

Parks and Recreation Needs Assessment Survey

Findings Report

conducted for the
City of Napa, California



by
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(a division of ETC Institute)
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Executive Summary

Parks and Recreation Needs Assessment Survey

Executive Summary of Citizen Survey Results

Overview of the Methodology

The City of Napa conducted a Parks and Recreation Needs Assessment Survey during the spring of 2009 to help establish priorities for the future development of parks, trails, recreation facilities, programs and services within the community. The survey was designed to obtain statistically valid results from households throughout the City of Napa. The survey was administered by a combination of phone and mail.

Leisure Vision worked extensively with City of Napa officials, as well as members of the MIG, Inc. project team in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

Leisure Vision mailed surveys to a random sample of 2,000 households throughout the City of Napa. Approximately three days after the surveys were mailed, each household that received a survey also received an automated voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed, Leisure Vision began contacting households by phone. Those who indicated they had not returned the survey were given the option of completing it by phone.

The goal was to obtain a total of at least 400 completed surveys from City of Napa residents. This goal was accomplished, with a total of 441 surveys having been completed. The results of the random sample of 441 households have a 95% level of confidence with a precision of at least +/-4.7%.

The following pages summarize major survey findings:

Major Survey Findings

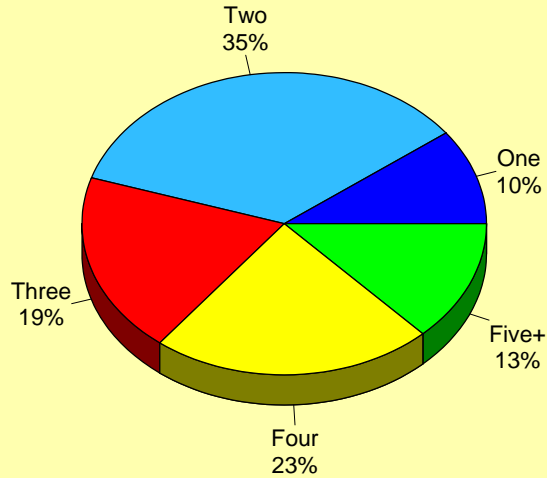
- **Visiting City Parks.** Eighty-six percent (86%) of households have visited City of Napa parks during the past year. Of the 86% of households that have visited City parks during the past year, 78% rated the physical condition of the parks as either excellent or good.
- **Participation in City Programs.** Thirty-one percent (31%) of households have participated in recreation programs offered by the City of Napa during the past year. Of the 31% of households that have participated in City programs during the past year, 91% rated the overall quality of the programs as either excellent or good.
- **Learning About City Programs and Services.** Sixty-one percent (61%) of those surveyed have learned about City of Napa programs and activities through newspaper articles and advertisements. Other frequently mentioned ways respondents have learned about City programs and activities include: from friends and neighbors (47%), City of Napa brochure (38%), and direct mailings (37%).
- **Need for Parks and Recreation Facilities.** There are six parks and recreation facilities that over 50% of households have a need for: walking and biking trails (79%), small neighborhood parks (75%), large community parks (70%), nature center with trails (60%), park shelters and picnic areas (60%), and wildlife and natural habitats (56%).
- **Most Important Parks and Recreation Facilities.** Based on the sum of their top four choices, the parks and recreation facilities that households rated as the most important include: walking and biking trails (46%), small neighborhood parks (36%), large community parks (25%), off-leash dog parks (17%), wild and natural habitats (17%), and playground equipment (16%).
- **Need for Recreation Programs.** The recreation programs that the highest percentage of households have a need for include: adult fitness and wellness programs (44%), nature programs (38%), youth sports programs (30%), and youth learn to swim programs (29%).
- **Most Important Recreation Programs.** Based on the sum of their top four choices, the recreation programs that households rated as the most important include: adult fitness and wellness programs (23%), nature programs (18%), youth learn to swim programs (17%), and youth sports programs (16%).

- **Potential Indoor Programming Spaces.** The potential indoor programming spaces that the highest percentage of households would use if developed are: walking and jogging track (54%), weight room/cardiovascular equipment area (45%), leisure pool (43%), and aerobics/fitness/dance class space (41%).
- **Participation in Sports Programs.** Twenty-six percent (26%) of households participate in youth soccer, baseball, football, softball, or adult soccer or softball programs. Of the 26% of households that participate in one of these programs, 44% are either very satisfied or satisfied with the amount of time available for sports programming, compared to 13% who are either very dissatisfied or dissatisfied.
- **Most Important Benefits of Parks and Recreation Facilities and Programs.** Based on the sum of their top three choices, the benefits of parks and recreation facilities and programs that households rated as the most important are: improve physical health and fitness (45%), preserves open space and the environment (42%), and make Napa a more desirable place to live (41%).
- **Reasons Preventing the Use of City Parks, Trails and Recreation Facilities or Programs More Often.** The most frequently mentioned reasons preventing households from using City parks, trails and recreation facilities or programs more often include: “program or facility not offered”, (28%), “program times are not convenient” (23%), and “I do not know what is being offered” (22%).
- **Parks and Recreation Improvements Households Are Most Willing to Fund with Tax Dollars.** Based on the sum of their top four choices, the actions to improve the parks and recreation system that households are most willing to fund with tax dollars include: develop new walking/biking trails and connect existing trails (42%), fix-up/repair small neighborhood parks (41%), and develop a new indoor recreation center (37%).
- **Level of Satisfaction with the Overall Value Received from the Parks and Recreation Department.** Fifty-six percent (56%) of those surveyed are either very satisfied or somewhat satisfied with the overall value their household receives from the City of Napa Parks and Recreation Department. Only 11% of households are very dissatisfied or somewhat dissatisfied with the overall value received from the Park and Recreation Department.

Charts and Graphs

Q1. Demographics: Number of People in Household

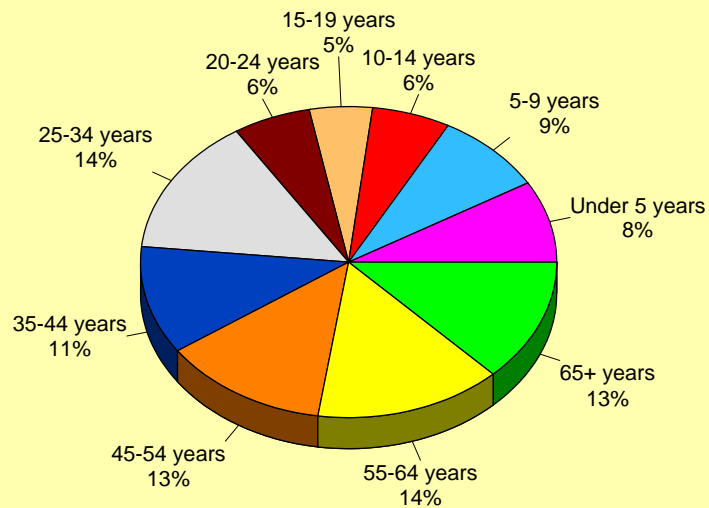
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2009)

Q2. Demographics: Ages of People in Household

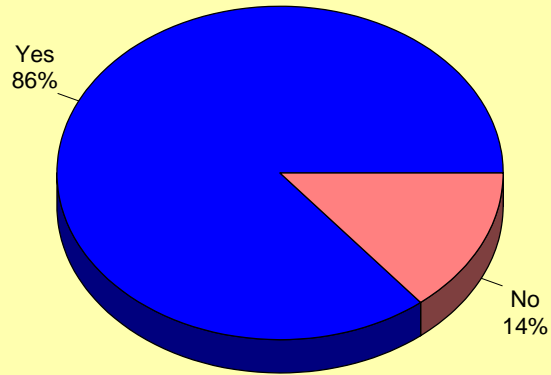
by percentage of household occupants



Source: Leisure Vision/ETC Institute (October 2008)

Q3. Have You or Members of Your Household Visited Any of the City of Napa Parks During the Past Year?

by percentage of respondents

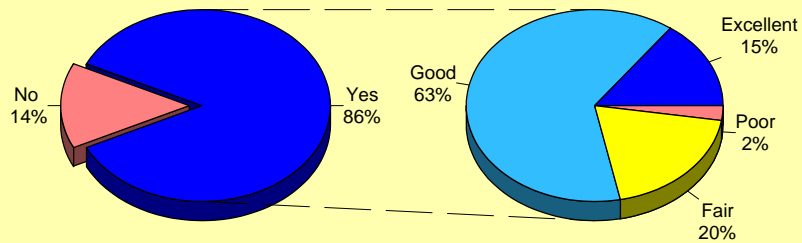


Source: Leisure Vision/ETC Institute (April 2009)

Q3. Have You or Members of Your Household Visited Any of the City of Napa Parks During the Past Year?

by percentage of respondents

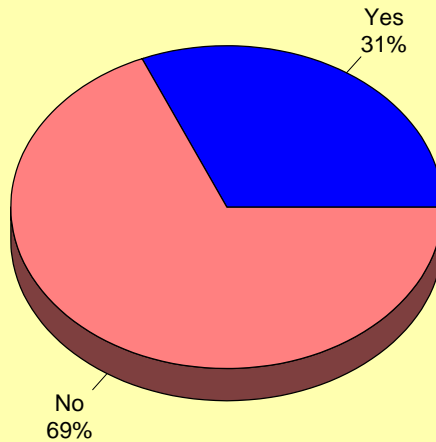
Q3a. How Respondents Rate the Physical Condition of All the City of Napa Parks They Have Visited



Source: Leisure Vision/ETC Institute (April 2009)

Q4. Have You or Other Members of Your Household Participated in Any Recreation Programs Offered by the City of Napa During the Past 12 Months?

by percentage of respondents

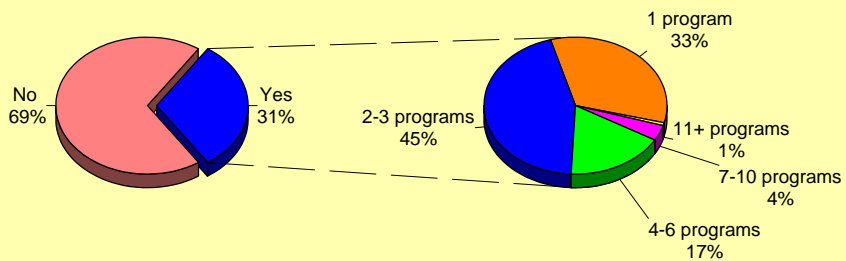


Source: Leisure Vision/ETC Institute (April 2009)

Q4. Have You or Other Members of Your Household Participated in Any Recreation Programs Offered by the City of Napa During the Past 12 Months?

by percentage of respondents

Q4a. Number of City of Napa Recreation Programs Participated in During the Past 12 Months

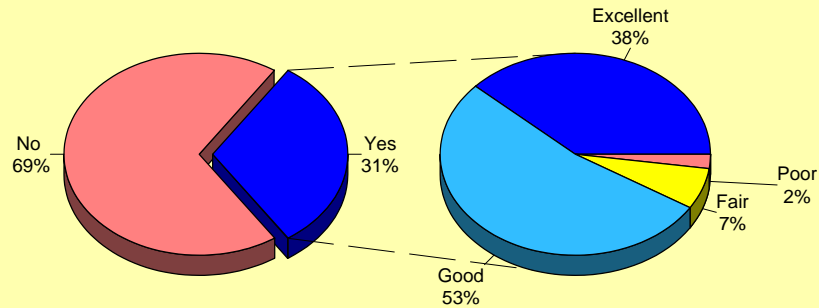


Source: Leisure Vision/ETC Institute (April 2009)

Q4. Have You or Other Members of Your Household Participated in Any Recreation Programs Offered by the City of Napa During the Past 12 Months?

by percentage of respondents

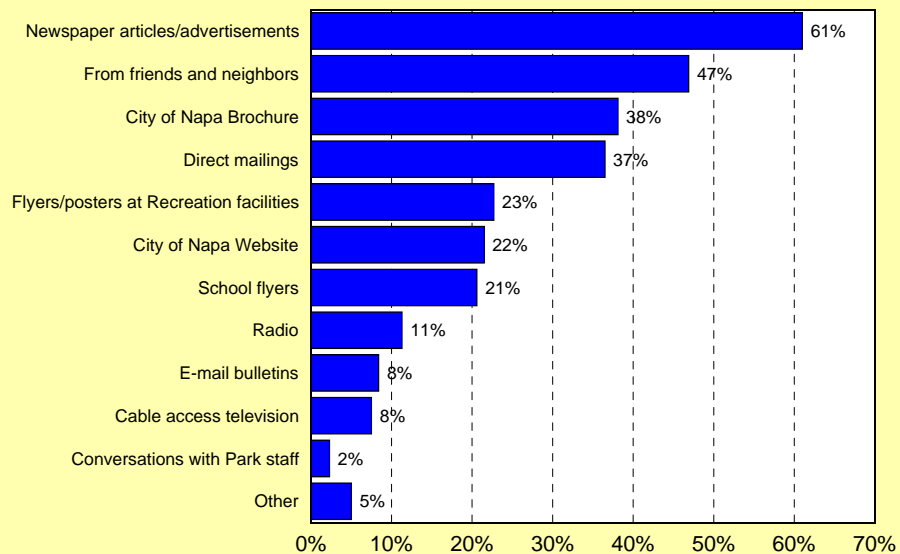
Q4b. How Respondents Rate the Overall Quality of the Programs Their Household Has Participated in



Source: Leisure Vision/ETC Institute (April 2009)

Q5. All the Ways Respondents Learn About City of Napa Programs and Activities

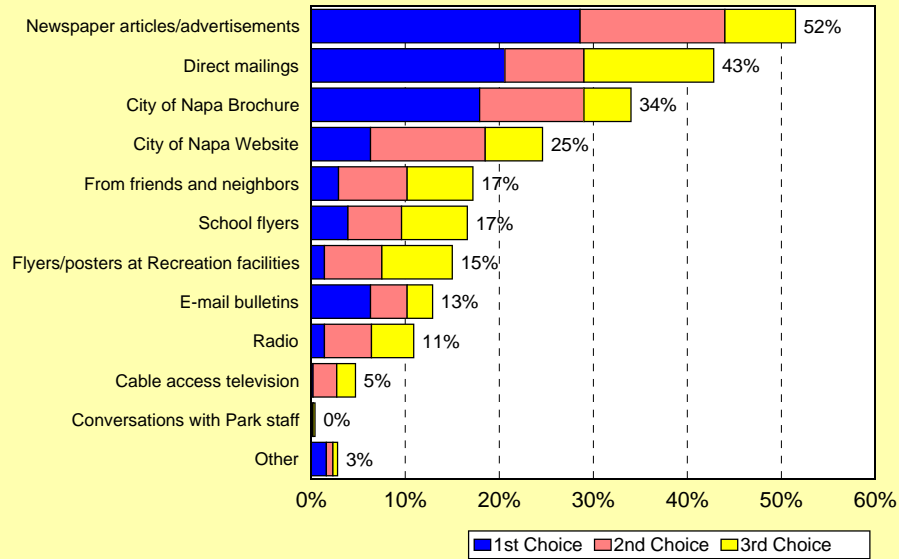
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (April 2009)

Q5. Ways Respondents Most Prefer to Learn About City of Napa Programs and Activities in the Future

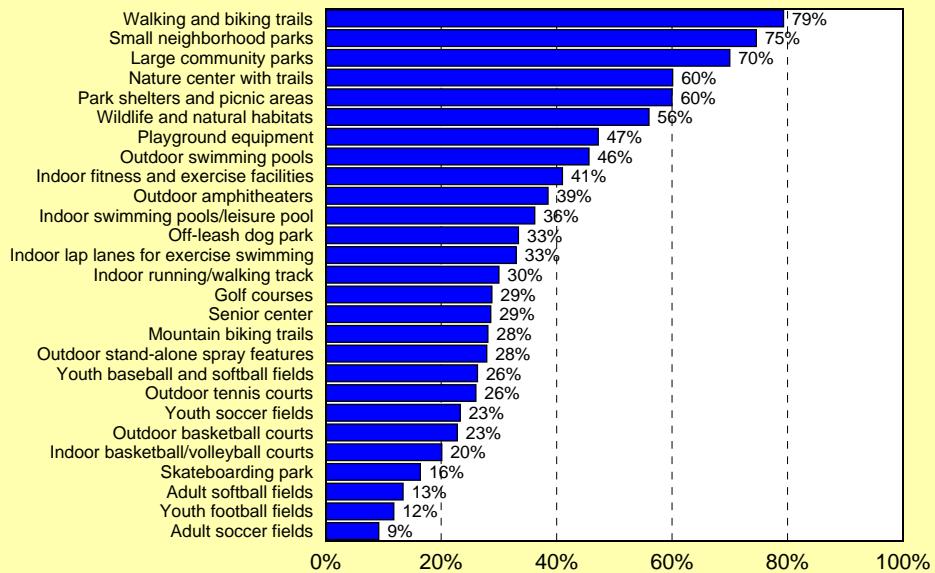
by percentage of respondents who selected it as one of their top three choices



Source: Leisure Vision/ETC Institute (April 2009)

Q6. Respondent Households That Have a Need for Various Parks and Recreation Facilities

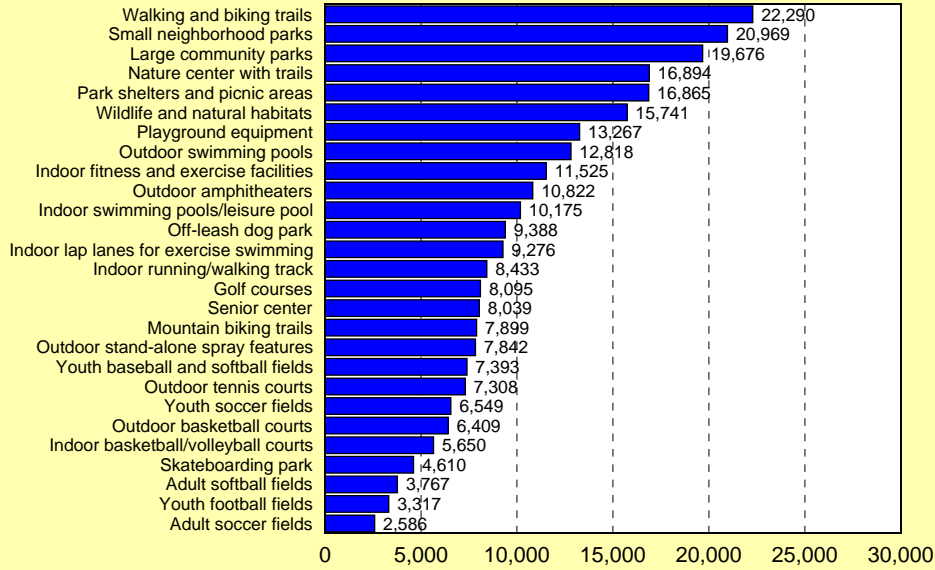
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (April 2009)

Q6a. Estimated Number of Households in Napa That Have a Need for Various Parks and Recreation Facilities

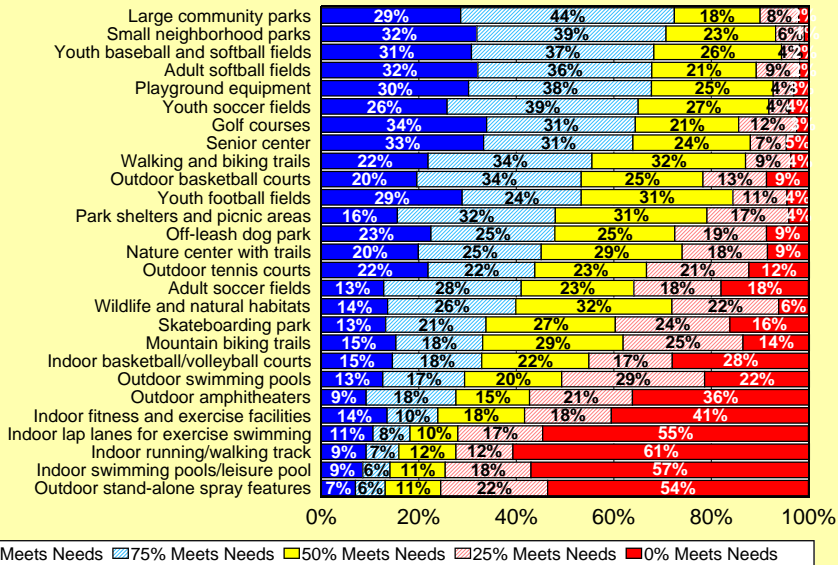
by number of households based on 28,109 households in the City of Napa



Source: Leisure Vision/ETC Institute (April 2009)

Q6b. How Well Parks and Recreation Facilities in Napa Meet the Needs of Respondent Households

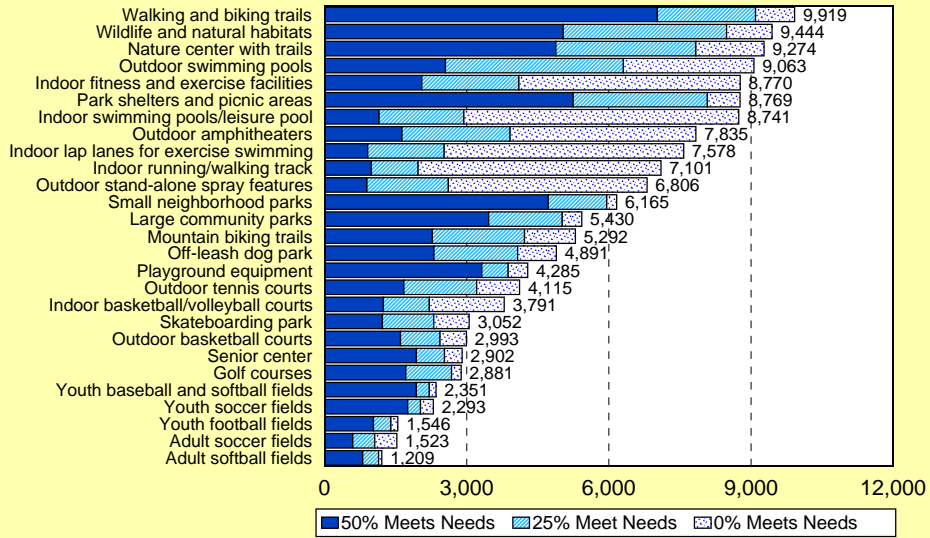
by percentage of respondent households that have a need for facilities



Source: Leisure Vision/ETC Institute (April 2009)

Q6c. Estimated Number of Households in Napa Whose Needs for Parks and Recreation Facilities Are Only Being 50% Met or Less

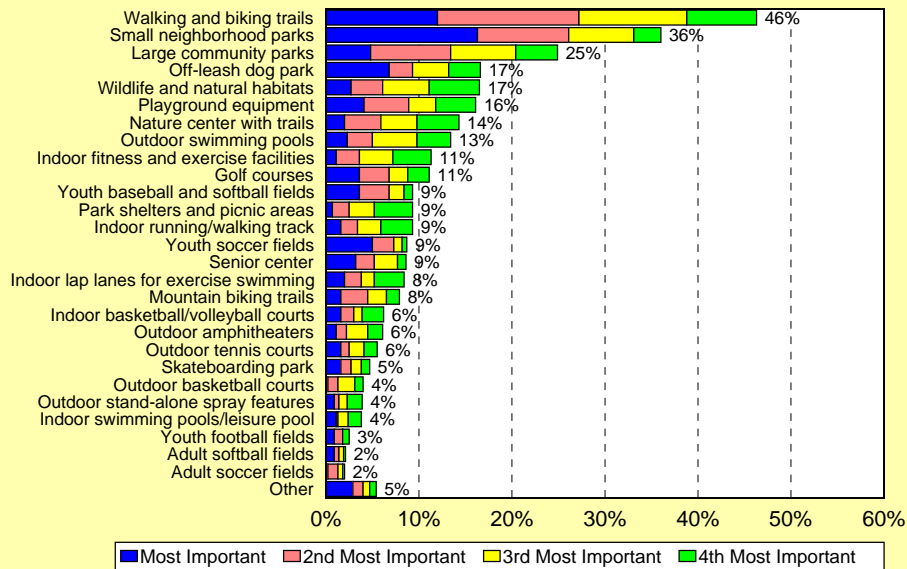
by number of households based on 28,109 households in the City of Napa



Source: Leisure Vision/ETC Institute (April 2009)

Q7. Parks and Recreation Facilities That Are Most Important to Respondent Households

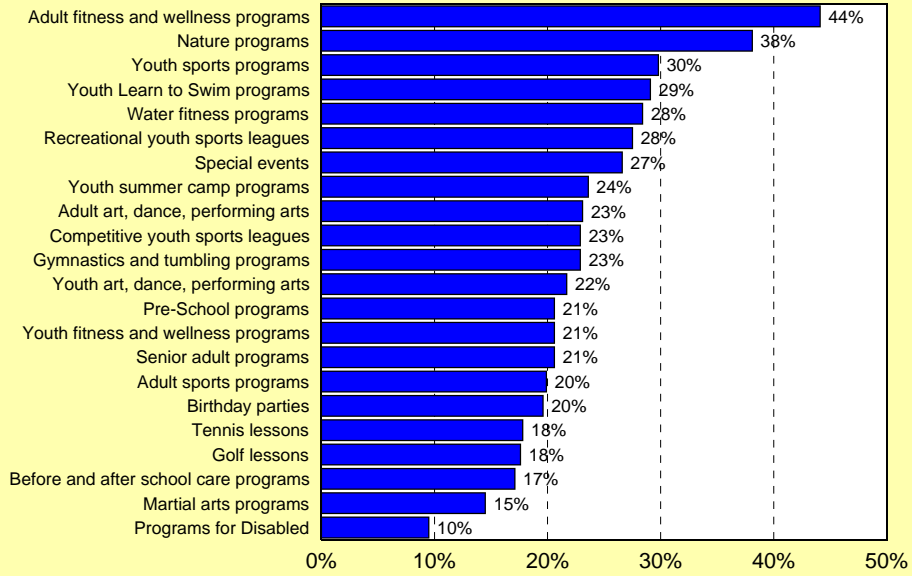
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (April 2009)

Q8. Respondent Households That Have a Need for Various Recreation Programs

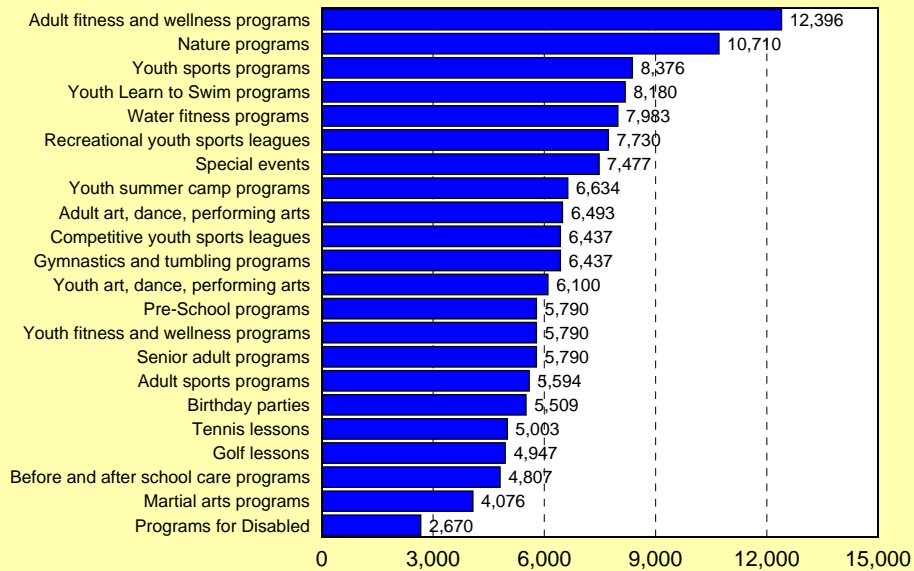
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (April 2009)

Q8a. Estimated Number of Households in Napa That Have a Need for Various Recreation Programs

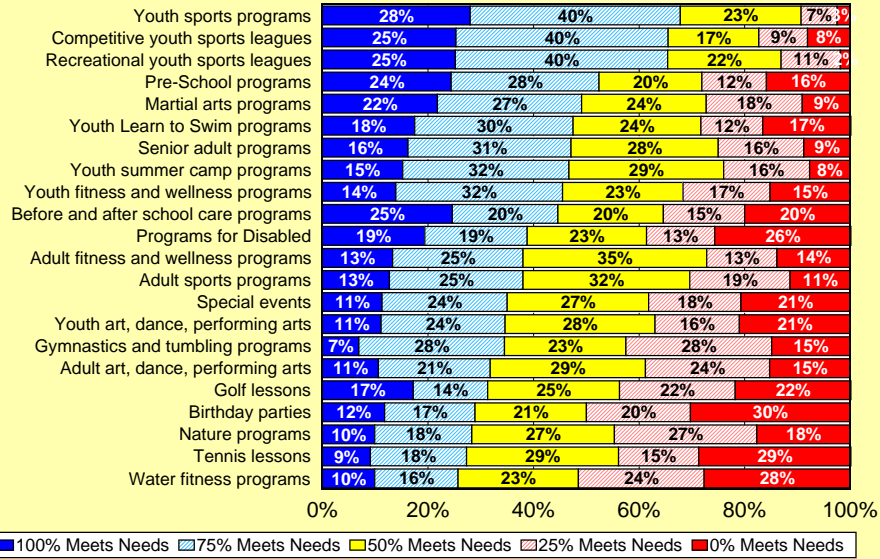
by number of households based on 28,109 households in the City of Napa



Source: Leisure Vision/ETC Institute (April 2009)

Q8b. How Well Recreation Programs Meet the Needs of Respondent Households

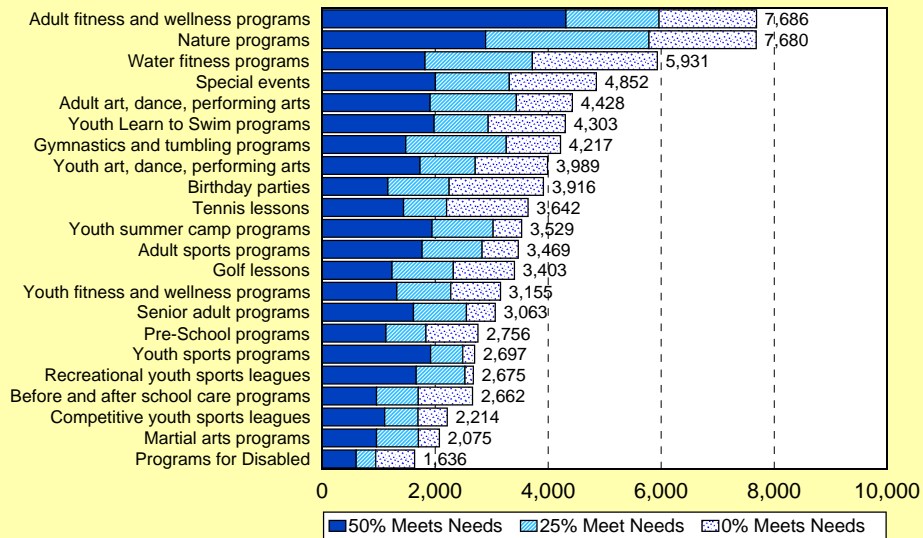
by percentage of respondent households that have a need for programs



Source: Leisure Vision/ETC Institute (April 2009)

Q8c. Estimated Number of Households in Napa Whose Needs for Sports and Recreation Programs Are Only Being 50% Met or Less

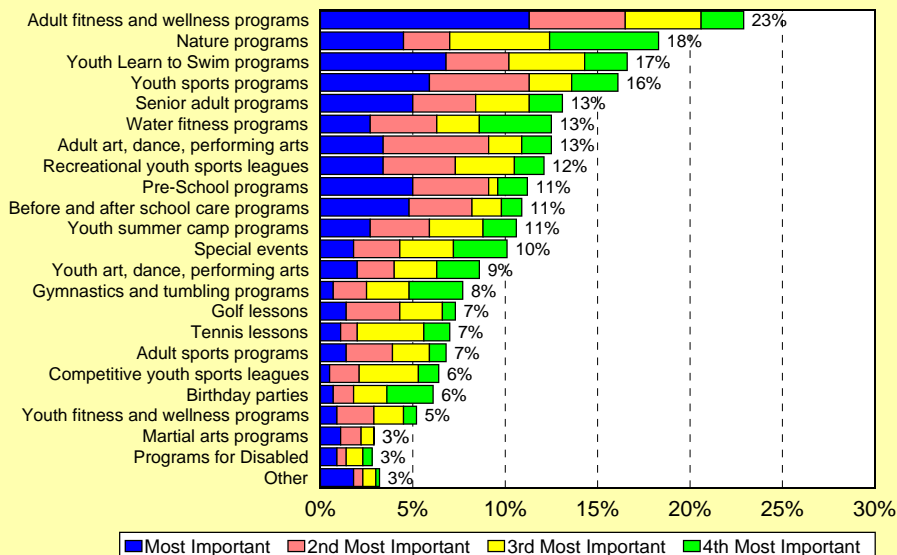
by number of households based on 28,109 households in the City of Napa



Source: Leisure Vision/ETC Institute (April 2009)

Q9. Recreation Programs That Are Most Important to Respondent Households

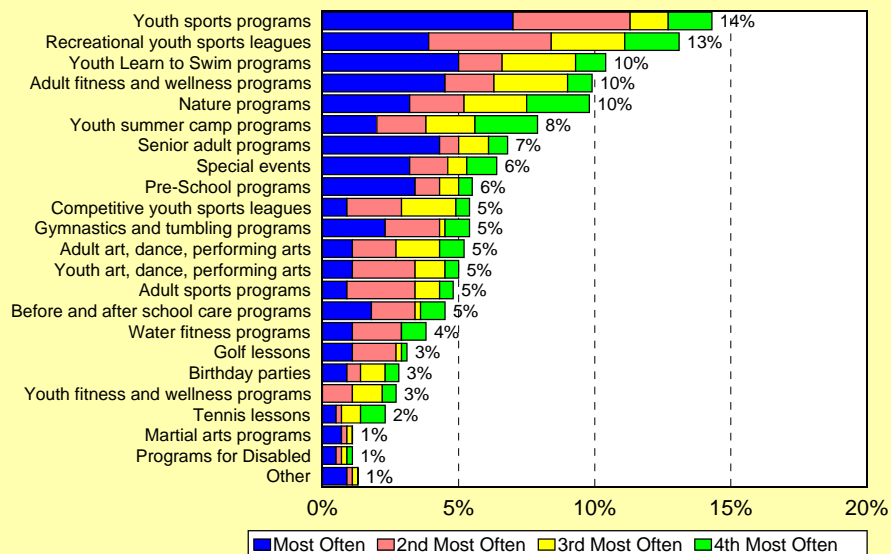
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (April 2009)

Q10. Recreation Programs That Respondent Households Participate in Most Often at City of Napa Facilities

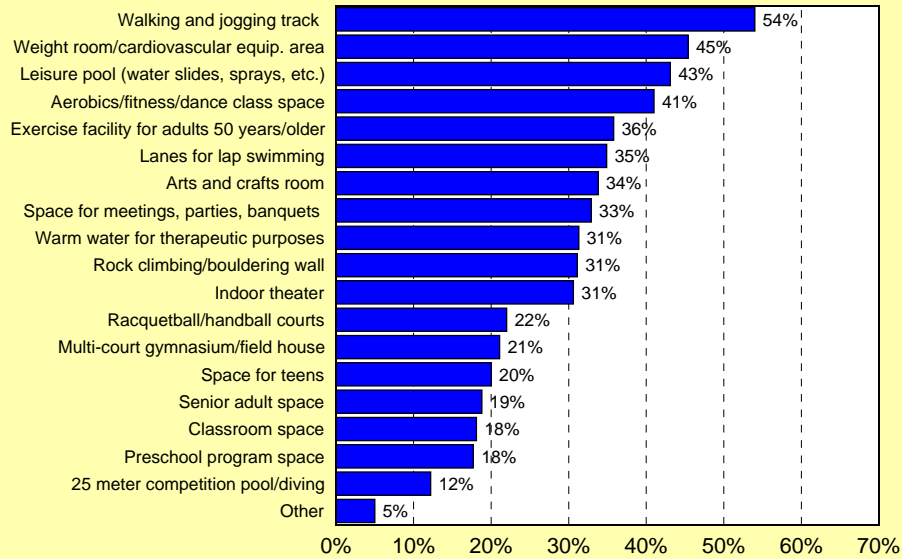
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (April 2009)

Q11. Potential Indoor Programming Spaces That Respondent Households Would Use

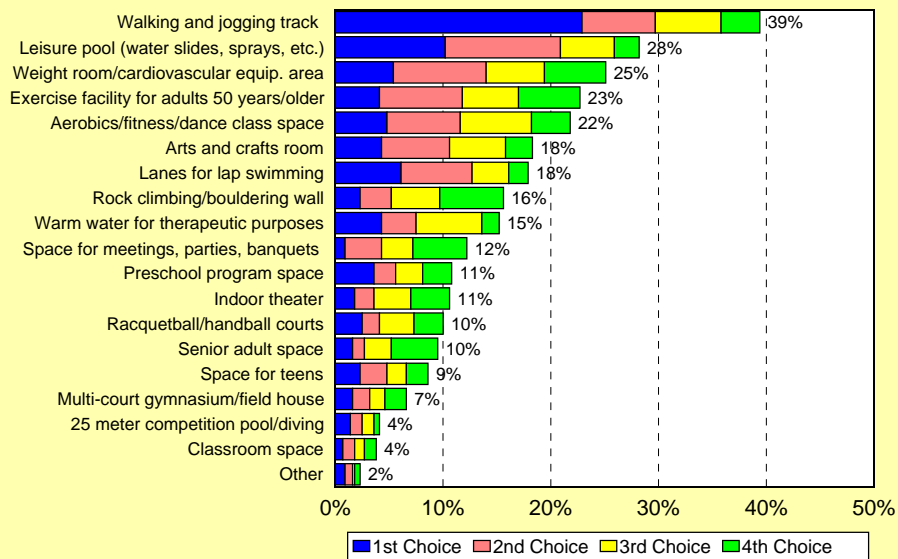
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (April 2009)

Q12. Potential Indoor Programming Spaces That Respondent Households Would Use Most Often

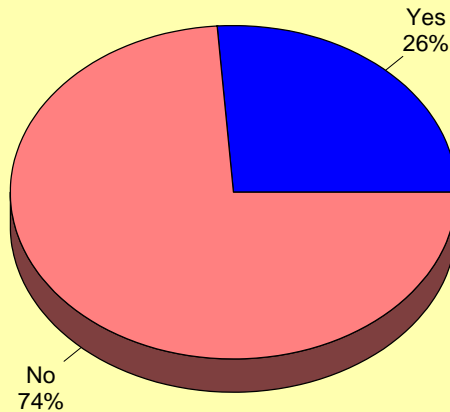
by percentage of respondents who selected it as one of their top four choices



Source: Leisure Vision/ETC Institute (April 2009)

Q13. Do Any Members of Your Household Participate in Youth Soccer, Baseball, Football, Softball or Adult Soccer and Softball Programs?

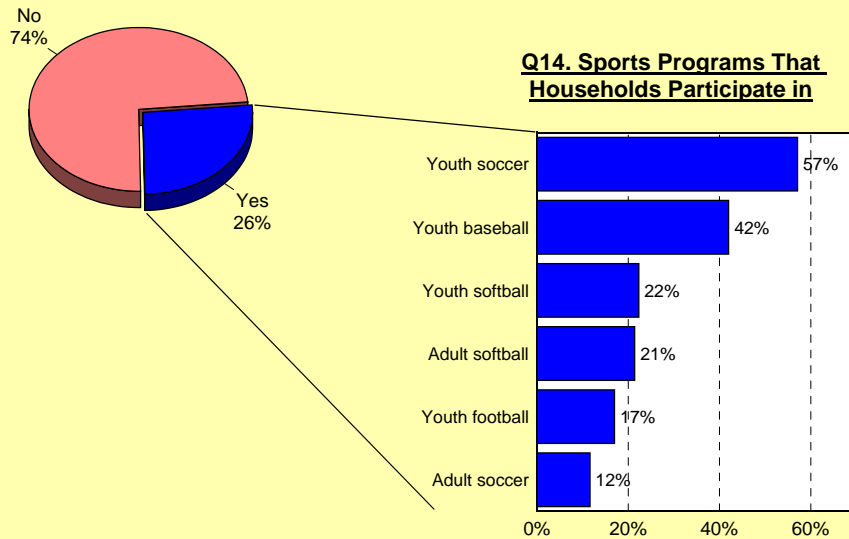
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2009)

Q13. Do Any Members of Your Household Participate in Youth Soccer, Baseball, Football, Softball or Adult Soccer and Softball Programs?

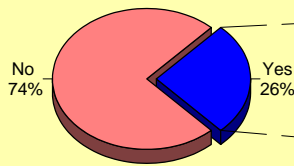
by percentage of respondents



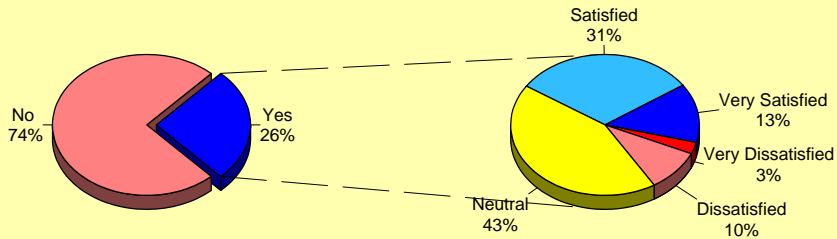
Source: Leisure Vision/ETC Institute (November 2008)

Q13. Do Any Members of Your Household Participate in Youth Soccer, Baseball, Football, Softball or Adult Soccer and Softball Programs?

by percentage of respondents



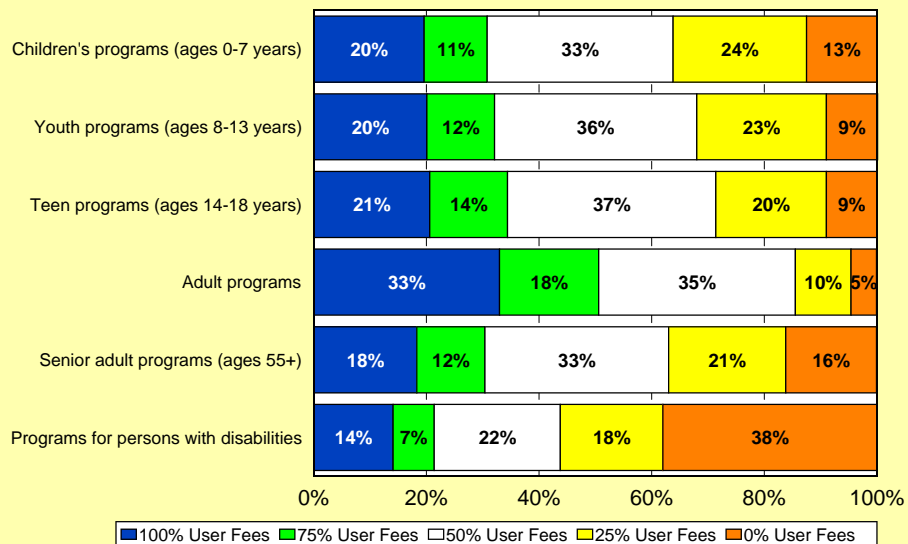
Q15. How Satisfied Are You with the Amount of Time Available for Community Sports Programming?



Source: Leisure Vision/ETC Institute (April 2009)

Q16. Portion of Costs for Various Programs That Should Be Covered by User Fees

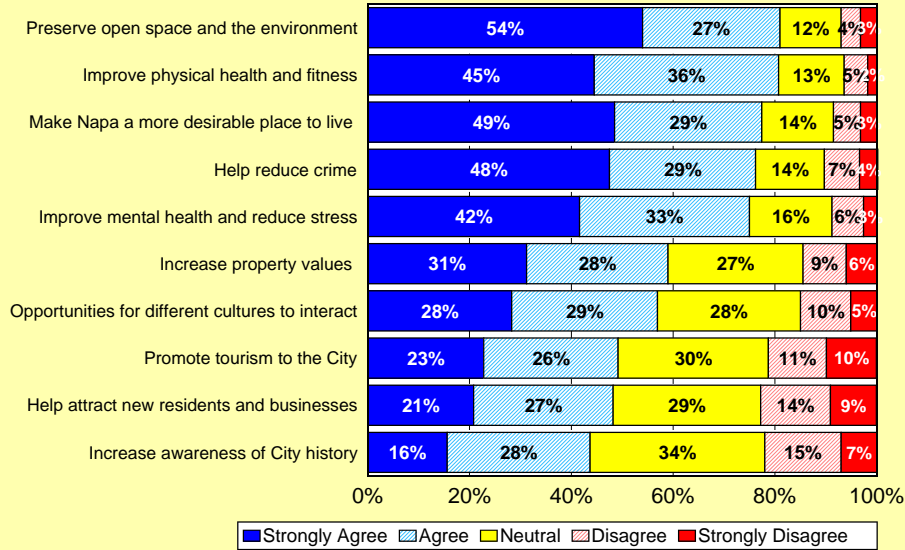
by percentage of respondents (excluding "don't know" responses)



Source: Leisure Vision/ETC Institute (April 2009)

Q17. Level of Agreement with Potential Benefits Being Provided by City Parks, Trails, Recreation Facilities and Programs

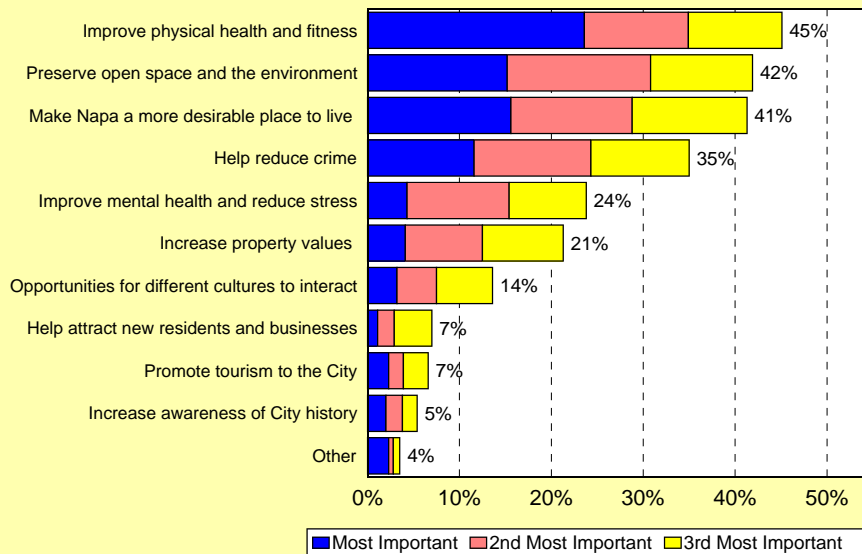
by percentage of respondents (excluding "don't know" responses)



Source: Leisure Vision/ETC Institute (April 2009)

Q18. Benefits of Parks, Trails, Recreation Facilities and Programs That Are Most Important to Respondent Households

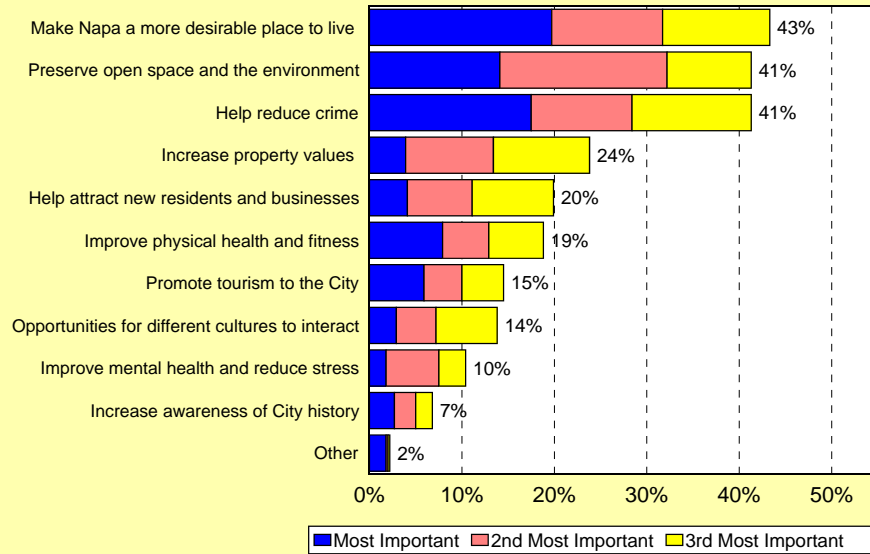
by percentage of respondents who selected it as one of their top three choices



Source: Leisure Vision/ETC Institute (April 2009)

Q19. Benefits of Parks, Trails, Recreation Facilities and Programs That Are Most Important to the Future of the City of Napa

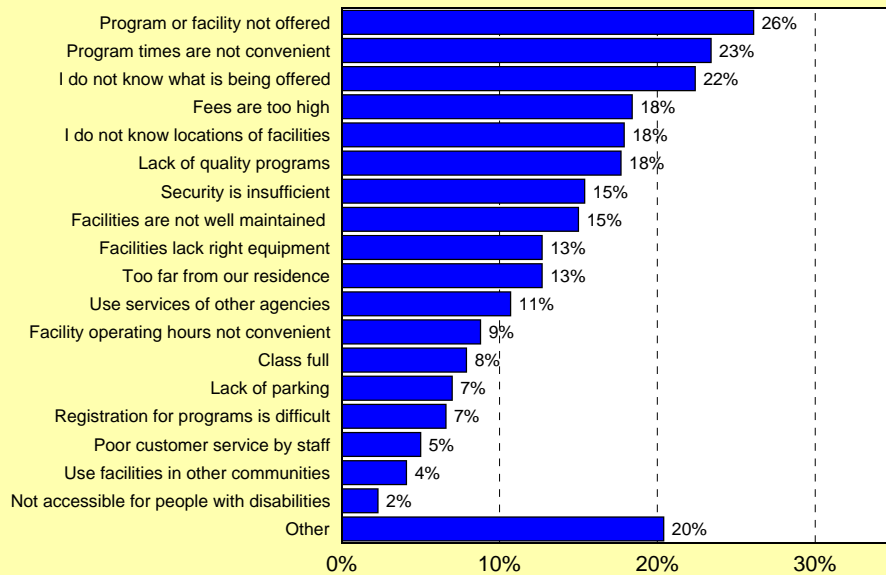
by percentage of respondents who selected it as one of their top three choices



Source: Leisure Vision/ETC Institute (April 2009)

Q20. Reasons Preventing the Use of City Parks, Trails, Recreation Facilities or Programs More Often

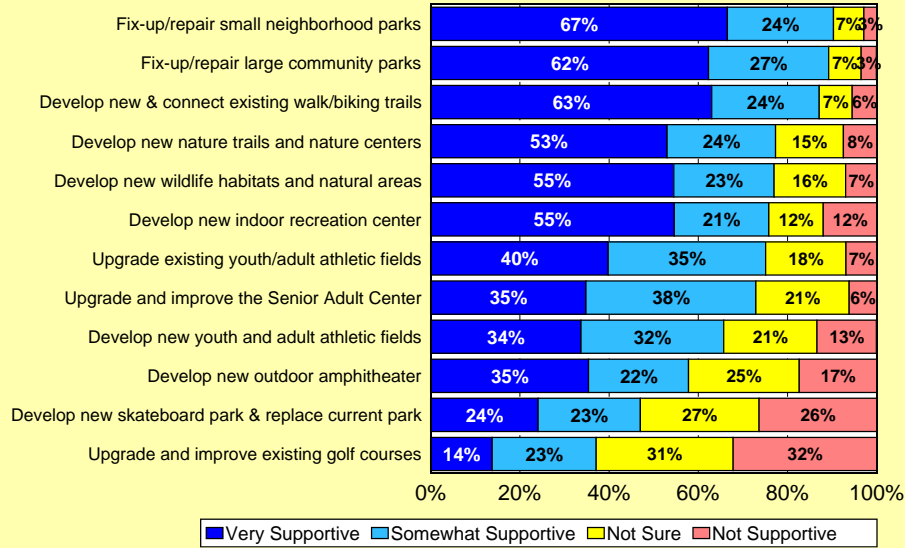
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (April 2009)

Q21. Level of Support for Various Actions the City of Napa Could Take to Improve the Parks and Recreation System

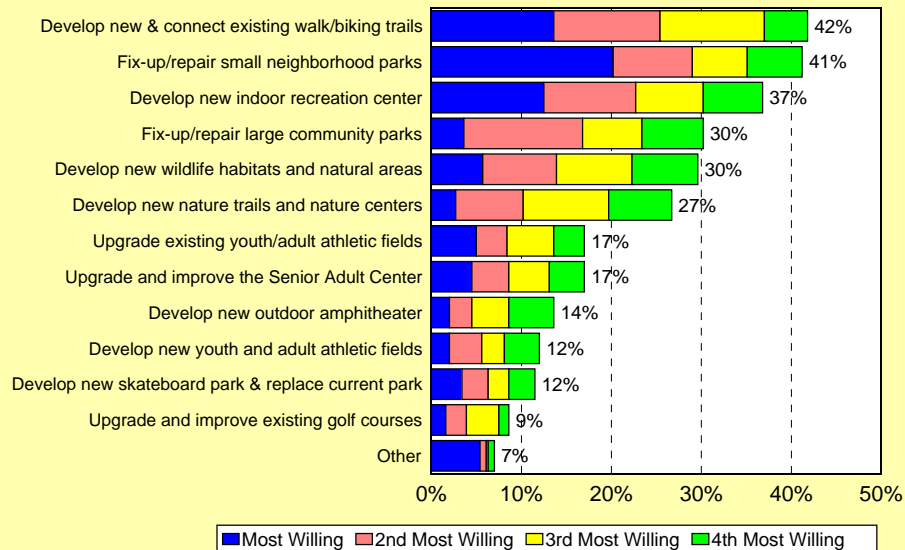
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2009)

Q22. Actions Respondent Households Are Most Willing to Fund with Their Tax Dollars

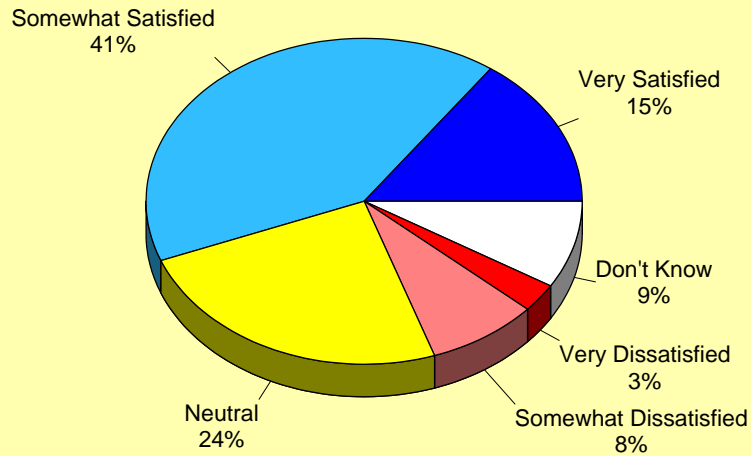
by percentage of respondents who selected it as one of their top three choices



Source: Leisure Vision/ETC Institute (April 2009)

Q23. Level of Satisfaction with the Overall Value Received From the City of Napa Parks and Recreation Department

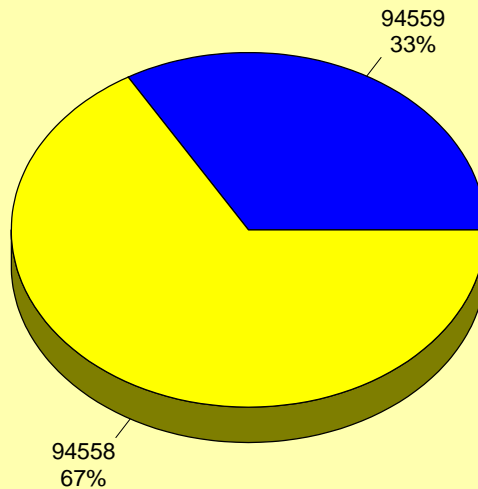
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2009)

Q24. Demographics: Zip Code

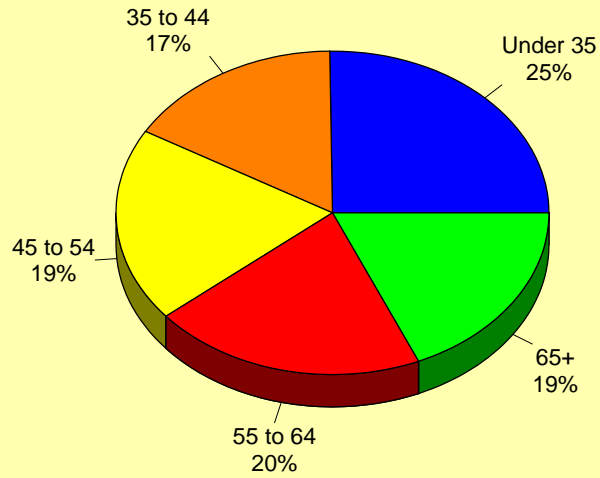
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2009)

Q25. Demographics: Age of Respondents

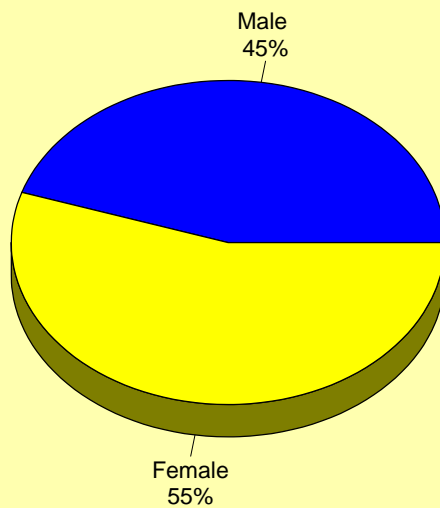
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2009)

Q26. Demographics: Gender

by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2009)

