



## CALIFORNIA PARK & RECREATION SOCIETY

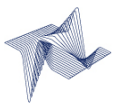


### Survey Instruments

### CPRS *Building the Brand* Initiative

March 16, 2009

Presented by



HINER & PARTNERS, INC.  
MARKETING DIAGNOSTICS AND STRATEGIES

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## Phase 1 Screener and Discussion Guide

Hello. My name is \_\_\_\_\_. I'm calling on behalf of the California Park & Recreation Society with a very brief survey. This is not a sales call or a fund-raising appeal. We are just interested in your opinions.

**A. How long have you been a current California resident?**

- |                               |   |              |
|-------------------------------|---|--------------|
| Not a resident .....          | 0 | THANK & TERM |
| Less than three years.....    | 1 | THANK & TERM |
| 3 to less than 5 years .....  | 2 | THANK & TERM |
| 5 to less than 10 years ..... | 3 | CONTINUE     |
| More than 10 years .....      | 4 | CONTINUE     |

**B. Which letter includes your age range? (READ letter and range)**

- |                       |   |                            |
|-----------------------|---|----------------------------|
| a. Less than 18 ..... | 0 | SPEAK TO ADULT OR<br>TERM. |
| b. 18-25 .....        | 1 | CHECK AGE QUOTA            |
| c. 25-34.....         | 2 | CHECK AGE QUOTA            |
| d. 35-54 .....        | 3 | CHECK AGE QUOTA            |
| e. 55-64 .....        | 4 | CHECK AGE QUOTA            |
| f. 65-74 .....        | 5 | CHECK AGE QUOTA            |
| g. 75 or more .....   | 6 | THANK & TERM               |

**C. (DO NOT READ) Record male or female:**

- |             |   |             |
|-------------|---|-------------|
| Male.....   | 1 | CHECK QUOTA |
| Female..... | 2 | CHECK QUOTA |

**1. How often do you visit a neighborhood, community, city, county, or regional park? This includes picnic and recreational areas, beaches sports fields, wilderness or nature areas, trails and open spaces where you might play, walk, hike, bike, or watch birds or wildlife. It includes public parks that contain zoos, museums, swimming pools, dog parks, tennis courts, skate parks, and playgrounds. State and national parks do not count. Would you say you visit such areas...? (READ LIST.)**

- |                                     |   |   |
|-------------------------------------|---|---|
| Several days per week .....         | 1 | } SKIP TO Q.3   |
| At least once a week .....          | 2 |   |
| At least once a month .....         | 3 |   |
| At least once every quarter.....    | 4 | } <b>CHECK QUOTAS. IF<br/>PROGRAM-FOCUSED IS<br/>OPEN, GO TO Q.4.</b> |
| At least once every six months..... | 5 |   |
| Once a year or less .....           | 6 |   |
| Never .....                         | 7 |   |

2. Is there a park user in your household with whom I can speak?

Yes, someone else.....	1	REPEAT Q.1
No/Don't know .....	2	THANK & TERMINATE

3. What are the names of the parks or recreation centers that you visit most? (PROBE FOR UP TO THREE. IF RESPONDENT HAS DIFFICULTY NAMING ONE, ASK FOR ITS CITY OR LOCATION AND A SHORT DESCRIPTION.)

a) \_\_\_\_\_  
 b) \_\_\_\_\_  
 c) \_\_\_\_\_

**AT THIS POINT, WE HAVE DETERMINED IF THE RESPONDENT IS A PARK USER. NON-PARK USERS MAY QUALIFY AS PROGRAM-FOCUSED IF THEY USE PROGRAMS. PARK USERS MAY BE PARKS-FOCUSED IF THEY DON'T ALSO USE PROGRAMS, OR DUAL IF THEY USE BOTH.**

4. In the last six months have you or has a child in your household attended a structured or fee based program that was sponsored by a local city, county or regional park agency or department? This includes interpretive and naturalist programs as well as educational and recreational programs, like before or after-school programs, day camps, dance classes, swimming classes, or sport leagues. It also includes programs at a local (public only or private? Should specify as YMCA could qualify for this) recreation facilities, teen centers, senior centers, etc. Have you or a child in your home attended such a program in the last six months?

Yes .....

No .....

Don't Know .....

1 } CONTINUE – STATUS IS NOT  
 CERTAIN YET

2 } **CHECK QUOTAS  
 PARK FOCUSED**  
 IF Q1=1,2,3  
 SKIP TO Q.7 IF QUOTA IS OPEN  
 CONTINUE  
 IF Q1 = ANY OTHER RESPONSE

5. How often do you or does a child in your family participate in a program or activity sponsored by a city, county or regional park agency or department? Would you say...?

- Several days per week..... 1
- Weekly ..... 2
- Monthly ..... 3

**CHECK QUOTAS**

**DUAL**  
IF Q1=1,2,3

**PROGRAM FOCUSED**  
IF Q1 = ANY OTHER RESPONSE  
CONTINUE IF QUOTA IS OPEN

- At least once every quarter..... 4
- At least once every six months ..... 5
- Once a year or less..... 6
- Never ..... 7

**CHECK QUOTAS**

**PARK FOCUSED**  
IF Q1=1,2,3  
(OTHER Q1 RESPONSES HAVE  
PREVIOUSLY TERMED)

**SKIP TO Q.7 IF QUOTA IS OPEN**

6. Which of the following recreational programs have you or a child in you home attended in the last six months? (READ LIST. CHECK ALL THAT APPLY.)

- Before or after school programs ..... 01
- A youth program ..... 02
- A competitive sports program for children or teens  
such as soccer, baseball, swimming, etc. .... 03
- A teen center program ..... 04
- Another youth program ..... 05
- A YMCA or Boys & Girls Club activity ..... 06
- An adult fitness program, such as Yoga, aerobics..... 07
- An adult sports league..... 08
- A lecture, class or other adult instructional program..... 09
- Another type of recreation program (special event,  
concert, etc)..... 10
- Something else (specify)..... 11

Our last few questions help assure we include all Californians in our survey and appreciate your honest answers.

7. Are you currently...? (READ LIST.)

- Married ..... 1 CHECK QUOTA

Unmarried .....	2	CHECK QUOTA
Refuse .....	9	THANK AND

TERMINATE

8. Do you have children under 18 living in your home?

Yes .....	1	CONTINUE
No .....	2	CONTINUE
Refuse .....	9	CONTINUE

9. Which of the following ethnic groups fits you best?

Hispanic .....	1	CHECK QUOTA
Caucasian .....	2	CHECK QUOTA
African-American .....	3	CHECK QUOTA
Asian/Pacific Islander .....	4	CHECK QUOTA
American Indian.....	5	CHECK QUOTA
Other.....	6	CHECK QUOTA
Refuse .....	9	THANK AND

TERMINATE

10. In what country were you born?

U.S. ....	1
Mexico /Central America .....	2
Canada .....	3
China .....	4
Japan .....	5
Other (specify:) .....	6

10. And is your household income ...

Under \$25,000.....	1	CHECK QUOTA
\$25,000 to under \$50,000 .....	2	CHECK QUOTA
\$50,000 to under \$75,000 .....	3	CHECK QUOTA
\$75,000 to under \$100,000 .....	4	CHECK QUOTA
\$100,000 or more .....	5	CHECK QUOTA
Refuse .....	9	THANK AND

TERMINATE

RECRUITING INSTRUCTIONS: IF QUALIFIED

We are also conducting a few in-person interviews as a part of this study for the California Park and Recreation Society. These interviews will represent all types of Californians, with all types of parks & recreation needs. To participate, you would come to our research facility in (Pasadena / Emeryville). You would receive \$75 for participating in this one-hour discussion.

Can we count on you to participate? (FILL IN INFORMATION BELOW)

The discussion will take place at (TIME)\_\_\_\_\_ on (DATE) \_\_\_\_\_ in our facility located in \_\_\_\_\_.

We'll be sending you directions. If your ability to participate changes or if you have any questions, please call \_\_\_\_\_ at \_\_\_\_\_. Thanks!

RESPONDENT NAME: \_\_\_\_\_ PHONE #'S: day: \_\_\_\_\_  
eve: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY/ZIP \_\_\_\_\_

RECRUITER: \_\_\_\_\_

RECRUITED FOR: DATE \_\_\_\_\_ TIME \_\_\_\_\_

CLASSIFY AS: \_\_\_\_\_  
Dual User                      Park Focused                      Program Focused

## DEFINITIONS AND QUOTAS

DUAL USER (4) = USED PUBLIC PARK\* AT LEAST IN LAST MONTH,  
AND USED PARK PROGRAM\* AT LEAST IN LAST  
MONTH.

PARK FOCUSED (2) = USED PUBLIC PARK\* AT LEAST IN LAST MONTH.  
HASN'T USED A PARK PROGRAM\* IN LAST MONTH

PROGRAM FOCUSED (2) = HAS NOT USED A PUBLIC PARK\* IN LAST MONTH,  
BUT HAS USED A PARK PROGRAM\* AT LEAST IN THE  
LAST MONTH.

\* EXCLUDES STATE AND FEDERAL PARKS.

## OTHER QUOTAS:

Gender – at least 3 of each

Age – no more than 2 in any age group

Marital Status – at least 3 single and at least 3 married

Children at home – at least 4 with children at home; no more than 4 without children at home.

Ethnicity – no more than 4 Caucasian and no more than 2 of any other ethnicity

Birth Country – monitor (may request quota of non-US)

Income – at least one in each income category

## **CPRS Residential Discussion Guide**

*We seek a statement that describes why California parks and recreation services matter. This statement will become the profession's brand promise to its customers.*

[16 In-Depth, One-on-One Interviews]

### **I. Introduction/Warm-up**

Purpose: We have designed questions for discussions with a highly varied set of California residents to elicit a full range of opinions about how parks & recreation services benefit Californians. We'll use the list of words and concepts that emerge in a general survey of Californian residents to help us determine the priorities to be used as the basis for further messaging.

Moderator Notes: Audio Tape, Observation Room, & Confidentiality

A. Kick-off: Tell me about yourself (REFER TO SCREENER):

1. How long have you lived in CA
2. Lifestage: age, marital status, children, pets
3. Lifestyle:
  - o Work? Work hours?
  - o What are some of the ways you spend your time outside of work?  
For example: fitness, neighborhood & community activities, entertainment, hobbies, gardening, travel, etc.
4. Park / Recreation Use – Which parks / programs; how often; how used; why?

### **II. Personal / Family / Neighborhood Consequences of P/R**

A. PERSONAL / FAMILY

1. You choose to spend some of your non-work time (PARK / RECREATION USE – “at the park,” or, “participating in a structured program,” etc.).
2. When you decide to spend time in that way, instead of in one of the other ways you could spend your time (USE EXAMPLES FROM LIFESTYLE LIST ABOVE), what do you expect to get out of that choice that you don't get from the other options?

3. What are the specific features of the (P / R) do you value the most?  
Why?

EXPECT THINGS LIKE:

- Program on Nutrition (PROGRAMS)
- Access to a tennis court (FACILITIES)
- Open Space (PRESERVED SPACES)
- Etc.

**FOR EACH VALUED FEATURE...**

4. How are you, personally, affected by having access to (FEATURE)?  
What do you get out of it? Does access help you avoid any problems?  
To what end do you use it?
5. How do you think (FEATURE) influences your children? What's do they  
get in the short term and the long term?

EXPECT THINGS LIKE

(The list below is just illustrative ~ how residents shape this list is the  
crux of this part of the study).

a. Programs

- I meet new people / get to know my neighbors
- Fills my curiosity bug with continuing education
- Helps me to stay healthy/fit
- Helps to improve my sense of well-being
- Keeps my / other kids out of trouble / safe / enriched

b. Facilities

- Practice / improve my skills
- Fitness
- Exercise my dog
- Etc.

c. Preserved Spaces / Park

- Access to / enjoy nature
- To enjoy the scenery
- Solitude
- An outdoor place to exercise /engage in related activities (e.g.  
bird watching)
- Etc.

6. Please try to put into words what it is that would be missing from your  
life today, and that of your family, if (FEATURE) was not available?

B. NEIGHBORHOOD / COMMUNITY

1. What benefits do you think your neighborhood / community gets from having access to (P / R)?

**III. Consequences of Parks / Recreation Programs as a Public Good**

- A. Just about every level of government has a Park & Recreation Department – cities, counties, regional agencies, and the state. That means that much of the cost of making these things available comes from taxes, in addition to registration and user fees.

When elected officials vote for these things, they are, in effect, saying that Parks & Recreation Services are in the best interest of the entire community.

1. In your opinion, how does the community at large – if not you personally – benefit from having access to parks & recreation services?
2. What makes these things worth investing in? (Investments include time, financial, volunteer work, commitment of personal resources, etc.)
3. I assume you would say it is a good idea, why is this a good idea?
4. What would you say is the most compelling reason to continue funding CPR?

EXPECT TO HEAR – IF NOT, PROBE WITH...

5. Do you believe there are any benefits related to (PROBE)? If so, how?
  - o Global Warming
  - o Preserving open space
  - o Safety & security
  - o Crime prevention
  - o Public safety
  - o Youth / Human Development
  - o Health & wellness
  - o Quality of life
  - o Property Values
  - o Community image
  - o Tourism
  - o Business attraction
  - o Livability: overall quality of community
  - o Public health
  - o Education

B. How would your community change if it did not have access to park facilities or recreation services? What are the downsides, if any, to parks?

**IV. Closing Comments?**

## **CPRS Elected Officials Discussion Guide**

We seek the help of highly involved elected officials in finding language that resonates with constituencies toward building support.

### **I. Introduction/Warm-up (10 minutes)**

Purpose: We're developing the tagline for parks and recreation in California – a single statement that describes the gestalt of what parks and recreation services provide. This statement will become the profession's brand promise to its customers. Your opinions, those of other elected officials, and resident users around the state will help us prepare a survey of all Californians.

Moderator Notes: Audio Tape & Confidentiality

### **II. Overview – Why are you an advocate?**

- A. You were selected because you are recognized as a person who prioritizes park and recreation departments (P/R). Why do you consider P/R a priority?
  - 1. What problems does P/R help your constituents & community avoid?
  - 2. What benefits accrue to those constituents & communities that have a strong park & recreation department?
  - 3. What do your constituencies tell you are essential / is most valued?
    - o What benefits of P/R don't they fully appreciate?
  - 4. When funding is limited, what P/R components do you prioritize and why?
  - 5. What are the downsides to P/R?
  
- B. Is "essential" versus "valued" a possibility for P/R services?
  - 1. What components of P/R do you consider essential in your community today?
  - 2. What else could be made essential about parks & recreation services?
  
- C. What are the specific themes, or messages that you found to be most effective in building support for P/R?

### III. Drill-downs

We may retrace some of what you've just told me in this next set of questions but I'd like to hear your views on the benefits of P/R to some specifics.

#### A. INDIVIDUAL BENEFITS

When an individual constituent chooses to spend time using a park or a participating in a recreation program, instead of spending that time in other ways, what does that person get from that choice that doesn't accrue from the other options?

- Not to say there is anything wrong with the other options, we just want to know what are the unique benefits of P&R. Say the other options are going to the movies, or pursuing a craft, or watching a sporting event on TV.

#### B. FAMILY BENEFITS

Whether or not a family uses P & R together, how do families benefit from having access to P/R?

#### C. NEIGHBORHOOD BENEFITS

Whether or not a neighborhood uses P & R together, how do neighborhoods benefit from having access to P/R?

#### D. COMMUNITY BENEFITS

How would your community change, or be worse off, if it did not have access to park facilities or recreation services?

EXPECT TO HEAR – IF NOT, PROBE WITH...

Do you believe there are any benefits related to (PROBE)? If so, how?

- o Environmental benefits (including, clean air, global Warming, etc.)
- o Preserving open space
- o Youth / Human Development
- o Health & wellness
- o Quality of life
- o Property Values
- o Community image
- o Tourism
- o Economic development benefits; property values; business attraction
- o Livability: overall quality of community
- o Safety & security; Crime prevention
- o Public safety
- o Public health
- o Education

- E. [Return to question previously asked:] What parts of P/R are essential? As important as public safety, for example? Why?
- F. Please try to put into words what it is that would be missing from your life, your family's life, and from your community if P/R were not available?

**IV. Closing Comments?**

## Phase 2 Online Questionnaire

[We will survey users & non-users – a cross-section of all Californians. To avoid the risk of including too many non-users in the total sample of 800, we will conduct the survey in 2 stages. Stage 1 will complete 300 randomly selected Californians. We'll check the incidence of non-users & users. If the balance is good, we'll launch stage 2 to pursue the remaining 500 using the same, random selection. If there is an imbalance, we'll design stage 2 to artificially achieve a balance and then weight the total sample during analysis. This ensures we can compare the attitudes of users to non-users.]

We will also monitor the age (and potentially the other demographics) of the Stage 1 respondents and potentially adjust Stage 2 to compensate for demographic imbalances.

S1. In what year were you born?

MUST BE 1989 TO 1934 – OTHERWISE, THANK & TERM

Q1. How often do you or members of your household visit a neighborhood, community, city, county or regional park? This includes picnic and recreational areas, beaches, sports fields, wilderness or nature areas, trails and open spaces where you might play, walk, hike, bike, or watch birds or wildlife. It includes public parks that contain zoos, museums, swimming pools, dog parks, tennis courts, skate parks, and playgrounds. State and national parks do not count. Would you say ...?

Several days per week.....	1
At least once a week.....	2
At least once a month .....	3
At least once every quarter .....	4
At least once every six months .....	5
Once a year or so – seldom or rarely.....	6
Never .....	7
Don't Know .....	9

Q2. In the last 12 months have you or members of your household attended a structured program that was sponsored by a city, county or state, or regional park agency or department? This could be fee-based or not. It includes any type of educational or recreational program, such as before or after-school programs, day camps, dance classes, swimming classes, sport leagues or educational outdoor activities. It also includes programs at local public recreation facilities, teen centers, senior centers, etc. Has anyone in your household attended such a program in the last 12 months?

Yes ..... 1

- No ..... 2 SKIP TO Q5
- Don't Know ..... 9 SKIP TO Q5

Q3. How often do you or do others in your household participate in a program or activity sponsored by a city, county or regional park agency or department?  
Would you say...?

- Several days per week ..... 1
- Weekly ..... 2
- Monthly ..... 3
- At least once every quarter ..... 4
- At least once every six months ..... 5
- Once a year or less ..... 6 SKIP TO Q5
- Never ..... 7 SKIP TO Q5
- Don't Know ..... 9 SKIP TO Q5

Q4. Which of the following recreational programs have members of your household attended in the last six months? (PLEASE CHECK ALL THAT APPLY.)

- Before or after school programs ..... 1
- A youth class, camp, or instructional program..... 2
- A sports program for children or teens such  
as soccer, baseball, swimming, etc ..... 3
- A teen program, activity or event ..... 4
- An aquatics program such as swimming  
lessons, public swims, and lap swimming ..... 5
- An adult art or fitness program (such as  
Yoga, aerobics ..... 6
- An adult sports league..... 7
- A lecture, class or other adult instructional  
program ..... 8
- An older adult program, activity or event ..... 9
- Another type of recreation program (special  
event, excursion, concert, etc) ..... 10
- Something else (specify)..... 11

Q5. Park & Recreation Departments are found at every level of California government: city, county, region & state. These agencies establish & maintain parks of all sizes (small neighborhood parks to large regional & state parks) and they develop & administer all types of recreation programs for all ages (e.g. fitness classes, team sports, how-to classes, and social gatherings like community picnics & concerts).

We'd like to know your *personal priorities* about the park & recreation programs. Please rate each item in the list below by selecting a number between 1 and 7:

Least Valued –1

(Your lowest personal priorities)

Most Valued - 7

(Your highest personal priorities)

Don't Know - 9

In your opinion local Park & Recreation Department should... (ROTATE LIST)

- a) Preserve land in its original, natural state and protect wildlife to assure they are there for future generations
- b) Preserve land in its original, natural state and protect wildlife to reduce human impacts on our environment such as global warming
- c) Provide open spaces (greenbelts, flowers, landscapes) among the housing & commercial areas to help beautify your community
- d) Provide nearby settings where you can see, hear, touch & smell nature
- e) Provide places where you might have new & different experiences away from your home
- f) Provide parks & facilities nearby where you and your friends, neighbors, or family can get together
- f2) Provide opportunities (parks and activities) where you might meet new people
- g) Provide parks, facilities & trails where you can exercise on your own
- h) Ensure access to calm, quiet, natural settings away from tasks & chores
- i) Provide access to awe-inspiring places of natural beauty
- j) Provide spaces where dogs are free to run & play off-leash
- k) Provide places where children are free to play & be active
- l) Organize activities that help you and your neighbors meet & get to know each other
- m) Promote pride in your neighborhood or community
- n) Provide opportunities for people of diverse types to learn how to live together
- o) Create opportunities for people at every stage of life to learn new skills & explore new interests
- p) Provide senior citizens places & activities for staying active and socially connected
- q) Provide places & activities during non-school hours for children & teens in your community that are safe, healthy and fun
- r) Help to reduce juvenile crime by providing positive, alternative activities, life skills development & an opportunity to meet role models during non-school hours
- s) Promote personal health for people at every stage of life
- t) Organize fun activities for your family, neighbors and people of all types in your area
- u) Develop parks & recreation programs to increase property values and, over time, the overall wealth of the community
- v) Make your community a better place to live, now and in the future
- w) Create a stronger sense of community among residents in your neighborhood
- x) Help you and others in your community find avenues to more vibrant lives
- y) Define & teach good stewardship of the land to all of our residents
- z) Provide the athletic fields, gyms, pools and other facilities where group and individual sports and activities can be held
- aa) Provide the facilities, such as community, teen and senior centers, where programs activities, events and gatherings can be held
- bb) Promote your sense of connection to your neighborhood or community
- cc) Provide programs that help parents of young children and caretakers of seniors to free up time for themselves

Q6. Next, based on everything you have seen or heard please tell us your opinion about how well California Park & Recreation agencies in your local community and across the state deliver on these things. Please rate each by selecting a number between 1 and 7.

Does Not Now Deliver At All - 1

Delivers Now Extremely Well – 7

Don't Know – 9

California Park & Recreation Agencies locally & around the state ... (ROTATE LIST) (**REPEAT LIST in Q5**)

Our last few questions help assure we include all Californians in our survey and appreciate your honest answers. All responses are completely confidential.

Q7. Are you currently...?

Married .....	1
Unmarried .....	2
Refuse .....	9

Q8. Do you have children under 18 living in your home?

Yes .....	1
No .....	2
Refuse .....	9

Q9. Which of the following ethnic groups best fits you?

Hispanic .....	1
Caucasian .....	2
African-American .....	3
Asian/Pacific Islander .....	4
American Indian .....	5
Other .....	6
Refuse .....	9

Q9. In what country were you born?

U.S. ....	1
Mexico .....	2
Canada .....	3
Country in Central America .....	4
Country in South America .....	5
China .....	6
Japan .....	7
Other (Please Specify) .....	8

Refuse ..... 9

Q10. Which of the following groups includes your total household income before taxes?

Under \$25,000 ..... 1  
\$25,000 to under \$50,000 ..... 2  
\$50,000 to under \$75,000 ..... 3  
\$75,000 to under \$100,000 ..... 4  
\$100,000 or more ..... 5  
Refuse ..... 9

Q11. Are you ...

Male ..... 1  
Female ..... 2  
Refuse ..... 9

Q12. Are you...

Employed full time ..... 1  
Employed part time ..... 2  
A homemaker ..... 3  
A student ..... 4  
Retired ..... 5  
Disabled ..... 6  
Temporarily Not Working ..... 7  
Refuse ..... 9

Q13. Which of the following best describes the type of community in which you live?

Urban – collection of 4 or more cities ..... 1  
Large Town – 2 or 3 cities in close proximity ..... 2  
Small Town – a single city ..... 3  
Rural – an unincorporated area ..... 4

SKIP IF Q1 = 7 or 9 OR IF Q2 = 2 or 9

Q14. When you visit a park or participate in a program who typically goes with you? (PLEASE CHECK ALL THAT APPLY)

No one ..... 1  
Friend(s) ..... 2  
Child(ren) ..... 3  
Spouse, significant other, partner ..... 4