



## Carbon Valley Parks and Recreation Master Plan Survey

Dear Community Member,

The Carbon Valley Park and Recreation District is conducting a Needs Assessment to create a vision for our recreation facilities, trail system, programs and services.

Please help us to identify our community's needs and priorities by sharing your household's usage of and desires for recreation programming, facilities and community parks—now and for the future. Only a **random sampling of households** has received this survey, so your responses are very important. Even if you do not currently use our facilities and programs—Recreation Center, Active Adult Center, Gymnastics Facility, athletic fields, recreation programs, parks, and trails—we would still like to hear from you.

We encourage you to discuss the following questions with other members of your household so answers reflect combined opinions. **ALL** responses are important to us and will be kept confidential and reported only in aggregate; no personal information will be identifiable in the results.

Please return your questionnaire within 10 days of receipt in the enclosed self-addressed, postage-paid envelope to ensure all responses are recorded.

**Save Money and Resources** – Rather than completing your survey on paper, you can do so online using the website below and logging in with the password provided.

[www.carbonvalleysurvey.org](http://www.carbonvalleysurvey.org) password: \_\_\_\_\_

**In appreciation of your participation, no matter whether using the mail-in form or completing it online, you can enter a drawing for one of five grocery gift cards worth \$50 at the grocery store of your choice.**

To enter the drawing, simply write your first name and daytime phone number and/or email on the prize entry slip provided, and return with your paper survey. Or, if you respond on the web survey, you will have the opportunity to give your contact information after completing it. Winners of the random drawing will be contacted by phone and/or by email in November 2014.

Sincerely,

Ross Blackmer

Executive Director, Carbon Valley Park and Recreation District

### 1. Where do you live?

- ☐ Dacono ☐ Frederick  
☐ Firestone ☐ Unincorporated

### 2. How long have you lived at your residence?

\_\_\_\_\_ Years OR ☐ Check here if less than a year

## VALUES AND VISION

### 3. Please rank your top 5 priorities for recreational services. Insert a "1" to the left of the category that is your top priority, a "2" for your second priority, a "3" for your third priority, and so on up to 5.

- \_\_\_\_\_ Improve physical health and fitness  
\_\_\_\_\_ Community events  
\_\_\_\_\_ Make my community a more desirable place to live  
\_\_\_\_\_ Improve mental health and reduce stress  
\_\_\_\_\_ Maintain what we have  
\_\_\_\_\_ Opportunities for increased social interaction  
\_\_\_\_\_ Increase property values in surrounding area

- \_\_\_\_\_ Better use of existing shared use agreements school sites  
\_\_\_\_\_ Help attract new residents and businesses  
\_\_\_\_\_ Services within a walkable distance  
\_\_\_\_\_ Positive activities for youth  
\_\_\_\_\_ Diverse leisure opportunities for adults  
\_\_\_\_\_ Other (Please explain: \_\_\_\_\_)

## CURRENT PROGRAMS AND FACILITIES

### 4. On a scale of 1 to 5, how important to you and your household is the availability of local recreation opportunities?

NOT AT ALL IMPORTANT      NEUTRAL      EXTREMELY IMPORTANT  
1      2      3      4      5

### 5. Have you or members of your household participated in Carbon Valley recreation programs?

- ☐ Yes [please answer Questions 6-8] ☐ No [please go to Question 9]

6. Approximately how often did you or members of your household visit the CVPRD Recreation Center over the past 12 months?

☐ None ☐ 1 to 5 times ☐ 6 to 10 times ☐ 11 to 19 times ☐ 20 or more times ☐ Don't know

7. How would you rate the overall quality of the CVPRD Recreation Center Facility?

POOR 1 2 AVERAGE 3 4 EXCELLENT 5

8. How would you rate the quality of the programs you and members of your household participated in?

POOR 1 2 AVERAGE 3 4 EXCELLENT 5

9. What amenities of the Carbon Valley facilities do use? Check all that apply in the list, and then for those that you use, please rate your satisfaction.

		FACILITIES YOU USE	NOT AT ALL SATISFIED	NEUTRAL			COMPLETELY SATISFIED
01)	Aquatics	<input type="checkbox"/>	1	2	3	4	5
02)	Gym	<input type="checkbox"/>	1	2	3	4	5
03)	Fitness classes	<input type="checkbox"/>	1	2	3	4	5
04)	Weight room	<input type="checkbox"/>	1	2	3	4	5
05)	Cardio room	<input type="checkbox"/>	1	2	3	4	5
06)	Racquetball	<input type="checkbox"/>	1	2	3	4	5
07)	Track	<input type="checkbox"/>	1	2	3	4	5
08)	Senior Center	<input type="checkbox"/>	1	2	3	4	5
09)	Gymnastics	<input type="checkbox"/>	1	2	3	4	5
10)	Birthday party/ facility rentals	<input type="checkbox"/>	1	2	3	4	5
11)	Kid Zone	<input type="checkbox"/>	1	2	3	4	5
12)	Other (please specify: _____ )	<input type="checkbox"/>	1	2	3	4	5

10. What other recreation facilities outside of the CVPRD, if any, do you and/or members of your household use? (CHECK ALL THAT APPLY)

- ☐ Private or public schools ☐ Recreation facilities and centers in neighboring jurisdictions (Longmont, Loveland, Erie, etc.)
- ☐ Churches ☐ Private health and fitness clubs
- ☐ Municipal, County and/or State Parks and Trails ☐ Other (please specify: \_\_\_\_\_)
- ☐ Homeowners Association facilities ☐ None of the above

## CURRENT AND FUTURE PROGRAMS, ACTIVITIES AND SPECIAL EVENTS

11. A) Please indicate the approximate number of times you and/or members of your household have used the following programs and services operated by CVPRD in the last 12 months, and then:

B) Please rate how important the following programs are to your household, and then:

C) Rate how they are meeting the needs of your household. Please provide an answer for A, B and C below whether you have used the program or not. (DK/NA=DON'T KNOW/NOT APPLICABLE)

A) FREQUENCY OF USE  
(IN THE LAST YEAR)

B) IMPORTANCE  
TO YOUR HOUSEHOLD

C) MEETING THE NEEDS  
OF YOUR HOUSEHOLD

	NUMBER OF TIMES USED	NOT AT ALL IMPORTANT						VERY IMPORTANT						DK/ NA
		1	2	3	4	5	x	1	2	3	4	5	x	
01) Arts and crafts programs	_____	1	2	3	4	5	x	1	2	3	4	5	x	
02) Dance, music and drama	_____	1	2	3	4	5	x	1	2	3	4	5	x	
03) Fitness and wellness programs	_____	1	2	3	4	5	x	1	2	3	4	5	x	
04) Meals program for seniors	_____	1	2	3	4	5	x	1	2	3	4	5	x	
05) Gymnastics programs	_____	1	2	3	4	5	x	1	2	3	4	5	x	
06) KidZone	_____	1	2	3	4	5	x	1	2	3	4	5	x	
07) Preschool programs, classes, etc.	_____	1	2	3	4	5	x	1	2	3	4	5	x	
08) Senior programs	_____	1	2	3	4	5	x	1	2	3	4	5	x	
09) Special events	_____	1	2	3	4	5	x	1	2	3	4	5	x	
10) Sports – youth	_____	1	2	3	4	5	x	1	2	3	4	5	x	
11) Sports – adult	_____	1	2	3	4	5	x	1	2	3	4	5	x	
12) Summer camps/programs – youth	_____	1	2	3	4	5	x	1	2	3	4	5	x	
13) Aquatic programs	_____	1	2	3	4	5	x	1	2	3	4	5	x	
14) Volunteer programs	_____	1	2	3	4	5	x	1	2	3	4	5	x	
15) Teen programs	_____	1	2	3	4	5	x	1	2	3	4	5	x	
16) Senior travel	_____	1	2	3	4	5	x	1	2	3	4	5	x	
17) Other:	_____	1	2	3	4	5	x	1	2	3	4	5	x	

12. Indicate your top three from the list in question 11 for you and your household's highest priority to be added, expanded, or improved within the District. *(INSERT NUMBERS FROM LIST ABOVE)*

\_\_\_\_\_ Most important \_\_\_\_\_ Second most important \_\_\_\_\_ Third most important

## COMMUNICATION

13. How do you usually receive information about CVPRD recreation facilities, services, and programs? *(CHECK ALL THAT APPLY)*

- ☐ Local media (e.g. newspaper, TV, radio) ☐ Social networking (e.g., Twitter, Facebook)  
☐ Activity Guide ☐ CVPRD E-mail  
☐ At the recreation facilities/program location ☐ Other: \_\_\_\_\_  
☐ Internet/website

14. Recognizing there is a cost to communicating with you, how can we best reach you? *(INSERT ONE NUMBER FROM LIST ABOVE)* # \_\_\_\_\_

15. How would you rate your experience with the following?

	POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
Online registration for programs	1	2	3	4	5
In-person registration	1	2	3	4	5
Customer service at Guest Service desk	1	2	3	4	5
CVPRD website (www.recddistrict.com)	1	2	3	4	5
CVPRD social media	1	2	3	4	5
CVPRD Activity Guide	1	2	3	4	5

16. How would you rate your overall satisfaction with the services and opportunities provided by the CVPRD?

NOT SATISFIED		NEUTRAL		EXTREMELY SATISFIED
1	2	3	4	5

## FINANCIAL CHOICES / FEES

17. How do you feel about the current program and facility fees charged directly to you by the Carbon Valley Park and Recreation District?

PROGRAMS	FACILITIES	
<input type="checkbox"/>	<input type="checkbox"/>	Fees are underpriced for the value received
<input type="checkbox"/>	<input type="checkbox"/>	Fees are acceptable for the value received
<input type="checkbox"/>	<input type="checkbox"/>	Fees are too high for the value received
<input type="checkbox"/>	<input type="checkbox"/>	Household does not use programs and facilities
<input type="checkbox"/>	<input type="checkbox"/>	Don't know/unsure

18. How likely would you be to support an increase in admission fees, program fees, or other user fees to offset operating expenses?

- ☐ Definitely 'Yes'  
☐ Probably 'Yes' (likely)  
☐ Probably 'No' (not likely)  
☐ Definitely 'No'  
☐ Undecided

19. In the event new recreation facilities are deemed a community need, would you support an increase in the property tax (to be voted on in a general election) with the additional tax dollars collected going to help pay for the construction and/or operating costs of future facilities?

- ☐ Definitely 'Yes'  
☐ Probably 'Yes' (likely)  
☐ Probably 'No' (not likely)  
☐ Definitely 'No'  
☐ Undecided

20. If you were willing to support an increase in property tax, how much more would you be willing to pay on a monthly basis?

- ☐ \$0 (none) ☐ \$15.01 – \$20.00  
☐ \$5.00 – \$10.00 ☐ \$20.01 – \$30.00  
☐ \$10.01 – \$15.00

## FUTURE FACILITIES

CVPRD funds recreation and maintenance with user fees and property tax dollars. As you answer the following questions, please keep in mind that additional funds would be required to build, operate, and maintain new recreation facilities.

21. What are the greatest needs for facilities to be added or improved within the District over the next 5 or 10 years?

	NOT AT ALL IMPORTANT		NEUTRAL		VERY IMPORTANT
<b><u>Outdoor Facilities</u></b>					
01) Open water recreational area (lakefront facility)	1	2	3	4	5
02) Outdoor spray ground/splash pad/water playground	1	2	3	4	5
03) Indoor/outdoor pool area	1	2	3	4	5
04) Multi-purpose fields	1	2	3	4	5
05) Outdoor plaza/gathering space	1	2	3	4	5
06) Tennis courts (lighted)	1	2	3	4	5
07) Skateboard park	1	2	3	4	5
<b><u>Indoor Facilities</u></b>					
08) New/larger Senior Center	1	2	3	4	5
09) Field house	1	2	3	4	5
10) Cardio equipment/weight training room	1	2	3	4	5
11) Rock climbing facility	1	2	3	4	5
12) Ice rink/arena	1	2	3	4	5
13) Additional recreation center	1	2	3	4	5
14) Indoor gymnasium space	1	2	3	4	5
15) Teen center	1	2	3	4	5
16) Indoor track	1	2	3	4	5
17) Other: _____	1	2	3	4	5

22. Indicate your top three from the list above (in question 21) for you and your household's highest priority to be added or improved within the District. (INSERT NUMBERS FROM LIST ABOVE) \_\_\_\_\_ Most important \_\_\_\_\_ Second most important \_\_\_\_\_ Third most important

## SUGGESTIONS AND OTHER CONSIDERATIONS

23. Do you have any additional comments or suggestions that you would like to offer regarding recreation facilities and programs in the Carbon Valley Park and Recreation District?

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## DEMOGRAPHICS

Just a few more questions about yourself to assist in classifying your responses . . . Your answers will be used for cross-tabulation analysis and to weight the survey to match the demographics of CVPRD. Your anonymous responses are not connected to the prize drawing and are not shared or used any other way.

24. Do you own or rent your current residence?

- ☐ Own  
☐ Rent  
☐ Other (specify: \_\_\_\_\_)

25. What year were you born? \_\_\_\_\_

26. Including yourself, how many people in total live in your household? \_\_\_\_\_

27. What are the ages of people in your household?

- ☐ Under 5 years      ☐ 35-44 years  
☐ 5-9 years      ☐ 45-54 years  
☐ 10-14 years      ☐ 55-64 years  
☐ 15-19 years      ☐ 65-74 years  
☐ 20-24 years      ☐ 75+ years  
☐ 25-34 years

28. Which of these categories best applies to your household?

- ☐ Single, no children  
☐ Single with children at home  
☐ Single, children no longer at home (empty nester)  
☐ Couple, no children  
☐ Couple with children at home  
☐ Couple, children no longer at home (empty nester)

29. Please indicate your gender: ☐ Male ☐ Female

30. Are you of Hispanic, Latino or Spanish origin? ☐ Yes ☐ No

31. What race do you consider yourself to be?

- ☐ White      ☐ Black or African American  
☐ Asian, Asian Indian,      ☐ Other:  
or Pacific Islander  
☐ Native American      ☐ Prefer not to answer

32. Which of these categories best describes the total gross annual income of your household (before taxes)?

- ☐ Under \$25,000      ☐ \$100,000 – \$149,999  
☐ \$25,000 – \$49,999      ☐ \$150,000 – \$199,999  
☐ \$50,000 – \$74,999      ☐ \$200,000 – \$249,999  
☐ \$75,000 – \$99,999      ☐ \$250,000 or more

Thank you for your time and valuable input!