

**PARKS AND RECREATION COMMISSION
STAFF REPORT**

MEETING DATE: April 1, 2014

AGENDA ITEM NUMBER: 3D

APPLICANT: Vern L. Krahn, Park Planner

REQUEST: **For Possible Action:** To identify issues and/or topics in Chapters 1, 2, and 3 of the Parks and Recreation Master Plan for consideration of future amendments to the Master Plan.

GENERAL DISCUSSION:

At the Tuesday, March 4, 2014 Parks and Recreation Commission meeting, the Commission reviewed Chapters 1 and 2 of the Parks and Recreation Master Plan to identify issues and/or topics that the Commission might want to consider for future amendments to the Master Plan. Due to the way the agenda item was worded, it did not give the Commission the opportunity to identify and vote on any issues and/or topics in Chapter 1 and 2 for further discussion and/or consideration after the Master Plan had been completely reviewed by the Commission (Exhibit A). Parks and Recreation Department staff wants to give the Commission at this meeting the opportunity to revisit Chapters 1 and 2 to identify and vote on items to be set aside for further discussion and possible recommendations to the Board of Supervisors for changes to the Master Plan.

As discussed at the March meeting, from a planning perspective it is important to periodically review the City's Parks and Recreation Master Plan to assess its implementation success, identify potential new community issues, and possible future trends. Due to the length of the agenda for this meeting, staff will be reviewing only Chapter 3 of the Parks and Recreation Master Plan (Exhibit B). It is staff's intent to cover this chapter in a very broad approach, provide some background on the Master Plan's development, discuss key concepts that were used to develop the public input process, review the importance of a statically valid public opinion survey to the Master Plan's planning process (Exhibit C), talk about the Commission's outreach to the City's Hispanic Community with a Spanish public opinion survey (Exhibit D), and be available to answer any commissioner's questions.

As a reminder, staff wants to take approximately thirty minutes over the next six months at each Parks and Recreation Commission meeting to review the remaining chapters in the Parks and Recreation Master Plan and take a "snap shot in time" as it relates to the policies and implementation strategies in the Master Plan since it was adopted by the Board of Supervisors in 2006.

RECOMMENDED ACTION: I move to identify issues and/or topics in Chapters 1, 2, and 3 of the Parks and Recreation Master Plan for consideration of future amendments to the Master Plan. They are as follows:

- 1) _____
- 2) _____
- 3) _____

ALTERNATIVE ACTION: I move to identify NO issues and/or topics in Chapter 1, 2, and 3 of the Parks and Recreation Master Plan for consideration of future amendments to the Master Plan.

PARKS AND RECREATION MASTER PLAN

CARSON CITY, NEVADA

ADOPTED APRIL 6, 2006



ACKNOWLEDGEMENTS

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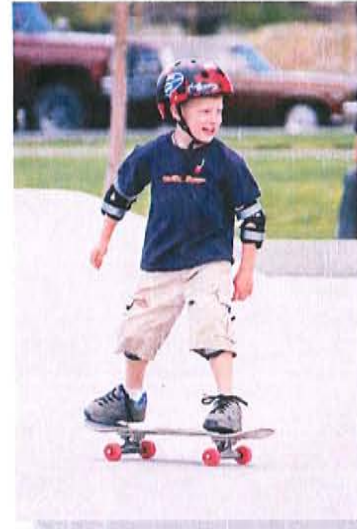
Recreation activities span an almost bewildering range—from quiet contemplation to cultural and theater events to vigorously active sports. They vary by age. Some forms of recreation are done individually, some in groups. Some activities require special surfaces or a specific facility (tennis, softball) and some are very general and can occur in a variety of conditions (picnic, kite flying). Some are best enjoyed in a natural setting (fishing, hiking). And, there are many other forms of recreation that fit in between these extremes.

To help meet the desires for this broad range of recreation activities, Carson City has developed an extensive park system (765 acres) and, with many partners, offers an extensive array of recreational programs. The City provides many recreation facilities (21 baseball/softball fields, 14 soccer/football fields, and tennis courts, playgrounds, picnic pavilions, etc.), as well as a community theater, aquatic facility with a 50-meter pool, a fairgrounds, and a number of natural parks and recreational trails. In 1996 Carson City residents approved Ballot Question 18 – The Quality of Life Initiative – that created a supplemental sales tax revenue source (1/4 of a cent) for parks, open space, trails and associated maintenance. This source has allowed development of many new facilities.

The Parks and Recreation Department has been diligent in finding the most cost-effective ways to provide services to the residents of the city:

- ❧ It has partnered with many organizations—in many cases the City provides the facilities and volunteers and non-profit groups staff the programs.
- ❧ It has been innovative and creative—where a recreation-related public need or desire has been identified, and another provider could not be found, the Department has taken on the responsibility to manage the program. Examples include the Latch Key, “Kamps” (Summer, Kinder and School Break), Family Nights, a new teen drop-in sports program, and a new adult soccer program.
- ❧ It has stretched every dollar — the Department maintains parks as well as other City properties and buildings, every facility is programmed to the maximum (there are very few open days for any facility).

However, notwithstanding creative management the Department is approaching the limits of the current facilities, budgets and staff resources. There aren't many areas in which greater efficiencies can be achieved.



The recreation facilities and programs in Carson City respond to an extraordinary range of ages, interests and abilities.

And yet there is still much that needs to be done: there are shortages of some recreation facilities to meet the needs of the current population, some areas of the City have more recreation resources than others, and additional facilities and programs will be needed for the future. It is projected that the City will grow by approximately 18% (to a population of 66,000) by 2025, and potentially to a population of 80,000 at buildout (an increase of 44%). New Carson City residents will create increased pressure on already heavily-used facilities unless additional facilities are provided. To provide additional facilities we will need new or additional sources of funding. This Master Plan addresses the City's current and future needs for parks and recreation facilities in Carson City.

I.1 BENEFITS OF PARKS AND RECREATION

Parks, recreation facilities, and programs offer a number of benefits. In addition to contributing to physical and psychological health, parks help to strengthen communities and make neighborhoods and cities more attractive places to live and work. Also, City parks offer a number of economic and environmental benefits and may even help to decrease crime rates.

Parks and recreation facilities improve health by providing places and facilities to exercise. Studies have shown that when people have access to parks and recreation facilities, they exercise more. The U.S. Center for Disease Control found that the creation of places for physical activity led to a 25% increase in the number of people exercising three or more days per week.¹ The American Journal of Preventative Medicine showed that creating or enhancing places for physical activity along with informational outreach led to a 48% increase in the frequency of physical activity. Increased physical activity

helps to reduce the risk of heart disease, hypertension, certain types of cancer, and diabetes. Regular exercise also improves psychological health by relieving depression and anxiety².



Public parks and recreation facilities help to create a sense of community. Parks and recreation facilities offer a means for a variety of people to interact and recreate together including low-income families, senior citizens, and at-risk youth. Residents who live in neighborhoods with parks are more likely to have stronger social ties than other residents³. Access to well-designed and maintained public parks and recreation facilities has been linked to reduced juvenile crimes⁴.



If parks are well maintained and appropriate uses/regulations are enforced, parks generally increase the value of adjacent properties. They provide "green" relief from development and open up vistas, which tends to increase the value of adjacent properties. One study in Boulder, Colorado found that homes located next to a greenbelt were worth 32% more than houses located 3,200 feet away from the greenbelt⁵.

Parks, recreation facilities and recreation programs contribute to physical and psychological health, and help to strengthen communities.

Studies have also shown that parks may even increase the value of commercial property. In many states higher property values translate to additional property tax revenue for cities. In some circumstances this increase in tax revenue may be sufficient

1 Sherer, Paul. "Why American Needs More City Parks and Open Space." <http://www.tpl.org/content_documents/parks_for_people_Jan2004.pdf>

2 Ibid

3 Ibid

4 Ibid

5 Ibid

enough to partially offset the costs of maintaining and acquiring new park land⁶.

In addition to property tax revenues, parks and sports complexes can create additional city revenue through tourism. Well-maintained parks and recreation facilities add to the appeal of Carson City for tourists, and also attract visits to Carson City by residents from surrounding communities. These guests tend to spend money locally, boosting the local economy as well as sales tax revenues. Sports tournaments are a significant contribution to tourism, businesses and city revenues. Through surveys, Carson City has documented that in 2004, sports tournaments brought \$2.7 million in participant spending to the community.



Sports programs help teach teamwork, training and sportsmanship.

Other potential economic benefits of recreation include sales of recreation-related goods and services. As Carson City continues to expand its reputation for quality recreational opportunities (e.g. sports tournaments, the trail system, the rifle and pistol range, the fairgrounds, etc.) and as tourism increases and the population continues to grow, it may attract recreation-related stores to move into the area. The City will benefit from the additional employment as well as the tax revenues related to sales of recreation equipment.

Parks offer a number of aesthetic and environmental benefits. Parks provide relief from development with a sense of openness and vistas to the surrounding mountains. Trees and grasses in parks reduce air and water pollution, help to maintain cooler temperatures, and help manage storm water runoff. Additionally, parks can serve as detention basins and can be constructed in areas where other developments may be restricted (such as in floodplains).

Many residents are aware of the importance of parks and recreation facilities and over the years, many communities have shown that they are willing to invest their money into acquiring more parks and recreation facilities. Nationally, in 2002 there were 189 park funding measures listed on ballots in 28 states, proposing to increase taxes to create or improve parks—75% of these were approved equating to \$10 billion to be used for funding parks⁷.

1.2 WHAT IS A PARKS AND RECREATION MASTER PLAN?

The purpose of this Parks and Recreation Master Plan is to identify the recreation needs of today's residents, to anticipate those of tomorrow, and to assure they will be met through proper planning.

Carson City is projected to grow by as much as 44% before it reaches a 'build-out' population of up to 80,000 residents by approximately 2030 (see Trends, Section 4). The growth of Carson City and its surrounding region raises a number of important parks and recreation questions:

- Are there enough facilities to meet current and future needs? Are facilities keeping up with current and future trends? Are any obsolete?
- Are the facilities located in the right places for accessibility by most residents?
- Do the parkland dedication requirements for new development adequately mitigate the demands of the new development's own residents?
- Can City, School District, Community College and private resources be integrated so as to avoid costly duplication and still provide a well-rounded spectrum of recreation choices?
- If choices or trade-offs must be made, what should the priorities be?

⁶ This may be less true in Carson City, due to a recently enacted cap of property taxes by the Nevada Legislature that may reduce the City's ability to keep up with increasing maintenance costs.

⁷ Sherer, Paul. "Why American Needs More City Parks and Open Space." <http://www.tpl.org/content_documents/parks_for_people_Jan2004.pdf>

The Parks and Recreation Master Plan summarizes the answers to these questions. The Master Plan is:

- a broad-based vision of where we are today and where we wish to go (with regard to parks and recreation);
- a planning tool to coordinate the development of parks and recreation in conjunction with other land use decisions in the City;
- a compilation of policies that guide future decision-making with regard to parks and recreation; and
- an action-oriented list of strategies that become the Parks and Recreation Department's "to do" list for upcoming years.

I.3 MISSION STATEMENT

The Parks and Recreation Master Plan is guided by the Department's Mission Statement.

The Parks and Recreation Department's multi-faceted mission is:

- ⌘ to maintain and preserve the natural beauty of Carson City's high desert environment by providing safe and aesthetically pleasing parks and facilities for recreational enjoyment;
- ⌘ to provide both the citizens and the employees of Carson City with recreation facilities that are structurally sound, safe, and attractive;
- ⌘ to provide the highest level of aquatic recreation to the citizens of Carson City;
- ⌘ to provide a clean, safe, positive environment to facilitate the development of body and mind to all citizens of Carson City; and
- ⌘ to provide quality recreational services in an effort to continuously accommodate the leisure needs of our growing community through a spirit of partnership, innovation, and a commitment to the highest level of service.



Mills Park is Carson City's "Central Park"

I.4 POLICIES AND IMPLEMENTATION STRATEGIES

Throughout this document are found numerous policies and implementation strategies that are derived from the evaluation of needs and opportunities of Carson City's parks and recreation system. They are summarized in Chapter 8 and the Appendix. For background, as you review this document, keep in mind the following general definitions:

Policy: A statement of official position can usually be attached to the phrase "It is the policy of Carson City that..."

Implementation Strategies: A specific charge that can be assigned to a department staff member—in effect, a "To-Do" list. The Implementation Strategies can then be further broken down into finite *Action Steps* to achieve a particular strategy.

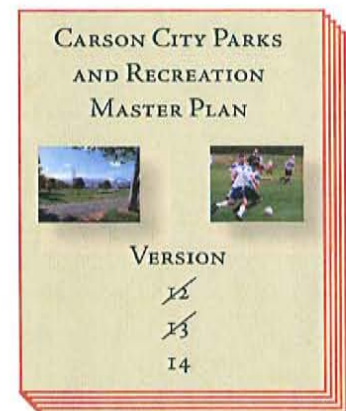
1.5 MAINTAINING AND UPDATING THE MASTER PLAN

To be effective, it is important that the Parks and Recreation Master Plan be kept current (reflect recent decisions) and be consistent with other planning documents within the City.

The Parks and Recreation Master Plan is intended to be a “living document,” that is, reflective of current attitudes, conditions and needs. Over time, conditions will change, opportunities will arise, and some directions will inevitably be foreclosed. The Master Plan needs to be adjusted to reflect these new conditions. If this is not done, the Master Plan will gradually slip out of currency, and will cease to be an effective reference and guide for decision-making. To remain current, the Master Plan must be reviewed and updated regularly, at least annually.

Making decisions that are not consistent with the Parks and Recreation Master Plan will undermine the Plan. When this happens, the Master Plan ceases to be an accurate reflection of City policy and direction, and the usefulness of the Master Plan is reduced and it is no longer a meaningful guide for decision-making—by the City or the public. To avoid this, the Parks and Recreation Department, Parks and Recreation Commission, and the City in general should adopt a “consistency policy” - *that is, a policy that all parks and recreation-related decisions will be consistent with the Parks and Recreation Master Plan.* The impact of this policy is that, when actions are proposed that are not consistent with the Parks and Recreation Master Plan, the City will either modify the proposed action to be consistent with the Parks and Recreation Master Plan, or amend the Parks and Recreation Master Plan, or both.

Finally, since this Parks and Recreation Master Plan was developed comprehensively (considering a broad range of factors), and in conjunction with the City’s Comprehensive Master Plan and the Unified Pathways Master Plan, it would be appropriate to follow a policy that assures that changes to the Parks and Recreation Master Plan will be considered in a comprehensive manner with these other two master plans.



Keeping the Parks and Recreation Master Plan current is essential to its cost-effective implementation.

1.5.1 POLICIES

1. The Parks and Recreation Master Plan is intended to be a “living document,” that is, reflective of current attitudes, conditions, and needs. To remain so, the Master Plan must be reviewed and updated regularly, at least annually.
2. The City will not make land use decisions that are in conflict with the Parks and Recreation Master Plan. When potential conflicts arise, prior to the proposed action, the City will either modify the proposed action or amend the Parks and Recreation Master Plan, or both.

2

EXECUTIVE SUMMARY

KEY CONCEPTS OF THE PARKS AND RECREATION MASTER PLAN

2.1 POPULATION GROWTH AND THE NEED FOR PARKS AND RECREATION

Carson City is projected to grow to a population of 80,000 by the time it reaches 'buildout.' This represents a 44% increase above today's population. Based on today's use levels, this will create a need for additional parks and recreation facilities. Within this general growth pattern, there are varying growth rates projected for each age group of the population that will gradually affect the facilities and programs that will be needed in the future. It will be important to monitor these growth rates and adjust facility and program plans accordingly.

2.2 NEIGHBORHOODS AND RECREATIONAL EQUITY

To aid the evaluation and planning of Carson City's residential areas, this Park & Recreation Master Plan delineated 30 neighborhoods, based on consistency of block size, density, housing type, and defined by major roadways. These neighborhoods are not all equal in the amount of parkland and/or the type of recreational opportunities they offer: some neighborhoods contain multiple parks, others have none. Some are served by community parks, sports complexes, or natural parks. Some have access to school grounds, others do not.

One of the objectives of this Parks & Recreation Master Plan is to attempt to create equitable (not necessarily equal) recreational resources for each of its neighborhoods.

For example, the public opinion survey indicated that some neighborhoods would prefer to have natural parks and trails rather than neighborhood parks. Also, some neighborhoods that need parks are relatively built-out, with little or no land available for creating a new park. In these cases, equity might be achieved in other ways, such as by enhancing a school ground to serve as a neighborhood park, or by providing other kinds of recreation amenities, such as an urban plaza with shaded sitting areas and a water feature, or by providing a small playground in conjunction with a trail head.



In neighborhoods where park land is not available, other forms of recreation amenities can provide 'equity.'



Carson residents expressed a desire to emphasize 'natural parks' for passive recreation.

2.3 EMPHASIS ON NATURAL PARKS

During the focus groups and initial neighborhood meetings, a preference was expressed in some neighborhoods for natural areas and trails rather than formal neighborhood parks. This preference was tested, and confirmed, in the Public Opinion Survey. This preference was very consistent throughout most of the neighborhoods of the city.

As a result, wherever possible, a natural character is proposed for neighborhood parks. This includes:

- a preference for natural areas with walking paths rather than large turf areas;
- the development of trail heads as small natural parks by introducing play equipment, benches, and shade in an otherwise natural setting.

2.4 COMPREHENSIVE RECREATION CENTERS TO MEET A VARIETY OF INDOOR RECREATION NEEDS

The development of comprehensive, multi-use recreation centers is a growing phenomenon in the U.S. The combination of water play recreation, climbing walls, and elevated jogging/walking tracks, all in attractive, open settings has greatly increased the appeal and use of recreation centers by all ages. They have even become significant attractions for teenagers. Carson City has already created several of the elements of a recreation center in the combined facilities of the Aquatic Facility and Community Center at Mills Park. Creating a new, comprehensive recreation center will not only appeal to the broad spectrum of Carson City residents, it will also relieve the current pressures on the existing Mills Park facilities and free portions of them for other needed uses.



Source: BRS Architecture

Comprehensive recreation centers provide activities for all ages and are growing in popularity in many communities.

2.5 THE ECONOMIC POTENTIAL OF RECREATION

2.5.1 SPORTS TOURNAMENTS

Carson City has already demonstrated that it has the quality of facilities and organizational capacity to attract major tournaments to the city. These tournaments have generated significant revenues for local merchants as well as increased sales tax revenues that contribute to defraying the cost of facilities used by the tournaments. In 2005, out-of-area attendance for Carson City's five tournaments totaled 218 teams and 8,510 participants and spectators¹ and generated an estimated \$2.7 million in expenditures at Carson City stores, restaurants, gas stations, motels, etc.

Carson City has the potential to grow into an even greater center for year-round sports tournaments. The City currently has some of the highest quality softball fields in the western United States and it has the only indoor 50-meter pool in northern Nevada. With its JohnD Winters Centennial Park, Governors Field and Edmonds Sports Complex, Carson City is currently well-suited to provide large softball, baseball, swimming, and soccer tournaments.



Carson City's excellent sports facilities are used by local teams as well as for regional tournaments.

In the public opinion survey, a number of Carson City residents supported spending additional money to improve the quality of the City's existing recreational facilities. The survey also showed strong support for adding a number of recreational programs. In order to improve its existing facilities and create additional facilities, the Parks and Recreation Department may need to investigate new means to generate revenue—increasing the number and size of tournaments may be one such means.

¹ Comstock Shootout Soccer Tournament, Midnight Madness, Memorial Weekend Swim Meet, Senior Softball World Qualifier and High Desert Soccer Tournament.

2.5.2 UNIQUE AMENITIES ENCOURAGE TOURISM

Carson City has many unique features that could be used to attract additional tourism to the City:

- an extensive pathways system;
- a number of natural parks including Riverview Park and Carson River Park;
- the potential for further evolution of Mills Park into a grand and diverse "Central Park";
- the proposed reconstruction of the historic Virginia & Truckee Railroad (V&T), including the depot, future trail and 'whitewater' river recreation improvements in the Carson River Canyon;
- a new, distinctive rifle/pistol/archery/trap range; and of course;
- the city's beautiful foothills setting.

In order to take advantage of these amenities for tourism, the City needs to promote them more. Corporate events with recreational packages could be sold to attract conferences to Carson City. Also, a comprehensive recreation brochure could be produced to advertise all of the amenities that the City has to offer.

In addition to its own amenities, Carson City is a primary gateway to Lake Tahoe, a national recreation destination. The City must take advantage of this fortunate resource in all of its marketing, including recreation offerings.



Unique recreation amenities appeal to residents and visitors, and make Carson City an attractive place to live and visit.

2.5.3 A QUALITY PARK SYSTEM ATTRACTS BUSINESSES AND EMPLOYEES

Businesses and skilled workers are often attracted to areas that have a high quality of life. Areas that offer a number of parks, open space, trails, and recreational opportunities are often associated with a higher quality of life than places that do not offer these amenities, therefore cities with extensive parks and open space systems usually attract more businesses. According to a number of studies, owners of small companies ranked recreation, parks, and open space as the highest priority in choosing a new location for their business.² A regional economic analysis conducted for the East Bay Regional Park District (Oakland, CA) found that cities that offered a high quality of life were ranked as some of the best places to locate a business. In order for Carson City to compete with surrounding communities for future businesses, the City must strive to continually increase its quality of life.

2.6 CONSISTENT COST RECAPTURE

The City charges fees for many recreation programs and the use of various facilities. The degree to which fees recapture costs varies, as set by policies of the Department and the Board of Supervisors. However, previously several different formulas were used to determine the base costs (on which the recapture target is based). This Master Plan has established a clear definition of direct and indirect costs, and a method for determining each so that the cost recapture goals can be consistently applied throughout City recreation programs.

² Crompton, Jon L., Lisa L. Love, and Thomas A. More. 1997. *An Empirical Study of the Role of Recreation, Parks and Open Space in Companies' Location Decisions*. *Journal of Park and Recreation Administration* (1997): 37-58.

2.7 ADDITIONAL FUNDING IS NEEDED FOR NEW PARKS AND RECREATION FACILITIES

Currently, under state law, Carson City is allowed to charge \$1,000 of Residential Construction Tax (RCT) per new residence as an impact fee for parks. However, the actual cost of creating a new park, including land acquisition costs and park construction, is \$2,000 to \$3,000 per house. Therefore, for the City to provide parks for new development would cost more than is recaptured through the RCT. Like other communities facing a similar constraint, in 1996 the residents of Carson City approved Ballot Question 18, the aptly named Quality of Life Initiative that created funding for parks, trails, and open space. The City has numerous significant accomplishments to show for this confidence of the voters/taxpayers. However, the funds that come from the Question 18 sales tax will soon be committed for the next 15 to 30 years to pay for bonds to finance the remaining Question 18 commitments. There are additional parks and facilities outlined in this Master Plan that are needed today, and others that will be needed in the near future as we continue to grow. As a result, the City needs to identify, or create, additional funding sources to construct these facilities. Funding sources could include: increased allocations from the General Fund, another sales tax ballot issue, increased or additional impact fees, and philanthropic gifts.

2.8 MAINTAINING AND EXPANDING RECREATION PARTNERSHIPS

More than many communities, Carson City has a large number of partners that significantly increase the quantity and quality of recreation available to City residents. These partners range from large organizations such as the Carson City School District and Western Nevada Community College (WNCC), to the Youth Sports Association (YSA) the umbrella youth sports organization, as well as individual sports organizations such as American Youth Soccer Organization (AYSO) and Sierra In-line Hockey, the Tennis Club, to non-profits such as the Boys and Girls Club and the Children's Museum, to arts organizations such as the Brewery Arts Center—and many, many others.

Notwithstanding the extent of existing partnerships, there are opportunities to strengthen and broaden many of these partnerships. For example, the City currently has a Joint Use Agreement with the School District, under which the two share facilities. Under this agreement, the city uses the School District's gyms and fields while the School District utilizes the City's swimming pool, theater, and tennis courts. While the existing partnership between the City and the School District has been working, this partnership could be greatly expanded. For example, in exchange for additional City use of certain school grounds as public parks, the City could upgrade portions of those school grounds to neighborhood park standards. This would help the City to alleviate its current shortage of neighborhood parks in selected areas of the City and at the same time allow the School District to focus more on education and less on grounds maintenance. Under a 2001 Memorandum of Understanding, the City and the School District agreed to formulate specific policies regarding joint planning, use, and maintenance of facilities. These policies need to be formulated as soon as possible to take advantage of future facility development and to reduce duplications in service.



Many of Carson City's recreation programs are provided through partnerships with other organizations.

WNCC has indicated a desire to establish intramural sports programs (soccer, softball, flag football) for its students. However, it lacks the facilities and staff resources necessary to accomplish this task. There is a potential for the City and WNCC to joint venture regarding the development of multi-purpose fields in exchange for the City's use of WNCC classrooms and other facilities. The Parks and Recreation Department and WNCC could collaborate on overseeing the intramural programs and training students to staff both WNCC and city-wide recreation programs.

2.9 INNOVATION IN RECREATION PROGRAMS TO MEET CHANGING NEEDS

The Parks and Recreation Department has a history of reaching out for new ideas and innovating with new programs where there is a perceived need or demand. A number of the current popular offerings of the Department are products of this innovative and sensitive attitude. Utilizing surveys in the future will enable the Department to reach out beyond the existing pool of recreation users and their families to identify recreation needs and opportunities.

In addition to reaching out to the community, monitoring the demographic characteristic of the population will provide important insights, and early warning of changing conditions that may affect programs and facilities.



Many of the various programs that are outside of mainstream recreation programming in Carson City began as experiments and have expanded into more popular programs that serve many families.

3

THE PUBLIC INPUT PROCESS

The Parks and Recreation Master Plan was prepared in concert with the City's overall Comprehensive Master Plan. Significant effort was made to provide a variety of opportunities for community input, including: focus groups, public meetings in the four quadrants of the City, open houses, public hearings and an extensive public opinion survey, including a survey in Spanish to reach out to the City's Hispanic population.

Additional public review sessions of the Draft Parks and Recreation Master Plan were held with the Parks and Recreation Commission, the Open Space Advisory Committee, the Carson River Advisory Committee, the Planning Commission, and the Board of Supervisors. Finally, public meetings were held before the Planning Commission and the Board of Supervisors, which lead to the adoption of the Carson City Parks and Recreation Master Plan.

Through the broad input received, this document is the community's plan. It is an expression of the residents' desire to maintain and improve the quality of life for every person living within the City's boundary.



Neighborhood meetings were held to address the Parks and Recreation Master Plan as well as the City's Comprehensive Master Plan.

3.1 FOCUS GROUPS

Focus Group interviews were held with special interest stakeholders to gain insights into perceptions about recreation programs and facilities. A total of 11 focus group meetings were conducted to gather input on a variety of specific issues such as youth sports, aquatics, Hispanic sports, adult sports, recreation facility users, businesses, trails, theater groups, and federal/state recreation agencies. Each focus group consisted of four to fifteen attendees. During the meetings, various recreational programs were discussed to determine what facilities may be needed in the future, which programs are growing, and which are seeing a decline in participation. A complete synopsis of comments from the focus group meetings are summarized in the Appendix 9.6.

3.2 NEIGHBORHOOD MEETINGS

Neighborhood Meetings were held in the four major sub-areas of the city. These meetings were held in conjunction with the Carson City Comprehensive Master Plan to solicit observations, ideas, and issues from Carson City residents. Attendance varied from over seventy people attending the first neighborhood meeting to approximately twenty-five people attending the subsequent meetings. Residents were asked to give their opinions about Carson City's park system and recreation programs. Key discussion points and a synopsis of comments from the focus groups meetings are summarized in Appendix 9.6.

3.3 STAFF INTERVIEWS

Carson City Parks and Recreation Department staff participated in multiple work sessions and helped identify the condition of current facilities and programs and provided in-house observations on present and future needs for recreation facilities and programs, as well as potential locations for these facilities.

3.4 PUBLIC OPINION SURVEY

A comprehensive public opinion survey was conducted in the Summer of 2005 to understand current attitudes of Carson City residents about parks and recreation, and to put them in perspective with other City-wide issues. Three thousand surveys were sent to randomly-selected households in Carson City¹. Approximately 900 surveys were returned, giving the survey a statistically valid result of a 95% to 99% confidence level². The key results are provided in this section, and in following sections.

Respondents were asked to rate their satisfaction with Carson City's parks, trails, and recreation facilities. They were also asked for their opinions about need for improving existing facilities and the relative desirability of potential new recreation facilities for Carson City. (Few questions were asked about recreation programs, since the Department does extensive surveying of program participants after each season).

In an effort to reach our fastest growing population, a Spanish version of this survey was distributed to the Hispanic community through Hispanic businesses, students at Empire Elementary School, social organizations, churches, and community events. While it was understood that this survey was not "statistically valid", staff felt that this effort was critical to gauge the needs of this special population.

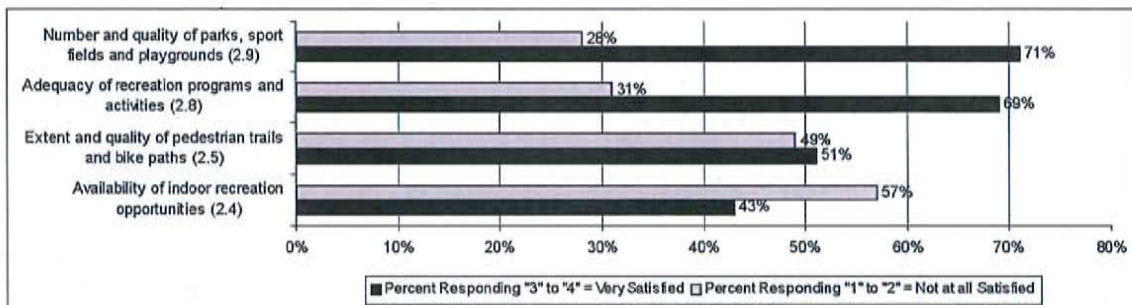
A complete list of the results from the Carson City survey can be found in the *Parks, Recreation and Trails Master Plan Public Opinion Survey Results - Summer 2005*, a separate document available from the City. Within the Opinion Survey Summary is provided an extensive list of the 'write-in' responses (i.e., to "Other" choices in the survey) that yielded a very informative list of unprompted answers (answers not selected from a list of choices). These comments provide additional insights, particularly the repetitive comments that suggest themes that should be tested in future surveys.

Several key areas of insights gained from the survey are described below:

3.4.1 GENERAL SATISFACTION

In general, residents are well satisfied with parks and recreation facilities and programs and do not see recreation needs rivaling other city issues such as traffic improvements and growth management. However, residents do strongly desire a variety of recreation improvements.

1. Please rate your household's satisfaction with the following recreation services as they relate to Carson City as a whole. Use a scale from 1 to 4, where 1 means "Not At All Satisfied" and 4 means "Very Satisfied."



A comprehensive public opinion survey was conducted in the Summer of 2005 to understand current attitudes of Carson City residents about parks and recreation. The key results are provided in this section, and in following sections.

1 Based on the City's current voter registration list.

2 According to University of Nevada Reno, Cooperative Extension Department who formatted and tabulated the surveys. Confidence level is a measure of the degree to which the survey reflects the results that would be obtained if 100% of households had been sampled.

3.4.2 PATHWAYS

The results from the survey indicated a broad list of possible recreation improvements. Carson City residents were most interested in seeing improvements made to Carson City's pathways system, including constructing new sidewalks and off-street walking/bike paths within the City and enhancing trails located outside of the City's developed area. Off-street walking/bike paths were rated as the single most important issue for the City to improve. In several other questions, trails emerged as the most desired recreation facility. Improving sidewalks in neighborhoods and on-street bike lanes followed closely behind as being rated the single most important amenity for the City to improve.

A separate document, the Unified Pathways Master Plan, addresses these needs and desires.

3.4.3 CULTURAL AND PERFORMING ARTS

A surprising insight from the survey was the number of homes that participate in performing arts in Carson City, and the importance they attach to the cultural arts in general. Although they don't participate often, many households participate. Over 75% of Carson City residents surveyed stated that at least one member from their household participated in cultural and theater events. Only 15% of respondents said that they never attend productions in the Community Center Theater and 49% stated that they attended productions more than twice each year.

Over 50% of respondents felt that more money should be spent to improve the Community Center Theater—with 18% (almost 1/5th of households) stating that more money should be spent "even if taxes had to be raised."

3.4.4 DETERRENTS TO PARK USAGE

When asked in Question 10 about levels of park usage, and reasons for their level of use, the majority of residents indicated they "just don't use parks much." Other, smaller numbers reported lack of play equipment and restrooms as reasons. However, in the "other category" there were a significant number of write-in comments indicating that their primary reason for not using City parks more frequently was because dogs were not permitted. In a separate question(#9), 53% of respondents indicated they owned dogs, and only 4% exercised them in parks. Many of the residents who were surveyed indicated a desire to have Carson City's parks allow dogs.



In the Public Opinion Survey, off-street walking/bike paths were rated as the single most important issue for the City to improve.



The public opinion survey indicated that a surprisingly high number of households are involved in cultural arts events such as those held at the Bob Boldrick Theater at the Community Center.



"Write in" comments from the Public Opinion Survey suggest that one deterrent to more usage of parks is because dogs are not permitted in many parks.

Clearly, restroom availability, play equipment and maintenance are important to levels of park usage. Also, better information about the parks in which dogs are allowed, and allowing dogs in more parks (obviously with enforcement of dog management rules), might allow more residents to make use of parks with their pets.

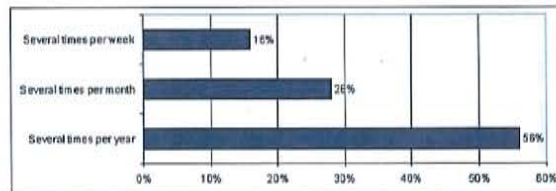
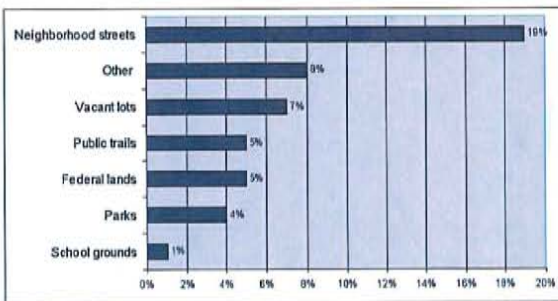
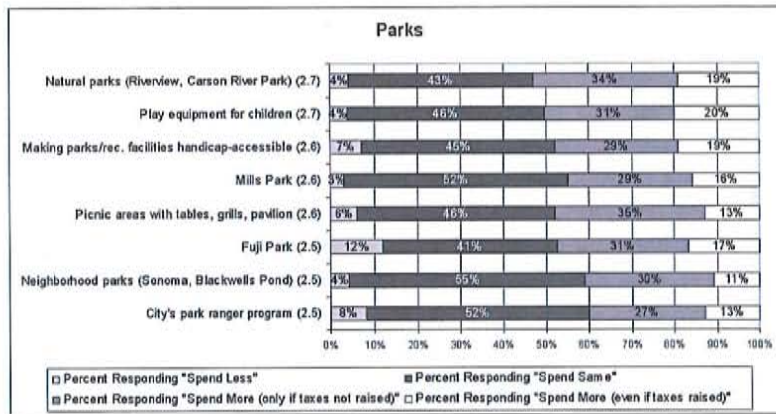
3.4.5 NATURAL PARK EMPHASIS

By many measures, Carson City has a lower area-per-capita of traditional parks than other communities, especially in the category of Neighborhood parks. On the other hand, Carson City currently has a relatively high level of natural parks including Carson River Park, Riverview Park, and Linear Park. The survey tested opinions about the desire for traditional vs. natural parks. According to the survey, respondents were more in favor of spending additional money to improve Carson City's natural parks rather than spending money to improve its neighborhood and community parks—53% of Carson City residents would like additional money to be spent to maintain or improve the quality of Carson's natural parks. Six percent of survey respondents felt that improving natural parks was the single most important issue facing the City while 9% thought that it was the second most important issue. Sixty-two percent of survey respondents felt that it was either "important" or "very important" for Carson City to add more natural parks to the City.

Many other survey results are incorporated into the discussions in later chapters regarding specific facilities.

3.4.6 IMPLEMENTATION STRATEGIES

1. Conduct follow-up public opinion surveys every 3 to 5 years to track local trends and attitudes.



**PARKS AND RECREATION COMMISSION
Staff Report**

Exhibit C

Meeting Date: February 15, 2005

Agenda Item Number: 3B

Applicant: Vern L. Krahn, Park Planner

Request: Action to approve the Parks, Recreation, and Trails Master Plan public opinion survey.

General Discussion:

As the Commission knows, as part of the Envision Carson City - Parks, Recreation, and Trails Master Plan process, our department will be mailing out a public opinion survey to Carson City residents. This survey is intended to collect information from the public to assist City staff, the Parks and Recreation Commission, the Planning Commission, and the Board of Supervisors in creating a "big picture" of where the City will be going within the next 20 years with its parks, recreation, and trails system.

Our department is looking for assistance from the Parks and Recreation Commission in the following areas:

1. Please review the attached Parks, Recreation and Trails Master Plan public opinion survey to confirm that the Consultant Team and City Staff has not missed any "big picture" questions that the Parks and Recreation Commission need to have answered to assist the commission in creating this master plan.
2. **In advance of the commission meeting**, please allow approximately 30 minutes to complete the opinion survey before the Commission meeting on February 15, 2005. As you take the survey, please answer the following questions regarding the survey:
 - A. How long did it take you to complete the survey?
 - B. Were the survey questions clear and understandable? If not, please indicate on the survey form which questions are unclear and/or confusing.
 - C. Were the survey questions asked in an order that assisted you in completing the survey in an efficient manner? Again, please indicate any comments you may have regarding the survey directly on the survey form.

Our department has been testing the survey with the Parks and Recreation Department and the Planning and Community Development administrative staffs. They have been providing the consultant team with great comments on how readable and understandable the survey's questions are. **Once you have completed the survey, please return your completed survey to staff at the completion of this agenda item.** Your answers and comments will be reviewed by the consultant team and City staff for possible incorporation into the survey before distribution to City residents. Thank you, in advance, for participating in final review of the survey.

Also, City staff is using this opportunity with the survey to ask a few Comprehensive / Land Use Master Plan questions. Staff feels that responses to these questions will assist us in determining the proper role the Parks, Recreation, and Trails Master Plan plays in a land use master plan.

Recommended Action: Move to approve the Parks, Recreation and Trails Master Plan public opinion survey.

Dear Carson City Resident,

We need your help in planning the future of Carson City. The City is in the midst of a 10-month process to update the Parks, Recreation, and Trails Master Plan as well as the overall City Master Plan. We try to update our Master Plans about every 5-10 years.

What is a Master Plan? A Master Plan is a “big picture” of where we see the City going over the next 20 years or so. It integrates all of the individual plans developed by individual departments (Parks, Traffic, Utilities, Planning, etc.) It is a very important document—the City uses it to evaluate development proposals as well as to formulate the City’s own projects. For example, it helps us anticipate where growth will occur so that we can plan for roads and utilities in advance of when they will be needed. **The Parks, Recreation, and Trails Master Plan** specifically focuses on the parks, trails, and recreation within Carson City and will be incorporated into the City’s overall Master Plan

What can you do? In the process of re-evaluating the City’s future, we are using a variety of approaches to gather public input. We will be holding a trails workshop and several neighborhood meetings along with several work sessions between the Planning Commission and the Board of Supervisors.

We still wish to reach the broader public in our community, so we have devised additional ways for you to contribute if you desire:

1. We know you have busy lives and often can’t attend evening meetings, so would you take a few minutes and **fill out the enclosed survey?** There is a self-addressed, postage-paid envelope attached so all you have to do is slip it in the mail and it will come back to us. (If you would like to be notified of future public meetings please **fill in the contact information at the end of the survey.**)
2. We’d love to have you **attend future public meetings** which will be held later in the spring and in the summer, which we will advertise through the _____.
3. Look for information in the _____ that comes with each month’s utility bill.
4. You can also **check-in on the internet** to follow the progress of the Parks and Recreation Master Plan and find out about meetings, results, etc. by going to the following website:
<http://www.carsoncitymasterplan.com>

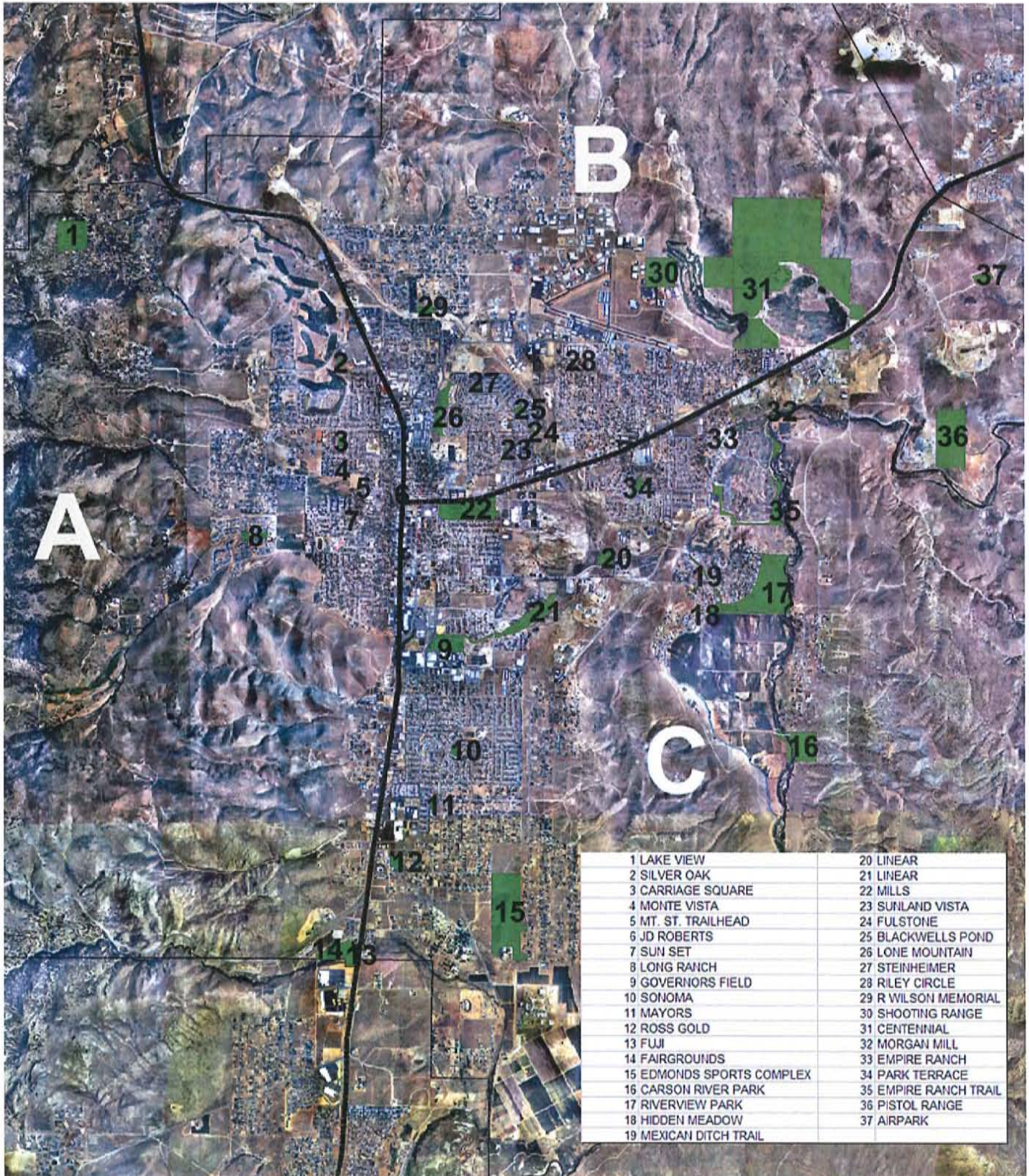
We realize this can be time-consuming, and may be a bit overwhelming at first. But we also know that the Master Plan and the Parks, Recreation, and Trails Master Plan will be a better document if it truly reflects the vision, values and needs of our residents. We will appreciate all the input and help you can give us.

Sincerely,

Opinion Survey Carson City Parks, Recreation, and Trails Master Plan 2005

Carson City is in the process of updating its Master Plan and its Parks, Recreation, and Trails Master Plan. In order to create a new plan that reflects the needs and desires of Carson City residents, this survey is being conducted to gather public input. Please answer the following questions for your household. We appreciate you taking the time to answer the following survey questions.

LOCATION MAP



9. Regarding the park nearest to your home, what prevents you or members of your household from using it more?

- Park is fine, we use the park a lot
- Too far to walk
- Doesn't have equipment/facilities we like
- Isn't well maintained
- Prefer to use a different park
- Prefer to use private recreation facilities
- Park is fine, just don't go to parks much
- Other _____

10. How many members of your household participate in the following?

	# household participants			
	1	2	3	4 or more
ports through City.....	1	2	3	4 or more
ports through a church.....	1	2	3	4 or more
ports through a school.....	1	2	3	4 or more
regular unorganized sports (pickup games, etc.).....	1	2	3	4 or more

11. What recreation facilities IN OTHER COMMUNITIES does your household use? Where are these located?

- Athletic fields located in _____
- Recreation centers located in _____
- Bike paths located in _____
- Other _____ located in _____

12. How often do you or any members of your household go to sports tournaments (e.g. soccer, softball, basketball, cheerleading) in other communities?

- Never (Skip to question 9)
- 1-2 times per year
- 3-5 times per year
- 6 or more times per year

13a. For how many out-of-Carson tournaments do you typically stay overnight?

- None
- 1-2 per year
- 3-5 per year
- 6 or more per year

13b. For the out-of-Carson tournaments you attend, how much do you typically spend for food per tournament (total \$ for all members of your family that attend)?

- Under \$5 (just snacks)
- \$5 to \$10
- \$11 to \$20
- More than \$21

14. On a scale of 1 to 4, circle the number that best expresses how important to your household are the following neighborhood park amenities:

	Not Desirable		Very Desirable	
	1	2	3	4
ennis Courts.....	1	2	3	4
asketball courts.....	1	2	3	4
hildren's play equipment.....	1	2	3	4
icnic tables.....	1	2	3	4
enches.....	1	2	3	4
orseshoe pits.....	1	2	3	4
and box.....	1	2	3	4
estroom.....	1	2	3	4
/ading pool.....	1	2	3	4
hade trees.....	1	2	3	4
ight lighting.....	1	2	3	4
and volleyball.....	1	2	3	4
ike racks.....	1	2	3	4
rinking fountains.....	1	2	3	4

10. Please circle the number that most closely reflects how often you, or other members of your household use the following facilities.

	Never	Several times/year	Several times/month	Several times/week
Shooting at Rifle/pistol range.....	1	2	3	4
Archery at City facility	1	2	3	4
Model Airplane facility	1	2	3	4
Soccer/rugby/football field.....	1	2	3	4
Little league baseball fields	1	2	3	4
Softball fields	1	2	3	4
Exercise class at Community Ctr	1	2	3	4
Weights/cardio machine at Aquatic Ctr...1	2	3	4	4
Exercise class at health club/fitness ctr...1	2	3	4	4
Weights/cardio machine at health club...1	2	3	4	4
Bike riding on a trail	1	2	3	4
Bike riding on streets/roads.....	1	2	3	4
Riding OHV vehicle on trails/open space.1	2	3	4	4
Riding horses on equestrian trail.....	1	2	3	4
Jogging/walking on paved trail/street.....	1	2	3	4
Jogging/walking on unpaved trail.....	1	2	3	4
Jogging/walking on track at a school	1	2	3	4
In-line hockey at Pony Express Pavillion.1	2	3	4	4
Skating at Skateboard park.....	1	2	3	4
Indoor swimming at Aquatic Ctr.....	1	2	3	4
Outdoor swimming at Aquatic Ctr.....	1	2	3	4
Outdoor tennis.....	1	2	3	4
Large group picnic area	1	2	3	4
Disk ("Frisbee") golf	1	2	3	4
Senior Center.....	1	2	3	4

11. Please circle the number that most closely reflects how important you feel it is for Carson City to ADD the following facilities?

	Not at All Important		Very Important
	1	2	3
Indoor target sports shooting.....	1	2	3
Indoor track for jogging/walking.....	1	2	3
Ice skating rink.....	1	2	3
Indoor tennis.....	1	2	3
Racquetball courts.....	1	2	3
Adventure/putt-putt golf.....	1	2	3
Facilities for meetings, weddings, etc.....	1	2	3
Indoor leisure pool (water slide, etc).....	1	2	3
Rock climbing wall.....	1	2	3
Outdoor amphitheater (concerts, plays)...1	2	3	4
Arboretum (formal garden).....	1	2	3
Off-leash dog park.....	1	2	3
Teen Center.....	1	2	3
Permanent room/building for art classes..1	2	3	4

12. If the following were available at a City recreation center, would you be more likely to do the following at a health club or the City recreation facility?

	Health Club	City Facility
Lift Weights.....	<input type="radio"/>	<input type="radio"/>
Use exercise machines.....	<input type="radio"/>	<input type="radio"/>
Aerobics/spinning class.....	<input type="radio"/>	<input type="radio"/>
Racquetball.....	<input type="radio"/>	<input type="radio"/>

13. Do you or any members of your household own a dog?

- Yes
- No

13a. If yes, where do you usually exercise your dog?

- Neighborhood streets
- Vacant lots
- Public land
- Other _____

4. If there are school aged children in your household, how often do they bike/walk to school?

	Never	One time/week	Several times/ week	Almost Always
Elementary school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Middle School.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High School.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4a. For any children that rarely walk or bike to school, what prevents them from walking/biking more often? (mark all that apply)

	Elementary	Middle school	High school
Lack of sidewalks.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Too far.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety concerns.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. How often do you or members of your household typically attend productions in the Community Center Theater (such as band concerts, high school plays, WNCC plays, etc.)?

- Never
- Once every few years
- 1 time per year
- 2-4 times per year
- Over 4 times per year

6. Would you support paying a higher fee for participating in City recreation programs in order to provide scholarships for people less able to pay?

- Would support a fee increase of 25% or more
- Would support a fee increase of 15% to 25%
- Would support a fee increase of 5% to 15%
- Would not support a fee increase

7. There are many people who use Carson City's surrounding hills for OHVs (off highway vehicles). How do you feel about the use of OHV vehicles in Carson City?

- No problem, existing OHV area is fine
- Stricter regulations should be enforced regarding sharing trails with other users
- OHV recreation should be confined to a designated area (such as _____)
- Additional OHV opportunities should be added to the City (where? _____)

8. Carson City recently started an open space program. What should be the highest priority for this program to use its funds?

- Preserve farmland and irrigated pastures in and adjacent to City
- Purchase smaller lots within the City
- Purchase hillsides and valleys located on the periphery of the City
- Purchase lands adjacent to the Carson River

19. There are three main entrances into Carson City (from the east on HWY 50 and from the north and south on HWY 395). A number of places throughout the country have started to create "gateways" at the entrances to their cities to differentiate themselves from adjacent communities. The eastern entrance into Carson City has not yet been developed. How do you think the City should design this gateway? (check only one)

- Leave a large area as open space to create a buffer between adjacent communities
- Allow development but create signage to mark entrance into Carson City
- Allow development along the roadway but require high quality architectural design and extra landscaping
- No special gateway needed
- Other _____

20. Please rate your satisfaction with the following services and characteristics as they relate to Carson City as a whole. Use a scale from 1 to 4, where 1 means "Not at all satisfied" and 4 means "Very satisfied".

	Not at all Satisfied	Very Satisfied
a) Capacity of major roads.....	1 2 3	
b) Overall physical appearance of the City.....	1 2 3	
c) Overall character of the downtown area.....	1 2 3	
d) Preservation of permanent open space.....	1 2 3	
e) Sidewalks and walkability.....	1 2 3	
f) Variety/availability of affordable housing.....	1 2 3	
g) Variety of shopping choices.....	1 2 3	
h) City parks.....	1 2 3	
i) Trails.....	1 2 3	
j) Preservation of historic buildings.....	1 2 3	
k) Amount of business and industry.....	1 2 3	
l) Cultural facilities.....	1 2 3	
m) Street Trees.....	1 2 3	
n) Speed of traffic in neighborhoods.....	1 2 3	

21. From the list above, what do you believe is the most important issue facing Carson City today? And which is second most important? (Insert letters from the list above)

_____ Single MOST important issue
 _____ Second most important issue

22. Roads are often designed to optimize for traffic by adding more lanes, and increasing speed. However, this leads roads to become less accommodating to pedestrians and less appealing for residences. Which of the following is closest to your opinion?

- Traffic is a significant problem and we should do everything possible to move cars through town with minimum slow-downs, even if it means a less attractive community.
- We should bring back more balance between the needs of traffic and making our community livable and attractive. I would accept slightly lower traffic efficiency in exchange for more pleasing streets and slower speeds.

3. Most neighborhoods have some good and not so good aspects. If you were to create the ideal neighborhood for you and your family, how important would the following be?

	Not at All Important	2	3	Very Important
Living close to where you work.....	1	2	3	4
Living close to a park.....	1	2	3	4
Living close to an elementary school.....	1	2	3	4
Having neighborhood businesses nearby (video rental, small stores, groceries, etc.)..	1	2	3	4
Living close to walking/bike paths.....	1	2	3	4
Living close to a downtown with entertainment, restaurants, shopping within walking distance..	1	2	3	4
Being able to walk to <u>all</u> of the above.....	1	2	3	4

4. Most of Carson City's apartments and multifamily units are concentrated in several areas around town. Recent trends in other cities have been to integrate smaller, high density housing throughout the community. Should Carson City:

- Spread small higher density housing developments throughout the city
- Continue to concentrate apartments and multi-family units in larger buildings grouped together and separated from single family housing

5. Carson City currently has a population of 55,000. As Carson City continues to grow, it is expected that in the next 20 years, Carson will have developed most of its land that is currently undeveloped. Which of the following best represents your opinion?

- We should continue to grow by concentrating on infill development and allow taller buildings in certain areas (Carson City could grow to 80,000-90,000)
- We should continue to grow by allowing Carson City to expand onto surrounding federal lands, with proper planning to ensure that hillsides and viewsheds are not impacted (Carson City could grow to 80,000-90,000)
- We should limit growth when the currently available land is developed (Carson City could grow to 70,000)

6. By national standards, Carson City currently has a significant shortage of neighborhood parks in a number of areas. Do you feel the problem is serious enough that Carson City should consider purchasing property in these neighborhoods and converting it into parks?

- Yes
- No

ANSWER A FEW QUESTIONS ABOUT YOU.....

Answer a few more questions about yourself to assist in classifying your responses. Please remember that all responses remain strictly confidential and are reported only in group format.

7. Regarding the person filling out the survey,

a) Your gender is:

- Male
- Female

b) Your ethnicity is:

- Anglo/Caucasian
- Afro-American
- Asian
- Native American
- Hispanic/Latino
- Other _____

c) In what year were you born? 19 _____

d) How long have you lived in Carson City?

- Less than one year
- 1-2 years
- 2-5 years
- More than 5 years

28. How many people living in your household are Spanish speaking only?

- 0
- 1-2
- 3+

29. Including yourself, how many members are there in your household in the following age groups?

	0	1	2	3	4+
Under 8 years old.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9 to 14.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14 to 17.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18 to 25.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
26 to 35.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
36 to 45.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
46 to 55.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
56 to 64.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
65 to 75.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Over 75.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

30. Are there members of your household that are permanently physically disabled (requiring a walking aid or a wheelchair)?

- Yes
- No

31. How many persons living in your household have full-time or part-time jobs (at least 20 hours per week)?

- 0
- 1
- 2
- 3
- More than 3

32. Does your household currently have Internet access that allows you to send/receive e-mails and surf the web?

- Yes
- No

33. From which of the following do you receive most of your information about what's happening in and around Carson City?

- City newsletter
- City's web page
- Public access TV
- Local network TV
- Newspaper
- Other _____

34. From the Location Map on Page one, which zone do you live in?

- A
- B
- C

35. Are you willing to be contacted to participate in follow-up research?

- No
- Yes (how do you prefer to be contacted?)

Email address _____

Postal address _____

Phone number _____

Parks, Recreation, and Trails Master Plan Public Opinion Survey Results Summer 2005

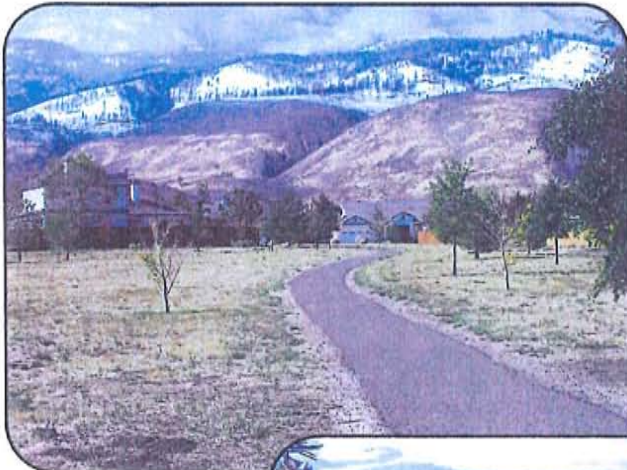


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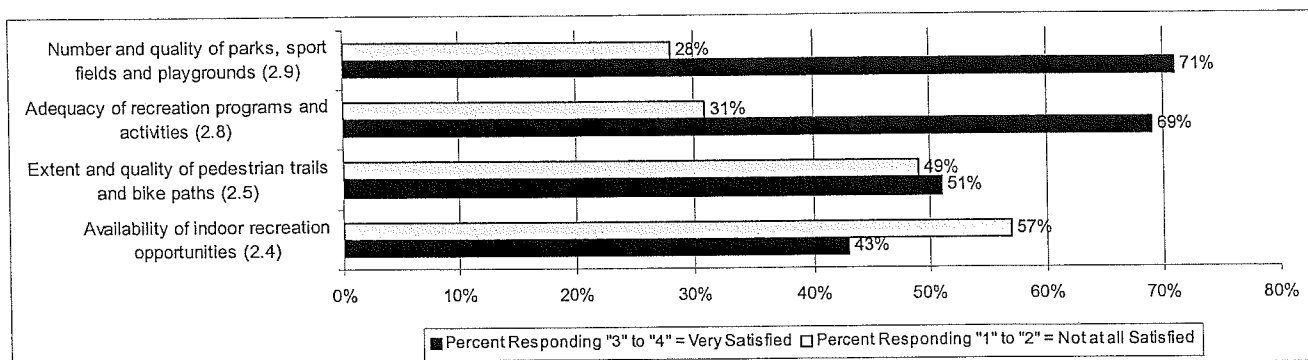
- **Survey Results**
 - **Survey Cross Tabulations**
 - **Survey Questions -
Other Responses**
 - **Additional Public Comments/
Optional Information**
-
-

Survey Results

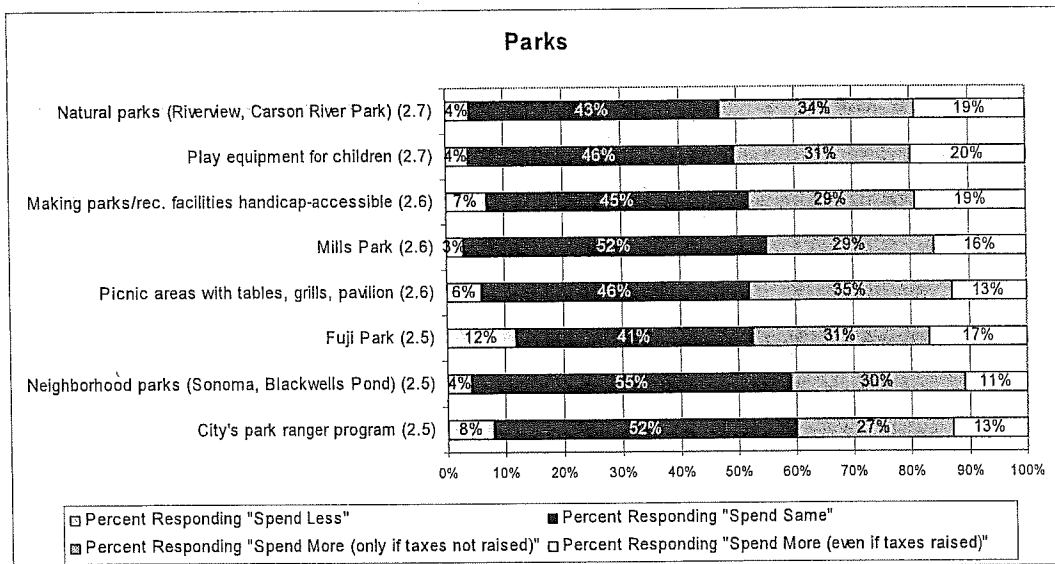
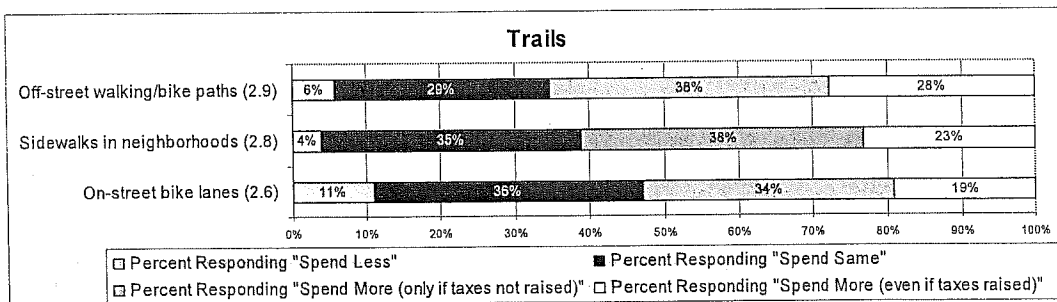


Carson City Parks and Recreation Master Plan Public Opinion Survey

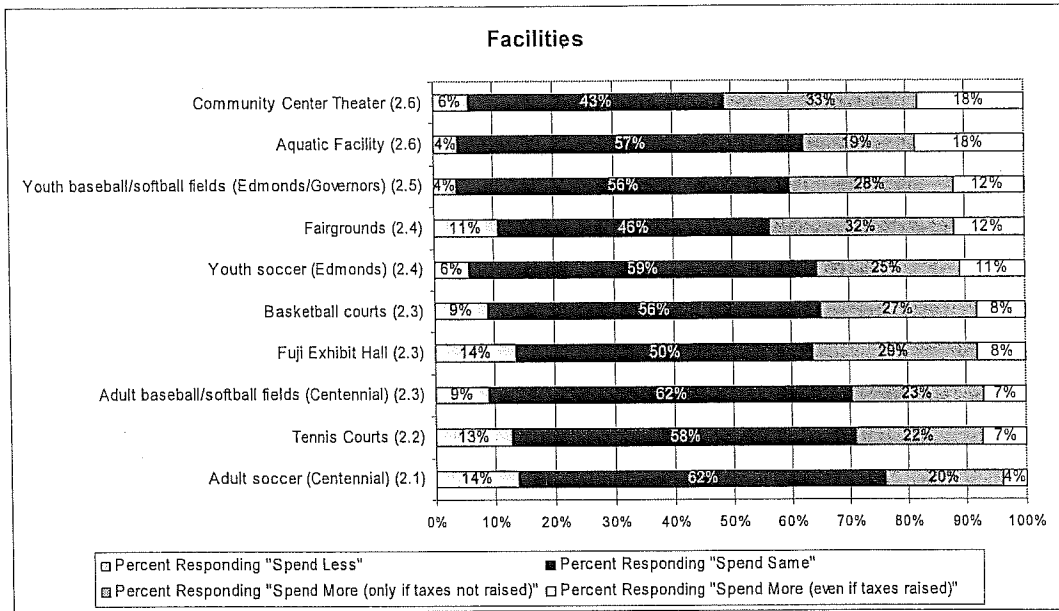
1. Please rate your household's satisfaction with the following recreation services as they relate to Carson City as a whole. Use a scale from 1 to 4, where 1 means "Not At All Satisfied" and 4 means "Very Satisfied."



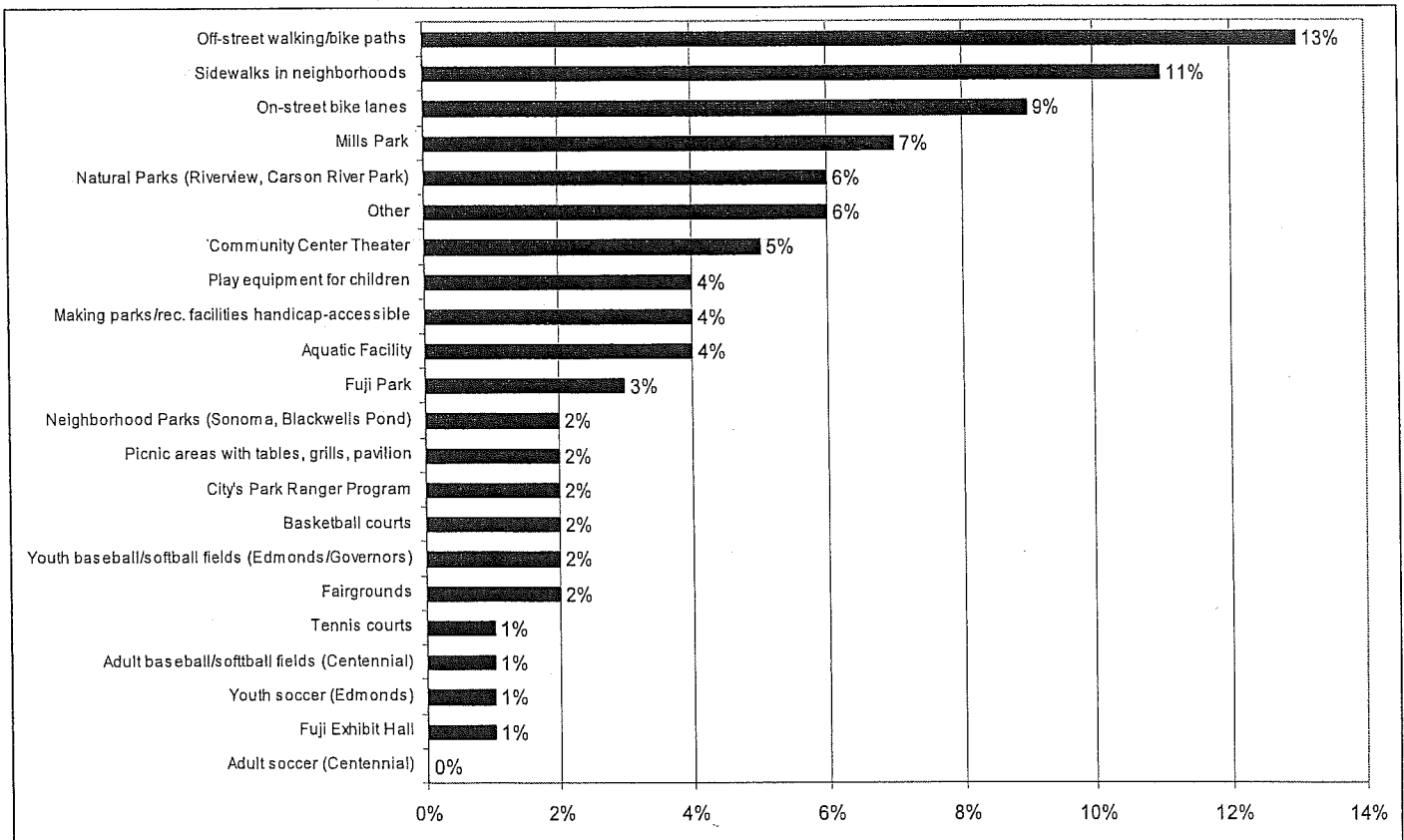
2. Regarding the condition of existing recreation facilities, please rate how important you feel it is to maintain or improve the quality of the following amenities.



Carson City Parks and Recreation Master Plan
Public Opinion Survey

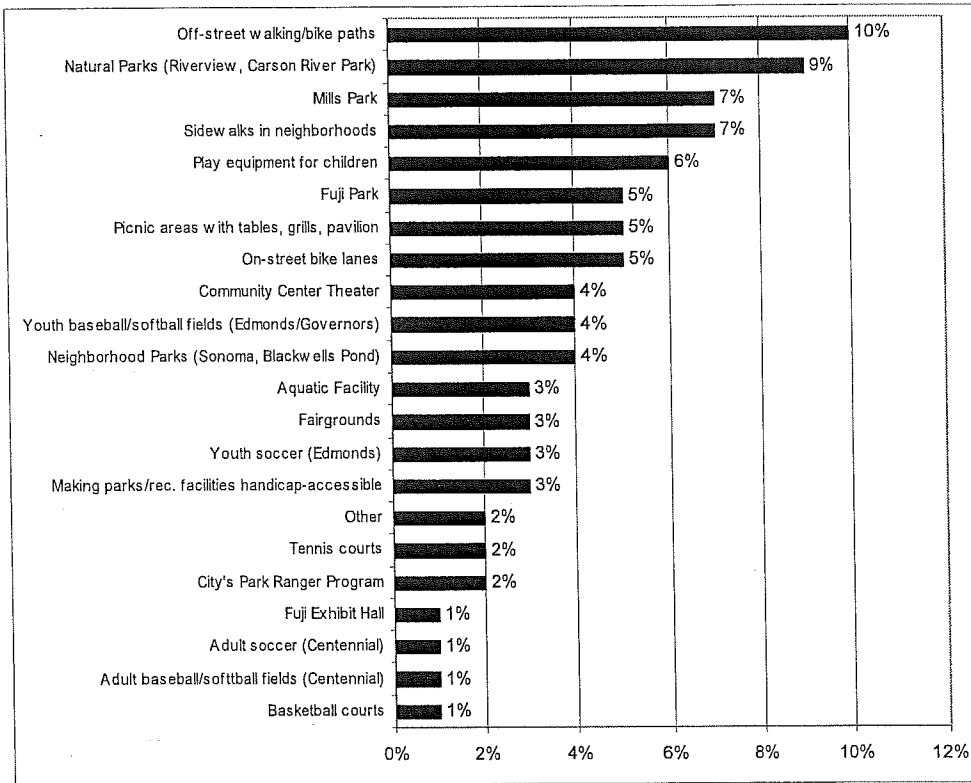


**3. Of the items listed above, which do you consider to be the highest priority for the City to improve?
Single most important issue**

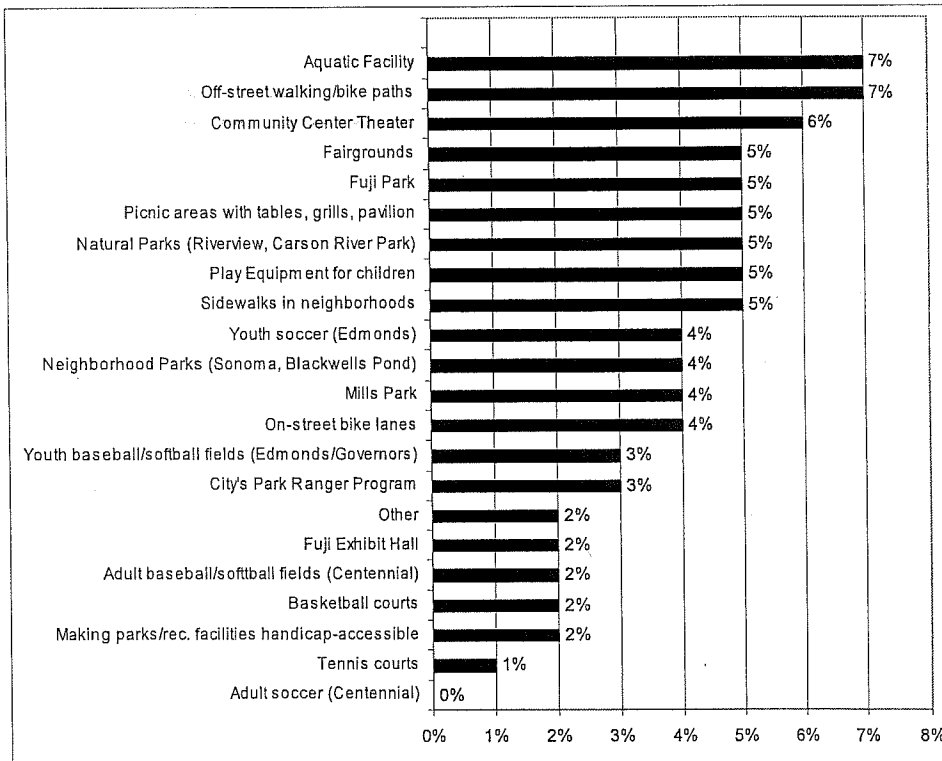


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Second Most Important Issue

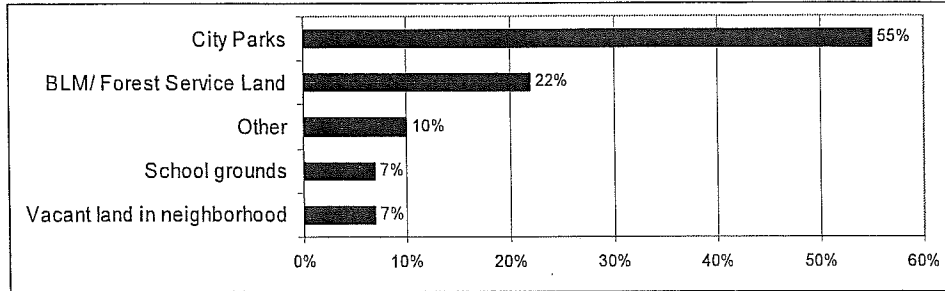


Third Most Important Issue

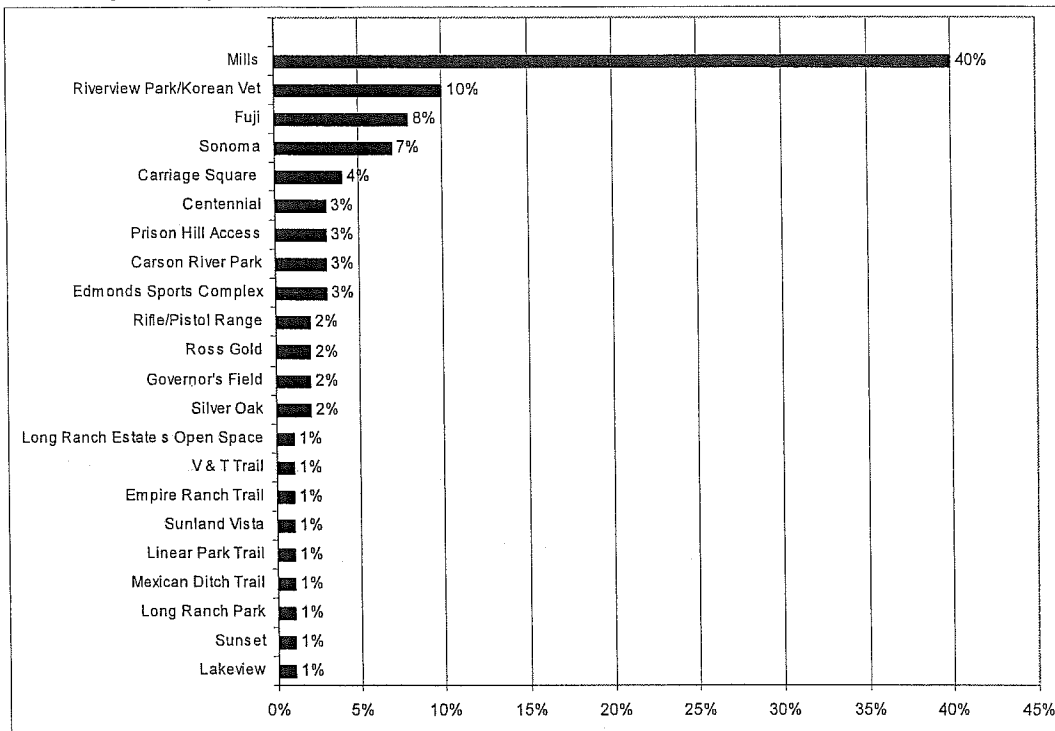


*Carson City Parks and Recreation Master Plan
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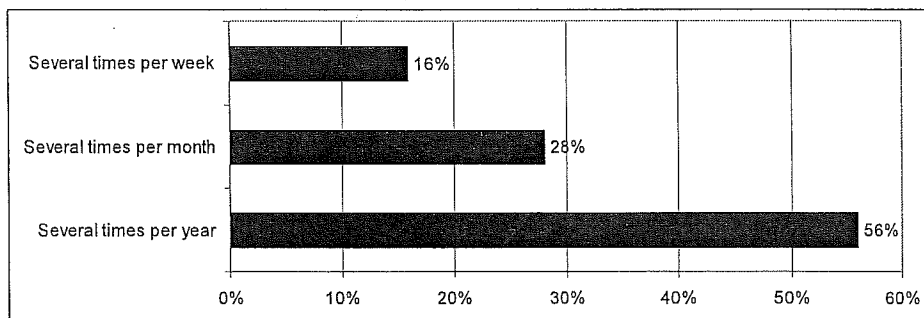
4. For casual recreation (take a walk, throw a frisbee, play catch) please indicate where your household goes MOST OFTEN.



5. Which City Park do you use most often?

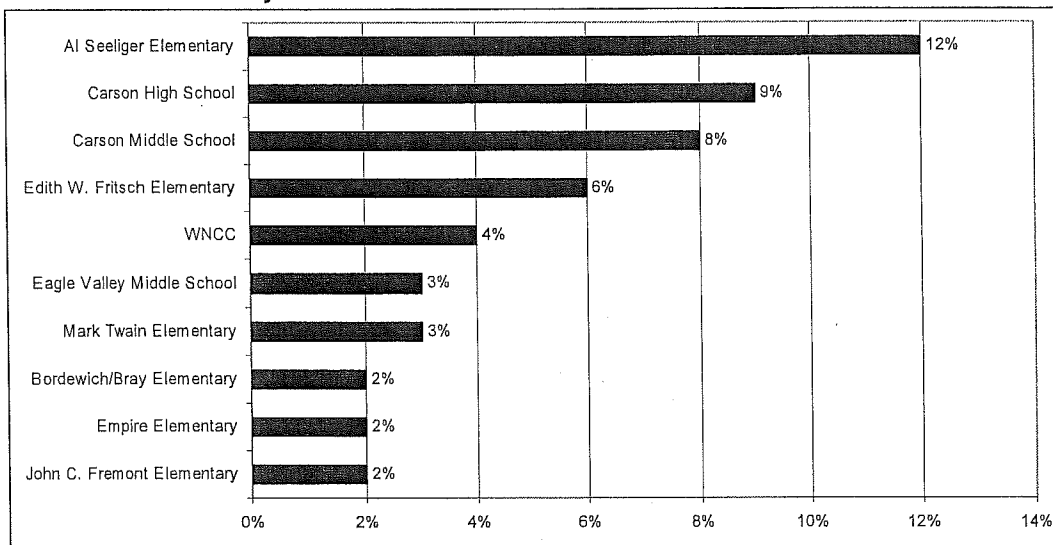


5a. How often do you use this park?

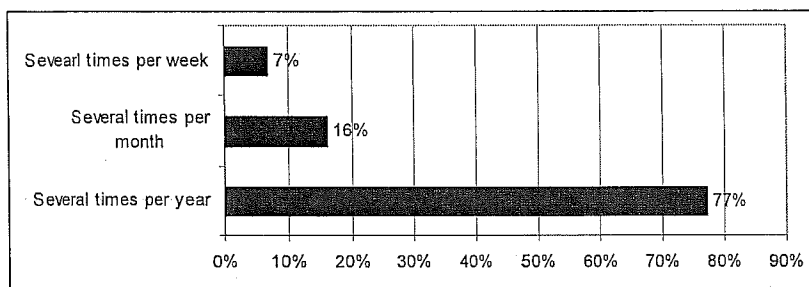


*Carson City Parks and Recreation Master Plan
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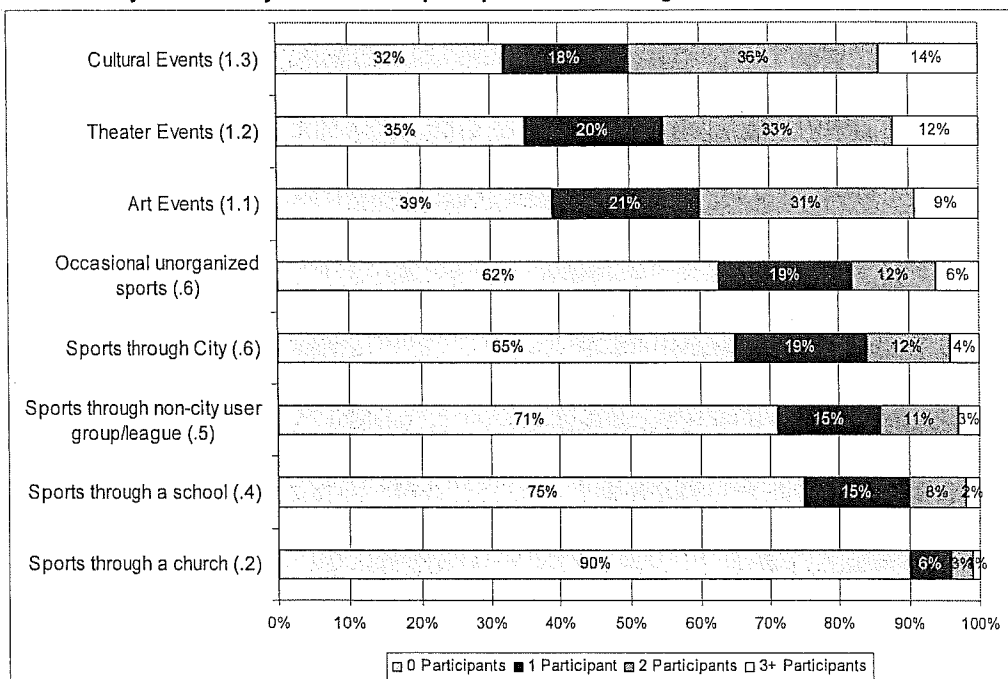
6. Which School Ground do you use most often for casual recreation?



6a. How often do you use this school ground for causal recreation?

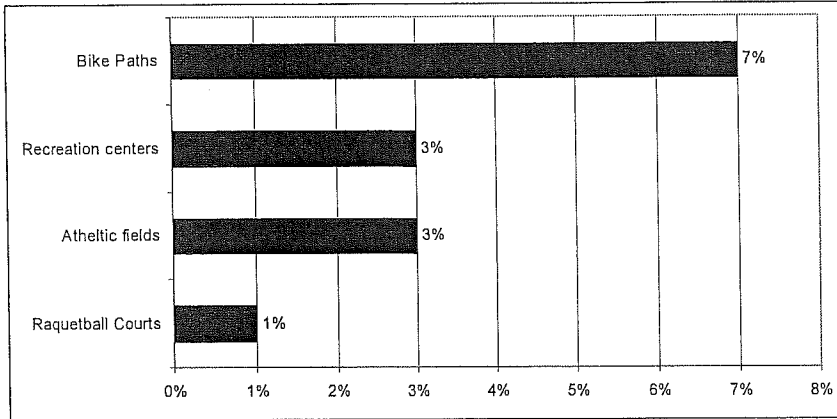


7. How many members of your household participate in the following?



*Carson City Parks and Recreation Master Plan
Public Opinion Survey*

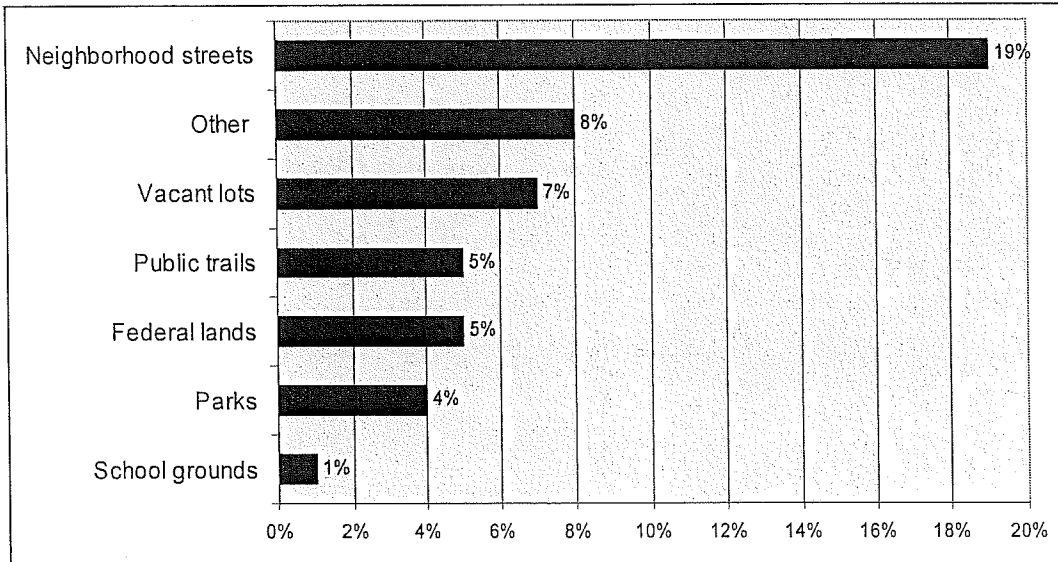
8. What recreational facilities IN OTHER COMMUNITIES does your household use?



9. Does your household have a dog(s)?

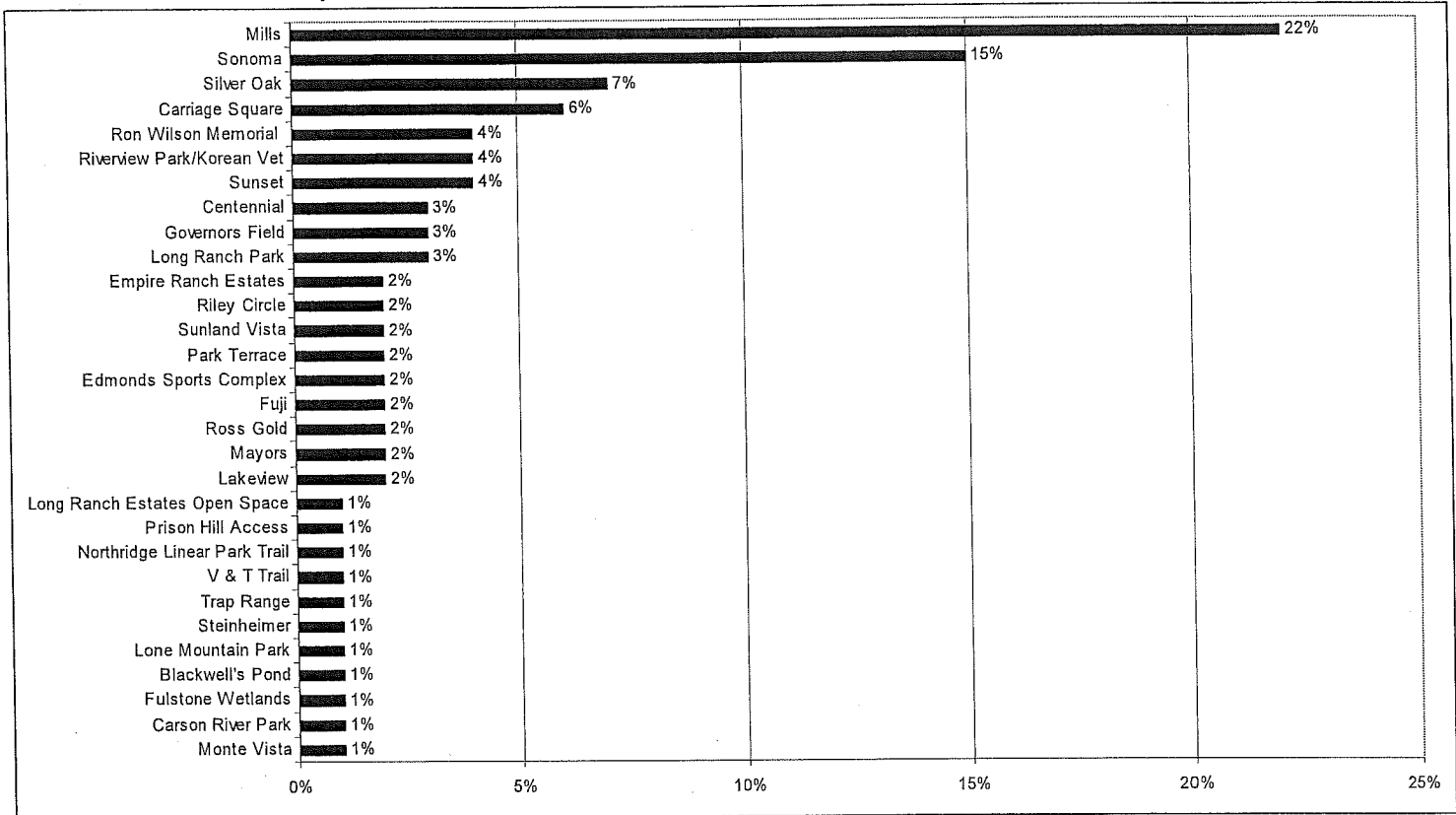
47% No
53% Yes

9a. If yes, where do you usually exercise your dog?

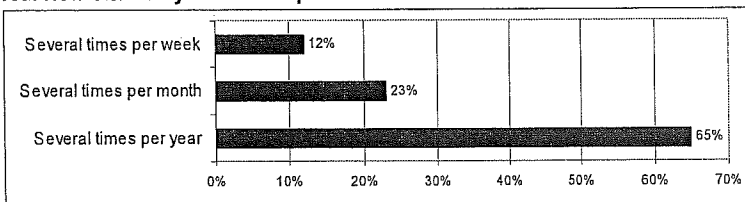


*Carson City Parks and Recreation Master Plan
Public Opinion Survey*

10. Which City Park is nearest to your home?

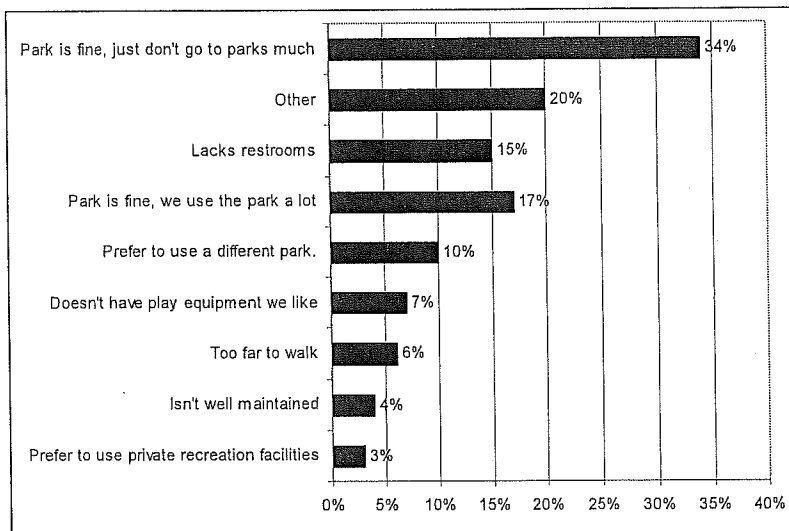


10a. How often do you use this park?

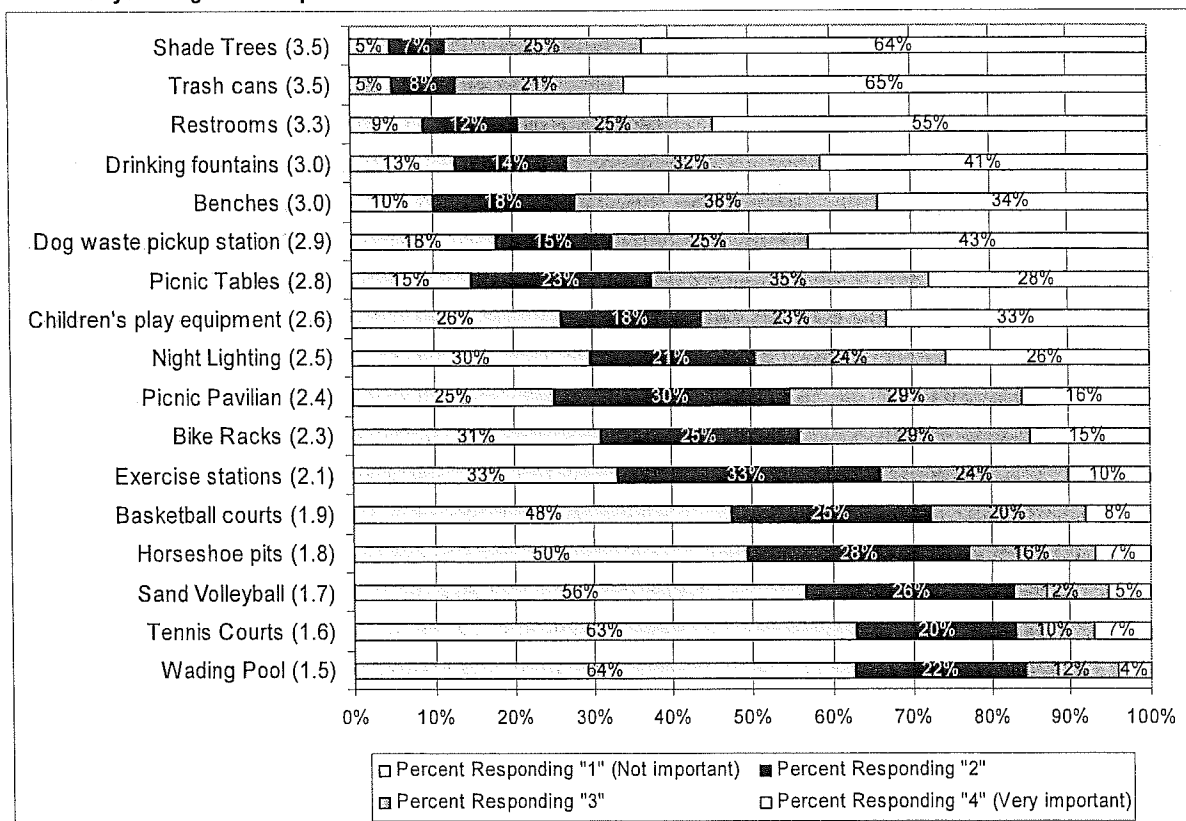


*Carson City Parks and Recreation Master Plan
Public Opinion Survey*

10b. Regarding the park nearest to your home, what prevents you or members of your household from using it more?

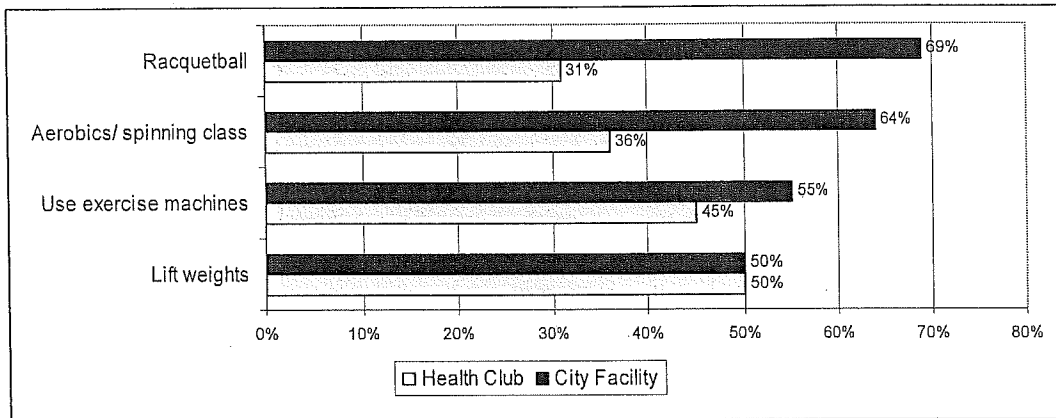


11. Bubble the number that best expresses how important to your household it is to have the following amenities in your neighborhood parks:

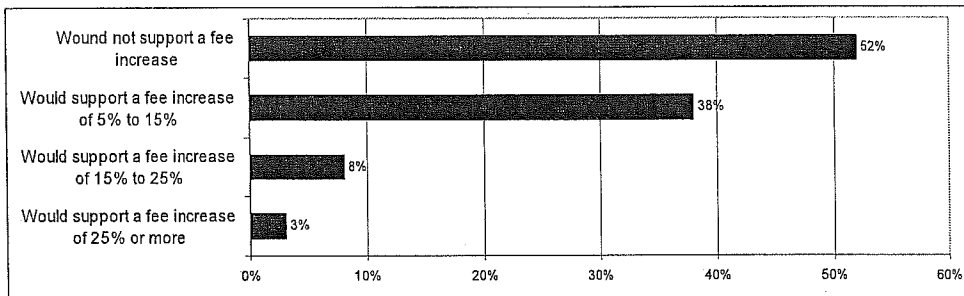


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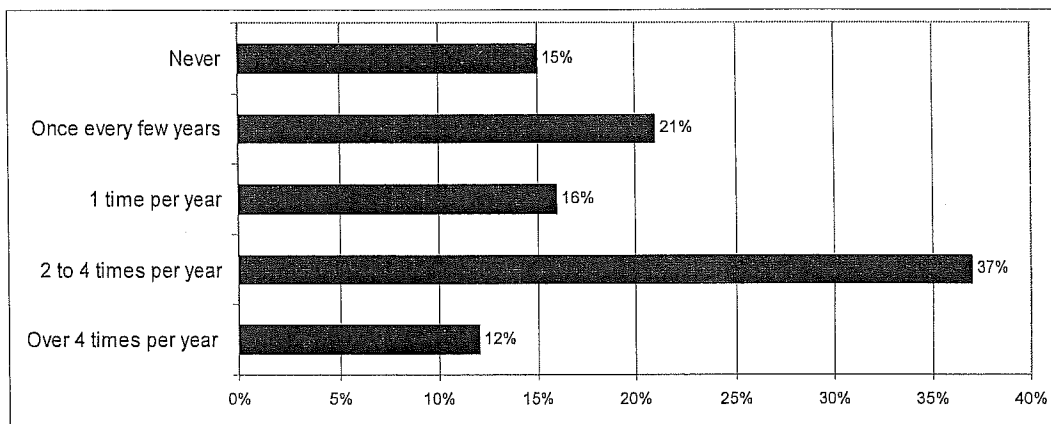
12. If the following were available at a City recreation center, would you be more likely to do the following at a health club or the City recreation facility?



13. Would you support paying a higher fee for participating in City recreation programs in order to provide scholarships for people less able to pay?

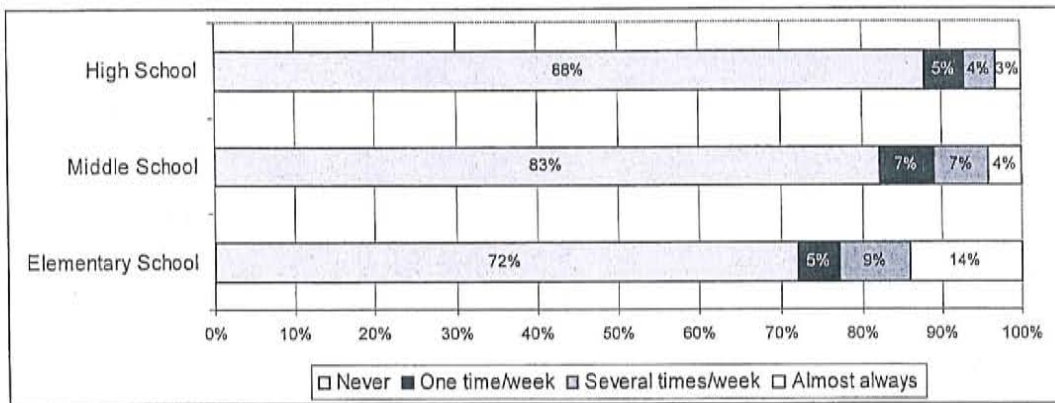


14. How often do you or members of your household typically attend productions in the Community Center Theater (such as band concerts, high school plays, WNCC plays, etc.)?

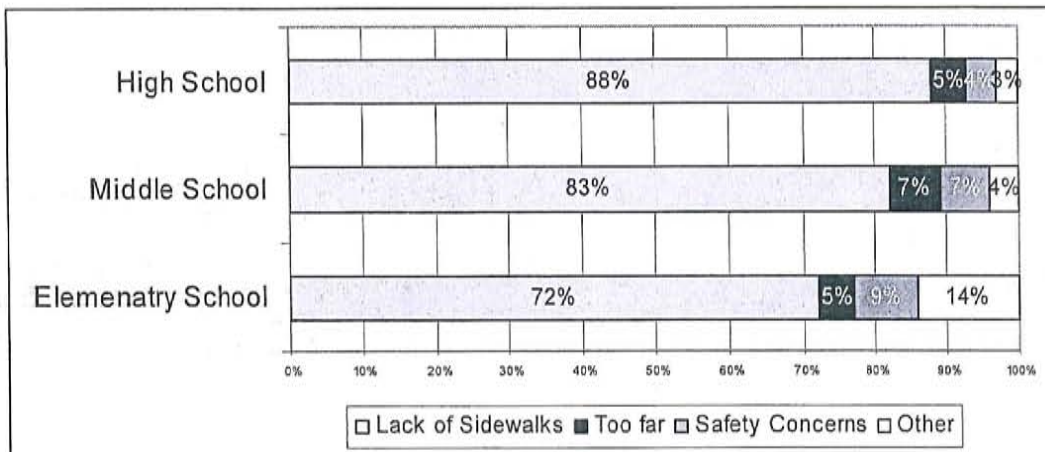


*Carson City Parks and Recreation Master Plan
Public Opinion Survey*

15a. If there are school aged children in your household, how often do they bike/walk to school?

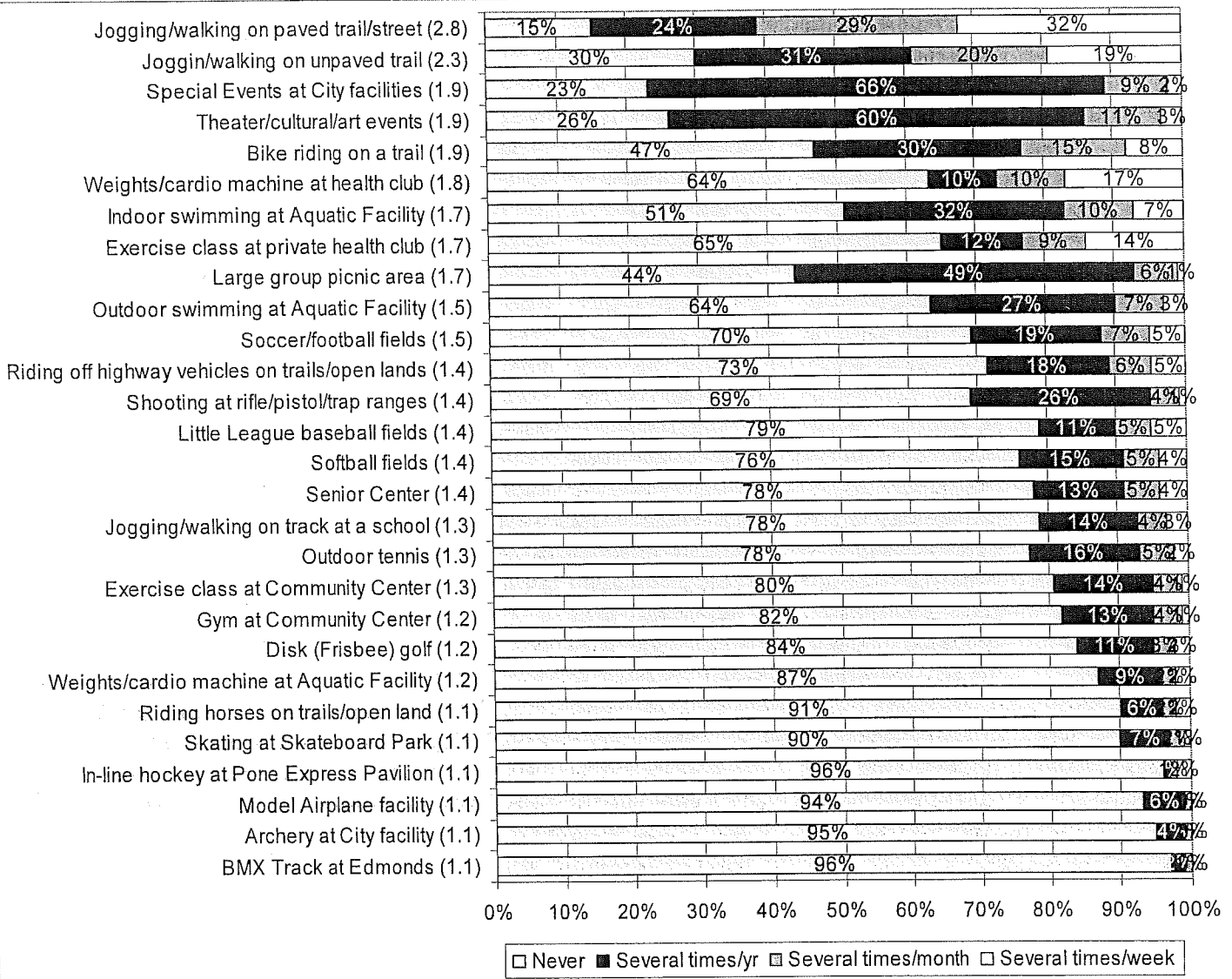


15b. For any children that rarely walk or bike to school, what is the primary factor that prevents them from walking/biking more often?



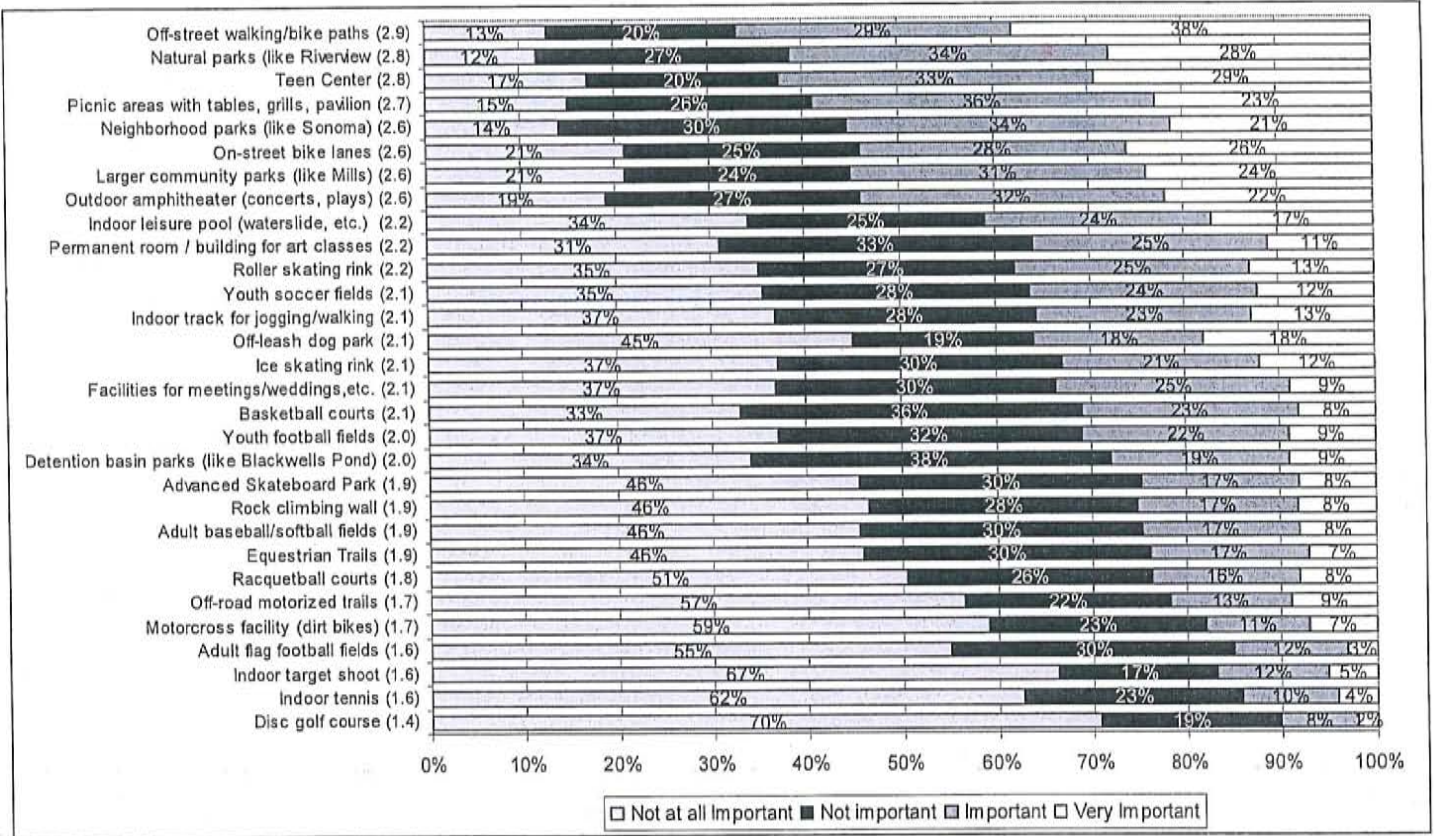
*Carson City Parks and Recreation Master Plan
Public Opinion Survey*

16. Please bubble the number that most closely reflects how often you, or other members of your household use the following City facilities.

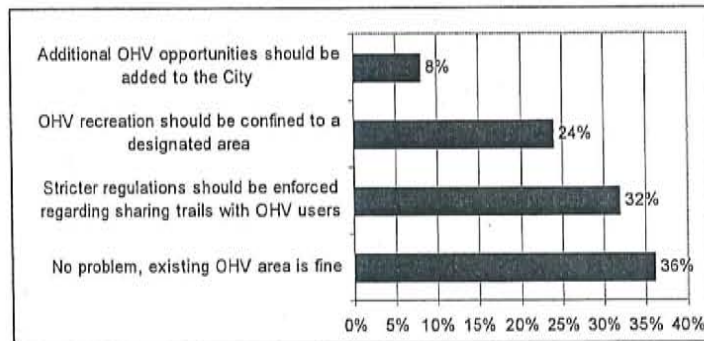


*Carson City Parks and Recreation Master Plan
Public Opinion Survey*

17. Please circle the number that most closely reflects how important you feel it is for Carson City to ADD the following facilities?



18. There are many people who use Carson City's surrounding hills for OHVs (off highway vehicles). How do you feel about the use of OHV vehicles in Carson City?

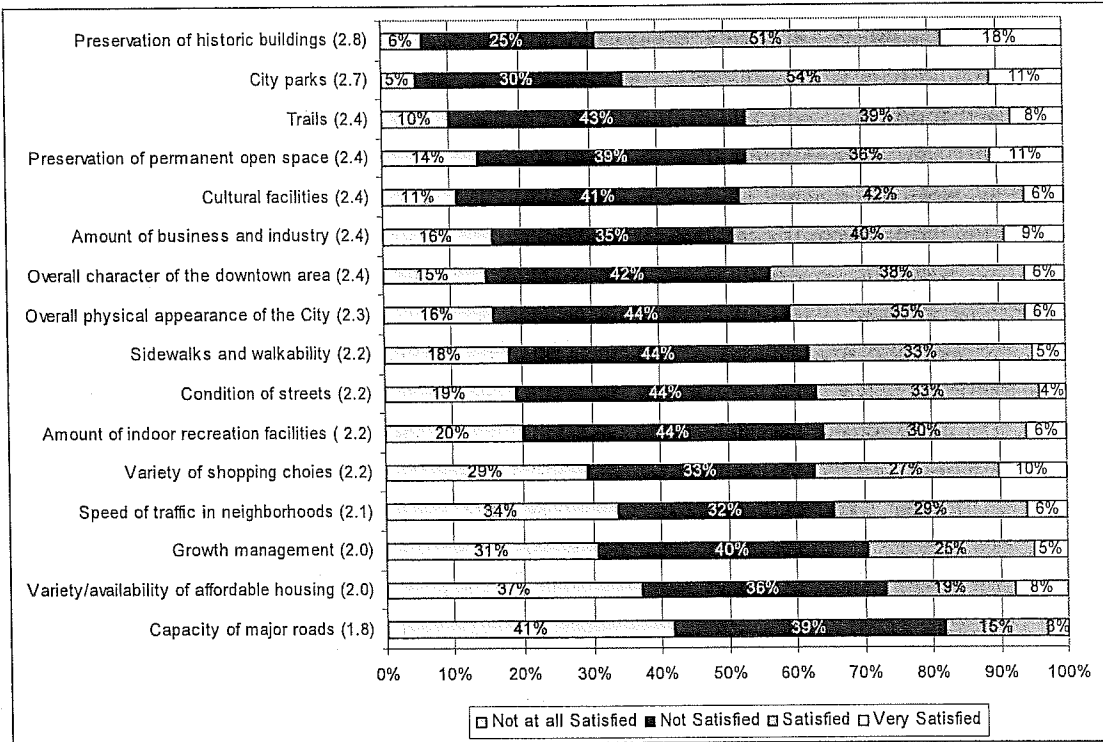


19. By national standards, Carson City currently has a significant shortage of neighborhood parks. Do you feel the problem is serious enough that Carson City should consider purchasing property in your neighborhood and converting it into a park?

53% No
47% Yes

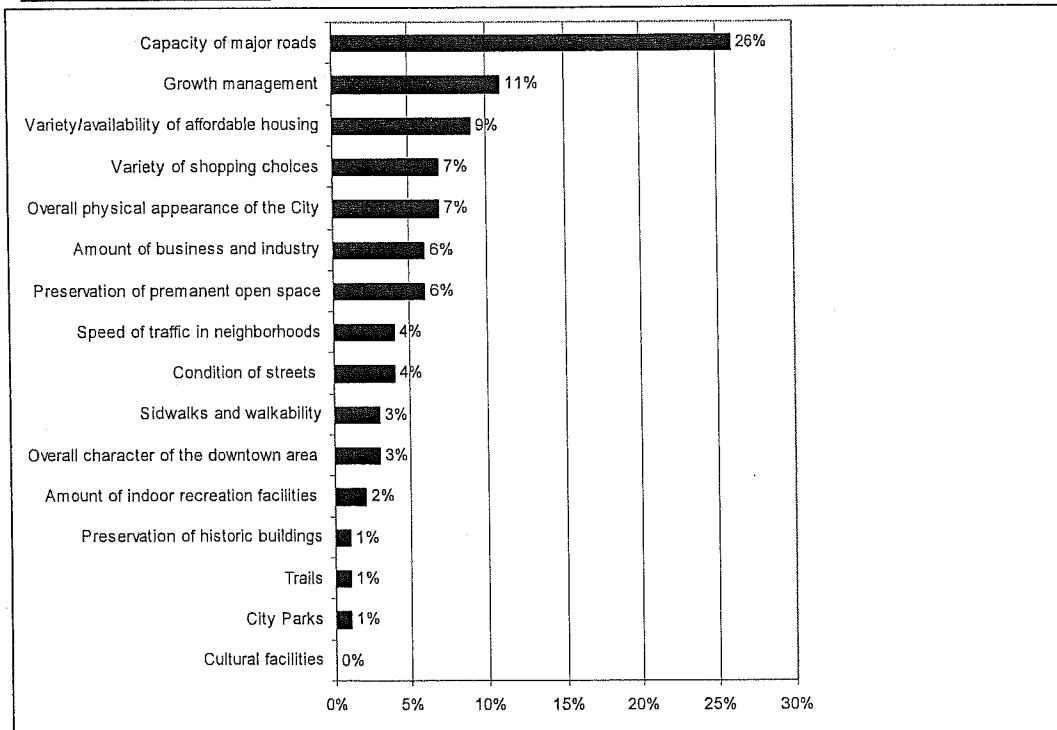
*Carson City Parks and Recreation Master Plan
Public Opinion Survey*

20. Please rate your satisfaction with the following services and characteristics as they relate to Carson City as a whole.



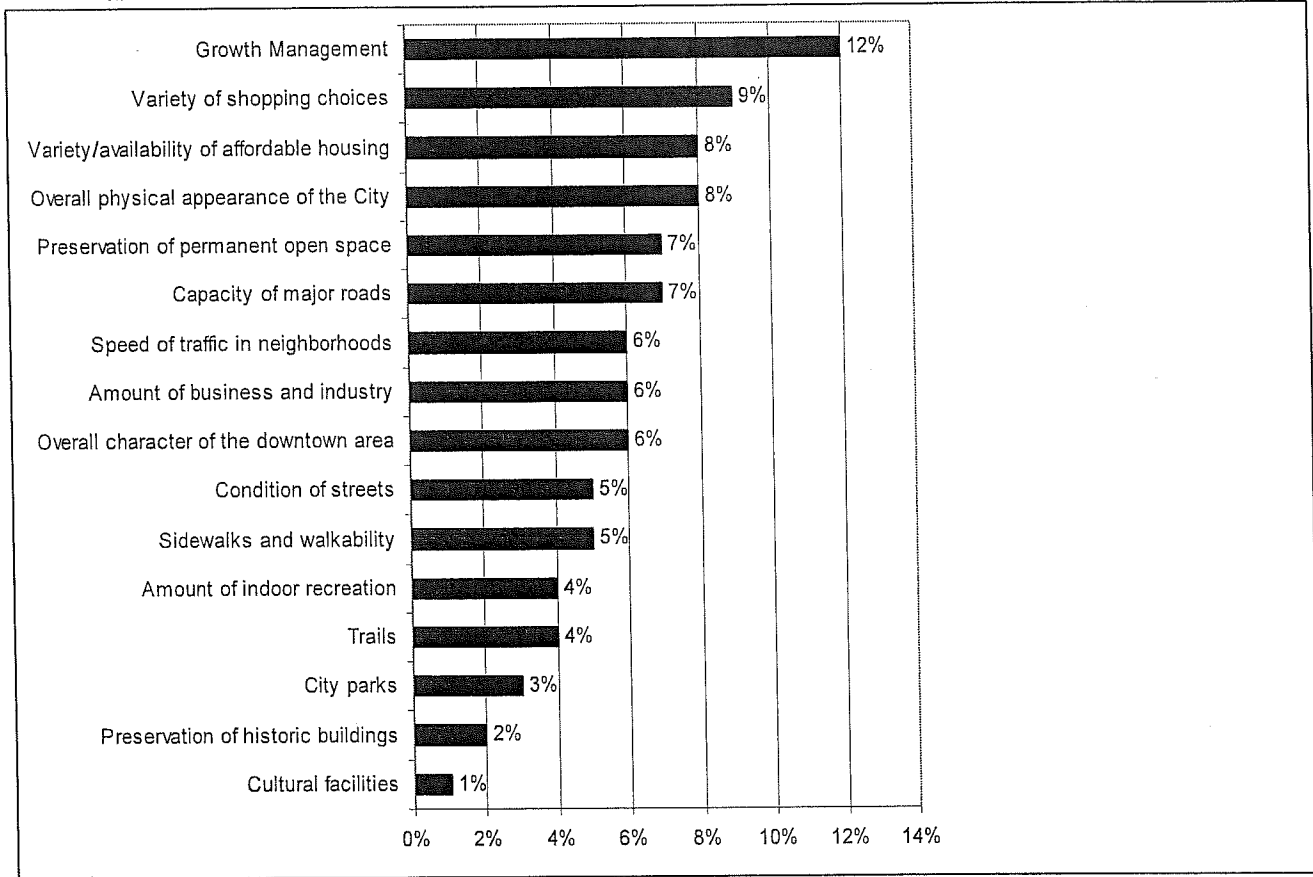
21. From the list above, what do you believe is the most important issue facing Carson City today? And which is second most important?

First Most Important Issue



*Carson City Parks and Recreation Master Plan
Public Opinion Survey*

Second Most Important Issue



22. Carson City currently has a population of 56,000. As Carson City continues to grow, it is expected that in the next 20 years, Carson will have developed most of its land that is currently undeveloped. Which of the following best represents your opinion?

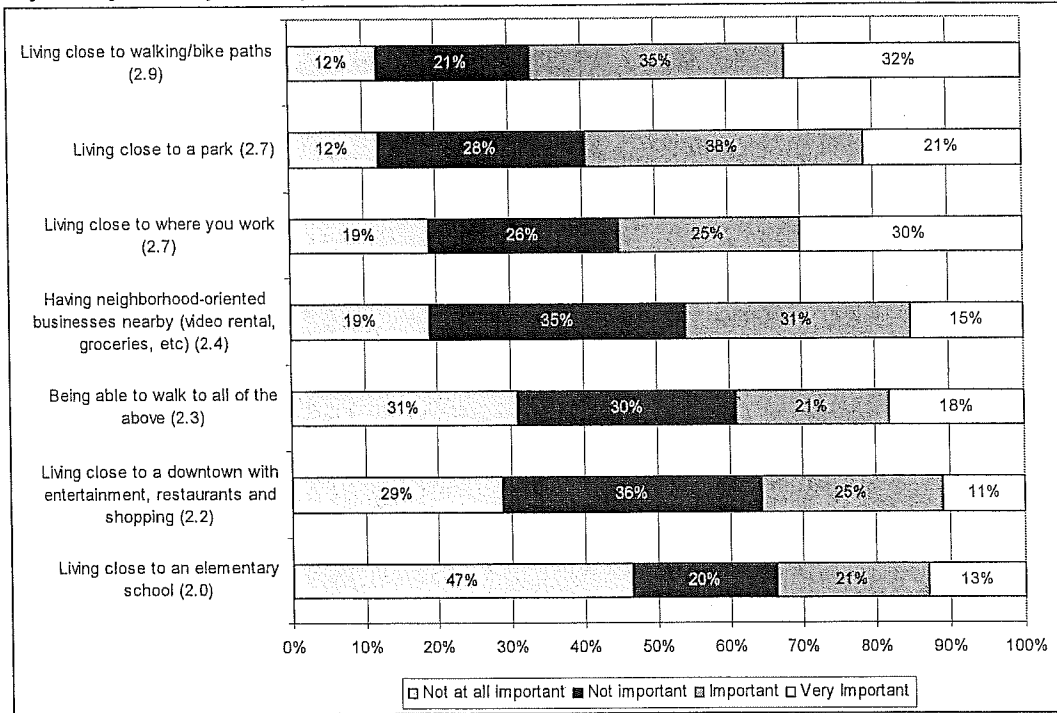
19%: *We should continue to grow by encouraging higher density development in certain areas of the existing city*

39%: *We should continue to grow until the currently available land is developed, then stop growth*

42%: *We should continue to grow by allowing Carson City to expand onto federal lands (with proper planning to ensure that hillsides and view sheds are not impacted)*

*Carson City Parks and Recreation Master Plan
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23. Most neighborhoods have some good and not so good aspects. If you were to create the ideal neighborhood for you and your family, how important would the following be?



24. There are three main entrances into Carson City (from the east on HWY 50 and from the north and south on HWY 395). A number of cities throughout the country have started to create gateways" at their entrances to differentiate themselves from adjacent communities. The eastern entrance into Carson City has not yet been developed. How do you think the City should design this gateway?

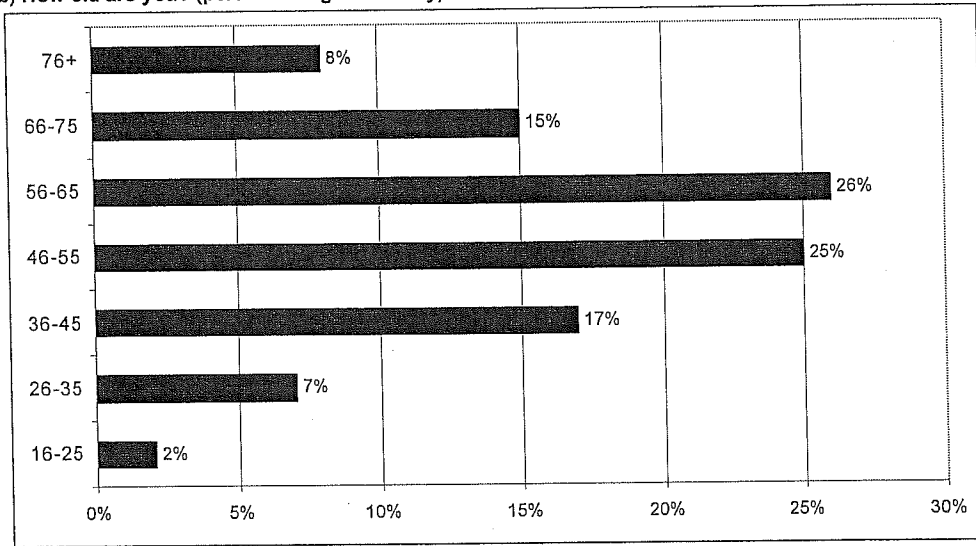
- 40% Allow development along the roadway but require high quality architectural design and extra landscaping
- 23% No Special gateway needed
- 20% Leave a large area as open space to create a buffer between adjacent communities
- 13% Allow development but create signage to mark entrance into Carson City
- 3% Other

26. Regarding the person filling out the survey,

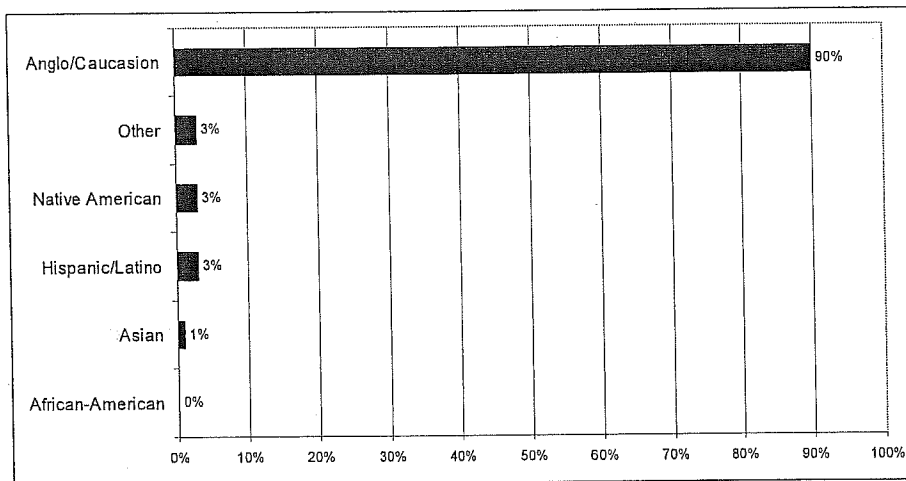
- a) Your gender is:
- 46% Male
 - 54% Female

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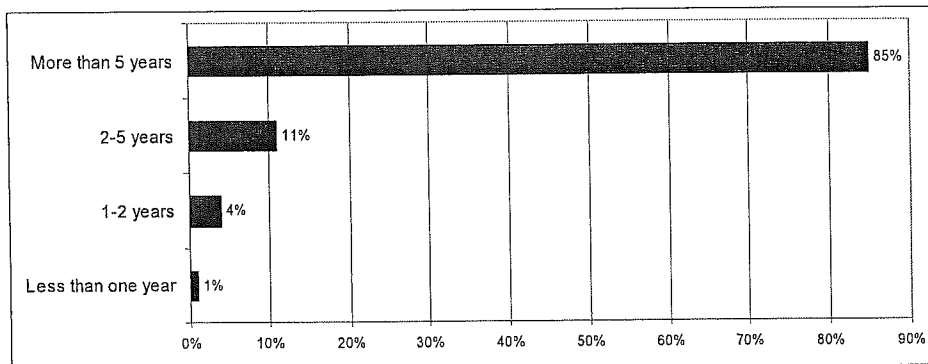
b) How old are you? (person taking the survey)



c) Your ethnicity is:

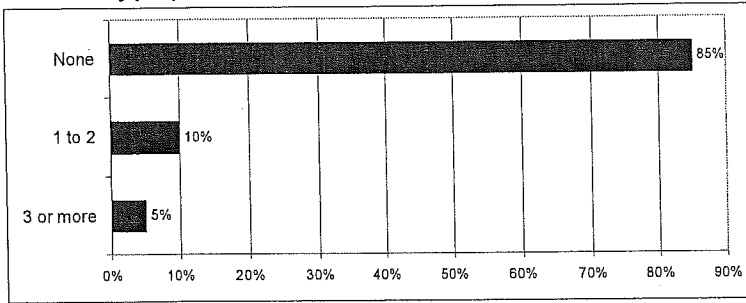


d) How long have you lived in Carson City?

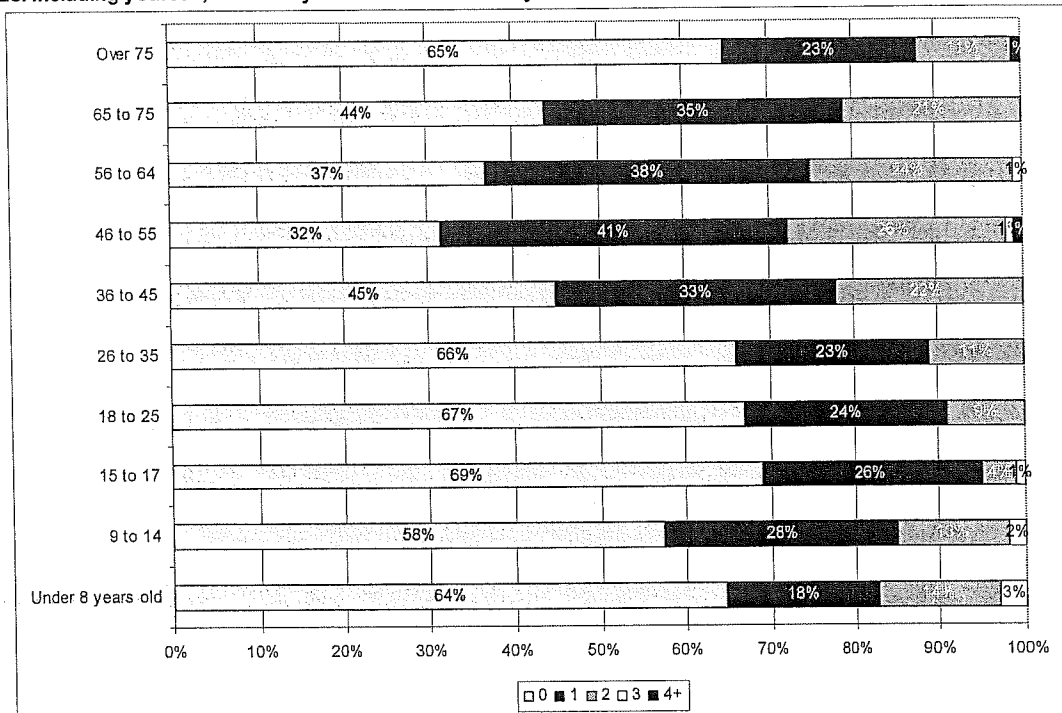


*Carson City Parks and Recreation Master Plan
Public Opinion Survey*

27. How many people living in your household only speak Spanish?



28. Including yourself, how many members are there in your household in the following age groups?



29. Are there members of your household that are permanently physically disabled (requiring a walking aid or a wheelchair)?

92% No
8% Yes

30. Do you feel Carson City provides adequate accessibility for disabled persons for use of facilities?

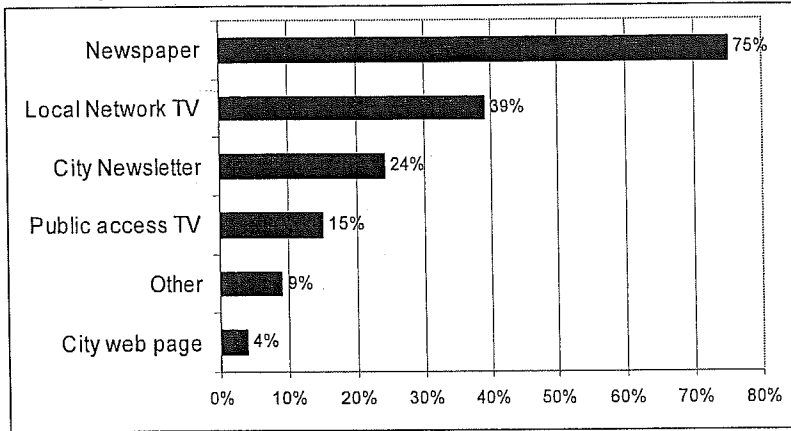
29% No
72% Yes

30. Does your household currently have Internet access that allows you to send/receive e-mails and surf the web?

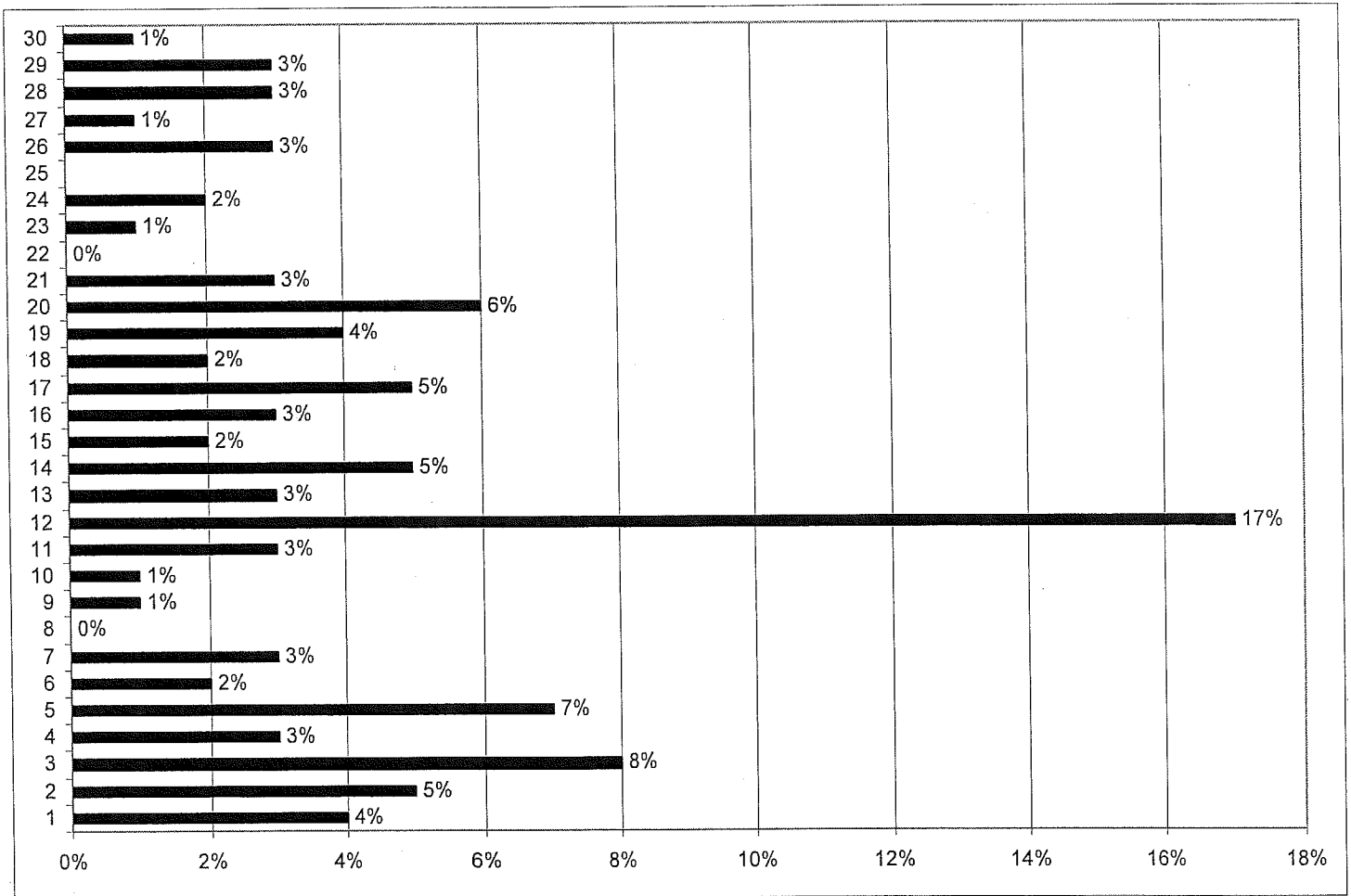
19% No
82% Yes

Carson City Parks and Recreation Master Plan
Public Opinion Survey

31. From which of the following do you receive most of your information about what's happening in and around Carson City?



For Internal Use Only

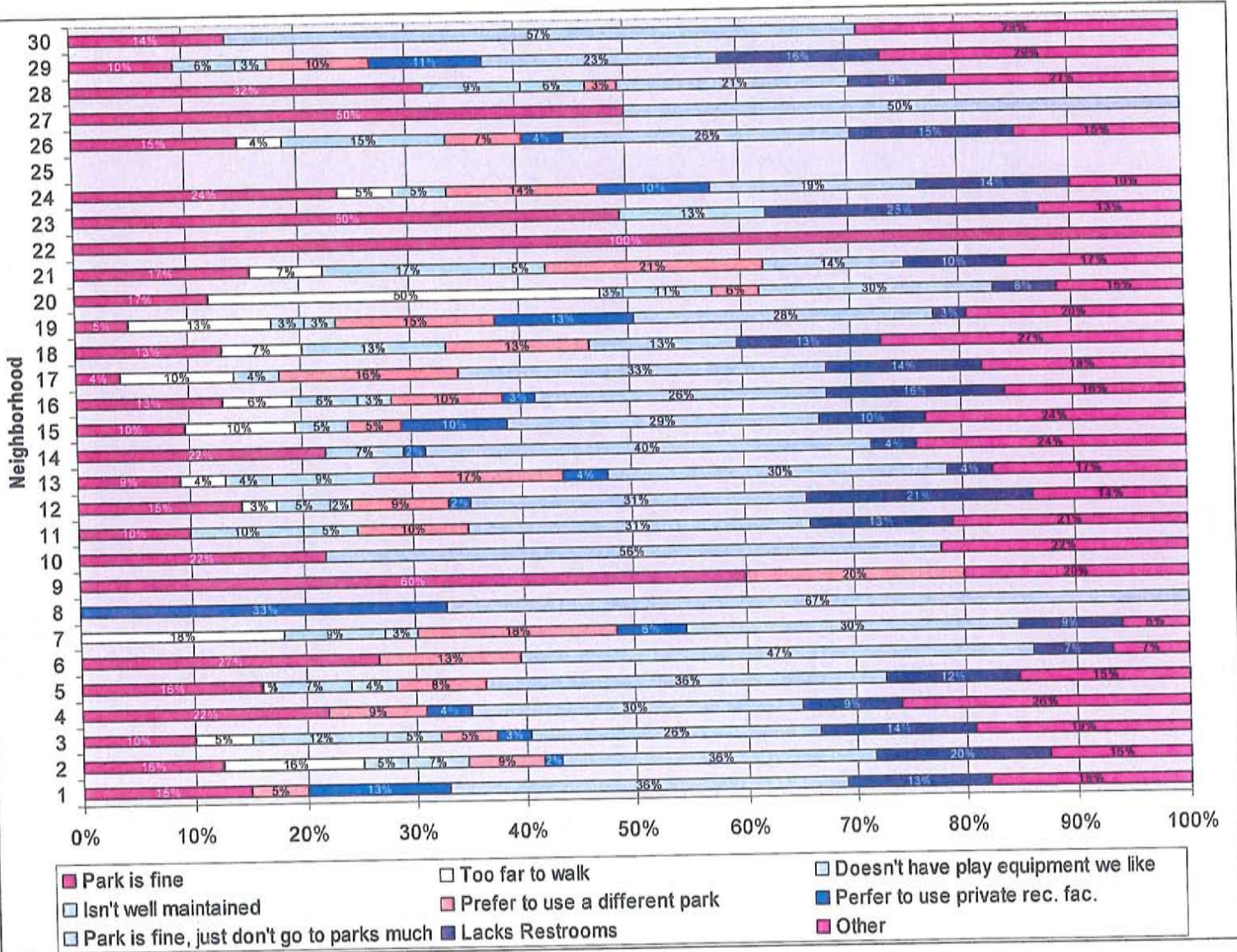


Survey Cross Tabulations



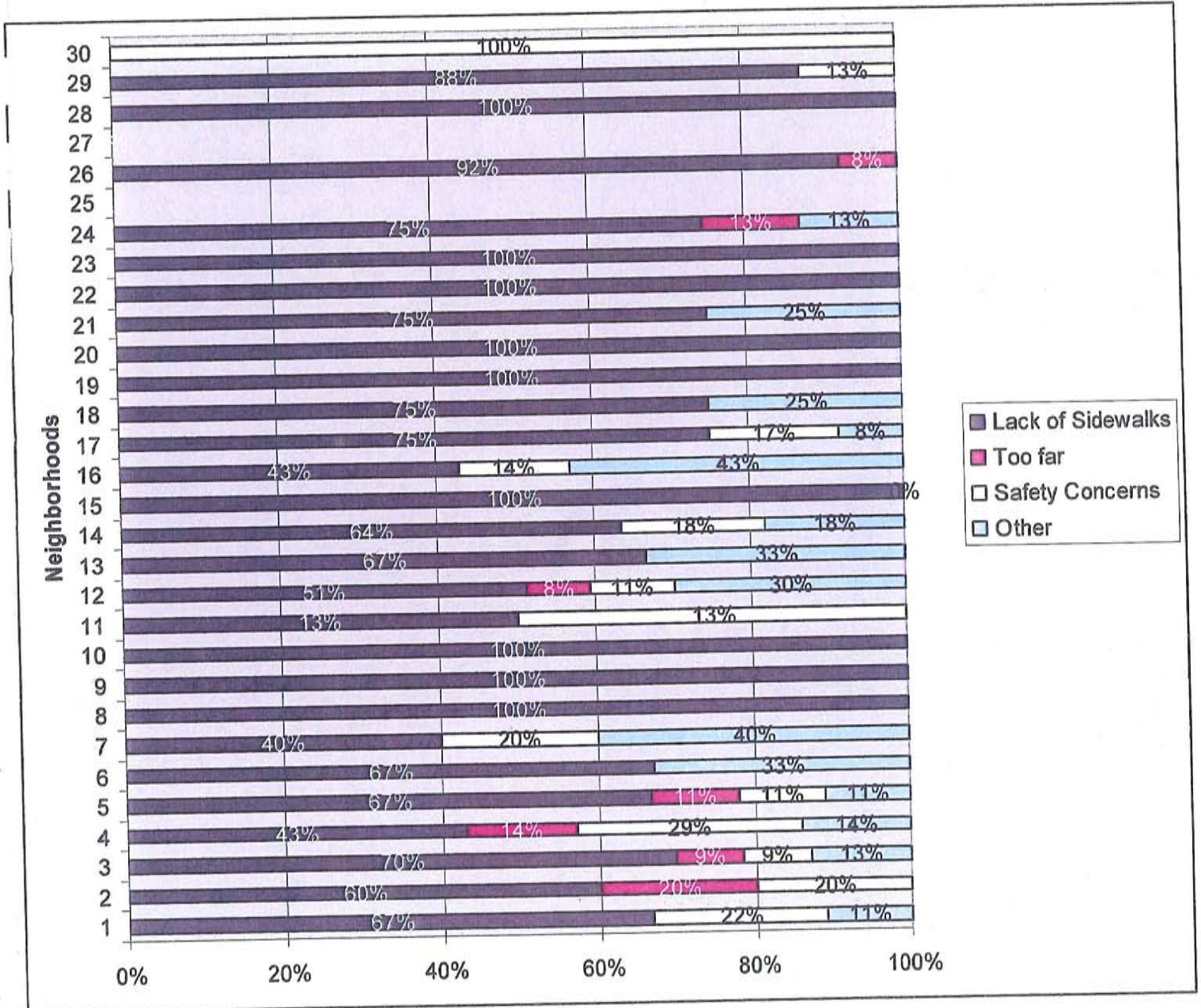
Carson City Parks and Recreation Master Plan
Public Opinion Survey Cross Tabulations

10b. Regarding the park nearest to your home, what prevents you or members of your household from using it more?



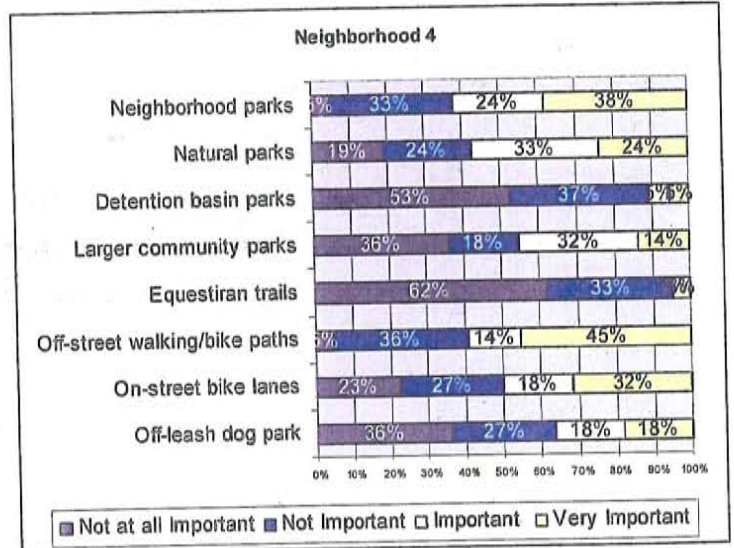
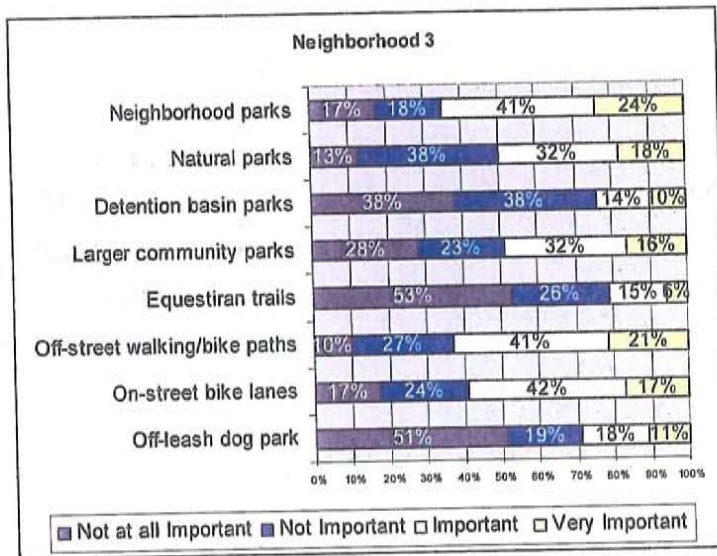
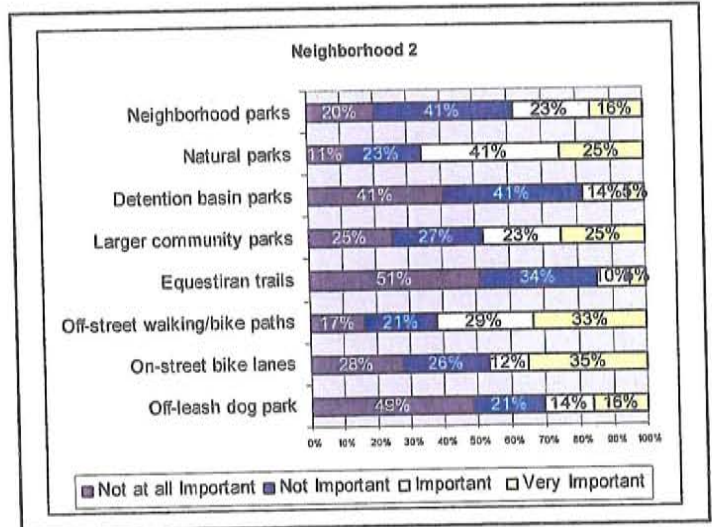
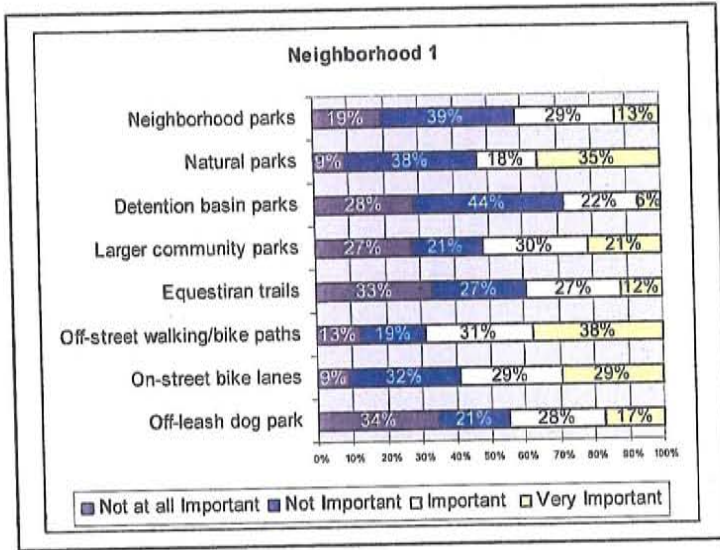
Carson City Parks and Recreation Master Plan
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15b. For any children that rarely walk or bike to school, what is the primary factor that prevents them from walking/biking more often?

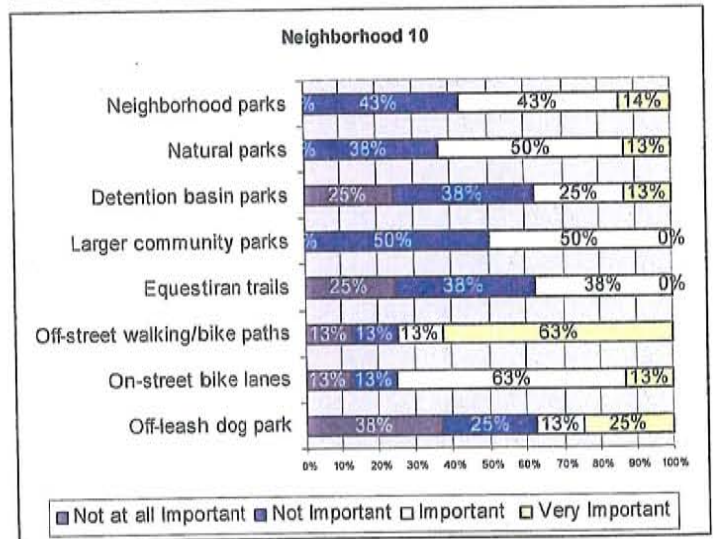
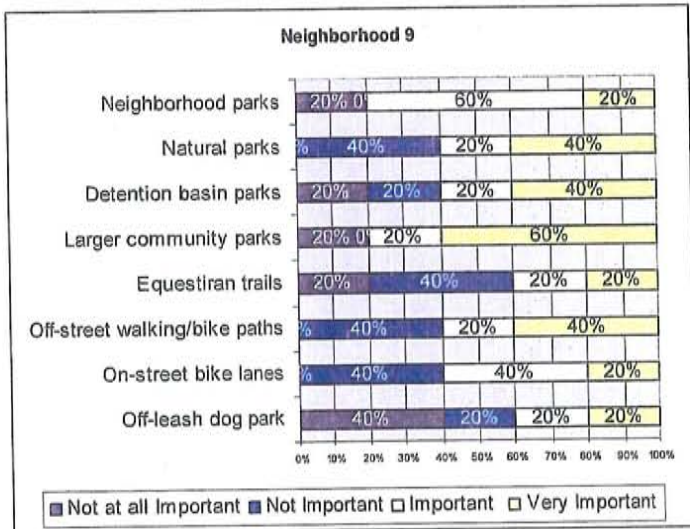
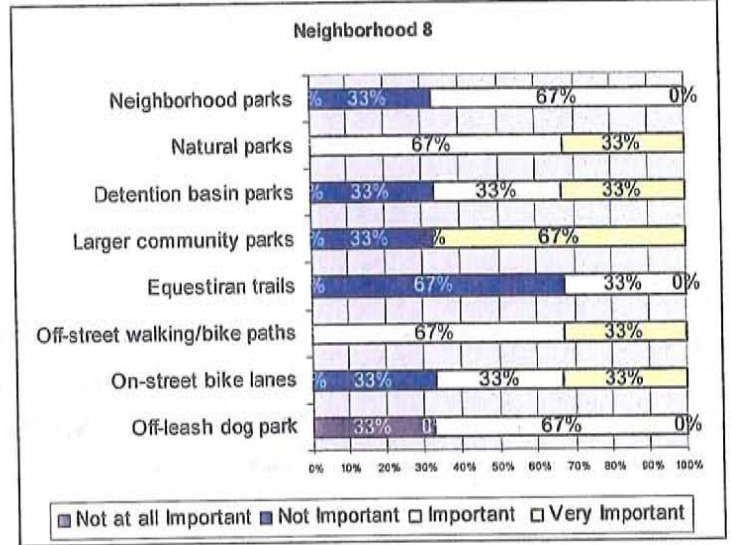
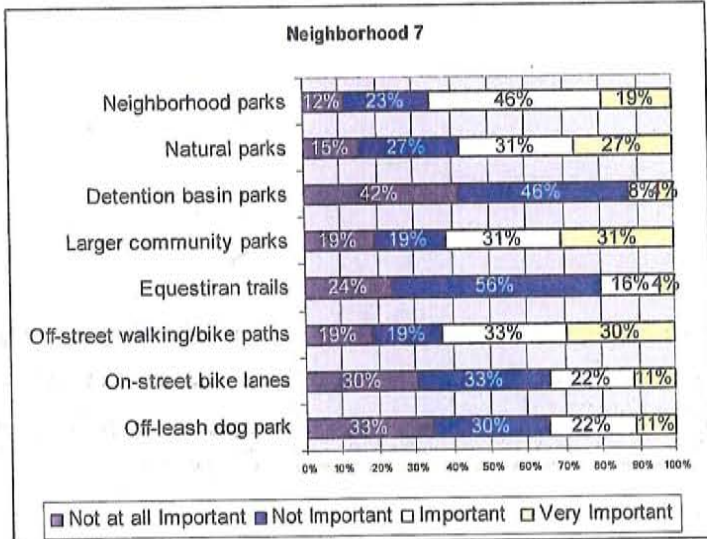
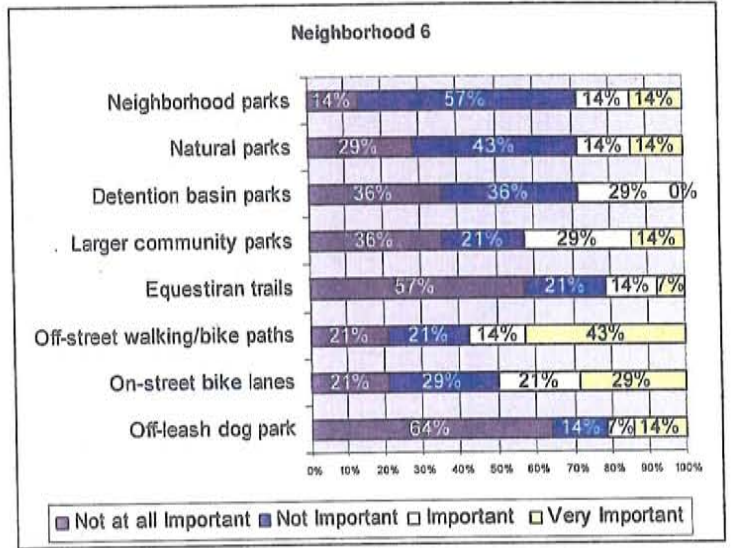
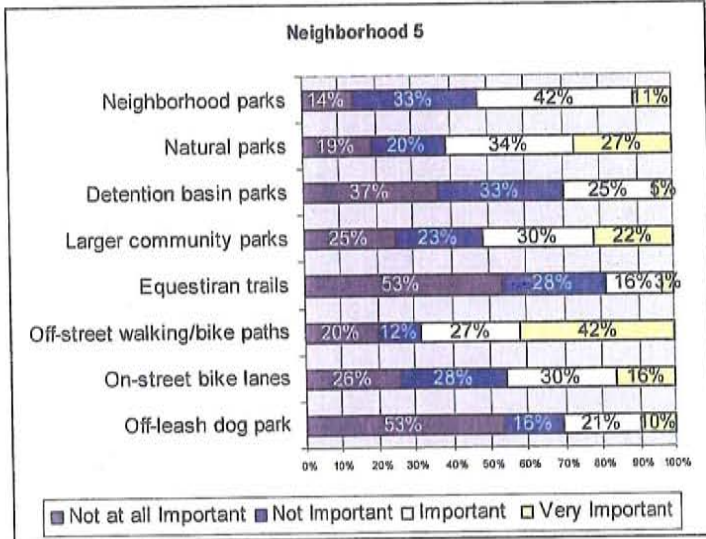


Carson City Parks and Recreation Master Plan
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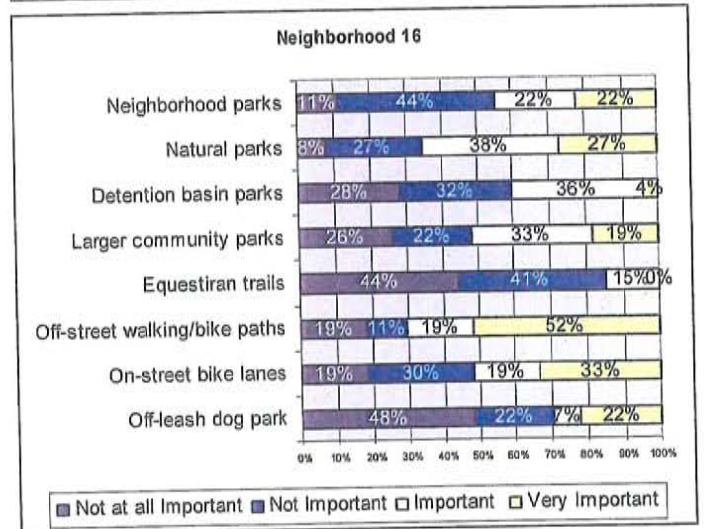
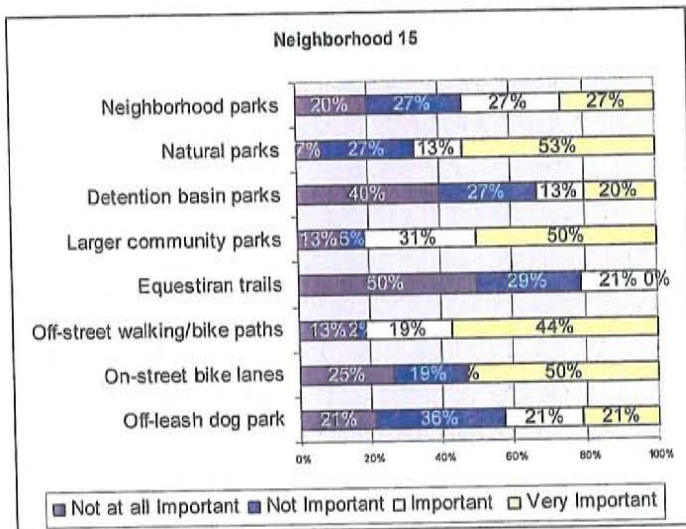
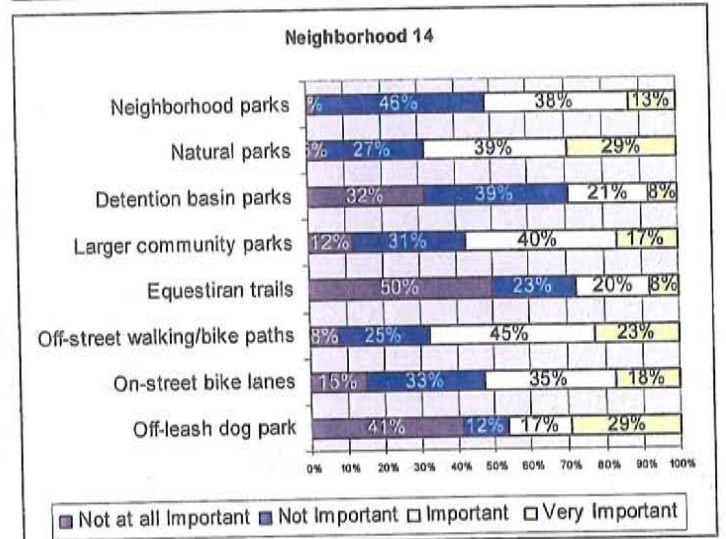
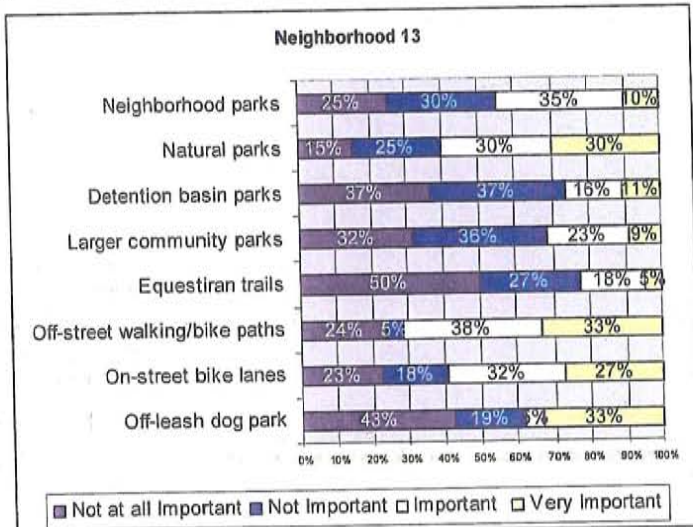
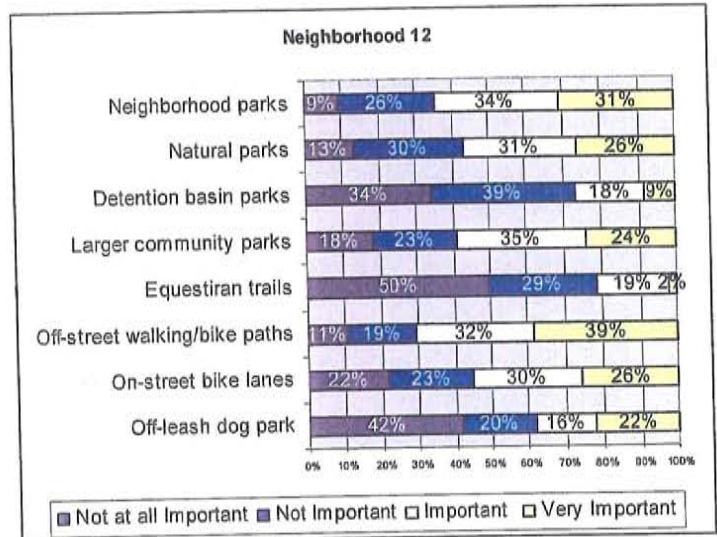
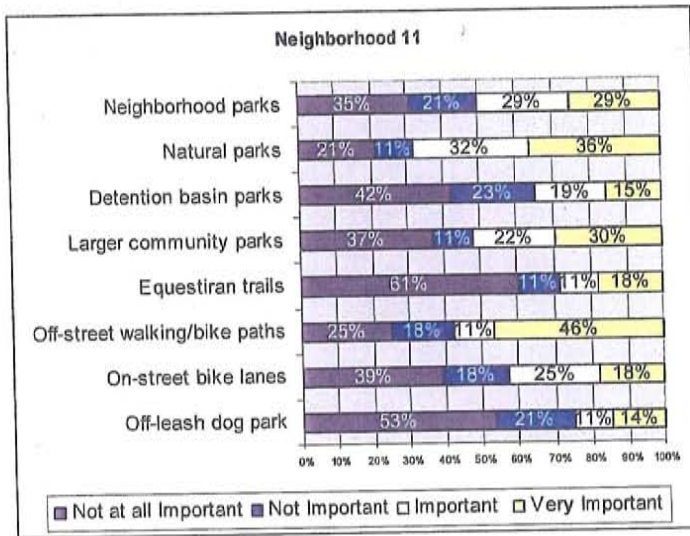
17. Please circle the number that most closely reflects how important you feel it is for Carson City to ADD the following facilities?



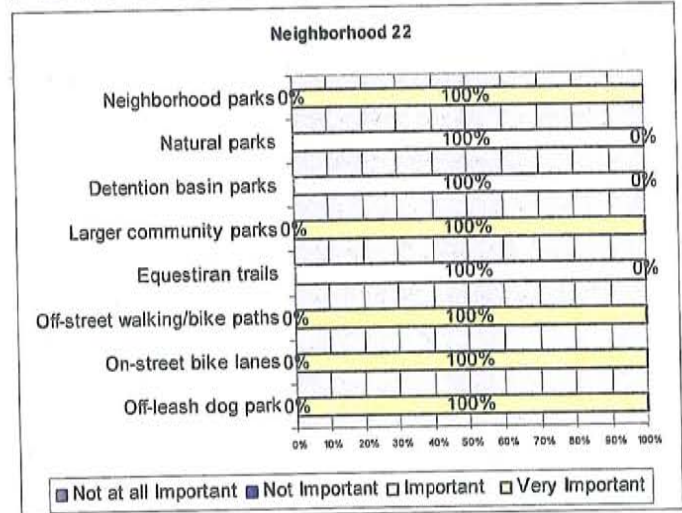
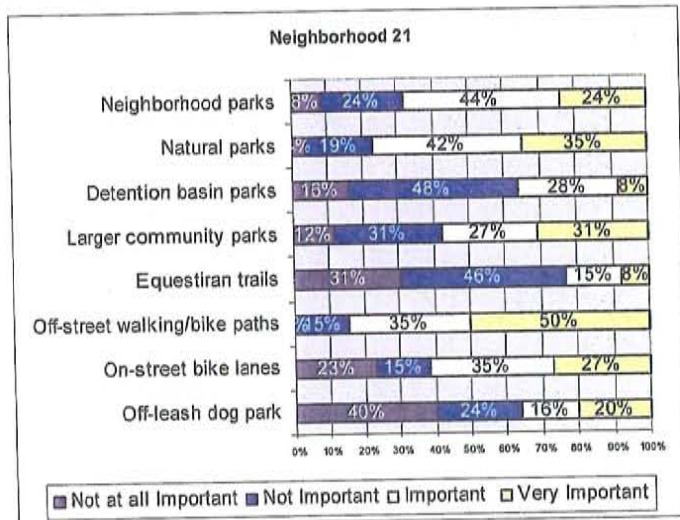
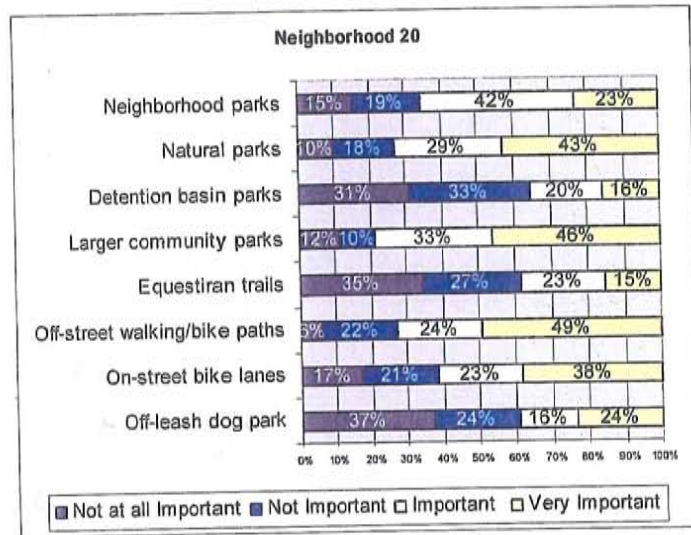
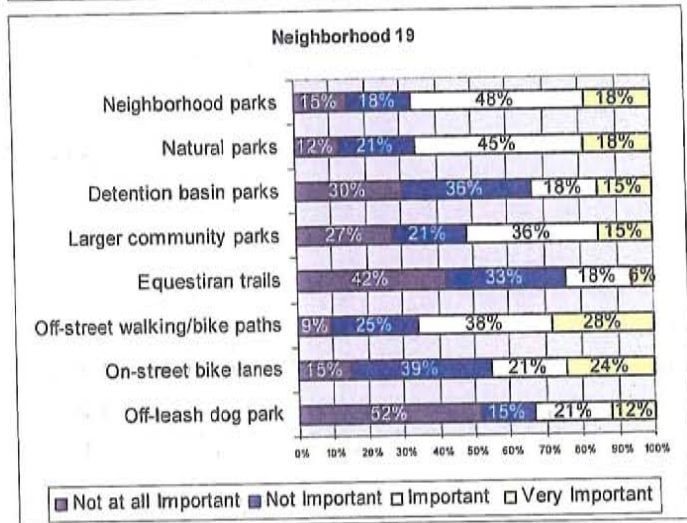
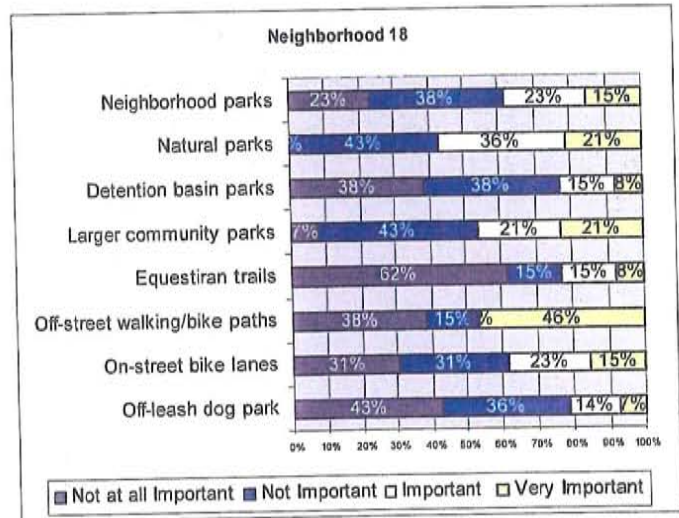
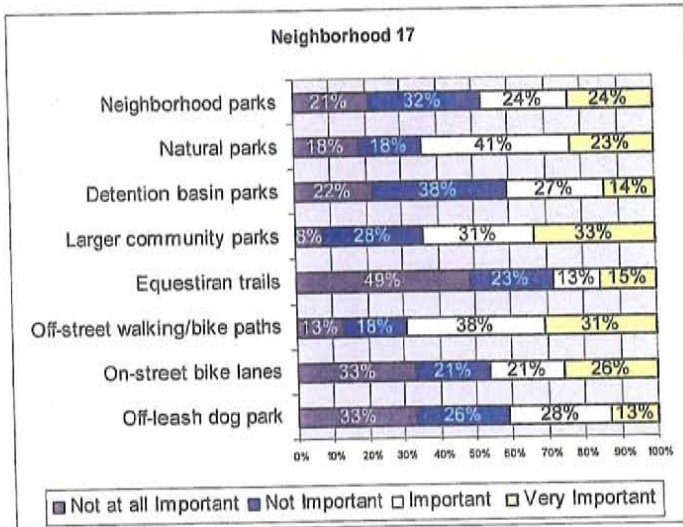
Carson City Parks and Recreation Master Plan
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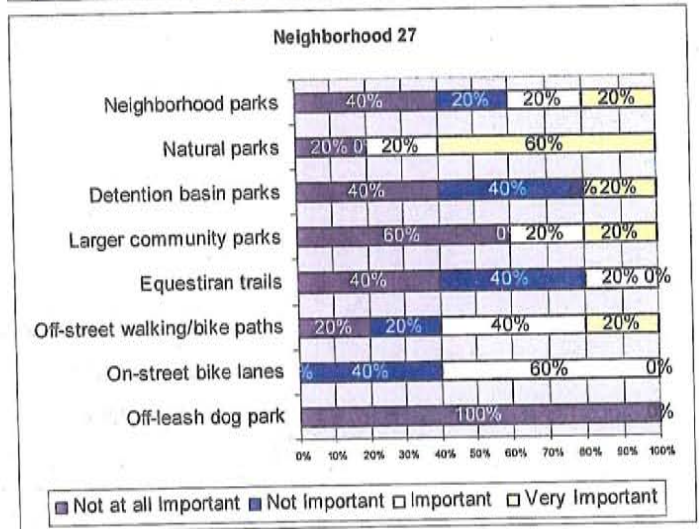
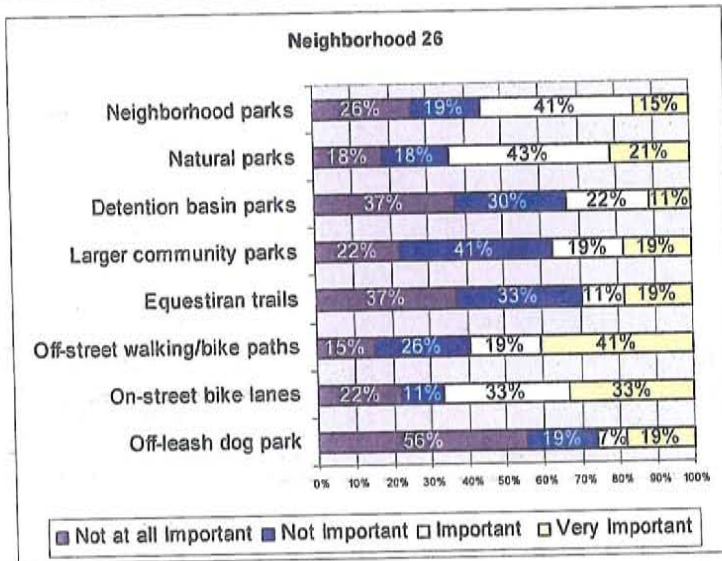
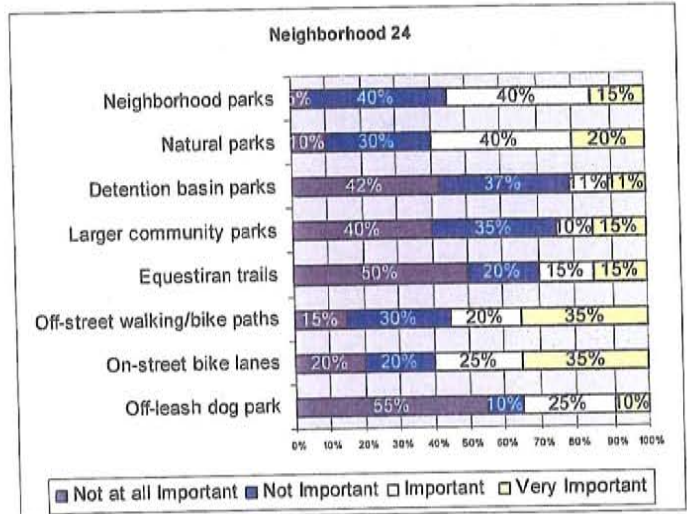
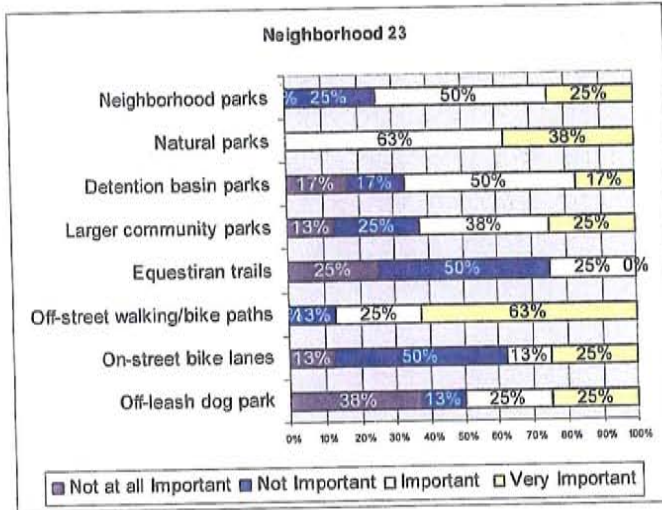
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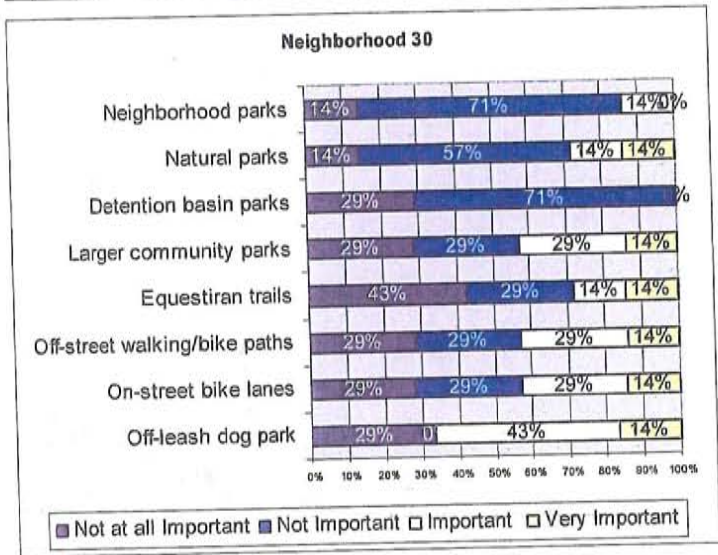
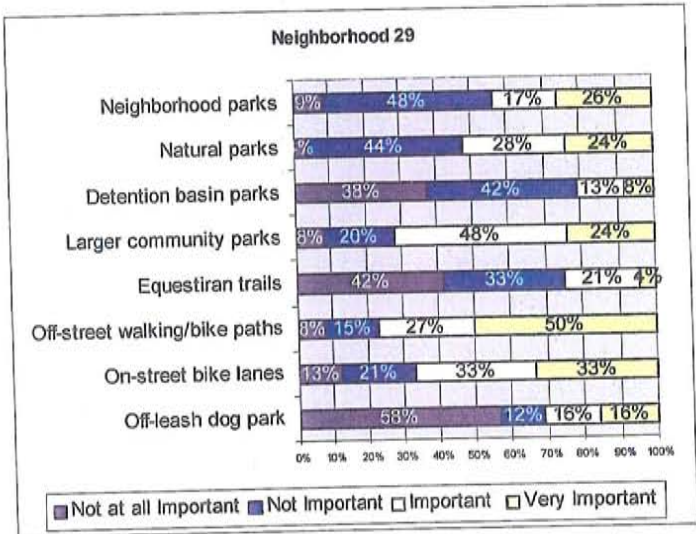
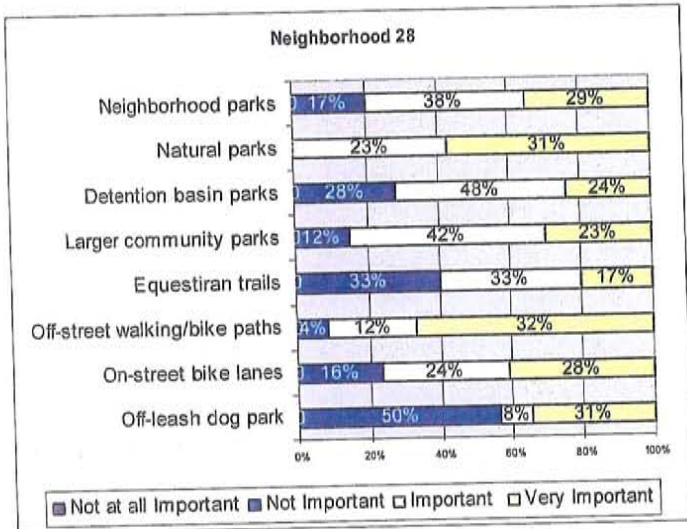
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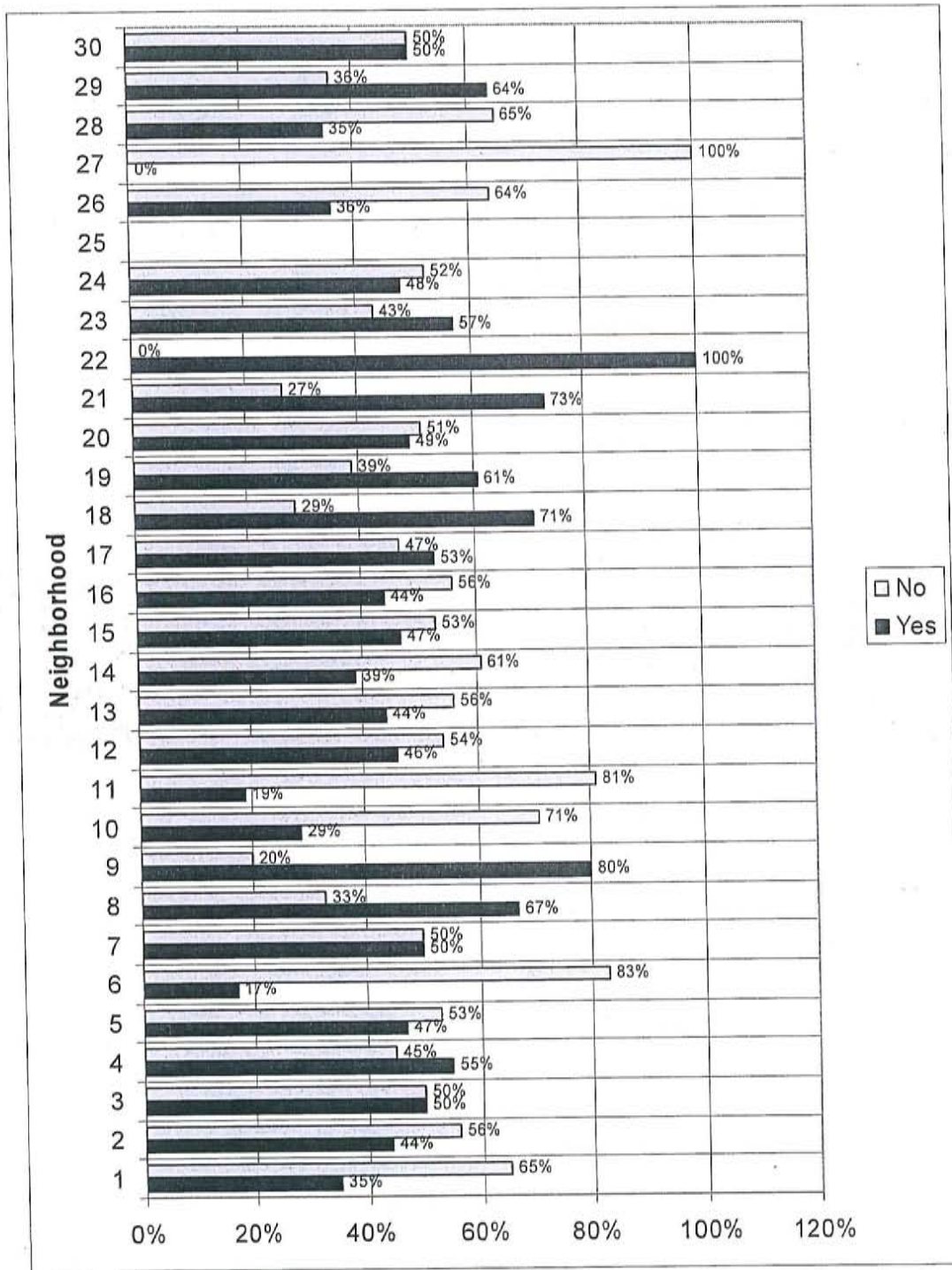
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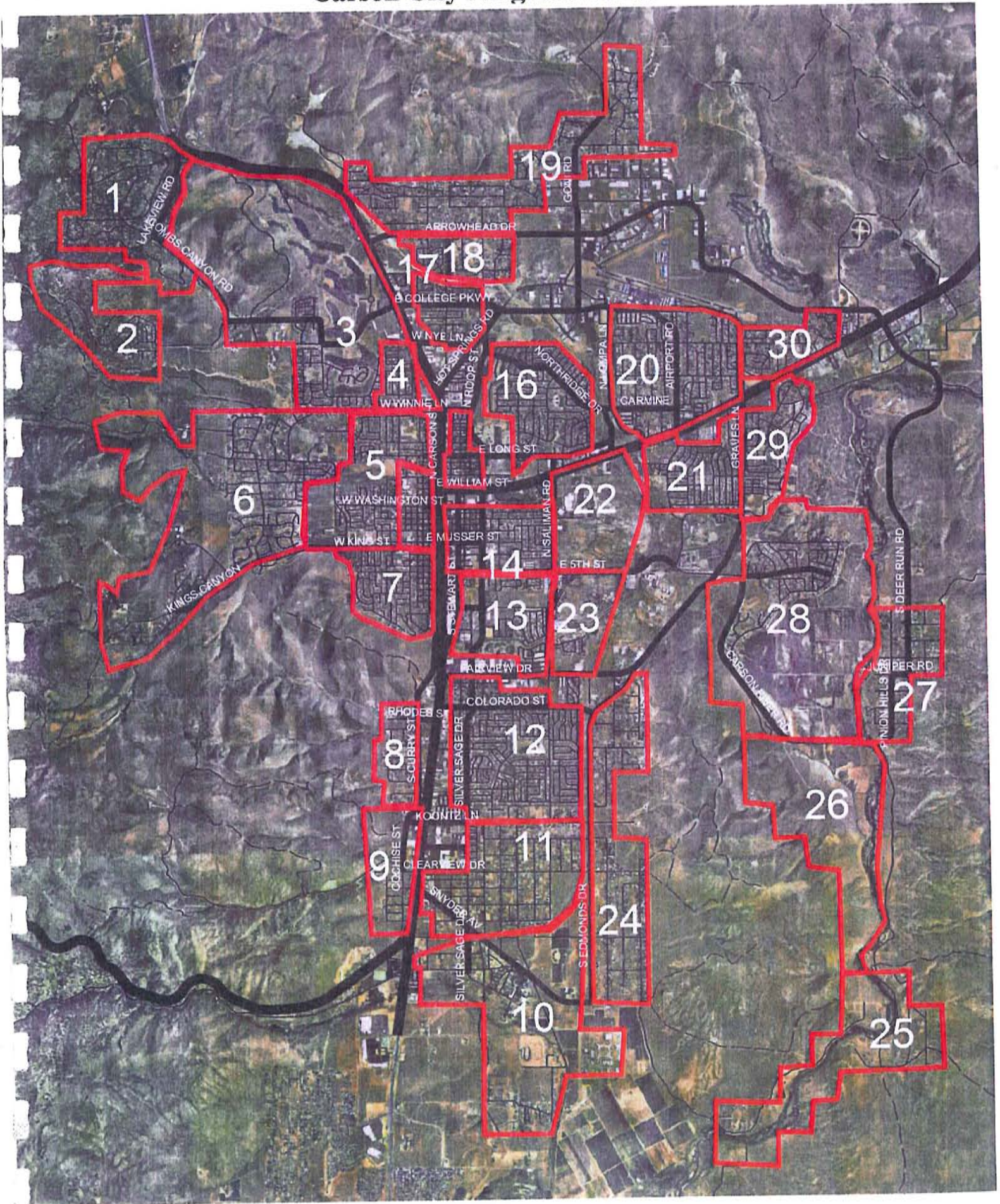
Carson City Parks and Recreation Master Plan
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19. By national standards, Carson City currently has a significant shortage of neighborhood parks. Do you feel the problem is serious enough that Carson City should consider purchasing property in your neighborhood and converting it into a park?



Carson City Neighborhoods



**PARKS AND RECREATION COMMISSION
STAFF REPORT**

MEETING DATE: October 18, 2005

AGENDA ITEM NUMBER: 3D

APPLICANT: Roger Moellendorf, Parks and Recreation Director

REQUEST: Discussion and review only regarding the Hispanic survey results.

GENERAL DISCUSSION:

At the request of the Commission, staff has prepared and distributed a Spanish language version of our Parks, Recreation, and Trails Master Plan Public Opinion Survey. Staff distributed 1,282 copies of the survey. The Hispanic Advisory Board and other volunteers aided and assisted our department in the distribution of the survey. Surveys were distributed to Hispanic businesses, the Hispanic Soccer League, during the Salsa y Salsa community event, and through Empire Elementary School, which has a large Hispanic population.

As of Friday, October 7, 2005, 36 surveys were received for a response rate of 2.8 percent. Attached as Exhibit A is a compilation of the results with a comparison to the statistically valid public survey. It is important to realize that, unlike the public opinion survey, the Hispanic survey is not a statistically valid survey, but it can be used as a limited tool for gauging the “pulse” of our Hispanic residents regarding their recreation needs and desires. Staff would like to go through the results of the survey with the Commission, especially where they significantly varied from the statistically valid public survey in hopes of generating a meaningful conversation. As an aid to this discussion, staff is requesting that each Commissioner bring a copy of the results of the statistically valid public opinion survey that was distributed to each of you earlier.

Staff would like to thank the following individuals for their assistance with this project, Javier Ramirez who is the Hispanic Services Coordinator for the Carson City Library, Patty Bisbee, Vern L. Krahn, Barbara Singer, Daria Petrenko, and Rolando Villarreal.

RECOMMENDED ACTION: Discussion and review only. No formal action can be taken.