

Benchmark Scientific Survey of Residents and Voters

Updating the...

Town Park and Recreation Center

Master Plan

Summer 2006



Town of Corte Madera
California



Under the direction of...

HARRIS DESIGN



STRATEGY
RESEARCH
INSTITUTE

Research & Consulting for Strategic Planning

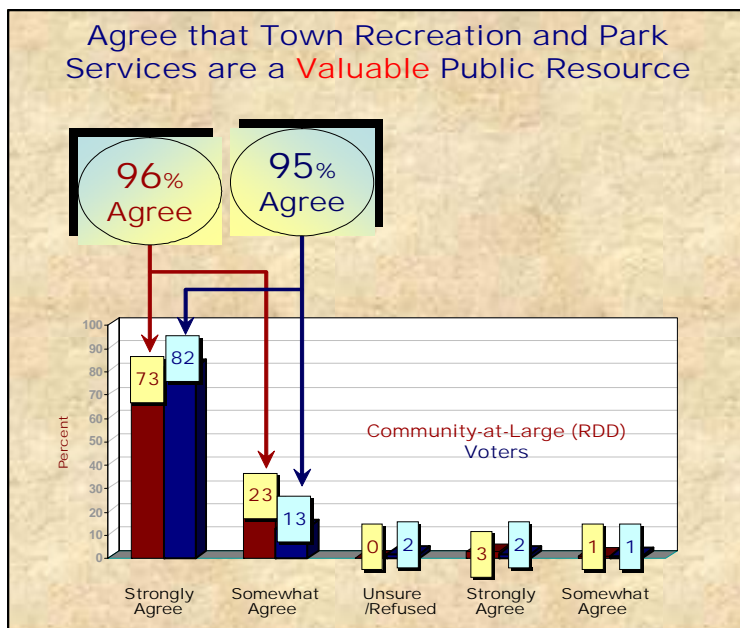
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1.0 Executive Summary

Most Corte Madera residents (96% of the community-at-large, 95% of registered voters) highly value the facilities, programs, and services provided by and/or through the Town's Recreation and Leisure Services Department (see graph below). In fact, 73% of the community-at-large and 82% of voters "strongly agree" with the notion that these represent a **VALUABLE PUBLIC RESOURCE** (see Figure 1).



This is one of the central "findings" from a scientific survey of Corte Madera residents that was designed to gather the form of "intelligence" needed for updating the **Master Plan** for the Corte Madera Town Park and Recreation Center. When completed, the Master Plan will incorporate both a short range [5-year] and a long-range [20-year] vision that mirrors the core values and collective desires of virtually all local residents, park users and non-users alike.

More specifically, the intent of the present public opinion survey of residents and registered voters throughout the Town of Corte Madera is three-fold:

- (i) To secure the form of highly reliable and valid "intelligence" needed for **policy planning** purposes, as Town officials go about updating its Parks and Recreation Master Plan;
- (ii) To determine the level of **usage** and **user satisfaction** with the park and recreation facilities and programs being provided through the Corte Madera Recreation and Leisure Services Department, and...
- (iii) To help identify the collective perceptions of the constituent base with respect to **spending priorities** for future enhancements to the recreation programs and services presently being provided.

Furthermore, the study was designed to determine whether or not registered voters and property owners within the Town's jurisdiction would support a funding mechanism, such as a parcel tax or 218 Special Benefit Assessment, for making

enhancements to these facilities possible; and, if so, determine the constituents' collective THRESHOLD of *willingness to pay*.

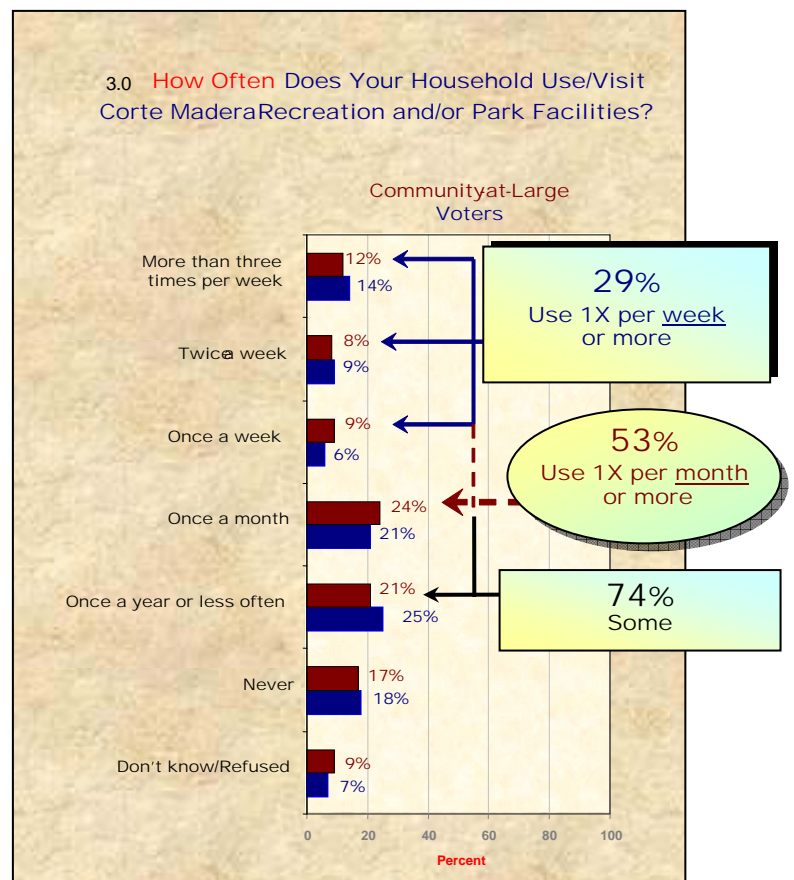
The key findings from the present scientific survey are as follows:

1.1 Over half of the Town's residents use the Park and Recreation facilities on a regular basis, and nearly three quarters use them at least some.

As can be seen in the table below, right (also, refer to Figure 3), over half (53%) of ALL Corte Madera residents use one or more of the facilities and/or amenities provided through the Town at least once a month, and nearly thirty percent (29%) use them once a week (see Figure 3). Nearly three-fourths (74%) of all residents take advantage of these facilities and programs at least some.

Respondents were asked, in general, what types of recreational, health and wellness, or leisure activities they, or members of their household, routinely engage in? The nine (9) most frequently cited activities are (also, see Figure 2):

- Walking/running/jogging** (54%)
- Hiking** (40%)
- Biking** (37%)
- Get outdoors/relax** (33%)
- Organized Sports** (26%)
- Nature Appreciation** (25%)
- Walk dog** (23%)
- Picnic** (22%)
- Play on Playground** (21%)



1.2 Users assign high SATISFACTION SCORES

Respondents were then read a list of park and recreation facilities and programs that are made available through the Town's Recreational and Leisure Services Department and asked: (i) which ones they used or participated in within the past one year, and (ii) how satisfied were they with these facilities and/or programs? The park

and recreation facilities and programs tested were separated into three (3) categories; indoor, outdoor, and other activities.

As can be seen in the tables below, users of BOTH the Town parks and recreation facilities assigned high grades across-the-board, ranging from 71% satisfied for gymnastics and tumbling to 100% satisfied for basketball. Especially noteworthy are the satisfaction scores for the two recreation facilities that have the greatest usage; **playgrounds** (95% satisfied) and **picnic facilities** (89% satisfied).

Outdoor Sports & Activities – (see Figure 4A)

Outdoor	Participate Sometimes + Often	Satisfied	Dissatisfied
Use Playground	46%	95%	5%
Picnics	27%	89%	11%
Tennis	18%	97%	3%
Soccer	17%	97%	3%
Basketball	13%	90%	10%
Baseball	11%	85%	15%

Indoor Sports & Activities - - (see Figure 4B)

Indoor	Participate Sometimes + Often	Satisfied	Dissatisfied
Exercise & Aerobics	10%	83%	17%
Gymnastics & Tumbling	7%	71%	29%
Basketball	4%	100%	0%

Other Activities - (see Figure 4C)

Other	Participate Sometimes + Often	Satisfied	Dissatisfied
Dances	11%	88%	12%
Banquets	8%	93%	7%
Before/After School Programs	7%	78%	22%
Classes (Needlepoint, Scrap booking, etc)	7%	94%	6%

1.3 Lack of Awareness is a BARRIER to usage

Respondents were also asked to identify any BARRIERS to usage of the park and recreation facilities and amenities provided by and/or through the Town's Recreation and Leisure Services Department.

Three barriers surfaced that merit special note (see Figure 5 for entire list):

- NOT BEING AWARE** of what facilities/programs are available to local residents through the Corte Madera Recreation and/or Park Facilities;
- NOT SUFFICIENT, or poor condition of, Restrooms, and ...**
- INSUFFICIENT PARKING.**

1.4 Residents prefer Passive vs. Active Facilities

When looking toward future development, residents-at-large and registered voters alike place a higher priority on PASSIVE vs. ACTIVE recreation and park facilities (SEE Figure 6). Over half (53%) of the community-at-large prefer "passive" park facilities including hiking & walking trails, picnic areas, or informal turf areas; about one fourth (23%) prefer "active" parks that include athletic fields and recreation facilities designed for organized sports, and-the-like. Preference among the members of the local electorate for PASSIVE vs. ACTIVE park and recreation facilities are: 39 and 30%, respectively.

1.5 Preferences for Recreation Center

The Corte Madera Recreation Center is aging; for example, upgrades and enhancements are needed in order to bring the recreation facility up to today's building codes. Respondents were asked if they would prefer that Town officials make upgrades and enhancements to the existing facility or would they prefer that a brand new recreation facility be constructed?

While the collective opinion regarding this matter is split somewhat, significantly more residents and voters alike would prefer that a brand new recreation facility be constructed (see Figure 7A). Specifically, a preference for constructing a brand new facility vs. upgrading the existing recreation facility is: 36% construct new vs. 31% remodel existing facility among residents-at-large compared to 41% construct new vs. 30% making upgrades and enhancements to the existing Corte Madera Recreation Center among local voters.

Respondents were also asked about the number of individuals the Corte Madera Recreation Center should be designed to accommodate. As can be seen in Figure 7B, the majority of respondents (55% and 53%, community-at-large and voters, respectively) said the recreation facility should be designed to accommodate 300 or more people; less than 20% in both categories of respondents said that it should be limited to 200 users.

1.6 Preferences for NEW Recreation Facilities

Perhaps the most instructive set of *findings* from the present study, with respect to updating the District's Master Plan, is the respondents' rank-ordering of LONG-TERM SPENDING PRIORITIES.

Respondents were read a list of projects presently under consideration asked to rank each one as being either a **high priority** (to be added soon as possible), a **medium priority** (added if, and when, the budget permits), or a **low priority** (not needed at the present time).

Rank-ordered by community-at-large, the five (5) top Spending Priorities for OUTDOOR recreation facilities are (see Figure 8 for a complete listing):

- Picnic facilities for families, individuals or small groups (78% community-at-large, 75% voters)
- Public swimming pool (67% community-at-large, 70% voters)
- Outdoor amphitheater (56% community-at-large, 60% voters)
- Picnic facilities for Large groups (53% community-at-large, 51% voters)
- Lighted outdoor sports facilities (55% community-at-large, 47% voters)

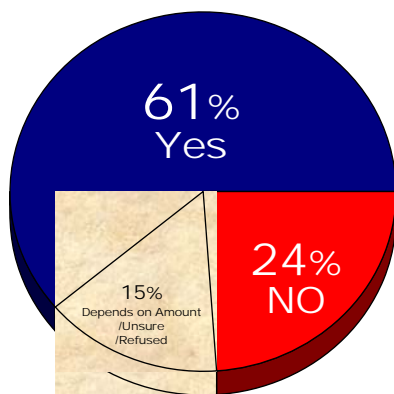
Rank-ordered, the five (5) top Spending Priorities for new INDOOR RECREATION FACILITIES are (see Figure 9 for a complete listing):

- Before/After School Programs (85% community-at-large, 92% voters)
- Spaces dedicated to seniors (80% community-at-large, 83% voters)
- Teen facilities/programs (79% community-at-large, 87% voters)
- Dance room (79% community-at-large, 82% voters)
- Art-related programs (76% community-at-large, 77% voters)

1.7 While funding mechanisms requiring 2/3-voter support are not feasible today, those requiring simple-majority support are feasible

On the one hand, if the Town of Corte Madera were to place any form of funding mechanism before the local electorate today that requires 2/3-voter support, it would fail. On the other hand, it is highly likely that a funding mechanism requiring simple majority support, such as a **218 Special Benefit Assessment**, would secure the requisite support among property owners needed for passage.

Question 11.1 If a tax assessment measure were to be placed before voters in the Town of Corte Madera for the purpose of making improvements to the Town Park & Recreation Center, that you think are needed, would you be willing to support such a tax or assessment?



As can be seen in the graphic to the left (also refer to Figure 11A), voter support today for some form of tax measure to make possible improvements to the Town's park and recreation facilities is 61%. Thus, it is very realistic that a strategic plan (based upon a carefully crafted MESSAGE STRATEGY) could be designed and administered that would, indeed, yield the desired outcome in terms of securing support for such a funding mechanism.

The local electorate's THRESHOLD of *willingness to pay* a new tax, or assessment, for such purposes is \$50 per year (see Figure 11B). If the amount of the annual assessment does NOT exceed \$25 per year, there's reason to believe that a funding mechanism requiring 2/3-voter support could be feasible, however (65% of the respondents said they would be willing to pay \$25 per year).

1.8 If constructed, a public swimming pool should be located on the property where the Town Park and Corte Madera Recreation Center is presently located

Should Town officials decide to construct a public swimming pool, local residents would want it located on the same property where the Town Park and Corte Madera Recreation Center is located (see Figure 12). This is the consensus of a majority of local residents, as well as the subset of registered voters (54% and 44%, respectively). In fact, only about 20% of the respondents said they would prefer that a public swimming pool should be constructed at another location.

The “findings” from the present scientific survey of Corte Madera residents, in the order the questions were asked, is contained in the following section of this document, followed by a comprehensive set of charts, graphs, and tables, and a copy of the research instrument (questionnaire) showing percentages for each question asked in the survey.

In addition, a Book of Cross-tabs is being provided to Town officials and it’s consulting team, so that you will be able to identify important differences and similarities between the collective perceptions, attitudes, and core values of local residents and voters alike, as well as such **demographic determinants** as gender, level of education, household income, ethnicity, and more.

SRI has been honored to work with Town officials and Harris Design in conducting this benchmark scientific survey that was specifically designed to secure the form of “intelligence” needed for purposes of Long Range Planning.



2.0 Goals and Objectives

The intent of the present research effort is to secure reliable (accurate) and valid (truthful) “intelligence” from residents throughout the **Town of Corte Madera** regarding their collective opinions about facilities and services available through the Town Park and Recreation Center.

In more specific terms, the intent of the present scientific survey of residents throughout the Town of Corte Madera is to gather information from residents and users of the Town Park and Recreation Center to update a Park and Recreation Center Master Plan that includes both a short-range [5-year] and a long-range [20-year] vision that will establish public policies and priorities for park & recreation facilities and program development and delivery. To that end the survey will secure information on the following three items:

- (i) highly reliable and valid “intelligence” needed for **policy planning** purposes, as the Town of Corte Madera goes about updating its Master Plan,
- (ii) to determine the level of **usage** and **satisfaction** of residents with the park and recreation facilities and programs currently being provided by the Town,
- (iii) to help identify the collective perceptions of the constituent base with respect to **spending priorities** for future enhancements to the recreation programs and services presently being provided.

Furthermore, the study will help to determine whether or not registered voters in Corte Madera would support some form of funding mechanism, should one (e.g a tax or assessment measure) be placed before the local electorate or local property owners at some point in the future, and, if so, what is the constituents’ collective **THRESHOLD** of *willingness to pay*.

3.0 Research Design and Methodology

The present research effort adheres strictly to “**The Scientific Method**,” as do all SRI studies.

The telephone survey was comprised of a random sample of three hundred (N=300) completed interviews; of which, N=150 were high and moderate voters and N=150 via RDD (Random Digit Dialing), thus, representative of the community-at-large. At 95% confidence level, a sample of this magnitude yields sampling error (margin of error) of $\pm 4.5\%$ to 5.5% ; thus, the “findings” from the present research effort are highly “representative” of the respective populations from which the samples were drawn.

The data were gathered from July 20-24, 2006. Special care was taken to ensure that appropriate measurement “scales” were employed in order to maximize both the “reliability” and “validity” of the findings.

After the data were gathered, they were analyzed using a statistical package called SPSS, which accommodates the application of both **descriptive** and **advanced** statistical analyses.

By working closely with the Town of Corte Madera Recreation and Park District professional staff and Harris Design, SRI researchers were able to create a research instrument (questionnaire) that was tailored to the needs and expectations of Town officials.¹ The questionnaire was “pre-tested”, appropriate adjustments were made to the instrument, then the study was fielded in its final form.

¹ **Addendum ‘B’** contains the final research instrument (questionnaire) showing percentages for each of the questions incorporated into the study.

4.0 Findings

The present research effort resulted in numerous “findings” that are relevant to the research questions it was designed to address. Those that merit note in the body of the present report include the following:

Finding 1: Over 90% of the community-at-large and registered voters agree that town recreation and park services provided through local government are a *valuable public resource* for Corte Madera residents.

When respondents were asked if they felt town recreation and park services provided through local government are a valuable public resource for Corte Madera residents well over 90% agreed: 96% of the community-at-large, and 95% of registered voters (see Figure 1, Q1.0).

Finding 2: The top three activities engaged in by participants are Walking/running/jogging, Hiking, and Biking.

Respondents were asked (in an open-ended question format): “In general, what types of recreational, health & wellness, or leisure activities do you, or members of your household, most frequently engage in?” The top three items noted were:

- **Walking/running/jogging** (54% RDD and 60% Voters);
- **Hiking** (40% RDD and 43% Voters), and...
- **Biking** (37% RDD and 41% Voters).

The list of all activities is noted in the chart below (see Figure 2, Q2.0).

Recreational, Health & Wellness & Leisure Activities Engage in		
	Community At-Large	Voters
Walking/Running/jogging	54%	60%
Hiking	40%	43%
Biking	37%	41%
Relax	33%	32%
Organized Sports	26%	27%
Nature Appreciation	25%	25%
Walk dog	23%	21%
Picnic	22%	25%
Play on Playground	21%	19%
Skating	7%	9%
Others	35%	36%
None	10%	7%

Finding 3: Usage of Corte Madera facilities show equal usage of the Town Park and Recreation Center.

When asked how often respondents visited or used the Town Park or Corte Madera Recreation Center usage patterns were, for the most part, similar between those in the community-at-large and voters (see Figure 3, Q3.0).

Usage of Park Facilities		
	Community-at-Large	Voters
More than 3 times per week	12%	14%
Three times a week	8%	9%
Twice a week	9%	6%
Once a week	24%	21%
Once a month	21%	15%
Once a year or less	17%	18%
Never	9%	7%

Finding 4: Family activities, i.e. using playground and picnics, are the top usages for outdoor sports and activities.

A list of **outdoor** sports and activities offered through the Town of Corte Madera’s Recreation and Leisure Services Department were read to respondents. Rank-ordered, the top five (5) are (for a complete listing, see Figure 4A):

Top 5 Outdoor Sports & Activities

	Community-at-Large	Voters
Playground	46%	37%
Picnics	27%	32%
Tennis	21%	26%
Soccer	17%	16%
Baseball	13%	13%

Finding 5: The top two indoor activities participated in were Exercise/Aerobics and Gymnastics/Tumbling.

A list of **indoor** sports and activities offered through the Town of Corte Madera’s Recreation and Leisure Services Department were read to respondents.

The top two activities listed for the the Corte Madera Recreation Center were:

- **Exercise and Aerobics** [12% community-at-large and 11% voters], and...
- **Gymnastics and Tumbling** [8% community-at-large and 10% voters] (see Figure 4B, Q4.2 series).

The top five (5) are identified in the table below (for a complete listing, refer to Figure 4B).

Top 5 Indoor Sports & Activities

	Community-at-Large	Voters
Exercise/Aerobics	10%	11%
Gymnastics/Tumbling	7%	9%
Basketball	4%	9%
Martial Arts	2%	1%
Senior Balance	2%	0%

Finding 6: Social activities, i.e. dances and banquets, are the top two usages in the ‘Other’ category at the Corte Madera Recreation Center.

A list of “other” activities offered through the Town of Corte Madera’s Recreation and Leisure Services Department were read to respondents. The top two activities listed were social events (see Figure 4C for complete listing):

- **Dances** [12% community-at-large and 16% voters], and...
- **Banquets** [16% community-at-large and 10% voters] (see Figure 4C, Q4.3 series).

Top 5 Activities at Corte Madera Recreation Center

	Community-at-Large	Voters
Dances	11%	14%
Banquets	8%	9%
Before/After School Programs	7%	11%
Classes	7%	11%
Dance Classes	6%	6%

Finding 7: The highest ranked Barrier to using the Town Park or Corte Madera Recreation Center facilities is **NOT HAVING TIME**.

Respondents to the survey were given a list of eight possible barriers for NOT using the Town Park or Corte Madera Recreation Center facilities more frequently and then asked if any of *these represented* a Major, Minor or Not at all a barrier to using the facilities.

The number one barrier reported by both the community-at-large and voters (adding major and minor barrier responses) was, “...**Not having time**” at 44% for the community-at-large and 40% for voters (see Figure 5, Q5.0 series).

The second barrier was: “**Not being aware of what is available**” (33% community-at-large and 24% voters). The top five barriers are listed below (for a complete listing, refer to Figure 5):

Barriers for NOT Using Town Park & Rec Center (Major + Minor Barrier)		
	Community At-Large	Voters
Don't have time	44%	40%
Not aware of what is available	33%	24%
Not important to me	27%	22%
Not sufficient, or poor condition of Public restrooms	25%	33%
Insufficient parking	24%	36%

Finding 8: Over half of the Community-at-large prefer new development be passive parks.

Over half (53%) of the community-at-large and nearly forty percent (39%) of local voters would prefer that future park and recreation acquisitions be for “passive” versus “active” parks (see Figure 6, Q6.0).

Finding 9: Most local residents would prefer that a BRAND NEW recreation center be constructed, rather than making upgrades to the existing facility.

When asked if they would recommend that the existing Corte Madera Recreation Center undergo major remodeling, or should a brand new recreation facility be constructed, more residents and voters prefer constructing a brand new facility.

A higher percentage of voters compared to the community-at-large (41% vs 36%) preferred constructing a brand new Recreation Center; that said, nearly a third of BOTH voters and the community-at-large (30% and 31%, respectively) preferred remodeling the existing facility (see Figure 7A, Q7.0)

When asked how many people such a facility should be designed to accommodate at any given time, about two-thirds (66%) said up to 300 people would be appropriate (see Figure 7B, Q7.1).

Finding 10 The top two spending priorities for outdoor activities would be family oriented and include picnic facilities for families and small groups and a public swimming pool.

When given a list of seven (7) outdoor recreation facilities that could be added to the existing Town Park, family oriented activities led the list with **Picnic facilities** for families, individuals or small groups heading the list (78% community-at-large and 75% voters) and a public **Swimming Pool** ranked second (68% community-at-large and 70% voters).

Below is a complete listing, rank-ordered, of the recreation facilities tested (also, refer to Figure 8, Q8.0 series)

Proposed New Recreation Facilities - Outdoor (High + Moderate Priority)		
	Community At-Large	Voters
Picnic Facilities (family, individual & small groups)	78%	75%
Public Swim Pool	67%	70%
Outdoor Amphitheater	56%	60%
Picnic Facilities for Large Groups	53%	51%
Lighted Outdoor Sports Facilities	55%	46%
Unlighted Outdoor Sports Facilities	43%	46%
Climbing Wall	36%	31%

Finding 11: Activities for all age groups are included in the preferences for proposed new indoor recreation facilities and programs.

All activities listed as possible new indoor recreation facilities and programs received over 50% support.

The top three preferred programs were:

- Before/After School Programs (85% community-at-large and 92% voters);
- Spaces Dedicated to Seniors (80% community-at-large and 83% voters), and...
- Teen facilities/programs (80% community-at-large and 87% voters)

See table below and Figure 9, Q9.0 series, for a complete listing.

Proposed New Recreation Programs and Facilities - Indoor (High + Moderate Priority)		
	Community At-Large	Voters
Before/After School Programs	85%	92%
Spaces Dedicated to Seniors	80%	83%
Teen Facilities/Programs	79%	87%
Dance Room	79%	82%

Art Related Programs	76%	77%
Classrooms Ceramics, painting, art lessons, etc.	72%	78%
Daycare while parents participate in activities	72%	75%
Dedicated game room for youth	62%	69%
Indoor Fitness Facilities	62%	66%
Computer classroom and lab	62%	58%
Food concession	41%	54%

Finding 12: There is sufficient support for a 218 Special Benefit Assessment at \$50/year or more (58%), however not enough pass a tax measure requiring 2/3-voter support.

There is sufficient support for a **218 Special Benefit Assessment at \$50/year**; 58% of property owners in Corte Madera would likely vote YES if asked to support such a measure for the expressed purpose of making improvements to the Corte Madera Park & Recreation Center that they believe are needed. However, there is not sufficient support within the local electorate to pass a Measure requiring 2/3-voter support (see Figures 11A and 11B).

Finding 13: Over half of respondents would prefer a proposed swimming pool be located on the same property as the existing Town Park and Recreation Center.

Should it turn out that the Town constructs a public swimming pool to be used by local residents, it should be located on the same property where the Town Park and Corte Madera Recreation Center is presently located. Over half (54% community-at-large and 55% of voters) of the respondents prefer the existing property versus finding another location (see Figure 12, Q13.0).



Addendum A

Figure 1
 Corte Madera Town Park and Recreation Center
 July 2006

Agree that Town Recreation and Park Services are a Valuable Public Resource

Question 1.1: Town recreation and park services provided through local government are a valuable public resource for Corte Madera residents.

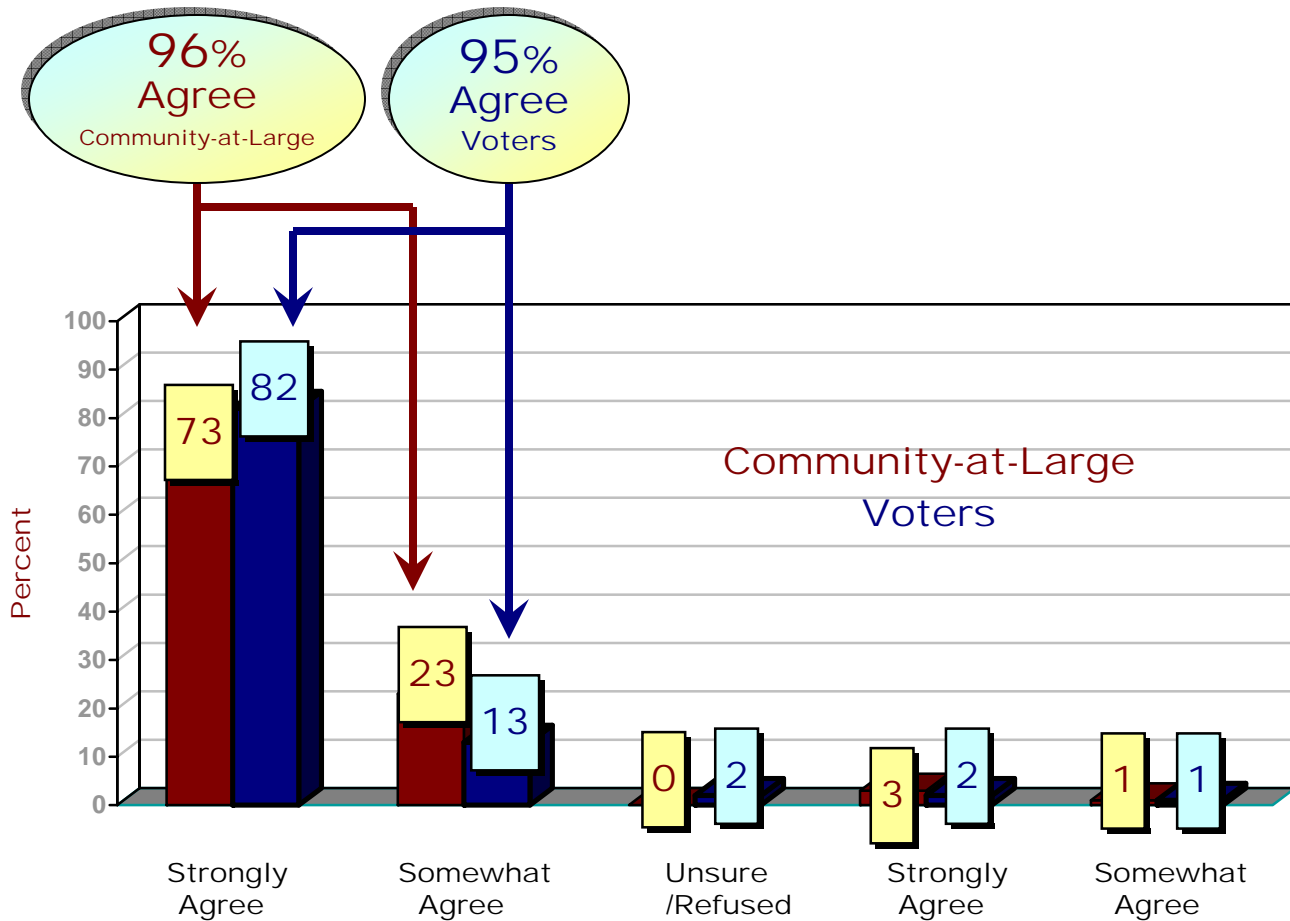


Figure 2

Corte Madera Town Park and Recreation Center
July 2006

What Activities Engage in at Corte Madera Recreation and Park Facilities

Q2.0

Community-at-Large Voters

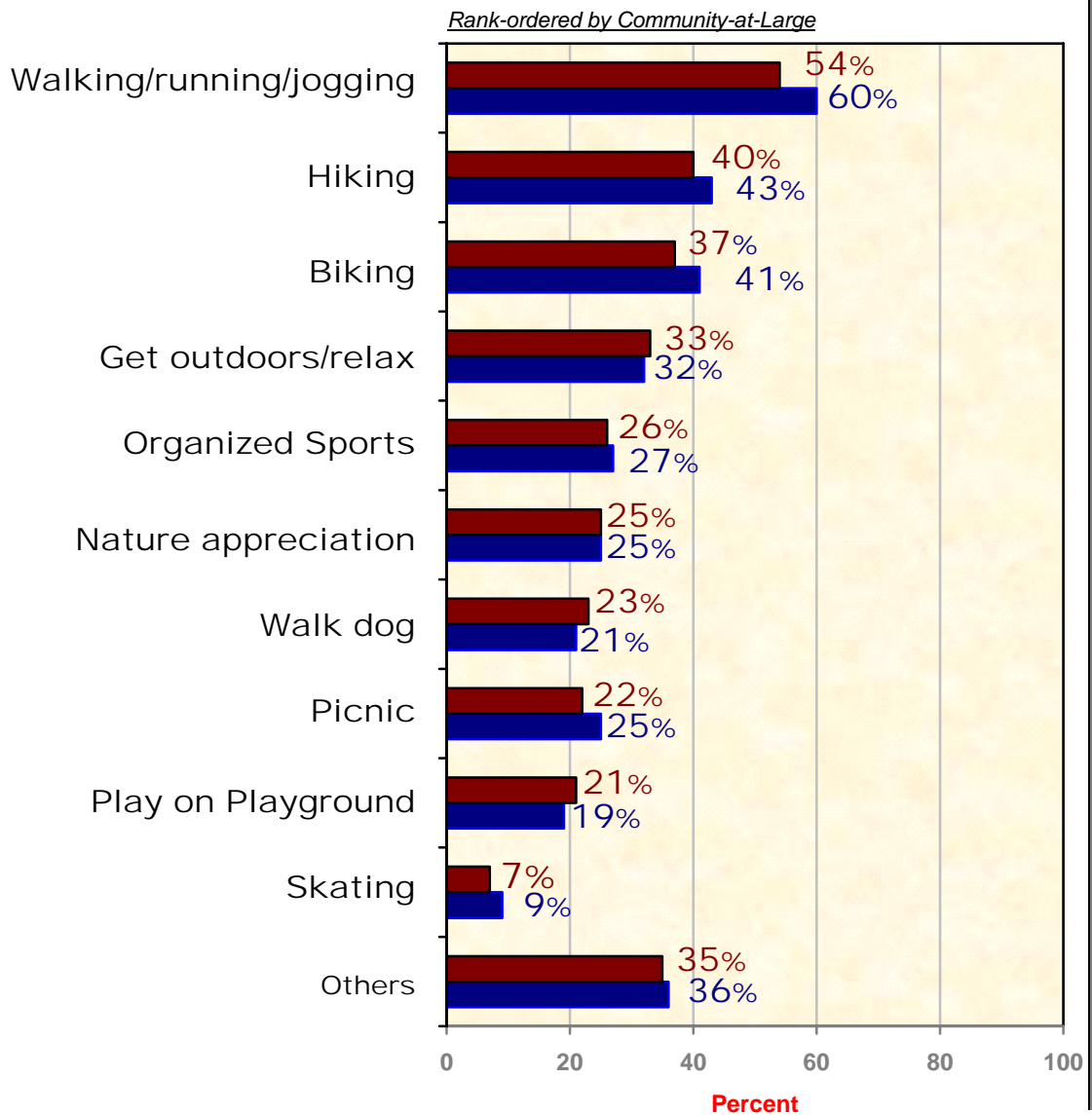


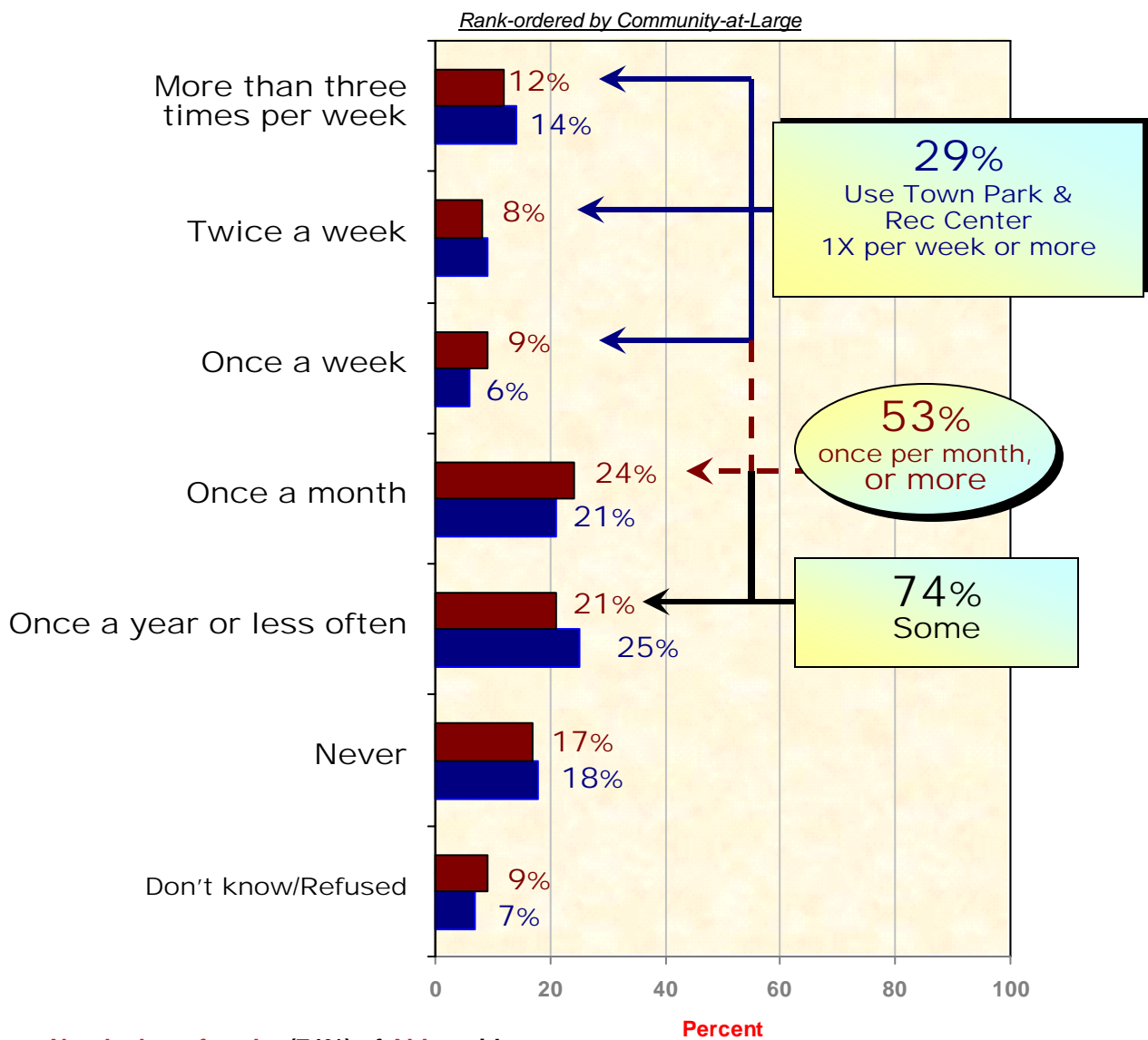
Figure 3

Corte Madera Town Park and Recreation Center
July 2006

How Often Does Your Household Use/Visit Corte Madera Recreation and/or Park Facilities?

Q3.0

Community-at-Large Voters



Note: **Nearly three-fourths (74%) of ALL residents use Town Park & Corte Madera Recreation Center at least some**

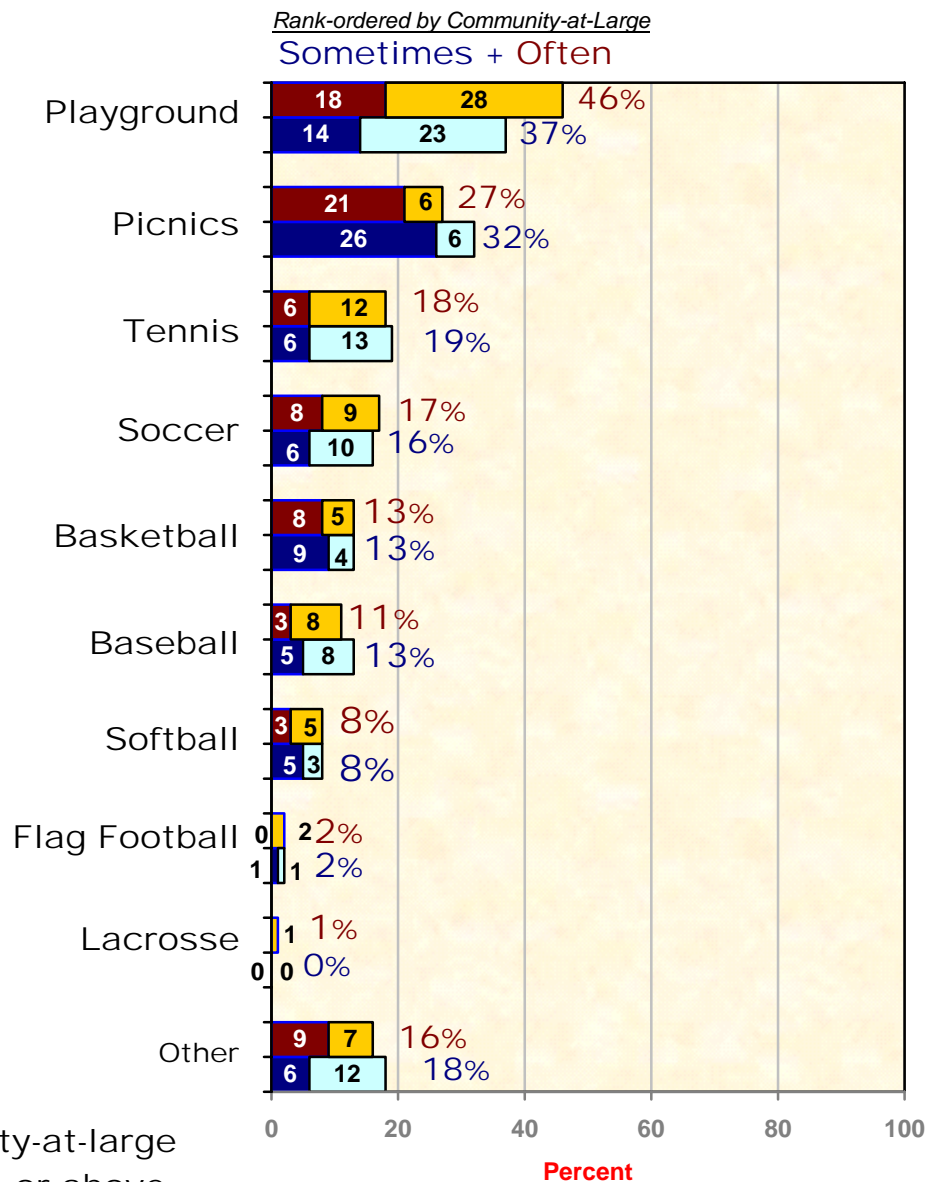
Figure 4A

Corte Madera Town Park and Recreation Center
July 2006

Outdoor Sports & Activities Participated In

Q4.1 series

Community-at-Large Voters



* 100% of Community-at-large are satisfied at 85% or above



Figure 4B

Corte Madera Town Park and Recreation Center
July 2006

Indoor Sports Participated In
(rank ordered by community-at-large)
Q4.2 series
Community-at-Large
Voters

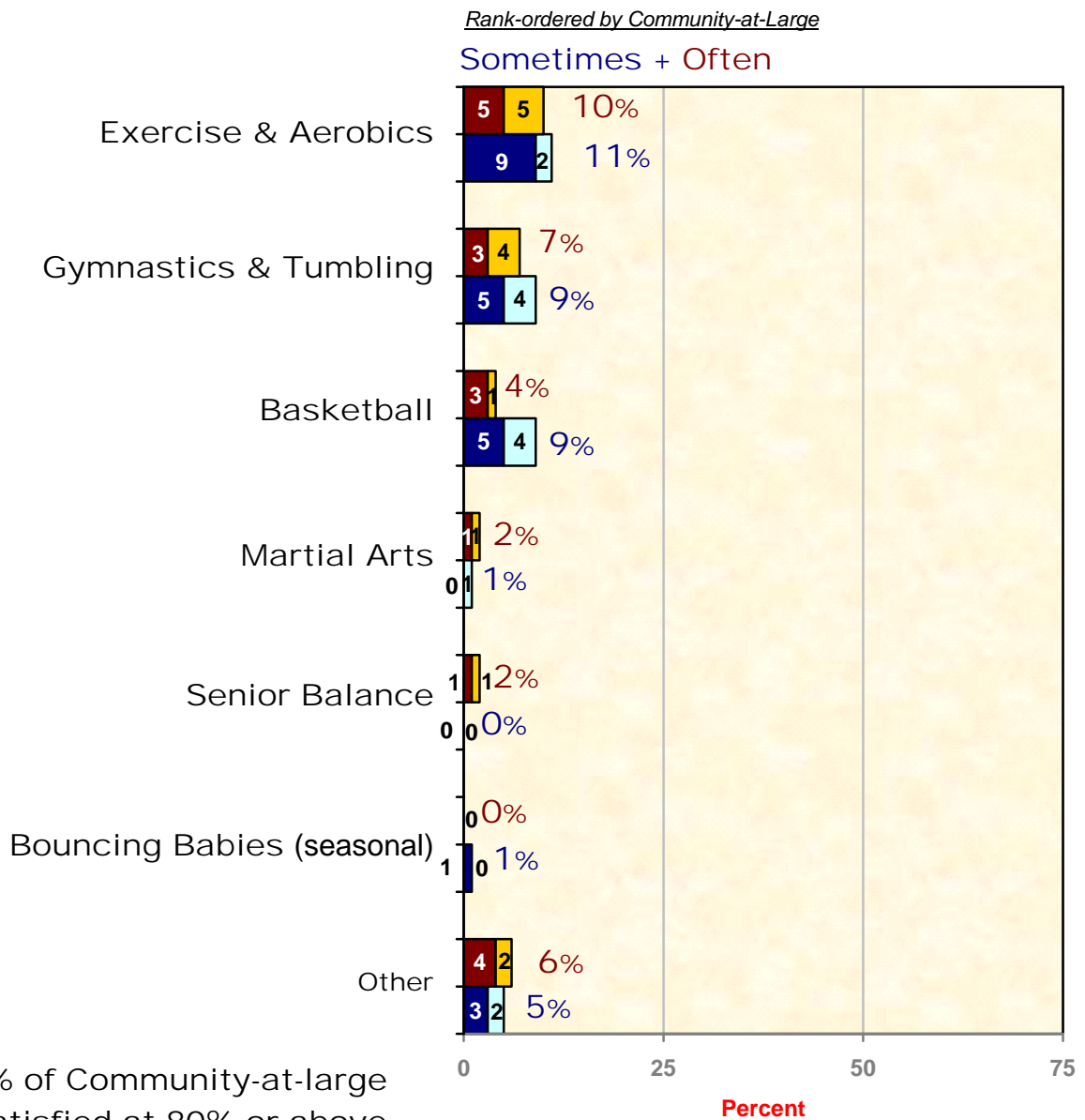


Figure 4C

Corte Madera Town Park and Recreation Center
July 2006

Other Activities Held in the Corte Madera
Recreation Center Participated In
Q4.3 series

**Community-at-Large
Voters**

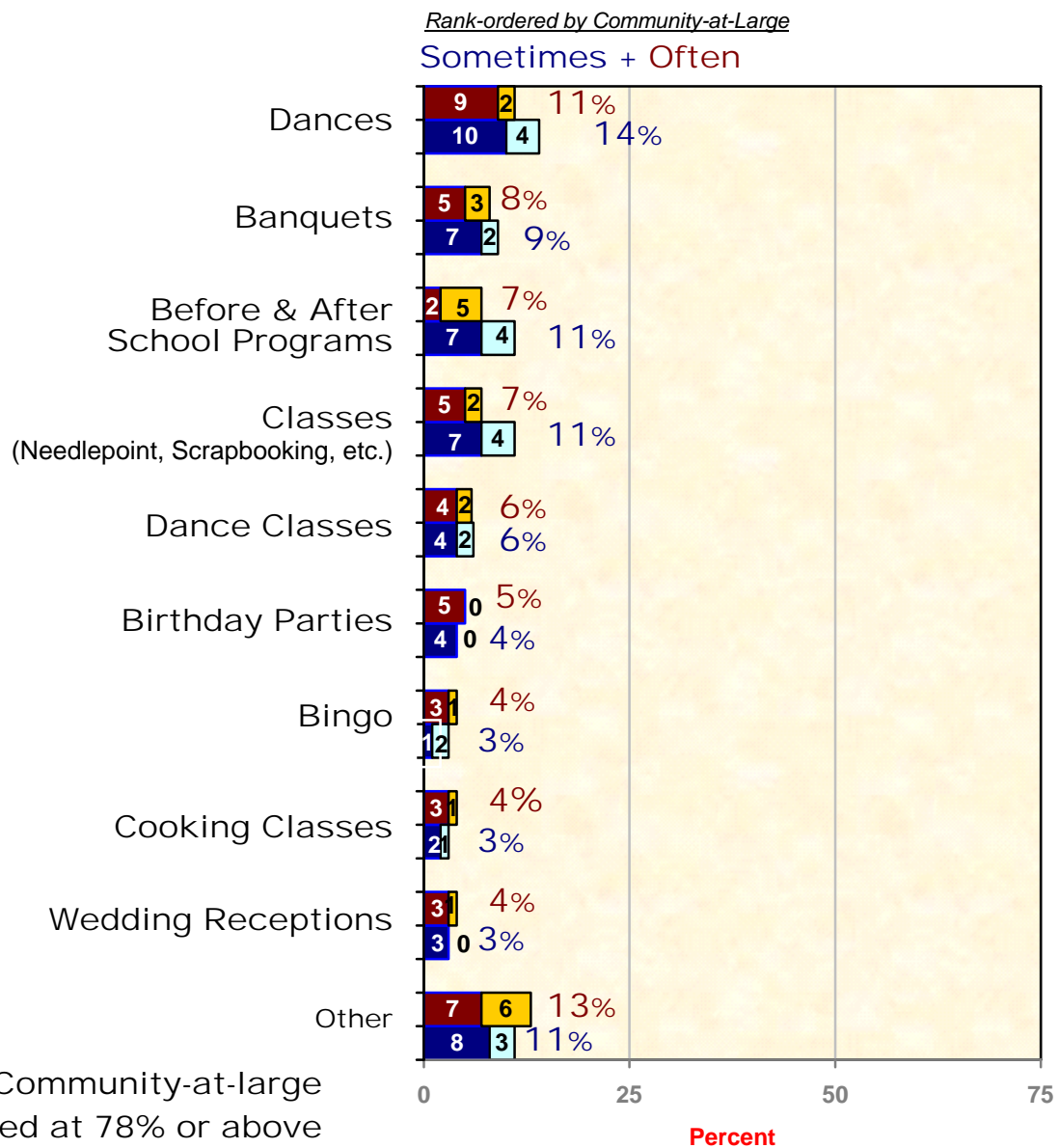


Figure 5

Corte Madera Town Park and Recreation Center
July 2006

Barriers for NOT Using Corte Madera Recreation and/or Park Facilities (rank ordered by community at large)

Q5.0 series

Community-at-Large Voters

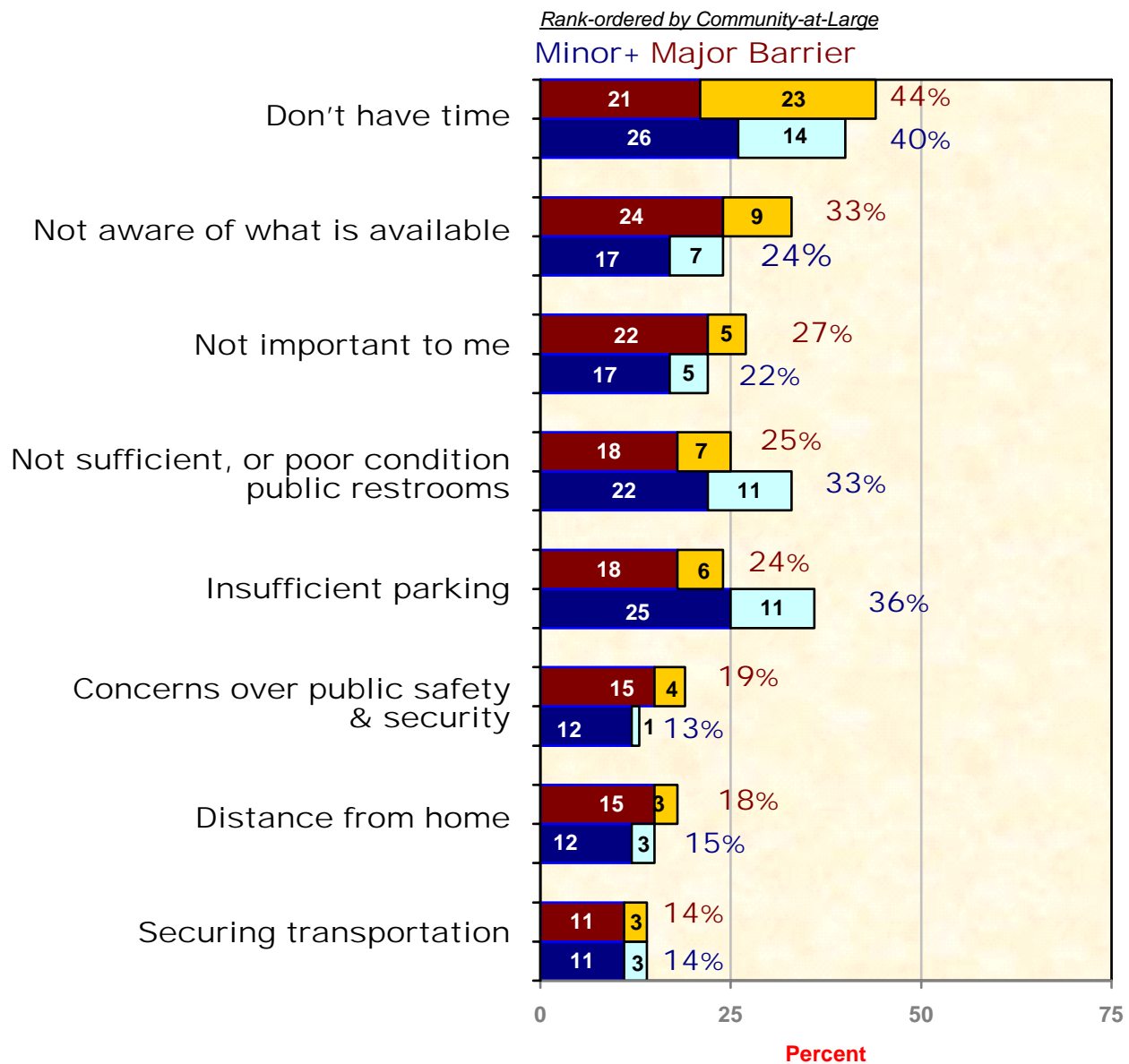


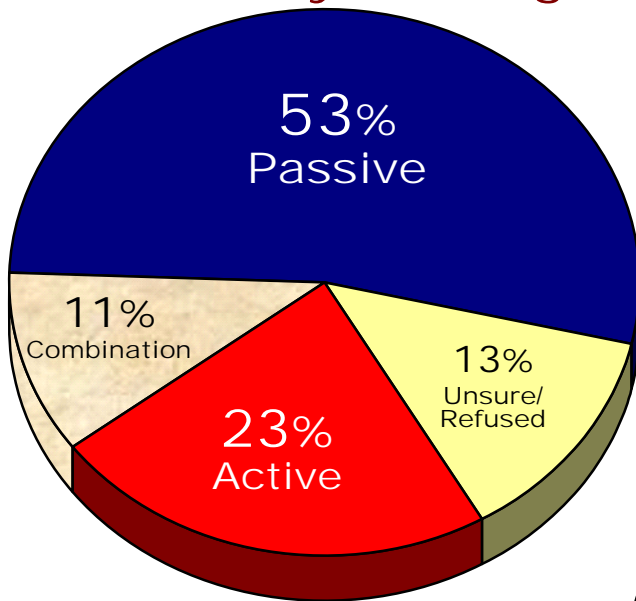
Figure 6

Corte Madera Town Park and Recreation Center
July 2006

Prefer **Active** vs. **Passive** Facilities

Question 6.0 The Town of Corte Madera Recreation and Leisure Services Department is working on long-range planning and is interested in knowing what types of facilities local residents prefer. Would you prefer that the town develop more “active” programs and facilities that include athletic fields and organized sports activities; or would you prefer the focus be on more “passive” park facilities, such as hiking & walking trails, picnic areas, or informal turf areas?

Community-at-Large



Voters

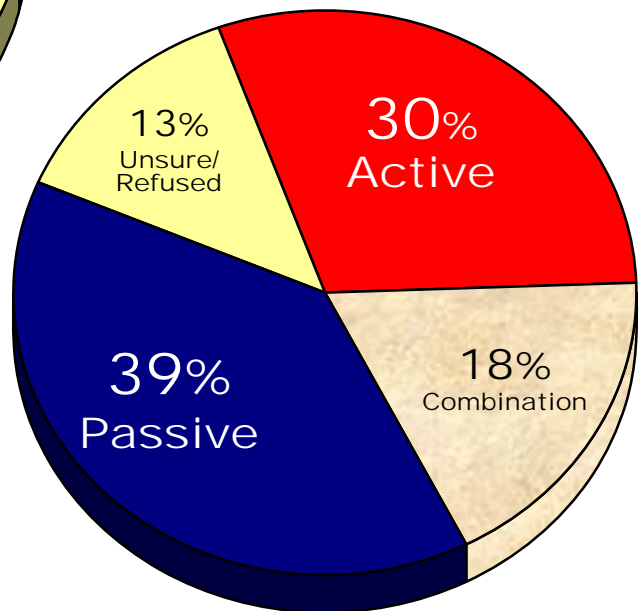


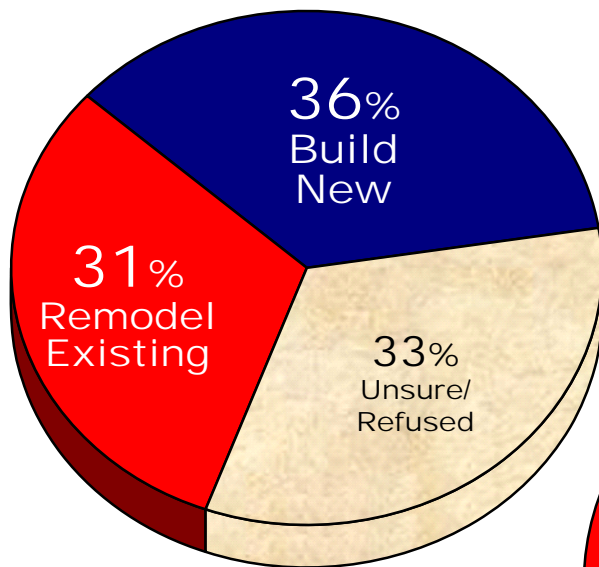
Figure 7A

Corte Madera Town Park and Recreation Center
July 2006

Preferences for Corte Madera Recreation Center

Question 7.0 As Town officials embark on enhancing BOTH the number and types of recreation programs and leisure activities that are offered...they will be faced with either a major remodeling of the existing Rec Center, in order to bring the facility up to current building codes, or constructing an entire new facility. Would you recommend that the existing Center undergo major remodeling, or should a brand new rec facility be constructed?

Community-at-Large



Voters

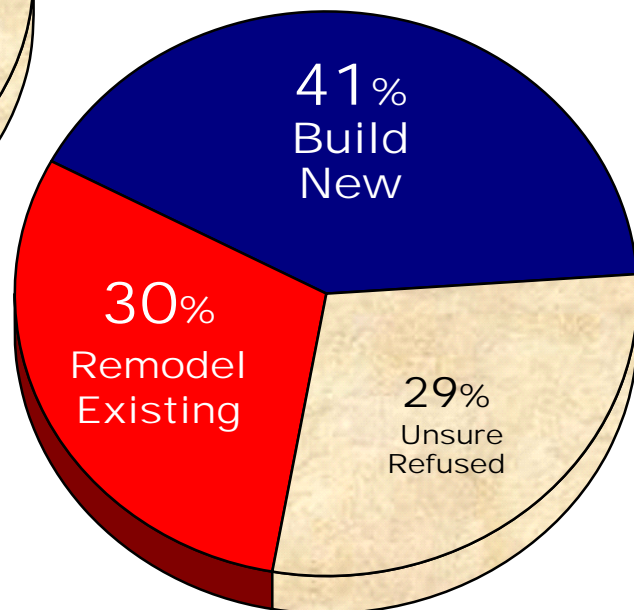


Figure 7B

Corte Madera Town Park and Recreation Center
July 2006

How Many People Should Recreation Center Accommodate?

Question 7.1: Whether the existing Recreation Center is remodeled or completely replaced, how many people should it be designed to accommodate in a large multi-purpose room (including tables to sit at)?

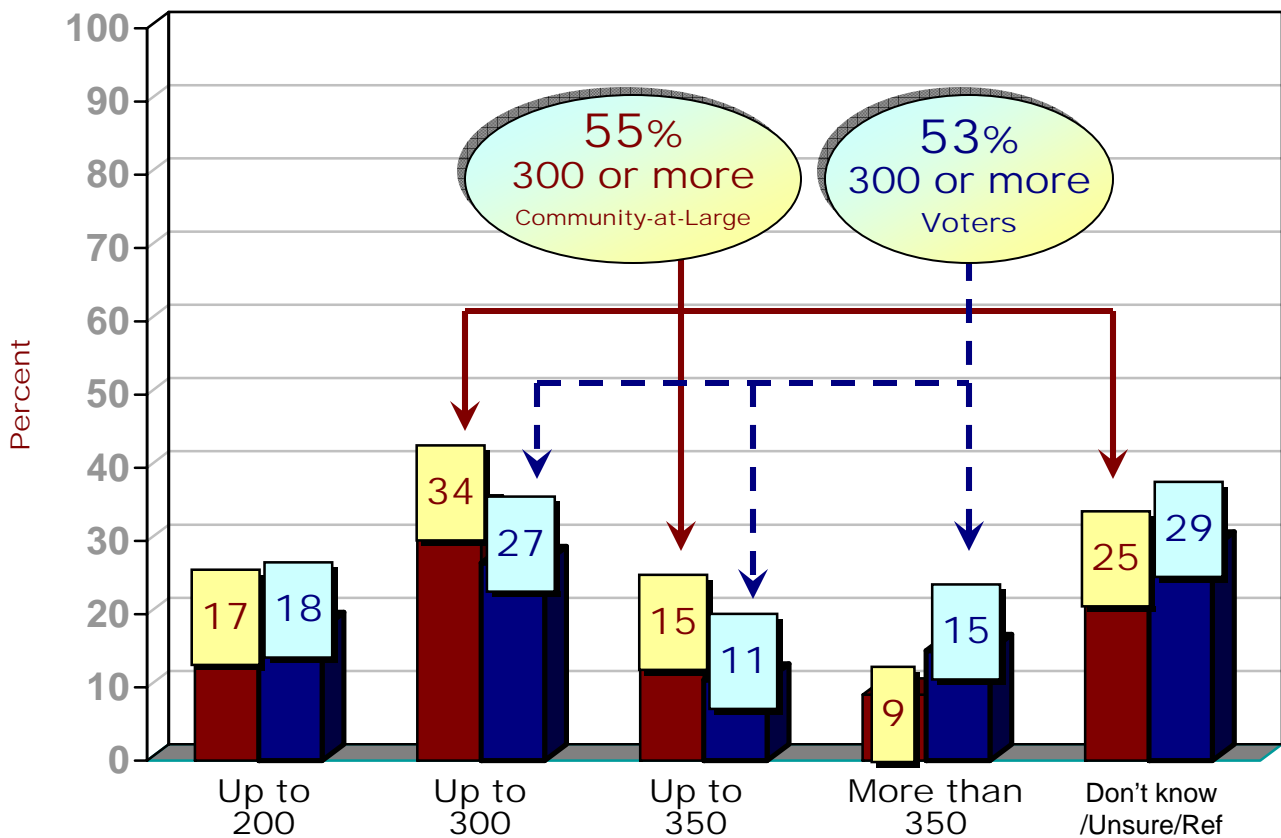


Figure 8

Corte Madera Town Park and Recreation Center
July 2006

Preference of Proposed New **OUTDOOR** Recreation
Facilities
Q8.0 series
Community-at-Large
Voters

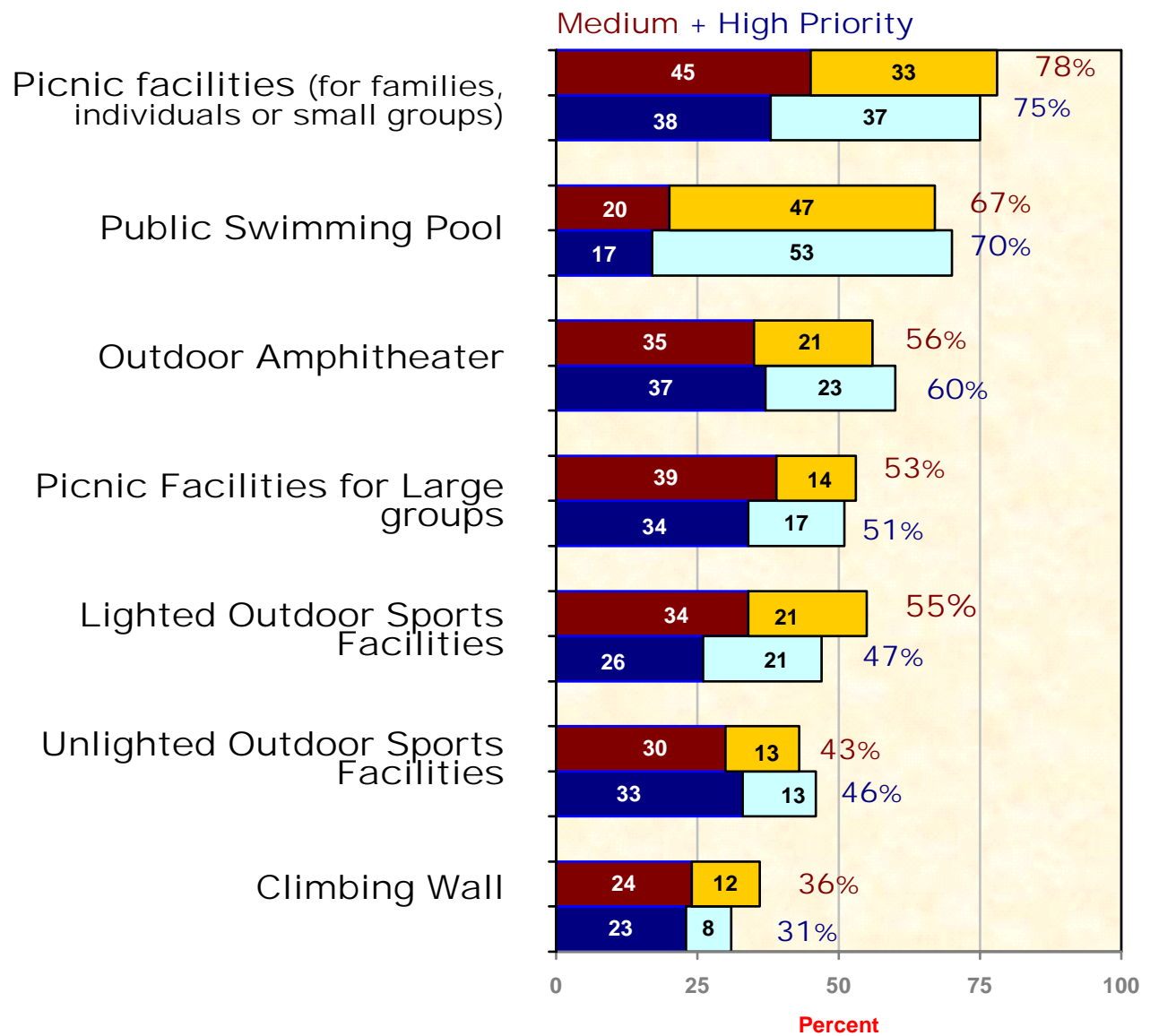


Figure 9

Corte Madera Town Park and Recreation Center
July 2006

Preference of Proposed New **INDOOR**
Recreation Facilities and Programs
Q9.0 series

Community-at-Large
Voters

Rank-ordered by Community-at-Large

Medium+ High Priority

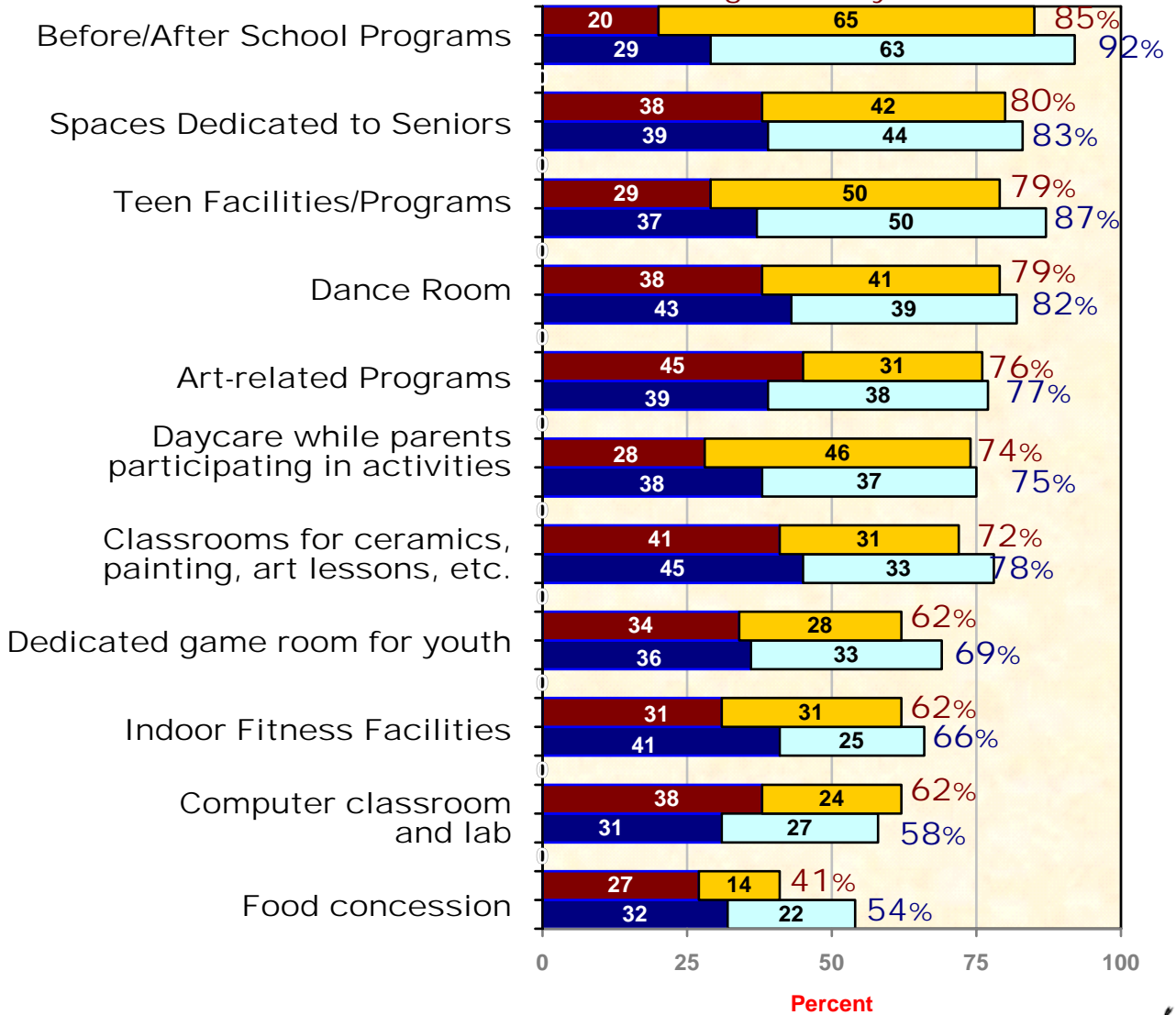
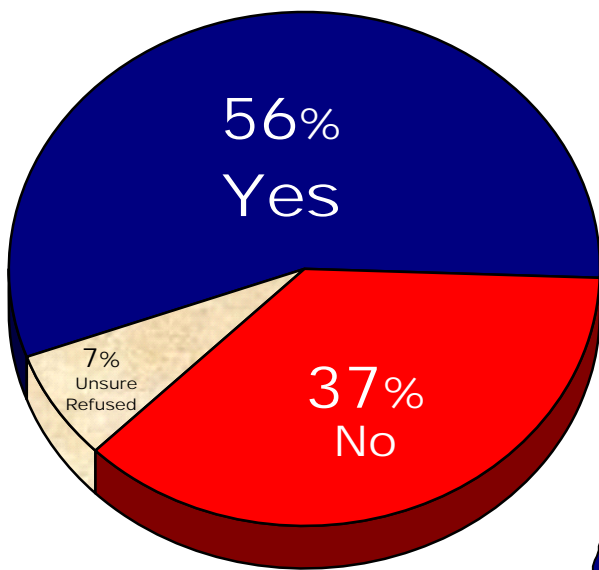


Figure 10
Corte Madera Town Park and Recreation Center
July 2006

Other Facilities or Programs Would Like to See

Question 10.0 Are there any other facilities or programs that you would like to see made available through the Town of Corte Madera Recreation and Leisure Services Department that may not be available today?

Community-at-Large



Voters

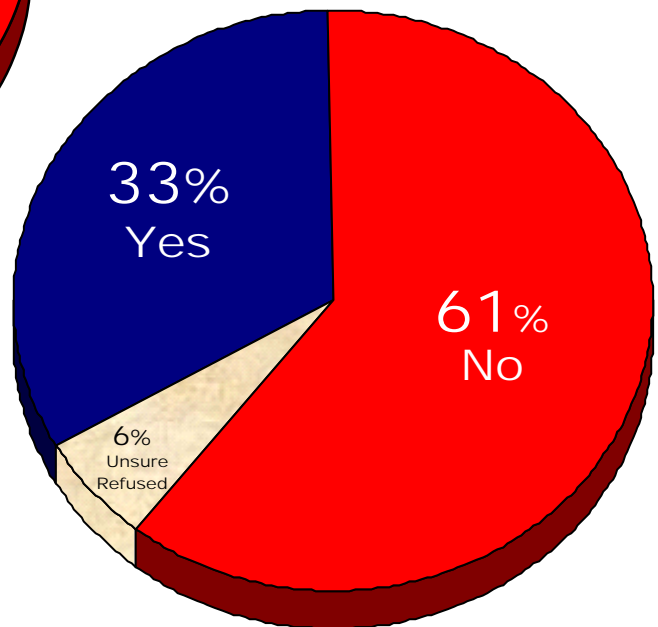


Figure 11A
Corte Madera Town Park and Recreation Center
July 2006

Support for Funding Mechanism (Registered Voters only)

Question 11.1 If a tax assessment measure were to be placed before voters in the Town of Corte Madera for the purpose of making improvements to the Town Park & Recreation Center, that you think are needed, would you be willing to support such a tax or assessment?

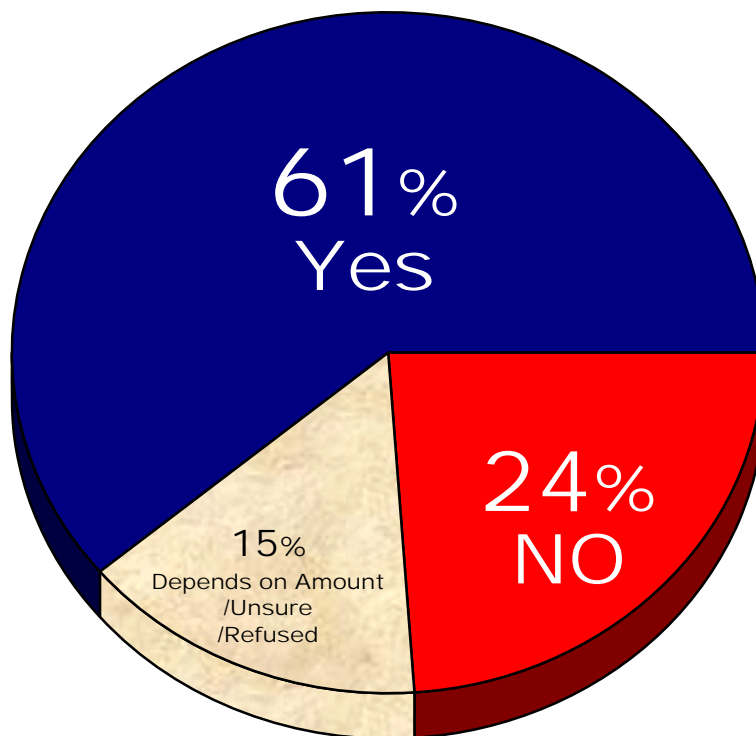


Figure 11B

Corte Madera Town Park and Recreation Center
July 2006

Threshold of Willingness to Pay for Improvement or Expansion of the Town Park and Recreation Center (Registered Voters only)

Question 11.2: If a tax or assessment initiative were to be placed before the Town of Corte Madera Voters for the improvement or expansion of the Town Park and Recreation Center, including the enhancements that you believe are definitely needed, how much in additional taxes or assessments would you be willing to pay each year to make this possible?

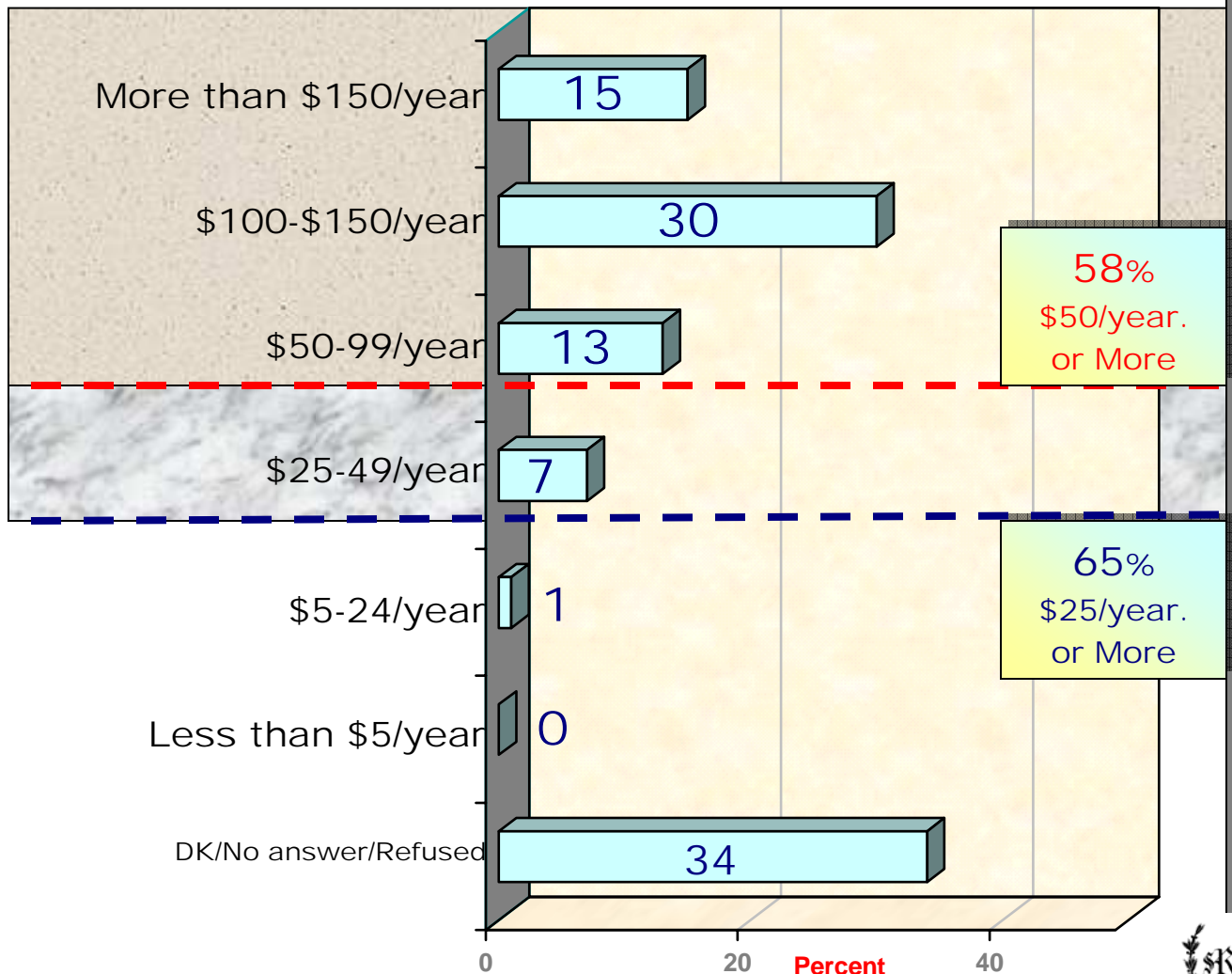


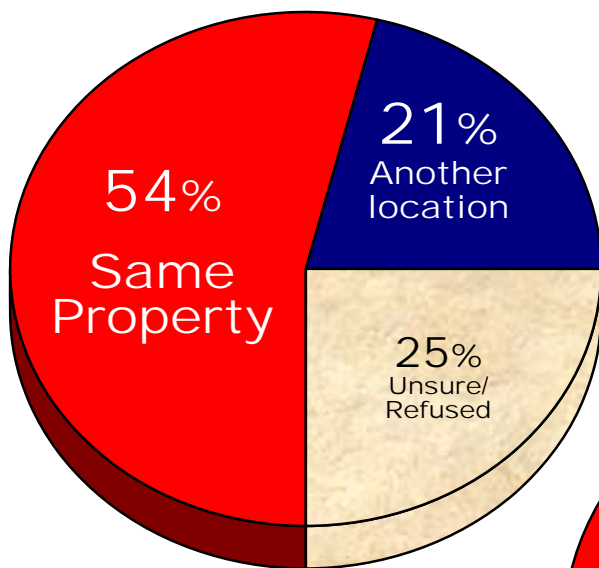
Figure 12

Corte Madera Town Park and Recreation Center
July 2006

Preferred Location for Proposed Swimming Pool

Question 12.0 Should it turn out that the Town constructs a public swimming pool to be used by local residents, should the pool be located on the same property where the Town Park and Corte Madera Recreation Center is located, or should it be located at a different site in some other part of the community?

Community-at-Large



Voters

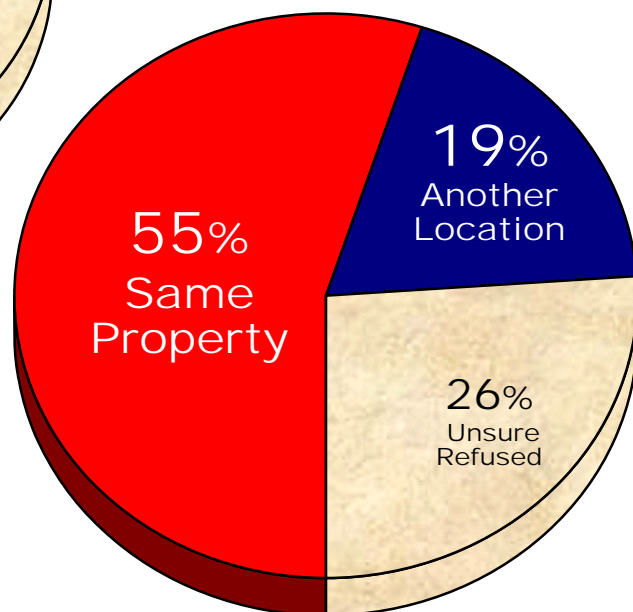


Figure 13A

Corte Madera Town Park and Recreation Center
July 2006

Demographics of Survey Respondents

Length of Residency

	RDD	Voters
0 to 5 years	33%	13%
6 to 10 years	10%	21%
11 to 25 years	27%	34%
Over 25	29%	32%
Refused	1%	0%

Anticipated Future Length of Residency

	RDD	Voters
0 to 5 years	15%	4%
6 to 10 years	13%	15%
11 to 25 years	13%	14%
Indefinitely	57%	65%
Refused	2%	2%

Household Income

	RDD	Voters
Under \$25,000	6%	5%
\$25,001 to \$50,000	10%	9%
\$50,001 to \$75,000	15%	9%
\$75,001 to \$100,000	12%	9%
Over \$100,000	47%	43%
Refused	10%	25%

Age

	RDD	Voter
18 to 30	5%	1%
31 to 40	17%	9%
41 to 50	23%	28%
51 to 65	33%	29%
Over 65	19%	31%
Refused	3%	2%

Ethnicity

	RDD	Voters
Caucasian	86%	88%
Hispanic	4%	2%
Black	1%	0%
Native American	2%	0%
Native Hawaiian	0%	1%
Asian	3%	2%
Other	1%	2%
Refused	3%	5%



Figure 13B

Corte Madera Town Park and Recreation Center
July 2006

Demographics of Survey respondents

of Children Under 18

	RDD	Voters
None	59%	59%
One	18%	19%
Two	20%	15%
Three or more	3%	7%

Home Ownership

	RDD	Voters
Own	77%	85%
Rent	20%	13%
Refused	3%	2%

Gender

	RDD	Voters
Male	36%	41%
Female	64%	59%



Addendum B

A 'NEEDS ANALYSIS' FOR STRUCTURING A MASTER PLAN FOR THE...

CORTE MADERA TOWN PARK AND RECREATION CENTER

QUESTIONNAIRE

N=300: Registered Voters=150; Random Digit Dial=150

Hello. My name is _____ and I am with the **Survey Research Institute**. We are conducting a survey on behalf of the **Town of Corte Madera** concerning policy issues that Town officials believe impact the **quality of life** of residents throughout the community. The present survey focuses, almost exclusively, upon the **Corte Madera Town Park and Recreation Center**. Town officials would like to learn more about **your** interests and preferences regarding how the recreation facilities and programs provided at the Town Park and Recreation Center can be designed to better serve you and ALL Corte Madera residents.

Would you mind sharing a few minutes of your time to respond to our brief questionnaire?

NOTE TO INTERVIEWER: If respondent asks "How long will the survey take?" or "About 15 minutes"

Corte Madera officials continually look for ways to enhance the experience for everyone who utilizes the **Town Park and Recreation Center**, which is the primary reason for conducting the present survey. Thus, your input is extremely important and very much appreciated.

Value of Parks and Recreation

1.0 First, I will read a statement about the value of recreation and park services to see if you agree or disagree. Please use the following scale in responding: Strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

1.1 Town recreation and park services provided through local government are a **valuable public resource** for Corte Madera residents. Do you strongly or somewhat AGREE with this notion; or do you strongly or somewhat DISAGREE with this statement?

Strongly Agree	Somewhat Agree	Unsure DON'T READ	Somewhat Disagree	Strongly Disagree	Refused DON'T READ	
73%	23%	0%	3%	1%	0%	RDD
82%	13%	1%	2%	1%	1%	Voters

Usage Patterns

2.0 In general, what types of recreational, health & wellness, or leisure activities do you, or members of your household, most frequently engage in?

NOTE to interviewers: Read list ONLY if asked for examples; **CIRCLE ALL THAT APPLY**

RDD	Voters	
54%	60%	Walking/Running/Jogging
40%	43%	Hiking
37%	41%	Biking
33%	32%	Relaxing, Escaping the pressures of everyday life, or other leisure time activities
26%	27%	Organized sports (baseball, softball, soccer, basketball, volleyball, lacrosse, etc.)
25%	25%	Nature appreciation/study
23%	21%	Walking your dog(s)
22%	25%	Picnicking
21%	19%	Play on playground equipment
7%	9%	Skating (e.g., roller blades, roller skates, etc.)
35%	36%	Others (please list)
10%	7%	None

Other:

Mentioned 28 times: Swimming

Mentioned 16 times: Exercise (weight lifting, karate, yoga, etc.)

Mentioned 10 times: Tennis

Mentioned 8 times: Children classes

Mentioned 6 time: Bus trips

Mentioned 5 times: Dances

Mentioned 2 times: Golf, pet walking, horseback riding, Kayaking

Mentioned 1 time: Motorcycle riding classes, Fishing, Rent picnic areas for parties, Parades, Spinning classes, Bingo, Canoe paddling, Listen to music, Used computer lab, Boating, Wind surfing, Hot rods, Mahjong, Reading in the park, Cooking, Gardening, Dancing Skiing, Climbing

3.0 Approximately **how often** do you, or members of your household, use or visit the Town Park or Corte Madera Recreation Center? (Note to Interviewers: Read choices if necessary.)

RDD	Voters	
12%	14%	More than three times per week [GO ON to Q4.0]
8%	9%	Three times per week [GO ON to Q4.0]
9%	6%	Twice a week [GO ON to Q4.0]
24%	21%	Once a week [GO ON to Q4.0]
21%	25%	Once a month [GO ON to Q4.0]
17%	18%	Once a year or less often [GO ON to Q4.0]
9%	7%	Never [SKIP to Q5.0]

4.0 Now, I will read you a list of **FACILITIES** and **PROGRAMS** that are made available through the Town of Corte Madera Recreation and Leisure Services Department. After I read each one, please tell me two things. First, **HOW OFTEN** have you, or any member of your household, used that particular recreation facility or participated in that town-sponsored activity within the past year? Please use the following scale — often, sometimes, seldom, or never. Second, for those that you have taken advantage of, please tell me if you were **SATISFIED** or **DISSATISFIED** with the facility or program?

Note to SURVEYORS: Only record satisfaction data for those activities/facilities that respondent reports having used.

		<u>Often</u>	<u>Sometimes</u>	<u>Seldom</u>	<u>Never</u>	<u>Ref</u>	<u>Satisfied</u>	<u>Dissat.</u>	
4.1	Outdoor Sports & Activities (organized or leisure)								
4.1a	Baseball	8%	3%	7%	73%	9%	85%	15%	RDD
		8%	5%	6%	74%	7%	93%	7%	Voters
4.1b	Softball	5%	3%	2%	86%	9%	85%	15%	RDD
		3%	5%	5%	80%	7%	90%	10%	Voters
4.1c	Basketball	5%	8%	8%	70%	9%	90%	10%	RDD
		4%	9%	7%	73%	7%	76%	24%	Voters
4.1d	Soccer	9%	8%	5%	68%	9%	97%	3%	RDD
		10%	6%	5%	73%	7%	90%	10%	Voters
4.1e	Tennis	6%	12%	9%	64%	9%	97%	3%	RDD
		6%	13%	13%	61%	7%	83%	17%	Voters
4.1f	Lacrosse	0%	1%	0%	90%	9%	100%	0%	RDD
		0%	0%	0%	93%	7%	0%	0%	Voters
4.1g	Flag Football	0%	2%	1%	88%	9%	100%	0%	RDD
		1%	1%	1%	90%	7%	100%	0%	Voters
4.1h	Playground	28%	18%	9%	36%	9%	95%	5%	RDD
		23%	14%	13%	43%	7%	96%	4%	Voters
4.1i	Picnics	6%	21%	31%	33%	9%	89%	11%	RDD
		6%	26%	28%	33%	7%	92%	8%	Voters
4.1j	Other	7%	9%	12%	64%	9%	95%	5%	RDD
		12%	6%	6%	69%	7%	87%	13%	Voters

Mentioned 24 times: Walking

Mentioned 12 times: Biking

Mentioned 6 times: Kite flying

Mentioned 5 times: Dog walking, Running/jogging

Mentioned 4 times: Volleyball, Skateboarding

Mentioned 3 times: Frisbee, Rollerblading

Mentioned 2 times: Parades

Mentioned 1 time: Fishing, Kayaking, Feeding the ducks, Bird watching, Swimming, Bathrooms are dirty, Ballet class, Fairs, Big band music, Racing hot rods, Summer camp, Hiking, Baseball

Often Sometimes Seldom Never Ref Satisfied Dissat.

4.2 Indoor Sports (organized or leisure)

4.2a Basketball	1%	3%	4%	83%	9%	100%	0%	RDD
	4%	5%	1%	83%	7%	80%	20%	Voters
4.2b Exercise and aerobics	5%	5%	1%	79%	9%	83%	17%	RDD
	2%	9%	7%	75%	7%	78%	22%	Voters
4.2c Gymnastics & Tumbling	4%	3%	3%	81%	9%	71%	29%	RDD
	4%	5%	3%	81%	7%	68%	32%	Voters
4.2d Martial Arts	1%	1%	2%	87%	9%	100%	0%	RDD
	1%	0%	0%	92%	7%	50%	50%	Voters
4.2e Senior Balance	1%	1%	2%	87%	9%	80%	20%	RDD
	0%	0%	0%	93%	7%	100%	0%	Voters
4.2f Bouncing babies (seasonal)	0%	0%	2%	89%	9%	100%	0%	RDD
	0%	1%	1%	91%	7%	100%	0%	Voters
4.2g Other	2%	4%	1%	84%	9%	80%	20%	RDD
	2%	3%	1%	87%	7%	90%	10%	Voters

Mentioned 9 times: Dances/ballet

Mentioned 3 times: Soccer

Mentioned 2 times: Badminton, Bridge

Mentioned 1 time: Volleyball, Camping, Children classes, Chorus

Often Sometimes Seldom Never Ref Satisfied Dissat.

4.3 Other activities held in the Corte Madera Recreation Center

4.3a Bingo	1%	3%	1%	86%	9%	100%	0%	RDD
	2%	1%	2%	88%	7%	88%	12%	Voters
4.3b Before and After School Programs	5%	2%	5%	79%	9%	78%	22%	RDD
	4%	7%	1%	81%	7%	83%	17%	Voters
4.3c Classes (Needlepoint, Scrap booking, Guitar lessons, Spanish; Introduction to, Computers, Face painting, what-have-you)	2%	5%	5%	79%	9%	94%	6%	RDD
	4%	7%	5%	77%	7%	87%	13%	Voters,
4.3d Wedding Receptions	1%	3%	3%	84%	9%	100%	0%	RDD
	0%	3%	3%	87%	7%	75%	25%	Voters
4.3e Dances	2%	9%	13%	67%	9%	88%	12%	RDD
	4%	10%	14%	65%	7%	83%	17%	Voters
4.3f Banquets	3%	5%	11%	72%	9%	93%	7%	RDD
	2%	7%	13%	71%	7%	85%	15%	Voters
4.3g Birthday parties	0%	5%	11%	75%	9%	87%	13%	RDD
	0%	4%	4%	85%	7%	85%	15%	Voters
4.3h Cooking classes	1%	3%	0%	88%	9%	100%	0%	RDD
	1%	1%	2%	89%	7%	100%	0%	Voters
4.3i Dance classes	2%	4%	1%	84%	9%	80%	20%	RDD
	2%	4%	4%	83%	7%	87%	13%	Voters
4.3j Other	6%	7%	11%	67%	9%	88%	12%	RDD
	3%	8%	13%	69%	7%	95%	5%	Voters

Mentioned 20 times: Town events
 Mentioned 14 times: Meetings
 Mentioned 11 times: Voting lace
 Mentioned 6 times: Flea market
 Mentioned 2 times: Luncheons
 Mentioned 1 time: Start Mother’s Club, Macks of Marin, Square Dancing, Church, Day trips, Children performances, Memorial service, Women’s group, Parties, Fending, Certificate training, Movies, Soccer party, Trips to casinos, Lectures about travel.

4.4 In addition to the activities that you frequently engage in at the local parks or recreation center facilities, are there other activities that you, or members of your household, **would like to participate in** at the Corte Madera Town Park or Recreation Center? (Note to Interviewer: List all that are mentioned)

Mentioned 37 times: Swimming pool
 Mentioned 8 times: Dog park
 Mentioned 6 times: Exercise classes
 Mentioned 5 times: Tennis
 Mentioned 4 times: Spanish classes, Concerts in the park
 Mentioned 3 times: Computer classes, Art classes, Dance classes, Martial arts, Yoga
 Mentioned 2 times: Dog behavior classes, Better after school programs, Outdoor movies, Toddler classes, Bridge, Indoor soccer, bike trails
 Mentioned 1 time: Horseshoes, Seminars, Emergency preparedness, Auctions, Children summer camp, Walks in the park, TaiChi, Public Meetings, Singles events, Flea markets, New Rec Center, Regional theater, Day trips, Receptions/parties, Dancing, Free for non-profit events, Archery, Bicycling, Golf

Barriers to Use

5.0 Now, I would like to ask about things that could be stopping you, or other members of your household, from using the Town Park or Corte Madera Recreation Center facilities more frequently than you are presently using them. I will read a short list of possible barriers. Please tell me, first, whether or not each factor impedes the amount you, or other members in your household, use Town Park and Recreation facilities; and for those factors that do impede usage, please tell me whether it is a **major** barrier or a **minor** barrier.

	Major Barrier	Minor barrier	Not at all barrier	Unsure d/k	
5.1 Distance from your home	3%	15%	82%	0%	RDD
	3%	12%	85%	0%	Voters
5.2 Securing transportation to and from the Town Park and Corte Madera Recreation Center	3%	11%	86%	0%	RDD
	3%	11%	86%	0%	Voters
5.3 Concerns over public safety and security at the Town Park & Recreation Center	4%	15%	81%	0%	RDD
	1%	12%	86%	1%	Voters
5.4 Not a sufficient number, or poor condition of public restrooms	7%	18%	71%	4%	RDD
	11%	22%	61%	6%	Voters

	Major Barrier	Minor barrier	Not at all barrier	Unsure d/k	
5.5 Insufficient parking	6% 11%	18% 25%	75% 62%	1% 2%	RDD Voters
5.6 I'm not aware of what facilities are available to me	9% 7%	24% 17%	66% 75%	1% 1%	RDD Voters
5.7 Using the Town Park and Recreation Center facilities is not important to me	5% 5%	22% 17%	68% 72%	5% 6%	RDD Voters
5.8 I don't have time to use either the Town Park or Recreation Center facilities	23% 14%	21% 26%	55% 59%	1% 1%	RDD Voters

5.9 Are there any other barriers that we've not mentioned here that keep you from using the Corte Madera Town Park and Recreation Center? And, if so, is it a major or minor barrier?

5.9b	Yes	No	Major	Minor	
	45% 49%	55% 51%	76% 86%	24% 14%	RDD Voters

5.9a: What is the barrier?

Mentioned 21 times; Rec Center needs repairs and remodeling

Mentioned 12 times: Can't bring pets

Mentioned 7 times: Age, Lack of interest

Mentioned 6 times: Health issues, Class schedule times,

Mentioned 5 times: Cost of using facilities, Lack of publicity as to what is available

Mentioned 4 times: More trees on the playground area for shade, Need pool,

Mentioned 3 times: Lack of maintenance of trails, Too many out-of-towners

Mentioned 2 times: Do not have exercise equipment, Rent picnic tables in advance – gets too crowded, Too many soccer fields take up park so no one else can use

Mentioned 1 time: Only offer one activity at a time, No decent meeting space, Lack of activities available, More lighting during summertime, Inconvenient hours of operation, Cost of excursions too high, Too overcrowded, Not enough programs for young kids, When park is used for events it prevents use by residents, Need more activities for seniors, Partial closing of facility, Poor life planning, Availability of art or craft related classes, Lacks imagination, Don't offer square dancing, Cost of classes, Need broader choice of classes, Get rid of the d*** geese and their poop, Lack of discipline of children at youth activities, No backboard at tennis courts for solo practices, Upgrade toilets, No shaded areas, Poor administration, No public transportation, Classes not relevant to younger population, You have to make a reservation for everything, Poor planning...skate board area next to tennis courts, Too much soccer, Insufficient programs for seniors, We don't have a good leader, Not enough picnic tables, Students at San Clemente Park, Drunks hanging out in the park, Don't have children, Cement on basketball court cracked and uneven – needs repair, Too crowded, No time, Not enough trips for seniors, Lack of supervision at events, I have a nice backyard

Active vs. Passive Park & Recreation Facilities

6.0 The Town of Corte Madera Recreation and Leisure Services Department is working on long-range planning and is interested in knowing what types of facilities local residents prefer. For example, would you prefer that the Town develop **more “active” programs and facilities** that include athletic fields and organized sports activities; or would you prefer the focus be on more **“passive” park** facilities, such as hiking & walking trails, picnic areas, or informal turf areas?

RDD	Voters	
23%	30%	Active parks with athletic fields and organized sports activities
11%	18%	A combination of both (do not read this response)
53%	39%	Passive parks with a few picnic tables and open space
11%	11%	Unsure/don't know [DO NOT READ]
2%	2%	Refused [DO NOT READ]

Preferences for Corte Madera Recreation Center

7.0 As Town officials embark on enhancing BOTH the number and types of recreation programs and leisure activities that are offered through the Corte Madera Recreation and Leisure Services Department, they will be faced with either a major remodeling of the existing Recreation Center, in order to bring the facility up to current building codes, or constructing an entirely new facility. My question is this: Would you recommend that the existing Corte Madera Recreation Center undergo major remodeling, or should a brand new recreation facility be constructed?

RDD	Voters	
31%	30%	Remodel the existing Corte Madera Recreation Center to bring it up to code
36%	41%	Construct a brand new Recreation Center
30%	26%	Don't know/Unsure
3%	3%	Refused

7.1 Whether the existing Recreation Center is remodeled or completely replaced, how many people should it be designed to accommodate in a large multi-purpose room (including tables to sit at)?

RDD	Voters	
17%	18%	Up to 200 people
34%	27%	Up to 300 people.
15%	11%	Up to 350 people.
9%	15%	More than 350 people.
25%	29%	Don't know/Unsure/Refused

Spending Priorities

8.0 I will read a list of NEW recreation **FACILITIES** that Corte Madera officials may be considering constructing or adding at some point in the future. I would like you to prioritize each item; more specifically, will you tell me if you would consider each item to be (read below):

- 3 = A **high priority**, added as soon as possible to the Town's park and recreation center system? Or would you say the item should be considered:
- 2 = A **medium priority**, added if and when the budget allows? or should it be considered:
- 1 = A **low priority**, not really needed at this time.
- 8 = Unsure, don't know (do not read this option)
- 9 = Refused (do not read this option)

The first item on the list involves constructing more **lighted outdoor sports facilities**, such as soccer and baseball fields, as well as basketball and tennis courts. My question is this...should constructing more lighted outdoor sports facilities be considered a high, medium, or low priority?

NOTE TO INTERVIEWER: Rotate questions 8.1 to 8.7

		high	med	low	unsure/dk Refused	
8.1	Construct more lighted outdoor sports facilities (such as soccer, baseball, basketball, tennis)	21% 21%	34% 26%	42% 50%	3% 3%	RDD Voters
8.2	Construct more unlighted outdoor sports facilities (such as soccer, baseball, basketball, tennis)	13% 13%	30% 33%	53% 50%	4% 4%	RDD Voters
8.3	Construct an outdoor climbing wall	12% 8%	24% 23%	61% 67%	3% 2%	RDD Voters
8.4	Construct public swimming pool	47% 53%	20% 17%	32% 29%	1% 1%	RDD Voters
8.5	Construct picnic facilities for families, individuals, or small groups	33% 37%	45% 38%	20% 24%	2% 1%	RDD Voters
8.6	Construct picnic facilities for large groups	14% 17%	39% 34%	45% 46%	2% 3%	RDD Voters
8.7	Construct outdoor amphitheater or performance space	21% 23%	35% 37%	43% 39%	1% 1%	RDD Voters

9.0 I will now read a list of NEW **indoor** recreation **FACILITIES** and **PROGRAMS** that Town officials are considering to add at the Corte Madera Recreation Center. Using the same scale as before, I would like you to prioritize each item.

The first item on the list involves BEFORE and AFTER school programs for school-age children. My question is this...should enhancing BEFORE-school and AFTER-school programs for the Town's children and youth be considered a high, medium, or low priority?

NOTE TO INTERVIEWER: Rotate questions 9.1 to 9.11

		high	med	low	unsure/dk Refused	
9.1	Enhance <u>before</u> and <u>after</u> school programs for children and youth	65%	20%	12%	3%	RDD
		63%	29%	6%	2%	Voters
9.2	Offer such art-related programs as ceramics, photography, painting, and others	31%	45%	22%	2%	RDD
		38%	39%	23%	0%	Voters
9.3	Provide day care while parents are participating in activities at the Corte Madera Recreation Center	46%	28%	23%	3%	RDD
		37%	38%	24%	1%	Voters
9.4	Create Teen Facilities and more Teen Programs	50%	29%	18%	3%	RDD
		50%	37%	11%	2%	Voters
9.5	Construct indoor fitness facilities with cardio equipment	31%	31%	36%	2%	RDD
		25%	41%	33%	1%	Voters
9.6	Construct a dance room for such activities as <u>aerobics, ballet, yoga</u> classes	41%	38%	19%	2%	RDD
		39%	43%	17%	1%	Voters
9.7	Construct a computer classroom and lab	24%	38%	36%	2%	RDD
		27%	31%	41%	1%	Voters
9.8	Construct a dedicated game room for local youth	28%	34%	35%	3%	RDD
		33%	36%	28%	3%	Voters
9.9	Construct classrooms that are dedicated to such activities as <u>ceramics, painting, art lessons, and-the-like</u>	31%	41%	26%	2%	RDD
		33%	45%	21%	1%	Voters
9.10	Construct spaces dedicated to seniors	42%	38%	18%	2%	RDD
		44%	39%	16%	1%	Voters
9.11	Provide a food concession such as a café, juice bar, or other type of food service within the recreation center	14%	27%	58%	1%	RDD
		22%	32%	46%	0%	Voters

10.0 Are there **any other facilities or programs** that you would like to see made available through the Town of Corte Madera Recreation and Leisure Services Department that may not be available today?

RDD	Voters		
56%	33%	YES	[GO ON to Q10.1]
37%	61%	NO	[SKIP to Q11.0]
7%	6%	Don't know/Unsure	[SKIP to Q11.0]

10.1 What are these

Mentioned 17 times: Swimming pool
 Mentioned 5 times: More teen programs
 Mentioned 4 times: Dog park, Bocce ball court, More day trips
 Mentioned 3 times: Concerts in the park, Foreign language classes
 Mentioned 2 times: Public fountain, Theater group, Dog obedience classes, More tennis courts, Racquetball courts, Wall climbing
 Mentioned 1 time: Organized sports, Ice rink, TaiChi classes, Do not duplicate services offered elsewhere, Mountain biking, Lecture series, Pond for model boat sailing, More fitness equipment, Replace boat dock, Sewing, quilting & needlework, Art programs, Gymnastics, Cooking classes, Beautify wedding facility, Outward Bound programs for children, More cultural events, Expand playground, Square dancing, Piano lessons, Something for singles, Dance classes, Wellness clinic run by Dr. Andrew Weill, More adult programs, Gardening program, Meeting rooms, Rooms for rental for private parties, Café or coffee shop, Place to display local artists work, Add a gymnasium, Mental health program with on-site counselors, Quality meeting rooms, Wireless internet, Upscale venue for weddings, A new director, Instructional programs for older adults, Teenage red cross programs, Adult dancing classes, Tumbling classes, Expanded walking trails, Revamp cooking classes, Horseshoes, Lacross program for girls, Ping Pong, Programs on parenting skills, More small meeting rooms, Movie nights in the park, Community forums,

Level of Support & Threshold of ‘Willingness to Pay’

11.0 In recent years, the amount of tax dollars available to the Town of Corte Madera for making improvements to the Town Park or the Corte Madera Recreation Center has been very limited or completely non-existent. This affects “quality of life” for ALL residents of our community. In order to begin addressing these needs, **new sources of funding** MUST be found.

At a time when state government is taking a larger share of local property tax dollars, the Town of Corte Madera has only a few options. One option is to ask voters to pass some form of tax or assessment to make such improvements possible. So, my question is this...

11.1 If a tax or assessment measure were to be placed before voters in the Town of Corte Madera for the purpose of making improvements to the **Town Park & Recreation Center**, that you think are needed, would you be willing to **support** such a tax or assessment?

RDD Voters

51%	61%	YES , willing to support a tax or assessment for making improvements to the Town Park and Recreation Center, [GOTO Q11.2]
29%	24%	NO, not willing to support a tax or assessment for making improvements to the Town Park and Recreation Center, [SKIP to Q12.0]
13%	6%	Depends on the amount of tax (DO NOT read this response) [GOTO Q11.2]
7%	9%	Unsure/don’t know (DO NOT read this response) [SKIP to Q12.0]

11.2 If a tax or assessment initiative were to be placed before Town of Corte Madera voters for the improvement or expansion of the Town Park and Recreation Center, including the enhancements that **you believe are definitely needed**, how much in additional taxes or assessments would you be willing to pay each year to make this possible?

RDD	Voters	
14%	15%	More than \$150 per year
24%	30%	\$100 to \$150 per year
16%	13%	\$50-99 per year
6%	7%	\$25-49 per year
2%	1%	\$5-24 per year
2%	0%	Less than \$5 each year
0%	4%	Don't know
36%	30%	No answer

Public Swimming Pool

12.0 Should it turn out that the Town constructs a public swimming pool to be used by local residents, should the pool be located on the the same property where the Town Park and Corte Madera Recreation Center is located, or should it be located at a different site in some other part of the community?

RDD	Voters	
54%	55%	Located on the same property where the Town Park and Corte Madera Recreation Center is located
21%	19%	Located at a different site in some other part of the community
22%	23%	Don't know/Unsure
3%	3%	Refused

Demographics

Now, I have a few final questions about you.

13.0 How long have you lived in the Town of Corte Madera?

RDD	Voters	
33%	13%	0 to 5 years
10%	21%	6 to 10 years
27%	34%	11 to 25 years
29%	32%	Over 25 years
1%	0%	Refused

14.0 How long do you anticipate residing in the Town of Corte Madera?

RDD	Voters	
15%	4%	0 to 5 more years
13%	15%	6 to 10 years
13%	14%	11 to 25 years
57%	65%	Indefinitely
2%	2%	Refused

15.0 How many children do you have living at home under the age of 18?

none	one	two	three or more	
59%	18%	20%	3%	RDD
59%	19%	15%	7%	Voters

16.1 How many of these children are...(%'s represent those who have children)

		RDD	Voters
16.1a	Teenagers (13-19)	14%	19%
16.1b	Preteens (10-12)	10%	10%
16.1c	Youth (6-9)	10%	15%
16.1d	Tots (1-5)	19%	11%

16.0 Do you own or rent your home?

Rent	Own	Refused	
20%	77%	3%	RDD
13%	85%	2%	Voters

17.0 Into what range does your annual household income fall?

RDD	Voters	
6%	5%	Under \$25,000
10%	9%	Between \$25,000 and \$50,000
15%	9%	Between \$50,000 and \$75,000
12%	9%	Between \$75,000 and \$100,000
47%	43%	Over \$100,000
10%	25%	Refused

18.0 In what age range do you fall?

RDD	Voters	
5%	1%	18 to 30 years
17%	9%	31 to 40 years
23%	28%	41 to 50 years
33%	29%	51 to 65 years
19%	31%	Over 65 years
3%	2%	Refused

19.0 What is your ethnic background?

RDD	Voters	
86%	88%	White or Caucasian
4%	2%	Hispanic/Latinoese
1%	0%	African American or Black
2%	0%	Native American/Alaskan Native
0%	1%	Native Hawaiian & other Pacific Islander
3%	2%	Asian
1%	2%	Other
3%	5%	Refused

Thank the interviewee for participating in the survey and politely say "Good-bye."

DO NOT READ THE FOLLOWING QUESTIONS; SIMPLY RECORD THE INFORMATION.

20.0 Gender of respondent?

Male	Female	
36%	64%	RDD
41%	59%	Voters

21.0 Registered Voter List Random Digit Dial

50%	50%
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22.0 Political Party registration?

Democrat	Republican	Other
53%	27%	20%

23.0 Voting History?

High	Moderate
57%	43%

(end)