



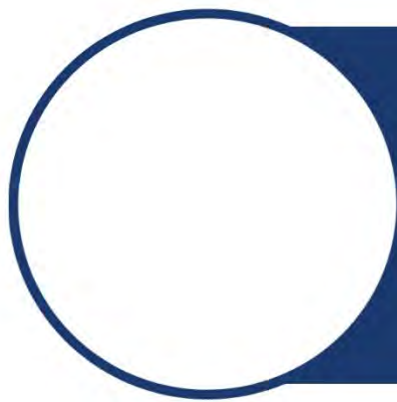
# City of Carlsbad California 2023 - 2030

## APPENDIX A - STATISTICALLY RELIABLE SURVEY RESULTS



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# Executive Summary

# City of Carlsbad Parks and Recreation Needs Assessment Survey – Executive Summary



## PURPOSE

ETC Institute conducted a parks and recreation needs assessment survey for the City of Carlsbad during the summer of 2022. The survey was conducted as part of the Parks and Recreation Master Plan that will guide future improvements to facilities, programs, and services.

## METHODOLOGY

The six-page survey, cover letter and postage-paid return envelope were mailed to a random sample of households in Carlsbad. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. Ten days after the surveys were mailed, ETC Institute sent emails and text messages to the households that received the survey to encourage participation. The emails and texts contained a link to the online version of the survey to make it easy for residents to complete the survey.

The goal was to obtain completed surveys from at least 375 residents. This goal was met, with a total of 400 households completing the survey. The results for the sample of 400 households have a 95% level of confidence with a precision rate of at least +/- 4.9%.

This report contains the following:

- An executive summary of the methodology for administering the survey and major findings
- Charts showing the overall results of the survey (Section 1)
- Priority Investment Rating (PIR) that identifies priorities for facilities and activities (Section 2)
- Benchmarking analysis comparing Carlsbad's results to national results (Section 3)
- Tabular data showing the overall results for all questions on the survey (Section 4)
- A copy of the survey instrument (Section 5)

The percentage of “don't know” or “not provided” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Carlsbad with the results from other communities where ETC Institute has conducted a community interest and opinion survey. Since the number of “don't know”/“not provided” responses often reflects the utilization and awareness of services, the percentage of those responses has been provided in the tabular data section of this report. When the “don't know”/“not provided” responses have been excluded, the text of this report will indicate that the responses have been excluded with either the phrase “*who had an opinion*” or “*who provided a response.*”

# City of Carlsbad Parks and Recreation Needs Assessment Survey – Executive Summary



## USAGE AND RATINGS OF/PARKS AND FACILITIES

Eighty-five percent (85%) of households surveyed indicated their household visited City of Carlsbad parks, recreation facilities or sports fields during the year prior to the start of the COVID-19 pandemic. Of those who had visited parks or facilities, 41% who provided a response indicated they did so 2 times per week or more; 22% visited once per week, 21% visited 1 to 3 times per month, and 17% visited parks or facilities less than once per month.

Overall, 38% of respondents who visited parks or facilities in the year prior to COVID-19 and who had an opinion rated the physical condition as “excellent;” 55% rated the parks and facilities as “good,” 6% gave a rating of “fair,” and only 1% of those who visited parks or facilities rated the physical condition as “poor.”

## REASONS PREVENTING HOUSEHOLDS FROM USING PARKS/FACILITIES MORE OFTEN

Eighteen percent (18%) of respondents indicated the lack of desired features prevented them from using City parks, recreation facilities, or sports fields more often. Other reasons include: lack of restrooms (11%), no feeling of safety when using parks (11%), lack of awareness of parks locations (11%), and use of parks in other cities (10%).

## SOURCES OF INFORMATION ABOUT FACILITIES, PROGRAMS AND ACTIVITIES

Fifty-three percent (53%) of respondents indicated they learn about Carlsbad parks and recreation facilities, programs and activities through friends and neighbors. Other sources of information include: City website (47%), City community services guide (41%), emails (35%), temporary signs at parks or around the City (26%), and e-newsletter (19%).

Based on the sum of respondents’ top three choices, the *most preferred* methods of communicating about facilities, programs and activities were: 1) emails, 2) City website, and 3) City community services guide.

## PARTICIPATION IN/RATINGS OF PARKS AND RECREATION PROGRAMS

Thirty-six percent (36%) of households surveyed indicated their household participated in programs offered by the City of Carlsbad Parks and Recreation Department during the year prior to the start of the COVID-19 pandemic. Of those who had participated in programs, 19% who provided a response indicated they participated in 4 programs or more; 40% participated in 2 to 3 programs, and 41% participated in one program.

Forty-three percent (43%) of respondents who participated in programs in the year prior to COVID-19 and who had an opinion rated the quality as “excellent;” 53% rated the quality of programs as “good,” and only 4% gave a rating of “fair.”

# City of Carlsbad Parks and Recreation Needs Assessment Survey – Executive Summary



## REASONS PREVENTING HOUSEHOLDS FROM PARTICIPATING IN PROGRAMS MORE OFTEN

Thirty-four percent (34%) of respondents indicated the lack of knowledge of available programs prevented them from participating more often. Other reasons include: too busy/not interested (25%), program times are not convenient (15%), use programs of other agencies (10%), program not offered (10%), and fees are too high (9%).

## SATISFACTION WITH VALUE RECEIVED FROM CARLSBAD PARKS AND RECREATION

Twenty-two percent (22%) of respondents who had an opinion were “very satisfied” with the overall value received from the City of Carlsbad Parks and Recreation Department; 48% were “satisfied,” 22% were “neutral,” and 7% were either “dissatisfied” or “very dissatisfied.”

## PERCEPTION OF THE VALUE OF PARKS AND RECREATION SINCE COVID-19

Respondents were asked how their perception of the value of parks and recreation has changed since COVID-19. Twenty-eight percent (28%) who had an opinion believe the value has “increased;” 17% feel the value has “somewhat increased,” 48% believe there has been no change, and 7% believe the value of parks and recreation has decreased since COVID-19.

## PRIORITIES FOR PARKS AND RECREATION DEPARTMENT

Respondents were asked how they would like to see the City place greater emphasis on parks and recreation projects, programs, and services. Sixty percent (60%) who had an opinion prefer to increase funding; 38% prefer to maintain existing funding, and only 2% indicated they prefer the City to reduce funding for parks and recreation project, programs, and services.

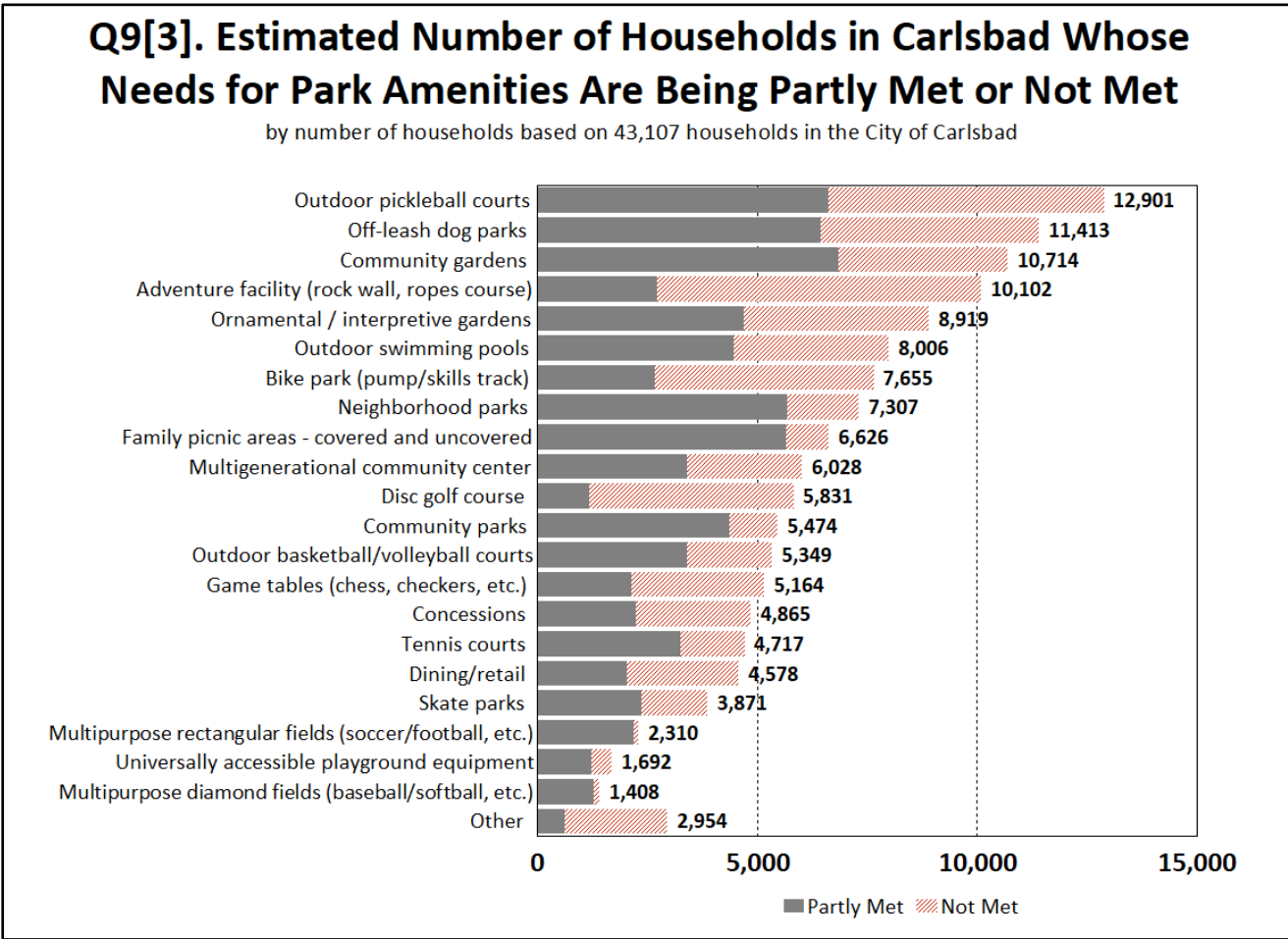
## PARK FACILITY NEEDS AND PRIORITIES

**Park Facility Needs:** Respondents were asked to identify if their household had a need for 22 park facilities and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities.

The four park facilities with the highest percentage of households that indicated a need for the facility were: community parks (77%), neighborhood parks (75%), family picnic areas (56%), and outdoor swimming pools (48%). When ETC Institute analyzed the needs in the community, these same four facilities had a need that affected more than 20,000 households.

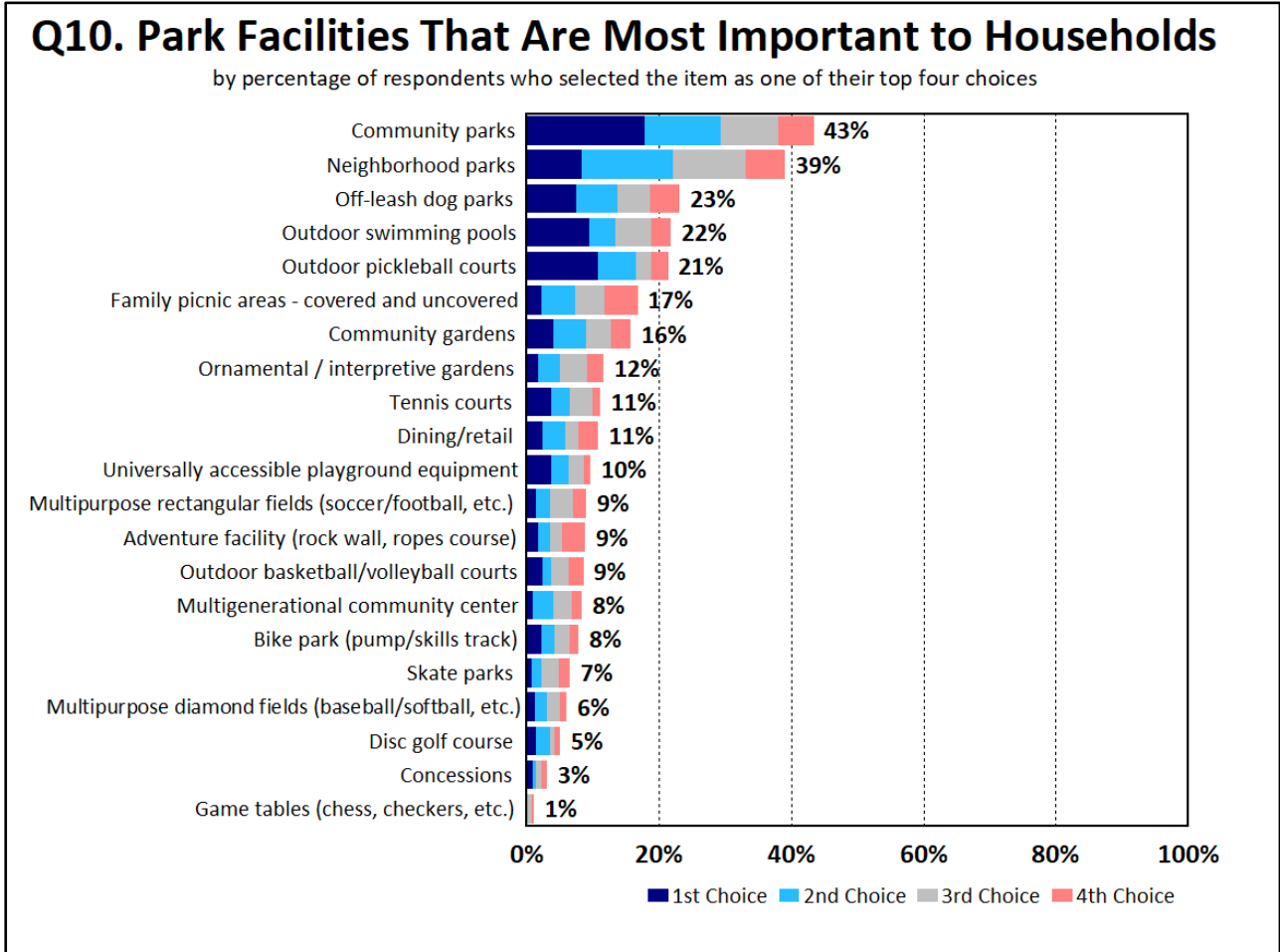
ETC Institute estimates a total of 12,901 households in the City of Carlsbad that have a need, have unmet needs for outdoor pickleball courts. The estimated number of households that have unmet needs for each of the 22 park facilities that were assessed is shown on the following page.

# City of Carlsbad Parks and Recreation Needs Assessment Survey – Executive Summary



**Park Facility Importance:** In addition to assessing the needs for each park facility, ETC Institute also assessed the importance that residents placed on each. Based on the sum of respondents’ top four choices, the most important park facilities to residents were: community parks (43%), neighborhood parks (39%), off leash dog parks (23%), and outdoor swimming pools (22%). The percentage of residents who selected each facility as one of their top four choices is shown in the chart on the following page.

# City of Carlsbad Parks and Recreation Needs Assessment Survey – Executive Summary



**Priorities for Park Facility Investments:** The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on parks, trails, recreational facilities, and services. The PIR equally weights (1) the importance that residents place on facilities and (2) how many residents have unmet needs for the facility. [Details regarding the methodology for this analysis are provided in Section 2 of this report.]

Based the Priority Investment Rating (PIR), the following six park facilities were rated as high priorities for investment:

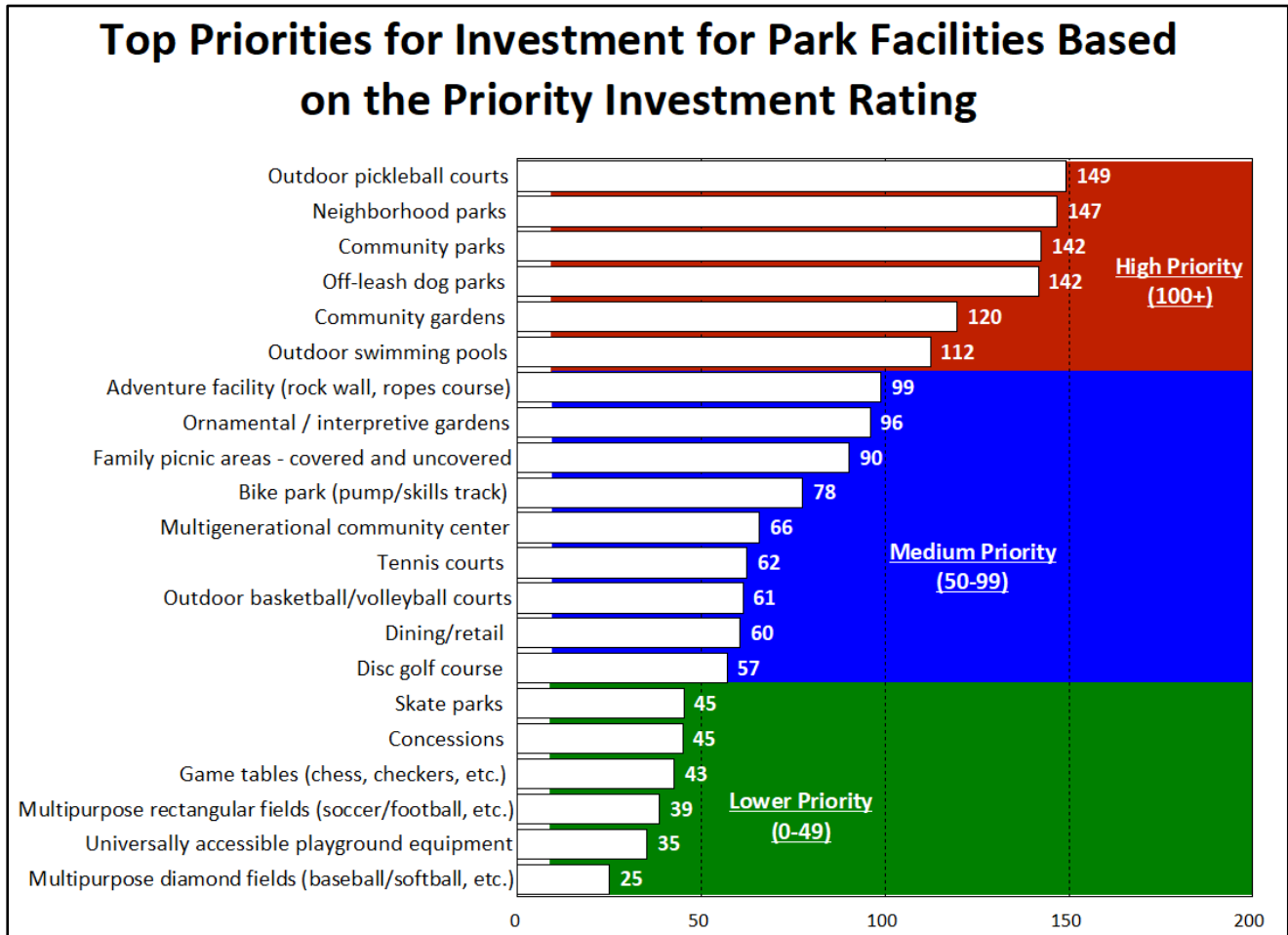
- Outdoor pickleball courts (PIR=149)
- Neighborhood parks (PIR=147)
- Community parks (PIR=142)
- Off leash dog parks (PIR=142)
- Community gardens (PIR=120)
- Outdoor swimming pools (PIR=112)



# City of Carlsbad Parks and Recreation Needs Assessment Survey – Executive Summary



The chart below shows the Priority Investment Rating for each park facilities that were assessed on the survey.



## PROGRAMMING NEEDS AND PRIORITIES

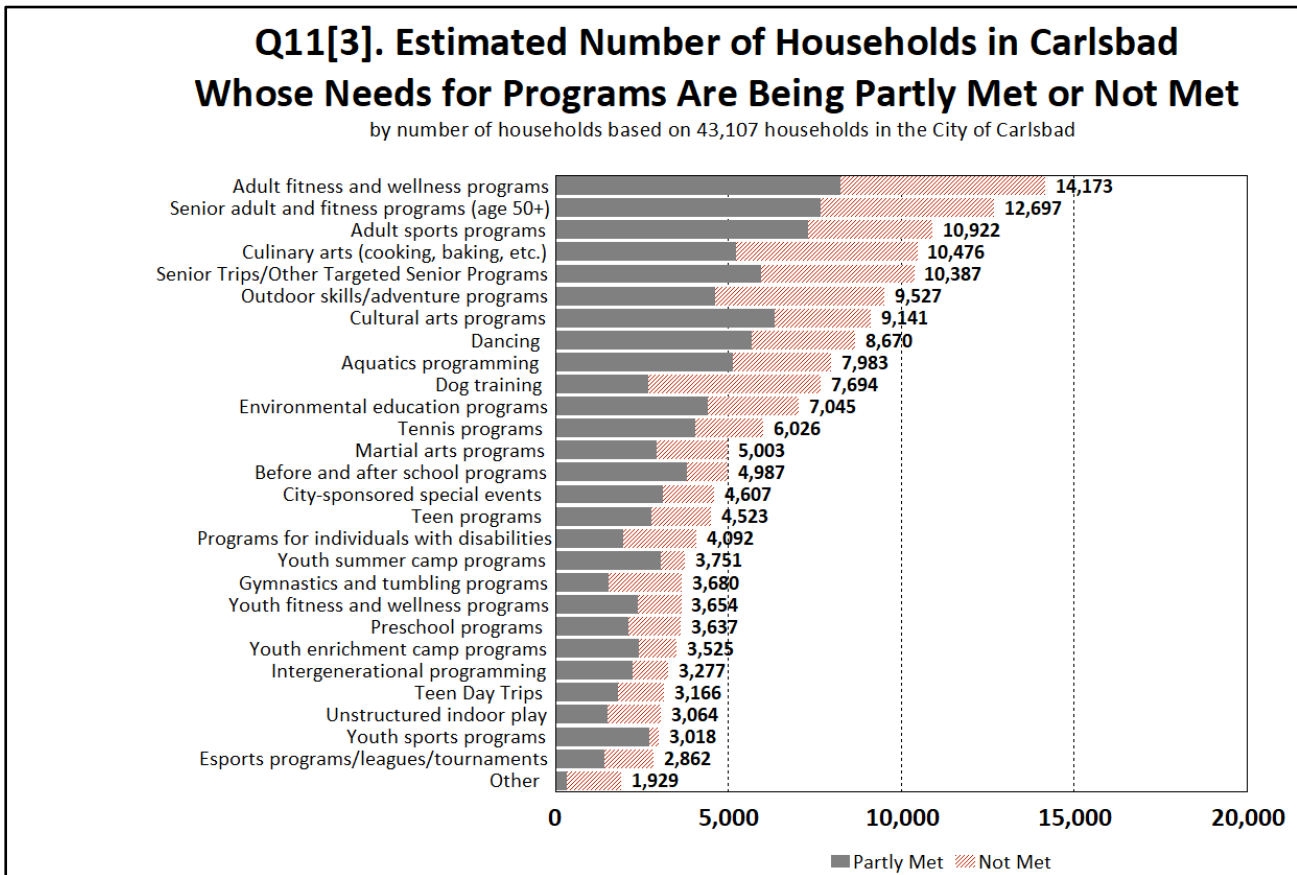
**Programming Needs.** Respondents were asked to identify if their household had a need for 28 parks and recreation programs and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had “unmet” needs for each program.

The four programs with the highest percentage of households that had needs were: adult fitness and wellness programs (55%), senior adult and fitness programs (age 50+) (43%), adult sports programs (39%), and aquatics programming (39%). When ETC Institute analyzed the needs in the community, all four of these programs had a need that affected more than 16,000 households.

# City of Carlsbad Parks and Recreation Needs Assessment Survey – Executive Summary

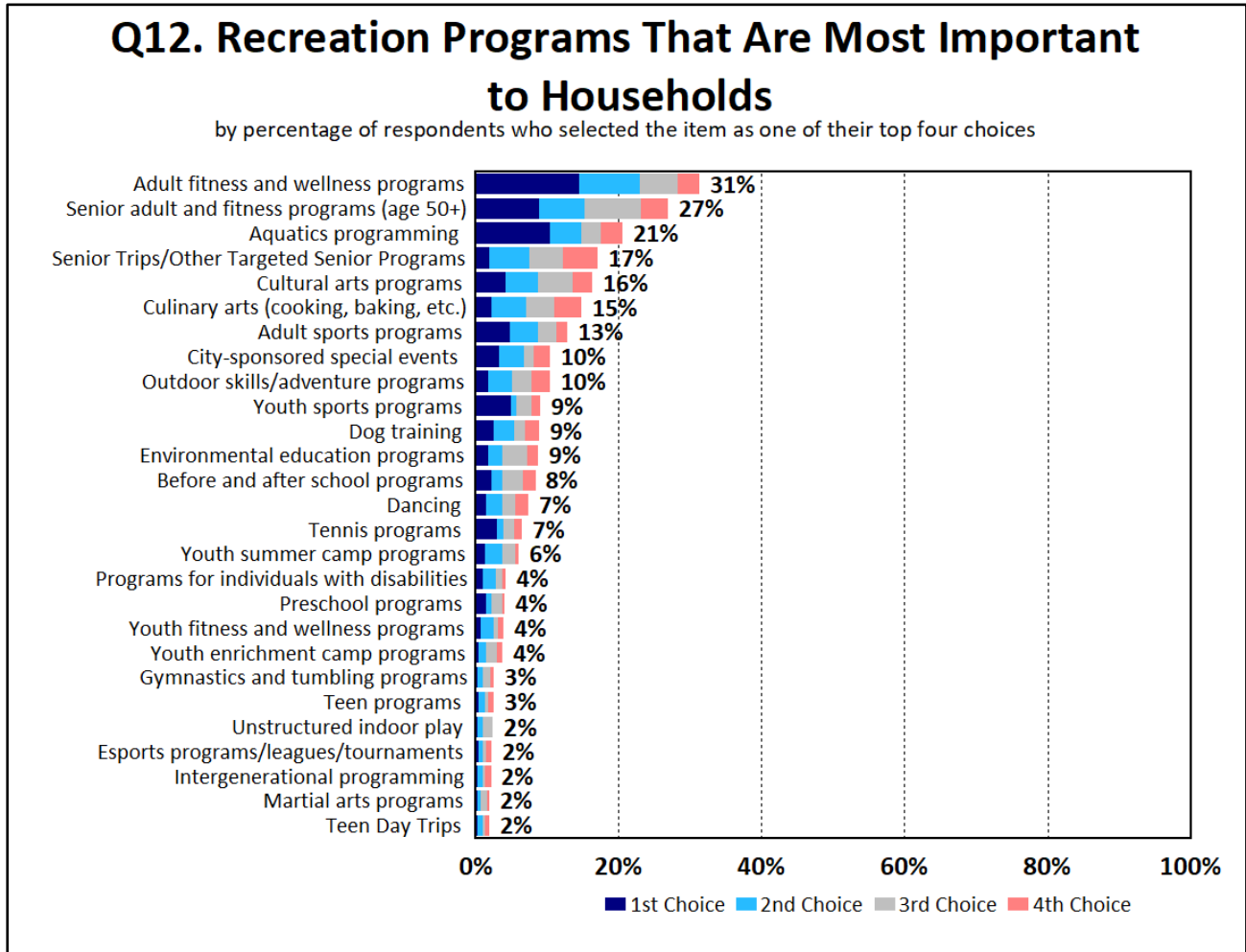


ETC Institute estimates a total of 14,173 households in Carlsbad that have a need, have unmet needs for adult fitness and wellness programs. The estimated number of households that have unmet needs for each of the 28 programs that were assessed is shown below.



**Programming Importance.** In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents place on each. Based on the sum of respondents’ top four choices, the most important programs to residents were: adult fitness and wellness (31%), senior adult and fitness programs (age 50+) (27%), aquatics programming (21%), and senior trips/other targeted senior programs (17%). The percentage of residents who selected each program as one of their top four choices is shown in the chart on the following page.

# City of Carlsbad Parks and Recreation Needs Assessment Survey – Executive Summary



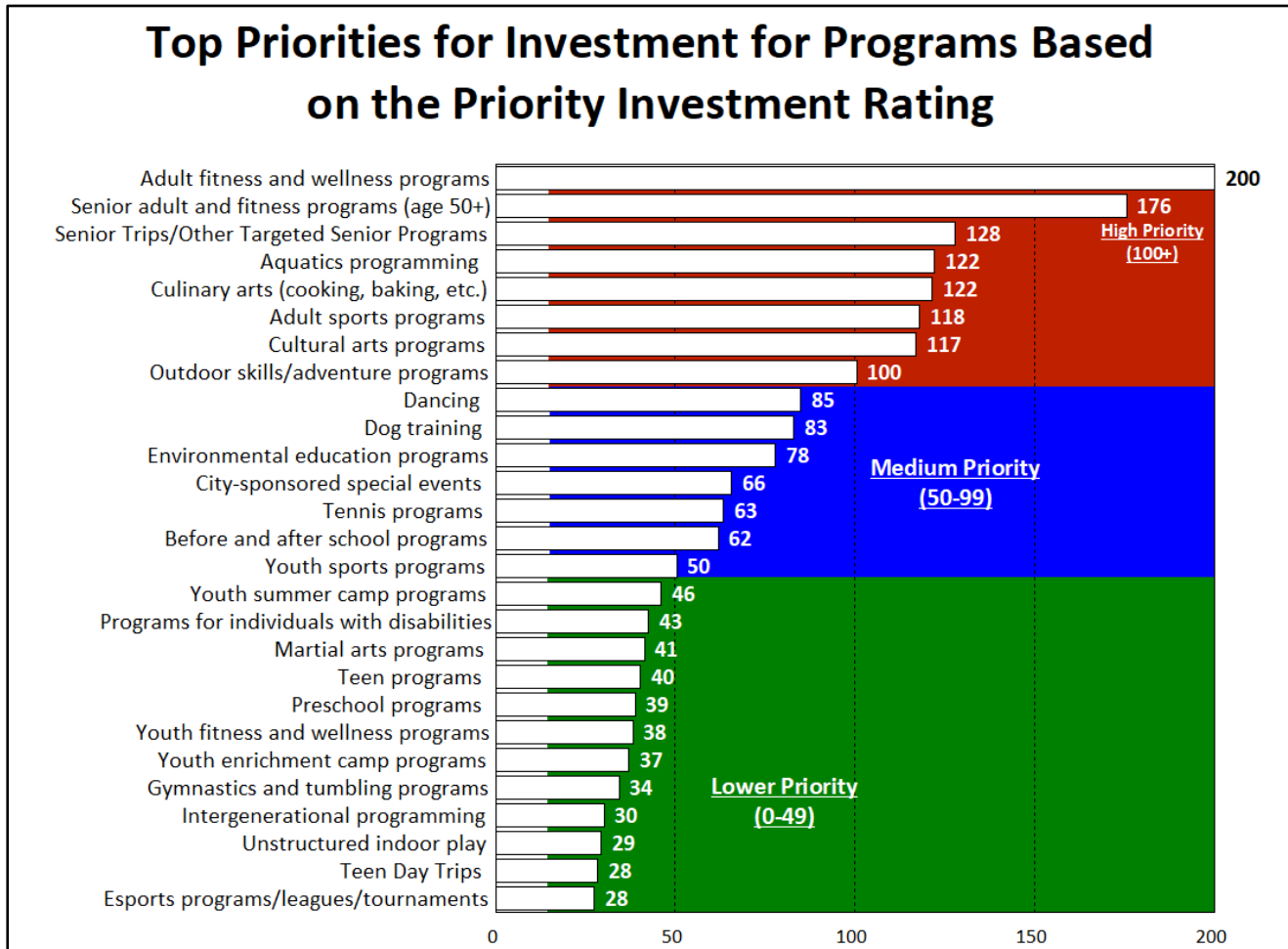
**Priorities for Programming Investments.** Based on the priority investment rating (PIR), which was described briefly on page vi of this Executive Summary and is described in more detail in Section 2 of this report, the following eight programs were rated as “high priorities” for investment:

- Adult fitness and wellness programs (PIR=200)
- Senior adult and fitness programs (PIR=176)
- Senior trips/other targeted senior programs (PIR=128)
- Aquatics programming (PIR=122)
- Culinary arts (cooking, baking, etc.) (PIR=122)
- Adult sports programs (PIR=118)
- Cultural arts programs (PIR=117)
- Outdoor skills/adventure programs (PIR=100)

# City of Carlsbad Parks and Recreation Needs Assessment Survey – Executive Summary



The chart below shows the Priority Investment Rating (PIR) for each of the programs that were rated.



## CONCLUSIONS AND RECOMMENDATIONS

When analyzing the park facilities and programs offered by the City of Carlsbad, the following were the items for which the highest number of residents had a need: community parks, neighborhood parks, adult fitness and wellness programs, and senior adult and fitness programs. Focusing on these items would provide the greatest benefit for the largest number of residents in Carlsbad.

Making certain the City’s availability of facilities and programs encompasses the greatest number of households ensures funding is appropriately allocated to give the community the greatest benefit possible. In order to ensure that the City of Carlsbad continues to meet the needs and expectations of the community, ETC Institute recommends that the City sustain and/or improve the performance in areas that were identified as “high priorities” by the Priority Investment Rating (PIR).

# City of Carlsbad Parks and Recreation Needs Assessment Survey – Executive Summary



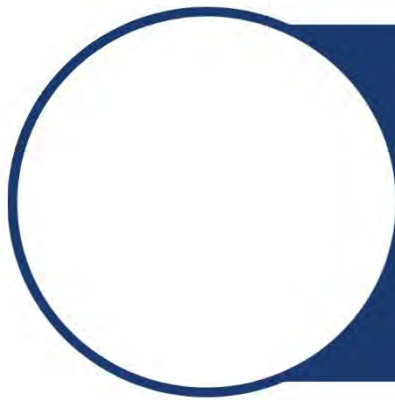
The facilities and programs with the highest PIR ratings are listed below.

## **Park Facility Priorities**

- Outdoor pickleball courts (PIR=149)
- Neighborhood parks (PIR=147)
- Community parks (PIR=142)
- Off leash dog parks (PIR=142)
- Community gardens (PIR=120)
- Outdoor swimming pools (PIR=112)

## **Programming Priorities**

- Adult fitness and wellness programs (PIR=200)
- Senior adult and fitness programs (PIR=176)
- Senior trips/other targeted senior programs (PIR=128)
- Aquatics programming (PIR=122)
- Culinary arts (cooking, baking, etc.) (PIR=122)
- Adult sports programs (PIR=118)
- Cultural arts programs (PIR=117)
- Outdoor skills/adventure programs (PIR=100)



# Tabular Data

**Q1. Have you or any member of your household visited any City of Carlsbad parks, recreation facilities, or sports fields during the year before the start of the COVID-19 pandemic (March 2020)?**

Q1.	Number	Percent
Yes	342	85.5 %
No	58	14.5 %
Total	400	100.0 %

**Q1a. How often have you visited City of Carlsbad parks, recreation facilities, or sports fields during the last 12 months before the Covid-19 Pandemic?**

Q1a.	Number	Percent
More than 5 times a week	34	9.9 %
2-4 times a week	97	28.4 %
Once a week	71	20.8 %
1-3 times a month	67	19.6 %
Less than once a month	54	15.8 %
Don't know	19	5.6 %
Total	342	100.0 %

**WITHOUT "DON'T KNOW"****Q1a. How often have you visited City of Carlsbad parks, recreation facilities, or sports fields during the last 12 months before the Covid-19 Pandemic? (without "Don't Know")**

Q1a.	Number	Percent
More than 5 times a week	34	10.5 %
2-4 times a week	97	30.0 %
Once a week	71	22.0 %
1-3 times a month	67	20.7 %
Less than once a month	54	16.7 %
Total	323	100.0 %

**Q1b. Overall, how would you rate the physical condition of ALL the City of Carlsbad parks, recreation facilities and sports fields you have visited?**

Q1b.	Number	Percent
Excellent	128	37.4 %
Good	184	53.8 %
Fair	19	5.6 %
Poor	3	0.9 %
Not Provided	8	2.3 %
Total	342	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q1b. Overall, how would you rate the physical condition of ALL the City of Carlsbad parks, recreation facilities and sports fields you have visited? (without "Not Provided")**

Q1b.	Number	Percent
Excellent	128	38.3 %
Good	184	55.1 %
Fair	19	5.7 %
Poor	3	0.9 %
Total	334	100.0 %

**Q2. Please CHECK ALL the following reasons that prevent you or members of your household from using City of Carlsbad parks, recreation facilities, or sports fields more often.**

Q2	Number	Percent
Use parks in other cities	40	10.0 %
Too far from your home	35	8.8 %
Parks are not well maintained	7	1.8 %
Lack of features we want to use	73	18.3 %
Lack of parking to access parks	30	7.5 %
Do not feel safe using parks	43	10.8 %
Lack of handicap accessibility	8	2.0 %
Not aware of park locations	42	10.5 %
Lack of transportation	4	1.0 %
Lack of restrooms	45	11.3 %
Lack of trust in government	3	0.8 %
Other	80	20.0 %
Total	410	



**Q3. From the following list, please CHECK ALL the service providers that you or members of your household used for recreation and sports activities during the year before the COVID-19 pandemic (March 2020).**

<u>Q3</u>	<u>Number</u>	<u>Percent</u>
Private schools	28	7.0 %
Places of worship (e.g. synagogues, churches)	73	18.3 %
Private and non-profit youth sports	83	20.8 %
Public schools	93	23.3 %
Private summer camps	64	16.0 %
Neighboring cities	124	31.0 %
Private clubs (tennis, health, swim, fitness)	131	32.8 %
City of Carlsbad Parks & Recreation Department	189	47.3 %
YMCA programs	50	12.5 %
Boys and Girls club	18	4.5 %
<u>Other</u>	<u>26</u>	<u>6.5 %</u>
Total	879	

**Q4. From the following list, please CHECK ALL the ways you currently learn about City of Carlsbad Parks & Recreation Department facilities, programs and activities.**

<u>Q4</u>	<u>Number</u>	<u>Percent</u>
City community services guide	164	41.0 %
City website	189	47.3 %
Materials at recreation facilities	65	16.3 %
Conversations with recreation staff	13	3.3 %
Newspaper	62	15.5 %
Friends and neighbors	213	53.3 %
Temporary signs at parks or around the City	102	25.5 %
Peachjar	9	2.3 %
Emails	138	34.5 %
E-newsletter	76	19.0 %
Facebook	44	11.0 %
NextDoor	63	15.8 %
Instagram	32	8.0 %
Twitter	5	1.3 %
Flyers	51	12.8 %
City Council meetings	10	2.5 %
<u>Other</u>	<u>24</u>	<u>6.0 %</u>
Total	1260	

**Q4-17. Other**

<u>Q4-17 Other</u>	<u>Number</u>	<u>Percent</u>
Mailers	2	8.3 %
mail	2	8.3 %
Carlsbad Academy	1	4.2 %
Libraries	1	4.2 %
City manager's newsletters	1	4.2 %
City mayer's email	1	4.2 %
Need info of City Parks locations	1	4.2 %
more mailings	1	4.2 %
city manager's email letter	1	4.2 %
word of mouth	1	4.2 %
Family member	1	4.2 %
Googling parks near our current locations	1	4.2 %
Materials mailed to my home.	1	4.2 %
Self Exploration	1	4.2 %
WALKING AROUND, DISCOVER THEM	1	4.2 %
DRIVING BY THEM	1	4.2 %
CITY MANAGER NEWSLETTER	1	4.2 %
city manager emails	1	4.2 %
google	1	4.2 %
Carlsbad magazine	1	4.2 %
city managers email	1	4.2 %
Drive by	1	4.2 %
<b>Total</b>	<b>24</b>	<b>100.0 %</b>

**Q5. From the list in Question 4, which THREE methods of communication would you MOST PREFER the City use to communicate with you about recreation facilities, programs and activities?**

<u>Top Choice</u>	<u>Number</u>	<u>Percent</u>
City community services guide	58	14.5 %
City website	57	14.3 %
Materials at recreation facilities	7	1.8 %
Conversations with recreation staff	2	0.5 %
Newspaper	10	2.5 %
Friends and neighbors	10	2.5 %
Temporary signs at parks or around the City	12	3.0 %
Emails	100	25.0 %
E-newsletter	47	11.8 %
Facebook	5	1.3 %
NextDoor	4	1.0 %
Instagram	11	2.8 %
Twitter	3	0.8 %
Flyers	5	1.3 %
Other	4	1.0 %
None	65	16.3 %
Total	400	100.0 %

**Q5. From the list in Question 4, which THREE methods of communication would you MOST PREFER the City use to communicate with you about recreation facilities, programs and activities?**

<u>2nd Choice</u>	<u>Number</u>	<u>Percent</u>
City community services guide	39	9.8 %
City website	53	13.3 %
Materials at recreation facilities	12	3.0 %
Conversations with recreation staff	2	0.5 %
Newspaper	9	2.3 %
Friends and neighbors	17	4.3 %
Temporary signs at parks or around the City	36	9.0 %
Peachjar	2	0.5 %
Emails	44	11.0 %
E-newsletter	40	10.0 %
Facebook	16	4.0 %
NextDoor	14	3.5 %
Instagram	5	1.3 %
Twitter	2	0.5 %
Flyers	18	4.5 %
Other	4	1.0 %
None	87	21.8 %
Total	400	100.0 %

**Q5. From the list in Question 4, which THREE methods of communication would you MOST PREFER the City use to communicate with you about recreation facilities, programs and activities?**

3rd Choice	Number	Percent
City community services guide	32	8.0 %
City website	45	11.3 %
Materials at recreation facilities	15	3.8 %
Conversations with recreation staff	1	0.3 %
Newspaper	15	3.8 %
Friends and neighbors	12	3.0 %
Temporary signs at parks or around the City	28	7.0 %
Peachjar	2	0.5 %
Emails	24	6.0 %
E-newsletter	27	6.8 %
Facebook	12	3.0 %
NextDoor	13	3.3 %
Instagram	10	2.5 %
Twitter	1	0.3 %
Flyers	19	4.8 %
City Council meetings	3	0.8 %
Other	3	0.8 %
None	138	34.5 %
Total	400	100.0 %

**SUM OF TOP 3 CHOICES**

**Q5. From the list in Question 4, which THREE methods of communication would you MOST PREFER the City use to communicate with you about recreation facilities, programs and activities? (Top 3)**

Sum of top 3 choices	Number	Percent
City community services guide	129	32.3 %
City website	155	38.8 %
Materials at recreation facilities	34	8.5 %
Conversations with recreation staff	5	1.3 %
Newspaper	34	8.5 %
Friends and neighbors	39	9.8 %
Temporary signs at parks or around the City	76	19.0 %
Peachjar	4	1.0 %
Emails	168	42.0 %
E-newsletter	114	28.5 %
Facebook	33	8.3 %
NextDoor	31	7.8 %
Instagram	26	6.5 %
Twitter	6	1.5 %
Flyers	42	10.5 %
City Council meetings	3	0.8 %
Other	11	2.8 %
None	65	16.3 %
Total	975	

**Q6. Has your household participated in any programs offered by the City of Carlsbad Parks & Recreation Department during the past 12 months before the COVID-19 pandemic?**

<u>Q6.</u>	<u>Number</u>	<u>Percent</u>
Yes	145	36.3 %
No	255	63.8 %
Total	400	100.0 %

**Q6a. How many City of Carlsbad Parks & Recreation Department programs did you or members of your household participate in during the 12 months before the COVID-19 pandemic?**

<u>Q6a.</u>	<u>Number</u>	<u>Percent</u>
One	58	40.0 %
2-3	57	39.3 %
4-6	22	15.2 %
7 or more	6	4.1 %
Not Provided	2	1.4 %
Total	145	100.0 %

**WITHOUT "NOT PROVIDED"****Q6a. How often have you visited City of Carlsbad parks, recreation facilities, or sports fields during the last 12 months before the Covid-19 Pandemic? (without "Not Provided")**

<u>Q6a.</u>	<u>Number</u>	<u>Percent</u>
One	58	40.6 %
2-3	57	39.9 %
4-6	22	15.4 %
7 or more	6	4.2 %
Total	143	100.0 %

**Q6b. How would you rate the overall quality of the City of Carlsbad Parks & Recreation Department programs in which your household has participated?**

Q6b.	Number	Percent
Excellent	61	42.1 %
Good	75	51.7 %
Fair	6	4.1 %
Not Provided	3	2.1 %
Total	145	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q6b. How would you rate the overall quality of the City of Carlsbad Parks & Recreation Department programs in which your household has participated? (without "Not Provided")**

Q6b.	Number	Percent
Excellent	61	43.0 %
Good	75	52.8 %
Fair	6	4.2 %
Total	142	100.0 %

**Q7. Please CHECK ALL the following reasons that prevent you and members of your household from participating in City of Carlsbad Parks & Recreation Department programs more often.**

Q7	Number	Percent
Lack of quality instructors	22	5.5 %
Outdated facilities	11	2.8 %
Use programs of other agencies	40	10.0 %
I don't know what is offered	134	33.5 %
Lack of quality programs	16	4.0 %
Fees are too high	37	9.3 %
Too far from my home	28	7.0 %
Program times are not convenient	60	15.0 %
Classes are full	35	8.8 %
Program not offered	38	9.5 %
Registration is difficult	16	4.0 %
Poor customer service by staff	5	1.3 %
Lack of transportation	5	1.3 %
Lack of right program equipment	8	2.0 %
Too busy/Not interested	98	24.5 %
Language / cultural barriers	1	0.3 %
Other	32	8.0 %
Total	586	

**Q8. Please indicate your level of agreement with the following statements concerning some potential benefits of the City of Carlsbad's parks and recreation system by circling the corresponding number.**

(N=400)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01. Improves my (my household's) physical health and fitness	39.0%	30.8%	17.5%	1.5%	0.8%	10.5%
02. Helps improve community safety and keep youth out of trouble	38.3%	34.8%	11.8%	1.0%	0.8%	13.5%
03. Makes Carlsbad a more desirable place to live	57.0%	32.0%	4.3%	0.5%	0.0%	6.3%
04. Preserves open space and protects the environment	52.5%	27.8%	9.3%	2.0%	1.0%	7.5%
05. Increases my (my household's) property value	37.8%	29.8%	18.5%	2.0%	0.5%	11.5%
06. Improves my (my household's) mental health and reduces stress	35.3%	30.0%	20.3%	2.8%	0.5%	11.3%
07. Provides positive social interactions for me (my household/family)	32.0%	31.3%	22.5%	2.8%	1.3%	10.3%
08. Helps to attract new residents and businesses	25.0%	31.5%	26.3%	2.0%	0.8%	14.5%
09. Promotes tourism to the city and the region	21.8%	25.3%	30.0%	5.3%	1.0%	16.8%
10. Positively impacts economic/business development	24.3%	28.5%	26.5%	3.3%	1.0%	16.5%
11. Is accessible to all age groups	35.0%	37.0%	12.8%	3.3%	1.8%	10.3%
12. Provides jobs/professional development for youth	20.8%	31.8%	24.5%	2.3%	0.8%	20.0%

**Q8. Please indicate your level of agreement with the following statements concerning some potential benefits of the City of Carlsbad's parks and recreation system by circling the corresponding number.**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
13. Provides community volunteer opportunities	21.8%	37.8%	18.3%	2.0%	0.5%	19.8%
14. Provides access to specialized offerings for various groups e.g. Senior Center/Teen programs, etc.	31.3%	36.8%	15.8%	1.8%	0.5%	14.0%



**WITHOUT "DON'T KNOW"**

**Q8. Please indicate your level of agreement with the following statements concerning some potential benefits of the City of Carlsbad's parks and recreation system by circling the corresponding number. (without "Don't Know")**

(N=400)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
01. Improves my (my household's) physical health and fitness	43.6%	34.4%	19.6%	1.7%	0.8%
02. Helps improve community safety and keep youth out of trouble	44.2%	40.2%	13.6%	1.2%	0.9%
03. Makes Carlsbad a more desirable place to live	60.8%	34.1%	4.5%	0.5%	0.0%
04. Preserves open space and protects the environment	56.8%	30.0%	10.0%	2.2%	1.1%
05. Increases my (my household's) property value	42.7%	33.6%	20.9%	2.3%	0.6%
06. Improves my (my household's) mental health and reduces stress	39.7%	33.8%	22.8%	3.1%	0.6%
07. Provides positive social interactions for me (my household/family)	35.7%	34.8%	25.1%	3.1%	1.4%
08. Helps to attract new residents and businesses	29.2%	36.8%	30.7%	2.3%	0.9%
09. Promotes tourism to the city and the region	26.1%	30.3%	36.0%	6.3%	1.2%
10. Positively impacts economic/business development	29.0%	34.1%	31.7%	3.9%	1.2%
11. Is accessible to all age groups	39.0%	41.2%	14.2%	3.6%	1.9%
12. Provides jobs/professional development for youth	25.9%	39.7%	30.6%	2.8%	0.9%
13. Provides community volunteer opportunities	27.1%	47.0%	22.7%	2.5%	0.6%
14. Provides access to specialized offerings for various groups e.g. Senior Center/Teen programs, etc.	36.3%	42.7%	18.3%	2.0%	0.6%

**Q9. Please indicate if you or any member of your household has a need for each of the City of Carlsbad parks and recreation facilities/amenities listed below by circling either "Yes" or "No."**

(N=400)

	Yes	No
01. Universally accessible playground equipment	22.3%	77.8%
02. Adventure facility (rock wall, ropes course)	27.0%	73.0%
03. Bike park (pump/skills track)	24.8%	75.3%
04. Community gardens	43.3%	56.8%
05. Community parks	76.5%	23.5%
06. Concessions	18.0%	82.0%
07. Dining/retail	29.5%	70.5%
08. Disc golf course	16.3%	83.8%
09. Family picnic areas - covered and uncovered	56.3%	43.8%
10. Game tables (e.g. chess, checkers, dominoes etc.)	15.3%	84.8%
11. Multigenerational community center	29.5%	70.5%
12. Multipurpose diamond fields (e.g. baseball/ softball/cricket)	27.0%	73.0%
13. Multipurpose rectangular fields (soccer/ football/lacrosse/rugby)	30.8%	69.3%
14. Neighborhood parks	75.0%	25.0%
15. Off-leash dog parks	40.3%	59.8%
16. Ornamental/interpretive gardens	31.3%	68.8%
17. Outdoor basketball/volleyball courts	33.0%	67.0%
18. Outdoor pickleball courts	43.0%	57.0%
19. Outdoor swimming pools	47.5%	52.5%
20. Skate parks	20.0%	80.0%
21. Tennis courts	32.0%	68.0%

**Q9. Please indicate if you or any member of your household has a need for each of the City of Carlsbad parks and recreation facilities/amenities listed below by circling either "Yes" or "No."**

	Yes	No
22. Other	9.3%	90.8%

**Q9. If "Yes," please rate how well your need for facilities/amenities of this type are being met using a scale of 1 to 4, where 4 means "Fully Met," and 1 means "Not Met."**

(N=375)

	Fully Met	Mostly Met	Partly Met	Not Met
01. Universally accessible playground equipment	35.3%	47.1%	12.9%	4.7%
02. Adventure facility (rock wall, ropes course)	6.1%	7.1%	23.5%	63.3%
03. Bike park (pump/skills track)	9.1%	19.3%	25.0%	46.6%
04. Community gardens	14.0%	28.7%	36.7%	20.7%
05. Community parks	44.1%	39.3%	13.3%	3.3%
06. Concessions	13.6%	23.7%	28.8%	33.9%
07. Dining/retail	23.0%	41.0%	16.0%	20.0%
08. Disc golf course	5.7%	11.3%	17.0%	66.0%
09. Family picnic areas - covered and uncovered	30.2%	42.6%	23.3%	4.0%
10. Game tables (e.g. chess, checkers, dominoes etc.)	4.3%	17.4%	32.6%	45.7%
11. Multigenerational community center	20.6%	32.0%	26.8%	20.6%
12. Multipurpose diamond fields (e.g. baseball/ softball/cricket)	33.0%	54.9%	11.0%	1.1%
13. Multipurpose rectangular fields (soccer/ football/lacrosse/rugby)	32.1%	50.5%	16.5%	0.9%
14. Neighborhood parks	38.9%	38.5%	17.6%	5.0%
15. Off-leash dog parks	17.5%	16.8%	37.2%	28.5%
16. Ornamental/interpretive gardens	9.2%	24.8%	34.9%	31.2%
17. Outdoor basketball/volleyball courts	23.9%	38.5%	23.9%	13.7%
18. Outdoor pickleball courts	9.3%	21.2%	35.8%	33.8%
19. Outdoor swimming pools	26.6%	34.3%	21.9%	17.2%
20. Skate parks	31.9%	23.2%	27.5%	17.4%
21. Tennis courts	30.7%	35.1%	23.7%	10.5%

**Q9. If "Yes," please rate how well your need for facilities/amenities of this type are being met using a scale of 1 to 4, where 4 means "Fully Met," and 1 means "Not Met."**

	Fully Met	Mostly Met	Partly Met	Not Met
22. Other	10.5%	15.8%	15.8%	57.9%

**Q10. Which FOUR facilities/amenities from the list in Question 9 are MOST IMPORTANT to your household?**

Top Choice	Number	Percent
Universally accessible playground equipment	15	3.8 %
Adventure facility (rock wall, ropes course)	7	1.8 %
Bike park (pump/skills track)	9	2.3 %
Community gardens	16	4.0 %
Community parks	71	17.8 %
Concessions	4	1.0 %
Dining/retail	10	2.5 %
Disc golf course	6	1.5 %
Family picnic areas - covered and uncovered	9	2.3 %
Multigenerational community center	4	1.0 %
Multipurpose diamond fields (e.g. baseball/ softball/cricket)	5	1.3 %
Multipurpose rectangular fields (soccer/football/lacrosse/ rugby)	6	1.5 %
Neighborhood parks	33	8.3 %
Off-leash dog parks	30	7.5 %
Ornamental / interpretive gardens	7	1.8 %
Outdoor basketball/volleyball courts	10	2.5 %
Outdoor pickleball courts	43	10.8 %
Outdoor swimming pools	38	9.5 %
Skate parks	3	0.8 %
Tennis courts	15	3.8 %
None	59	14.8 %
Total	400	100.0 %

**Q10. Which FOUR facilities/amenities from the list in Question 9 are MOST IMPORTANT to your household?**

<u>2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Universally accessible playground equipment	10	2.5 %
Adventure facility (rock wall, ropes course)	7	1.8 %
Bike park (pump/skills track)	8	2.0 %
Community gardens	20	5.0 %
Community parks	46	11.5 %
Concessions	2	0.5 %
Dining/retail	13	3.3 %
Disc golf course	8	2.0 %
Family picnic areas - covered and uncovered	20	5.0 %
Multigenerational community center	12	3.0 %
Multipurpose diamond fields (e.g. baseball/ softball/cricket)	7	1.8 %
Multipurpose rectangular fields (soccer/football/lacrosse/ rugby)	8	2.0 %
Neighborhood parks	55	13.8 %
Off-leash dog parks	25	6.3 %
Ornamental / interpretive gardens	13	3.3 %
Outdoor basketball/volleyball courts	5	1.3 %
Outdoor pickleball courts	23	5.8 %
Outdoor swimming pools	16	4.0 %
Skate parks	6	1.5 %
Tennis courts	11	2.8 %
<u>None</u>	<u>85</u>	<u>21.3 %</u>
Total	400	100.0 %

**Q10. Which FOUR facilities/amenities from the list in Question 9 are MOST IMPORTANT to your household?**

<u>3rd Choice</u>	<u>Number</u>	<u>Percent</u>
Universally accessible playground equipment	9	2.3 %
Adventure facility (rock wall, ropes course)	7	1.8 %
Bike park (pump/skills track)	9	2.3 %
Community gardens	15	3.8 %
Community parks	35	8.8 %
Concessions	3	0.8 %
Dining/retail	8	2.0 %
Disc golf course	3	0.8 %
Family picnic areas - covered and uncovered	18	4.5 %
Game tables (e.g. chess, checkers, dominoes etc.)	3	0.8 %
Multigenerational community center	11	2.8 %
Multipurpose diamond fields (e.g. baseball/ softball/cricket)	8	2.0 %
Multipurpose rectangular fields (soccer/football/lacrosse/ rugby)	14	3.5 %
Neighborhood parks	44	11.0 %
Off-leash dog parks	19	4.8 %
Ornamental / interpretive gardens	16	4.0 %
Outdoor basketball/volleyball courts	10	2.5 %
Outdoor pickleball courts	9	2.3 %
Outdoor swimming pools	21	5.3 %
Skate parks	10	2.5 %
Tennis courts	13	3.3 %
None	115	28.8 %
Total	400	100.0 %



**Q10. Which FOUR facilities/amenities from the list in Question 9 are MOST IMPORTANT to your household?**

<u>4th Choice</u>	<u>Number</u>	<u>Percent</u>
Universally accessible playground equipment	4	1.0 %
Adventure facility (rock wall, ropes course)	14	3.5 %
Bike park (pump/skills track)	5	1.3 %
Community gardens	12	3.0 %
Community parks	21	5.3 %
Concessions	3	0.8 %
Dining/retail	12	3.0 %
Disc golf course	3	0.8 %
Family picnic areas - covered and uncovered	20	5.0 %
Game tables (e.g. chess, checkers, dominoes etc.)	1	0.3 %
Multigenerational community center	6	1.5 %
Multipurpose diamond fields (e.g. baseball/ softball/cricket)	4	1.0 %
Multipurpose rectangular fields (soccer/football/lacrosse/ rugby)	8	2.0 %
Neighborhood parks	24	6.0 %
Off-leash dog parks	18	4.5 %
Ornamental / interpretive gardens	10	2.5 %
Outdoor basketball/volleyball courts	9	2.3 %
Outdoor pickleball courts	10	2.5 %
Outdoor swimming pools	12	3.0 %
Skate parks	7	1.8 %
Tennis courts	5	1.3 %
None	192	48.0 %
Total	400	100.0 %

**SUM OF TOP 4 CHOICES****Q10. Which FOUR facilities/amenities from the list in Question 9 are MOST IMPORTANT to your household?****(Top 4)**

Sum of top 4 choices	Number	Percent
Universally accessible playground equipment	38	9.5 %
Adventure facility (rock wall, ropes course)	35	8.8 %
Bike park (pump/skills track)	31	7.8 %
Community gardens	63	15.8 %
Community parks	173	43.3 %
Concessions	12	3.0 %
Dining/retail	43	10.8 %
Disc golf course	20	5.0 %
Family picnic areas - covered and uncovered	67	16.8 %
Game tables (e.g. chess, checkers, dominoes etc.)	4	1.0 %
Multigenerational community center	33	8.3 %
Multipurpose diamond fields (e.g. baseball/ softball/cricket)	24	6.0 %
Multipurpose rectangular fields (soccer/football/lacrosse/ rugby)	36	9.0 %
Neighborhood parks	156	39.0 %
Off-leash dog parks	92	23.0 %
Ornamental / interpretive gardens	46	11.5 %
Outdoor basketball/volleyball courts	34	8.5 %
Outdoor pickleball courts	85	21.3 %
Outdoor swimming pools	87	21.8 %
Skate parks	26	6.5 %
Tennis courts	44	11.0 %
None	59	14.8 %
Total	1208	

**Q11. Please indicate if you or any member of your household has a need for each of the recreation programs in the City of Carlsbad listed below by circling either "Yes" or "No."**

(N=400)

	Yes	No
01. Adult fitness and wellness programs	54.8%	45.3%
02. Adult sports programs	38.8%	61.3%
03. Aquatics programming (swim lessons, recreation/lap swim, competitive training, etc.)	38.5%	61.5%
04. Before and after school programs	14.3%	85.8%
05. City-sponsored special events (Eggstravaganza, Holiday at the Rancho, Teen Scene, Movie Night, etc.)	30.8%	69.3%
06. Culinary arts (cooking, baking, etc.)	31.0%	69.0%
07. Cultural arts programs	36.0%	64.0%
08. Dancing	25.3%	74.8%
09. Dog training	21.3%	78.8%
10. Environmental education programs	25.3%	74.8%
11. Esports programs/leagues/tournaments	9.3%	90.8%
12. Intergenerational programming	10.0%	90.0%
13. Gymnastics and tumbling programs	12.8%	87.3%
14. Martial arts programs	14.0%	86.0%
15. Outdoor skills/adventure programs	26.5%	73.5%
16. Preschool programs	12.3%	87.8%
17. Programs for individuals with disabilities	10.8%	89.3%
18. Senior adult and fitness programs (age 50+)	43.0%	57.0%
19. Senior Trips/Other Targeted Senior Programs	30.5%	69.5%
20. Teen programs	12.3%	87.8%
21. Teen Day Trips	8.5%	91.5%

**Q11. Please indicate if you or any member of your household has a need for each of the recreation programs in the City of Carlsbad listed below by circling either "Yes" or "No."**

	Yes	No
22. Tennis programs	20.8%	79.3%
23. Unstructured indoor play	10.3%	89.8%
24. Youth enrichment camp programs	17.0%	83.0%
25. Youth fitness and wellness programs	16.3%	83.8%
26. Youth sports programs	20.0%	80.0%
27. Youth summer camp programs	19.0%	81.0%
28. Other	5.0%	95.0%

**Q11. If "Yes," please rate how well your need for recreation programs of this type are being met using a scale of 1 to 4, where 4 means "Fully Met," and 1 means "Not Met."**

(N=349)

	Fully Met	Mostly Met	Partly Met	Not Met
01. Adult fitness and wellness programs	8.6%	31.4%	34.9%	25.1%
02. Adult sports programs	6.2%	28.5%	43.8%	21.5%
03. Aquatics programming (swim lessons, recreation/lap swim, competitive training, etc.)	18.6%	33.3%	31.0%	17.1%
04. Before and after school programs	4.8%	14.3%	61.9%	19.0%
05. City-sponsored special events (Eggstravaganza, Holiday at the Rancho, Teen Scene, Movie Night, etc.)	23.5%	41.8%	23.5%	11.2%
06. Culinary arts (cooking, baking, etc.)	5.2%	16.5%	39.2%	39.2%
07. Cultural arts programs	9.4%	31.6%	41.0%	17.9%
08. Dancing	6.8%	13.7%	52.1%	27.4%
09. Dog training	8.8%	7.4%	29.4%	54.4%
10. Environmental education programs	8.9%	26.6%	40.5%	24.1%
11. Esports programs/leagues/tournaments	7.1%	21.4%	35.7%	35.7%
12. Intergenerational programming	8.0%	16.0%	52.0%	24.0%
13. Gymnastics and tumbling programs	7.7%	25.6%	28.2%	38.5%
14. Martial arts programs	2.4%	14.6%	48.8%	34.1%
15. Outdoor skills/adventure programs	3.6%	13.1%	40.5%	42.9%
16. Preschool programs	14.3%	17.1%	40.0%	28.6%
17. Programs for individuals with disabilities	6.1%	6.1%	42.4%	45.5%
18. Senior adult and fitness programs (age 50+)	9.8%	21.8%	41.4%	27.1%
19. Senior Trips/Other Targeted Senior Programs	10.5%	10.5%	45.3%	33.7%
20. Teen programs	2.9%	11.8%	52.9%	32.4%
21. Teen Day Trips	9.1%	4.5%	50.0%	36.4%

**Q11. If "Yes," please rate how well your need for recreation programs of this type are being met using a scale of 1 to 4, where 4 means "Fully Met," and 1 means "Not Met."**

	Fully Met	Mostly Met	Partly Met	Not Met
22. Tennis programs	7.8%	25.0%	45.3%	21.9%
23. Unstructured indoor play	0.0%	31.0%	34.5%	34.5%
24. Youth enrichment camp programs	18.5%	33.3%	33.3%	14.8%
25. Youth fitness and wellness programs	14.0%	34.0%	34.0%	18.0%
26. Youth sports programs	23.3%	41.7%	31.7%	3.3%
27. Youth summer camp programs	20.3%	33.9%	37.3%	8.5%
28. Other	10.5%	0.0%	15.8%	73.7%

**Q12. Which FOUR recreation programs from the list in Question 11 are MOST IMPORTANT to your household?**

Top Choice	Number	Percent
Adult fitness and wellness programs	58	14.5 %
Adult sports programs	19	4.8 %
Aquatics programming (swim lessons, recreation/lap swim, competitive training, etc.)	42	10.5 %
Before and after school programs	9	2.3 %
City-sponsored special events (Eggstravaganza, Holiday at the Rancho, Teen Scene, Movie Night, etc.)	13	3.3 %
Culinary arts (cooking, baking, etc.)	9	2.3 %
Cultural arts programs	17	4.3 %
Dancing	6	1.5 %
Dog training	10	2.5 %
Environmental education programs	7	1.8 %
Esports programs/leagues/tournaments	2	0.5 %
Intergenerational programming	1	0.3 %
Gymnastics and tumbling programs	1	0.3 %
Martial arts programs	1	0.3 %
Outdoor skills/adventure programs	7	1.8 %
Preschool programs	6	1.5 %
Programs for individuals with disabilities	4	1.0 %
Senior adult and fitness programs (age 50+)	36	9.0 %
Senior Trips/Other Targeted Senior Programs	8	2.0 %
Teen programs	2	0.5 %
Teen Day Trips	1	0.3 %
Tennis programs	12	3.0 %
Unstructured indoor play	1	0.3 %
Youth enrichment camp programs	2	0.5 %
Youth fitness and wellness programs	3	0.8 %
Youth sports programs	20	5.0 %
Youth summer camp programs	5	1.3 %
None	98	24.5 %
Total	400	100.0 %

**Q12. Which FOUR recreation programs from the list in Question 11 are MOST IMPORTANT to your household?**

<u>2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Adult fitness and wellness programs	34	8.5 %
Adult sports programs	16	4.0 %
Aquatics programming (swim lessons, recreation/lap swim, competitive training, etc.)	17	4.3 %
Before and after school programs	6	1.5 %
City-sponsored special events (Eggstravaganza, Holiday at the Rancho, Teen Scene, Movie Night, etc.)	14	3.5 %
Culinary arts (cooking, baking, etc.)	19	4.8 %
Cultural arts programs	18	4.5 %
Dancing	9	2.3 %
Dog training	12	3.0 %
Environmental education programs	8	2.0 %
Esports programs/leagues/tournaments	2	0.5 %
Intergenerational programming	3	0.8 %
Gymnastics and tumbling programs	3	0.8 %
Martial arts programs	2	0.5 %
Outdoor skills/adventure programs	13	3.3 %
Preschool programs	3	0.8 %
Programs for individuals with disabilities	7	1.8 %
Senior adult and fitness programs (age 50+)	25	6.3 %
Senior Trips/Other Targeted Senior Programs	22	5.5 %
Teen programs	3	0.8 %
Teen Day Trips	3	0.8 %
Tennis programs	4	1.0 %
Unstructured indoor play	3	0.8 %
Youth enrichment camp programs	4	1.0 %
Youth fitness and wellness programs	7	1.8 %
Youth sports programs	3	0.8 %
Youth summer camp programs	10	2.5 %
<u>None</u>	<u>130</u>	<u>32.5 %</u>
Total	400	100.0 %



**Q12. Which FOUR recreation programs from the list in Question 11 are MOST IMPORTANT to your household?**

<u>3rd Choice</u>	<u>Number</u>	<u>Percent</u>
Adult fitness and wellness programs	21	5.3 %
Adult sports programs	10	2.5 %
Aquatics programming (swim lessons, recreation/lap swim, competitive training, etc.)	11	2.8 %
Before and after school programs	11	2.8 %
City-sponsored special events (Eggstravaganza, Holiday at the Rancho, Teen Scene, Movie Night, etc.)	5	1.3 %
Culinary arts (cooking, baking, etc.)	16	4.0 %
Cultural arts programs	19	4.8 %
Dancing	7	1.8 %
Dog training	6	1.5 %
Environmental education programs	14	3.5 %
Esports programs/leagues/tournaments	2	0.5 %
Intergenerational programming	1	0.3 %
Gymnastics and tumbling programs	4	1.0 %
Martial arts programs	3	0.8 %
Outdoor skills/adventure programs	11	2.8 %
Preschool programs	6	1.5 %
Programs for individuals with disabilities	4	1.0 %
Senior adult and fitness programs (age 50+)	31	7.8 %
Senior Trips/Other Targeted Senior Programs	19	4.8 %
Teen programs	2	0.5 %
Teen Day Trips	1	0.3 %
Tennis programs	6	1.5 %
Unstructured indoor play	5	1.3 %
Youth enrichment camp programs	6	1.5 %
Youth fitness and wellness programs	2	0.5 %
Youth sports programs	8	2.0 %
Youth summer camp programs	7	1.8 %
<u>None</u>	<u>162</u>	<u>40.5 %</u>
Total	400	100.0 %

**Q12. Which FOUR recreation programs from the list in Question 11 are MOST IMPORTANT to your household?**

<u>4th Choice</u>	<u>Number</u>	<u>Percent</u>
Adult fitness and wellness programs	12	3.0 %
Adult sports programs	6	1.5 %
Aquatics programming (swim lessons, recreation/lap swim, competitive training, etc.)	12	3.0 %
Before and after school programs	7	1.8 %
City-sponsored special events (Eggstravaganza, Holiday at the Rancho, Teen Scene, Movie Night, etc.)	9	2.3 %
Culinary arts (cooking, baking, etc.)	15	3.8 %
Cultural arts programs	11	2.8 %
Dancing	7	1.8 %
Dog training	8	2.0 %
Environmental education programs	6	1.5 %
Esports programs/leagues/tournaments	3	0.8 %
Intergenerational programming	3	0.8 %
Gymnastics and tumbling programs	2	0.5 %
Martial arts programs	1	0.3 %
Outdoor skills/adventure programs	10	2.5 %
Preschool programs	1	0.3 %
Programs for individuals with disabilities	2	0.5 %
Senior adult and fitness programs (age 50+)	15	3.8 %
Senior Trips/Other Targeted Senior Programs	19	4.8 %
Teen programs	3	0.8 %
Teen Day Trips	2	0.5 %
Tennis programs	4	1.0 %
Youth enrichment camp programs	3	0.8 %
Youth fitness and wellness programs	3	0.8 %
Youth sports programs	5	1.3 %
Youth summer camp programs	2	0.5 %
<u>None</u>	<u>229</u>	<u>57.3 %</u>
Total	400	100.0 %

**SUM OF TOP 4 CHOICES****Q12. Which FOUR recreation programs from the list in Question 11 are MOST IMPORTANT to your household? (Top 4)**

<u>Sum of top 4 choices</u>	<u>Number</u>	<u>Percent</u>
Adult fitness and wellness programs	125	31.3 %
Adult sports programs	51	12.8 %
Aquatics programming (swim lessons, recreation/lap swim, competitive training, etc.)	82	20.5 %
Before and after school programs	33	8.3 %
City-sponsored special events (Eggstravaganza, Holiday at the Rancho, Teen Scene, Movie Night, etc.)	41	10.3 %
Culinary arts (cooking, baking, etc.)	59	14.8 %
Cultural arts programs	65	16.3 %
Dancing	29	7.3 %
Dog training	36	9.0 %
Environmental education programs	35	8.8 %
Esports programs/leagues/tournaments	9	2.3 %
Intergenerational programming	8	2.0 %
Gymnastics and tumbling programs	10	2.5 %
Martial arts programs	7	1.8 %
Outdoor skills/adventure programs	41	10.3 %
Preschool programs	16	4.0 %
Programs for individuals with disabilities	17	4.3 %
Senior adult and fitness programs (age 50+)	107	26.8 %
Senior Trips/Other Targeted Senior Programs	68	17.0 %
Teen programs	10	2.5 %
Teen Day Trips	7	1.8 %
Tennis programs	26	6.5 %
Unstructured indoor play	9	2.3 %
Youth enrichment camp programs	15	3.8 %
Youth fitness and wellness programs	15	3.8 %
Youth sports programs	36	9.0 %
Youth summer camp programs	24	6.0 %
None	98	24.5 %
Total	1079	

**Q13. The following is a list of actions the City of Carlsbad could take to improve the parks and recreation system. Please indicate your level of support for renovating or developing new facilities for each item by circling the corresponding number to the right.**

(N=400)

	Very Supportive	Somewhat Supportive	Not Sure	Not Supportive
01. Adventure facility (rock wall, ropes course)	25.5%	20.8%	37.3%	16.5%
02. Amphitheater	38.5%	24.0%	29.3%	8.3%
03. Arena/speed soccer	10.8%	14.3%	49.5%	25.5%
04. Better lighting in parks	42.5%	19.0%	32.8%	5.8%
05. Bike park (pump/skills track)	18.0%	22.0%	43.8%	16.3%
06. Botanical or ornamental gardens	36.0%	23.3%	30.0%	10.8%
07. Community gardens	36.8%	22.8%	31.0%	9.5%
08. Concessions	11.0%	17.0%	47.5%	24.5%
09. Conference/trade shows /training center	7.0%	12.0%	49.8%	31.3%
10. Culinary arts (cooking, baking, etc.)	21.0%	23.3%	40.8%	15.0%
11. Cultural arts programs	29.8%	23.5%	34.0%	12.8%
12. Dining/retail	17.5%	17.0%	42.5%	23.0%
13. Disc golf course	14.3%	14.8%	44.5%	26.5%
14. Family picnic areas (covered and uncovered)	36.5%	29.5%	29.3%	4.8%
15. More shaded areas in parks	50.3%	22.0%	23.5%	4.3%
16. Multigenerational community center (fitness/recreation/meeting space)	26.0%	26.5%	39.0%	8.5%
17. Multipurpose fields	27.0%	28.5%	36.3%	8.3%
18. Off-leash dog parks	29.8%	16.0%	34.3%	20.0%
19. Outdoor basketball courts	19.8%	28.5%	39.3%	12.5%
20. Outdoor pickleball courts	34.3%	23.0%	32.3%	10.5%
21. Outdoor swimming pools	39.0%	20.5%	33.0%	7.5%

**Q13. The following is a list of actions the City of Carlsbad could take to improve the parks and recreation system. Please indicate your level of support for renovating or developing new facilities for each item by circling the corresponding number to the right.**

	Very Supportive	Somewhat Supportive	Not Sure	Not Supportive
22. Playground equipment	35.0%	22.0%	35.0%	8.0%
23. Radio controlled aircraft/drone fields	7.3%	11.0%	44.3%	37.5%
24. Senior center (age 50+)	38.3%	22.0%	31.0%	8.8%
25. Skateboard parks	18.5%	25.3%	38.8%	17.5%
26. Synthetic turf fields	13.3%	19.0%	45.8%	22.0%
27. Teen center	21.3%	27.3%	40.0%	11.5%
28. Tennis courts	20.3%	25.0%	40.3%	14.5%
29. Unstructured indoor play	12.3%	18.0%	50.0%	19.8%
30. Youth multi-purpose fields	23.3%	24.3%	41.5%	11.0%
31. Other	100.0%	0.0%	0.0%	0.0%

**Q14. Which FOUR actions from the list in Question 13 would your household be MOST WILLING to fund?**

Top Choice	Number	Percent
Adventure facility (rock wall, ropes course)	16	4.0 %
Amphitheater	38	9.5 %
Arena/speed soccer	3	0.8 %
Better lighting in parks	28	7.0 %
Bike park (pump/skills track)	8	2.0 %
Botanical or ornamental gardens	17	4.3 %
Community gardens	11	2.8 %
Concessions	1	0.3 %
Culinary arts (cooking, baking, etc.)	4	1.0 %
Cultural arts programs	12	3.0 %
Dining/retail	3	0.8 %
Disc golf course	10	2.5 %
Family picnic areas (covered and uncovered)	7	1.8 %
More shaded areas in parks	15	3.8 %
Multigenerational community center (fitness/recreation/ meeting space)	6	1.5 %
Multipurpose fields	2	0.5 %
Off-leash dog parks	26	6.5 %
Outdoor basketball courts	3	0.8 %
Outdoor pickleball courts	33	8.3 %
Outdoor swimming pools	26	6.5 %
Playground equipment	6	1.5 %
Radio controlled aircraft/drone fields	3	0.8 %
Senior center (age 50+)	18	4.5 %
Skateboard parks	2	0.5 %
Synthetic turf fields	2	0.5 %
Teen center	1	0.3 %
Tennis courts	9	2.3 %
Unstructured indoor play	1	0.3 %
Youth multi-purpose fields	5	1.3 %
None	84	21.0 %
Total	400	100.0 %

**Q14. Which FOUR actions from the list in Question 13 would your household be MOST WILLING to fund?**

<u>2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Adventure facility (rock wall, ropes course)	16	4.0 %
Amphitheater	22	5.5 %
Arena/speed soccer	5	1.3 %
Better lighting in parks	24	6.0 %
Bike park (pump/skills track)	6	1.5 %
Botanical or ornamental gardens	20	5.0 %
Community gardens	17	4.3 %
Concessions	1	0.3 %
Conference/trade shows /training center	2	0.5 %
Culinary arts (cooking, baking, etc.)	13	3.3 %
Cultural arts programs	12	3.0 %
Dining/retail	8	2.0 %
Disc golf course	4	1.0 %
Family picnic areas (covered and uncovered)	9	2.3 %
More shaded areas in parks	29	7.3 %
Multigenerational community center (fitness/recreation/ meeting space)	11	2.8 %
Multipurpose fields	4	1.0 %
Off-leash dog parks	12	3.0 %
Outdoor basketball courts	2	0.5 %
Outdoor pickleball courts	20	5.0 %
Outdoor swimming pools	16	4.0 %
Playground equipment	5	1.3 %
Radio controlled aircraft/drone fields	1	0.3 %
Senior center (age 50+)	9	2.3 %
Skateboard parks	2	0.5 %
Synthetic turf fields	2	0.5 %
Teen center	5	1.3 %
Tennis courts	6	1.5 %
Unstructured indoor play	2	0.5 %
Youth multi-purpose fields	3	0.8 %
<u>None</u>	<u>112</u>	<u>28.0 %</u>
Total	400	100.0 %

**Q14. Which FOUR actions from the list in Question 13 would your household be MOST WILLING to fund?**

3rd Choice	Number	Percent
Adventure facility (rock wall, ropes course)	9	2.3 %
Amphitheater	14	3.5 %
Arena/speed soccer	2	0.5 %
Better lighting in parks	17	4.3 %
Bike park (pump/skills track)	3	0.8 %
Botanical or ornamental gardens	21	5.3 %
Community gardens	16	4.0 %
Concessions	5	1.3 %
Conference/trade shows /training center	2	0.5 %
Culinary arts (cooking, baking, etc.)	5	1.3 %
Cultural arts programs	10	2.5 %
Dining/retail	5	1.3 %
Disc golf course	7	1.8 %
Family picnic areas (covered and uncovered)	13	3.3 %
More shaded areas in parks	18	4.5 %
Multigenerational community center (fitness/recreation/ meeting space)	10	2.5 %
Multipurpose fields	10	2.5 %
Off-leash dog parks	8	2.0 %
Outdoor basketball courts	10	2.5 %
Outdoor pickleball courts	9	2.3 %
Outdoor swimming pools	15	3.8 %
Playground equipment	11	2.8 %
Radio controlled aircraft/drone fields	1	0.3 %
Senior center (age 50+)	15	3.8 %
Skateboard parks	6	1.5 %
Synthetic turf fields	3	0.8 %
Teen center	5	1.3 %
Tennis courts	3	0.8 %
Unstructured indoor play	1	0.3 %
Youth multi-purpose fields	3	0.8 %
None	143	35.8 %
Total	400	100.0 %



**Q14. Which FOUR actions from the list in Question 13 would your household be MOST WILLING to fund?**

4th Choice	Number	Percent
Adventure facility (rock wall, ropes course)	10	2.5 %
Amphitheater	8	2.0 %
Arena/speed soccer	2	0.5 %
Better lighting in parks	9	2.3 %
Bike park (pump/skills track)	3	0.8 %
Botanical or ornamental gardens	13	3.3 %
Community gardens	7	1.8 %
Concessions	1	0.3 %
Conference/trade shows /training center	1	0.3 %
Culinary arts (cooking, baking, etc.)	6	1.5 %
Cultural arts programs	9	2.3 %
Dining/retail	8	2.0 %
Disc golf course	2	0.5 %
Family picnic areas (covered and uncovered)	9	2.3 %
More shaded areas in parks	26	6.5 %
Multigenerational community center (fitness/recreation/ meeting space)	6	1.5 %
Multipurpose fields	5	1.3 %
Off-leash dog parks	7	1.8 %
Outdoor basketball courts	5	1.3 %
Outdoor pickleball courts	9	2.3 %
Outdoor swimming pools	6	1.5 %
Playground equipment	12	3.0 %
Radio controlled aircraft/drone fields	2	0.5 %
Senior center (age 50+)	21	5.3 %
Skateboard parks	5	1.3 %
Synthetic turf fields	2	0.5 %
Teen center	4	1.0 %
Tennis courts	5	1.3 %
Unstructured indoor play	3	0.8 %
Youth multi-purpose fields	6	1.5 %
None	188	47.0 %
Total	400	100.0 %

**SUM OF TOP 4 CHOICES****Q14. Which FOUR actions from the list in Question 13 would your household be MOST WILLING to fund?****(Top 4)**

<u>Sum of top 4 choices</u>	<u>Number</u>	<u>Percent</u>
Adventure facility (rock wall, ropes course)	51	12.8 %
Amphitheater	82	20.5 %
Arena/speed soccer	12	3.0 %
Better lighting in parks	78	19.5 %
Bike park (pump/skills track)	20	5.0 %
Botanical or ornamental gardens	71	17.8 %
Community gardens	51	12.8 %
Concessions	8	2.0 %
Conference/trade shows /training center	5	1.3 %
Culinary arts (cooking, baking, etc.)	28	7.0 %
Cultural arts programs	43	10.8 %
Dining/retail	24	6.0 %
Disc golf course	23	5.8 %
Family picnic areas (covered and uncovered)	38	9.5 %
More shaded areas in parks	88	22.0 %
Multigenerational community center (fitness/recreation/ meeting space)	33	8.3 %
Multipurpose fields	21	5.3 %
Off-leash dog parks	53	13.3 %
Outdoor basketball courts	20	5.0 %
Outdoor pickleball courts	71	17.8 %
Outdoor swimming pools	63	15.8 %
Playground equipment	34	8.5 %
Radio controlled aircraft/drone fields	7	1.8 %
Senior center (age 50+)	63	15.8 %
Skateboard parks	15	3.8 %
Synthetic turf fields	9	2.3 %
Teen center	15	3.8 %
Tennis courts	23	5.8 %
Unstructured indoor play	7	1.8 %
Youth multi-purpose fields	17	4.3 %
None	84	21.0 %
Total	1157	

**Q15. During the COVID-19 pandemic (March 2020 - June 2021), what types of virtual programs/activities did you participate in?**

<u>Q15</u>	<u>Number</u>	<u>Percent</u>
Virtual tours	14	3.5 %
Virtual camps	4	1.0 %
Virtual arts and craft classes	22	5.5 %
Virtual fitness classes	61	15.3 %
Virtual performing arts classes	6	1.5 %
Virtual health and wellness programs	33	8.3 %
Other	19	4.8 %
Haven't participated in virtual programs/activities	307	76.8 %
Total	466	

**Q15-7. Other**

<u>Q15-7 Other</u>	<u>Number</u>	<u>Percent</u>
Virtual activities are a harmful replacement for physical activities.	1	5.3 %
Gatherings	1	5.3 %
language	1	5.3 %
Foreign language lessons	1	5.3 %
Gymnastics and guitar	1	5.3 %
Non-profit leadership	1	5.3 %
Virtual concerts in the park and TGIF	1	5.3 %
In-person swim classes 1:1	1	5.3 %
I traveled	1	5.3 %
Online mahjong	1	5.3 %
virtual genealogy programs	1	5.3 %
Still go to the gym.	1	5.3 %
Osher	1	5.3 %
Variety of virtual meet ups and discussion groups.	1	5.3 %
COMPUTER/TECH CLASSES	1	5.3 %
OSHER TECHNOLOGY, PHOTOGRAPHY	1	5.3 %
Kids Library programming	1	5.3 %
bridge online	1	5.3 %
Beach Yoga.	1	5.3 %
Total	19	100.0 %

**Q16. Beyond the COVID-19 pandemic, what types of virtual programs/activities would you be interested in participating in?**

<u>Q16</u>	<u>Number</u>	<u>Percent</u>
Virtual tours	27	6.8 %
Virtual camps	2	0.5 %
Virtual arts and crafts Classes	44	11.0 %
Virtual fitness classes	76	19.0 %
Virtual performing arts classes	15	3.8 %
Virtual health and wellness programs	61	15.3 %
Other	5	1.3 %
Not interested in virtual programs/activities	281	70.3 %
Total	511	

**Q16-7. Other**

<u>Q16-7 Other</u>	<u>Number</u>	<u>Percent</u>
language	1	20.0 %
Non-profit informational classes	1	20.0 %
Osher	1	20.0 %
Educational subjects, historical information, discussion groups, etc.	1	20.0 %
OSHER, TECH, PHOTO, CULINARY	1	20.0 %
Total	5	100.0 %

**Q17. Please rate your level of satisfaction with the overall value that your household receives from the City of Carlsbad Parks & Recreation Department.**

Q17	Number	Percent
Very Satisfied	84	21.0 %
Satisfied	180	45.0 %
Neutral	84	21.0 %
Dissatisfied	16	4.0 %
Very Dissatisfied	11	2.8 %
Don't Know	25	6.3 %
Total	400	100.0 %

**WITHOUT "DON'T KNOW"**

**Q17. Please rate your level of satisfaction with the overall value that your household receives from the City of Carlsbad Parks & Recreation Department. (without "Don't Know")**

Q17	Number	Percent
Very Satisfied	84	22.4 %
Satisfied	180	48.0 %
Neutral	84	22.4 %
Dissatisfied	16	4.3 %
Very Dissatisfied	11	2.9 %
Total	375	100.0 %

**Q18. Given the recent COVID-19 pandemic, how has your and your household's perception of the value of parks and recreation changed?**

Q18	Number	Percent
Increased	109	27.3 %
Somewhat increased	65	16.3 %
No change	187	46.8 %
Somewhat decreased	11	2.8 %
Decreased	15	3.8 %
Not Provided	13	3.3 %
Total	400	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q18. Given the recent Covid-19 Pandemic, how has your and your household's perception of the value of parks and recreation changed? (without "Not Provided")**

Q18	Number	Percent
Increased	109	28.2 %
Somewhat increased	65	16.8 %
No change	187	48.3 %
Somewhat decreased	11	2.8 %
Decreased	15	3.9 %
Total	387	100.0 %

**Q19. Would you or your household like to see the city place a greater emphasis on parks and recreation projects, programs, and services?**

Q19	Number	Percent
Increase funding	197	49.3 %
Maintain existing funding	126	31.5 %
Reduce funding	8	2.0 %
Not Provided	69	17.3 %
Total	400	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q19. Would you or your household like to see the city place a greater emphasis on parks and recreation projects, programs, and services? (without "Not Provided")**

Q19	Number	Percent
Increase funding	197	59.5 %
Maintain existing funding	126	38.1 %
Reduce funding	8	2.4 %
Total	331	100.0 %

**Q20. Your gender:**

<u>Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	197	49.3 %
Female	201	50.3 %
Non-binary	1	0.3 %
Not provided	1	0.3 %
Total	400	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q20. Your gender: (without "not provided")**

<u>Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	197	49.4 %
Female	201	50.4 %
Non-binary	1	0.3 %
Total	399	100.0 %

**Q21. Including yourself, how many people in your household are...**

	<u>Mean</u>	<u>Sum</u>
number	2.3	844
Under age 5	0.1	39
Ages 5-9	0.1	55
Ages 10-14	0.1	30
Ages 15-19	0.1	44
Ages 20-24	0.1	37
Ages 25-34	0.2	82
Ages 35-44	0.3	110
Ages 45-54	0.3	121
Ages 55-64	0.4	156
Ages 65-74	0.3	95
Ages 75-84	0.2	61
Ages 85+	0.0	14

**Q22. Your age:**

Q22 Your age	Number	Percent
18-34	73	18.3 %
35-44	72	18.0 %
45-54	74	18.5 %
55-64	77	19.3 %
65+	79	19.8 %
Not provided	25	6.3 %
Total	400	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q22. Your age: (without "not provided")**

Q22 Your age	Number	Percent
18-34	73	19.5 %
35-44	72	19.2 %
45-54	74	19.7 %
55-64	77	20.5 %
65+	79	21.1 %
Total	375	100.0 %

**Q23. How many years have you lived in Carlsbad?**

Q23	Number	Percent
0-5	73	18.3 %
6-10	63	15.8 %
11-15	37	9.3 %
16-20	41	10.3 %
21-30	95	23.8 %
31+	76	19.0 %
Not provided	15	3.8 %
Total	400	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q23. How many years have you lived in Carlsbad? (without "not provided")**

Q23	Number	Percent
0-5	73	19.0 %
6-10	63	16.4 %
11-15	37	9.6 %
16-20	41	10.6 %
21-30	95	24.7 %
31+	76	19.7 %
Total	385	100.0 %

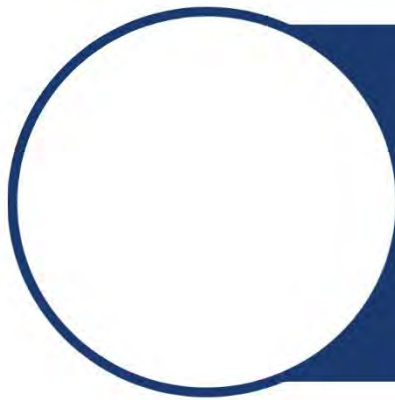


**Q24. Which of the following best describes your race/ethnicity?**

Q24	Number	Percent
Asian or Asian Indian	36	9.0 %
Black or African American	5	1.3 %
American Indian or Alaska Native	4	1.0 %
White	319	79.8 %
Native Hawaiian or other Pacific Islander	4	1.0 %
Hispanic, Spanish, or Latino/a/x	60	15.0 %
Other	7	1.8 %
Total	435	

**Q24-7. Other**

Q24-7. Other	Number	Percent
Mixed	1	14.3 %
mixed asian/white	1	14.3 %
More than one	1	14.3 %
Multirace	1	14.3 %
German-Polish	1	14.3 %
Middle Eastern	1	14.3 %
EurAsian	1	14.3 %
Total	7	100.0 %



# Survey Instrument



May 2022

**Help plan future parks and recreation offerings!**

Dear City of Carlsbad Resident:

**Your response to the enclosed survey is important.**

The City of Carlsbad Parks & Recreation Department is conducting a community survey as part of the process to update its Parks & Recreation master plan. We would like your input on future improvements to parks and recreation facilities, programs, and services. You have been selected at random to take this survey.

**We appreciate your time.**

This survey should take approximately 10-15 minutes to complete. The feedback gathered will be considered when updating the master plan to ensure future parks and recreation services meet residents' needs and benefit the community.

**Please complete and return your survey at your earliest convenience in the next two weeks . . .**

We have selected ETC Institute, an independent market research and survey firm, as our partner to administer this survey. Please return your completed survey in the enclosed postage-paid envelope. If you prefer, you can complete the survey online at [carlsbadsurvey.org](http://carlsbadsurvey.org).

**Your responses will remain anonymous.**

If you have questions, please feel free to contact special projects manager, Mick Calarco, at 442-339-2859, or via email at [mick.calarco@carlsbadca.gov](mailto:mick.calarco@carlsbadca.gov). Thank you very much for your participation in this survey.

Sincerely,

A handwritten signature in black ink that reads 'Kyle Lancaster'.

Kyle Lancaster  
Parks & Recreation Director

**Parks & Recreation Department**

**Administration** 799 Pine Ave, Suite 200 | Carlsbad, CA 92008 | 442-339-2826 t



# Parks & Recreation Department Needs Assessment Survey

**Let your voice be heard today!**

The City of Carlsbad needs your input to help determine the community's parks and recreation priorities. Parks and recreation facilities and services contribute significantly to Carlsbad's quality of life, and your input is very important to us. This survey will take 10-15 minutes to complete. When you are finished, please return it in the enclosed postage-paid, return-reply envelope. If you prefer, you can complete the survey online at [carlsbadsurvey.org](http://carlsbadsurvey.org). We greatly appreciate your time!

**1. Have you or any member of your household visited any City of Carlsbad parks, recreation facilities, or sports fields during the year before the start of the COVID-19 pandemic (March 2020)?**

\_\_\_(1) Yes [Answer Q1a-b.]      \_\_\_(2) No [Skip to Q2.]

**1a. How often have you visited City of Carlsbad parks, recreation facilities, or sports fields during the last 12 months before the COVID-19 pandemic?**

\_\_\_(1) More than 5 times a week      \_\_\_(3) Once a week      \_\_\_(5) Less than once a month  
\_\_\_(2) 2-4 times a week      \_\_\_(4) 1-3 times a month      \_\_\_(9) Don't know

**1b. Overall, how would you rate the physical condition of ALL the City of Carlsbad parks, recreation facilities and sports fields you have visited?**

\_\_\_(4) Excellent      \_\_\_(3) Good      \_\_\_(2) Fair      \_\_\_(1) Poor

**2. Please CHECK ALL the following reasons that prevent you or members of your household from using City of Carlsbad parks, recreation facilities, or sports fields more often. [Check all that apply]**

- \_\_\_(01) Use parks in other cities
- \_\_\_(02) Too far from your home
- \_\_\_(03) Parks are not well maintained
- \_\_\_(04) Lack of features we want to use
- \_\_\_(05) Lack of parking to access parks
- \_\_\_(06) Do not feel safe using parks
- \_\_\_(07) Lack of handicap accessibility
- \_\_\_(08) Not aware of park locations
- \_\_\_(09) Lack of transportation
- \_\_\_(10) Lack of restrooms
- \_\_\_(11) Lack of trust in government
- \_\_\_(12) Language/cultural barriers
- \_\_\_(13) Other: \_\_\_\_\_

**3. From the following list, please CHECK ALL the service providers that you or members of your household used for recreation and sports activities during the year before the COVID-19 pandemic (March 2020).**

- \_\_\_(01) Private schools
- \_\_\_(02) Places of worship (e.g. synagogues, churches)
- \_\_\_(03) Private and non-profit youth sports
- \_\_\_(04) Public schools
- \_\_\_(05) Private summer camps
- \_\_\_(06) Neighboring cities
- \_\_\_(07) Private clubs (tennis, health, swim, fitness)
- \_\_\_(08) City of Carlsbad Parks & Recreation Department
- \_\_\_(09) YMCA programs
- \_\_\_(10) Boys and Girls club
- \_\_\_(11) Other: \_\_\_\_\_

**4. From the following list, please CHECK ALL the ways you currently learn about City of Carlsbad Parks & Recreation Department facilities, programs and activities.**

- \_\_\_(01) City community services guide
- \_\_\_(02) City website
- \_\_\_(03) Materials at recreation facilities
- \_\_\_(04) Conversations with recreation staff
- \_\_\_(05) Newspaper
- \_\_\_(06) Friends and neighbors
- \_\_\_(07) Temporary signs at parks or around the City
- \_\_\_(08) Peachjar
- \_\_\_(09) Emails
- \_\_\_(10) E-newsletter
- \_\_\_(11) Facebook
- \_\_\_(12) NextDoor
- \_\_\_(13) Instagram
- \_\_\_(14) Twitter
- \_\_\_(15) Flyers
- \_\_\_(16) City Council meetings
- \_\_\_(17) Other: \_\_\_\_\_

5. From the list in Question 4, which **THREE** methods of communication would you **MOST PREFER** the City use to communicate with you about recreation facilities, programs and activities? *[Write in your answers below using the numbers from the list in Question 4, or circle "NONE."]*

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ NONE

6. Has your household participated in any programs offered by the City of Carlsbad Parks & Recreation Department during the past 12 months before the COVID-19 pandemic?

\_\_\_\_(1) Yes *[Answer Q6a-b.]*      \_\_\_\_ (2) No *[Skip to Q7]*

6a. How many City of Carlsbad Parks & Recreation Department programs did you or members of your household participate in during the 12 months before the COVID-19 pandemic?

\_\_\_\_(1) One      \_\_\_\_ (2) 2-3      \_\_\_\_ (3) 4-6      \_\_\_\_ (4) 7 or more

6b. How would you rate the overall quality of the City of Carlsbad Parks & Recreation Department programs in which your household has participated?

\_\_\_\_(4) Excellent      \_\_\_\_ (3) Good      \_\_\_\_ (2) Fair      \_\_\_\_ (1) Poor

7. Please **CHECK ALL** the following reasons that prevent you and members of your household from participating in City of Carlsbad Parks & Recreation Department programs more often. *[Check all that apply]*

- |   |  |
|---|--|
| ____(01) Lack of quality instructors      | ____(10) Program not offered             |
| ____(02) Outdated facilities              | ____(11) Registration is difficult       |
| ____(03) Use programs of other agencies   | ____(12) Poor customer service by staff  |
| ____(04) I don't know what is offered     | ____(13) Lack of transportation          |
| ____(05) Lack of quality programs         | ____(14) Lack of right program equipment |
| ____(06) Fees are too high                | ____(15) Too busy/Not interested         |
| ____(07) Too far from my home             | ____(16) Language / cultural barriers    |
| ____(08) Program times are not convenient | ____(17) Other: _____                    |
| ____(09) Classes are full                 |  |

8. Please indicate your level of agreement with the following statements concerning some potential benefits of the City of Carlsbad's parks and recreation system by circling the corresponding number.

The parks and recreation system in Carlsbad...		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01.	Improves my (my household's) physical health and fitness	5	4	3	2	1	9
02.	Helps improve community safety and keep youth out of trouble	5	4	3	2	1	9
03.	Makes Carlsbad a more desirable place to live	5	4	3	2	1	9
04.	Preserves open space and protects the environment	5	4	3	2	1	9
05.	Increases my (my household's) property value	5	4	3	2	1	9
06.	Improves my (my household's) mental health and reduces stress	5	4	3	2	1	9
07.	Provides positive social interactions for me (my household/family)	5	4	3	2	1	9
08.	Helps to attract new residents and businesses	5	4	3	2	1	9
09.	Promotes tourism to the city and the region	5	4	3	2	1	9
10.	Positively impacts economic/business development	5	4	3	2	1	9
11.	Is accessible to all age groups	5	4	3	2	1	9
12.	Provides jobs/professional development for youth	5	4	3	2	1	9
13.	Provides community volunteer opportunities	5	4	3	2	1	9
14.	Provides access to specialized offerings for various groups e.g. Senior Center/Teen programs, etc.	5	4	3	2	1	9

9. Please indicate if you or any member of your household has a need for each of the City of Carlsbad parks and recreation facilities/amenities listed below by circling either "Yes" or "No."

If "Yes," please rate how well your need for facilities/amenities of this type are being met using a scale of 1 to 4, where 4 means "Fully Met," and 1 means "Not Met."

Type of Facility/Amenity	Do you have a need for this facility/amenity?		If "Yes," how well are your needs being met?			
	Yes	No	Fully Met	Mostly Met	Partly Met	Not Met
01. Universally accessible playground equipment	Yes	No	4	3	2	1
02. Adventure facility (rock wall, ropes course)	Yes	No	4	3	2	1
03. Bike park (pump/skills track)	Yes	No	4	3	2	1
04. Community gardens	Yes	No	4	3	2	1
05. Community parks	Yes	No	4	3	2	1
06. Concessions	Yes	No	4	3	2	1
07. Dining/retail	Yes	No	4	3	2	1
08. Disc golf course	Yes	No	4	3	2	1
09. Family picnic areas - covered and uncovered	Yes	No	4	3	2	1
10. Game tables (e.g. chess, checkers, dominoes etc.)	Yes	No	4	3	2	1
11. Multigenerational community center	Yes	No	4	3	2	1
12. Multipurpose diamond fields (e.g. baseball/ softball/cricket)	Yes	No	4	3	2	1
13. Multipurpose rectangular fields (soccer/football/lacrosse/rugby)	Yes	No	4	3	2	1
14. Neighborhood parks	Yes	No	4	3	2	1
15. Off-leash dog parks	Yes	No	4	3	2	1
16. Ornamental / interpretive gardens	Yes	No	4	3	2	1
17. Outdoor basketball/volleyball courts	Yes	No	4	3	2	1
18. Outdoor pickleball courts	Yes	No	4	3	2	1
19. Outdoor swimming pools	Yes	No	4	3	2	1
20. Skate parks	Yes	No	4	3	2	1
21. Tennis courts	Yes	No	4	3	2	1
22. Other: _____	Yes	No	4	3	2	1

10. Which FOUR facilities/amenities from the list in Question 9 are MOST IMPORTANT to your household? [Write in your answers below using the numbers from the list in Question 9, or circle "NONE."]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ 4th: \_\_\_\_ NONE

11. Please indicate if you or any member of your household has a need for each of the recreation programs in the City of Carlsbad listed below by circling either "Yes" or "No."

If "Yes," please rate how well your need for recreation programs of this type are being met using a scale of 1 to 4, where 4 means "Fully Met," and 1 means "Not Met."

Type of Program	Do you have a need for this program?		If "Yes," how well are your needs being met?			
	Yes	No	Fully Met	Mostly Met	Partly Met	Not Met
01. Adult fitness and wellness programs	Yes	No	4	3	2	1
02. Adult sports programs	Yes	No	4	3	2	1
03. Aquatics programming (swim lessons, recreation/lap swim, competitive training, etc.)	Yes	No	4	3	2	1
04. Before and after school programs	Yes	No	4	3	2	1
05. City-sponsored special events (Eggstravaganza, Holiday at the Rancho, Teen Scene, Movie Night, etc.)	Yes	No	4	3	2	1
06. Culinary arts (cooking, baking, etc.)	Yes	No	4	3	2	1
07. Cultural arts programs	Yes	No	4	3	2	1
08. Dancing	Yes	No	4	3	2	1
09. Dog training	Yes	No	4	3	2	1
10. Environmental education programs	Yes	No	4	3	2	1
11. Esports programs/leagues/tournaments	Yes	No	4	3	2	1
12. Intergenerational programming	Yes	No	4	3	2	1
13. Gymnastics and tumbling programs	Yes	No	4	3	2	1
14. Martial arts programs	Yes	No	4	3	2	1
15. Outdoor skills/adventure programs	Yes	No	4	3	2	1
16. Preschool programs	Yes	No	4	3	2	1
17. Programs for individuals with disabilities	Yes	No	4	3	2	1
18. Senior adult and fitness programs (age 50+)	Yes	No	4	3	2	1
19. Senior Trips/Other Targeted Senior Programs	Yes	No	4	3	2	1
20. Teen programs	Yes	No	4	3	2	1
21. Teen Day Trips	Yes	No	4	3	2	1
22. Tennis programs	Yes	No	4	3	2	1
23. Unstructured indoor play	Yes	No	4	3	2	1
24. Youth enrichment camp programs	Yes	No	4	3	2	1
25. Youth fitness and wellness programs	Yes	No	4	3	2	1
26. Youth sports programs	Yes	No	4	3	2	1
27. Youth summer camp programs	Yes	No	4	3	2	1
28. Other: _____	Yes	No	4	3	2	1

12. Which FOUR recreation programs from the list in Question 11 are MOST IMPORTANT to your household? [Write in your answers below using the numbers from the list in Question 11, or circle "NONE."]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ 4th: \_\_\_\_ NONE

13. The following is a list of actions the City of Carlsbad could take to improve the parks and recreation system. Please indicate your level of support for renovating or developing new facilities for each item by circling the corresponding number to the right.

How supportive are you of having the City of Carlsbad renovate and/or develop new facilities for.....	Very Supportive	Somewhat Supportive	Not Sure	Not Supportive
01. Adventure facility (rock wall, ropes course)	4	3	2	1
02. Amphitheater	4	3	2	1
03. Arena/speed soccer	4	3	2	1
04. Better lighting in parks	4	3	2	1
05. Bike park (pump/skills track)	4	3	2	1
06. Botanical or ornamental gardens	4	3	2	1
07. Community gardens	4	3	2	1
08. Concessions	4	3	2	1
09. Conference/trade shows /training center	4	3	2	1
10. Culinary arts (cooking, baking, etc.)	4	3	2	1
11. Cultural arts programs	4	3	2	1
12. Dining/retail	4	3	2	1
13. Disc golf course	4	3	2	1
14. Family picnic areas (covered and uncovered)	4	3	2	1
15. More shaded areas in parks	4	3	2	1
16. Multigenerational community center (fitness/recreation/meeting space)	4	3	2	1
17. Multipurpose fields	4	3	2	1
18. Off-leash dog parks	4	3	2	1
19. Outdoor basketball courts	4	3	2	1
20. Outdoor pickleball courts	4	3	2	1
21. Outdoor swimming pools	4	3	2	1
22. Playground equipment	4	3	2	1
23. Radio controlled aircraft/drone fields	4	3	2	1
24. Senior center (age 50+)	4	3	2	1
25. Skateboard parks	4	3	2	1
26. Synthetic turf fields	4	3	2	1
27. Teen center	4	3	2	1
28. Tennis courts	4	3	2	1
29. Unstructured indoor play	4	3	2	1
30. Youth multi-purpose fields	4	3	2	1
31. Other: _____	4	3	2	1

14. Which FOUR actions from the list in Question 13 would your household be MOST WILLING to fund? [Write in your answers below using the numbers from the list in Question 13, or circle "NONE."]

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ 4th: \_\_\_\_\_ NONE

15. During the COVID-19 pandemic (March 2020 - June 2021), what types of virtual programs/activities did you participate in? [Check all that apply.]

- |  |   |
|--|---|
| _____ (1) Virtual tours                  | _____ (5) Virtual performing arts classes                     |
| _____ (2) Virtual camps                  | _____ (6) Virtual health and wellness programs                |
| _____ (3) Virtual arts and craft classes | _____ (7) Other: _____  |
| _____ (4) Virtual fitness classes        | _____ (8) Haven't participated in virtual programs/activities |

16. Beyond the COVID-19 pandemic, what types of virtual programs/activities would you be interested in participating in? [Check all that apply.]

- |   |   |
|---|---|
| _____ (1) Virtual tours                   | _____ (5) Virtual performing arts classes               |
| _____ (2) Virtual camps                   | _____ (6) Virtual health and wellness programs          |
| _____ (3) Virtual arts and crafts Classes | _____ (7) Other: _____                                  |
| _____ (4) Virtual fitness classes         | _____ (8) Not interested in virtual programs/activities |



## FUNDING

17. Please rate your level of satisfaction with the overall value that your household receives from the City of Carlsbad Parks & Recreation Department.

\_\_\_(5) Very Satisfied                      \_\_\_(3) Neutral                      \_\_\_(1) Very Dissatisfied  
\_\_\_(4) Satisfied                              \_\_\_(2) Dissatisfied                      \_\_\_(9) Don't Know

18. Given the recent COVID-19 pandemic, how has your and your household's perception of the value of parks and recreation changed?

\_\_\_(1) Increased                      \_\_\_(3) No change                      \_\_\_(5) Decreased  
\_\_\_(2) Somewhat increased                      \_\_\_(4) Somewhat decreased

19. Would you or your household like to see the city place a greater emphasis on parks and recreation projects, programs, and services?

\_\_\_(1) Increase funding                      \_\_\_(2) Maintain existing funding                      \_\_\_(3) Reduce funding                      \_\_\_(4) Not sure

## DEMOGRAPHICS

20. Your gender: \_\_\_(1) Male    \_\_\_(2) Female    \_\_\_(3) Non-binary

21. Including yourself, how many people in your household are...

Under age 5:	___	Ages 15-19:	___	Ages 35-44:	___	Ages 65-74:	___
Ages 5-9:	___	Ages 20-24:	___	Ages 45-54:	___	Ages 75-84:	___
Ages 10-14:	___	Ages 25-34:	___	Ages 55-64:	___	Ages 85+:	___

22. Your age: \_\_\_\_\_ years

23. How many years have you lived in Carlsbad? \_\_\_\_\_ years

24. Which of the following best describes your race/ethnicity?

\_\_\_(1) Asian or Asian Indian                      \_\_\_(5) Native Hawaiian or other Pacific Islander  
\_\_\_(2) Black or African American                      \_\_\_(6) Hispanic, Spanish, or Latino/a/x  
\_\_\_(3) American Indian or Alaska Native                      \_\_\_(99) Other: \_\_\_\_\_  
\_\_\_(4) White

25. Please share any additional comments that can assist the City of Carlsbad Parks & Recreation Department in improving their projects, programs, and services.

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26. Would you be willing to participate in future surveys sponsored by the City of Carlsbad?

\_\_\_(1) Yes [Answer Q26a.]                      \_\_\_(2) No

26a. Please provide your contact information.

Mobile Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

**This concludes the survey. Thank you for your time!**

Please return your completed survey in the enclosed return-reply envelope addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain anonymous. The information provided will ONLY be used to help identify the level of need and priorities in your area.  
Thank you!