

# Appendix B - Survey Report



# City of Corvallis, Oregon Parks & Recreation Cost Recovery Model and Master Plan Survey Report



## Spring 2012

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*Table of Contents*

<b>METHODOLOGY .....</b>	<b>1</b>
<b>RESPONDENT PROFILE .....</b>	<b>2</b>
<b>VALUES AND VISION .....</b>	<b>6</b>
<b>CURRENT FACILITIES, AMENITIES AND SERVICES .....</b>	<b>8</b>
Usage Frequency .....	9
Importance Current Parks & Recreation Facilities to the Community.....	10
Degree to which Current Facilities are Meeting Household Needs.....	12
Performance vs. Needs-met Matrix – Current Facilities .....	14
Reasons for Not Using Corvallis Recreation Programs or Facilities .....	17
Recreation Programs or Facilities that Need Improvement .....	19
Other Parks & Recreation Programs Used .....	21
<b>FUTURE FACILITIES, AMENITIES, AND SERVICES TO ADD, EXPAND, OR IMPROVE .....</b>	<b>22</b>
Greatest Needs for Indoor Facilities to be Added, Expanded, or Improved....	22
Top Three Priorities for Facilities to be Added, Expanded or Improved.....	24
<b>PROGRAMS, ACTIVITIES, AND SPECIAL EVENTS .....</b>	<b>26</b>
Usage Frequency .....	26
Importance of Programs.....	27
Degree to which Programs are Meeting Household Needs.....	29
Highest Priorities for Programs to be Added, Expanded, or Improved .....	31
Importance vs. Needs-met Matrix .....	33
<b>COMMUNICATION .....</b>	<b>35</b>
<b>FINANCIAL CHOICES / FEES.....</b>	<b>36</b>
Perception of Current Program and Facility Fees Charged.....	36
Potential Impact of Fee Increases .....	36
Tax Support of the Aquatic Center and Senior Center.....	37
<b>SUGGESTIONS / OPEN ENDED COMMENTS .....</b>	<b>38</b>

*Table of Figures*

Figure 1 Location and Length of Residence .....	2
Figure 2 Household Income and Ownership of Residence .....	3
Figure 3 Age, Gender, and Student Status.....	4
Figure 4 Ethnicity, Race, Household Status .....	5
Figure 5 Top Community Issues to Focus On.....	7
Figure 6 Corvallis Parks & Recreation Importance, Registration and Customer Service Rating.....	8
Figure 7 Current Facilities - Frequency of Use .....	9
Figure 8 Current Facilities – Importance to Household.....	11
Figure 9 Current Facilities – Degree to Which Needs are Being Met .....	13
Figure 10 Current Facilities – Importance vs. Needs-met Matrix .....	15
Figure 11 Corvallis Programs and Facilities – Reasons Do Not Use .....	18
Figure 12 Corvallis Programs and Facilities – Areas Needing Improvement .....	20
Figure 13 Other Parks & Recreation Providers Being Used .....	21
Figure 14 Greatest Needs for Facilities to be Added, Expanded, or Improved .....	23
Figure 15 Three Highest Priorities for Facilities to be Added, Expanded, Improved.....	25
Figure 16 Program - Frequency of Use .....	26
Figure 17 Importance of Programs .....	28
Figure 18 Programs – Degree to Which Household Needs are Being Met.....	30
Figure 19 Top Three Highest Priorities to be Added, Expanded, or Improved.....	32
Figure 20 Programs – Importance vs. Performance Matrix.....	34
Figure 21 How Currently Receive Information and How Best Reach You .....	35
Figure 22 Program and Facility Fees .....	36
Figure 23 Potential Impact of Fee Increases.....	36
Figure 24 Tax Support of the Aquatic Center and Senior Center .....	37

## METHODOLOGY

The purpose of this study was to gather public feedback on Corvallis, Oregon parks, recreation, open space and trails programs, services and other community investments. This feedback and subsequent analysis was designed to assist the City of Corvallis Parks & Recreation Department in the creation of a Cost Recovery Model and Master Plan Update.

The survey was conducted using three methods: 1) a mail-back survey, 2) an online invitation only survey, and 3) an open link online survey for members of the public who did not receive a randomly selected survey in the mail. Unless stated otherwise, the analysis herein focuses primarily on surveys received via the first two methods.

The primary list source used for the mailing was a third party list purchased from Melissa Data Corp., a leading provider of data quality solutions with emphasis on U.S., Canadian, and international address and phone verification and postal software. Use of the Melissa Data list also includes renters in the sample who are frequently missed in other list sources such as utility billing lists.

A total of 4,500 surveys were mailed to a random sample of Corvallis, Oregon residents in February 2012, with 4,345 being delivered after subtracting undeliverable mail. To increase participation, colored envelopes were used for the mail-back survey. The final sample size for this statistically valid survey was 679, resulting in an excellent response rate of 15.6 percent and having a margin of error of approximately +/- 3.8 percentage points calculated for questions at 50% response<sup>1</sup>. Results from the open link survey generated an additional 65 responses.

As responses to the open-link version of the questionnaire are “self-selected” and not a part of the randomly selected sample of residents, results from the open-link questionnaire are kept separate from the mail and invitation web versions of the survey for the overall analysis. The majority of the discussion that follows focuses primarily on results from the randomly selected sample of residents.

The underlying tabular data for the random sample responses were weighted by age and ethnicity to ensure appropriate representation of Corvallis residents across different demographic cohorts in the sample. Based on current 2010 ESRI data for the City of Corvallis, the age, race and ethnicity profile of residents is distributed as follows: Under 35 (45.9 percent), Age 35 - 44 (13.4 percent), Age 45 - 54 (15.1 percent), Age 55 - 64 (12.1 percent), Age 65 - 74 (6.0 percent), 75 and older (7.4 percent); Race: White (82.1 percent), Asian (8.3

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<sup>1</sup> For the total sample size of 679, margin of error is +/- 3.76 percent calculated for questions at 50% response (if the response for a particular question is “50%”—the standard way to generalize margin of error is to state the larger margin, which occurs for responses at 50%). Note that the margin of error is different for every single question response on the survey depending on the resultant sample sizes, proportion of responses, and number of answer categories for each question. Comparison of differences in the data between various segments, therefore, should take into consideration these factors. As a general comment, it is sometimes more appropriate to focus attention on the general trends and patterns in the data rather than on the individual percentages.

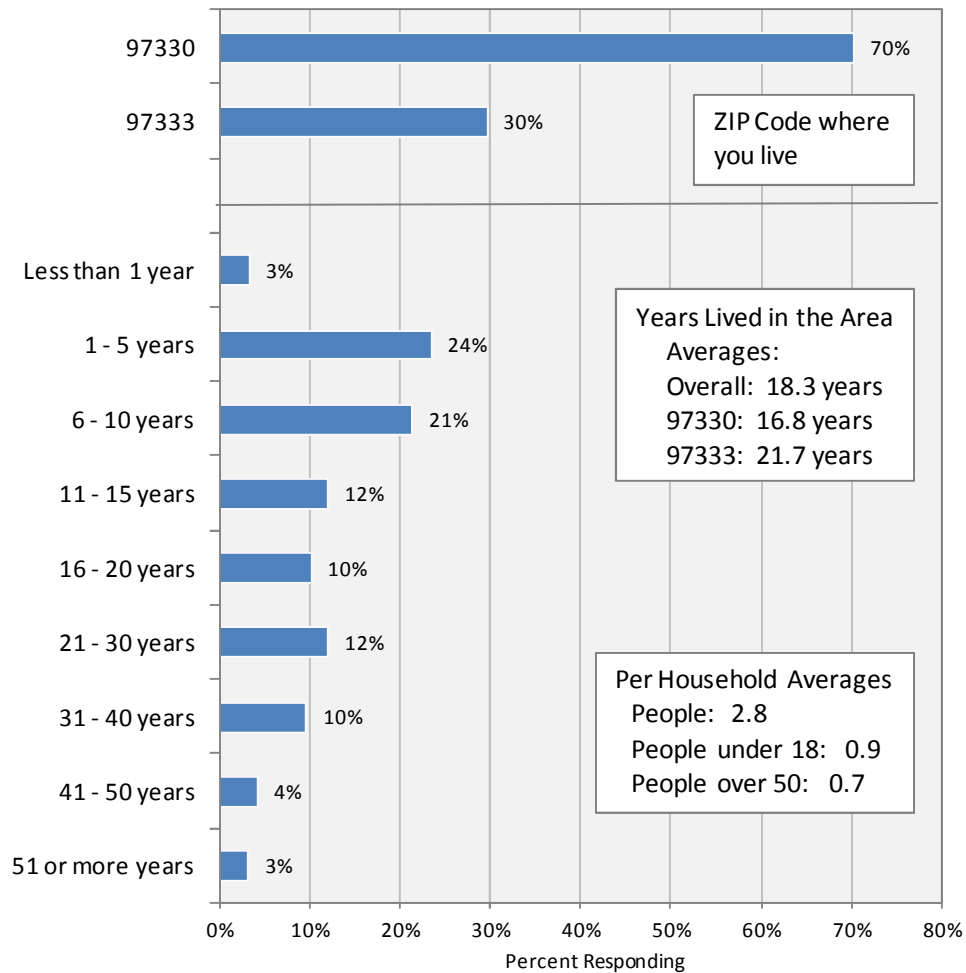
percent), African American (1.5 percent), Native American (0.9 percent), Other (7.1 percent); and Ethnicity: Hispanic Ethnicity (8.0 percent). These proportions were the basis for weighting of the survey data so that the resulting analysis reflects the conclusions and opinions of the underlying population.

## RESPONDENT PROFILE

### Location and Length of Residence

- 70 percent of respondents live in the 97330 ZIP code
- 30 percent live in the 97333 ZIP code
- Average number of years lived in the area: 18.3 years

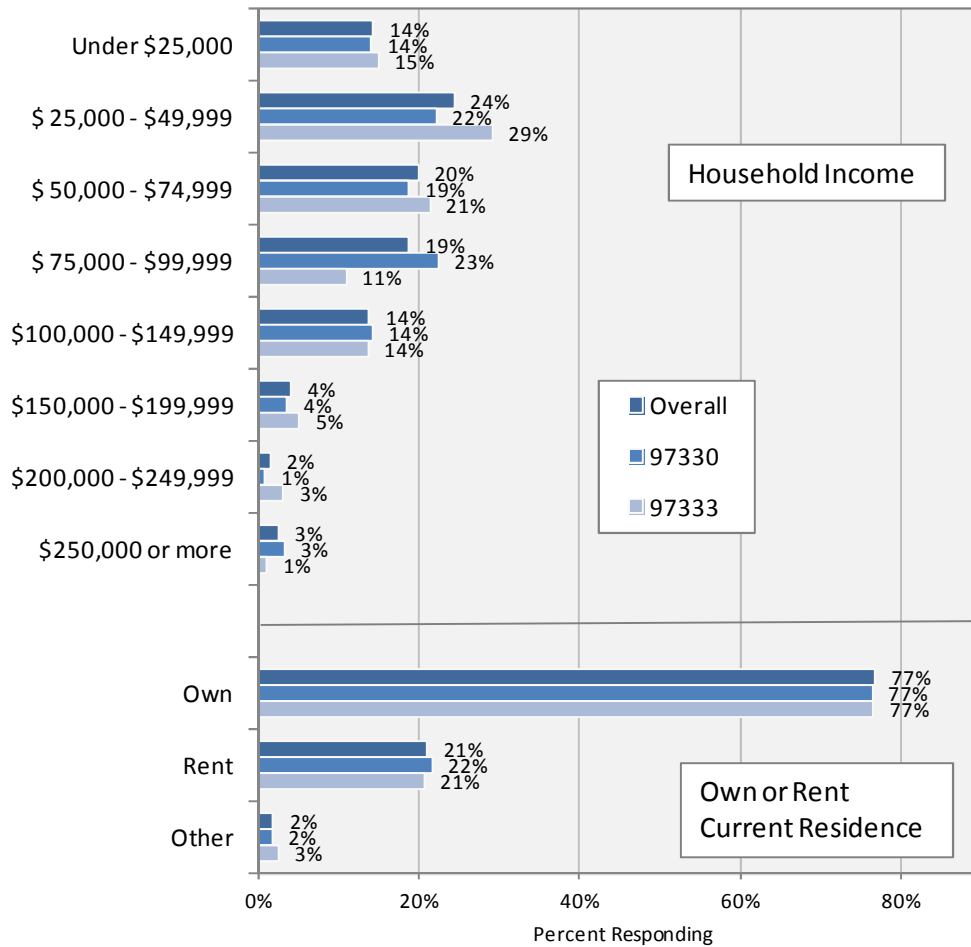
**Figure 1**  
**Location and Length of Residence**



**Household Characteristics**

- 23 percent of households earn annual incomes of \$100,000 or greater
- 39 percent earn between \$50,000 and \$99,999
- 38 percent earn \$49,999 or below
  
- 77 percent own their own residence
- 21 percent rent their residence

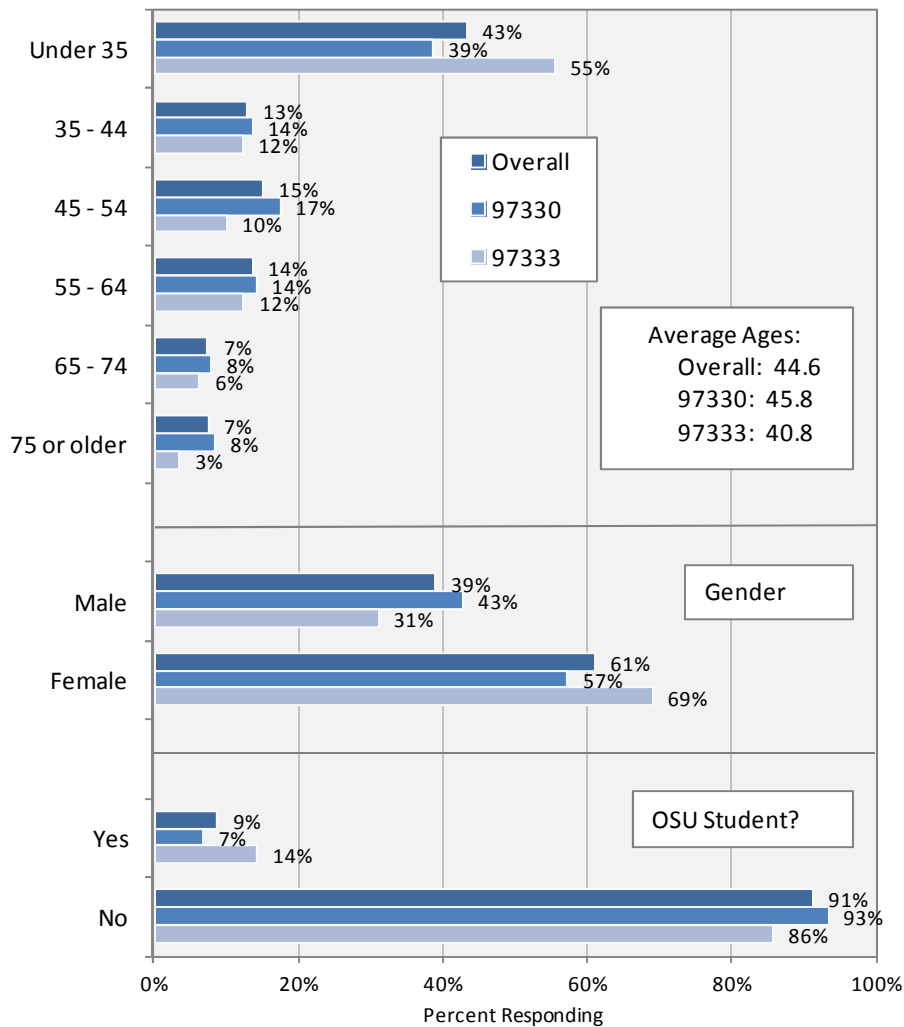
**Figure 2**  
*Household Income and Ownership of Residence*



**Age, Gender, and Student Status**

- Average age of respondents was 44.6 years
- The 97333 ZIP code was represented by slightly younger respondents; the proportion of residents under the age of 35 (55 percent) was larger than those in the 97330 ZIP code (39 percent)
- In the same way, the 97330 ZIP code had a great proportion of residents 45 and older (47 percent) compared to the 97333 ZIP code (31 percent)
- 61 percent of respondents were female; 39 percent were male
- 9 percent of respondents were OSU students

**Figure 3**  
**Age, Gender, and Student Status**

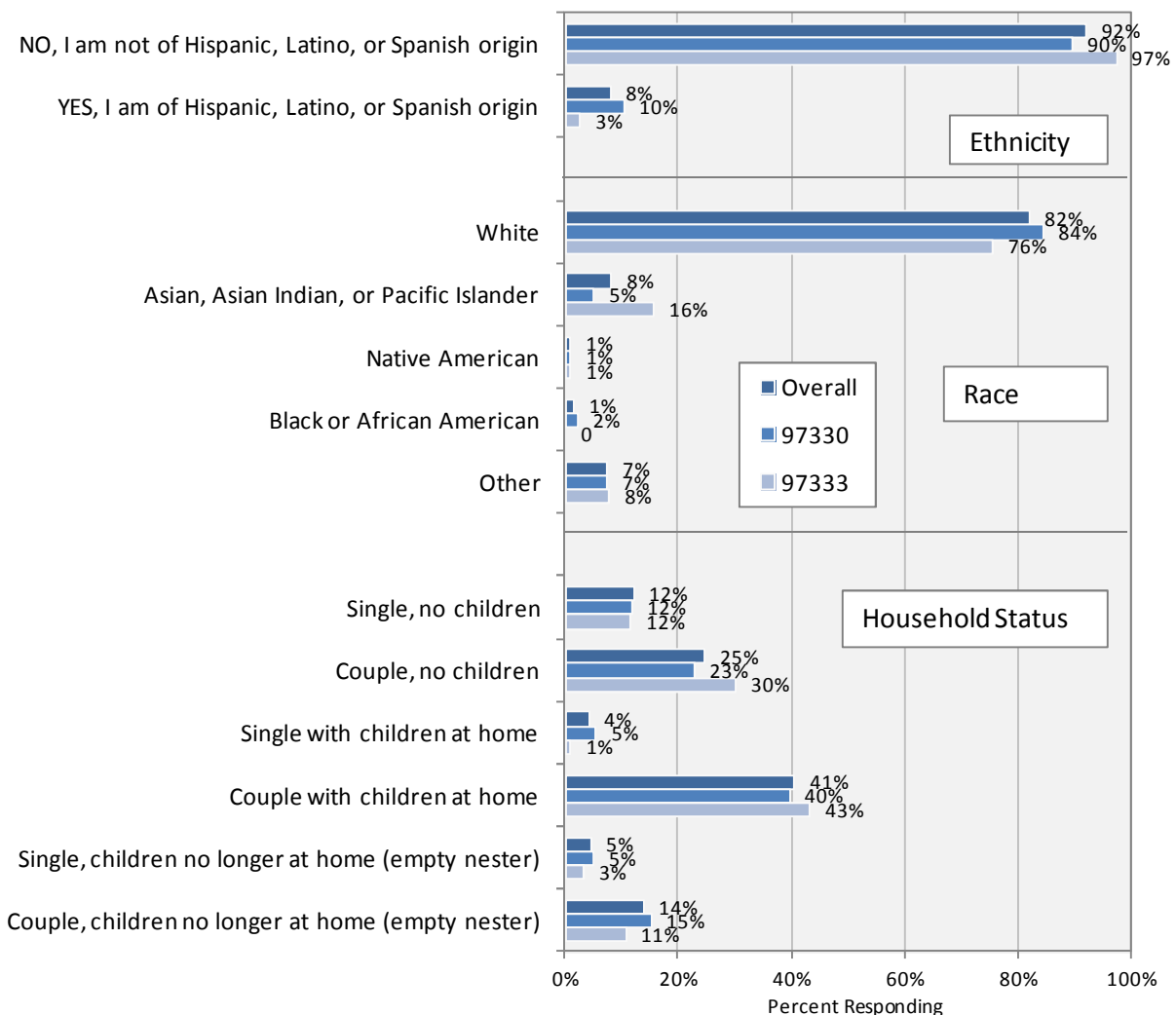




### Ethnicity, Race, and Household Status

- 8 percent of respondents were of Hispanic, Latino or Spanish Ethnicity
- 82 percent identified themselves as White; 8 percent Asian / Pacific Islander; 7 percent Other; 1 percent Native American; and 1 percent Black / African American
- The 97330 ZIP code had a greater proportion of respondents of Hispanic, Latino or Spanish ethnicity and the 97333 ZIP code had a greater proportion of Asian, Asian Indians or Pacific Islanders
- 45 percent are in households with children at home
- 37 percent are singles or couples with no children at home
- 19 percent are “empty nesters”
- The 97330 has a greater representation of “empty nesters” (20 percent) compared to the 97333 ZIP code (14 percent)

**Figure 4**  
**Ethnicity, Race, Household Status**



## VALUES AND VISION

Respondents were asked to identify the top community issues or problems that they feel Parks & Recreation should focus on positively impacting.

The top community issues or problems include:

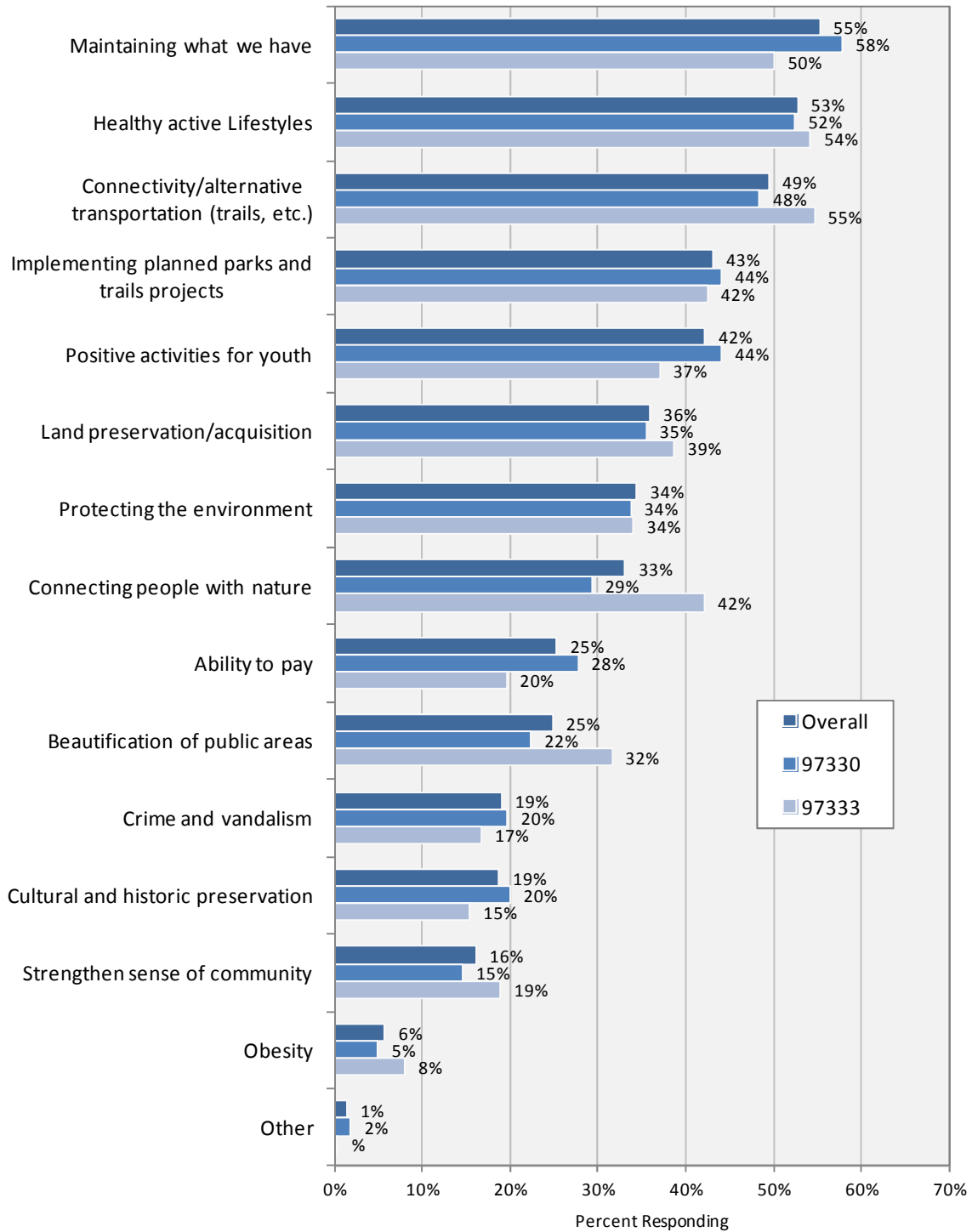
- Maintaining what we have (55 percent of respondents identified this in their top 5)
- Healthy and active lifestyles (53 percent)
- Connectivity / alternative transportation (trails, safe routes to school, safe routes to play, etc.) (49 percent)

Second tier of important community issues or problems:

- Implementing planned parks and trails projects (43 percent)
- Positive activities for youth (42 percent)
- Land preservation / acquisition (36 percent)
- Protecting the environment (36 percent)
- Connecting people with nature (33 percent)

Note that there were a few marked differences in top issues or problems when looking at responses from the two ZIP codes. Specifically, respondents from the 97333 ZIP code were more likely to select “Connectivity / alternative transportation (trails, etc.)” as a top priority (55 percent) compared to those from the 97330 ZIP code (48 percent). They were also more likely to select “Connecting people with nature” (42 percent) and “Beautification of public areas (32 percent) compared to the 97333 zip code (29 percent and 22 percent respectively).

**Figure 5**  
**Top Community Issues to Focus On**

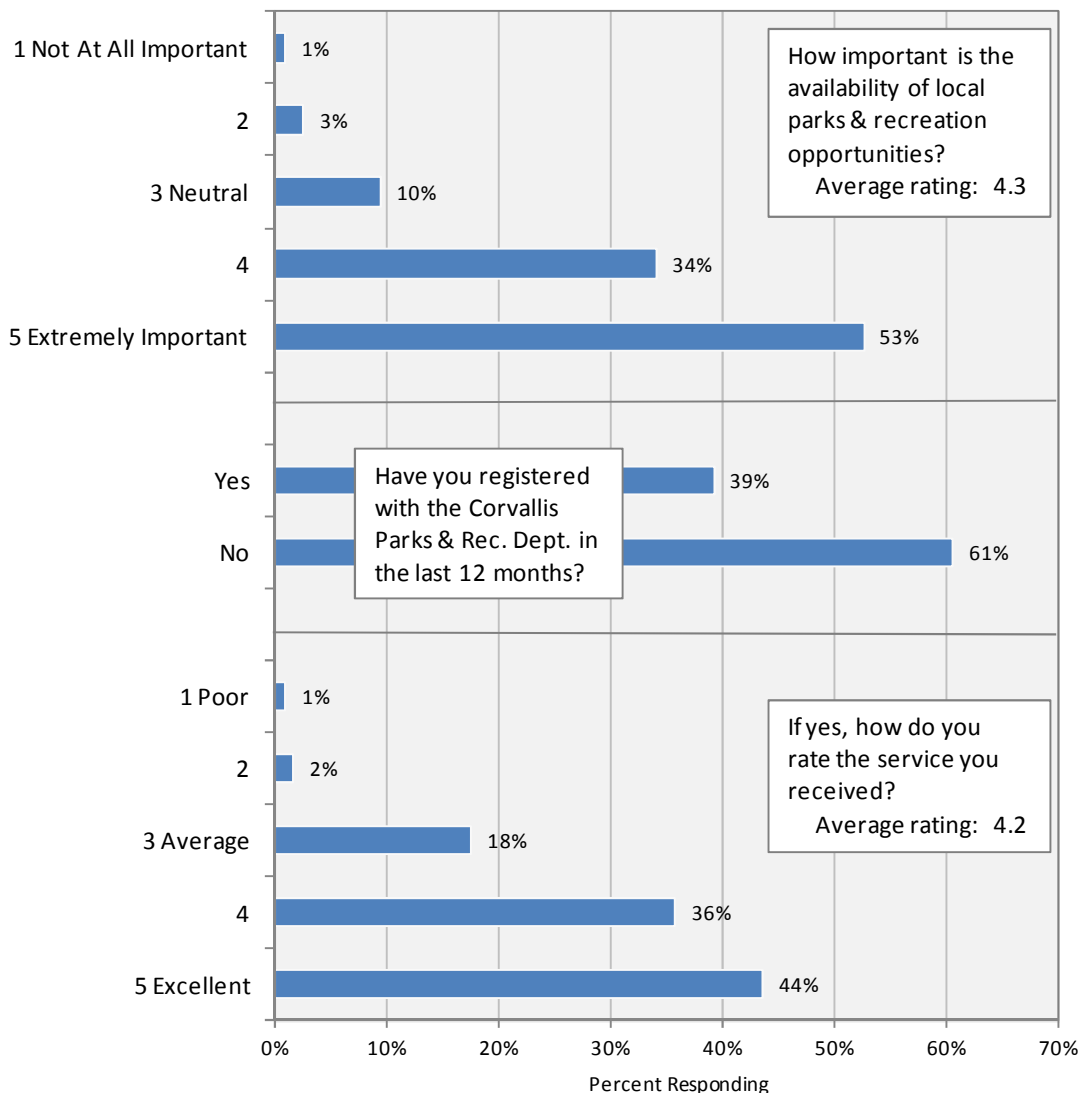


## CURRENT FACILITIES, AMENITIES AND SERVICES

Residents of Corvallis indicated that the availability of local parks and recreation opportunities in the City are very important with an average rating of 4.3 on a 5 point scale where 5 means “extremely important” and 87 percent rated the importance of Parks & Recreation opportunities a 4 or 5.

Respondents were also asked if they had registered with the Corvallis Parks & Recreation Department in the past year (39 percent had). Those that had done so, were asked to rate the customer service they received. Ratings were favorable with an average rating of 4.2 on a 5 point scale where 5 means “excellent” and 80 percent gave service ratings of either 4 or 5.

**Figure 6**  
**Corvallis Parks & Recreation Importance, Registration and Customer Service Rating**



## Usage Frequency

Residents of Corvallis used neighborhood parks and trails quite frequently over the past year (on average weekly). Use of “Natural areas” and “Dog off leash areas” were also quite high (multiple times per month) and the Osborn Aquatic Center was used at least once per month on average.

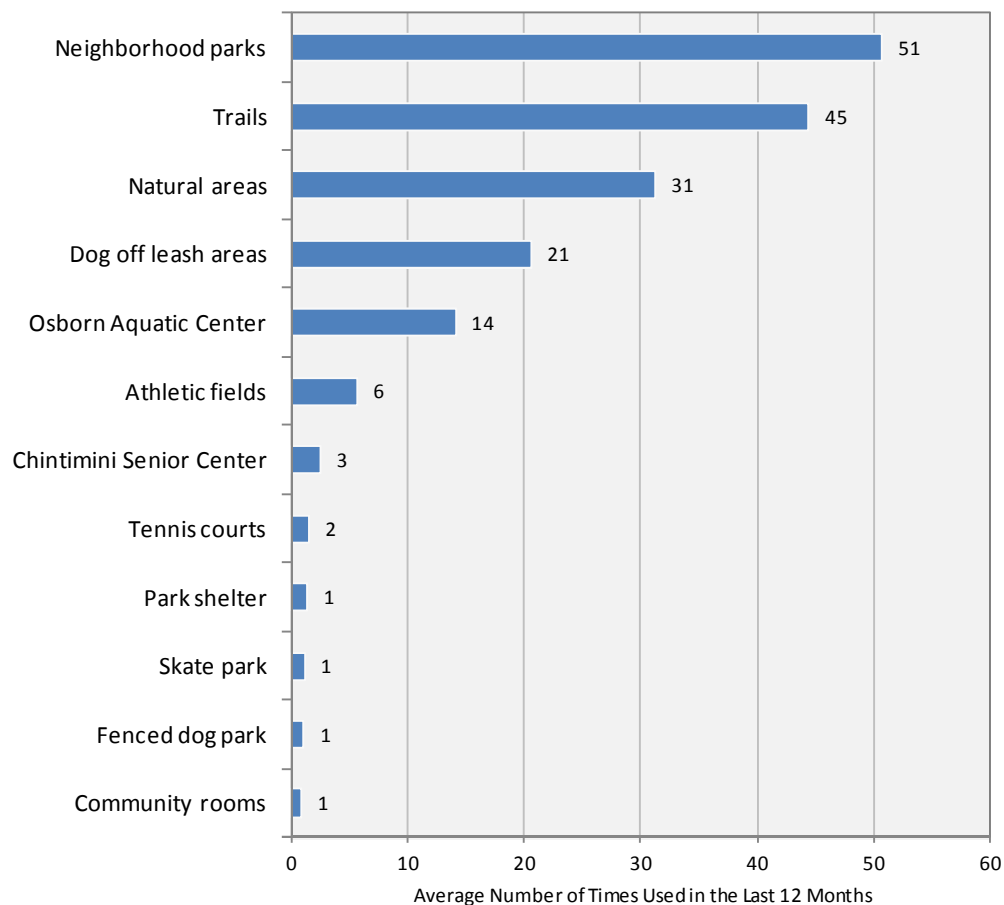
The following facilities were used most frequently over the past year by residents of Corvallis:

- Neighborhood parks (51 times on average over the past 12 months)
- Trails (45 times)

Second tier of frequent usage:

- Natural areas (31 times)
- Dog off leas areas (21 times)
- Osborn Aquatic Center (14 times)
- Athletic fields (6 times)

**Figure 7**  
**Current Facilities - Frequency of Use**



### **Importance Current Parks & Recreation Facilities to the Community**

Respondents were asked to indicate how important each of the current facilities owned and/or operated by Corvallis Parks & Recreation are to their household. There were strong differences among current facilities with some perceived as important to a majority of households and others perceived as important to less than one third of households.

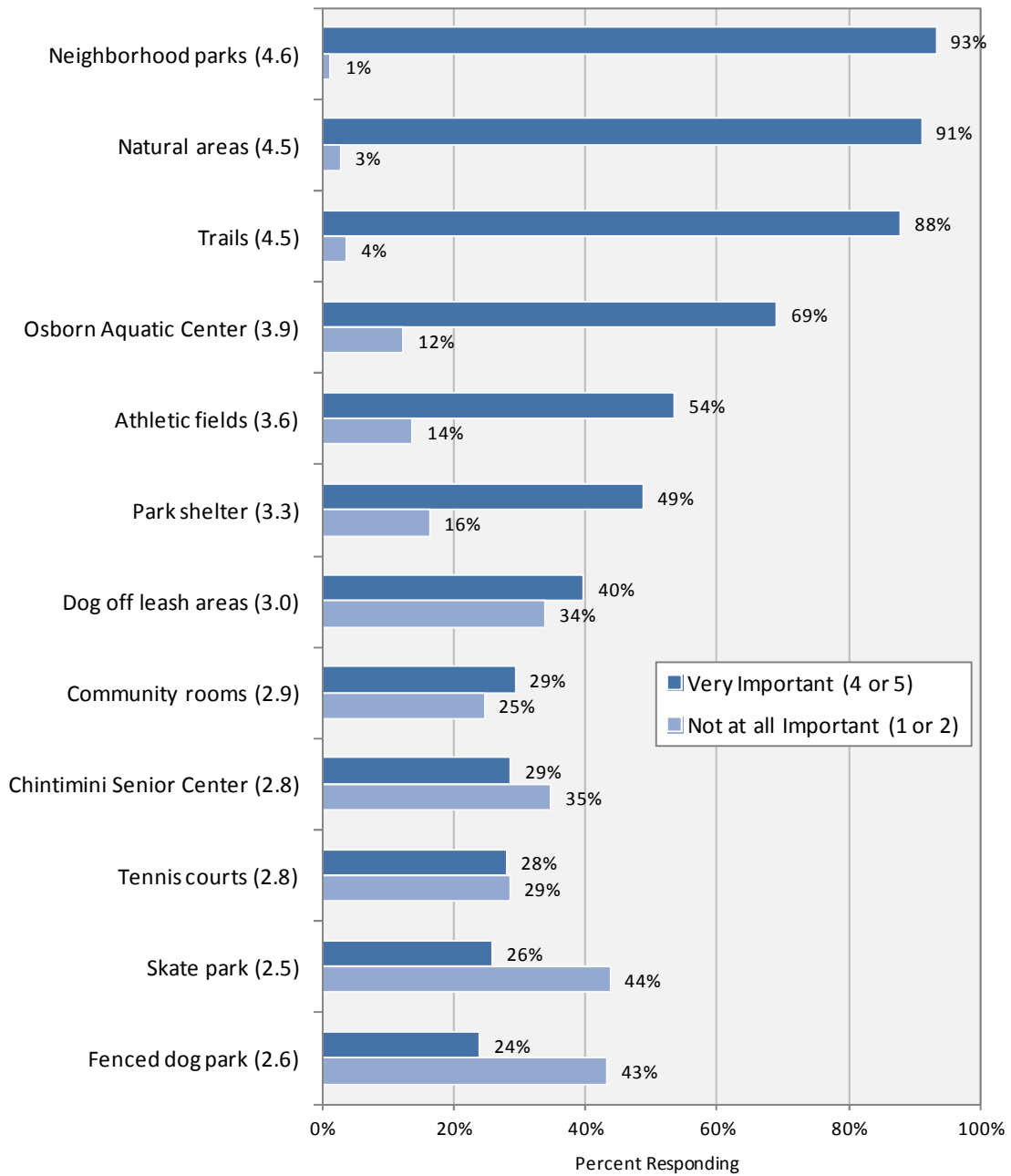
The following were rated very important to a majority of households:

- Neighborhood parks (93 percent of respondents rated this a 4 or 5 on a 5 point scale or “very important”)
- Natural areas (91 percent)
- Trails (88 percent)
- Osborn Aquatic Center (69 percent)
- Athletic fields (54 percent)
- Park shelter (49 percent)

The following parks and facilities received the highest proportion of “Not at all important” ratings:

- Skate park (44 percent rated this a 1 or 2 on a 5 point scale or “not at all important”)
- Fenced dog park (43 percent)
- Chintimini Senior Center (35 percent)
- Dog off leash areas (34 percent)
- Tennis courts (29 percent)

**Figure 8**  
**Current Facilities – Importance to Household**



### Degree to which Current Facilities are Meeting Household Needs

Respondents were then asked to rate the same list of current facilities according to how well they are meeting the needs of their household. The same facilities that were most important also received the most positive ratings for the degree to which household needs are being met.

Facilities with the highest degree of needs being met include:

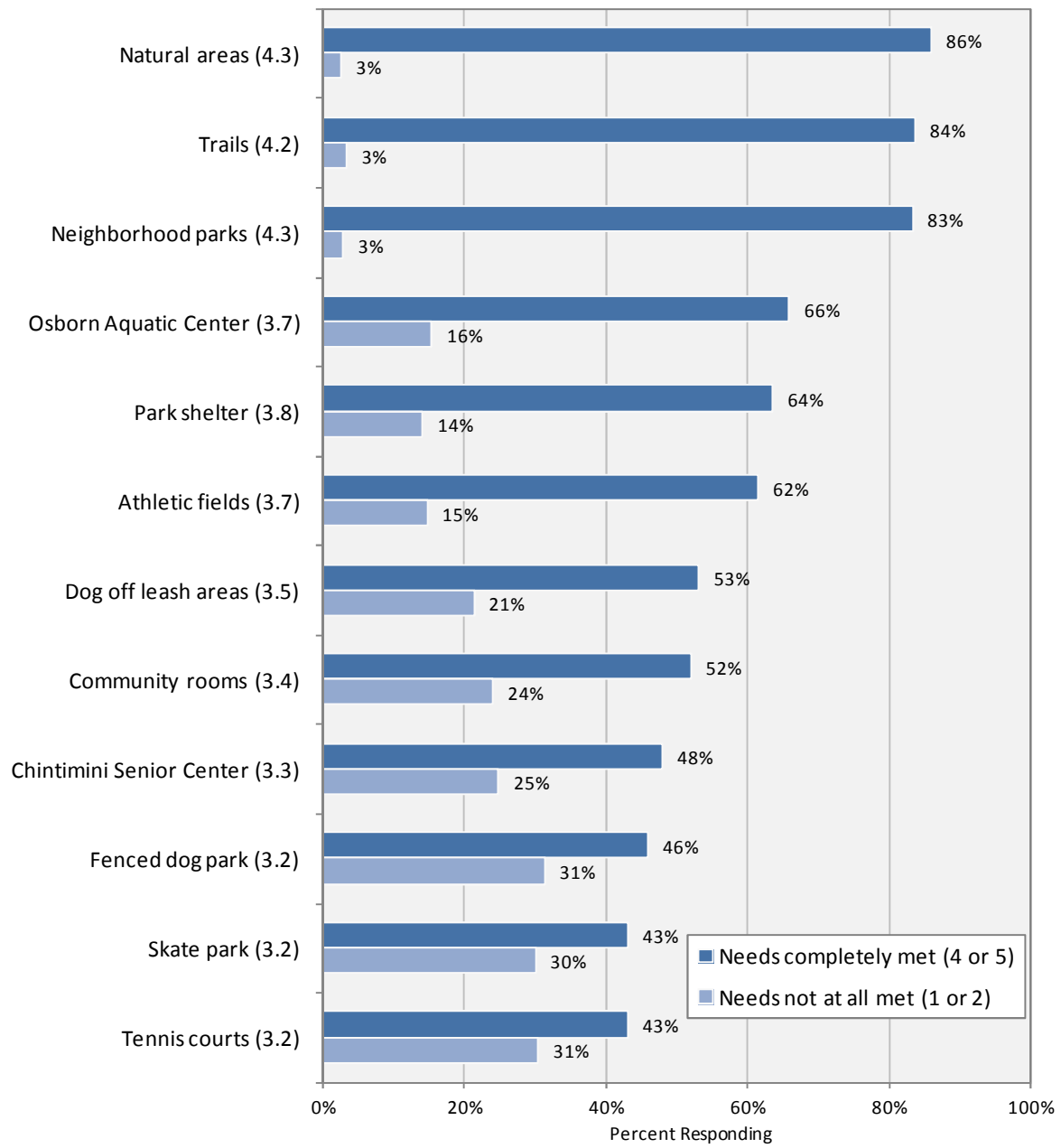
- Natural areas (86 percent rated this a 4 or 5 on a 5 point scale where 5 means “completely met”)
- Trails (84 percent)
- Neighborhood parks (83 percent)

For all programs and facilities, the proportion of the community that indicated their needs were being met was larger than the proportion whose needs were not being met. However, there were some facilities in which one quarter to one third of respondents indicated their needs were not at all being met:

- Tennis courts (31 percent rated this a 1 or 2 on a 5 point scale where 1 means “needs not at all met”)
- Fenced dog park (31 percent)
- Skate park (30 percent)
- Chintimini Senior Center (25 percent)
- Community rooms (24 percent)



**Figure 9**  
**Current Facilities – Degree to Which Needs are Being Met**



### Performance vs. Needs-met Matrix – Current Facilities

It is instructive to compare and plot the importance scores against the performance scores in an “importance vs. needs-met” matrix. Nearly all of the current facilities listed in the survey fell into the “higher importance / needs being met” quadrant (when divided into quadrants using the 5-point-scale midpoint of “3”). Thus, as illustrated in Figure 10, it is more revealing to look at the matrix using the mid-point of both questions to divide the quadrants (importance scale midpoint was 3.4; needs-met midpoint was 3.6). This allows us to determine more detailed positioning of each location in comparison to each other.

Many of the top facilities listed previously as meeting the needs of the community are also considered the most important. Maintaining these important assets is an indispensable function of Corvallis Parks & Recreation.

- Neighborhood parks
- Natural areas, and Trails
- Osborn Aquatic Center
- Athletic fields
- Park shelter (to a lesser extent)

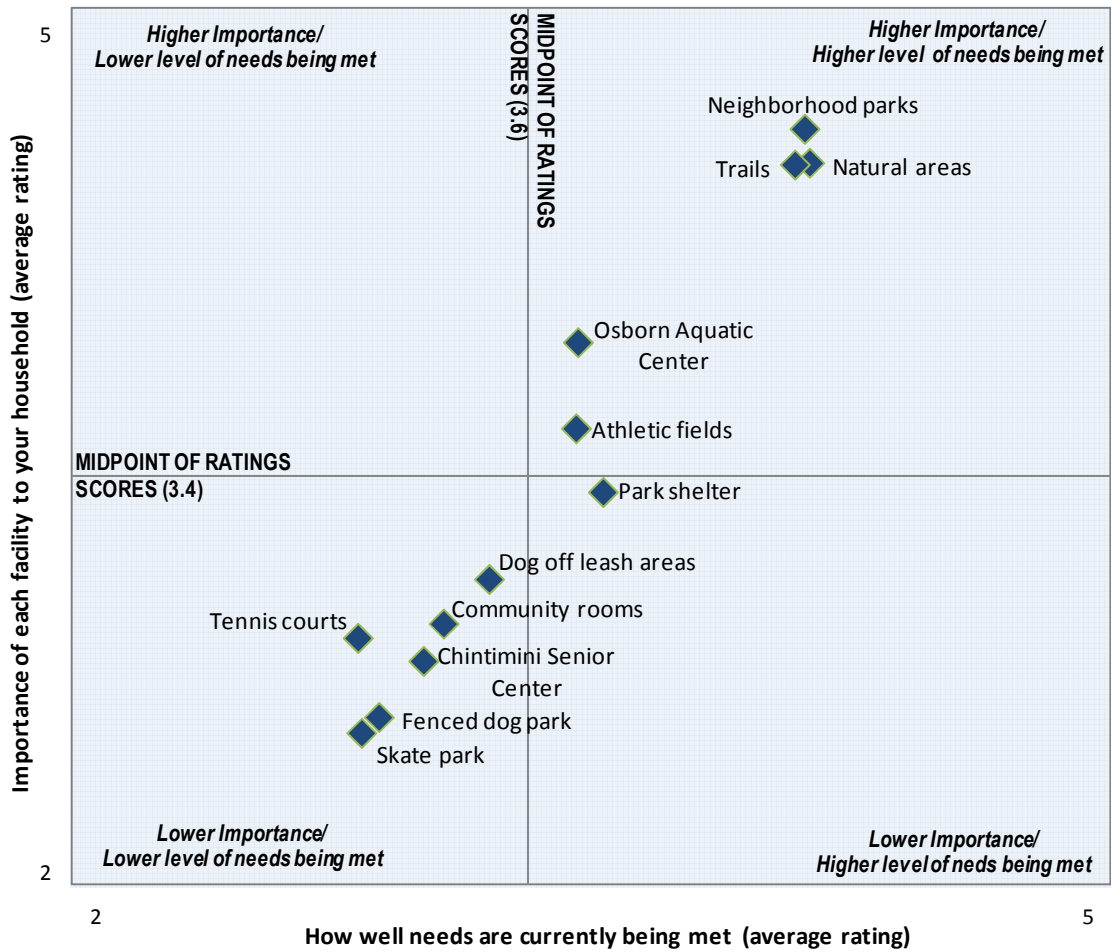
Facilities located to the left of the needs-met midpoint in Figure 10 and relatively closer to the importance midpoint, indicate facilities with the potential for making improvements of relatively high importance and that could have a strong impact on the degree to which needs are being met. These include:

- Dog off leash areas
- Community rooms
- Tennis courts
- Chintimini Senior Center

Further below the importance midpoint and left of the needs-met midpoint, are programs not meeting needs well, however, they are important to fewer members of the community. These “niche facilities” may receive a small but passionate following; therefore, there is merit to measuring participation and planning for potential future enhancements accordingly.

- Fenced dog park
- Skate park

**Figure 10**  
**Current Facilities – Importance vs. Needs-met Matrix**



**Open Ended Comments**

Respondents were given the opportunity to make suggestions for how to improve facilities to better meet the needs of the community. Table 1 lists the most prominent themes. The percent indicates the proportion that mentioned the topic (positive or negative). For specific examples of comments, see the quotes below and note that all comments are included in the appendix.

**Table 1**  
**Current Facility Prominent Themes - Suggestions for Improvement**

<b>General Theme</b>	<b>Percent Mentioning</b>
dogs	15%
price/fees	10%
parks	8%
trails	8%
restrooms	5%
tennis	5%
maintenance/cleaning	5%
pool/Osborn	5%
good job	4%
seniors	4%
Chintimini	3%
safety	3%
taxes	3%
benches	2%
disabled	2%
drainage	2%
need more information	2%
skate park	2%
times	2%
community center/rooms	2%
kids/outdoor activities	2%

### Example Comments

- *People seem to think their dogs can be off their leash anywhere. Maybe these areas need to be advertised more.*
- *Resurface the tennis courts at Cloverland, CPMS, Western View. Get rid of the Dial-A-Bus at Chintimini and add tennis courts. Open a small dog park, please. Add more soccer fields in Central Corvallis.*
- *Dogs should have their own parks. Children should not have to share parks with dogs. Owners may pick up their dog's poop, but there is still residual dog poop on the grass. The kids are having to play on poopy grass. Also, the sand box is a big litter box for cats. For some reason, society values animals over children.*
- *Prices should be lower for Corvallis citizens*
- *Prices at Osborn can be prohibitive*
- *It seems the City of Corvallis has a very large budget, yet they struggle to meet the communities ever evolving needs without new taxes or fees. Please work across city services to streamline operations, hold the line on salaries and benefits to deliver improved services. Thank you.*
- *We use a different place to exercise but feel strongly the parks are needed by others*
- *Since I deal with a chronic illness, more benches in parks. Trail upkeep is important.*
- *Better trail maintenance programs are needed in the natural areas*
- *Complete the Riverfront bike trail around Evans or through it for access to downtown. Pave the road into Willamette Park- stop using oil that runs off into the water that goes through the park.*
- *More rest (seating) areas and distance plaques along the way*
- *We are all human with human needs. Keep the bathrooms open all year. Where do you suppose people go when the toilets are closed?*

### Reasons for Not Using Corvallis Recreation Programs or Facilities

Respondents were asked why they do not use Corvallis recreation programs or facilities. Opportunity exists for improving the awareness of programs with promotions and additional information.

The main reason for not using programs and facilities was:

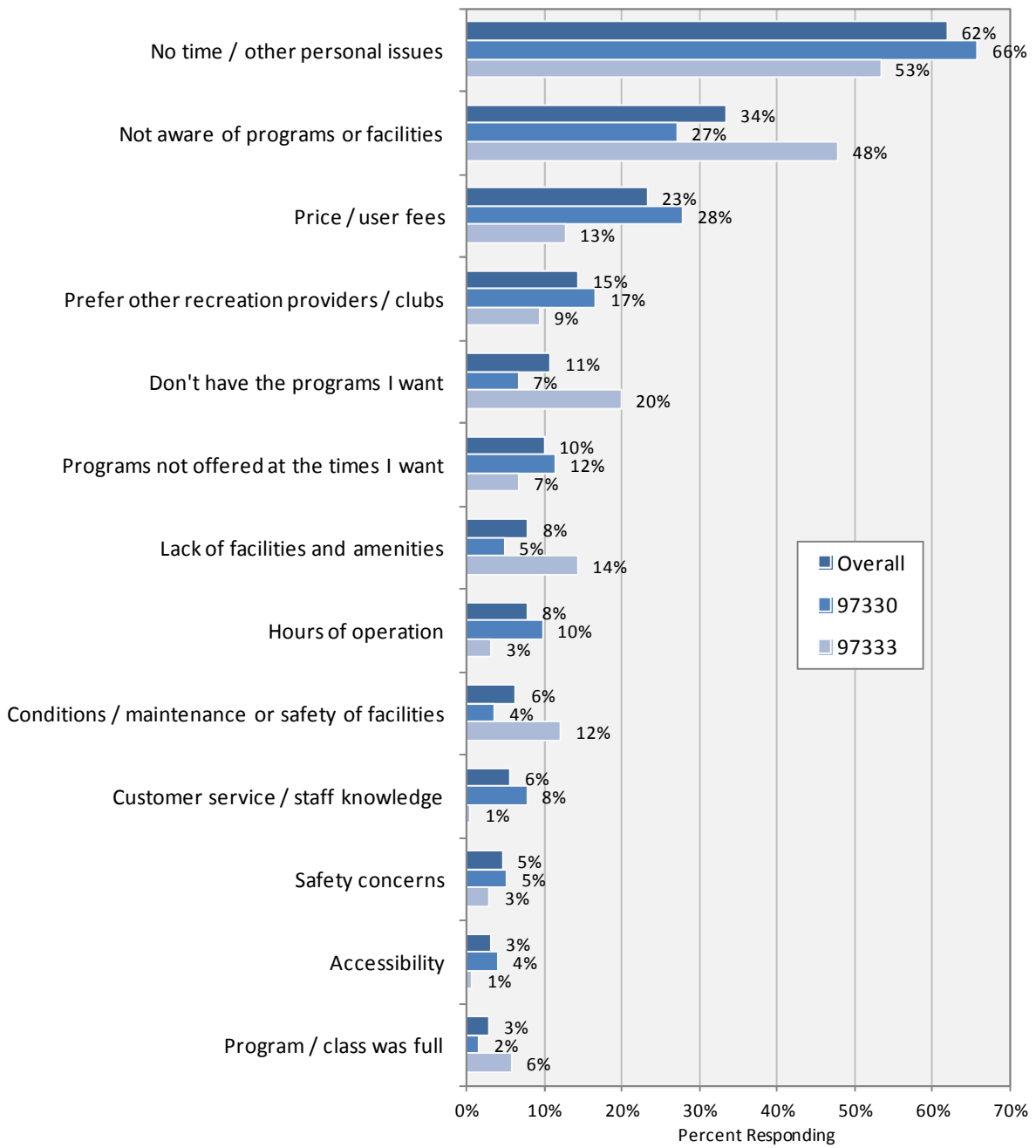
- No time / other personal issues (62 percent)

Second tier of reasons for not using programs or facilities:

- Not aware of programs or facilities (34 percent)
- Price / user fees (23 percent)

Note that when looking at the results by ZIP code, it is clear that residents living in the 97333 ZIP code have less awareness of programs and facilities as 48 percent selected “Not aware of programs or facilities” as a reason for not using them, compared to those living in the 97330 ZIP code (27 percent). Residents living in the 97333 ZIP code are also more likely to feel that Corvallis Parks & Recreation offerings “Don’t have the programs I want” (20 percent) compared to those living in the 97330 ZIP code (7 percent).

**Figure 11**  
**Corvallis Programs and Facilities – Reasons Do Not Use**



### Recreation Programs or Facilities that Need Improvement

Respondents were asked to identify aspects of Corvallis recreation programs or facilities that need improvement. There was not a real consensus among responses. Aspects of Corvallis recreation programs and facilities that were most often identified as needing improvement included:

- Not aware of programs or facilities (23 percent)
- Price / user fees (21 percent)

When looking at responses by ZIP code, there were some marked differences. Residents from the 97333 ZIP code were again more likely to feel that awareness or programs and facilities need improvement (35 percent) compared to those living in the 97330 ZIP code (18 percent). More residents in the 97333 ZIP code also indicated there is a “Lack of facilities and amenities” (31 percent vs. 7 percent); they also indicated improvement is needed with “Conditions / maintenance or safety of facilities” (25 percent vs. 9 percent).

Residents living in the 97330 ZIP code place more emphasis on “Price / user fees” (25 percent vs. 12 percent) and “Hours of operation (19 percent vs. 10 percent);

### Open Ended Comments

Respondents were given the opportunity to write in additional information for the “reasons not use / needs improvement” question. Examples of responses are given below:

Don't have the Programs I want, such as...

- *Art, ceramics; Basketball courts in parks; Early morning / evening classes; Nutrition; Jewelry; Cross country skiing; Swing dance*

Lack of facilities and amenities, such as...

- *Bathrooms / toilets; Handicap access; Benches; Basketball and volleyball courts; Water at Crystal Lake athletic fields; Health, nutrition, cooking, community gardens*

Programs not offered at the times I want (specify program/time you want):

- *Evenings; Adult fitness classes when the kids are in school; After work 6-7pm; Tap and ballet for kids after 3pm; OAC swim lessons*

Condition / maintenance or safety of facilities (specify):

- *Central Park; Tennis courts; Boardwalks; Bike path by the river; Trails; MLK Jr Park*

Accessibility, explain...

- *Crystal Lake Soccer fields need better access and flushing toilets; Wheel chair access difficult*

Program / class was full (specify):

- *Yoga and Tai Chi; Airplane building; humane society program; 55 and over softball teams; Community bands; Bridge*

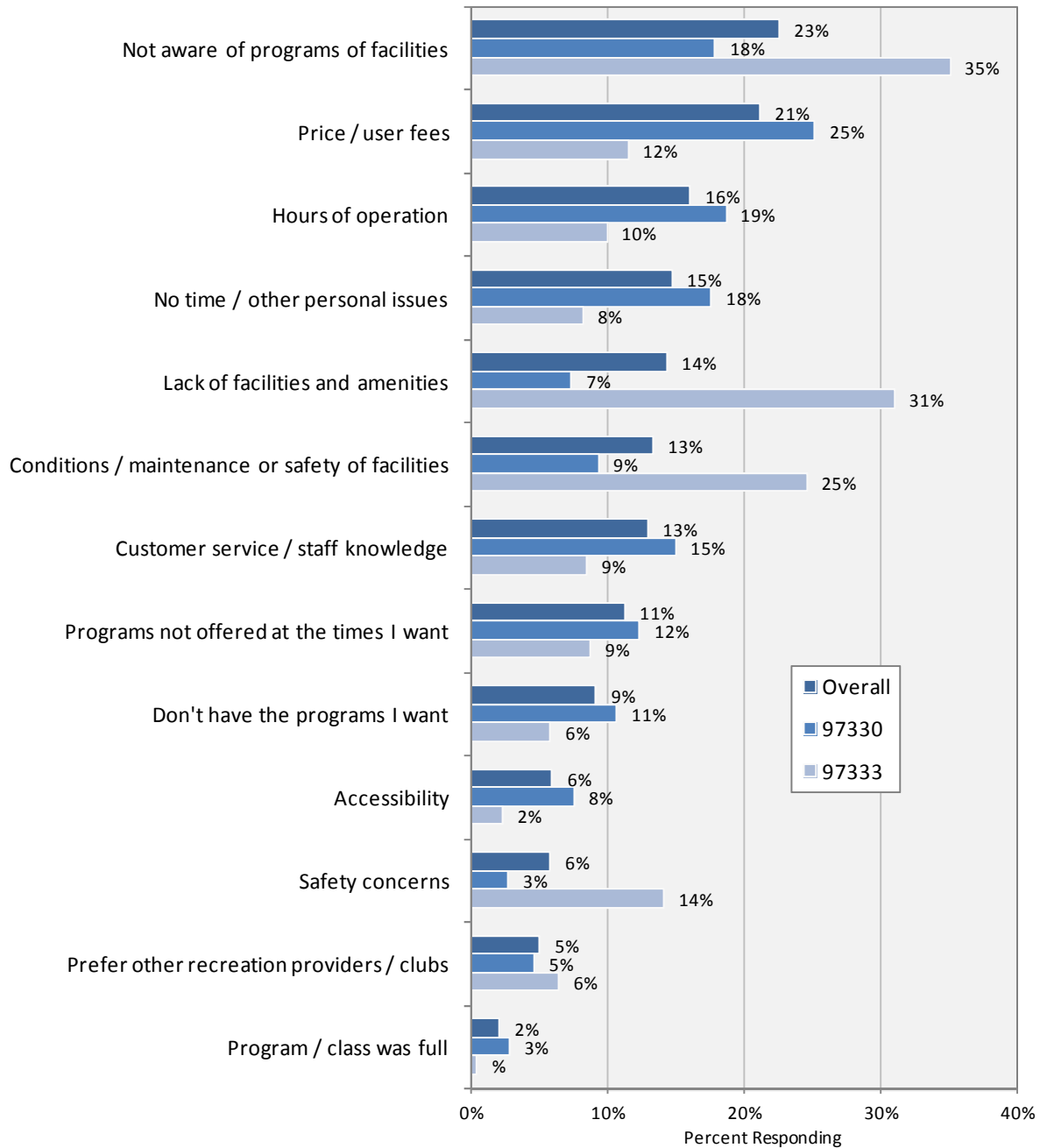
Prefer other recreation providers / clubs (such as):

- *Timberhill Athletic Club; OSU campus; WOW fitness; Dixon*

Other (please specify):

- *Not interested; Availability and location of Community Gardens; Improved river access for non-motorized craft*

**Figure 12**  
**Corvallis Programs and Facilities – Areas Needing Improvement**





### Other Parks & Recreation Programs Used

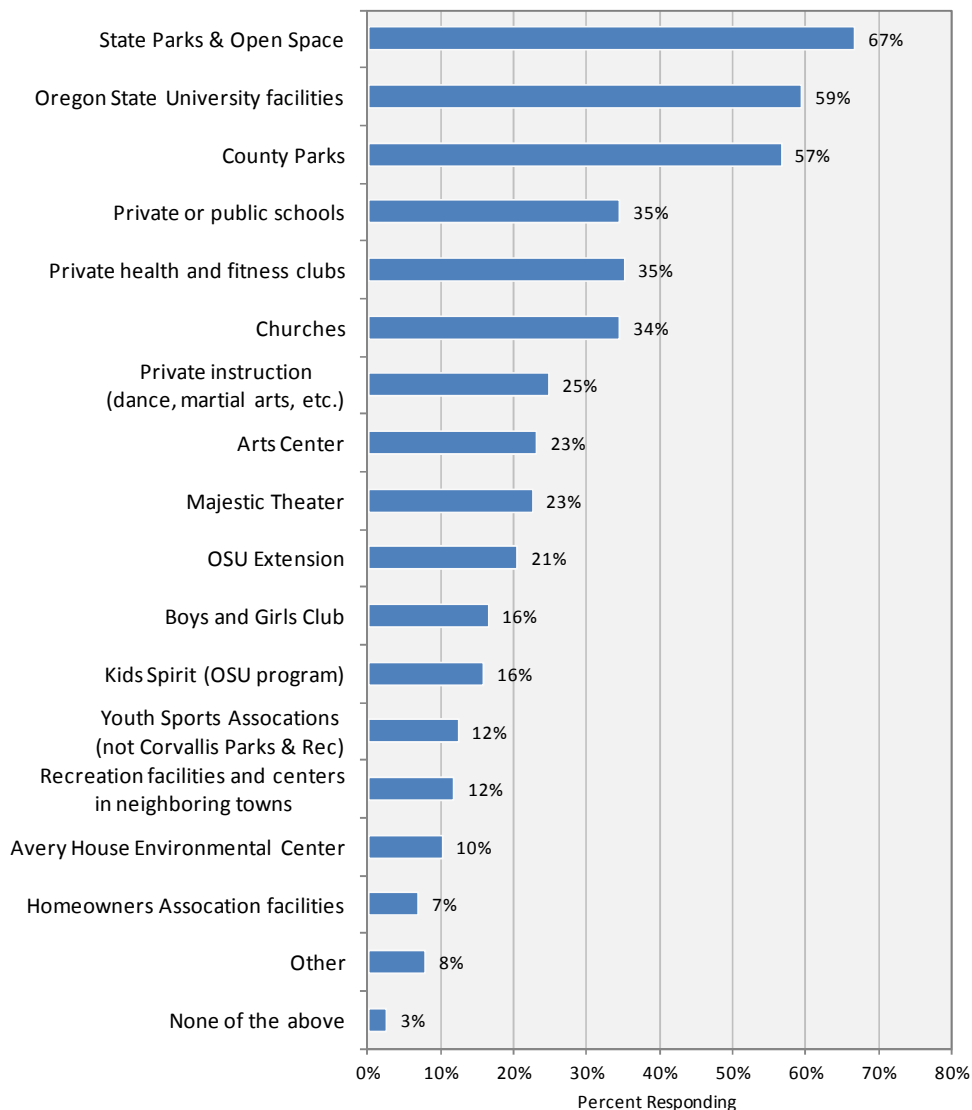
Respondents were asked to identify other parks & recreation providers and programs they use. Almost all residents use at least one other provider. The majority of residents use the following providers of parks, recreation and programs:

- State Parks & Open Space (67 percent)
- Oregon State University facilities (59 percent)
- County Parks (57 percent)

Second tier of other parks, recreation, and program providers:

- Private or public schools (35 percent)
- Private health and fitness clubs (35 percent)
- Churches (34 percent)

**Figure 13**  
**Other Parks & Recreation Providers Being Used**



## FUTURE FACILITIES, AMENITIES, AND SERVICES TO ADD, EXPAND, OR IMPROVE

### Greatest Needs for Indoor Facilities to be Added, Expanded, or Improved

Respondents were given the following background information: *Corvallis funds parks, recreation, and trail operations and maintenance with user fees and property tax dollars. As you answer the following questions, please keep in mind that additional funds would be required to build, operate, and maintain new parks, recreation, natural areas and trails.*

Respondents were then asked to rate by importance, future additions, expansions, or improvements to facilities in Corvallis in the next 5 or 10 years. Some facilities really stood out as being very important to members of the community while others were clearly not important to a majority of respondents. About half of facilities received a higher proportion of “very important” ratings compared to “not at all important” ratings and about half were the other way around.

Respondents indicated the following facilities were the most important to be added, expanded or improved:

- Pedestrian / bike paths and trails (76 percent indicated a 4 or 5 on a 5 point scale where 5 means “very important”)
- Open space / conservation land (64 percent)
- Community gardens (53 percent)
- Playgrounds (covered) (44 percent)
- Indoor swimming pool (39 percent)

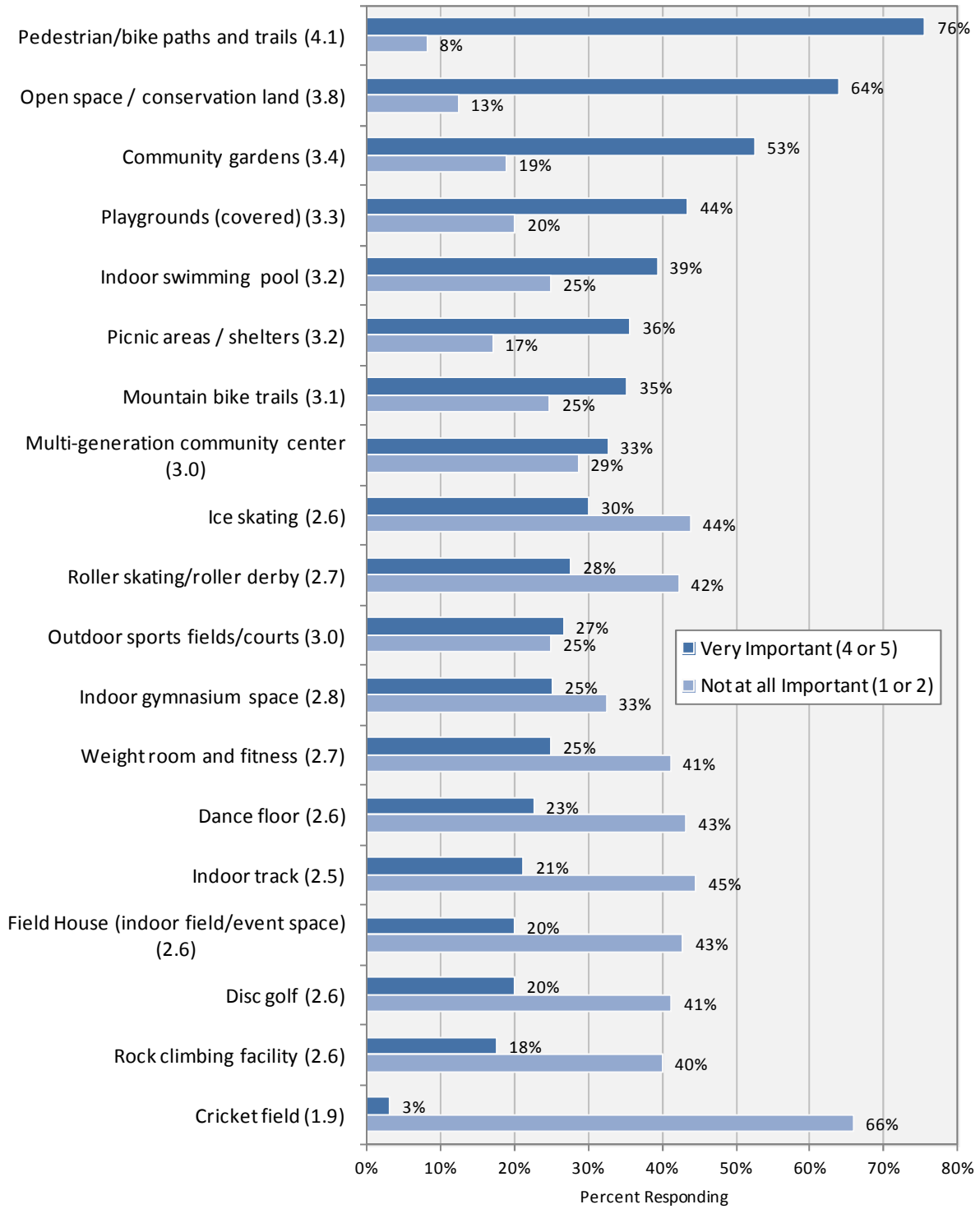
The facility with the highest proportion of “Not at all important” ratings included:

- Cricket field (66 percent rated this a 1 or 2 on a 5 point scale where 1 = “not at all important”)

Second tier of facilities with a high proportion of “Not at all important” ratings:

- Indoor track (45 percent)
- Ice skating (44 percent)
- Dance floor (43 percent)
- Field house (indoor field / event space) (43 percent)
- Roller skating / roller derby (42 percent)
- Weight room and fitness (41 percent)
- Disc golf (41 percent)

**Figure 14**  
**Greatest Needs for Facilities to be Added, Expanded, or Improved**



### Top Three Priorities for Facilities to be Added, Expanded or Improved

For the same list of facilities, respondents were asked to indicate their top three priorities for additions, expansions, and improvements.

The highest rated priorities included:

- Pedestrian / bike paths and trails (60 percent)
- Open space / conservation land (41 percent)

Second tier of top priorities:

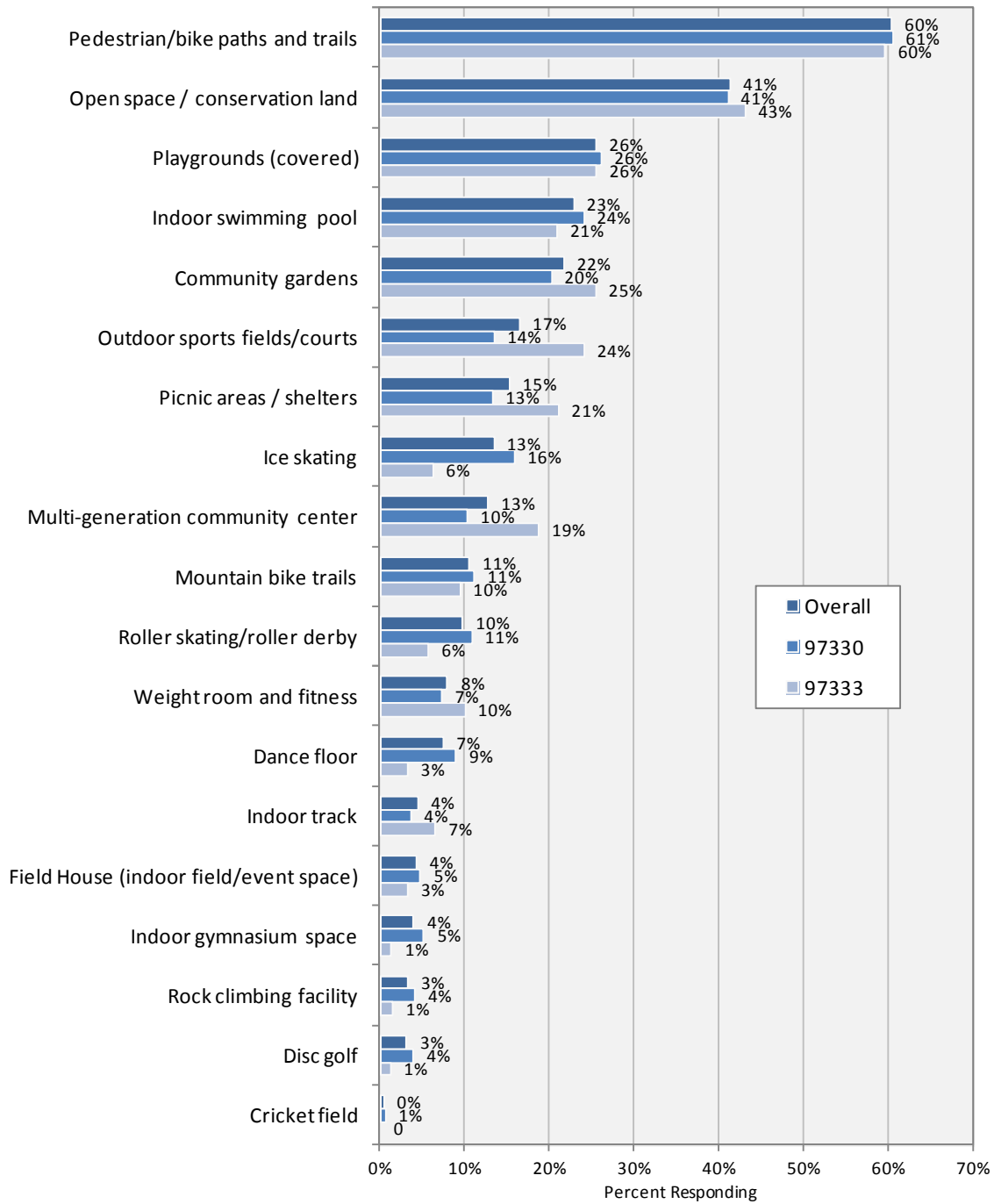
- Playgrounds (covered) (26 percent)
- Indoor swimming pool (23 percent)
- Community gardens (22 percent)

When comparing the responses by ZIP code, those residing in the 97333 area were more likely to indicate importance for “Outdoor sports fields / courts” (24 percent vs. 14 percent for those in 97330), “Picnic areas / shelters” (21 percent vs. 13 percent) and “Multi-generation community center (19 percent vs. 10 percent).

The following table provides the opportunity to recognize differences in rank when respondents indicate how important each facility is individually vs. when they are asked to select priorities among the entire list.

	<b>Percent indicating that it is <u>Very</u> <u>Important (4 or 5)</u></b>	<b>Percent indicating that it is <u>among their</u> <u>Top 3 Priorities</u></b>
• Pedestrian / bike paths and trails	<b>76 percent</b>	<b>60 percent</b>
• Open space / conservation land	64 percent	41 percent
• Community gardens	53 percent	22 percent
• Playgrounds (covered)	44 percent	26 percent
• Indoor swimming pool	39 percent	23 percent
• Outdoor sports fields / courts	27 percent	17 percent

**Figure 15**  
**Three Highest Priorities for Facilities to be Added, Expanded, Improved**



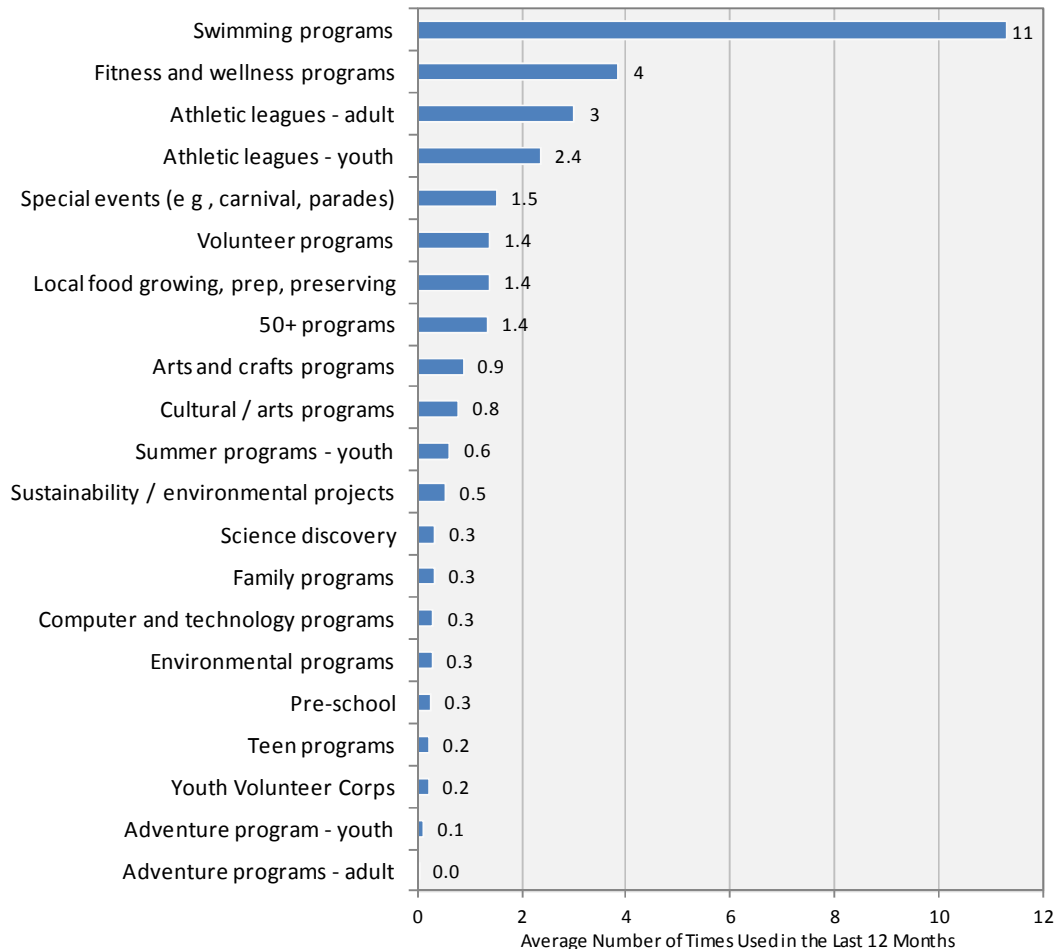
## PROGRAMS, ACTIVITIES, AND SPECIAL EVENTS

### Usage Frequency

Residents of Corvallis were asked to indicate how many times they (or someone in their household) used programs in the last 12 months. Corvallis swimming programs were used significantly more frequently than other programs. The following facilities were used most frequently over the past year by residents of Corvallis:

- Swimming programs (11 times in the past year)
- Fitness and wellness programs (4 times)
- Athletic leagues – adult (3 times)
- Athletic leagues – youth (2.4 times)
- Special events (e.g., carnival, parades) (1.5 times)
- Volunteer programs (1.4 times)
- Local food growing, prep, preserving (1.4 times)
- 50 + programs (1.4 times)

**Figure 16**  
**Program - Frequency of Use**



## Importance of Programs

Respondents were asked to indicate the importance of Corvallis Parks & Recreation programs to their household. There were strong differences in ratings among programs, with some perceived as important to a majority and others perceived as important by less than one quarter of households.

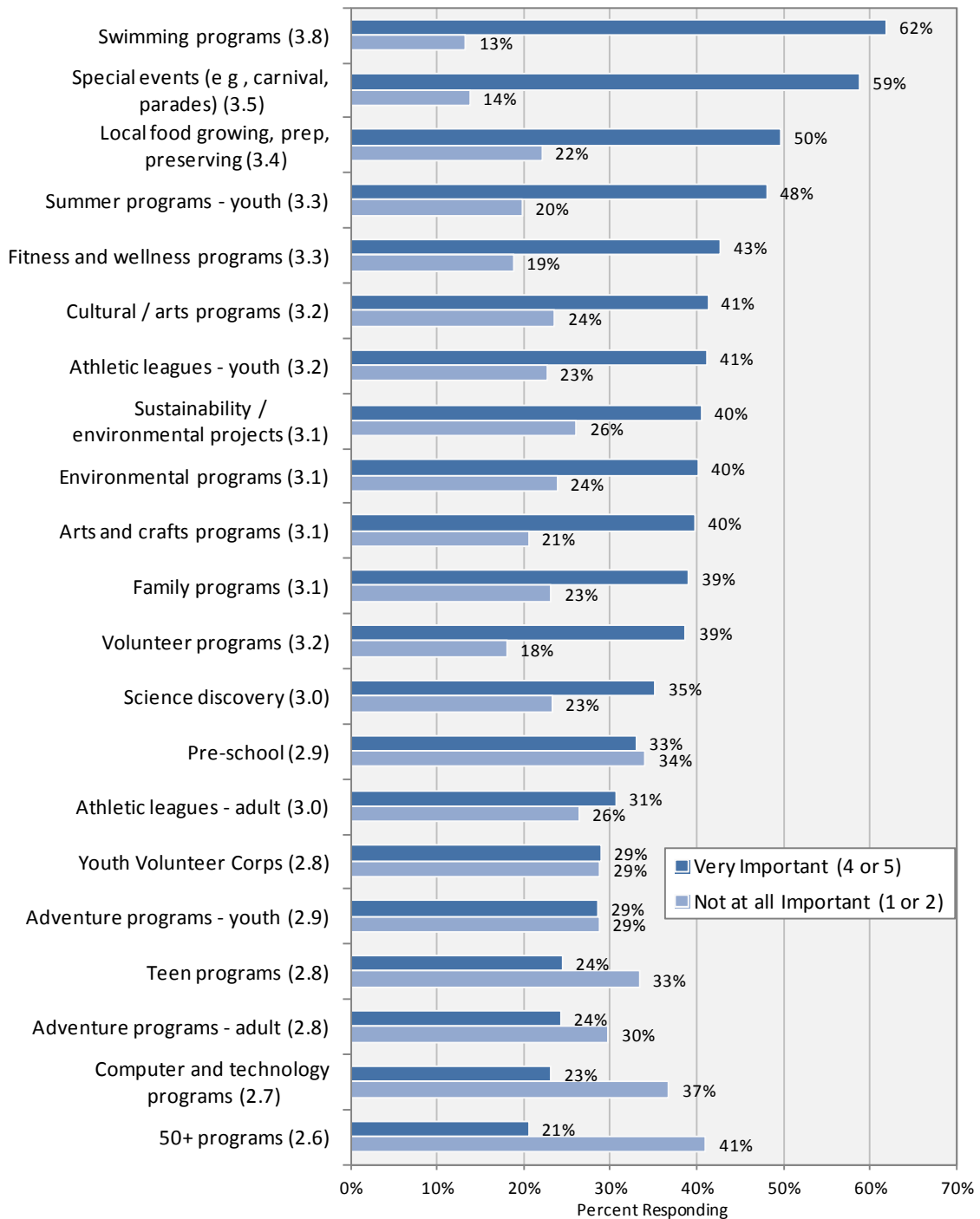
The following were rated “Very important” to a majority of households:

- Swimming programs (62 percent rated this a 4 or 5 or “very important”)
- Special events (e.g., carnival, parades) (59 percent)
- Local food growing, prep, preserving (50 percent)
- Summer programs – youth (48 percent)

Second tier of programs with a high proportion of “Very important” ratings:

- Fitness and wellness programs (43 percent)
- Cultural / arts programs (41 percent)
- Athletic leagues – youth (41 percent)
- Sustainability / environmental projects (40 percent)
- Environmental programs (40 percent)
- Arts and crafts programs (40 percent)
- Family programs (39 percent)
- Volunteer programs (39 percent)

**Figure 17**  
**Importance of Programs**





### **Degree to which Programs are Meeting Household Needs**

Respondents were then asked to rate the same list of programs according to how well they are meeting household needs. The top two programs that were most important were also rated highest in the degree to which needs are being met.

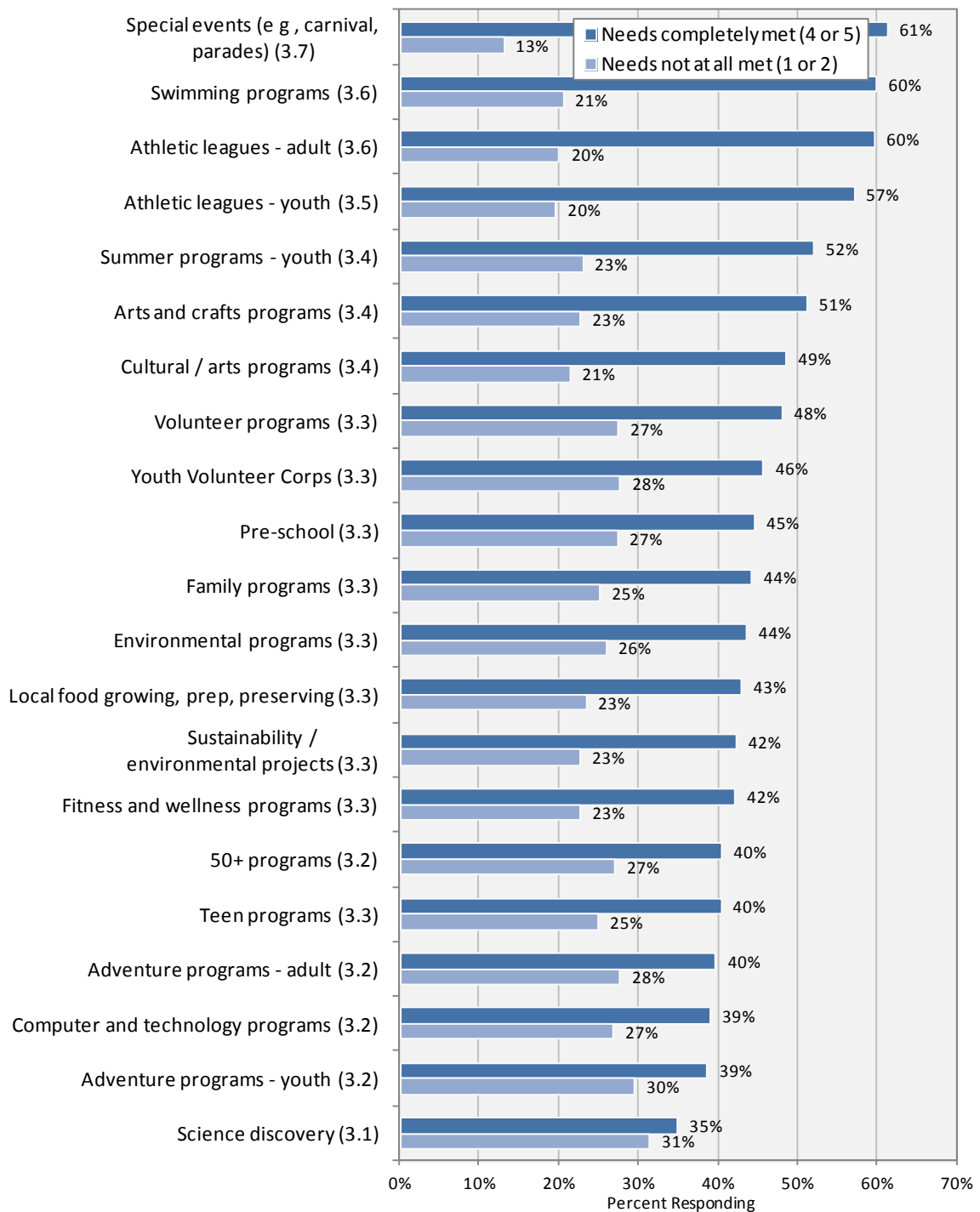
Programs with the highest degree of needs being met include:

- Special events (e.g., carnival, parades) (61 percent rated this a 4 or 5 or “needs 75 to 100% met”)
- Swimming programs (60 percent)
- Athletic leagues – adult (60 percent)
- Athletic leagues – youth (57 percent)
- Summer programs – youth (52 percent)
- Arts and crafts programs (51 percent)

For all programs and facilities, the proportion of the community that indicated their needs were being met was larger than the proportion whose needs were not being met. However there were several programs in which one quarter to one third of respondents indicated their needs were not at all being met (1 or 2 on a 5 point scale), the largest proportion occurred with:

- Science discovery (31 percent)
- Adventure programs – youth (30 percent)
- Adventure programs – adult (28 percent)
- Youth Volunteer Corps (28 percent)
- Computer and technology programs (27 percent)
- 50 + programs (27 percent)
- Pre-school (27 percent)
- Volunteer programs (27 percent)

**Figure 18**  
**Programs – Degree to Which Household Needs are Being Met**



### Highest Priorities for Programs to be Added, Expanded, or Improved

From the same list of programs, respondents were asked to identify their top three priorities for additions, expansions, or improvements. Programs selected among the top three by the greatest proportion of respondents included:

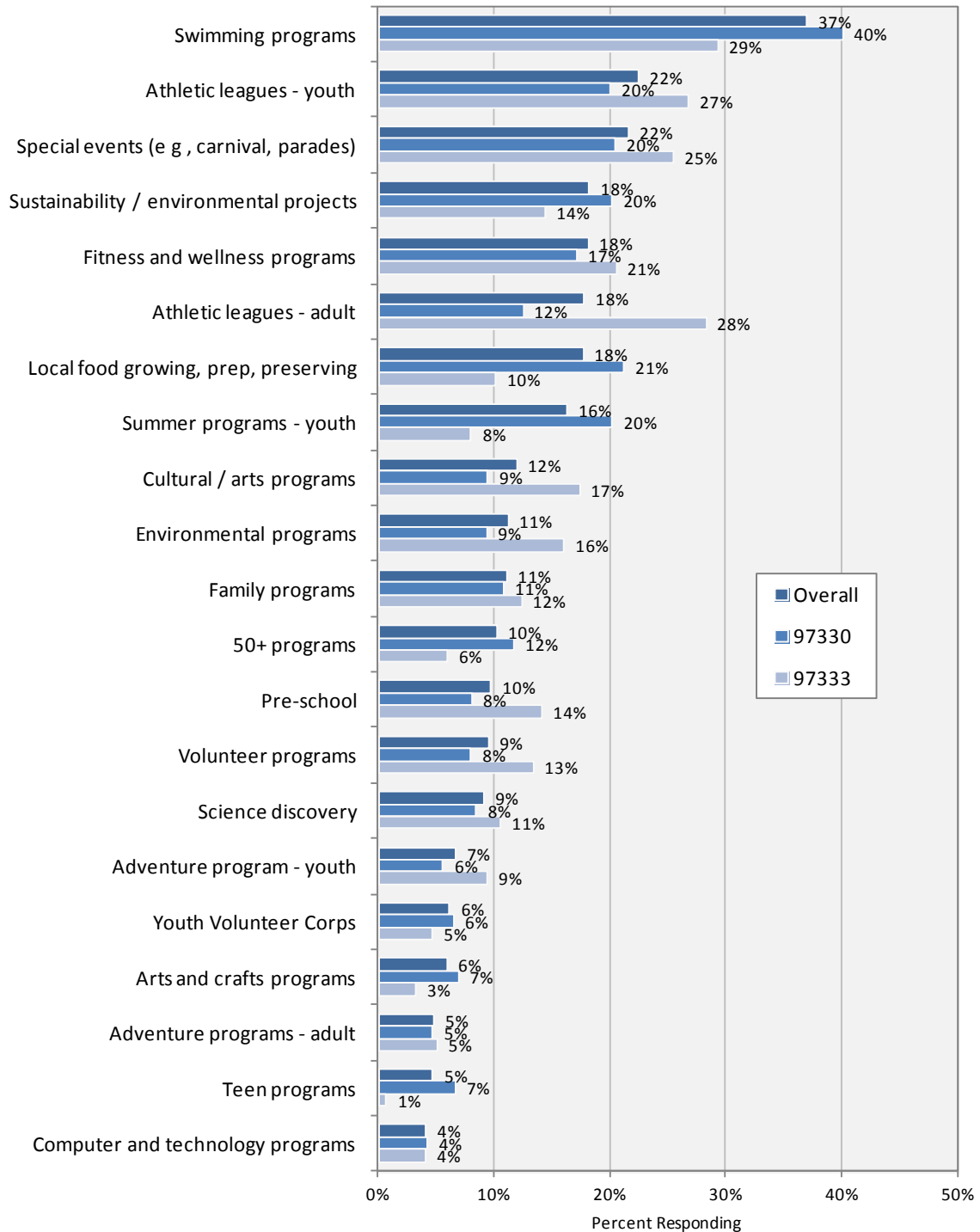
- Swimming programs (37 percent)
- Athletic leagues – youth (22 percent)
- Special events (e.g., carnival, parades) (22 percent)

Residents living in the 97333 ZIP code, put a higher priority on additions, expansions and improvements to both Athletic leagues – Adult and Athletic leagues – Youth than residents in the 97330 ZIP code.

The following table provides the opportunity to recognize differences in rank when respondents indicate how important each facility is individually vs. when they are asked to select priorities among the entire list. The degree to which needs are being met also plays a role in prioritization.

	<b>Percent indicating that it is <u>Very</u> <u>Important (4 or 5)</u></b>	<b>Percent indicating that it is <u>among</u> <u>their Top 3</u> <u>Priorities</u></b>	<b>Needs Being <u>Completely Met</u> <u>(4 or 5)</u></b>
• Swimming programs	<b>62 percent</b>	<b>37 percent</b>	60 percent
• Special events (e.g. carnival, parades)	59 percent	22 percent	61 percent
• Local food growing, prep, preserving	50 percent	18 percent	43 percent
• Athletic leagues - youth	41 percent	22 percent	57 percent
• Summer programs - youth	48percent	16 percent	52 percent
• Sustainability / environmental projects	40 percent	18 percent	42 percent

**Figure 19**  
**Top Three Highest Priorities to be Added, Expanded, or Improved**



### Importance vs. Needs-met Matrix

It is instructive to compare and plot the importance scores against the performance scores in an “importance vs. needs-met” matrix. Many of the programs listed in the survey fell into the “higher importance / needs being met” quadrant (when divided into quadrants using the 5-point-scale midpoint of “3”). Thus, as illustrated in Figure 20, it is more revealing to look at the matrix using the mid-point of both questions to divide the quadrants (importance scale midpoint was 3.1; needs-met midpoint was 3.3). This allows us to determine more detailed positioning of each location in comparison to each other.

Many of the top programs listed previously as meeting the needs of the community are also considered the most important. Maintaining these important assets is an essential function of Corvallis Parks & Recreation.

- Swimming programs
- Special events (e.g., carnival, parades)

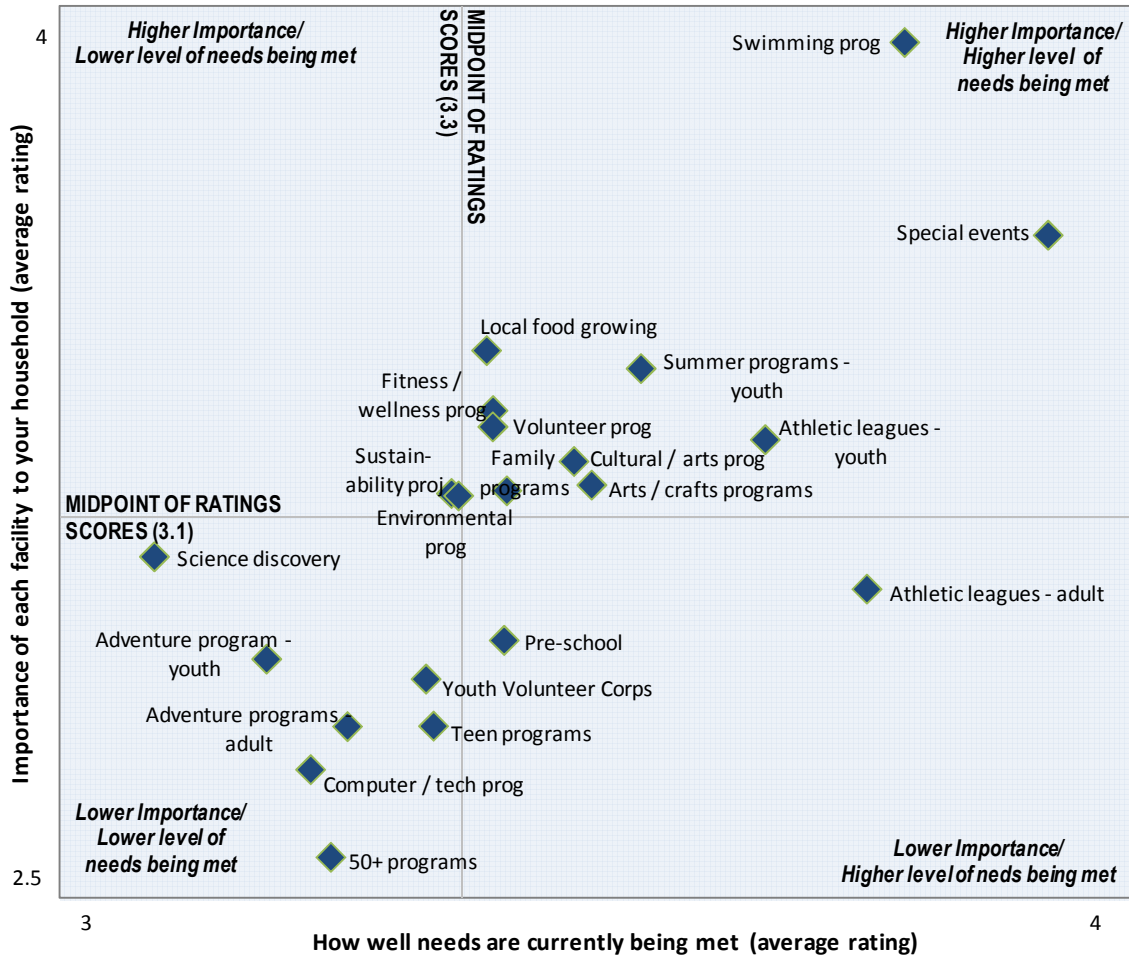
Programs located closer to both midpoints indicate programs with the potential for making improvements of relatively high importance and that could have a strong impact on the degree to which needs are being met for a substantial proportion of the population. These include:

- Local food growing, prep, preserving
- Summer programs – youth
- Fitness and wellness programs
- Volunteer programs
- Athletic leagues – youth
- Cultural / arts programs
- Family programs
- Arts and crafts programs
- Sustainability / environmental projects
- Environmental programs

Below the importance midpoint and left of the needs-met midpoint, are programs not meeting needs well, however, they are important to fewer members of the community. These programs are vitally important to a narrower population; however, there is merit to measuring participation and listening to these audiences in order to plan for potential future enhancements.

- Science discovery
- Adventure programs - youth
- Adventure programs - adult
- Youth Volunteer Corps
- Teen programs
- Computer and technology programs
- 50 + programs

**Figure 20**  
**Programs – Importance vs. Performance Matrix**



## COMMUNICATION

### How Currently Receive Information

Respondents were asked how they usually receive information on parks and recreation facilities, services and programs.

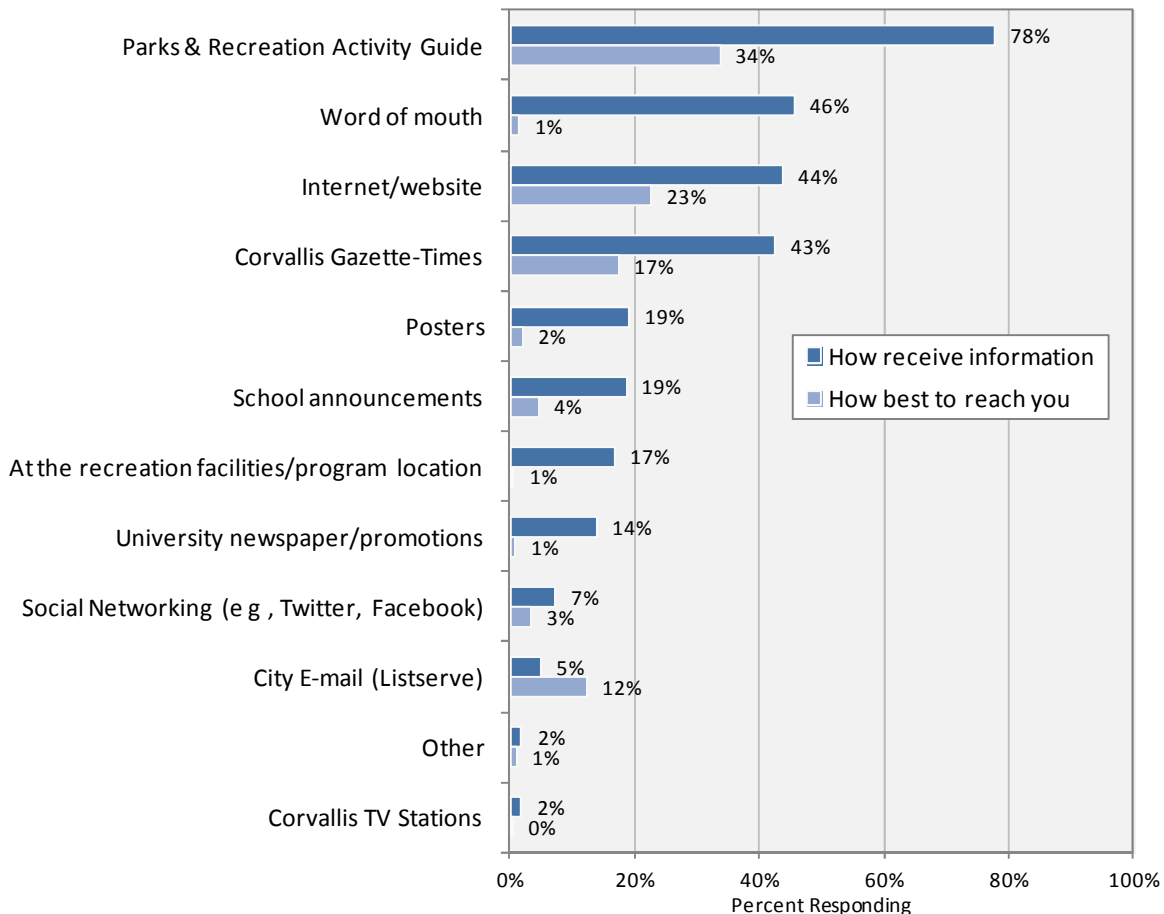
- Parks & Recreation Activity Guide (78 percent)
- Word of mouth (46 percent)
- Internet/website (44 percent)
- Corvallis Gazette-Times (43 percent)

### Best Way to Reach Residents of Corvallis

Respondents were also asked how they may best be reached by Corvallis Parks & Recreation:

- Parks & Recreation Activity Guide (34 percent)
- Internet/website (23 percent)
- Corvallis Gazette-Times (17 percent)
- City Email (Listserve) (12 percent)

**Figure 21**  
*How Currently Receive Information and How Best Reach You*

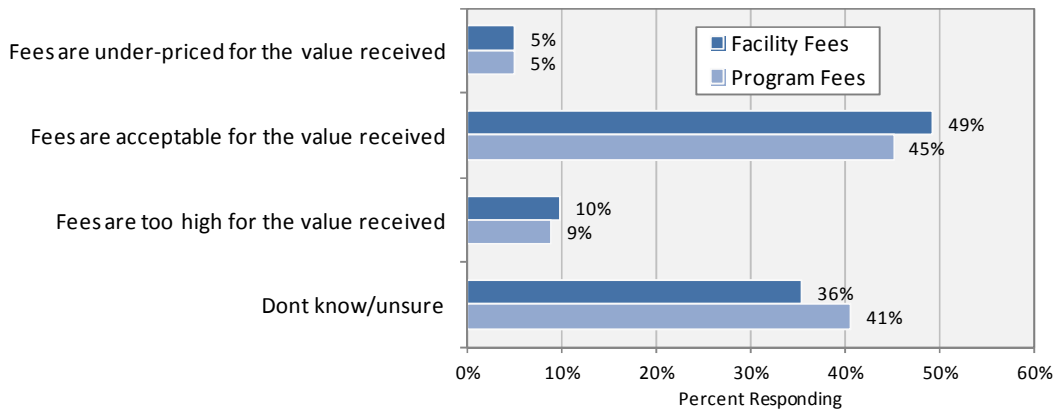


## FINANCIAL CHOICES / FEES

### Perception of Current Program and Facility Fees Charged

Respondents were asked how they feel about current program and facility fees charged directly to them by the Corvallis Parks & Recreation Department. The vast majority of respondents (85 percent) feel that fees are either acceptable or they do not know.

**Figure 22**  
**Program and Facility Fees**

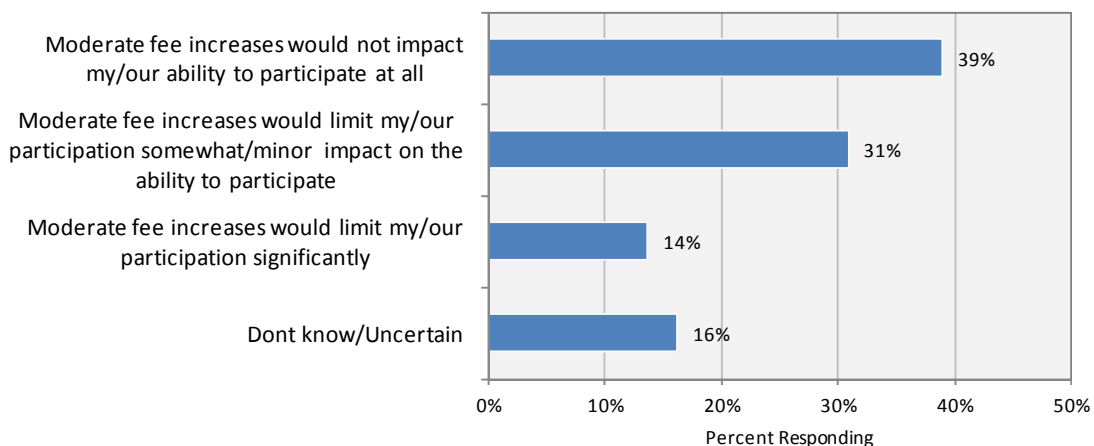


### Potential Impact of Fee Increases

Respondents were asked, *“If adjustments to fees were made due to increasing costs to provide the programs or services you use or the facilities you visit, which of the following best describes the potential impact, if any, fee increases would have on your current level of participation.”*

Moderate fee increases would have no impact on 39 percent of Corvallis resident’s ability to participate, however, 31 percent indicated their participation would be limited “somewhat” and another 14 percent indicated their participation would be limited “substantially.”

**Figure 23**  
**Potential Impact of Fee Increases**





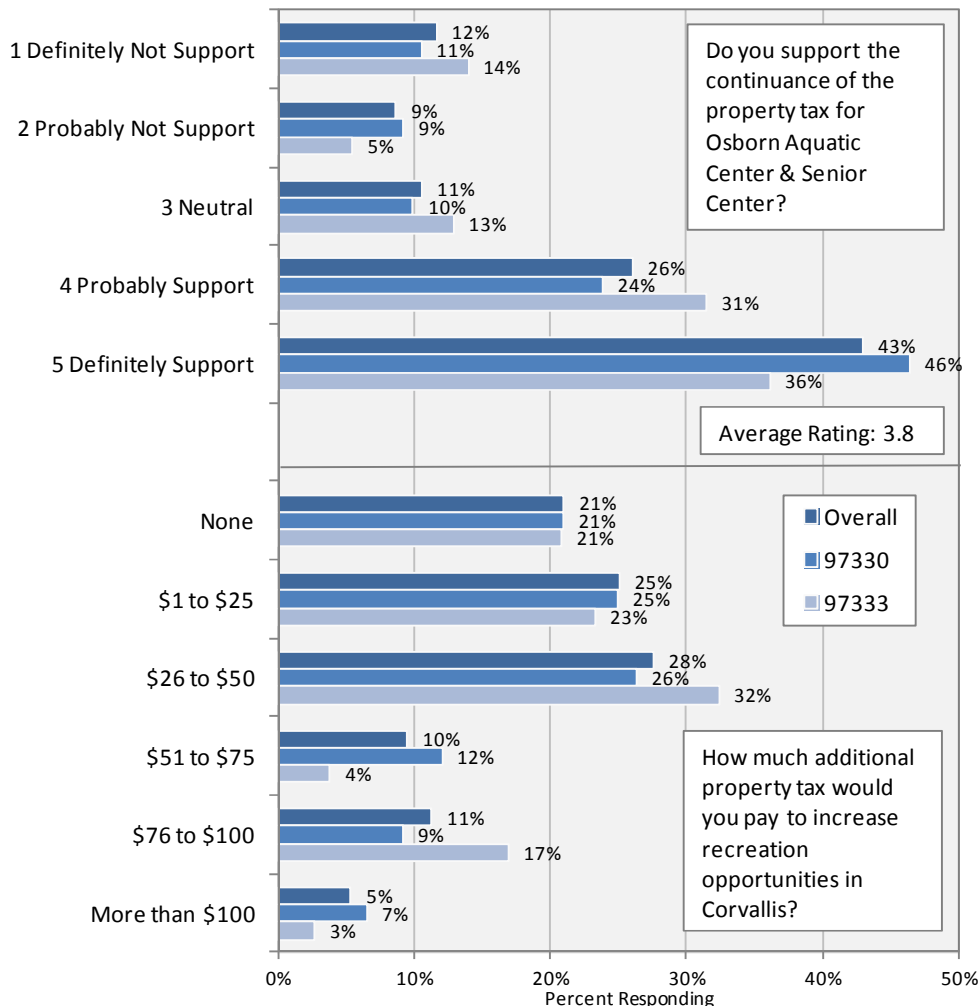
### Tax Support of the Aquatic Center and Senior Center

Respondents were asked, “The Osborn Aquatic Center and Senior Center are currently funded by a short term levy passed during the spring of 2011 which is due to sunset (expire) in 2014. To what extent, if any, would you be willing to support the continuance of this property tax (through a ballot measure) to pay for the continued operation of the Aquatic Center and Senior Center beyond 2014.” They were also asked, “Quality recreation facilities and programs cost money to provide and maintain. How much additional property tax would you be willing to pay annually to increase recreational opportunities in Corvallis?”

The majority of residents would support a continuance of the property tax to support the Aquatic Center and Senior Center (69 percent indicated a 4 or 5 – “Probably support” or “Definitely support.”)

Additionally, 79 percent of residents would accept at least a small increase in property tax to support the Aquatic Center and Senior Center.

**Figure 24**  
**Tax Support of the Aquatic Center and Senior Center**



## SUGGESTIONS / OPEN ENDED COMMENTS

The survey provided respondents with the opportunity to list any additional comments or suggestions regarding parks, recreation facilities, open space, trails and programs provided by Corvallis. The resulting comments cover a wide variety of issues important to residents as well as a number of specific areas for potential improvements. The full set of comments, which can be found in the appendix, should be viewed in order to understand the extent of issues covered and the specific types and location of these issues.

Overall, there were some major themes that emerged including reigning in spending; un-tying the Senior Center from the Aquatic Center; extending bike paths; and doing whatever is necessary to maintain Corvallis' natural beauty.

**Table 2**  
**Additional Comments and Suggestions**

<b>General Theme</b>	<b>Percent Mentioning</b>
good job	18.0%
fees	8.6%
taxes	7.9%
maintain	7.2%
trails	7.2%
limit spending	6.5%
dogs	4.3%
Osborn	4.3%
bike paths	3.6%
seniors	3.6%
natural areas	2.9%
restrooms	2.9%
promote	2.2%
Avery	1.4%
health	1.4%
open space	1.4%
parks	1.4%
separate	1.4%
signage	1.4%
teens	1.4%
schools/OSU	1.4%

### Example Comments

- *P&R does a great job maintaining a big park system with very little resources*
- *Thank you for such wonderful programs and services!*
- *The Parks and Rec program was one of the reasons we moved to Corvallis. We liked the opportunities and programs. I wish you would develop programs for the youth ages 12 to 17.*
- *You've done a good job with all of these- let's maintain them and keep them for future generations.*

- *Costs are high and need to be affordable to all*
- *Do not add to tax and fee burdens; placed against property*
- *Fees should be paid by those taking part in the activity. Parks should be funded by taxes!*
- *No more fraud by Osborn Swim Center when seeking funding - their behavior was absolutely reprehensible! They had a \$16,000 or 60,000 shortfall that could have been covered by a 50 cent fee increase. Instead they promised closure if the ballot measure failed. Then when the suckers (including us) passed the levy, they raised the fees. Never vote yes again!*
- *Please maintain current open space! It is a premium and cannot be replaced.*
- *The parks in Corvallis are good and the trails are nice to have, well maintained. More trails would be nice if financially reasonable.*
- *Currently parks and rec do a great job - keep it up. Facilities are clean, graffiti is kept to a minimum. Publicize volunteerism for trail management, needs to be loudly asked for.*
- *Link together existing parks with trails*
- *We don't need "high priced art" on street corners and in parks. User fees should align with costs (e.g. dog license fees should cover cost of dog parks and environmental impact of poop and scoop facilities.)*
- *Charge more at Osborn rather than shut it down! Central Park landscape/fountain needs to be refurbished. It's central to our community and looks abandoned. Why?*
- *I do swim workouts but not with Masters. Osborn is an absolute GEM! So well taken care of and clean and friendly! I love it and would pay more. Wish it were open more on weekends.*
- *I LOVE the bike paths- I don't know what I would do without them. I am so grateful.*
- *Urgently want to preserve Witham Oaks bike/walk trail!! No housing development and Circle Blvd extension.*
- *Being senior citizens we don't use many facilities or programs but we support and feel they are important*
- *Design trails to take advantage of the area's natural features, e.g. streams and meadows. Try to connect Dixon or Oak Creek to the Willamette with trails.*