

Question #1 by Presence of Children or Teenagers in Household

Cities offer recreation facilities and programs to their residents for a variety of reasons and purposes. Please indicate the extent to which you agree or disagree that the city of Boulder should offer recreation facilities and programs to its residents for each of the following purposes.	Child(ren) or Teenager(s) in Household	NO child(ren) or teenager(s) in Household	Overall
To maintain and improve the physical health and mental well-being of the general population of the community	81%	77%	78%
To provide opportunities to make social connections; to strengthen the "social fabric" of the community	38%	34%	35%
To enhance the economic vitality of the community by offering special events that draw visitors from inside and outside the community	23%	24%	24%
To provide recreational opportunities to people who might not otherwise be able to participate in recreational activities (e.g., people with disabilities or people with low incomes)	66%	52%	55%
To provide positive activities for children and teens (age 19 and younger)	79%	67%	70%
To provide recreational opportunities for adults (20 to 59 years old)	66%	54%	57%
To provide recreational opportunities for senior adults (age 60 and older)	64%	56%	58%

* Percent of respondents rating as "strongly agree."

Question #2 by Presence of Children or Teenagers in Household

The city of Boulder is determining important guiding principles for future parks and recreation programming. Recognizing that all the statements may reflect values that are important to you, from each pair of statements below, please indicate which ONE of the two statements you believe is more important for Boulder.	Child(ren) or Teenager(s) in Household	NO child(ren) or teenager(s) in Household	Overall
Consider parks and recreation a human service that contributes to the physical, emotional and social welfare of the whole community, and therefore offers limited services funded primarily through tax dollars.	81%	85%	84%
Consider parks and recreation a business which should attract and serve as many people as possible who can afford to pay for the services provided, and therefore offers more services funded primarily through user fees.	19%	15%	16%
Total	100%	100%	100%
Parks and recreation program offerings should be at many different skill levels, i.e. beginner through very advanced.	61%	67%	65%
Parks and recreation program offerings should focus primarily on introductory classes at beginning and intermediate levels.	39%	33%	35%
Total	100%	100%	100%
Parks and recreation facilities should be mostly programmed with leagues and other pre-planned activities or events, with some drop-in use, likely earning greater revenues.	40%	37%	38%
Parks and recreation facilities should mostly be available for public drop-in use, with some active programming, likely earning lesser revenues.	60%	63%	62%
Total	100%	100%	100%
Parks and recreation program offerings should focus mostly on popular sports and fitness (e.g., aerobics, yoga, softball, soccer, basketball, etc.) because those serve the most number of people.	41%	38%	39%
Parks and recreation program offerings should offer some popular sports and fitness activities, but also include diverse opportunities like arts and crafts, and classes (e.g., cooking, tai chi, etc.).	59%	62%	61%
Total	100%	100%	100%
The Parks and Recreation Department should provide facilities and programs that complement others in the community and not replicate them.	41%	52%	50%
The Parks and Recreation Department should provide facilities and programs identified by residents, regardless of whether they are provided by other agencies in or near Boulder.	59%	48%	50%
Total	100%	100%	100%

Question #3 by Presence of Children or Teenagers in Household

Please rate how important you think it is for the city of Boulder to provide recreation programs for each of the population groups below.	Child(ren) or Teenager(s) in Household	NO child(ren) or teenager(s) in Household	Overall
Children age 12 and younger	71%	43%	50%
Teenagers 13 to 19 years old	53%	48%	49%
Adults (20 to 59 years old)	32%	28%	29%
Senior adults (age 60 and older)	39%	31%	33%
Families together as a group	34%	20%	23%
People with disabilities	49%	35%	38%
People with low incomes	48%	43%	44%

*Percent of respondents rating as "essential."

Question #4 by Presence of Children or Teenagers in Household

When planning for the use of its various recreation facilities (recreation centers class space, gym space, pools, fields, etc.), the city of Boulder has to consider a variety of priorities and community needs. What do you think is the appropriate allocation of time for each of the following purposes at the city's recreation facilities?	Child(ren) or Teenager(s) in Household	NO child(ren) or teenager(s) in Household	Overall
Opportunities to "learn-to" (skill-building; beginner and intermediate classes)	25%	22%	22%
Opportunities for advanced or elite programs (advanced classes or competitive opportunities)	13%	12%	12%
Opportunities for city-sponsored leagues to use the facilities (e.g., softball leagues, adult soccer leagues volleyball leagues, youth football leagues, etc.)	18%	19%	19%
Opportunities for community groups to use the facilities (e.g., Little League, Master Swimming, youth soccer clubs, Boulder Rugby Club, etc.)	16%	18%	18%
Opportunities for drop-in use (e.g., swim laps, shoot baskets, lift weights, etc.)	28%	29%	29%

Question #5 by Presence of Children or Teenagers in Household

The city of Boulder has to consider a wide variety of needs in our community when planning the recreation classes to offer. About what percent of classes do you think the city of Boulder should offer to the community in each of the following three categories?	Child(ren) or Teenager(s) in Household	NO child(ren) or teenager(s) in Household	Overall
"Active" physical recreation (e.g., yoga, Pilates, sports, dance, swimming, fitness, etc.)	55%	51%	52%
Leisure enrichment activities (e.g., pottery, painting, photography, cooking, etc.)	23%	25%	25%
Community education (e.g., babysitting certification, CPR, health and wellness lectures, etc.)	22%	24%	24%

Question #6 by Presence of Children or Teenagers in Household

In the past year, have you or any member of your household participated in any of the following activities?	Child(ren) or Teenager(s) in Household	NO child(ren) or teenager(s) in Household	Overall
Indoor swimming pool swim lessons or water exercise classes	47%	18%	24%
Indoor swimming pool "open swim" (drop-in swim or lap swim)	72%	48%	54%
Used an indoor leisure pool (pool with water play features)	68%	20%	31%
Outdoor swimming pool swim lessons or water exercise classes	23%	7%	11%
Outdoor swimming pool "open swim" (drop-in swim or lap swim)	57%	23%	31%
Children and teen summer swim team	11%	2%	4%
Dance classes/instruction	23%	13%	15%
Competitive dance team/company	4%	5%	4%
Gymnastics classes/instruction	26%	4%	9%
Competitive team gymnastics	3%	3%	3%
Fitness or health and wellness classes (e.g., aerobics, yoga, weight training, etc.)	50%	41%	43%
Tai Chi/Chi Kung/Feldenkrais	6%	9%	8%
"Drop-in" exercise (weights, exercise machines, etc.)	51%	51%	51%
"Drop-in" yoga/Pilates	30%	25%	26%
Educational health and wellness classes	8%	13%	12%
Drop-in basketball or volleyball	22%	18%	19%
Played field sports (e.g., baseball, softball, soccer, football, rugby, lacrosse, Ultimate Frisbee, etc.)	27%	25%	26%
Played indoor court sports (e.g., volleyball, dodgeball, basketball, etc.)	28%	20%	22%
Sports instruction/classes (e.g. tennis, volleyball, mini-sports)	22%	6%	10%
Golf lessons/instruction	11%	4%	5%
Golfing	17%	16%	16%
Private lessons/instruction (e.g., private tennis lessons, private golf lessons, personal training, etc.)	16%	7%	9%
Certifications (e.g., CPR, AED, First Aid, Babysitting, etc)	15%	12%	13%
Leisure enrichment class (cooking, art, photography, music, drama, etc.)	12%	14%	13%
Children's summer day camp	25%	3%	8%
Children's day camp on school days off (e.g., spring break, holidays)	8%	3%	4%
Pottery instruction/classes	7%	5%	6%
"Drop-in" to the Pottery Lab	5%	4%	4%
Youth Services Initiative	1%	2%	1%
EXPAND	1%	3%	3%
Community event	12%	6%	7%
"Drop-in" to a reservoir	51%	38%	41%
"Drop-in" to a reservoir for boating	9%	9%	9%
Small watercraft classes/instruction/camp	6%	4%	5%
Small watercraft rental	7%	5%	6%

Question #7 by Presence of Children or Teenagers in Household

How important, if at all, do you believe it is that the city of Boulder offer each of the following activities to the community?	Child(ren) or Teenager(s) in Household	NO child(ren) or teenager(s) in Household	Overall
Indoor swimming pool swim lessons or water exercise classes	60%	33%	40%
Indoor swimming pool "open swim" (drop-in swim or lap swim)	59%	39%	44%
Used an indoor leisure pool (pool with water play features)	53%	17%	26%
Outdoor swimming pool swim lessons or water exercise classes	37%	19%	23%
Outdoor swimming pool "open swim" (drop-in swim or lap swim)	45%	28%	32%
Children and teen summer swim team	23%	23%	23%
Dance classes/instruction	22%	10%	13%
Competitive dance team/company	7%	5%	6%
Gymnastics classes/instruction	27%	13%	16%
Competitive team gymnastics	11%	7%	8%
Fitness or health and wellness classes (e.g., aerobics, yoga, weight training, etc.)	56%	44%	47%
Tai Chi/Chi Kung/Feldenkrais	14%	12%	12%
"Drop-in" exercise (weights, exercise machines, etc.)	65%	49%	53%
"Drop-in" yoga/Pilates	34%	29%	30%
Educational health and wellness classes	33%	25%	27%
Drop-in basketball or volleyball	29%	22%	24%
Played field sports (e.g., baseball, softball, soccer, football, rugby, lacrosse, Ultimate Frisbee, etc.)	26%	27%	27%
Played indoor court sports (e.g., volleyball, dodgeball, basketball, etc.)	27%	23%	24%
Sports instruction/classes (e.g. tennis, volleyball, mini-sports)	27%	13%	16%
Golf lessons/instruction	8%	6%	7%
Golfing	13%	10%	11%
Private lessons/instruction (e.g., private tennis lessons, private golf lessons, personal training, etc.)	8%	6%	7%
Certifications (e.g., CPR, AED, First Aid, Babysitting, etc)	42%	36%	37%
Leisure enrichment class (cooking, art, photography, music, drama, etc.)	15%	16%	15%
Children's summer day camp	48%	32%	36%
Children's day camp on school days off (e.g., spring break, holidays)	42%	28%	31%
Pottery instruction/classes	9%	11%	10%
"Drop-in" to the Pottery Lab	5%	13%	11%
Youth Services Initiative	39%	34%	35%
EXPAND	46%	39%	41%
Community event	11%	14%	13%
"Drop-in" to a reservoir	49%	42%	43%
"Drop-in" to a reservoir for boating	29%	25%	26%
Small watercraft classes/instruction/camp	19%	11%	13%
Small watercraft rental	18%	13%	14%

*Percent of respondents rating as "essential."

Question #10 by Presence of Children or Teenagers in Household

If it were up to you, how would you allocate \$100 in taxes across the following types of programming to best meet the needs of the Boulder community?	Child(ren) or Teenager(s) in Household	NO child(ren) or teenager(s) in Household	Overall
Recreational programs at the beginning and intermediate level ("learn-to" programs)	\$40	\$34	\$35
Recreational programs at the advanced and elite levels ("competitive" programs)	\$13	\$15	\$14
Providing one-day community events at city recreation facilities	\$13	\$13	\$13
Reducing rental rates for children and teen community groups (e.g., Little League, synchronized swim team, etc.)	\$24	\$23	\$24
Reducing rental rates for adult community groups (e.g., Masters Swimming, Adult Ultimate Frisbee, etc.)	\$11	\$15	\$14

Question #11 by Presence of Children or Teenagers in Household

Please indicate your level of support for or opposition to the following sources of funding to help fund recreation facilities and programs in the city of Boulder.	Child(ren) or Teenager(s) in Household	NO child(ren) or teenager(s) in Household	Overall
Renew existing sales taxes for parks and recreation when they expire	73%	66%	68%
A new sales tax	10%	6%	7%
Grants and donations, which require raising matching funds from the community on a portion of the monies received	42%	35%	37%
Partnering with other municipalities, school districts or nonprofits to develop joint use recreational facilities or programs	52%	53%	53%
Partnering with private organizations to develop recreational facilities or programs	43%	40%	41%

* Percent of respondents rating as "strongly support."

Question #12 by Presence of Children or Teenagers in Household

Please indicate the extent to which you agree or disagree with each of the following funding policies for recreation facilities and programs the city of Boulder could pursue.	Child(ren) or Teenager(s) in Household	NO child(ren) or teenager(s) in Household	Overall
The city of Boulder should seek corporate sponsors in order to supplement parks and recreation funding	40%	31%	33%
Recreation programs must pay for themselves through user fees	1%	8%	7%
Profitable or popular programs can help pay for less profitable programs	32%	31%	31%
Individuals living outside Boulder should pay higher fees for participating in city of Boulder recreation programs or using city of Boulder recreation facilities	54%	48%	50%
Individuals who live outside Boulder but work or own a business in Boulder should pay resident fees for participating in city of Boulder recreation programs or using city of Boulder recreation facilities	37%	28%	30%

* Percent of respondents rating as "strongly agree."

Question #13 by Presence of Children or Teenagers in Household

If the city of Boulder Parks and Recreation Department did get some additional funding beyond what is needed to provide the current levels of programming and maintenance, please indicate your level of support for or opposition to the following uses of additional funding.	Child(ren) or Teenager(s) in Household	NO child(ren) or teenager(s) in Household	Overall
Maintain and update existing facilities and equipment	72%	69%	70%
Lower user fees	29%	33%	32%
Offer additional recreation programs	19%	18%	18%
Build new recreation facilities or renovate existing facilities	29%	26%	27%

* Percent of respondents rating as "strongly support."

Question #15 by Presence of Children or Teenagers in Household

What is your preferred way find out about city of Boulder Parks and Recreation programs? (Check one.)	Child(ren) or Teenager(s) in Household	NO child(ren) or teenager(s) in Household	Overall
Boulder Parks and Recreation Guide (quarterly publication)	63%	35%	42%
Boulder Camera newspaper	9%	11%	11%
Channel 8 (the municipal cable TV channel)	1%	1%	1%
Other	3%	3%	3%
Informational flyers	2%	8%	6%
The city of Boulder Web site	18%	34%	30%
E-mail groups/listserves	6%	8%	7%
Total	100%	100%	100%

Question #16 by Presence of Children or Teenagers in Household

How would you rate the availability of information about the city of Boulder's recreation offerings to the community?	Child(ren) or Teenager(s) in Household	NO child(ren) or teenager(s) in Household	Overall
Excellent	34%	21%	24%
Good	46%	49%	48%
Fair	11%	19%	17%
Poor	3%	5%	5%
Don't know	5%	6%	6%
Total	100%	100%	100%

APPENDIX E: RESPONSES TO SELECTED SURVEY QUESTIONS BY USE OF CITY OF BOULDER PARKS AND RECREATION FACILITIES/ACTIVITIES AND REGISTRATION

The survey included a list of 35 activities provided by the city of Boulder Parks and Recreation Department. Survey participants were asked to indicate in which activities they or members of their household had participated. Survey participants were classified into four categories based on the number of activities in which they had participated. The table below displays the number and percent of respondents in each category.

Number of Activities in Which Survey Respondents Had Participated

Number of Activities	Number of Respondents	Percent of Respondents
None	179	29%
One to Two	172	28%
Three to Five	141	23%
Six or More	131	21%
TOTAL	622	100%

The survey also asked whether respondents had registered for a city of Boulder recreation program or class. The percent who had done so is shown in the table below.

Registration Status

Number of Activities	Number of Respondents	Percent of Respondents
Yes	204	34%
No	377	62%
Don't Know	25	4%
TOTAL	606	100%

The following tables present selected survey results by the number of activities in which respondents had participated, and by their registration status. For the most part, few differences by participation levels and registration status were observed.

Question #11 by Number of Activities or Programs Used

Please indicate your level of support for or opposition to the following sources of funding to help fund recreation facilities and programs in the city of Boulder.	none	one or two	three to five	six or more	Overall
Renew existing sales taxes for parks and recreation when they expire	61%	64%	71%	76%	68%
A new sales tax	4%	5%	5%	15%	7%
Grants and donations, which require raising matching funds from the community on a portion of the monies received	37%	26%	36%	50%	36%
Partnering with other municipalities, school districts or nonprofits to develop joint use recreational facilities or programs	47%	48%	66%	51%	52%
Partnering with private organizations to develop recreational facilities or programs	42%	36%	38%	47%	41%

Percent of respondents rating as "strongly support."

Question #12 by Number of Activities or Programs Used

Please indicate the extent to which you agree or disagree with each of the following funding policies for recreation facilities and programs the city of Boulder could pursue.	none	one or two	three to five	six or more	Overall
The city of Boulder should seek corporate sponsors in order to supplement parks and recreation funding	28%	34%	42%	29%	33%
Recreation programs must pay for themselves through user fees	8%	8%	4%	5%	7%
Profitable or popular programs can help pay for less profitable programs	28%	32%	32%	32%	31%
Individuals living outside Boulder should pay higher fees for participating in city of Boulder recreation programs or using city of Boulder recreation facilities	40%	50%	56%	56%	50%
Individuals who live outside Boulder but work or own a business in Boulder should pay resident fees for participating in city of Boulder recreation programs or using city of Boulder recreation facilities	30%	25%	33%	34%	30%

Percent of respondents rating as "strongly agree."

Question #13 by Number of Activities or Programs Used

If the city of Boulder Parks and Recreation Department did get some additional funding beyond what is needed to provide the current levels of programming and maintenance, please indicate your level of support for or opposition to the following uses of additional funding.	none	one or two	three to five	six or more	Overall
Maintain and update existing facilities and equipment	63%	63%	75%	81%	70%
Lower user fees	36%	23%	36%	35%	32%
Offer additional recreation programs	22%	14%	12%	25%	18%
Build new recreation facilities or renovate existing facilities	28%	24%	21%	38%	27%

Percent of respondents rating as "strongly support."

Question #9 by Number of Activities or Programs Used

A fee is required to use most of the city of Boulder's recreation facilities and programs. These fees generally do not cover the full cost of offering the program. If a program is fully funded by tax dollars, there is no fee for the program. If a program receives no tax funding, the fees cover the entire cost of offering the program. Naturally, if all programs were fully funded by tax dollars, this would require a greater commitment of public funding (taxes) than if all program costs were covered by fees. For each of the following items, please indicate what you believe is the appropriate percent of costs that should be recovered through fees.	none	one or two	three to five	six or more	Overall
	Youth Services Initiative	30%	37%	28%	35%
EXPAND	34%	35%	29%	35%	33%
"Open swim" (drop-in) for adults and seniors	53%	56%	63%	57%	57%
"Open swim" (drop-in) for children and teens	48%	51%	58%	51%	52%
Swim lessons or water exercise classes for adults and seniors	60%	64%	68%	64%	64%
Swim lessons for children and teens	51%	54%	61%	55%	55%
"Drop-in" exercise for adults and seniors	57%	58%	63%	55%	58%
"Drop-in" to the gym for adults and seniors	56%	61%	63%	56%	59%
"Drop-in" to the gym for children and teens	48%	52%	54%	52%	51%
Sports classes or teams for adults and seniors	60%	70%	71%	65%	66%
Sports classes or teams for children and teens	57%	57%	61%	56%	58%
Beginning or intermediate level recreation classes for adults and seniors	62%	66%	66%	66%	65%
Advanced or elite level recreation classes for adults and seniors	76%	76%	80%	72%	76%
Beginning or intermediate level recreation classes for children and teens	49%	56%	53%	56%	53%
Advanced or elite level recreation classes for children and teens	64%	67%	70%	66%	67%
Golfing for adults and seniors	78%	78%	82%	78%	79%
Golfing for children and teens	74%	73%	75%	71%	73%
Pottery classes for adults and seniors	70%	74%	75%	70%	72%
Pottery classes for children and teens	65%	70%	69%	65%	67%
Pottery "drop-in" studio for adults and seniors	68%	74%	75%	68%	72%
Pottery "drop-in" studio for children and teens	64%	70%	71%	65%	67%
Community groups using pools	66%	69%	77%	70%	70%
Community groups using gyms	66%	67%	72%	70%	69%
Community groups using fields or courts	63%	66%	73%	69%	67%

Average percent that should be recovered through fees, calculated using the midpoints of the scaled options.

Question #11 by Whether registered for a city of Boulder recreation class or program

Please indicate your level of support for or opposition to the following sources of funding to help fund recreation facilities and programs in the city of Boulder.	Had registered	Had not registered	Don't know if registered
Renew existing sales taxes for parks and recreation when they expire	72%	66%	49%
A new sales tax	12%	4%	0%
Grants and donations, which require raising matching funds from the community on a portion of the monies received	40%	34%	44%
Partnering with other municipalities, school districts or nonprofits to develop joint use recreational facilities or programs	60%	50%	34%
Partnering with private organizations to develop recreational facilities or programs	51%	36%	32%

Question #12 by Whether registered for a city of Boulder recreation class or program

Please indicate the extent to which you agree or disagree with each of the following funding policies for recreation facilities and programs the city of Boulder could pursue.	Had registered	Had not registered	Don't know if registered
The city of Boulder should seek corporate sponsors in order to supplement parks and recreation funding	31%	32%	69%
Recreation programs must pay for themselves through user fees	6%	7%	0%
Profitable or popular programs can help pay for less profitable programs	29%	32%	26%
Individuals living outside Boulder should pay higher fees for participating in city of Boulder recreation programs or using city of Boulder recreation facilities	60%	47%	19%
Individuals who live outside Boulder but work or own a business in Boulder should pay resident fees for participating in city of Boulder recreation programs or using city of Boulder recreation facilities	29%	29%	55%

Question #13 by Whether registered for a city of Boulder recreation class or program

If the city of Boulder Parks and Recreation Department did get some additional funding beyond what is needed to provide the current levels of programming and maintenance, please indicate your level of support for or opposition to the following uses of additional funding.	Had registered	Had not registered	Don't know if registered
Maintain and update existing facilities and equipment	78%	66%	59%
Lower user fees	27%	34%	27%
Offer additional recreation programs	16%	20%	14%
Build new recreation facilities or renovate existing facilities	30%	26%	23%

Question #9 by Whether registered for a city of Boulder recreation class or program

A fee is required to use most of the city of Boulder's recreation facilities and programs. These fees generally do not cover the full cost of offering the program. If a program is fully funded by tax dollars, there is no fee for the program. If a program receives no tax funding, the fees cover the entire cost of offering the program. Naturally, if all programs were fully funded by tax dollars, this would require a greater commitment of public funding (taxes) than if all program costs were covered by fees. For each of the following items, please indicate what you believe is the appropriate percent of costs that should be recovered through fees.	Had registered	Had not registered	Don't know if registered
Youth Services Initiative	36%	31%	27%
EXPAND	35%	32%	30%
"Open swim" (drop-in) for adults and seniors	60%	56%	45%
"Open swim" (drop-in) for children and teens	54%	51%	45%
Swim lessons or water exercise classes for adults and seniors	67%	63%	55%
Swim lessons for children and teens	60%	53%	42%
"Drop-in" exercise for adults and seniors	60%	59%	42%
"Drop-in" to the gym for adults and seniors	60%	59%	45%
"Drop-in" to the gym for children and teens	54%	51%	39%
Sports classes or teams for adults and seniors	68%	65%	65%
Sports classes or teams for children and teens	60%	57%	49%
Beginning or intermediate level recreation classes for adults and seniors	67%	64%	58%
Advanced or elite level recreation classes for adults and seniors	77%	76%	74%
Beginning or intermediate level recreation classes for children and teens	55%	53%	44%
Advanced or elite level recreation classes for children and teens	69%	66%	63%
Golfing for adults and seniors	80%	79%	76%
Golfing for children and teens	74%	73%	75%
Pottery classes for adults and seniors	75%	71%	65%
Pottery classes for children and teens	69%	66%	66%
Pottery "drop-in" studio for adults and seniors	72%	71%	70%
Pottery "drop-in" studio for children and teens	68%	66%	71%
Community groups using pools	75%	68%	65%
Community groups using gyms	73%	67%	65%
Community groups using fields or courts	73%	65%	61%

Average percent that should be recovered through fees, calculated using the midpoints of the scaled options.

APPENDIX F: SURVEY METHODOLOGY

Developing the Questionnaire

The questionnaire was developed by the staff of NRC, with input from the city of Boulder Parks and Recreation staff. The team reviewed previous surveys conducted on behalf of the city as well as questionnaires conducted on behalf of other jurisdictions. Based on the information needs and issues faced by the city, the specific questions were drafted by NRC staff. The questionnaire was reviewed and revised until the final version was accepted.

Selecting Survey Recipients

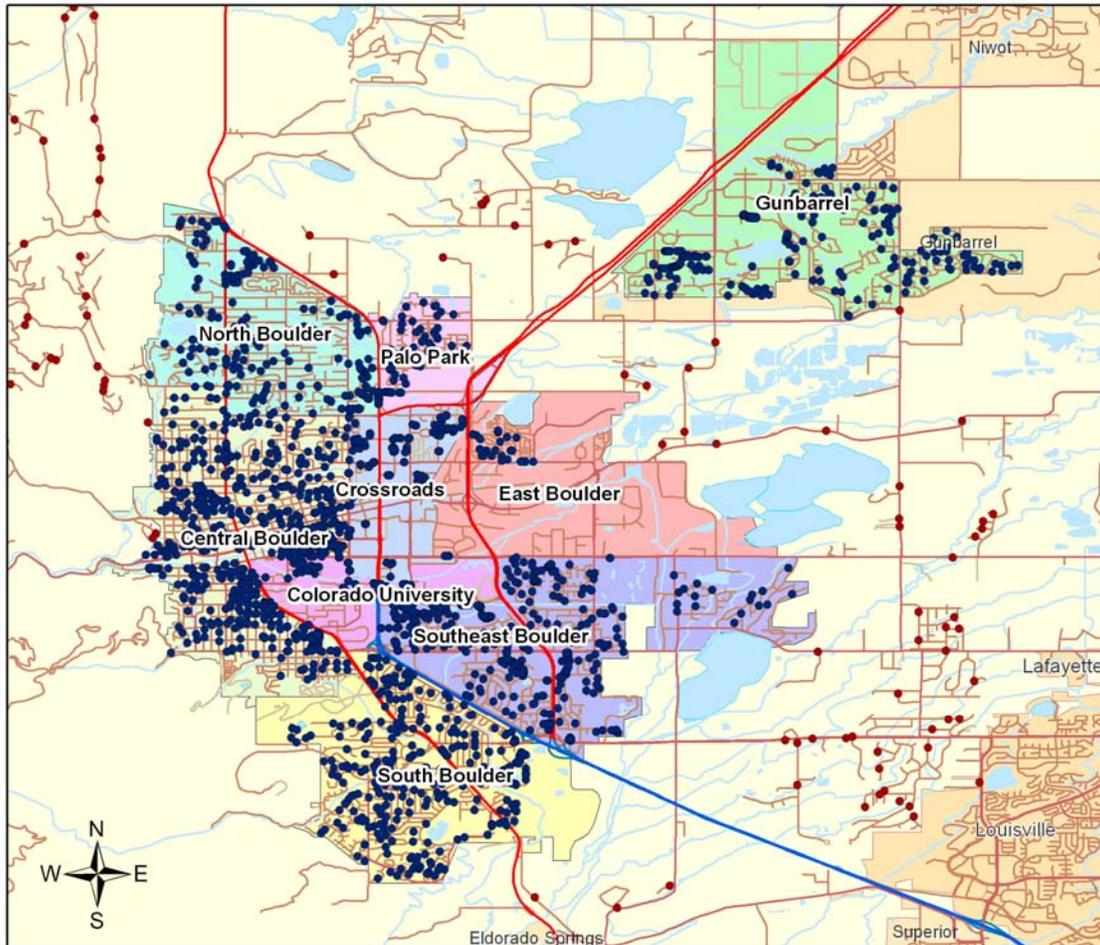
“Sampling” refers to the method by which survey recipients are chosen. The “sample” refers to all those who were given a chance to participate in the survey. All households located in the Boulder Valley, defined as zip codes 80301 through 80305, were eligible for the survey. Because local governments generally do not have inclusive lists of all the residences in the jurisdiction (tax assessor and utility billing databases often omit rental units), lists from the United States Postal Service (USPS), updated every three months, usually provide the best representation of all households in a specific geographic location. NRC used the USPS data to randomly select a sample of households to receive the survey.

Attached units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in detached housing units.

An individual within each household was randomly selected to complete the survey using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

The addresses selected to receive the survey were geocoded as residing in one of the nine planning subcommunities as defined by the city of Boulder. A tenth area was defined as those addresses outside the subcommunity boundaries. The map on the next page displays the subcommunity boundaries and the location of addresses selected to receive the survey.

Map of Subcommunity Boundaries and Addresses Selected for the Survey*



* Blue dots represent addresses within subcommunity boundaries; red dots indicate addresses outside subcommunity boundaries.

Survey Administration and Response

Each selected household was contacted three times. First, a prenotification announcement was sent, informing the household members that they had been selected to participate in the Boulder Recreation Survey. Approximately one week after mailing the prenotification, each household was mailed a survey containing a cover letter signed by the city manager and the department director enlisting participation. The packet also contained a postage paid return envelope in which the survey recipients could return the completed questionnaire directly to NRC. A reminder letter and survey, scheduled to arrive one week after the first survey was the final contact. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey.

The cover letter contained instructions in Spanish directing Spanish-speakers to a Web site where they could complete the survey online in Spanish, if they wished. No survey recipient chose to complete the Spanish version of the survey online.

The mailings were sent in March 2009. Completed surveys were collected over the following weeks. About 4% (121) of the 3,000 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,879 households who received a survey, 622 completed the survey, providing a response rate of 22%.

The 95% confidence interval (or “margin of error”) quantifies the “sampling error” or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any sample size, and indicates that in 95 of 100 surveys conducted like this one, for a particular item, a result would be found that is within ± 4 percentage points of the result that would be found if everyone in the population of interest was surveyed. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (referred to as non-response error) and some eligible households may be unintentionally excluded from the listed sources for the sample (referred to as coverage error).

While the 95 percent confidence level for the survey is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample, results for subgroups will have wider confidence intervals. For each subgroup from the survey, the margin of error rises to as much as plus or minus 14% for a sample size of 52 (in the smallest) to plus or minus 6% for 232 completed surveys (in the largest). Where estimates are given for subgroups, they are less precise.

Survey Processing (Data Entry)

Mailed surveys were returned to NRC directly via postage-paid business reply envelopes. Once received, staff assigned a unique identification number to each questionnaire. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset is subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

Survey Analysis

Weighting the Data

The demographic characteristics of the survey sample were compared to those found in the 2000 Census estimates for adults in the city. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in the city. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were respondent gender, age and housing situation. This decision was based on:

- ◆ The disparity between the survey respondent characteristics and the population norms for these variables
- ◆ The saliency of these variables in differences of opinion among subgroups
- ◆ The historical profile created and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data

weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. A limitation of data weighting is that only 2-3 demographic variables can be adjusted in a single study. Several different weighting “schemes” are tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure they are accurately represented in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table below.

Characteristic	Percent in Population		
	Population Norm*	Unweighted Data	Weighted Data
Sex and Age			
18-34 years of age	53.7%	23.9%	50.0%
35-54 years of age	30.7%	38.0%	33.0%
55+ years of age	15.6%	38.1%	17.0%
Female	48.3%	61.8%	47.8%
Male	51.7%	38.2%	52.2%
Females 18-34			
Females 18-34	24.4%	15.3%	22.0%
Females 35-54	15.2%	25.2%	16.9%
Females 55+	8.7%	21.3%	8.9%
Males 18-34			
Males 18-34	29.4%	9.0%	28.7%
Males 35-54	15.4%	13.0%	16.2%
Males 55+	6.9%	16.3%	7.3%
Housing			
Own home	51.9%	68.7%	51.9%
Rent home	48.1%	31.3%	48.1%
Detached unit	52.0%	54.0%	52.0%
Attached unit	48.0%	46.0%	48.0%

*Source: 2000 Census

Analyzing the Data

The electronic dataset was analyzed by National Research Center, Inc. staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions and mean ratings are presented in the body of the report. A complete set of frequencies for each survey question is contained in *Appendix A: Responses to Survey Questions*. Also included are results by geographic subarea (*Appendix C: Responses to Selected Survey Questions by Geographic Area*) and presence of children in household (*Appendix D: Responses to Selected Survey Questions by Presence of Children or Teenagers in Household*).

Representativeness of the survey respondents

Given that this survey was focused on parks and recreation, there was concern that perhaps those who use the city's parks and recreation services might have been more likely to complete the survey than were non-users. This is a difficult hypothesis to test. However, the 2007 Boulder Community Survey, which was focused on a broad array of issues and therefore would not have been more likely to be completed by parks and recreation users, did ask a few questions about use of parks and recreation.

The 2007 Boulder Community Survey asked whether survey respondents had used one of the three Recreation Centers in the past year; about 51% had done so. The 2009 Recreation Plan Survey did not ask this question, but respondents were asked about their participation in a variety of activities at a city of Boulder facility. If respondents had indicated that had participated in one or more of the following activities, they were assumed to have used a Recreation Center: indoor swimming pool swim lessons or water exercise classes, indoor swimming pool "open swim" (drop-in swim or lap swim), used an indoor leisure pool (pool with water play features), dance classes/instruction, competitive dance team/company, gymnastics classes/instruction, competitive team gymnastics, fitness or health and wellness classes (e.g., aerobics, yoga, weight training, etc.), Tai Chi/Chi Kung/Feldenkrais, "drop-in" exercise (weights, exercise machines, etc.), "drop-in" yoga/Pilates, educational health and wellness classes, drop-in basketball or volleyball, certifications (e.g., CPR, AED, First Aid, Babysitting, etc), or a leisure enrichment class (cooking, art, photography, music, drama, etc.); 53% of respondents had done at least one of these activities in the past year. The results from the two surveys were quite similar, indicating that users did not seem to be more likely to complete the Recreation Plan Survey than non-users.

Respondents to the 2007 Boulder Community Survey were asked whether they had participated in a city of Boulder parks and recreation program or activity; 42% said that they had. On the 2009 Recreation Plan Survey, respondents were asked whether they had registered for a city of Boulder parks and recreation program or class; 34% said that they had. This figure is lower than that observed on the 2007 Community Survey, but respondents to the Community Survey were probably considering a broader range of activities, including drop-in activities, rather than just activities that required registration. It seems, however, that those who participated in the Recreation Plan Survey were not necessarily more likely to be users than were those who did not complete the survey.

APPENDIX G: SURVEY MATERIALS

The following pages contain a copy of the questionnaire that survey participants were asked to complete.



Estamos haciendo un examen y quisiéramos escuchar su opinión. Lea el final de esta carta para más información.

Dear Resident,

Recreation programs and services are an important part of Boulder's quality of life and the city of Boulder offers numerous and various types of programs. We are working on a recreation program plan for our community, and we want to hear from you to understand your perspectives and preferences so that we can best meet your recreational needs and interests!

That is why your household has been randomly selected to participate in this survey. Please take a few minutes to fill out the enclosed questionnaire. **We request that an adult (age 18 or older) in your household most familiar with the recreational activities of all household members complete the survey. Your responses will remain completely confidential.** Please return the completed survey in the postage-paid envelope provided to National Research Center, Inc., 3005 30th St., Boulder, CO 80301, who will be compiling the results of the survey.

We are making important decisions and will use these survey results to help guide us. We have mailed surveys to only a small percent of Boulder households, so your response is extremely important in helping us make decisions about recreation facilities and programs for the entire community. If you have any questions about this survey, please contact Sarah DeSouza at 303-413-7205.

Please help us make Boulder an even greater place to live! Thank you for your help and participation.

Sincerely yours,

Jane S. Brautigam
City Manager

Tracy Winfree
Interim Director, Parks and Recreation Department

¡La ciudad de Boulder está trabajando en un programa de recreación para nuestra comunidad y queremos escuchar su opinión para poder entender sus perspectivas y preferencias de modo que podamos de la mejor manera posible atender a sus necesidades e intereses recreacionales! Usted puede conseguir la ayuda de un amigo o un familiar que hable inglés para contestar la encuesta o usted puede ir al sitio de Internet al <http://www.n-r-c.com/RecreationSurvey> para contestar ahí la encuesta en español. Si usted no tiene una computadora con acceso a Internet en su hogar, usted puede ir a una de las bibliotecas y utilizar una computadora gratis ahí. Usted necesitará escribir este UserName (Nombre de Usuario):

para poder completar la encuesta.

¡Gracias!

City of Boulder Recreation Survey

1. Cities offer recreation facilities and programs to their residents for a variety of reasons and purposes. Please indicate the extent to which you agree or disagree that the city of Boulder should offer recreation facilities and programs to its residents for each of the following purposes. Then rate which you think is the MOST IMPORTANT reason the city of Boulder should offer recreation facilities and programs.

	Strongly <u>Agree</u>	Somewhat <u>Agree</u>	Somewhat <u>Disagree</u>	Strongly <u>Disagree</u>	Most Important (check one only)
a. To maintain and improve the physical health and mental well-being of the general population of the community	1	2	3	4	<input type="checkbox"/>
b. To provide opportunities to make social connections; to strengthen the "social fabric" of the community	1	2	3	4	<input type="checkbox"/>
c. To enhance the economic vitality of the community by offering special events that draw visitors from inside and outside the community	1	2	3	4	<input type="checkbox"/>
d. To provide recreational opportunities to people who might not otherwise be able to participate in recreational activities (e.g., people with disabilities or people with low incomes).....	1	2	3	4	<input type="checkbox"/>
e. To provide positive activities for children and teens (age 19 and younger)	1	2	3	4	<input type="checkbox"/>
f. To provide recreational opportunities for adults (20 to 59 years old).....	1	2	3	4	<input type="checkbox"/>
g. To provide recreational opportunities for senior adults (age 60 and older).....	1	2	3	4	<input type="checkbox"/>

2. The city of Boulder is determining important guiding principles for future parks and recreation programming. Recognizing that all the statements may reflect values that are important to you, from each pair of statements below, please indicate which ONE of the two statements you believe is more important for Boulder.

- a. Consider parks and recreation a human service that contributes to the physical, emotional and social welfare of the whole community, and therefore offers limited services funded primarily through tax dollars.
- Consider parks and recreation a business which should attract and serve as many people as possible who can afford to pay for the services provided, and therefore offers more services funded primarily through user fees.
- b. Parks and recreation program offerings should be at many different skill levels, i.e. beginner through very advanced.
- Parks and recreation program offerings should focus primarily on introductory classes at beginning and intermediate levels.
- c. Parks and recreation facilities should be mostly programmed with leagues and other pre-planned activities or events, with some drop-in use, likely earning greater revenues.
- Parks and recreation facilities should mostly be available for public drop-in use, with some active programming, likely earning lesser revenues.
- d. Parks and recreation program offerings should focus mostly on popular sports and fitness (e.g., aerobics, yoga, softball, soccer, basketball, etc.) because those serve the most number of people.
- Parks and recreation program offerings should offer some popular sports and fitness activities, but also include diverse opportunities like arts and crafts, and classes (e.g., cooking, tai chi, etc.).
- e. The Parks and Recreation Department should provide facilities and programs that complement others in the community and not replicate them.
- The Parks and Recreation Department should provide facilities and programs identified by residents, regardless of whether they are provided by other agencies in or near Boulder.

3. Please rate how important you think it is for the city of Boulder to provide recreation programs for each of the population groups below. Then indicate which one or two population groups you think should receive the *highest* priority.

Programs for:	Essential	Very Important	Somewhat Important	Not at all Important	Highest Priority (check two only)
a. Children age 12 and younger	1	2	3	4	<input type="checkbox"/>
b. Teenagers 13 to 19 years old.....	1	2	3	4	<input type="checkbox"/>
c. Adults (20 to 59 years old).....	1	2	3	4	<input type="checkbox"/>
d. Senior adults (age 60 and older)	1	2	3	4	<input type="checkbox"/>
e. Families together as a group	1	2	3	4	<input type="checkbox"/>
f. People with disabilities	1	2	3	4	<input type="checkbox"/>
g. People with low incomes	1	2	3	4	<input type="checkbox"/>

4. When planning for the use of its various recreation facilities (recreation centers, class space, gym space, pools, fields, etc.), the city of Boulder has to consider a variety of priorities and community needs. What do you think is the appropriate allocation of time for each of the following purposes at the city's recreation facilities?

- _____ % Opportunities to "learn-to" (skill-building; beginner and intermediate classes)
- _____ % Opportunities for advanced or elite programs (advanced classes or competitive opportunities)
- _____ % Opportunities for city-sponsored leagues to use the facilities (e.g., softball leagues, adult soccer leagues, volleyball leagues, youth football leagues, etc.)
- _____ % Opportunities for community groups to use the facilities (e.g., Little League, Master Swimming, youth soccer clubs, Boulder Rugby Club, etc.)
- _____ % Opportunities for drop-in use (e.g., swim laps, shoot baskets, lift weights, etc.)

= 100% TOTAL

5. The city of Boulder has to consider a wide variety of needs in our community when planning the recreation classes to offer. About what percent of classes do you think the city of Boulder should offer to the community in each of the following three categories?

- _____ % "Active" physical recreation (e.g., yoga, Pilates, sports, dance, swimming, fitness, etc.)
- _____ % Leisure enrichment activities (e.g., pottery, painting, photography, cooking, etc.)
- _____ % Community education (e.g., babysitting certification, CPR, health and wellness lectures, etc.)

= 100% TOTAL

6. In the past year, have you or any member of your household participated in any of the following activities at a city of Boulder recreation facility (e.g., North, South or East Boulder Recreation Centers, Scott Carpenter Pool, Pleasant View Fields, Boulder Reservoir, etc.), at a nonprofit facility (e.g., the YMCA, etc.), at a private facility (e.g., RallySport, 24 Hour Fitness, Flatiron Athletic Club, etc.), or at another city's recreation facility (e.g., Lafayette Bob L. Burger Recreation Center, Erie Community Center, etc.)? Please check all that apply.

	<u>Did at a city of Boulder facility</u>	<u>Did at a nonprofit facility</u>	<u>Did at a private facility</u>	<u>Did at another city's facility</u>
a. Indoor swimming pool swim lessons or water exercise classes.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Indoor swimming pool "open swim" (drop-in swim or lap swim)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Used an indoor leisure pool (pool with water play features)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Outdoor swimming pool swim lessons or water exercise classes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Outdoor swimming pool "open swim" (drop-in swim or lap swim)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Children and teen summer swim team.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Dance classes/instruction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Competitive dance team/company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Gymnastics classes/instruction.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Competitive team gymnastics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Fitness or health and wellness classes (e.g., aerobics, yoga, weight training, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Tai Chi/Chi Kung/Feldenkrais	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. "Drop-in" exercise (weights, exercise machines, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. "Drop-in" yoga/Pilates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. Educational health and wellness classes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p. Drop-in basketball or volleyball.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
q. Played field sports (e.g., baseball, softball, soccer, football, rugby, lacrosse, Ultimate Frisbee, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
r. Played indoor court sports (e.g., volleyball, dodgeball, basketball, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
s. Sports instruction/classes (e.g. tennis, volleyball, mini-sports).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
t. Golf lessons/instruction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
u. Golfing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
v. Private lessons/instruction (e.g., private tennis lessons, private golf lessons, personal training, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
w. Certifications (e.g., CPR, AED, First Aid, Babysitting, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
x. Leisure enrichment class (cooking, art, photography, music, drama, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
y. Children's summer day camp	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
z. Children's day camp on school days off (e.g., spring break, holidays)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
aa. Pottery instruction/classes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
bb. "Drop-in" to the Pottery Lab.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
cc. Youth Services Initiative (a community based after school and summer program for youth living in public housing) ..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
dd. EXPAND (Exciting Programs Adventures and New Dimensions, a program that helps people who have disabilities improve and gain new recreation and leisure skills through programs or inclusion)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ee. Community event (e.g., Father-daughter Valentine's Day dance, Halloween Carnival, Flick and Float, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ff. "Drop-in" to a reservoir (for swimming, running, biking, windsurfing, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
gg. "Drop-in" to a reservoir for boating.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
hh. Small watercraft classes/instruction/camp (e.g., sailboats, canoes, paddleboats, sailboards, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ii. Small watercraft rental (e.g., sailboats, canoes, paddleboats, sailboards, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. How important, if at all, do you believe it is that the city of Boulder offer each of the following activities to the community?

	<u>Essential</u>	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not at all Important</u>	<u>Don't Know</u>
a. Indoor swimming pool swim lessons or water exercise classes.....	1	2	3	4	<input type="checkbox"/>
b. Indoor swimming pool "open swim" (drop-in swim or lap swim)	1	2	3	4	<input type="checkbox"/>
c. Indoor leisure pool (pool with water play features)	1	2	3	4	<input type="checkbox"/>
d. Outdoor swimming pool swim lessons or water exercise classes	1	2	3	4	<input type="checkbox"/>
e. Outdoor swimming pool "open swim" (drop-in swim or lap swim)	1	2	3	4	<input type="checkbox"/>
f. Children and teen summer swim team.....	1	2	3	4	<input type="checkbox"/>
g. Dance classes/instruction	1	2	3	4	<input type="checkbox"/>
h. Competitive dance team/company	1	2	3	4	<input type="checkbox"/>
i. Gymnastics classes/instruction	1	2	3	4	<input type="checkbox"/>
j. Competitive team gymnastics	1	2	3	4	<input type="checkbox"/>
k. Fitness or health and wellness classes (e.g., aerobics, yoga, weight training, etc.)	1	2	3	4	<input type="checkbox"/>
l. Tai Chi/Chi Kung/Feldenkrais	1	2	3	4	<input type="checkbox"/>
m. "Drop-in" exercise (weights, exercise machines, etc.)	1	2	3	4	<input type="checkbox"/>
n. "Drop-in" yoga/Pilates.....	1	2	3	4	<input type="checkbox"/>
o. Educational health and wellness classes.....	1	2	3	4	<input type="checkbox"/>
p. Drop-in basketball or volleyball.....	1	2	3	4	<input type="checkbox"/>
q. Field sports (e.g., baseball, softball, soccer, football, rugby, lacrosse, Ultimate Frisbee, etc.)	1	2	3	4	<input type="checkbox"/>
r. Indoor court sports (e.g., volleyball, dodgeball, basketball, etc.)	1	2	3	4	<input type="checkbox"/>
s. Sports instruction/classes (e.g. tennis, volleyball, mini-sports) ..	1	2	3	4	<input type="checkbox"/>
t. Golf lessons/instruction.....	1	2	3	4	<input type="checkbox"/>
u. Golfing	1	2	3	4	<input type="checkbox"/>
v. Private lessons/instruction (e.g., private tennis lessons, private golf lessons, personal training, etc.)	1	2	3	4	<input type="checkbox"/>
w. Certifications (e.g., CPR, AED, First Aid, Babysitting, etc)	1	2	3	4	<input type="checkbox"/>
x. Leisure enrichment classes (cooking, art, photography, music, drama, etc.)	1	2	3	4	<input type="checkbox"/>
y. Children's summer day camp	1	2	3	4	<input type="checkbox"/>
z. Children's day camp on school days off (e.g., spring break, holidays)	1	2	3	4	<input type="checkbox"/>
aa. Pottery instruction/classes	1	2	3	4	<input type="checkbox"/>
bb. "Drop-in" to the Pottery Lab	1	2	3	4	<input type="checkbox"/>
cc. Youth Services Initiative (a community based after school and summer program for youth living in public housing)	1	2	3	4	5
dd. EXPAND (programs and/or inclusions for people with disabilities) ..	1	2	3	4	<input type="checkbox"/>
ee. Community events (e.g., Father-daughter Valentine's Day dance, Halloween Carnival, Flick and Float, etc.)	1	2	3	4	<input type="checkbox"/>
ff. "Drop-in" to a reservoir (for swimming, running, biking, windsurfing, etc.)	1	2	3	4	<input type="checkbox"/>
gg. "Drop-in" to a reservoir for boating	1	2	3	4	<input type="checkbox"/>
hh. Small watercraft classes/instruction/camp (e.g., sailboats, canoes, paddleboats, sailboards, etc.)	1	2	3	4	<input type="checkbox"/>
ii. Small watercraft rental (e.g., sailboats, canoes, paddleboats, sailboards, etc.)	1	2	3	4	<input type="checkbox"/>

8. What suggestions, if any, do you have for other recreational offerings the city of Boulder might provide that it does not already provide?

9. A fee is required to use most of the city of Boulder's recreation facilities and programs. These fees generally do not cover the full cost of offering the program. If a program is fully funded by tax dollars, there is no fee for the program. If a program receives no tax funding, the fees cover the entire cost of offering the program. Naturally, if all programs were fully funded by tax dollars, this would require a greater commitment of public funding (taxes) than if all program costs were covered by fees.

For each of the following items, please indicate what you believe is the appropriate percent of costs that should be recovered through fees.

No tax funding-----→ Full tax funding
 Percent of costs that should be recovered through fees:
 100% 70%-100% 35%-70% 15%-35% 0%-15%

a. Youth Services Initiative (a community based after school and summer program for youth living in public housing).....	1	2	3	4	5
b. EXPAND (programs and/or inclusion for people with disabilities).....	1	2	3	4	5
c. "Open swim" (drop-in) for adults and seniors.....	1	2	3	4	5
d. "Open swim" (drop-in) for children and teens.....	1	2	3	4	5
e. Swim lessons or water exercise classes for adults and seniors.....	1	2	3	4	5
f. Swim lessons for children and teens.....	1	2	3	4	5
g. "Drop-in" exercise (e.g., weights, exercise machines, etc.) for adults and seniors.....	1	2	3	4	5
h. "Drop-in" to the gym (e.g., basketball, volleyball, etc.) for adults and seniors.....	1	2	3	4	5
i. "Drop-in" to the gym (e.g., basketball, volleyball, etc.) for children and teens.....	1	2	3	4	5
j. Sports classes or teams for adults and seniors.....	1	2	3	4	5
k. Sports classes or teams for children and teens.....	1	2	3	4	5
l. Beginning or intermediate level recreation classes for adults and seniors (e.g. fitness, dance, music, drama, cooking, photography, etc.) ...	1	2	3	4	5
m. Advanced or elite level recreation classes for adults and seniors (e.g. fitness, dance, music, drama, cooking, photography, etc.).....	1	2	3	4	5
n. Beginning or intermediate level recreation classes for children and teens (e.g. fitness, dance, music, drama, cooking, photography, etc.).....	1	2	3	4	5
o. Advanced or elite level recreation classes for children and teens (e.g. fitness, dance, music, drama, cooking, photography, etc.).....	1	2	3	4	5
p. Golfing for adults and seniors.....	1	2	3	4	5
q. Golfing for children and teens.....	1	2	3	4	5
r. Pottery classes for adults and seniors.....	1	2	3	4	5
s. Pottery classes for children and teens.....	1	2	3	4	5
t. Pottery "drop-in" studio for adults and seniors.....	1	2	3	4	5
u. Pottery "drop-in" studio for children and teens.....	1	2	3	4	5
v. Community groups using pools (e.g., Masters Swimming).....	1	2	3	4	5
w. Community groups using gyms (e.g., leagues, etc.).....	1	2	3	4	5
x. Community groups using fields or courts (e.g., Adult Rugby).....	1	2	3	4	5

10. If it were up to you, how would you allocate \$100 in taxes across the following types of programming to best meet the needs of the Boulder community?

\$_____ Recreational programs at the beginning and intermediate level ("learn-to" programs)

\$_____ Recreational programs at the advanced and elite levels ("competitive" programs)

\$_____ Providing one-day community events (e.g., Father-daughter Valentine's Day dance, Halloween Carnival, SpringFest, Flick and Float, etc.) at city recreation facilities

\$_____ Reducing rental rates for children and teen community groups (e.g., Little League, synchronized swim team, etc.)

\$_____ Reducing rental rates for adult community groups (e.g., Masters Swimming, Adult Ultimate Frisbee, etc.)

= \$_____ TOTAL

11. Please indicate your level of support for or opposition to the following sources of funding to help fund recreation facilities and programs in the city of Boulder.

	<u>Strongly Support</u>	<u>Somewhat Support</u>	<u>Somewhat Oppose</u>	<u>Strongly Oppose</u>	<u>Don't Know</u>
a. Renew existing sales taxes for parks and recreation when they expire.....	1	2	3	4	<input type="checkbox"/>
b. A new sales tax	1	2	3	4	<input type="checkbox"/>
c. Grants and donations, which require raising matching funds from the community on a portion of the monies received.....	1	2	3	4	<input type="checkbox"/>
d. Partnering with other municipalities, school districts or nonprofits to develop joint use recreational facilities or programs.....	1	2	3	4	<input type="checkbox"/>
e. Partnering with private organizations to develop recreational facilities or programs	1	2	3	4	<input type="checkbox"/>

12. Please indicate the extent to which you agree or disagree with each of the following funding policies for recreation facilities and programs the city of Boulder could pursue.

	<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>Don't Know</u>
a. The city of Boulder should seek corporate sponsors in order to supplement parks and recreation funding (e.g., signage with advertisements on baseball fences, use of event banners with logos or advertising during events or games, naming of facilities, etc.)	1	2	3	4	<input type="checkbox"/>
b. Recreation programs must pay for themselves through user fees	1	2	3	4	<input type="checkbox"/>
c. Profitable or popular programs (such as sports leagues and swimming lessons) can help pay for less profitable programs (such as therapeutic, senior and youth programs)	1	2	3	4	<input type="checkbox"/>
d. Individuals living outside Boulder should pay higher fees for participating in city of Boulder recreation programs or using city of Boulder recreation facilities.....	1	2	3	4	<input type="checkbox"/>
e. Individuals who live outside Boulder but work or own a business in Boulder should pay resident fees for participating in city of Boulder recreation programs or using city of Boulder recreation facilities	1	2	3	4	<input type="checkbox"/>

13. If the city of Boulder Parks and Recreation Department did get some additional funding beyond what is needed to provide the current levels of programming and maintenance, please indicate your level of support for or opposition to the following uses of additional funding. Then indicate which ONE of the following you think would be most important.

	<u>Strongly Support</u>	<u>Somewhat Support</u>	<u>Somewhat Oppose</u>	<u>Strongly Oppose</u>	<u>Most Important (check one only)</u>
a. Maintain and update existing facilities and equipment ..	1	2	3	4	<input type="checkbox"/>
b. Lower user fees.....	1	2	3	4	<input type="checkbox"/>
c. Offer additional recreation programs.....	1	2	3	4	<input type="checkbox"/>
d. Build new recreation facilities or renovate existing facilities	1	2	3	4	<input type="checkbox"/>

14. How do you find out about city of Boulder Parks and Recreation programs? (Please check all that apply.)

- Boulder Parks and Recreation Guide (quarterly publication)
- Boulder Camera newspaper
- Channel 8 (the municipal cable TV channel)
- Other _____
- Informational flyers
- The city of Boulder Web site
- E-mail groups/listserves

15. What is your preferred way find out about city of Boulder Parks and Recreation programs? (Check one.)

- Boulder Parks and Recreation Guide (quarterly publication)
- Boulder Camera newspaper
- Channel 8 (the municipal cable TV channel)
- Other _____
- Informational flyers
- The city of Boulder Web site
- E-mail groups/listserves

16. How would you rate the availability of information about the city of Boulder's recreation offerings to the community?

excellent good fair poor don't know

1 2 3 4

17. Have you or any member of your household registered for a recreation class or program with the city of Boulder in the previous 12 months?

- Yes ----->
- No
- Don't know

17a. The time you most recently registered, did you register online, over the phone, or in-person? (Please check all that apply.)

- Online
- On the phone
- In-person
- Don't know

17b. How easy or difficult was it to register?

- Very easy
- Somewhat easy
- Somewhat difficult
- Very difficult
- Don't know

About You and Your Household

18. About how long have you lived in Boulder?

_____ years
(Please mark "0" if less than 6 months)

19. Do you rent or own your residence?

- Rent
- Own

20. Please check the one box which most closely describes the type of housing unit you live in.

- A detached single-family home
- An apartment in an apartment complex
- An apartment in a single-family home
- A condominium or townhouse
- A mobile home
- Other, please specify _____

21. Counting yourself, how many people live in your household?

yes no

22. Do any children age 12 or younger live in your household?

23. Do any teenagers ages 13 to 17 live in your household?

24. Are you or any other members of your household aged 65 or older?

25. About how much was your household's total income before taxes in 2008? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 or more

26. Which of the following best describes your age?

- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 years or older

27. What is your gender?

- Female
- Male

Thank you!

The city of Boulder greatly appreciates your responses! Please return the survey in the enclosed postage-paid envelope to the independent organization analyzing the results at:
National Research Center, Inc.
3005 30th Street
Boulder, CO 80301