

TOPICAL REPORT: COMMUNITY SURVEY

Purpose of This Report

This report represents research findings specific to the community survey. It will ultimately inform the content of the Parks and Recreation Master Plan, but this report does not necessarily constitute the final narrative that will be presented in the plan. After the findings of this report are reviewed and deemed to be accurate and sufficiently comprehensive, they will be fully synthesized with research from other topical areas as part of the Needs Assessment process. The final content of the Master Plan may reflect significant portions of this report, but will not consist entirely of it. Table 1 depicts the progress of research and planning for this research area.

Table 1: Topical Area Research Progress

Development Phase	Notes
<input checked="" type="checkbox"/> Research methodology approved	
<input checked="" type="checkbox"/> Preliminary research and analysis complete	
<input checked="" type="checkbox"/> Data gaps identified and remaining research assigned	
<input checked="" type="checkbox"/> All data obtained	
<input checked="" type="checkbox"/> Preliminary community plan integration review	
<input checked="" type="checkbox"/> Preliminary department leadership review	
<input type="checkbox"/> Technical (TAG) review	
<input type="checkbox"/> Board (PRAB) review	
<input type="checkbox"/> Department leadership review	
<input type="checkbox"/> Topical Report research and analysis complete	
<input type="checkbox"/> Synthesis for needs assessment and community plan integration	

Introduction

A critical component of the Boulder Parks and Recreation Master Plan Update is civic engagement. Involving the public is essential to developing a plan that will receive the support of residents and that will inform the department in delivering community-oriented park and recreation services to its citizens. Overall, the civic engagement process being used for this plan aims to be balanced, open, and collaborative. A community survey developed by the Eppley Institute has been conducted to gauge public opinion, interests, and beliefs about the current parks and recreation system in Boulder. The survey is one part of a greater multi-dimensional effort to gather input throughout the community. Other public participation activities involve conducting stakeholder interviews, holding public meetings, sharing information and collecting feedback online, and offering a public review of documents.

Methods

Objectives

The following objectives provided the framework for the survey component of public engagement by stating the nature of information needed to develop a comprehensive and well-grounded master plan. The objectives were developed based upon input from the Eppley Institute's research to date, preliminary stakeholder and staff engagement efforts, and best practices in survey development for master plans.

The objectives identified for the survey included:

- Awareness of community parks and recreation resources, including the Boulder Parks and Recreation Department and its facilities
- Usage of those resources and facilities, particularly those of the Boulder Parks and Recreation Department
- Barriers (perceived and actual) to the use of parks and recreation resources, particularly those of the Boulder Parks and Recreation Department
- Association of parks and recreation resources to public health, environmental sustainability, economic sustainability and social sustainability
- Importance of having certain parks and recreation resources in the community
- Satisfaction with community parks and recreation resources, particularly those of the Boulder Parks and Recreation Department
- Opinion about the following specific management issues:
 - Potential need for additional aquatic facilities
 - Potential need for additional baseball/softball fields
 - Trade-off decisions about subsidizing certain programs/operations with user fees
 - Trade-off decisions about acquiring new land/facilities versus maintaining existing infrastructure
 - Willingness to pay for certain programs
- Demographics, particularly age, income and ZIP Code

Survey Population and Sample

The population of the survey is defined as all individuals 18 years of age or older that maintain a primary residence in the study area (i.e., the City of Boulder, Colorado). Therefore, the survey population excludes minors 17 years of age or younger, those who consider Boulder to be a secondary residence and anyone with a primary residence outside of the city limits.

A probability sampling methodology was used to ensure that all members of the survey population had an equal chance of being chosen for participation. The sampling frame (i.e., source of population information from which the sample will be drawn) was a listing of all adults in the study area provided by M-S-G Marketing Services, Inc. of Horsham, PA.

According to the City of Boulder and the Boulder Economic Council, the 2010 population of the City of Boulder was 97,385. The number of residents aged 18 or older (i.e., the survey population) was estimated by the U.S. Census Bureau to be 86.1% of the total population, or 83,848. To yield findings that are generalizable to the entire study population with a 95% confidence level and a 5% confidence interval, a sample size of 382 is required. The

confidence interval is sometimes referred to as the margin of error, and represents the range of values within which the true population is estimated to lie. *Confidence level* helps estimate the probability that the true population would fall within the confidence interval. So, in this research, we aim to be 95% certain that the true population would answer between +/-5 percentage points of each survey result.

Previous surveys in Boulder that used a similar distribution methodology experienced response rates around 20-30%. For planning purposes, we predicted a 15% response rate. Therefore, to achieve the necessary number of responses (i.e., 382), and considering that typically 5-10% of mail surveys are non-deliverable, a sample of 3,200 was drawn for the study. Census blocks that had above-average proportions of minority populations were oversampled to attempt to achieve an overall sample that was representative of the actual demographic composition of Boulder.

Survey Instrument and Distribution

An eight-page survey instrument was developed, which included a one-page cover letter and seven pages of questions (see Appendix A). Fourteen individuals pilot tested the survey, and revisions were made to improve the instrument before distribution. Distribution occurred in mid-September 2012, and respondents were asked to complete the survey by October 5, 2012. Surveys were mailed with a postage-paid return envelope and a coupon for one free entry to any of the Boulder Park and Recreation Department Recreation Centers as an incentive to participate. Directions indicated that an online version of the questionnaire was available.

The survey was written in English with a brief explanatory note on the cover in Spanish. Spanish-speaking respondents had the option of taking a Spanish version of the survey online, or checking a box on the survey and returning it in the postage-paid envelope to be sent a Spanish version of the paper survey.

A unique alphanumeric identifier was printed on each survey; respondents completing the web-based survey were prompted to enter the unique identifier as one of the first questions. Only one response per unique identifier was accepted. This method ensured the integrity of the sample and also allowed for any member of the general public without a unique identifier to take the survey. However, responses from surveys without an identifier are kept separate from those in the random sample.

Approximately one week before the surveys were mailed, a notification postcard was sent to the sample. Reminder postcards were sent to recipients about one and a half weeks after the survey mailing. The reminder postcard contained each respondent's unique identifier for convenience. To encourage additional responses, the deadline for completing the survey was extended to October 19, 2012.

Results

A total of 663 useable surveys were returned, yielding a response rate¹ of 20.7%. This has produced a 3.8% confidence interval at a confidence level of 95%. All survey results are presented in Appendix B. Table 2 below presents a demographic comparison between survey respondents and the general population of the City of Boulder.

Table 2: Demographic Comparison Between Sample and Population

		Survey Respondents (Sample)	City of Boulder (Population)
Income	Less than \$25,000	15%	30%
	\$25,000 to 49,999	22%	19%
	\$50,000 to 74,999	18%	15%
	\$75,000 to 99,999	14%	9%
	\$100,000 or more	31%	27%
Age	18-24	4%	33%
	25-34	16%	18%
	35-44	15%	16%
	45-54	20%	11%
	55-64	21%	11%
	65+	24%	11%
Ethnicity²	White	92%	90%
	American Indian or Alaska Native	1%	2%
	Asian	3%	6%
	Black or African American	1%	3%
	Hispanic or Latino (of any race)	4%	10%
	Other	2%	3%

How the Survey Informs Key Issues

This section reviews select survey items that are relevant to emerging key issues being discussed among stakeholders such as the PRAB, BPRD staff, and public meeting attendees. Arguably, each question of the survey relates to these key issues, but part of the ongoing planning process, particularly the needs assessment, includes identifying what specific information is needed to address key issues. This report, therefore, serves as an initial step in determining what critical data from the survey could be used in developing solutions to the department's needs.

¹ The American Association for Public Opinion Research (AAPOR) has multiple specific definitions for "response rate" using different variables. Several definitions call for reporting the total number of undeliverable, incomplete, late, or otherwise invalid responses. Although the established response period has closed, surveys continue to be returned as this report is being developed. At this time, we are reporting a simplified response rate of number usable returned surveys divided by number of surveys distributed; the final master plan will report additional measures of response rate using AAPOR definitions.

² Using 2010 American Community Survey data, the Boulder Economic Council (BEC) presents the race and ethnicity of the city as displayed in the Table. The BEC specifies "race" as race alone, or in combination with one or more other races. As such, it will total more than 100%.

Charter, Mission, & Vision

What are the core and essential values and services the department should focus on in Boulder, given limited resources and funding?

Question #2 of the survey asks, “Generally speaking, how important is it to you to have these in Boulder?” Results indicate:

- The most important features tend to be natural areas, urban parks, historical/cultural areas, and recreation centers.
- The least important features tend to be art programs, dance programs, gymnastics programs, and facilities for specific recreation activities.

Table 3: (Question #2) Generally speaking, how important is it to you to have these in Boulder?

Item	Very important	Somewhat important	Not at all important	Can't say / no opinion
Community and neighborhood parks (i.e., with features like shelters, playgrounds, paths, etc.)	82.2%	16.1%	1.1%	0.6%
Recreation centers (i.e., with features like pools, gyms, tennis courts, etc.)	62.9%	31.4%	4.6%	1.1%
Health and wellness programs (e.g., exercise, yoga, weight rooms, etc.)	43.7%	42.1%	10.7%	3.6%
Athletic/sports fields and programs	42.7%	39.9%	13.6%	3.9%
Art, dance, and gymnastics programs	28.1%	45.6%	20.1%	6.2%
Inclusion programs (i.e., programs offered to people with disabilities)	43.3%	36.8%	12.3%	7.7%
Facilities for specific recreation activities (e.g., golf courses, bike parks)	33.3%	45.7%	17.0%	4.0%
Historical, cultural, and civic spaces (e.g., Pearl Street Mall, Chautauqua Park)	68.6%	26.5%	4.3%	0.6%
Forests and natural areas	88.7%	9.2%	1.6%	0.5%

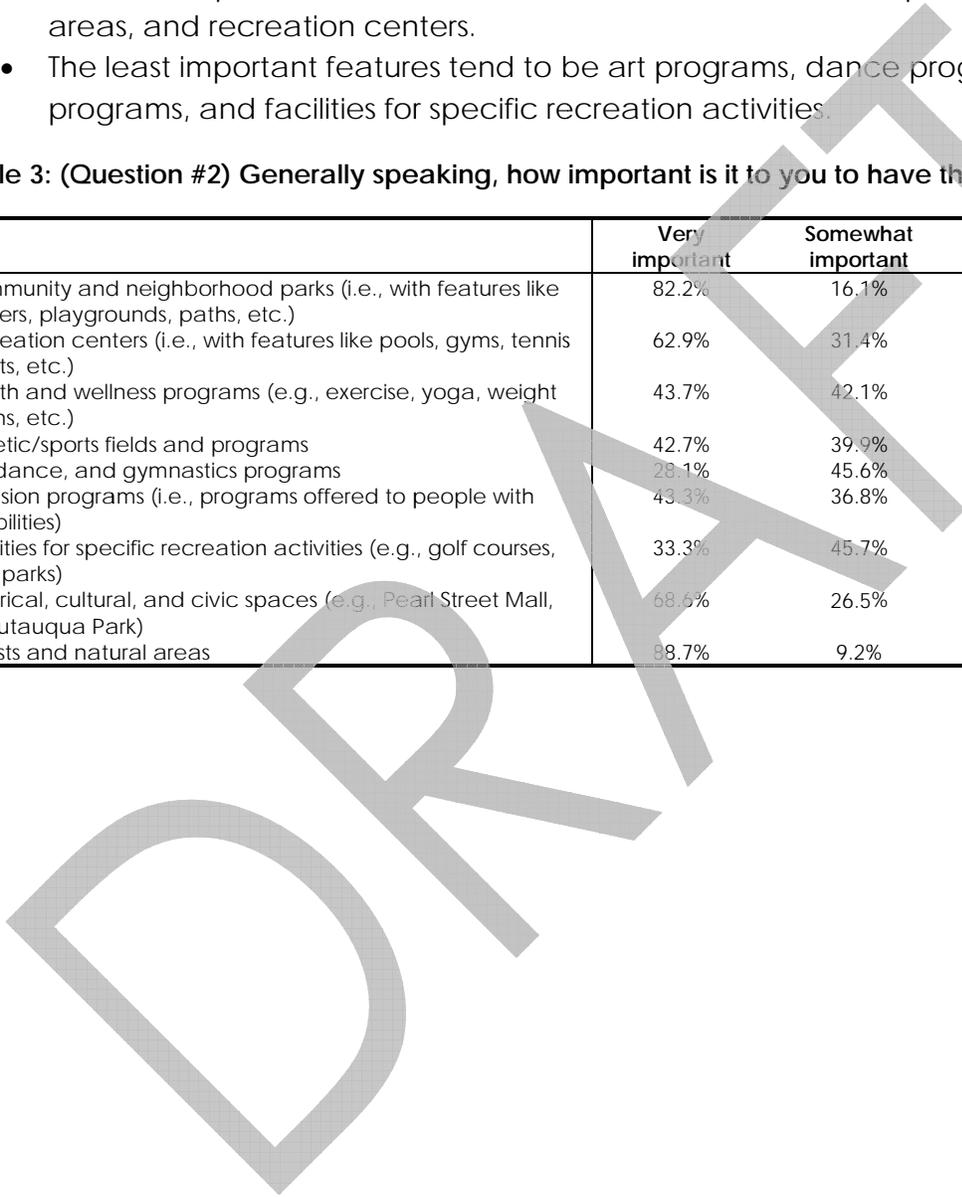
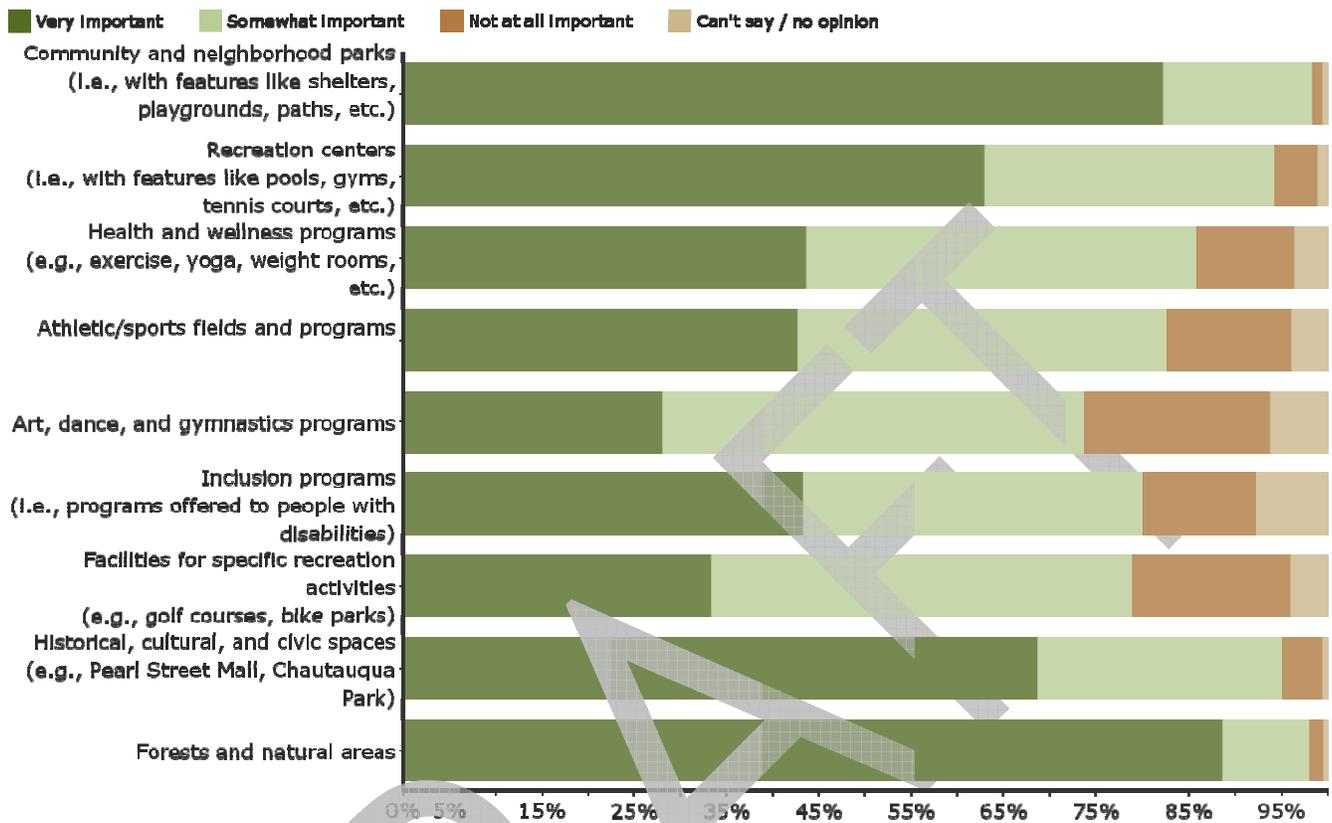


Figure 1: Survey Question #2 Generally speaking, how important is it to you to have these in Boulder?



Question #4 of the survey asks, "Think about the community of Boulder overall. To what degree, do parks and recreation contribute to Boulder's being..." .

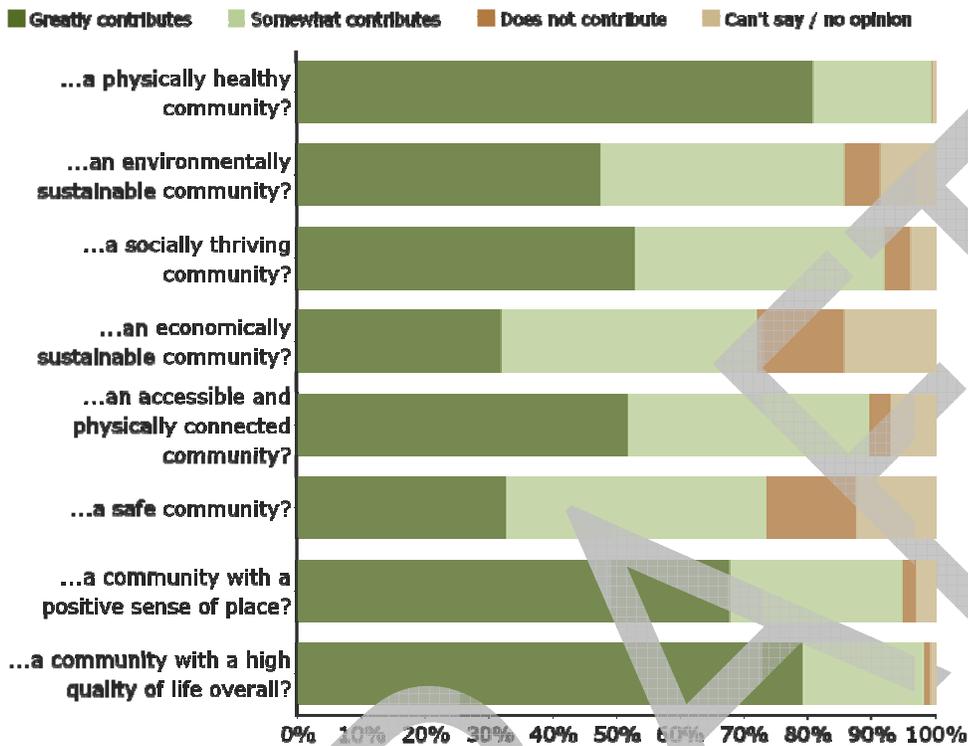
Results indicate:

- Parks and recreation tend to contribute most to Boulder’s physical health, quality of life, and sense of place.
- Parks and recreation tend to contribute least to Boulder’s economic sustainability and community safety.

Table 4: (Question #4) Think about the community of Boulder overall. To what degree, do parks and recreation contribute to Boulder's being...

Item	Greatly contributes	Somewhat contributes	Does not contribute	Can't say / no opinion
...a physically healthy community?	80.7%	18.5%	0.2%	0.6%
...an environmentally sustainable community?	47.3%	38.2%	5.5%	8.9%
...a socially thriving community?	52.9%	38.9%	4.0%	4.2%
...an economically sustainable community?	31.9%	39.8%	13.7%	14.5%
...an accessible and physically connected community?	51.9%	37.7%	3.2%	7.3%
...a safe community?	32.7%	40.9%	13.9%	12.5%
...a community with a positive sense of place?	67.6%	27.0%	2.3%	3.1%
...a community with a high quality of life overall?	79.1%	19.0%	0.9%	0.9%

Figure 2: (Question #4) Think about the community of Boulder overall. To what degree, do parks and recreation contribute to Boulder's being...



Recreation Programs & Services

If patrons can experience increased satisfaction and quality of service by another provider, when should the department explore alternative program delivery?

Two items in Question #5 ask respondents to indicate if they agree that it is important for the Parks and Recreation Department to facilitate and organize recreation opportunities provided by other organizations in the community. Specifically, one item asked about the importance of facilitating and organizing recreation opportunities provided by nonprofits (see Table 5). A separate item asked about opportunities provided by private businesses (see Table 6).

Table 5: (Question #5) I think it is important for the Parks and Recreation Department to...facilitate and organize recreation opportunities provided by nonprofits in the community (e.g., YMCA, sports leagues).

Item	Response
Strongly agree	41.8%
Somewhat agree	44.8%
Somewhat disagree	11.4%
Strongly disagree	2.0%

Table 6: (Question #5) I think is it important for the Parks and Recreation Department to... facilitate and organize recreation opportunities provided by private businesses in the community (e.g., yoga studios, fitness centers).

Item	Response
Strongly agree	22.3%
Somewhat agree	43.4%
Somewhat disagree	26.7%
Strongly disagree	7.5%

Results indicate:

- A majority of respondents favor the department facilitating service provision in the community among both nonprofit organizations and private businesses.
- Nearly nine out of every ten respondents think it is important for BPRD to facilitate recreation opportunities provided by nonprofits.

An item with Question #6 of the survey asks respondents to indicate which statement they agree with more:

Table 7: (Question #6) Which statement do you agree with more?

Item	Response
The Parks and Recreation Department should provide facilities and programs that complement those provided by others in the community, but should not replicate them.	38.7%
The Parks and Recreation Department should provide facilities and programs identified by residents regardless of whether they are provided by others in or near Boulder.	61.3%

Results indicate:

- A majority of respondents favor providing services and facilities regardless of overlap with other providers.

Asset Management

How do you recommend balancing or prioritizing funding for new development vs. maintenance and operations of existing infrastructure?

Question #9 of the survey asks, "If it were up to you, how would you allocate \$100 in taxes across these competing priorities?"

Table 8: (Question #9) If it were up to you, how would you allocate \$100 in taxes across these competing priorities?

Item	Average Response
Providing additional recreation programs	\$18.30
Providing connections to more places in the community like parks, schools, and shops with pathways and trails or other alternative transportation routes	\$18.42
Remodeling park and recreation facilities so they are more accessible to people with disabilities or limited physical ability	\$9.38
Acquiring additional parkland	\$13.80
Adding new park and recreation facilities	\$9.22
Maintaining or enhancing existing park and recreation facilities	\$31.25

Results indicate:

- On average, the highest dollar allocation went towards maintaining existing facilities.
- On average, the lowest dollar allocation went towards adding new facilities.

Financial Sustainability

How should the department balance recreation services that promote community good and civic benefit with revenue production?

An item with Question #6 of the survey asks respondents to indicate which statement they agree with more:

Table 9: (Question #6) Which statement do you agree with more?

Item	Response
Parks and recreation services contribute to the social welfare of the whole community, and so the City should fund them primarily through tax dollars, even if services are sometimes limited as a result.	64.4%
Parks and recreation services should be thought of like a business which should attract as many people as possible willing to pay for the services, and should therefore be funded mainly through user fees.	35.6%

Results indicate:

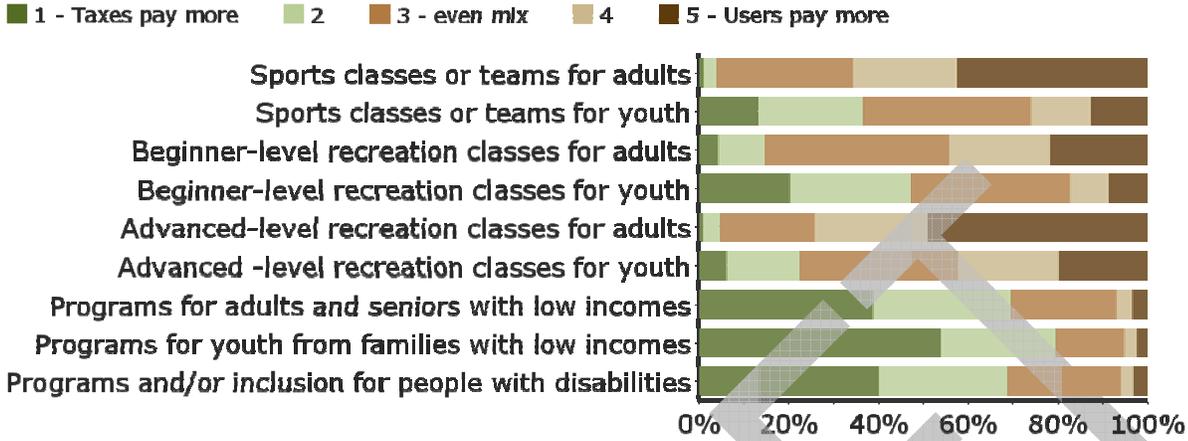
- A majority of respondents favor funding services and facilities primarily through tax dollars.

Question #7 of the survey asks, "Several programs offered by the City of Boulder require a fee to offset the full cost of providing them. For each of the following items, please indicate what you believe is the appropriate mix of support from taxes versus user fees."

Table 10: (Question #7) For each of the following items, please indicate what you believe is the appropriate mix of support from taxes versus user fees.

Item	Taxes pay more		Even mix		Users pay more
Sports classes or teams for adults	1.3%	2.7%	30.3%	23.5%	42.3%
Sports classes or teams for youth	13.1%	23.3%	37.7%	13.4%	12.5%
Beginner-level recreation classes for adults	4.3%	10.5%	41.0%	22.4%	21.8%
Beginner-level recreation classes for youth	20.4%	26.9%	35.6%	8.7%	8.5%
Advanced-level recreation classes for adults	1.1%	3.5%	21.5%	25.4%	48.6%
Advanced-level recreation classes for youth	6.2%	16.3%	35.3%	22.3%	20.0%
Programs for adults and seniors with low incomes	38.6%	30.9%	23.5%	3.5%	3.5%
Programs for youth from families with low incomes	54.1%	25.4%	15.4%	2.8%	2.4%
Programs and/or inclusion for people with disabilities	39.8%	29.0%	25.1%	2.8%	3.3%

Figure 3: (Question #7) For each of the following items, please indicate what you believe is the appropriate mix of support from taxes versus user fees.



Results indicate:

- Respondents tend to be more willing to use tax dollars to subsidize programs for youth and adults with low incomes, programs for people with disabilities, and programs for youth.
- Respondents tend to be less willing to use tax dollars to subsidize sports and recreation programs for adults, especially those that are for advanced skill levels.

DRAFT

APPENDIX A

Survey Instrument

DRAFT

APPENDIX B

Survey Results

DRAFT



Survey

Recreation Center
DAY PASS

JOHN Q. PUBLIC
OR CURRENT RESIDENT
123 MAIN ST
BOULDER, CO 12345-6789

Thank you for
completing this
survey!

Please accept this
coupon for one free
daily admission for
you, or a friend, at
any City of Boulder
Recreation Center.

Usted ha sido seleccionado al azar para tomar parte en un cuestionario acerca de parques y recreación, en Boulder. Muy pocas personas han sido seleccionados para participar, por lo que su respuesta es muy valiosa. Para recibir una copia de este cuestionario en español, llame al 1-855-354-0002 o marque esta casilla y devolver esta copia en el sobre adjunto.

**Envíame una
versión
en español**

Dear Boulder Resident,

You are one of a small group of people selected at random to take part in a survey about parks and recreation in Boulder. This study is being conducted by an independent evaluator, the Eppley Institute for Parks and Public Lands, as part of a larger project to update the Boulder Parks and Recreation Department Master Plan. Your participation is an important part of creating a future that will help meet the needs of citizens like you.

It doesn't matter if you use parks or recreation facilities – we need all opinions to be represented. Only a small portion of the Boulder population will receive this survey, so we especially need your response. It takes about 15 minutes to complete, and your answers will remain strictly confidential. As a token of our appreciation, please accept the coupon enclosed above for one free daily admission to any City of Boulder Recreation Center.

Please return your completed survey in the enclosed postage-paid envelope by **Friday, October 5, 2012**. If there are multiple people in your household, please have this survey completed by one adult (18 or older).

If you would like additional information about this project, or would like to take the web version of this survey, please visit the Boulder Parks and Recreation Master Plan website at <http://boulder.parksandrecplan.org>. You can also contact us at (812) 855-3095.

Sincerely,

Jane S. Brautigam
City Manager
Boulder, CO

Stephen A. Wolter
Executive Director
Eppley Institute for Parks and Public Lands

er to
vey by
er 5.



DAY PASS

Redeem this pass at any City of Boulder Recreation Center:

East Boulder Recreation Center
5660 Sioux Drive

North Boulder Recreation Center
3170 Broadway Street

South Boulder Recreation Center
1360 Gillaspie Drive

Valid for one daily admission for any individual.

No cash value. Do not duplicate.

1. Boulder has several departments that provide parks, greenways, arts, recreation, and wellness opportunities. Which one do you generally use the most? *Please select one box.*

<p>Transportation Division of Public Works Department</p> <p>...maintains many of the city's bicycle paths and greenways.</p> <p><input type="checkbox"/></p>	<p>Boulder Library</p> <p>...provides a number of places for activities like concerts, film screenings, art shows, and literary programs.</p> <p><input type="checkbox"/></p>	<p>Parks and Recreation Department</p> <p>...operates recreation centers, athletic fields, and urban parks; also provides programs for dance, fitness, swimming, yoga, etc.</p> <p><input type="checkbox"/></p>	<p>Housing and Human Services Department</p> <p>...offers cultural, recreational, wellness, and educational programs for youth, families, and seniors.</p> <p><input type="checkbox"/></p>	<p>Open Space & Mountain Parks</p> <p>...manages open space in and around the city, including trails used by walkers, hikers, bicyclists, and horseback riders.</p> <p><input type="checkbox"/></p>
--	--	--	---	--

OR, I haven't used any of them or don't know:

The rest of this survey will focus on the Boulder **Parks and Recreation Department**.

Even if you don't use parks or recreation services, your thoughts are valuable in helping us better understand everyone's opinions.

2. Generally speaking, how important is it to you to have these in Boulder?

Please select one box for each.

	Very important	Somewhat important	Not at all important	Can't say / no opinion	<i>The most important</i>
Community and neighborhood parks (i.e., with features like shelters, playgrounds, paths, etc.)	<input type="checkbox"/>				
Recreation centers (i.e., with features like pools, gyms, tennis courts, etc.)	<input type="checkbox"/>				
Health and wellness programs (e.g., exercise, yoga, weight rooms, etc.)	<input type="checkbox"/>				
Athletic/sports fields and programs	<input type="checkbox"/>				
Art, dance, and gymnastics programs	<input type="checkbox"/>				
Inclusion programs (i.e., programs offered to people with disabilities)	<input type="checkbox"/>				
Facilities for specific recreation activities (e.g., golf courses, bike parks)	<input type="checkbox"/>				
Historical, cultural, and civic places (e.g., Pearl Street Mall, Chautauqua Park)	<input type="checkbox"/>				
Forests and natural areas	<input type="checkbox"/>				

...Then, please indicate which one is the most important to you. *Please select one star.*



3. Looking at the same list, please indicate how often you visit the places or participate in the programs provided by the Parks and Recreation Department.

Select one box for each.

A few times About da week A few times itha year Very satisfied what ed say / inion what isfied isfied

Community and neighborhood parks (i.e., with features like shelters, playgrounds, paths, etc.)	<input type="checkbox"/>									
Recreation centers (i.e., with features like pools, gyms, tennis courts, etc.)	<input type="checkbox"/>									
Health and wellness programs (e.g., exercise, yoga, weight rooms, etc.)	<input type="checkbox"/>									
Athletic/sports fields and programs	<input type="checkbox"/>									
Art, dance, and gymnastics programs	<input type="checkbox"/>									
Inclusion programs (i.e., programs offered to people with disabilities)	<input type="checkbox"/>									
Facilities for specific recreation activities (e.g., golf courses, bike parks)	<input type="checkbox"/>									
Historical, cultural, and civic places (e.g., Pearl Street Mall, Chautauqua Park)	<input type="checkbox"/>									
Forests and natural areas	<input type="checkbox"/>									

...Then, please rate how satisfied you are with the Department's job of providing them.

Select one box for each.



4. Think about the community of Boulder overall. To what degree do parks and recreation contribute to Boulder’s being...

Please select one box for each.

	Greatly contributes	Somewhat contributes	Does not contribute	Can't say / no opinion
...a physically healthy community?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...an environmentally sustainable community?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...a socially thriving community?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...an economically sustainable community?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...an accessible and physically connected community?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...a safe community?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...a community with a positive sense of place ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...a community with a high quality of life overall?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Please indicate how much you agree or disagree with the following statements. Select one box for each.

“I think it is important for the Parks and Recreation Department to...”

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	The most important
...promote physical health and mental well-being	<input type="checkbox"/>				
...provide opportunities to make social connections and strengthen the “ social fabric ” of the community	<input type="checkbox"/>				
...enhance the economic vitality of the community	<input type="checkbox"/>				
...enhance the environmental sustainability of the community	<input type="checkbox"/>				
...provide recreational opportunities to people who otherwise might not be able to participate (e.g., people with disabilities or people with low incomes)	<input type="checkbox"/>				
...contribute to community safety	<input type="checkbox"/>				
...enhance the overall quality of life	<input type="checkbox"/>				
...provide positive youth development activities for children and teens (age 19 and younger)	<input type="checkbox"/>				
...provide recreational opportunities for adults (20 to 64 years old)	<input type="checkbox"/>				
...provide recreational opportunities for senior adults (age 65 and older)	<input type="checkbox"/>				
... facilitate and organize recreation opportunities provided by nonprofits in the community (e.g., YMCA, sports leagues)	<input type="checkbox"/>				
... facilitate and organize recreation opportunities provided by private businesses in the community (e.g., yoga studios, fitness centers)	<input type="checkbox"/>				

...Then, please indicate which one is the most important to you. Please select one star.

Attachment E
Appendix A



6. Consider each pair of statements. From your perspective, choose the one you agree with more.

Individuals living outside the City of Boulder should pay higher fees for using Boulder Parks and Recreation facilities and programs.

OR

There should be no difference in fees between residents and non-residents for using City of Boulder facilities and programs.

How strongly do you agree with the statement you chose?

Very much

Mostly

Somewhat

If an individual works or owns a business in the City of Boulder, they should be entitled to the same parks and recreation fees as residents.

OR

If an individual works or owns a business in Boulder, they should not be entitled to Boulder resident fees for parks and recreation.

How strongly do you agree with the statement you chose?

Very much

Mostly

Somewhat

Parks and recreation program offerings should focus primarily on developing skills at beginner or intermediate levels.

OR

Parks and recreation program offerings should serve all different skill levels (i.e., beginner to very advanced).

How strongly do you agree with the statement you chose?

Very much

Mostly

Somewhat

Activities and programs at parks and recreation facilities should be mostly scheduled or pre-planned, with some available for drop-in use.

OR

Activities and programs at parks and recreation facilities should mostly be available for drop-in use, with some being pre-planned.

How strongly do you agree with the statement you chose?

Very much

Mostly

Somewhat

Parks and recreation programs should focus mostly on popular sports and fitness activities (e.g., Pilates, yoga, softball, soccer, etc.).

OR

Some popular sports and fitness programs should be offered, but so should diverse or less-popular activities (e.g., cooking, drawing, etc.).

How strongly do you agree with the statement you chose?

Very much

Mostly

Somewhat

The Parks and Recreation Department should provide facilities and programs that complement those provided by others in the community, but should not replicate them.

OR

The Parks and Recreation Department should provide facilities and programs identified by residents regardless of whether they are provided by others in or near Boulder.

How strongly do you agree with the statement you chose?

Very much

Mostly

Somewhat

Parks and recreation services contribute to the social welfare of the whole community, and so the City should fund them primarily through tax dollars, even if services are sometimes limited as a result.

OR

Parks and recreation services should be thought of like a business which should attract as many people as possible willing to pay for the services, and should therefore be funded mainly through user fees.

How strongly do you agree with the statement you chose?

Very much

Mostly

Somewhat

Given the federal requirement that a minimum of 33% all public facilities provide full physical accessibility to individuals with disabilities, I think the Boulder Parks and Recreation Department should...

...go beyond the minimum, even if that means needing more funding for additional construction or remodeling of ramps, elevators, etc.

OR

...meet the requirement, but not go any further. It would be nice to have more than 33%, but we can't fund all that work right now.

How strongly do you agree with the statement you chose?

Very much

Mostly

Somewhat

7. Several programs offered by the City of Boulder require a fee to offset the full cost of providing them. For each of the following items, please indicate what you believe is the appropriate mix of support from taxes versus user fees. *Please select one box for each.*

	Taxes pay more	← Even mix of tax support and user fees →			Users pay more
Sports classes or teams for adults	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports classes or teams for youth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beginner -level recreation classes for adults (e.g., fitness, dance, art, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beginner -level recreation classes for youth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced -level recreation classes for adults	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced -level recreation classes for youth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programs for adults and seniors with low incomes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programs for youth from families with low incomes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programs and/or inclusion for people with disabilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Please rate how important you think it is for the City of Boulder to provide recreation programs for each of the population groups below. *Please select one box for each.*

	Essential	Very important	Somewhat important	Not at all important	<i>The most important</i>
Children (12 years and younger)	<input type="checkbox"/>				
Teenagers (13 to 19 years)	<input type="checkbox"/>				
Adults (20 to 64 years)	<input type="checkbox"/>				
Senior adults (65 years and older)	<input type="checkbox"/>				
Families	<input type="checkbox"/>				
People with disabilities	<input type="checkbox"/>				
People with low incomes	<input type="checkbox"/>				
People within ethnic minority groups	<input type="checkbox"/>				
Tourists and other visitors to Boulder	<input type="checkbox"/>				

...Then, please indicate which one is the most important to you. *Please select one star.*

9. If it were up to you, how would you allocate \$100 in taxes across these competing priorities?

- \$ _____ Providing additional **recreation programs**
- \$ _____ Providing connections to more places in the community like parks, schools, and shops with **pathways and trails** or other alternative transportation routes
- \$ _____ Remodeling park and recreation facilities so they are more **accessible** to people with disabilities or limited physical ability
- \$ _____ Acquiring additional **parkland**
- \$ _____ Adding **new** park and recreation **facilities**
- \$ _____ **Maintaining or enhancing existing** park and recreation **facilities**

- \$ 100 TOTAL**

10. Overall, how satisfied are you with the Boulder Parks and Recreation Department's...

Please select one box for each.

	Very satisfied	Somewhat satisfied	Can't say / no opinion	Somewhat dissatisfied	Very dissatisfied
...ability to provide quality programs and services?	<input type="checkbox"/>				
...availability of information about facilities and programs?	<input type="checkbox"/>				
...customer service?	<input type="checkbox"/>				
...presence and visibility in the community?	<input type="checkbox"/>				
...ability to care for park and recreation facilities?	<input type="checkbox"/>				

11. What is your most preferred way to find out about park and recreation programs? *Please select one.*

- Boulder Camera newspaper
- Channel 8 (municipal cable TV)
- Informational flyers
- City of Boulder website
- Email / listserv
- Boulder Parks and Recreation Guide (quarterly publication)
- Facebook
- Twitter
- Other (please specify): _____

12. About how long have you lived in Boulder? _____ years

Please mark "0" if less than 6 months.

13. Counting yourself, how many people live in your household? _____ individuals

Are any 12 years or younger? Yes No

Are any ages 13-17 years? Yes No

Are you or any other household member 65 or older? Yes No

14. About how much was your household's total income before taxes in 2011?

- | | |
|---|---|
| <input type="checkbox"/> Less than \$25,000 | <input type="checkbox"/> \$100,000 to \$149,999 |
| <input type="checkbox"/> \$25,000 to \$49,999 | <input type="checkbox"/> \$150,000 to \$199,999 |
| <input type="checkbox"/> \$50,000 to \$74,999 | <input type="checkbox"/> \$200,000 to \$299,999 |
| <input type="checkbox"/> \$75,000 to \$99,999 | <input type="checkbox"/> \$300,000 or more |

15. What is your age?

Please select one.

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 or older

16. Which of the following best describes your ethnicity?

Please select all that apply.

- American Indian, Eskimo, or Aleutian
- Asian or Pacific Islander
- Black or African American
- Chicano/Mexican-American, Latino/Latina, or Hispanic
- White
- Other (please specify): _____

17. What is your gender?

Male Female

18. Would you be interested in participating

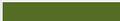
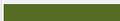
in a follow-up survey in the future? Yes No

On behalf of the Parks and Recreation Department, as well as the entire staff of the City of Boulder, thank you for your participation in this important survey. Results will be analyzed during the month of October and summary information will be published on the Parks and Recreation Master Plan website (<http://boulder.parksandrecplan.org>) in November. Community meetings regarding the planning project will be held in late 2012 or early 2013. Watch the website for details.

Thank you again for your time and interest in helping make Boulder an outstanding place to live and work. Enjoy your free pass to one of the City's Recreation Centers, and we look forward to seeing you out and about!

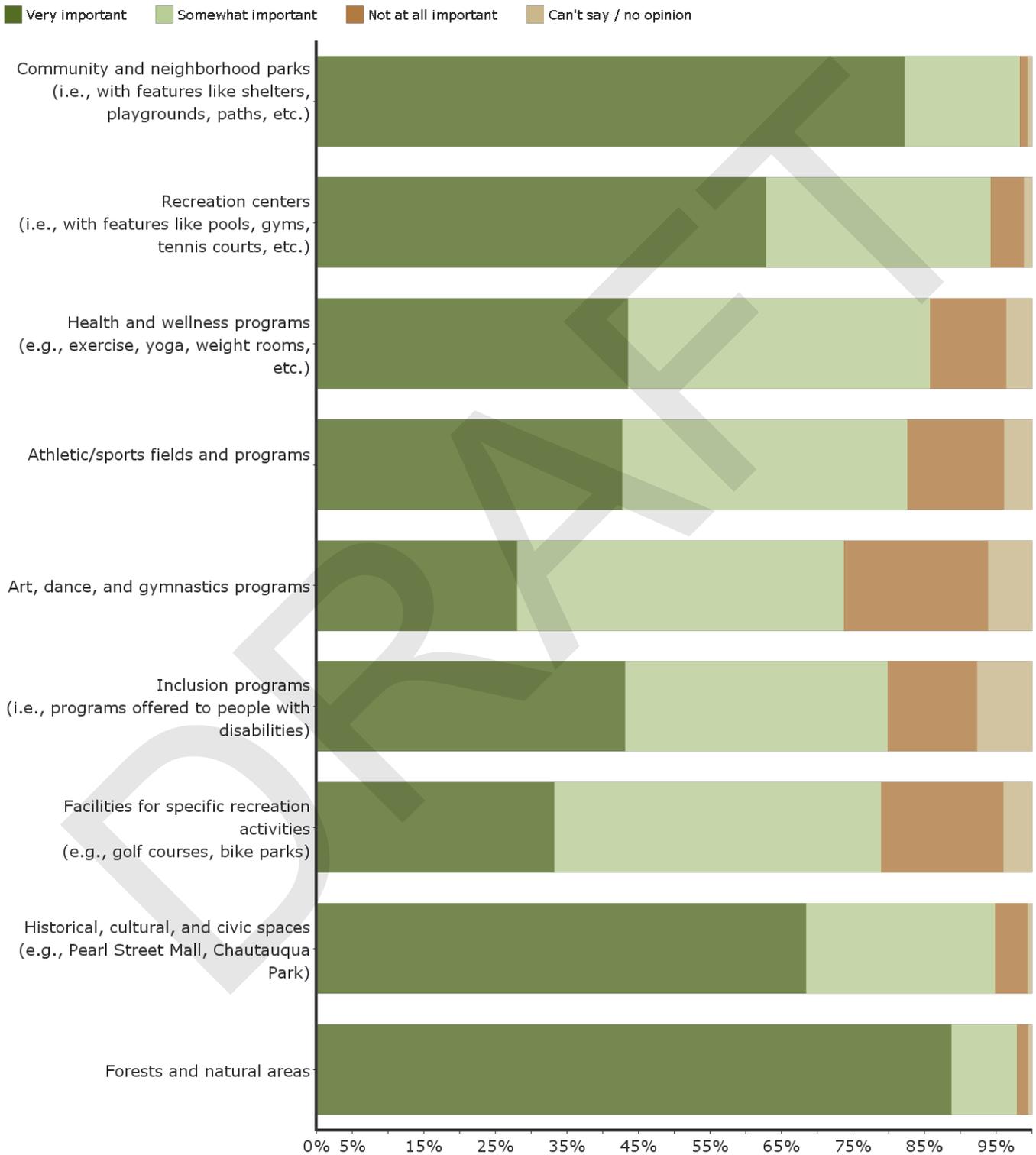
QUESTION 1

Boulder has several departments that provide parks, greenways, arts, recreation, and wellness opportunities. Which one do you generally use the most? Please select one box.

#	Answer	Bar	Responses	%
1	Transportation Division of Public Works Department ...maintains many of the city's bicycle paths and greenways.		123	20.9%
2	Boulder Library ...provides a number of places for activities like concerts, film screenings, art shows, and literary programs.		82	13.9%
3	Parks and Recreation Department ...operates recreation centers, athletic fields, and urban parks; also provides programs for dance, fitness, swimming, yoga, etc.		122	20.7%
4	Housing and Human Services Department ...offers cultural, recreational, wellness, and educational programs for youth, families, and seniors.		10	1.7%
5	Open Space & Mountain Parks ...manages open space in and around the city, including trails used by walkers, hikers, bicyclists, and horseback riders.		240	40.7%
6	I haven't used any of them / I don't know.		12	2.0%
	Total		589	100.0%

QUESTION 2, PART 1

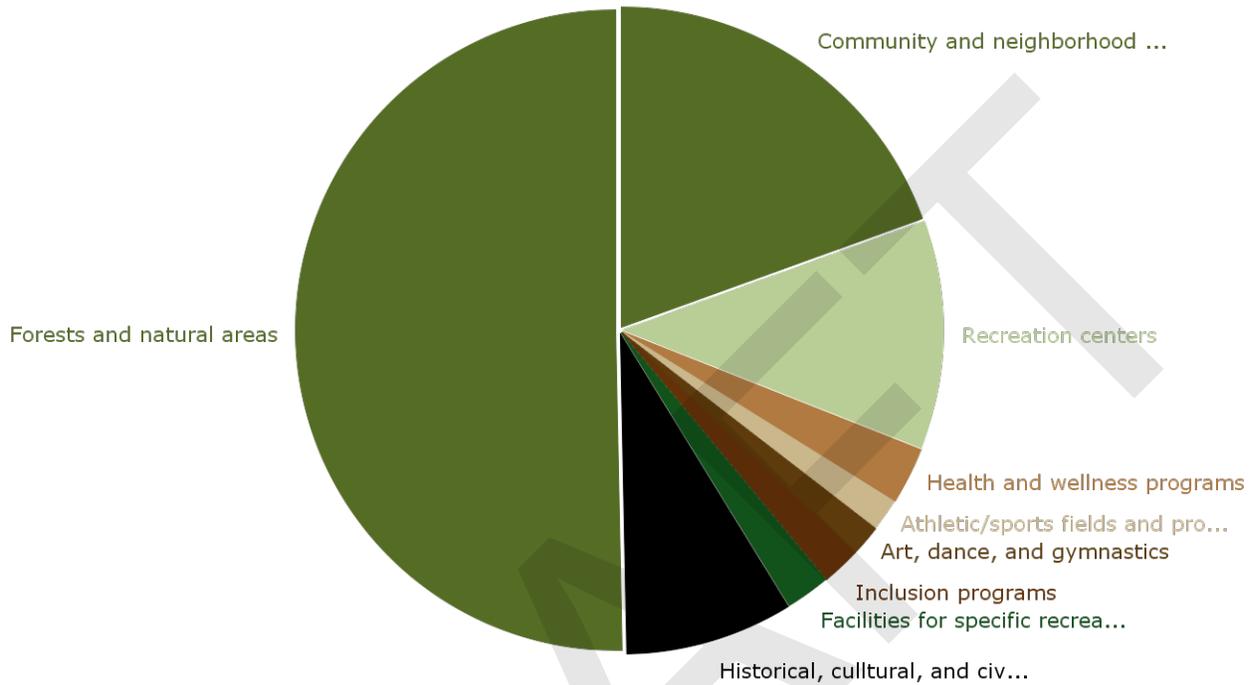
Generally speaking, how important is it to you to have these in Boulder?



#	Question	Very important	Somewhat important	Not at all important	Can't say / no opinion	Responses	Mean
1	Community and neighborhood parks (i.e., with features like shelters, playgrounds, paths, etc.)	538	105	7	4	654	1.2
2	Recreation centers (i.e., with features like pools, gyms, tennis courts, etc.)	409	205	30	7	651	1.4
3	Health and wellness programs (e.g., exercise, yoga, weight rooms, etc.)	282	273	69	23	647	1.7
4	Athletic/sports fields and programs	278	259	88	25	650	1.8
5	Art, dance, and gymnastics programs	182	296	130	40	648	2.0
6	Inclusion programs (i.e., programs offered to people with disabilities)	282	240	81	50	653	1.8
7	Facilities for specific recreation activities (e.g., golf courses, bike parks)	215	296	110	26	647	1.9
8	Historical, cultural, and civic spaces (e.g., Pearl Street Mall, Chautauqua Park)	445	172	29	4	650	1.4
9	Forests and natural areas	568	59	10	3	640	1.1

QUESTION 2, PART 2

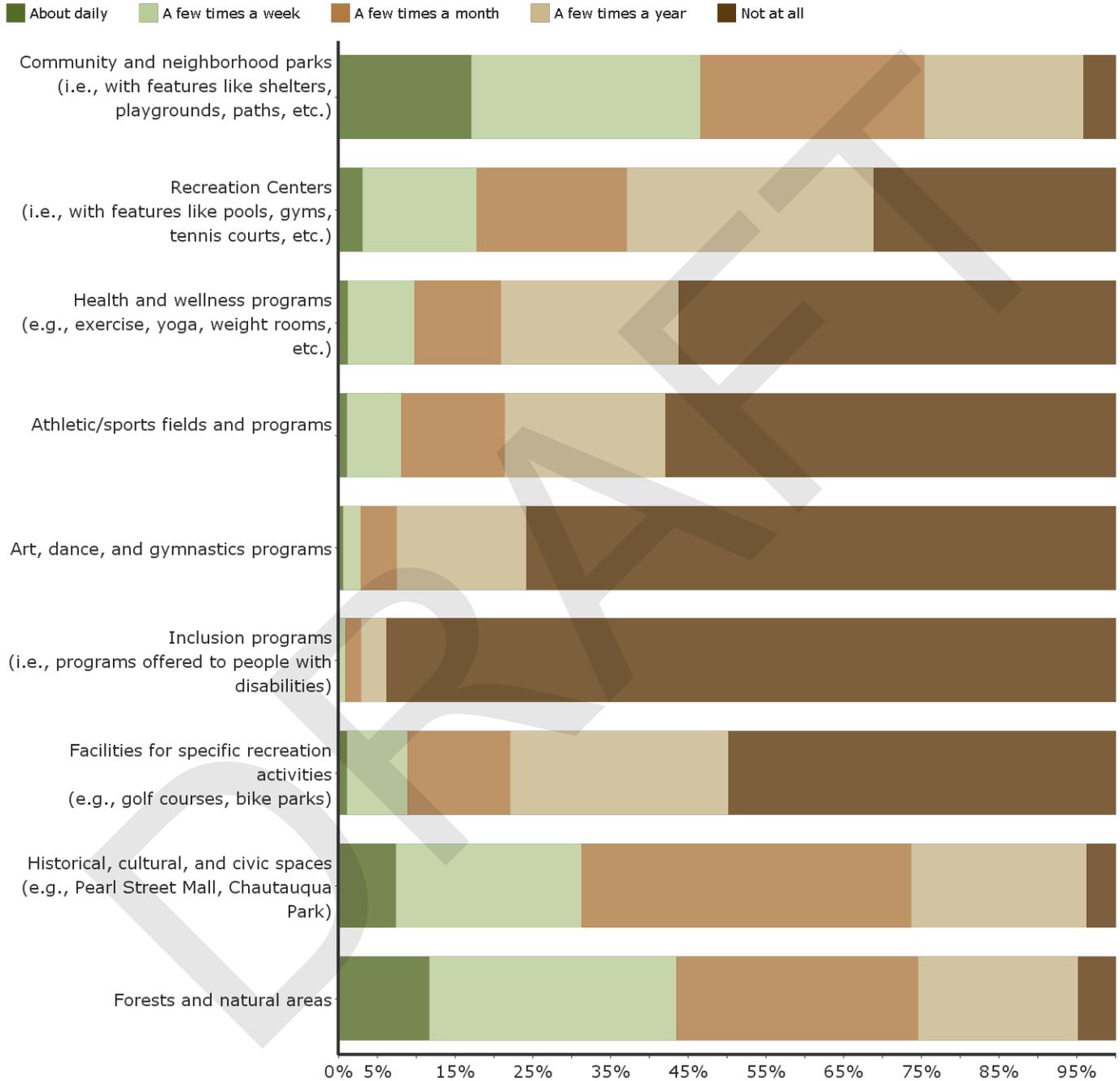
Considering your choices above, please identify which is the most important to you.



#	Answer	Bar	Responses	%
1	Community and neighborhood parks	<div style="width: 19.5%;"></div>	122	19.5%
2	Recreation centers	<div style="width: 11.5%;"></div>	72	11.5%
3	Health and wellness programs	<div style="width: 2.9%;"></div>	18	2.9%
4	Athletic/sports fields and programs	<div style="width: 1.6%;"></div>	10	1.6%
5	Art, dance, and gymnastics	<div style="width: 1.6%;"></div>	10	1.6%
6	Inclusion programs	<div style="width: 1.9%;"></div>	12	1.9%
7	Facilities for specific recreation activities	<div style="width: 2.2%;"></div>	14	2.2%
8	Historical, cultural, and civic spaces	<div style="width: 8.5%;"></div>	53	8.5%
9	Forests and natural areas	<div style="width: 50.3%;"></div>	315	50.3%
	Total		626	100.0%

QUESTION 3, PART 1

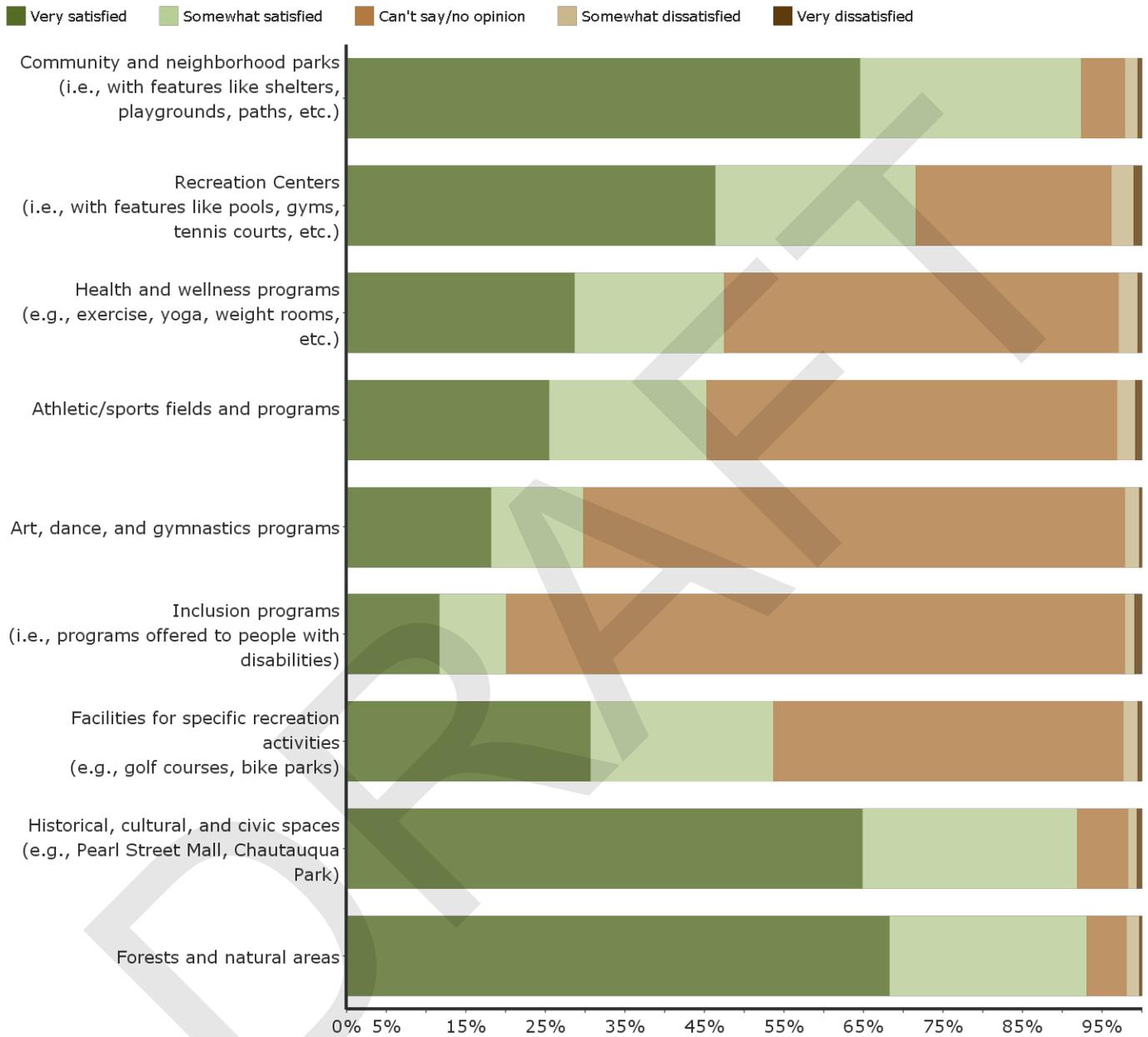
Looking at the same list, please indicate how often you visit the places or participate in the programs provided by the Parks and Recreation Department.



#	Question	About daily	A few times a week	A few times a month	A few times a year	Not at all	Responses	Mean
1	Community and neighborhood parks (i.e., with features like shelters, playgrounds, paths, etc.)	17.1%	29.5%	28.9%	20.5%	4.1%	655	2.7
2	Recreation Centers (i.e., with features like pools, gyms, tennis courts, etc.)	3.1%	14.7%	19.3%	31.7%	31.1%	652	3.7
3	Health and wellness programs (e.g., exercise, yoga, weight rooms, etc.)	1.2%	8.6%	11.1%	22.9%	56.2%	650	4.2
4	Athletic/sports fields and programs	1.1%	7.1%	13.2%	20.7%	57.9%	651	4.3
5	Art, dance, and gymnastics programs	0.6%	2.3%	4.6%	16.7%	75.8%	652	4.6
6	Inclusion programs (i.e., programs offered to people with disabilities)	-	0.9%	2.0%	3.2%	93.8%	650	4.9
7	Facilities for specific recreation activities (e.g., golf courses, bike parks)	1.1%	7.8%	13.2%	28.1%	49.8%	651	4.2
8	Historical, cultural, and civic spaces (e.g., Pearl Street Mall, Chautauqua Park)	7.4%	24.0%	42.4%	22.6%	3.7%	651	2.9
9	Forests and natural areas	11.7%	31.8%	31.1%	20.6%	4.8%	650	2.7

QUESTION 3, PART 2

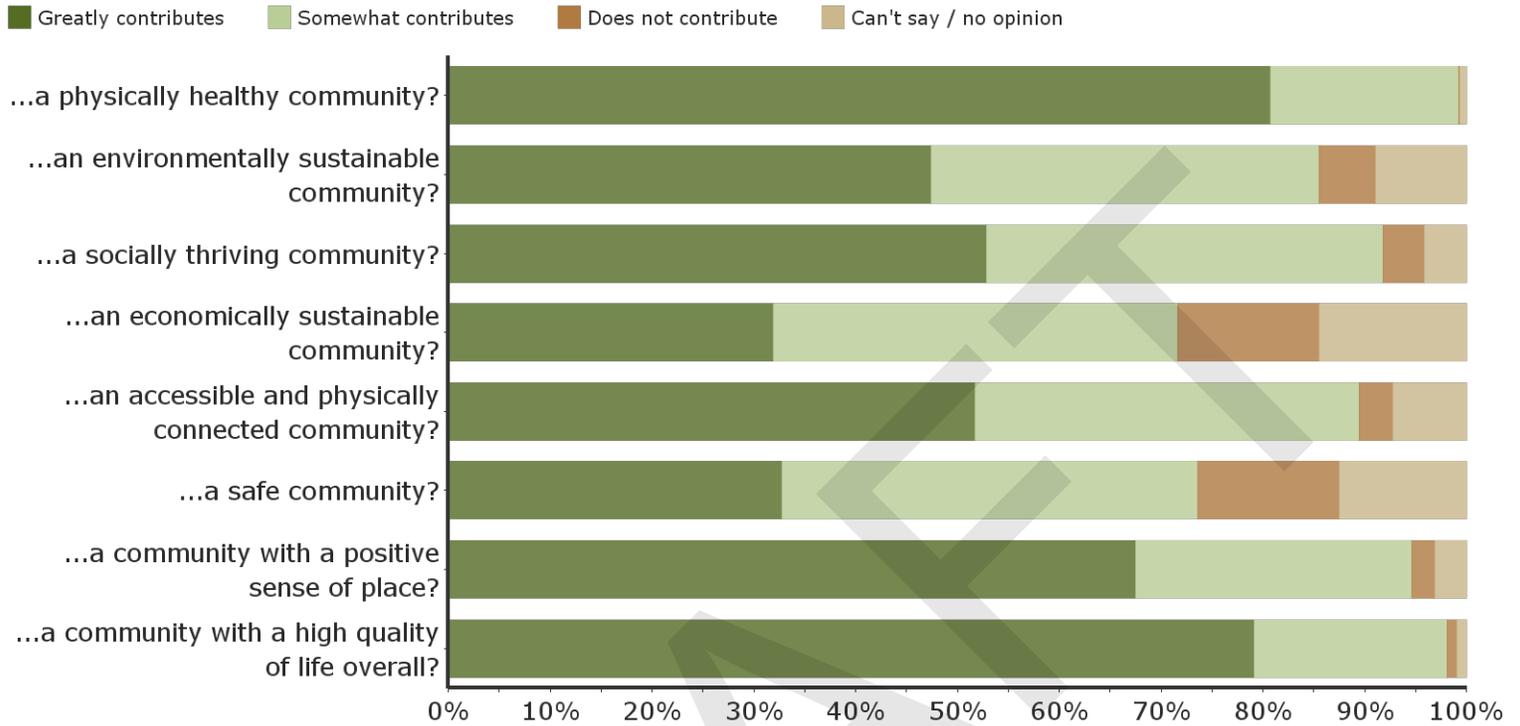
...Then, please rate how satisfied you are with the Department's job of providing them.



#	Question	Very satisfied	Somewhat satisfied	Can't say/no opinion	Somewhat dissatisfied	Very dissatisfied	Responses	Mean
1	Community and neighborhood parks (i.e., with features like shelters, playgrounds, paths, etc.)	64.6%	27.8%	5.6%	1.6%	0.5%	630	1.5
2	Recreation Centers (i.e., with features like pools, gyms, tennis courts, etc.)	46.4%	25.2%	24.6%	2.8%	1.0%	610	1.9
3	Health and wellness programs (e.g., exercise, yoga, weight rooms, etc.)	28.7%	18.8%	49.7%	2.4%	0.5%	592	2.3
4	Athletic/sports fields and programs	25.5%	19.9%	51.6%	2.2%	0.8%	589	2.3
5	Art, dance, and gymnastics programs	18.2%	11.7%	68.1%	1.7%	0.3%	583	2.5
6	Inclusion programs (i.e., programs offered to people with disabilities)	11.7%	8.4%	77.8%	1.2%	0.9%	581	2.7
7	Facilities for specific recreation activities (e.g., golf courses, bike parks)	30.7%	23.0%	44.0%	1.8%	0.5%	596	2.2
8	Historical, cultural, and civic spaces (e.g., Pearl Street Mall, Chautauqua Park)	64.9%	27.0%	6.4%	1.1%	0.6%	629	1.5
9	Forests and natural areas	68.3%	24.9%	4.9%	1.6%	0.3%	627	1.4

QUESTION 4

Think about the community of Boulder overall. To what degree, do parks and recreation contribute to Boulder's being...



#	Question	Greatly contributes	Somewhat contributes	Does not contribute	Can't say / no opinion	Responses	Mean
1	...a physically healthy community?	80.7%	18.5%	0.2%	0.6%	654	1.2
2	...an environmentally sustainable community?	47.4%	38.2%	5.5%	8.9%	652	1.8
3	...a socially thriving community?	52.8%	39.0%	4.0%	4.1%	651	1.6
4	...an economically sustainable community?	31.9%	39.8%	13.9%	14.5%	649	2.1
5	...an accessible and physically connected community?	51.8%	37.8%	3.2%	7.2%	649	1.7
6	...a safe community?	32.8%	40.8%	13.9%	12.5%	647	2.1
7	...a community with a positive sense of place?	67.5%	27.1%	2.3%	3.1%	652	1.4
8	...a community with a high quality of life overall?	79.2%	19.0%	0.9%	0.9%	653	1.2

QUESTION 5, PART 1

Please indicate how much you agree or disagree with the following statements.

"I think it is important for the Parks and Recreation Department to..."



#	Question	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Responses	Mean
1	...promote physical health and mental well-being	72.4%	24.5%	1.9%	1.2%	648	1.3
2	...provide opportunities to make social connections and strengthen the "social fabric" of the community	39.8%	51.7%	7.1%	1.4%	646	1.7
3	...enhance the economic vitality of the community	27.1%	48.5%	21.4%	3.0%	641	2.0
4	...enhance the environmental sustainability of the community	48.8%	40.4%	9.0%	1.9%	646	1.6
5	...provide recreational opportunities to people who otherwise might not be able to participate (e.g., people with disabilities or people with low incomes)	64.7%	31.6%	3.1%	0.6%	649	1.4
6	...contribute to community safety	38.7%	45.5%	14.0%	1.9%	644	1.8
7	...enhance the overall quality of life	75.7%	22.9%	0.8%	0.6%	646	1.3
8	...provide positive youth development activities for children and teens (age 19 and younger)	68.6%	29.1%	1.5%	0.8%	652	1.3
9	...provide recreational opportunities for adults (20 to 64 years old)	64.4%	31.9%	2.9%	0.8%	652	1.4
10	...provide recreational opportunities for senior adults (age 65 and older)	65.6%	30.9%	2.8%	0.8%	651	1.4
11	...facilitate and organize recreation opportunities provided by nonprofits in the community (e.g., YMCA, sports leagues)	41.8%	44.8%	11.4%	2.0%	649	1.7
12	...facilitate and organize recreation opportunities provided by private businesses in the community (e.g., yoga studios, fitness centers)	22.3%	43.4%	26.8%	7.5%	641	2.2

QUESTION 5, PART 2

...Then, please indicate which one is the most important to you.

#	Answer	Bar	Responses	%
1	...promote physical health and mental well-being		123	32.5%
2	...provide opportunities to make social connections and strengthen the "social fabric" of the community		9	2.4%
3	...enhance the economic vitality of the community		3	0.8%
4	...enhance the environmental sustainability of the community		23	6.1%
5	...provide recreational opportunities to people who otherwise might not be able to participate		30	7.9%
6	...contribute to community safety		11	2.9%
7	...enhance the overall quality of life		128	33.9%
8	...provide positive youth development activities for children and teens (age 19 and younger)		19	5.0%
9	...provide recreational opportunities for adults (20 to 64 years old)		6	1.6%
10	...provide recreational opportunities for senior adults (age 65 and older)		15	4.0%
11	...facilitate and organize recreation opportunities provided by nonprofits in the community		6	1.6%
12	...facilitate and organize recreation opportunities provided by private businesses in the community		5	1.3%
	Total		378	100.0%

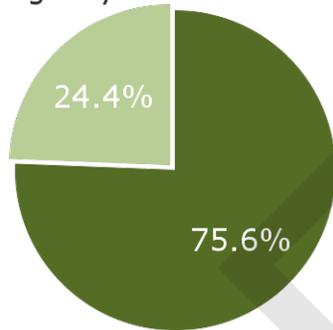
QUESTION 6, PART 1A

Consider the pair of statements. From your perspective, choose the one you agree with more.

■ OPTION A ■ OPTION B

[[OPTION A]] Individuals living outside the City of Boulder should pay higher fees for using Boulder Parks and Recreation facilities and programs.

[[OPTION B]] There should be no difference in fees between residents and non-residents for using City of Boulder facilities and programs.



QUESTION 6, PART 1B

Based on your selection above, how strongly do you agree with the statement you chose?

Answer	Bar	Responses	%
Very much		282	43.5%
Mostly		266	41.0%
Somewhat		101	15.6%
Total		649	100.0%

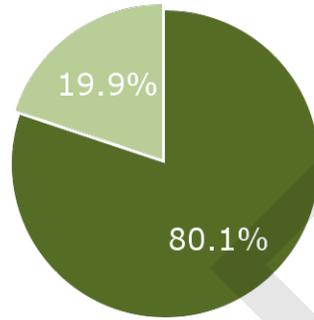
QUESTION 6, PART 2A

Consider the pair of statements. From your perspective, choose the one you agree with more.

OPTION A
 OPTION B

[[OPTION A]] If an individual works or owns a business in the City of Boulder, they should be entitled to the same parks and recreation fees as residents.:

[[OPTION B]] If an individual works or owns a business in the City of Boulder, they should not be entitled to Boulder residents fees for parks and recreation.



QUESTION 6, PART 2B

Based on your selection above, how strongly do you agree with the statement you chose?

#	Answer	Bar	Responses	%
1	Very much	<div style="width: 36.5%;"></div>	236	36.5%
2	Mostly	<div style="width: 48.4%;"></div>	313	48.4%
3	Somewhat	<div style="width: 15.1%;"></div>	98	15.1%
	Total		647	100.0%

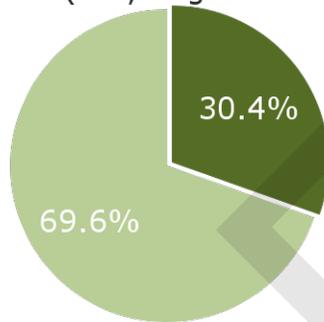
QUESTION 6, PART 3A

Consider the pair of statements. From your perspective, choose the one you agree with more.

■ OPTION A ■ OPTION B

[[OPTION A]] Parks and recreation program offerings should focus primarily on developing skills at beginner or intermediate levels.:

[[OPTION B]] Parks and recreation program offerings should serve all different skill levels (i.e., beginner to very advanced).



QUESTION 6, PART 3B

Based on your selection above, how strongly do you agree with the statement you chose?

#	Answer	Bar	Responses	%
1	Very much		252	38.8%
2	Mostly		323	49.8%
3	Somewhat		74	11.4%
	Total		649	100.0%

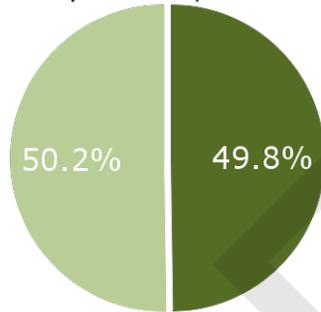
QUESTION 6, PART 4A

Consider the pair of statements. From your perspective, choose the one you agree with more.

■ OPTION A ■ OPTION B

[[OPTION A]] Activities and programs at parks and recreation facilities should be mostly scheduled or pre-planned, with some available for drop-in use.:

[[OPTION B]] Activities and programs at parks and recreation facilities should mostly be available for drop-in use, with some being pre-planned.



QUESTION 6, PART 4B

Based on your selection above, how strongly do you agree with the statement you chose?

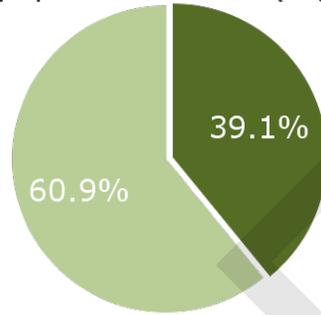
#	Answer	Bar	Responses	%
1	Very much	██████████	144	22.6%
2	Mostly	████████████████████	361	56.8%
3	Somewhat	██████████	131	20.6%
	Total		636	100.0%

QUESTION 6, PART 5A

Consider the pair of statements. From your perspective, choose the one you agree with more.

■ OPTION A ■ OPTION B

[[OPTION A]] Parks and recreation programs should focus mostly on popular sports and fitness activities (e.g., Pilates, yoga, softball, soccer, etc.):
[[OPTION B]] Some popular sports and fitness programs should be offered, but so should diverse or less-popular activities (e.g., cooking, drawing, etc.).



QUESTION 6, PART 5B

Based on your selection above, how strongly do you agree with the statement you chose?

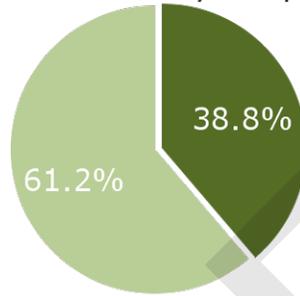
#	Answer	Bar	Responses	%
1	Very much		189	29.2%
2	Mostly		338	52.2%
3	Somewhat		120	18.5%
	Total		647	100.0%

QUESTION 6, PART 6A

Consider the pair of statements. From your perspective, choose the one you agree with more.

■ OPTION A ■ OPTION B

[[OPTION A]] The Parks and Recreation Department should provide facilities and programs that complement those provided by others in the community, but should not replicate them.:
[[OPTION B]] The Parks and Recreation Department should provide facilities and programs identified by residents regardless of whether they are provided by others in or near Boulder.



QUESTION 6, PART 6B

Based on your selection above, how strongly do you agree with the statement you chose?

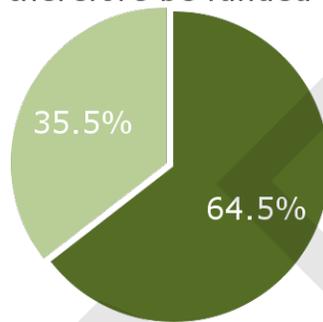
#	Answer	Bar	Responses	%
1	Very much		181	28.2%
2	Mostly		355	55.3%
3	Somewhat		106	16.5%
	Total		642	100.0%

QUESTION 6, PART 7A

Consider the pair of statements. From your perspective, choose the one you agree with more.

■ OPTION A ■ OPTION B

[[OPTION A]] Parks and recreation services contribute to the social welfare of the whole community, and so the City should fund them primarily through tax dollars, even if services are sometimes limited as a result.:
[[OPTION B]] Parks and recreation services should be thought of like a business which should attract as many people as possible willing to pay for the services, and should therefore be funded mainly through user fees.



QUESTION 6, PART 7B

Based on your selection above, how strongly do you agree with the statement you chose?

#	Answer	Bar	Responses	%
1	Very much		195	30.5%
2	Mostly		291	45.5%
3	Somewhat		153	23.9%
	Total		639	100.0%

QUESTION 6, PART 8A

Consider the pair of statements. From your perspective, choose the one you agree with more.

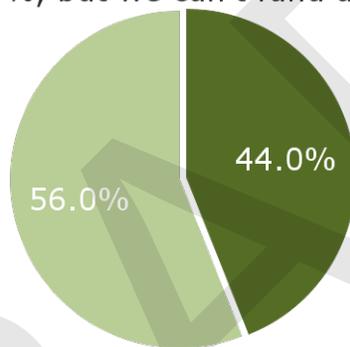
Given the federal requirement that a minimum 33% of all public facilities provide full physical accessibility to individuals with disabilities, I think the Boulder Parks and Recreation Department should...

[[OPTION A]] ...go beyond the minimum

[[OPTION B]] ...meet the requirement

■ OPTION A ■ OPTION B

...go beyond the minimum, even if that means needing more funding for additional construction or remodeling of ramps, elevators, etc.:...meet the requirement, but not go any further. It would be nice to have more than 33%, but we can't fund all that work right now.



QUESTION 6, PART 8B

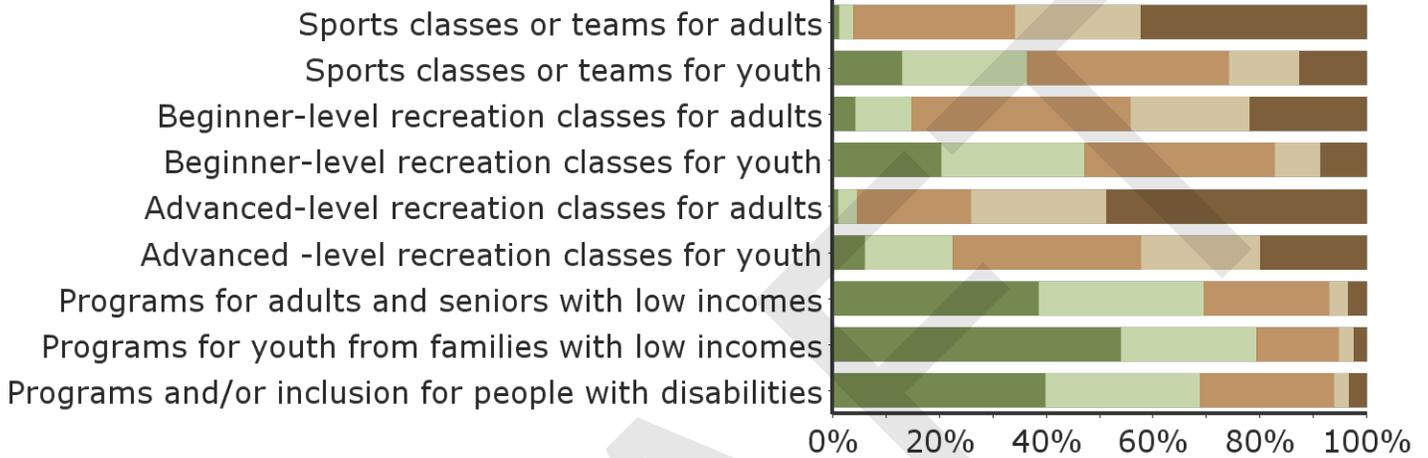
Based on your selection above, how strongly do you agree with the statement you chose?

#	Answer	Bar	Responses	%
1	Very much		206	31.9%
2	Mostly		313	48.5%
3	Somewhat		127	19.7%
	Total		646	100.0%

QUESTION 7

Several programs offered by the City of Boulder require a fee to offset the full cost of providing them. For each of the following items, please indicate what you believe is the appropriate mix of support from taxes versus user fees.

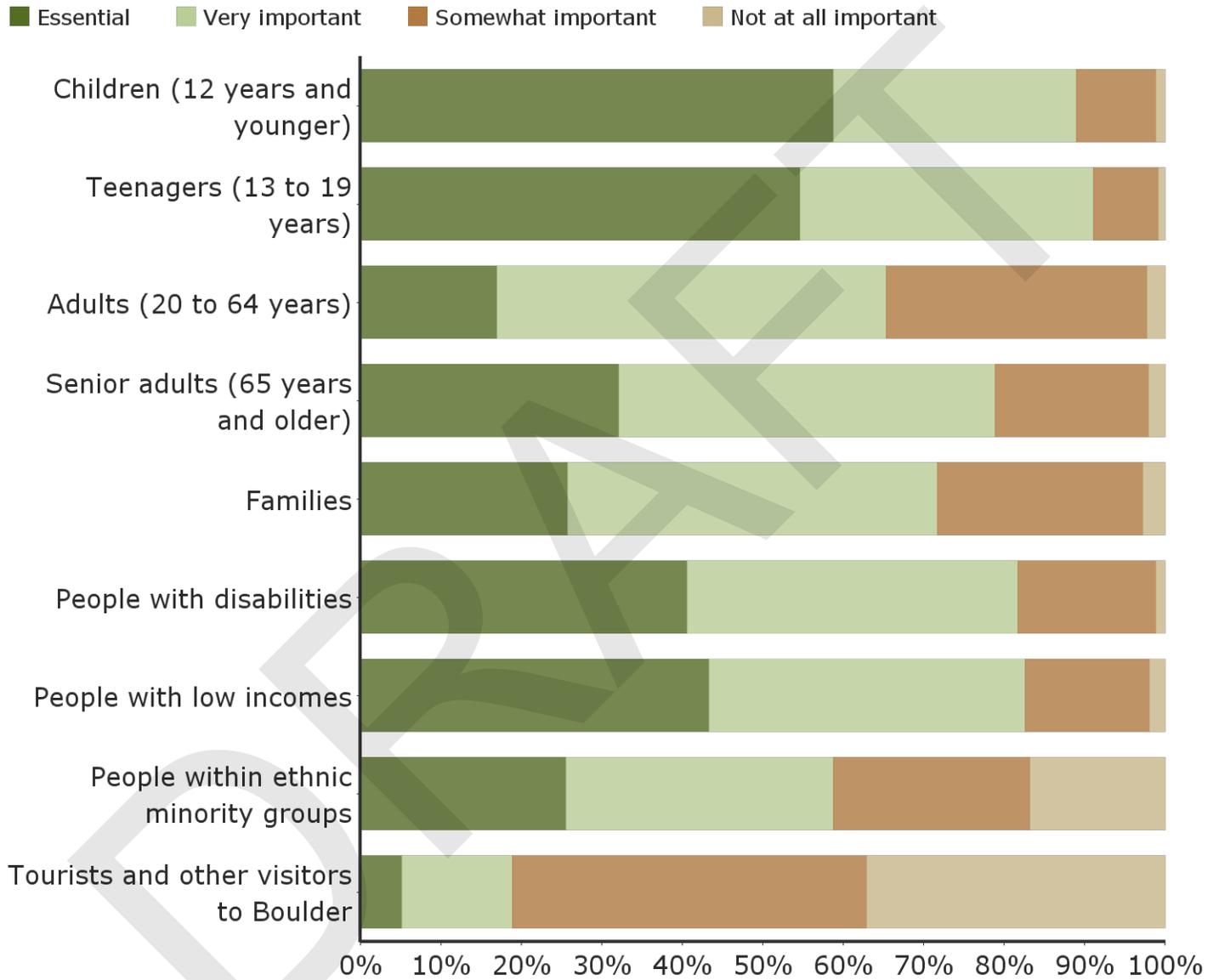
■ 1 - Taxes pay more ■ 2 ■ 3 - even mix ■ 4 ■ 5 - Users pay more



#	Question	1	2	3	4	5	Responses	Mean
1	Sports classes or teams for adults	1.3%	2.7%	30.2%	23.6%	42.2%	632	4.0
2	Sports classes or teams for youth	13.1%	23.5%	37.6%	13.4%	12.4%	635	2.9
3	Beginner-level recreation classes for adults	4.3%	10.5%	41.0%	22.4%	21.8%	629	3.5
4	Beginner-level recreation classes for youth	20.4%	26.9%	35.5%	8.7%	8.5%	633	2.6
5	Advanced-level recreation classes for adults	1.1%	3.5%	21.5%	25.4%	48.6%	634	4.2
6	Advanced -level recreation classes for youth	6.2%	16.3%	35.3%	22.3%	19.9%	632	3.3
7	Programs for adults and seniors with low incomes	38.6%	30.9%	23.5%	3.5%	3.5%	637	2.0
8	Programs for youth from families with low incomes	54.1%	25.4%	15.4%	2.8%	2.4%	638	1.7
9	Programs and/or inclusion for people with disabilities	39.8%	29.0%	25.1%	2.8%	3.3%	638	2.0

QUESTION 8, PART 1

Please rate how important you think it is for the City of Boulder to provide recreation programs for each of the population groups below.

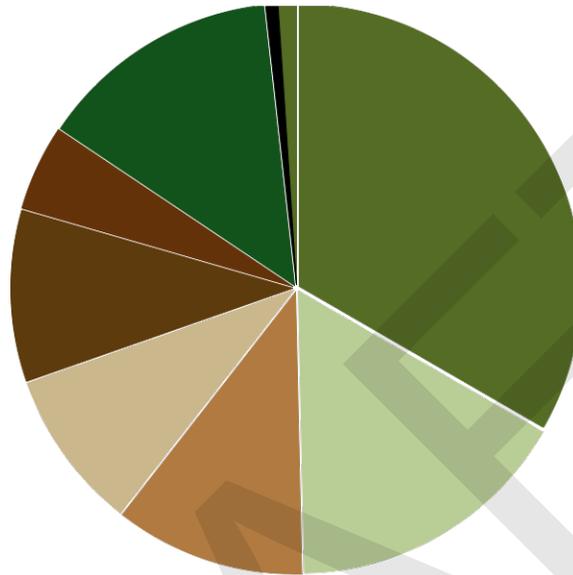


#	Question	Essential	Very important	Somewhat important	Not at all important	Responses	Mean
1	Children (12 years and younger)	373	192	63	7	635	1.5
2	Teenagers (13 to 19 years)	349	233	52	5	639	1.6
3	Adults (20 to 64 years)	108	308	207	14	637	2.2
4	Senior adults (65 years and older)	205	298	122	13	638	1.9
5	Families	163	291	162	17	633	2.1
6	People with disabilities	258	262	109	7	636	1.8
7	People with low incomes	275	249	98	12	634	1.8
8	People within ethnic minority groups	162	210	155	106	633	2.3
9	Tourists and other visitors to Boulder	33	88	281	237	639	3.1

QUESTION 8, PART 2

Considering your choices above, please identify what is the most important to you.

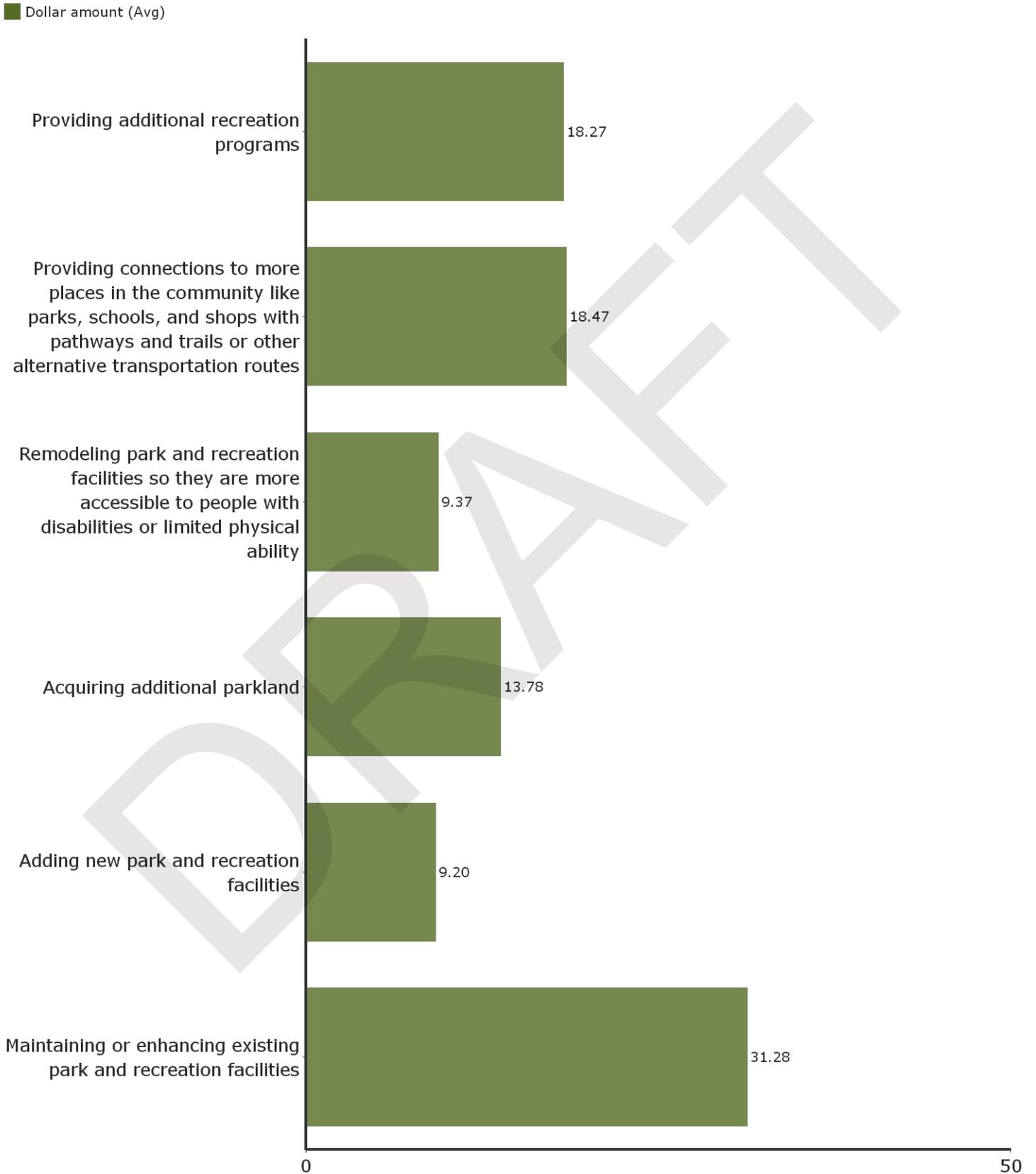
- Children (12 years and younger...)
- Teenagers (13 to 19 years)
- Adults (20 to 64 years)
- Senior adults (65 years and ol...)
- Families
- People with disabilities
- People with low incomes
- People within ethnic minority ...
- Tourists and other visitors to...



#	Answer	Bar	Responses	%
1	Children (12 years and younger)	<div style="width: 33.3%;"></div>	190	33.3%
2	Teenagers (13 to 19 years)	<div style="width: 16.3%;"></div>	93	16.3%
3	Adults (20 to 64 years)	<div style="width: 10.9%;"></div>	62	10.9%
4	Senior adults (65 years and older)	<div style="width: 9.1%;"></div>	52	9.1%
5	Families	<div style="width: 9.8%;"></div>	56	9.8%
6	People with disabilities	<div style="width: 4.9%;"></div>	28	4.9%
7	People with low incomes	<div style="width: 13.9%;"></div>	79	13.9%
8	People within ethnic minority groups	<div style="width: 0.7%;"></div>	4	0.7%
9	Tourists and other visitors to Boulder	<div style="width: 1.1%;"></div>	6	1.1%
	Total		570	100.0%

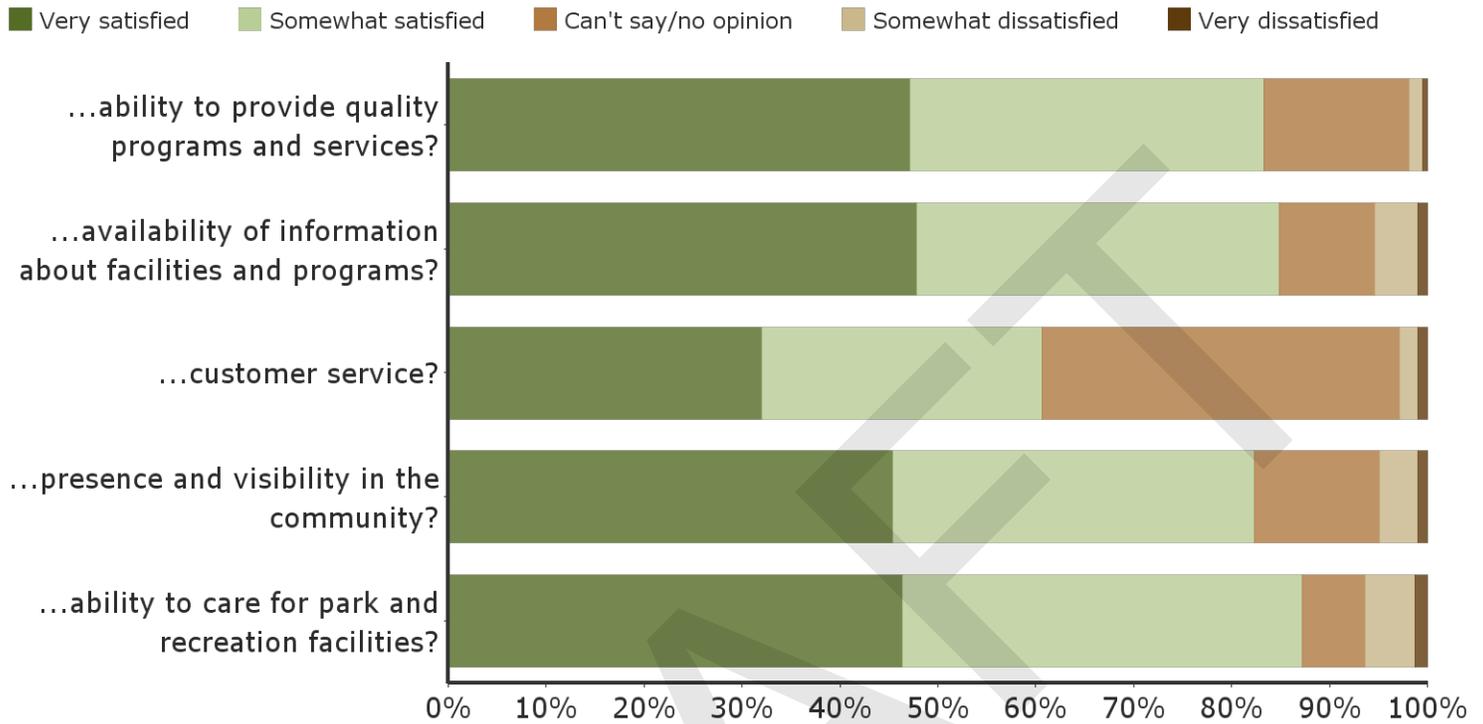
QUESTION 9

If it were up to you, how would you allocate \$100 in taxes across these competing priorities?



QUESTION 10

Overall, how satisfied are you with the Boulder parks and Recreation Department's...

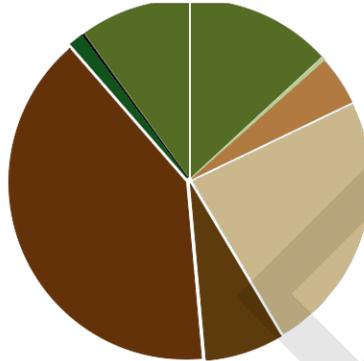


#	Question	Very satisfied	Somewhat satisfied	Can't say/no opinion	Somewhat dissatisfied	Very dissatisfied	Responses	Mean
1	...ability to provide quality programs and services?	47.2%	36.1%	14.8%	1.4%	0.5%	634	1.7
2	...availability of information about facilities and programs?	47.9%	37.0%	9.8%	4.4%	0.9%	633	1.7
3	...customer service?	32.1%	28.6%	36.5%	1.9%	0.9%	633	2.1
4	...presence and visibility in the community?	45.4%	36.9%	12.8%	4.0%	0.9%	632	1.8
5	...ability to care for park and recreation facilities?	46.4%	40.9%	6.5%	5.0%	1.3%	634	1.7

QUESTION 11

What is your most preferred way to find out about park and recreation programs?

- Boulder Camera newspaper ■ Channel 8 (municipal cable TV) ■ Informational flyers ■ City of Boulder website
- Email / listserv ■ Boulder Parks and Recreation Guide (quarterly publication) ■ Facebook ■ Twitter
- Other



#	Answer	Bar	Responses	%
1	Boulder Camera newspaper	██████████	83	13.1%
2	Channel 8 (municipal cable TV)		2	0.3%
3	Informational flyers	████	28	4.4%
4	City of Boulder website	██████████	149	23.6%
5	Email / listserv	████	45	7.1%
6	Boulder Parks and Recreation Guide (quarterly publication)	██████████	253	40.0%
7	Facebook		8	1.3%
8	Twitter		1	0.2%
9	Other	██████████	63	10.0%
	Total		632	100.0%

"OTHER" RESPONSES

Informational flyers; Boulder Parks and Rec guide
Boulder Parks and Recreation Guide (quarterly publication), City of Boulder website
Boulder camera newspaper; Informational flyers; City of Boulder website; Facebook
Channel 8 (municipal cable TV), City of Boulder website, Facebook
Friends
Internet
Boulder Camera newspaper, Informational flyers, Boulder Parks and Recreation Guide (quarterly publication)
City of Boulder Website; Facebook; Word of Mouth; Campus Flyers
Boulder Camera newspaper, Channel 8 (municipal cable TV)
Google
City of Boulder website; Boulder Parks and Rec Guide
City of Boulder website, Boulder Parks and Recreation Guide (quarterly publication)
"Often, someone tells me about something that is going to come."
Channel 8 (municipal cable TV), City of Boulder website
Boulder Camera newspaper, Email/listserv, Twitter
City of Boulder website, Boulder Parks and Recreation Guide (quarterly publication)
City of Boulder website, Facebook
Boulder Camera newspaper, Boulder Parks and Recreation Guide (quarterly publication)
City of Boulder website, Email/listserv, Boulder Parks and Recreation Guide (quarterly publication), Facebook
City of Boulder website, Boulder Parks and Recreation Guide (quarterly publication)
Boulder Camera newspaper, City of Boulder website, Boulder Parks and Recreation Guide (quarterly publication)
Phone app
Internet
City of Boulder website; Email/listserv; Boulder Parks & Rec Guide
City of Boulder website, Boulder Parks and Recreation Guide (quarterly publication)
City of Boulder website, Boulder Parks and Recreation Guide (quarterly publication)
City of Boulder website, Email/listserv
Channel 8; City of Boulder website; Boulder Parks & Rec Guide
City of Boulder website; Facebook
Boulder Camera newspaper, Boulder Library
City of Boulder website, Boulder Parks and Recreation Guide (quarterly publication)
Boulder Parks and Recreation Guide (quarterly publication), Facebook
City of Boulder website, Google
Internet search
Informational Flyers; Boulder Parks and Rec Guide
Utility bill enclosures
word of mouth
"Donation info. I work downtown."
Drive by
City of Boulder website, Boulder Parks and Recreation Guide (quarterly publication)
Informational flyers, Boulder Parks and Recreation Guide (quarterly publication)
There is none.
City of Boulder website, Email/listserv
"Google"
Email/listserv, Boulder Parks and Recreation Guide (quarterly publication)
Informational flyers, City of Boulder website, Email/listserv, Boulder Parks and Recreation Guide (quarterly publication)
Boulder Camera newspaper, Boulder Parks and Recreation Guide (quarterly publication), Facebook
Boulder Camera newspaper, City of Boulder website, Boulder Parks and Recreation Guide (quarterly publication)
Informational flyers; survey results
Boulder Camera newspaper, Channel 8 (municipal cable TV), Boulder Parks and Recreation Guide (quarterly publication)
word of mouth
Informational flyers, Boulder Parks and Recreation Guide (quarterly publication)
City of Boulder website; Boulder Parks & Rec Guide
"Google+ Page"
Word of Mouth
Boulder Camera newspaper, Email/listserv
Informational flyers, Boulder Parks and Recreation Guide (quarterly publications)
Informational flyers, Email/listserv, Boulder Parks & Rec guide (quarterly publication)
City of Boulder website; Boulder Parks and Rec Guide
Informational flyers, Boulder Parks and Recreation Guide (quarterly publication)
Boulder Camera newspaper, Email/listserv, Facebook
Call Parks and Recreation
Informational flyers, Boulder Parks and Recreation Guide (quarterly publication), call south rec center

QUESTION 12

About how many years have you lived in Boulder?

Mark "0" if less than 6 months.

[Results not yet available in usable format for this report.]

QUESTION 13, PART 1

Counting yourself, how many people live in your household?

[Results not yet available in usable format for this report.]

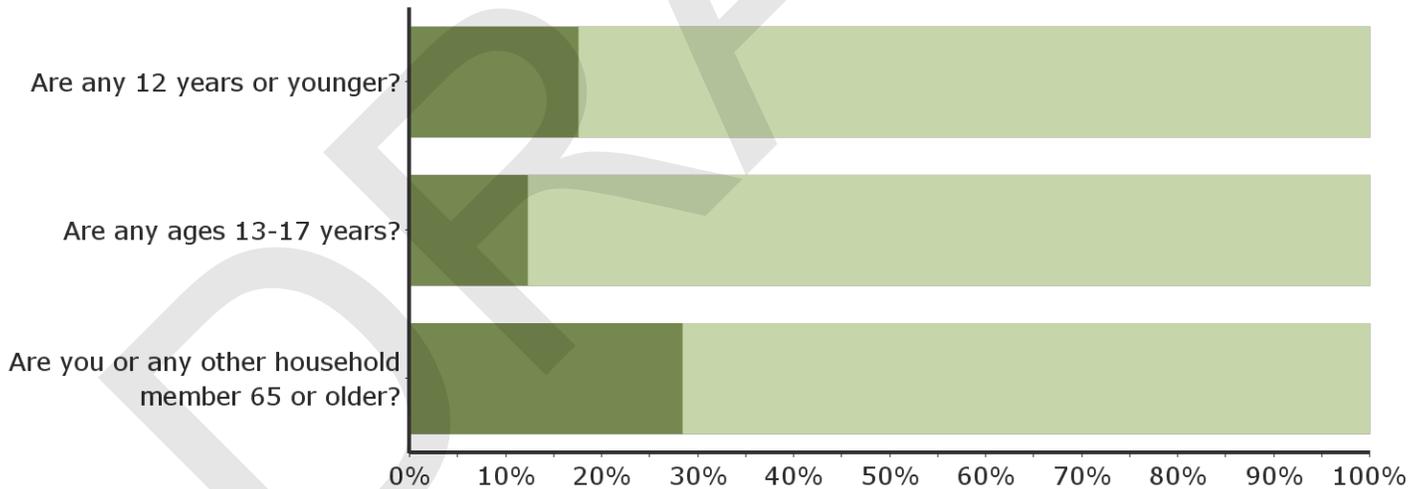
QUESTION 13, PART 2-4

Are any 12 years or younger?

Are any ages 13-17?

Are you or any other household member 65 or older?

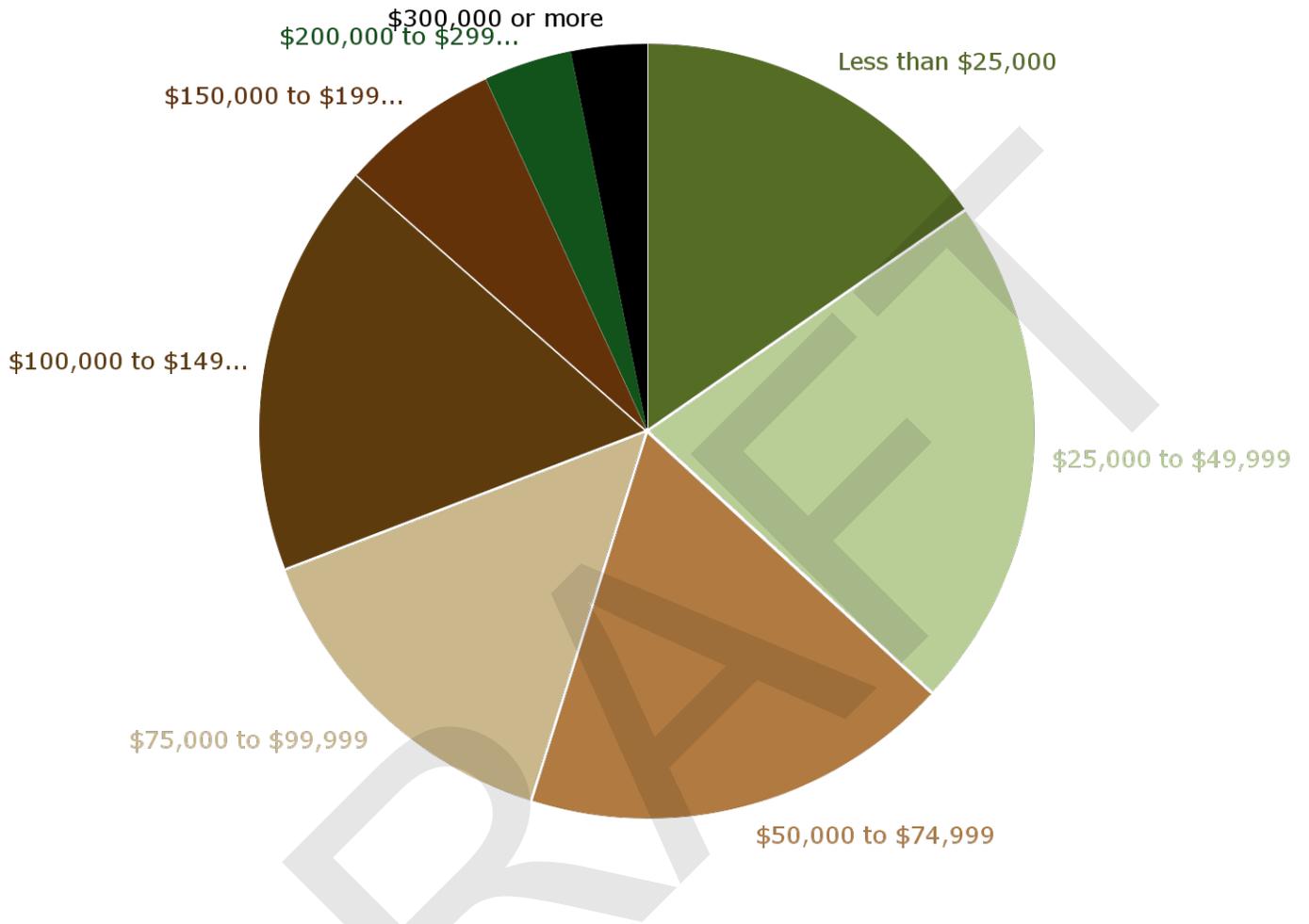
■ Yes ■ No



#	Question	Yes	No	Responses	Mean
1	Are any 12 years or younger?	17.6%	82.4%	607	1.8
2	Are any ages 13-17 years?	12.3%	87.7%	602	1.9
3	Are you or any other household member 65 or older?	28.4%	71.6%	640	1.7

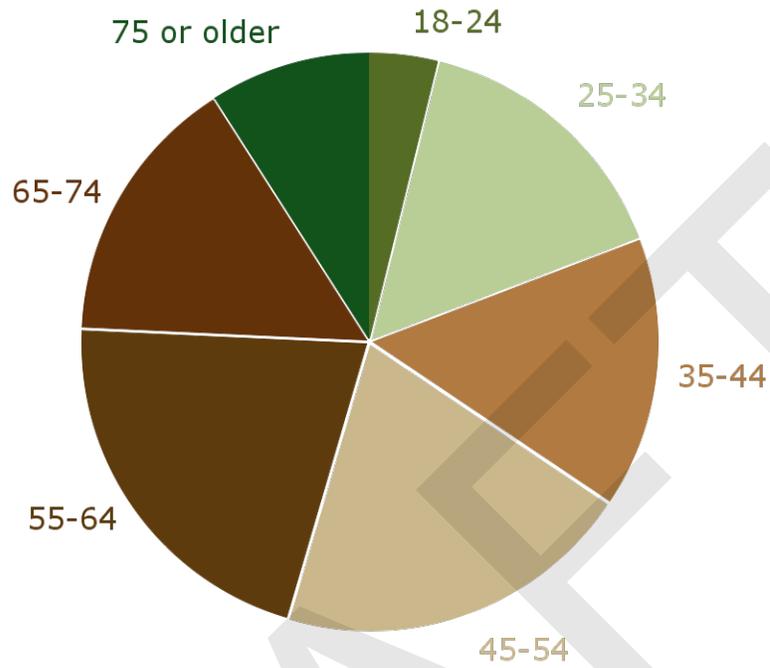
QUESTION 14

About how much was your household's total income before taxes in 2011?



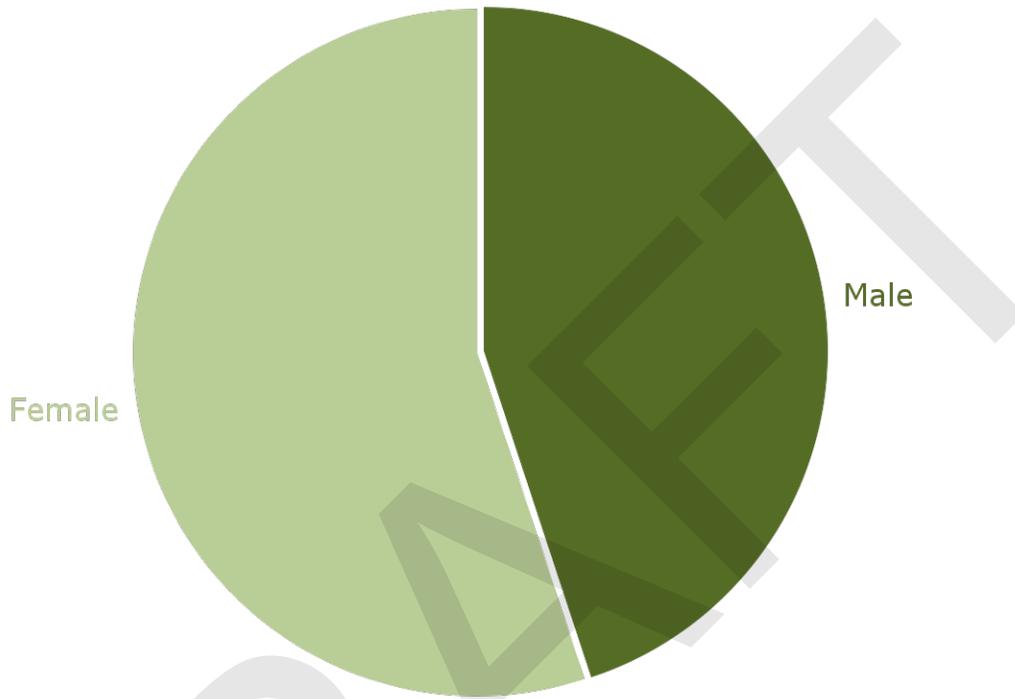
#	Answer	Bar	Responses	%
1	Less than \$25,000	<div style="width: 15.3%; height: 10px; background-color: #4F7942;"></div>	92	15.3%
2	\$25,000 to \$49,999	<div style="width: 21.5%; height: 10px; background-color: #4F7942;"></div>	129	21.5%
3	\$50,000 to \$74,999	<div style="width: 18.0%; height: 10px; background-color: #4F7942;"></div>	108	18.0%
4	\$75,000 to \$99,999	<div style="width: 14.3%; height: 10px; background-color: #4F7942;"></div>	86	14.3%
5	\$100,000 to \$149,999	<div style="width: 17.3%; height: 10px; background-color: #4F7942;"></div>	104	17.3%
6	\$150,000 to \$199,999	<div style="width: 6.7%; height: 10px; background-color: #4F7942;"></div>	40	6.7%
7	\$200,000 to \$299,999	<div style="width: 3.7%; height: 10px; background-color: #4F7942;"></div>	22	3.7%
8	\$300,000 or more	<div style="width: 3.2%; height: 10px; background-color: #4F7942;"></div>	19	3.2%
	Total		600	100.0%

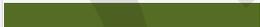
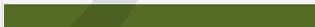
QUESTION 15
What is your age?



#	Answer	Bar	Responses	%
1	18-24		25	3.8%
2	25-34		100	15.4%
3	35-44		99	15.2%
4	45-54		131	20.1%
5	55-64		138	21.2%
6	65-74		99	15.2%
7	75 or older		59	9.1%
	Total		651	100.0%

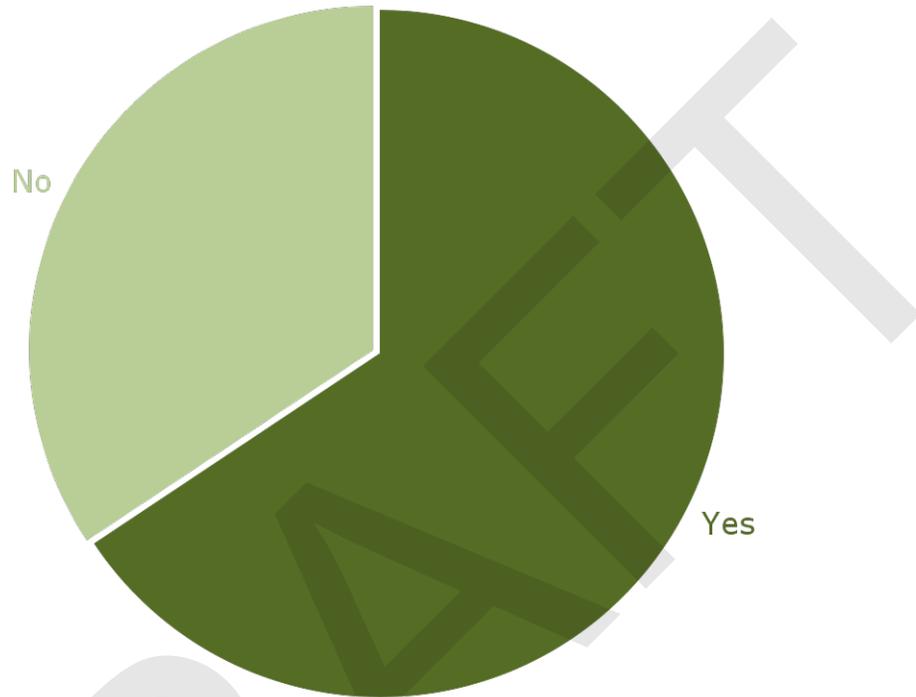
QUESTION 17
What is your gender?



#	Answer	Bar	Responses	%
1	Male		293	44.9%
2	Female		359	55.1%
	Total		652	100.0%

QUESTION 18

Would you be interested in participating in a follow-up survey in the future?



#	Answer	Bar	Responses	%
1	Yes		434	65.7%
2	No		227	34.3%
	Total		661	100.0%