



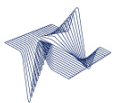
CALIFORNIA PARK & RECREATION SOCIETY



Benefit Statement Priority Ratings CPRS *Building the Brand* Initiative

March 16, 2009

Presented by



HINER & PARTNERS, INC.
MARKETING DIAGNOSTICS AND STRATEGIES

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Benefit Statement Priority Rating Pairings

This section details each benefit statement ratings, in terms of their value/priority to the respondent, and then how well respondents perceived the services were delivered.

Respondents were first asked to rate the list of benefit statements indicated below on the survey form: "We'd like to know your *personal priorities* about parks and recreation programs. Please rate each item in the list below by selecting a number between 1 and 7 where 1 is "least valued (your lowest personal priorities)" and 7 is "most valued (your highest personal priorities)."

Respondents then rated each statement as follows: "Based on everything you have seen or heard please tell us your opinion about how well California parks and recreation agencies in your local community and across the state *deliver* on these things. Please rate each by selecting a number where 1 = "does not now deliver at all" and 7 = "delivers extremely well."

a) Preserve land in its original, natural state and protect wildlife to assure they are there for future generations

		Not Well Delivered	Well Delivered
Q5	Highest Priority (7)	11%	28%
	Other Priorities (5-6)	17%	25%
	Non Priorities (1-4)	13%	6%

b) Preserve land in its original, natural state and protect wildlife to reduce human impacts on our environment such as global warming

		Not Well Delivered	Well Delivered
Q5	Highest Priority (7)	12%	25%
	Other Priorities (5-6)	17%	23%
	Non Priorities (1-4)	16%	8%

c) Provide open spaces (greenbelts, flowers, landscapes) among the housing & commercial areas to help beautify your community

Q5		Not Well	Well
		Delivered	Delivered
	Highest Priority (7)	11%	25%
	Other Priorities (5-6)	17%	29%
	Non Priorities (1-4)	11%	7%

d) Provide nearby settings where you can see, hear, touch & smell nature

Q5		Not Well	Well
		Delivered	Delivered
	Highest Priority (7)	8%	22%
	Other Priorities (5-6)	19%	30%
	Non Priorities (1-4)	15%	7%

e) Provide places where you might have new & different experiences away from your home

Q5		Not Well	Well
		Delivered	Delivered
	Highest Priority (7)	6%	13%
	Other Priorities (5-6)	22%	31%
	Non Priorities (1-4)	18%	10%

f) Provide parks & facilities nearby where you and your friends, neighbors, or family can get together

Q5		Not Well	Well
		Delivered	Delivered
	Highest Priority (7)	6%	17%
	Other Priorities (5-6)	17%	38%
	Non Priorities (1-4)	12%	10%

f2) Provide opportunities (parks and activities) where you might meet new people

		Not Well Delivered	Well Delivered
Q5	Highest Priority (7)	4%	9%
	Other Priorities (5-6)	16%	26%
	Non Priorities (1-4)	30%	15%

g) Provide parks, facilities & trails where you can exercise on your own

		Not Well Delivered	Well Delivered
Q5	Highest Priority (7)	8%	26%
	Other Priorities (5-6)	15%	35%
	Non Priorities (1-4)	9%	7%

h) Ensure access to calm, quiet, natural settings away from tasks & chores

		Not Well Delivered	Well Delivered
Q5	Highest Priority (7)	9%	21%
	Other Priorities (5-6)	18%	32%
	Non Priorities (1-4)	14%	8%

i) Provide access to awe-inspiring places of natural beauty

		Not Well Delivered	Well Delivered
Q5	Highest Priority (7)	10%	25%
	Other Priorities (5-6)	18%	25%
	Non Priorities (1-4)	15%	7%

j) Provide spaces where dogs are free to run & play off-leash

		Not Well Delivered	Well Delivered
Q5	Highest Priority (7)	10%	10%
	Other Priorities (5-6)	15%	20%
	Non Priorities (1-4)	31%	14%

k) Provide places where children are free to play & be active

		Not Well Delivered	Well Delivered
Q5	Highest Priority (7)	10%	36%
	Other Priorities (5-6)	12%	27%
	Non Priorities (1-4)	9%	6%

l) Organize activities that help you and your neighbors meet & get to know each other

		Not Well Delivered	Well Delivered
Q5	Highest Priority (7)	5%	7%
	Other Priorities (5-6)	22%	22%
	Non Priorities (1-4)	36%	8%

m) Promote pride in your neighborhood or community

		Not Well Delivered	Well Delivered
Q5	Highest Priority (7)	7%	17%
	Other Priorities (5-6)	25%	27%
	Non Priorities (1-4)	18%	7%

n) Provide opportunities for people of diverse types to learn how to live together

Q5		Not Well Delivered	Well Delivered
	Highest Priority (7)	8%	8%
Other Priorities (5-6)	22%	20%	
Non Priorities (1-4)	34%	10%	

o) Create opportunities for people at every stage of life to learn new skills & explore new interests

Q5		Not Well Delivered	Well Delivered
	Highest Priority (7)	6%	12%
Other Priorities (5-6)	26%	26%	
Non Priorities (1-4)	21%	8%	

p) Provide senior citizens places & activities for staying active and socially connected

Q5		Not Well Delivered	Well Delivered
	Highest Priority (7)	7%	15%
Other Priorities (5-6)	21%	29%	
Non Priorities (1-4)	20%	8%	

q) Provide places & activities during non-school hours for children & teens in your community that are safe, healthy and fun

Q5		Not Well Delivered	Well Delivered	
	Highest Priority (7)	13%	21%	34%
Other Priorities (5-6)	23%	25%	48%	
Non Priorities (1-4)	13%	6%	19%	
		49%	52%	

r) Help to reduce juvenile crime by providing positive, alternative activities, life skills development & an opportunity to meet role models during non-school hours

Q5		Not Well Delivered	Well Delivered
	Highest Priority (7)	19%	18%
Other Priorities (5-6)	25%	19%	
Non Priorities (1-4)	17%	3%	

s) Promote personal health for people at every stage of life

Q5		Not Well Delivered	Well Delivered
	Highest Priority (7)	9%	15%
Other Priorities (5-6)	24%	26%	
Non Priorities (1-4)	20%	6%	

t) Organize fun activities for your family, neighbors and people of all types in your area

Q5		Not Well Delivered	Well Delivered
	Highest Priority (7)	7%	13%
Other Priorities (5-6)	24%	25%	
Non Priorities (1-4)	22%	10%	

u) Develop parks & recreation programs to increase property values and, over time, the overall wealth of the community

Q5		Not Well Delivered	Well Delivered
	Highest Priority (7)	8%	16%
Other Priorities (5-6)	22%	27%	
Non Priorities (1-4)	20%	7%	

v) Make your community a better place to live, now and in the future

		Not Well Delivered	Well Delivered
Q5	Highest Priority (7)	13%	25%
	Other Priorities (5-6)	20%	28%
	Non Priorities (1-4)	12%	4%

w) Create a stronger sense of community among residents in your neighborhood

		Not Well Delivered	Well Delivered
Q5	Highest Priority (7)	8%	11%
	Other Priorities (5-6)	28%	24%
	Non Priorities (1-4)	23%	6%

x) Help you and others in your community find avenues to more vibrant lives

		Not Well Delivered	Well Delivered
Q5	Highest Priority (7)	5%	9%
	Other Priorities (5-6)	23%	27%
	Non Priorities (1-4)	27%	10%

y) Define & teach good stewardship of the land to all of our residents

		Not Well Delivered	Well Delivered
Q5	Highest Priority (7)	11%	13%
	Other Priorities (5-6)	25%	21%
	Non Priorities (1-4)	23%	7%

z) Provide the athletic fields, gyms, pools and other facilities where group and individual sports and activities can be held

Q5		Not Well Delivered	Well Delivered
	Highest Priority (7)	8%	22%
Other Priorities (5-6)	16%	35%	
Non Priorities (1-4)	12%	8%	

aa) Provide the facilities, such as community, teen and senior centers, where programs activities, events and gatherings can be held

Q5		Not Well Delivered	Well Delivered
	Highest Priority (7)	7%	16%
Other Priorities (5-6)	21%	30%	
Non Priorities (1-4)	17%	9%	

bb) Promote your sense of connection to your neighborhood or community

Q5		Not Well Delivered	Well Delivered
	Highest Priority (7)	6%	11%
Other Priorities (5-6)	25%	24%	
Non Priorities (1-4)	25%	9%	

cc) Provide programs that help parents of young children and caretakers of seniors to free up time for themselves

Q5		Not Well Delivered	Well Delivered
	Highest Priority (7)	8%	11%
Other Priorities (5-6)	24%	23%	
Non Priorities (1-4)	25%	9%	



California Park & Recreation Society

To access the full report, visit www.cprs.org/pdf/Market_Research_Full_Report.pdf