



Park & Recreation Needs Assessment for the Greater Golden Hill, North Park, and Uptown Communities

Presented to The City of San Diego:
Development Services Department

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[bw] RESEARCH
PARTNERSHIP

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EXECUTIVE SUMMARY

INTRODUCTION TO THE STUDY

The City of San Diego partnered with BW Research Partnership, Inc. (BW Research) to conduct a parks and recreation needs assessment of the Greater Golden Hill, North Park and Uptown community planning areas.

The main research objectives of the study were to understand residents in each of the three community planning areas as follows:

- Overall parks and recreation usage;
- Priorities as they relate to current and potential parks and recreation facilities;
- Attitudes and opinions regarding parks and recreation preferences.

METHODOLOGY OVERVIEW

The survey of residents in the three community planning areas was administered from March 3 through 19, 2011 and averaged 14 minutes in length. In total, a statistically representative sample of 475 adult (18 and older) residents in the three community planning areas (175 in North Park, 175 in Uptown, and 125 in Greater Golden Hill) completed a telephone survey, both with landline and mobile phones, resulting in a maximum margin of error +/- 4.48 percent (at the 95 percent level of confidence) for questions answered by all 475 respondents. Analysis of sub-groups, such as results presented by community planning area, will have a margin of error higher than +/- 4.48 percent.

Prior to beginning data collection, BW Research conducted interviewer training and also pre-tested the survey instrument to ensure that all the words and questions were easily understood by respondents. Interviews were generally conducted from 5:00 pm to 9:00 pm Monday through Friday and 10:00 am to 2:00 pm on Saturday and Sunday to ensure that residents who commuted or were not at home during the week had an opportunity to participate.

Prior to analysis, BW Research examined the demographic characteristics of the 475 respondents who completed a survey to the known universe of residents 18 years and older using the San Diego Association of Government's (SANDAG's) 2010 demographic estimates for the three community planning areas. It is estimated that among the three community planning area's 105,829 residents, 82,884 are 18 years and older. After examining the dimensions of the respondents' neighborhood, ethnicity, and age, the data were weighted to more closely represent the universe of adult residents and maximize generalizability of the results.

For a more detailed account of the project methodology, please go to the methodology section on page 44.

KEY FINDINGS

Based on the analysis of the survey data, BW Research is pleased to present the City of San Diego with the following key findings. Please refer to the body of the report for a more comprehensive analysis of findings, including comparisons among resident sub-groups.

- Within the past 12 months, close to nine out of ten residents in each community planning area lived in a household that had visited a park or outdoor recreational area in their neighborhood (91% North Park, 88% Uptown, and 87% Greater Golden Hill).
 - Frequent visitation (once a week to daily) of neighborhood parks and outdoor recreation areas was reported by about half the residents in each of the communities (54% Greater Golden Hill, 53% North Park, and 48% Uptown).
- Frequent visitation (once a week or more) of Balboa Park was reported by a majority of residents in each of the communities except Greater Golden Hill (60% Uptown, 55% North Park, 37% Greater Golden Hill).
- Individual activities (walking with or without a dog, jogging/ running, and relaxing) were the most frequently reported activities in neighborhood parks and Balboa Park by residents in all three communities.
- Overall satisfaction (“Very satisfied” plus “Somewhat satisfied”) with neighborhood parks and outdoor recreational areas was high, exceeding or at the 84 percent level in each of the three communities (92% Uptown, 87% North Park, 84% Greater Golden Hill). Approximately half of respondents indicated they were “Very satisfied.”
- In general, residents placed a high priority on improving and enhancing parks.
 - Residents in Greater Golden Hill and Uptown rated the improvement and enhancement of existing parks and recreation facilities as the most important (“Extremely important” plus “Important”) priority (77% Greater Golden Hill, 68% Uptown). North Park residents placed a comparable level of overall importance on expanding and improving the trails, paths, and walkways in and around their community (73%) and improving and enhancing existing park and recreation facilities (72%).
 - The renovation and improvement of existing neighborhood parks was reported by residents in all three communities as the highest investment priority for future parks and recreation facilities (79% Greater Golden Hill, 63% North Park, 49% Uptown).
 - The improvement of school grounds so they can be better used by residents for recreational activities was reported as the highest alternative parks and recreation facilities investment priority in Greater Golden Hill (71%) and North Park (63%). Investing in small parks or trails that connect to existing parks including Balboa Park (60.8%) and improving school grounds (60.2%) received comparable ratings for the highest priority among Uptown residents.

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- An overwhelming majority of residents in each of the three communities supported the use of Balboa Park for local parks and recreation (82% North Park, 74% Greater Golden Hill, 69% Uptown).
- More than half of North Park and Uptown residents preferred smaller neighborhood parks closer to home (58% and 53%) compared to larger community parks with more resources (31% and 37%). Greater Golden Hill residents were split almost evenly with 49 percent preferring smaller parks and 47 percent preferring larger parks.
- Overall, 73 percent of the 475 respondents lived in a household that used the trails or walkways in their neighborhood for general exercise and recreation or to get to other parks and recreation facilities in the last 12 months (77% Uptown, 76% Greater Golden Hill, 69% North Park).
 - Approximately four out of ten residents in each of the three communities reported using neighborhood trails and walkways at least once a week to just about every day (45% Greater Golden Hill, 41% Uptown, 40% North Park).
- An overwhelming majority of residents reported walking for exercise as the top use of neighborhood trails and walkways (81% Greater Golden Hill, 75% Uptown, 72% North Park).
- Overall satisfaction (“Very satisfied” plus “Somewhat satisfied”) with neighborhood trails and walkways was high, exceeding 80 percent in all three communities (89% Greater Golden Hill, 88% North Park, 81% Uptown).

CONCLUSIONS

BW Research offers the following conclusions from the Uptown, Greater Golden Hill, and North Park Neighborhood Survey for the City of San Diego.

Park and Recreation Priorities for the Three Communities

The residents of the three communities in the City of San Diego – Greater Golden Hill, North Park, and Uptown – represent a diverse population within San Diego by age, ethnicity, and annual income status. Given the high level of diversity within these communities, it is important to note that the survey results revealed consistent themes related to planning and investment priorities related to the City's park and recreational resources. The survey evaluated priorities in both traditional parks and recreation facilities including existing parks and city pools as well as alternative parks and recreation facilities including roof-top parks, school grounds, and trails that provide recreational opportunities.

Improving and enhancing existing park and recreational facilities – was consistently important to residents in the three communities, with over two-thirds of residents from each community indicating it was important or very important. Throughout the survey, residents seemed to indicate a preference for improving and developing what is already there rather than creating something new.

Expanding and enhancing existing trails, paths, and walkways in and around existing communities – was another important priority for over 60 percent of residents from each of the three communities. Given the high usage of parks and trails for walking, running, and exercising, any investment in developing trails, paths, and walkways is likely to show a high return on investment for residents in terms of usage and impact on satisfaction.

Improving school grounds so they can be better used by residents for recreational activities – was another recreational priority that over 60 percent of residents from each community indicated should be a high priority. Overall, residents consistently supported the idea of building upon the resources and facilities that are already in place rather than building or developing completely new infrastructure.

Small parks or trails that connect to existing parks including Balboa Park – was also seen as a high priority for over 57 percent of residents from each of the three communities. This priority is consistent with residents overall view that Balboa Park should not only be a regional attraction, but also provide local residents park and recreational amenities.

Local residents' priorities for park and recreational resources were generally consistent with their usage behavior of these same resources. Survey results indicated that residents used local parks regularly, over half lived in a household that used a local park at least once a week and over half walked, ran, or exercised in Balboa Park regularly. And over 40 percent of residents lived in a household that used the local trails, paths, and walkways at least on a weekly basis.

Satisfaction with Parks and Trails

Between 80 and 92 percent of residents in each of the three communities reported satisfaction with the neighborhood parks and trails that the City provides. The results of the survey provide a valuable baseline assessment for overall satisfaction with these key components of the City's park and recreational assets.

The tables below display overall satisfaction with neighborhood parks and neighborhood trails, paths, and walkway. The overall satisfaction grade is based on the objective of achieving at least 90 percent total satisfaction and 50 percent very satisfied from residents in each of the respective communities.

Table 1: Satisfaction with Neighborhood Parks and Outdoor Recreational Areas

Neighborhood Parks & Outdoor Rec. Areas		
<u>Community</u>	Satisfaction Grade	Total / Very Satisfied
Greater Golden Hill	B+	(84% / 54%)
North Park	B+	(87% / 46%)
Uptown	A	(92% / 52%)
Overall (3 Communities)	B+	(88% / 49%)

Table 2: Satisfaction with Neighborhood Trails and Walkways

Neighborhood Trails and Walkways		
<u>Community</u>	Satisfaction Grade	Total / Very Satisfied
Greater Golden Hill	B+	(89% / 39%)
North Park	B+	(88% / 42%)
Uptown	B-	(81% / 35%)
Overall (3 Communities)	B	(85% / 39%)

For additional detail on the research findings and a complete assessment of the survey results, please proceed to the body of the report beginning on the next page.

Charts presented throughout this report display survey results by community planning area. Appendix A presents the overall results across the 475 respondents.

PARKS AND OUTDOOR RECREATIONAL AREAS

With over 340 parks and numerous open space areas that account for 40,000 plus acres of land, the City of San Diego has developed a parks and recreation system that enriches the quality of life for many of its residents. Findings from a [Trust for Public Lands 2010](#)¹ study revealed that of all the cities in the United States with a population over one million, San Diego has the most park acres per 1,000 residents with 36.1. Also, the study found that Balboa Park was the fourth most visited park in the country, with annual visitation of 14 million. Needless to say, the City of San Diego has developed a first class parks and recreation system. In order to understand how residents use existing parks and recreation facilities and their priorities for future facilities, an assessment of resident use and satisfaction of parks and outdoor recreational areas within the three communities has been conducted.



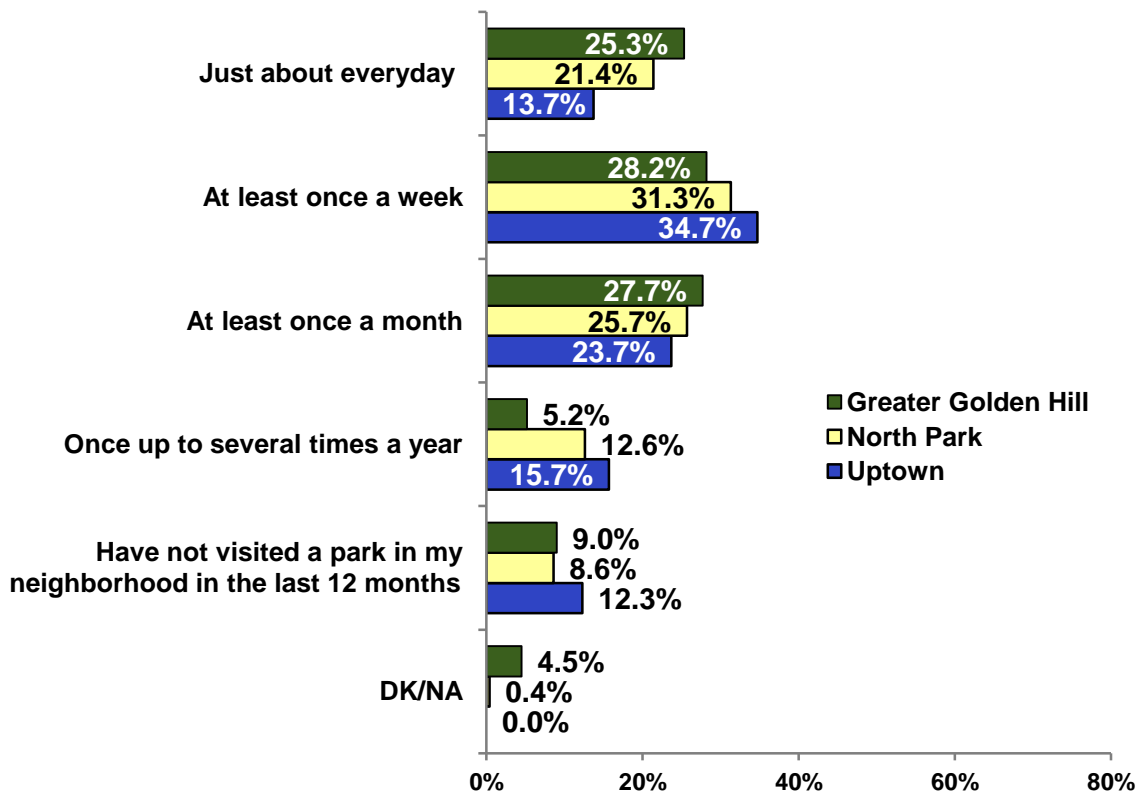
¹ Source: The Trust for Public Land Center for City Park Excellence -- *2010 City Parks Facts*
http://cloud.tpl.org/pubs/ccpe_CityParkFacts_2010.pdf

USE OF NEIGHBORHOOD PARKS AND OUTDOOR AREAS

Within the past 12 months, close to nine out of ten residents in each community planning area lived in a household that had visited a park or outdoor recreational area in their neighborhood (91% North Park, 88% Uptown, and 87% Greater Golden Hill).

Frequent visitation (“At least once a week” to “Just about every day”) of neighborhood parks or outdoor recreational areas was reported by approximately half of residents in each of the three community planning areas (54% Greater Golden Hill, 53% North Park, and 48% Uptown).

Figure 1: Visitation Levels of Neighborhood Parks and Outdoor Recreational Areas



To follow is an assessment of residents' household visitation of neighborhood parks and outdoor recreational areas by sub-groups.

Greater Golden Hill

- As expected, residents who were very satisfied with the parks and recreational areas in their neighborhoods were more likely than residents who were dissatisfied to use them on a daily basis.
- The majority of residents with a household income below \$25,000 as well as those with an income of \$75,001 or more utilized neighborhood parks and outdoor recreational areas either at least once a week or just about every day.

North Park

- As expected, residents who were very satisfied with the parks and recreational areas in their neighborhoods were more likely than residents who were dissatisfied to use them on a daily basis.
- Residents who lived in the community three to four years were less likely to use neighborhood parks and outdoor recreational areas on a daily basis than both residents who had lived there for a shorter period and residents who lived there for a longer period.

Uptown

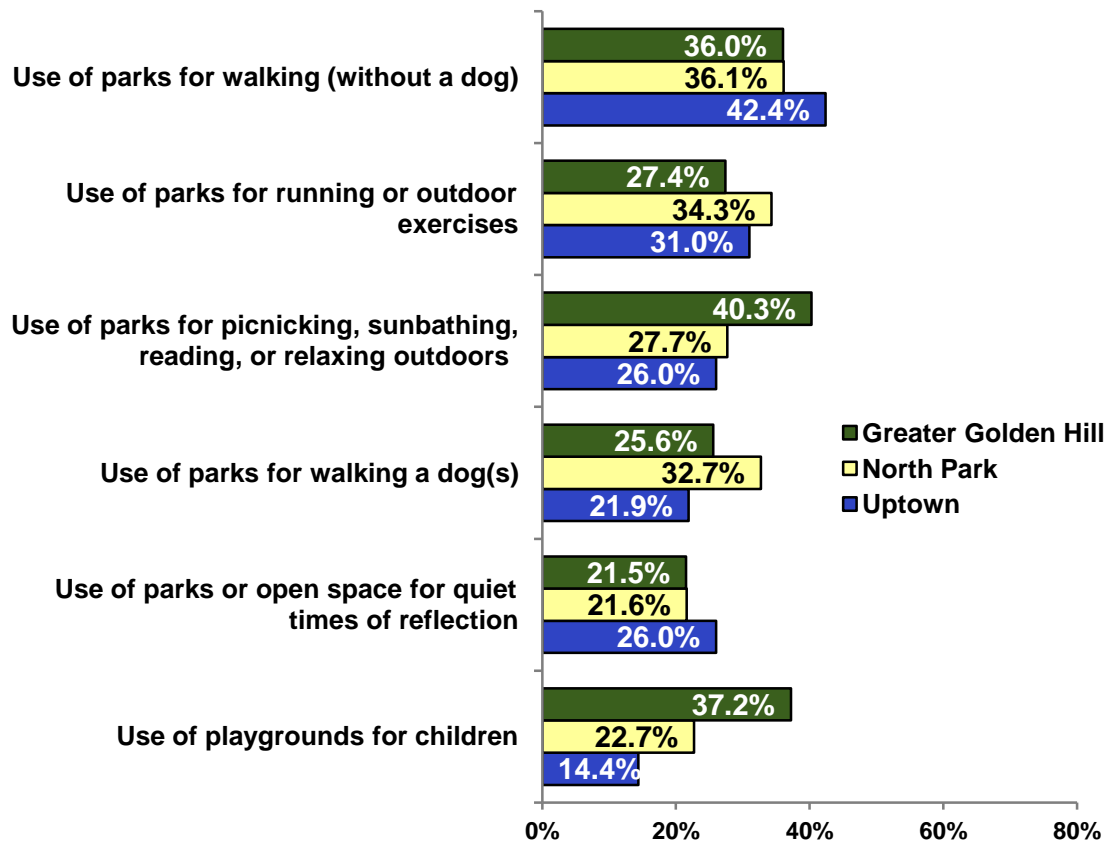
- Home owners were more likely to use neighborhood parks and outdoor recreational areas on a daily basis than renters.

Top Uses of Neighborhood Parks and Outdoor Areas

Respondents who reported living in a household that used a neighborhood park or recreational area at least one time in the past 12 months were questioned about their top uses in the form of an open-ended question that did not provide any potential responses.

Figure 2 displays the top six household uses cited by respondents. Aside from reporting use of playgrounds for children, five of the six highest ranking uses of neighborhood parks or recreational areas were mostly for individual activities.

Figure 2: Top Six Uses of Neighborhood Parks and Outdoor Recreational Areas²



² For this question, respondents were free to mention multiple responses; therefore, the percentages in the figure total more than 100 percent. The top six uses were determined from the overall survey results (across the 475 respondents) and are ordered accordingly in the figure.

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Below is an assessment of residents' top uses of neighborhood parks and outdoor recreational areas by sub-groups.

Greater Golden Hill

- Renters were more likely to use neighborhood parks and outdoor recreational areas for picnicking, sunbathing, reading, or relaxing outdoors and for playgrounds for children compared to home owners. Inversely, home owners were more likely to use the parks for running or outdoor exercises and for dog walking compared to renters.
- Hispanics or Latinos were more likely to utilize neighborhood parks and outdoor recreational areas for picnicking, sunbathing, reading, or relaxing outdoors and as playgrounds for children compared to Whites and residents who were categorized as an "Other" ethnicity.
- Males were more likely than females to use the neighborhood parks and outdoor recreational areas as playgrounds for children. Comparatively, females were more likely than males to use the parks for walking with and without a dog.
- Residents in the 45 to 54 year old age group were less likely than residents in the other age cohorts to utilize parks as playgrounds for children. However, this age group was the most likely to use parks for quiet times of reflection.

North Park

- Renters were more likely than home owners to use neighborhood parks and outdoor recreational areas for picnicking, sunbathing, reading, or relaxing outdoors.
- Residents with a household income below \$25,000 were more likely than residents with higher household incomes to use parks or open space for quiet times of reflection.
- Hispanics or Latinos were more likely than Whites or residents categorized as an "Other" ethnicity to use parks as playgrounds for children.
- Women were more likely than men to use the parks as playgrounds for children.
- Residents in the 18 to 24 year old age group were more likely than residents in older age cohorts to utilize parks for running or outdoor exercises.

Uptown

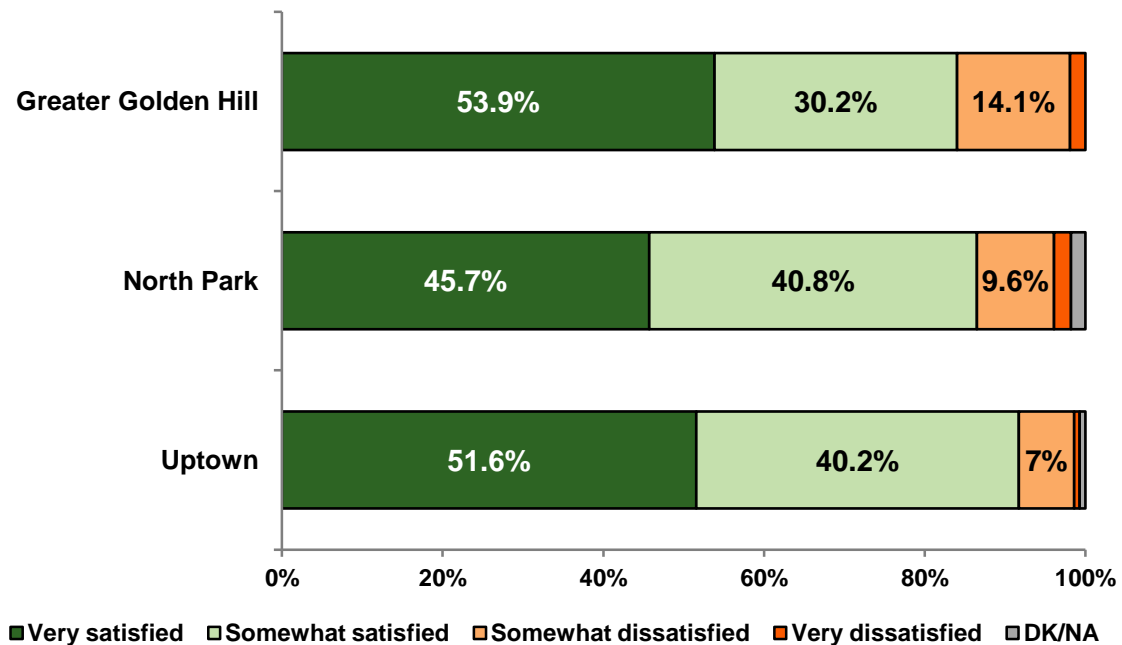
- Compared to home owners, renters were more likely to use the parks for running or outdoor exercises.
- Hispanics or Latinos were less likely to use parks for walking without a dog than Whites and residents categorized as an "Other" ethnicity.
- Residents in the 65 and older age group were less likely than residents in younger age cohorts to use the parks for running or outdoor exercises.

SATISFACTION WITH NEIGHBORHOOD PARKS AND OUTDOOR AREAS

Respondents who lived in a household that had visited a neighborhood park or outdoor recreational area in the last 12 months, approximately 90 percent of all respondents (89%), were asked their overall level of satisfaction with neighborhood parks and recreational areas provided by the City of San Diego.

Overall satisfaction (“Very satisfied” plus “Somewhat satisfied”) with neighborhood parks and outdoor recreational areas was high, exceeding 84 percent in each of the three community planning areas (92% Uptown, 87% North Park, and 84% Greater Golden Hill). Satisfaction was just under 90 percent (88%) when combined across all 475 respondents.

Figure 3: Satisfaction with Neighborhood Parks and Outdoor Recreational Areas



To follow is an assessment of resident satisfaction with the neighborhood parks and outdoor recreational areas by sub-groups.

Greater Golden Hill

- Active users of parks and recreation were more likely to be satisfied (“Very” plus “Somewhat satisfied”) than semi-active and inactive users of parks and recreation.

North Park

- Residents with a household income above \$75,000 were more likely than residents with lower household incomes to be satisfied.

Uptown

- Renters were more likely to be satisfied than home owners.

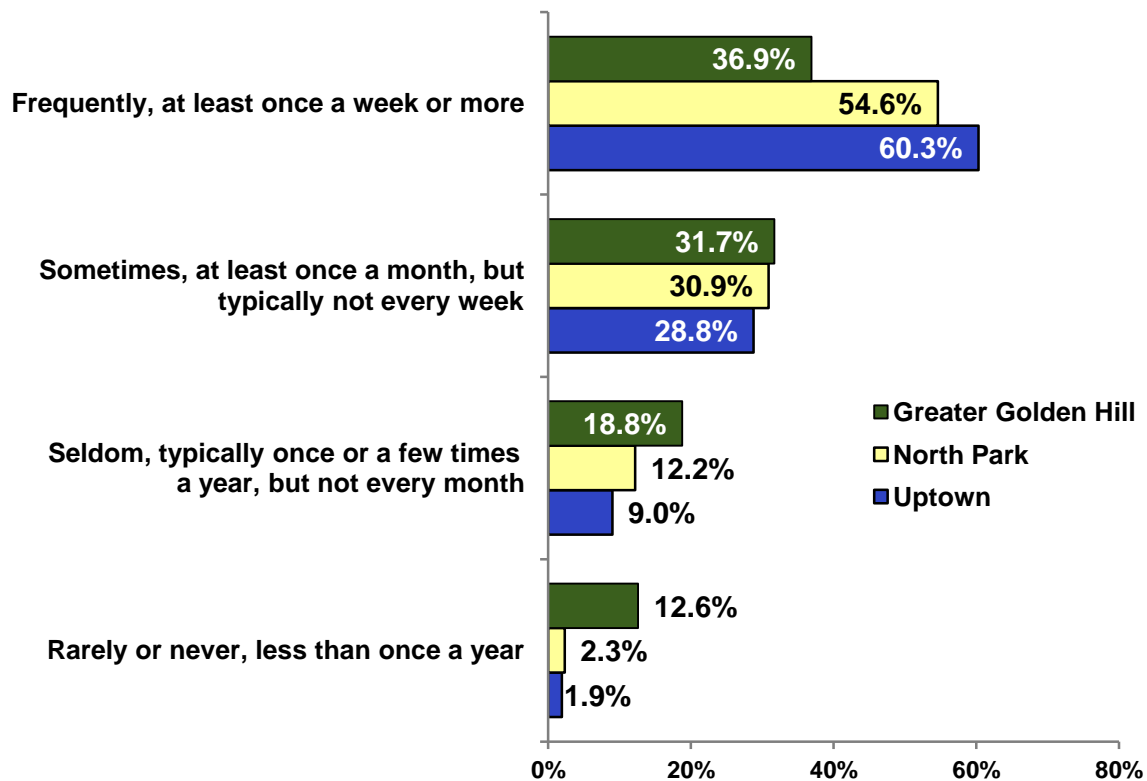


USE OF BALBOA PARK

Respondents were also asked how often they, or someone in their household, visited Balboa Park. Overall, 54 percent of the 475 survey respondents lived in a household that frequently visited (at least once a week or more) Balboa Park and an additional 30 percent sometimes visited the park (at least once a month, but typically not every week).

Balboa Park household usage varied among the three community planning areas. A majority of residents in both North Park and Uptown reported that they, or someone in their household, used the park at least once a week or more (60% Uptown and 55% North Park). In contrast, only 37 percent of Greater Golden Hill residents reported frequent use.

Figure 4: Visitation Levels for Balboa Park



To follow is an assessment of residents' frequency of visiting Balboa Park by sub-groups.

Greater Golden Hill

- Home owners were more likely than renters to frequently visit Balboa Park. Conversely, renters were more likely to seldom or rarely use Balboa Park compared to home owners.
- Whites were more likely to frequently use Balboa Park than Hispanics or Latinos.

North Park

- Renters were more likely than home owners to seldom or rarely use Balboa Park.
- Residents in the 35 to 44 year old age group were more likely than residents in the 45 to 54 year old age group to frequently visit Balboa Park.

Uptown

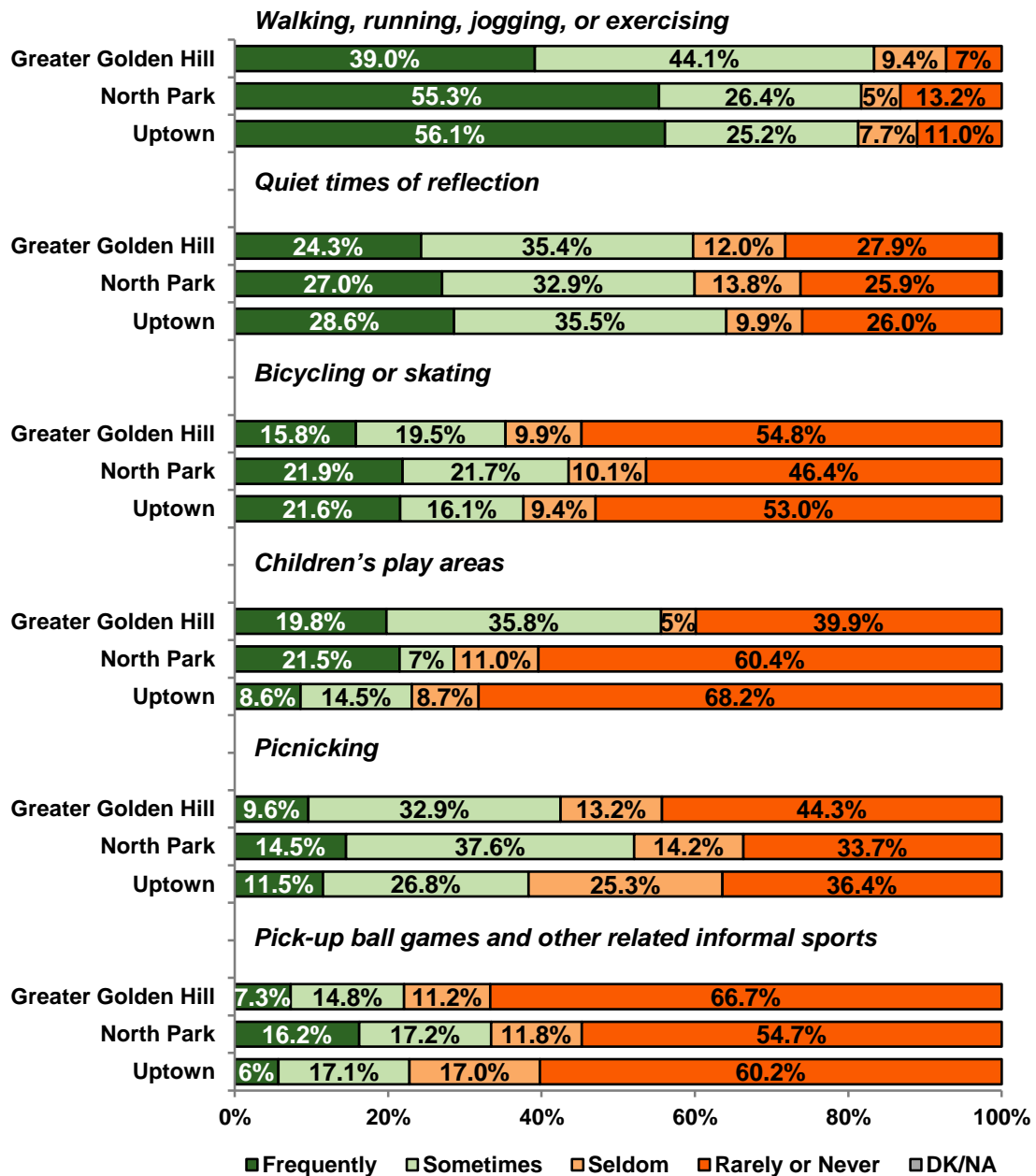
- Residents in the 55 to 64 year old age group were less likely than the other age groups to frequently use Balboa Park.
- Residents who lived in the community two years or less were more likely to frequently visit Balboa Park than residents who have lived there longer. Residents who have lived in their community 20 years or more were more likely to seldom or rarely use Balboa Park compared to residents who have lived there for a shorter period of time.



Balboa Park Activities

Residents were next asked how frequently their household utilized Balboa Park for six specific activities. Similar to residents' top uses of neighborhood parks and outdoor recreational areas, individual activities were reported with the highest frequency. Walking, running, jogging, or exercising were the most frequent activities among residents in each community planning area (56% Uptown, 55% North Park, and 39% Greater Golden Hill). Figure 5 provides a further breakdown of household activities in Balboa Park.

Figure 5: Balboa Park Activities



To follow is an assessment of residents' household activities in Balboa Park by sub-groups.

Greater Golden Hill

- Home owners were more likely to frequently walk, jog, or exercise at Balboa Park than renters.
- Whites were more likely to frequently walk, jog, or exercise at Balboa Park than Hispanics or Latinos.
- Females were more likely to frequently walk, jog, or exercise at Balboa Park than males.
- Home owners were more likely to frequently use Balboa Park for quiet times of reflection than to renters.
- Females were more likely to frequently use Balboa Park for quiet times of reflection than to males.

North Park

- Residents in the 45 to 54 year old age group were less likely than the other age groups to frequently use Balboa Park for walking, jogging, or exercising.
- Residents in the 45 to 54 year old age group were less likely than the other age groups to frequently use Balboa Park for quiet times of reflection.

All Three Communities

- In all three communities, residents who were classified as "Active users of parks and recreation" (variable derived from q5, q8, and q12) were more likely to frequently use Balboa Park for walking, jogging, or exercising compared to residents who were classified as "Semi-active users of parks and recreation" and "Inactive users of parks and recreation."
- In all three communities, residents who were classified as "Active users of parks and recreation" were more likely to frequently use Balboa Park for "quiet times of reflection" compared to residents who were classified as "Semi-active users of parks and recreation" and "Inactive users of parks and recreation."

PARKS AND RECREATION PRIORITIES AND OPINIONS ON FUTURE PROJECTS

NEIGHBORHOOD PARKS AND RECREATION PRIORITIES

Respondents were asked the importance of six different priorities for their neighborhood park and recreation resources. In general, residents placed a higher priority on improving and enhancing parks and trails over building or developing new facilities and infrastructures.

Residents in Greater Golden Hill and Uptown rated the improvement and enhancement of existing parks and recreation facilities as the most important (“Extremely important” plus “Important”) priority (77% Greater Golden Hill, 68% Uptown).

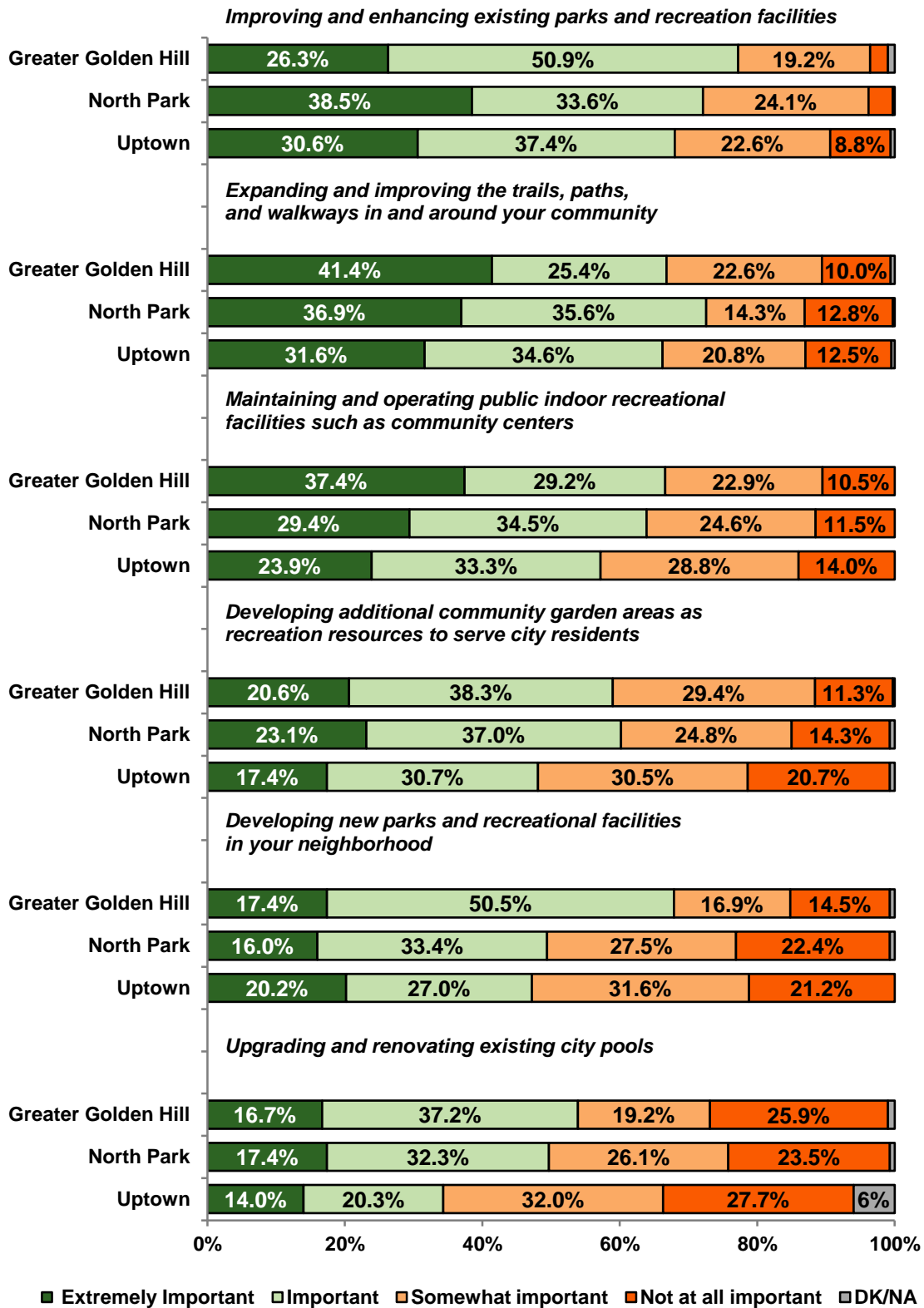
North Park residents placed a comparable level of overall importance (“Extremely important” plus “Important”) on expanding and improving the trails, paths, and walkways in and around their community (73%) and improving and enhancing existing park and recreation facilities (72%).

The development of new parks and recreational facilities in residents’ neighborhoods was only reported with high levels of importance in Greater Golden Hill (17% “Extremely important,” 51% “Important”).

Figure 6 provides a further breakdown of residents’ views on neighborhood parks and recreation priorities.



Figure 6: Neighborhood Parks and Recreation Priorities



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Below is an assessment of residents' views on neighborhood parks and recreation priorities by sub-groups.

Greater Golden Hill

- Active users of parks and recreation were more likely than semi-active or inactive users of parks and recreation to consider improving and enhancing parks and recreation facilities as an “Extremely important” priority.
- Residents who lived in the community five to nine years were more likely than residents who had lived in the community for shorter and longer periods to consider the development of new parks and recreational facilities in their neighborhood to be an “Important” priority.
- Residents with a household income below \$25,000 were less likely than residents with a higher household income to consider the development of new parks and recreational facilities in their neighborhood to be an “Important” priority.

North Park

- Residents in the 25 to 34 year old age group were more likely than residents in other age cohorts to consider improving and enhancing existing parks and recreation facilities as an “Extremely important” priority.
- Active users of parks and recreation were more likely than semi-active or inactive users of parks and recreation to consider improving and enhancing parks and recreation facilities as an “Extremely important” priority.
- Renters were more likely than home owners to consider expanding and improving the trails, paths, and walkways in and around the community to be an “Extremely important” priority.

Uptown

- Hispanics or Latinos were more likely than Whites and residents categorized as an “Other” ethnicity to consider improving and enhancing existing parks and recreation facilities to be an “Extremely important” priority.
- Renters were more likely than home owners to consider expanding and improving the trails, paths, and walkways in and around the community to be an “Extremely important” priority.
- Active users of parks and recreation were more likely than semi-active or inactive users of parks and recreation to consider expanding and improving the trails, paths, and walkways in and around the community to be an “Extremely important” priority.

FUTURE INVESTMENTS IN PARKS AND RECREATION FACILITIES

Respondents were next asked about nine possible areas of traditional investment in parks and recreational facilities and whether they should be a “High,” “Medium,” or “Low priority.”

The nine areas of potential investment included:

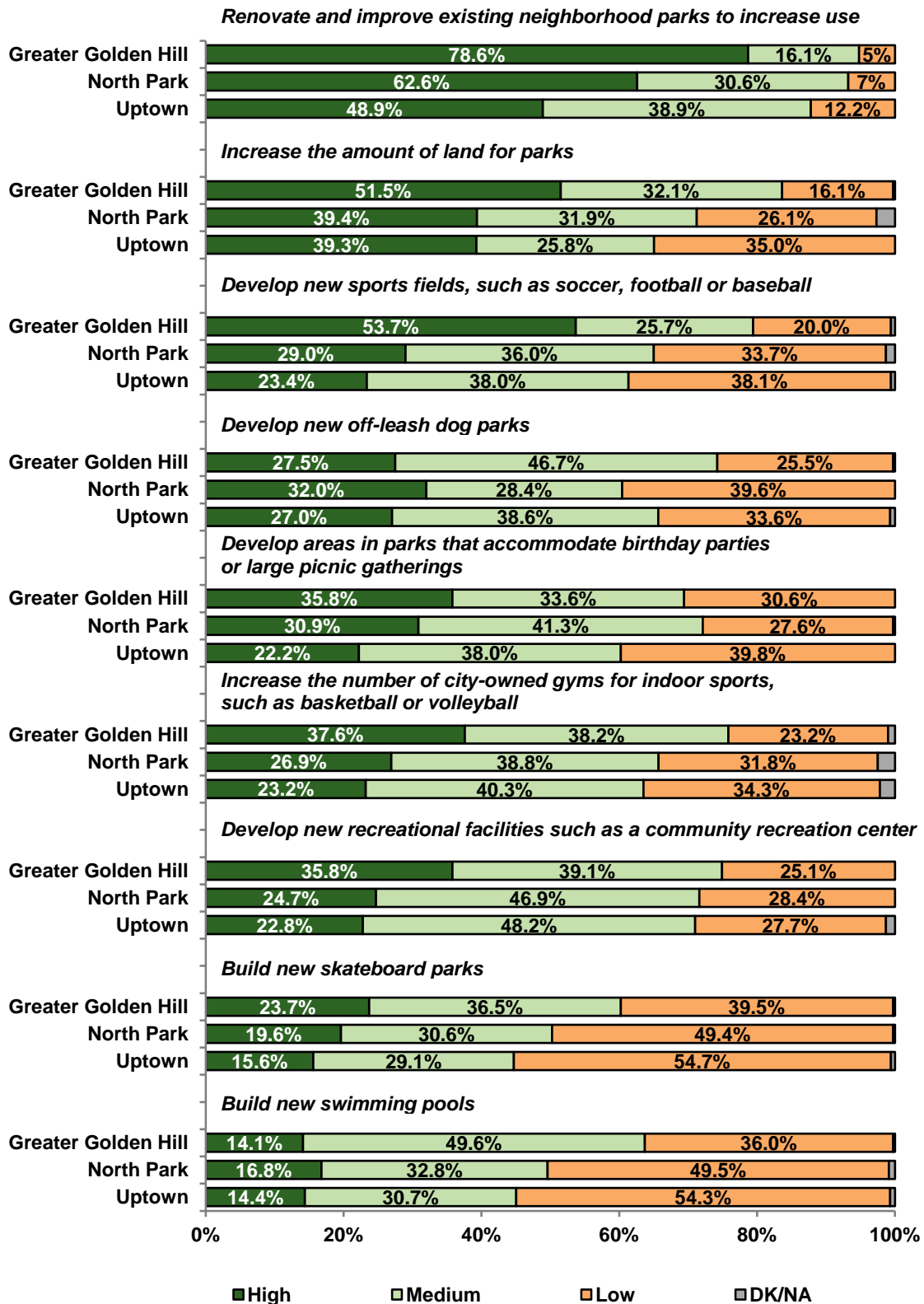
- Renovate and improve existing neighborhood parks to increase use;
- Increase the amount of land for parks;
- Develop new sports fields, such as soccer, football, or baseball;
- Develop new off-leash dog parks;
- Develop areas in parks that accommodate birthday parties or large picnic gatherings;
- Increase the number of city-owned gyms for indoor sports, such as basketball or volleyball;
- Develop new recreational facilities such as a community recreation center;
- Build new skateboard parks;
- Build new swimming pools.

Over three-quarters of Greater Golden Hill residents (79%) considered the renovation and improvement of neighborhood parks to increase use a “High priority” for future facilities investment. Similarly, a majority of North Park (63%) and almost half of Uptown residents (49%) reported that renovating and improving existing parks was a “High priority.”

The majority of residents in Greater Golden Hill also considered developing new sports fields (54%) and increasing the amount of land for parks (52%) a “High priority.”

Figure 7 provides a further breakdown of residents’ views on investment priorities for future parks and recreation facilities.

Figure 7: Investment Priorities for Future Parks and Recreation Facilities



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Below is an assessment of resident views on investment priorities for future parks and recreation facilities by sub-groups.

Greater Golden Hill

- Hispanics or Latinos were more likely than Whites and residents categorized as “Other” to consider the renovation and improvement of neighborhood parks a “High priority.”
- Residents with a household income in the range of \$25,000 to \$50,000 were more likely than residents in the other household income ranges to view increasing the amount of land for parks as a “High priority.”
- Whites were more likely than Hispanics or Latinos and residents categorized as “Other” to consider building new swimming pools a “Low priority.”
- Males were more likely than females to consider building new swimming pools a “Low priority.”
- Whites were more likely than Hispanics or Latinos and residents categorized as “Other” to rate building new skateboard parks as a “Low priority.”

North Park

- Residents in the 35 to 44 year old age group were more likely than the other age groups to consider the renovation and improvement of neighborhood parks a “High priority.”
- Active users of parks and recreation were more likely than semi-active and inactive users of parks and recreation to view increasing the amount of land for parks as a “High priority.”
- Whites were more likely than Hispanics or Latinos and residents categorized as “Other” to consider building new swimming pools a “Low priority.”
- Residents living in the community for 20 years or more were more likely than residents living there for a shorter period to rate building a new skateboard park as a “Low priority.”

Uptown

- Whites were more likely than Hispanics or Latinos and residents categorized as “Other” to view the renovation and improvement of neighborhood parks as a “High priority.”
- Males were more likely than females to consider building new swimming pools a “Low priority.”
- Home owners were more likely than renters to rate building new skateboard parks as a “Low priority.”

ALTERNATIVE PARKS AND RECREATION FACILITY DEVELOPMENT

After respondents provided feedback on investments in traditional park and recreational facilities, they were asked about potential investments in eight alternative parks and recreational facilities. As background, the introduction to the question described alternative park and recreational spaces and facilities as those that may be developed in areas where there is little to no space for traditional parks or open spaces.

Like the previous question with traditional park and recreational investments, respondents were asked if the alternative investments should be a “High,” “Medium,” or “Low priority.”

The eight areas of potential investment included:

- Improving school grounds so they can be better used by residents for recreational activities;
- Small parks or trails that connect to existing parks including Balboa park;
- Public facilities that have multiple uses including children's play area, as well as multi-purpose fields and courts;
- Parks developed on unused streets that no longer have vehicles on them;
- Plazas and gathering areas;
- Roof-top parks³;
- Narrowing wide streets to provide linear parks along the streets;
- Parks in private developments with some public access.

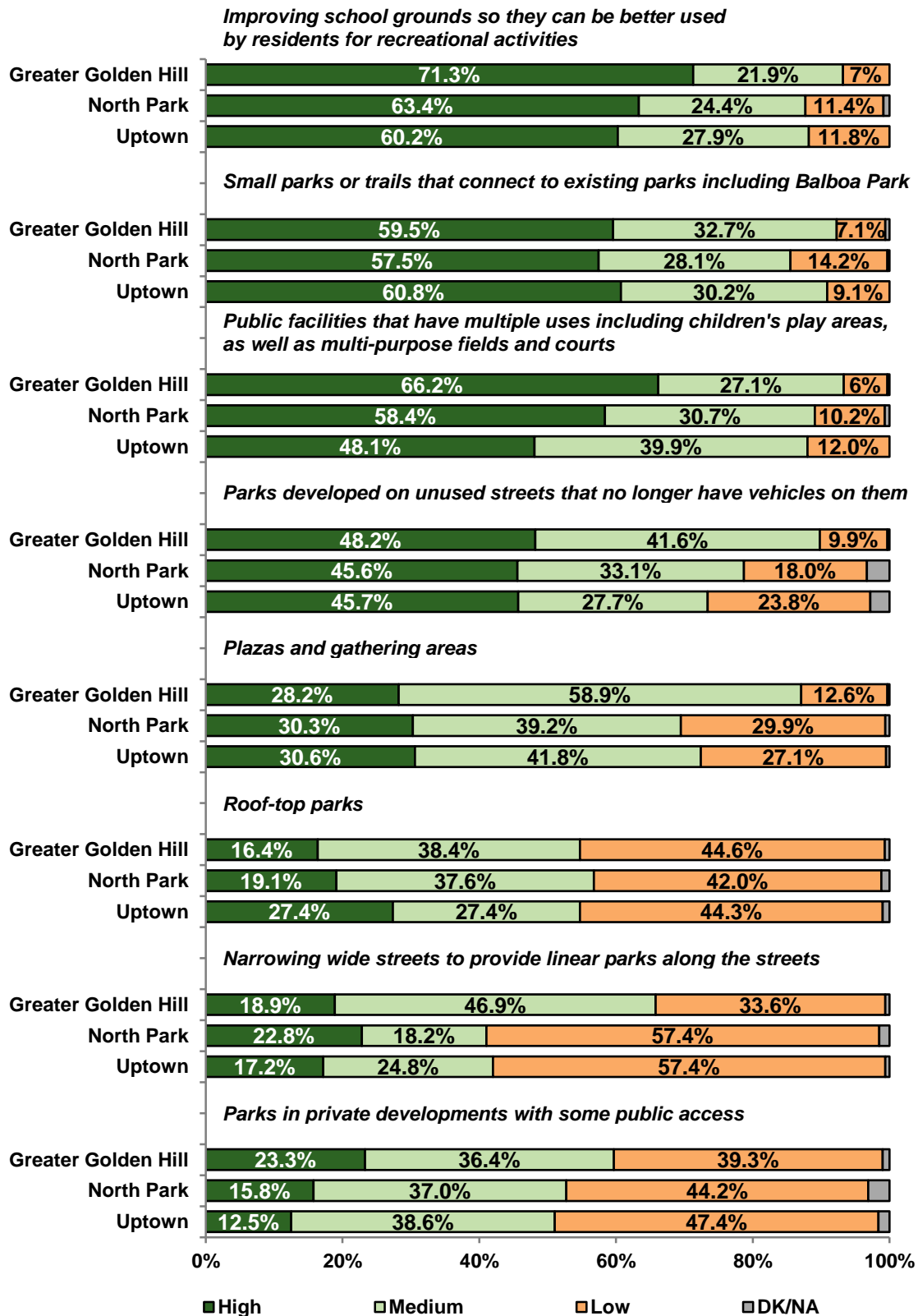
Over two-thirds of Greater Golden Hill residents (71%) considered improving school grounds so they can be better used by residents for recreational activities as the highest priority for investment among the eight alternative parks and recreations facilities tested. Similarly, a majority of North Park residents (63%) reported improving school grounds as their highest priority.

Uptown residents reported a comparable percentage for investing in small parks or trails that connect to existing parks including Balboa Park (60.8%) and improving school grounds (60.2%) as their highest priority for investment in alternative parks and recreation. Figure 8 provides a further breakdown on the residents' views on investment priorities for alternative parks and recreation facilities.

Please note that respondents in survey research are more likely to respond positively or in this case, place a higher priority on items or issues that they have a greater understanding and familiarity with. Some of the alternative investments tested in this section may have a lower prioritization because respondents were generally less aware and/or familiar with these relatively new park and recreation investment options.

³ Respondents were given a brief description of roof-top parks if they were not familiar with the term.

Figure 8: Investment Priorities for Alternative Parks and Recreation Facilities



The City of San Diego

To follow is an assessment of resident views on investment priorities for alternative parks and recreation facilities by sub-groups.

Greater Golden Hill

- Hispanics or Latinos were more likely than Whites and residents categorized as “Other” to consider improving school grounds so they can be better used by residents for recreational activities as a “High priority.”
- Females were more likely than males to view improving school grounds so they can be better used by residents for recreational activities as a “High priority.”
- Renters were more likely than home owners to rate public facilities that have multiple uses including children’s play areas, as well as multi-purpose fields and courts as a “High priority.”
- Hispanics or Latinos were more likely than Whites and residents categorized as “Other” to consider public facilities that have multiple uses including children’s play areas, as well as multi-purpose fields and courts a “High priority.”

North Park

- Hispanics or Latinos were more likely than Whites and residents categorized as “Other” to view improving school grounds so they can be better used by residents for recreational activities as a “High priority.”
- Females were more likely than males to consider improving school grounds so they can be better used by residents for recreational activities a “High priority.”
- Hispanics or Latinos were more likely than Whites and residents categorized as “Other” to rate public facilities that have multiple uses including children’s play areas, as well as multi-purpose fields and courts as a “High priority.”
- Active users of parks and recreation were more likely than semi-active and inactive users of parks and recreation to consider public facilities that have multiple uses including children’s play areas, multi-purpose fields, and courts a “High priority.”

Uptown

- Renters were more likely than home owners to view small parks or trails that connect to existing parks including Balboa Park as a “High priority.”
- Hispanics or Latinos were more likely than Whites and residents categorized as “Other” to consider improving school grounds so they can be better used by residents for recreational activities a “High priority.”

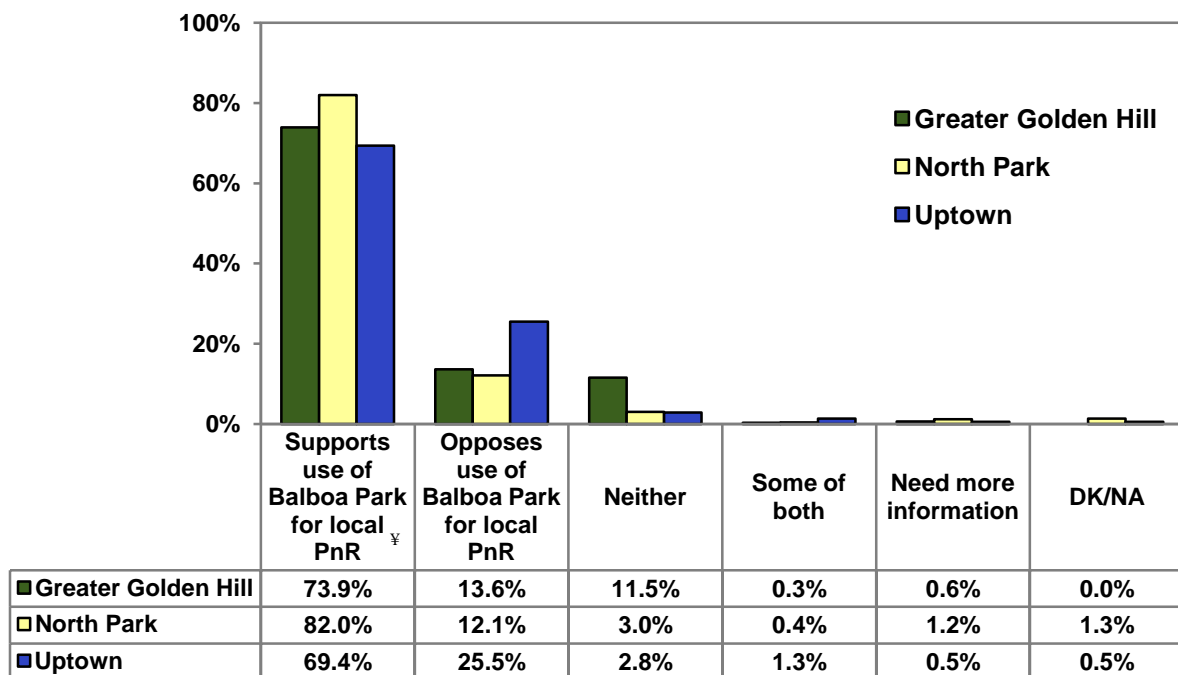
USE OF BALBOA PARK FOR LOCAL PARKS AND RECREATION NEEDS

Respondents were next presented with the opinions of two neighbors who live near Balboa Park and who disagree about whether Balboa Park should be used for the local community's recreational park needs.

- Neighbor One believes that Balboa Park should not only be used as a regional park with museums and a zoo but could also accommodate facilities that serve the park and recreation needs of the neighboring communities. Neighbor One believes that Balboa Park is an important resource that can be used for more than just museums and zoos.
- Neighbor Two believes that the communities near Balboa Park should provide their own community parks and recreational facilities and not depend on Balboa Park for these resources. Neighbor two believes that we should not depend on Balboa Park for our community park and recreation needs.

After being read the opinions of the two neighbors, respondents were asked which opinion was closest to their own. An overwhelming majority of residents in all three communities agreed with Neighbor One and supported using Balboa Park for local communities' parks and recreation needs (82% North Park, 74% Greater Golden Hill, 69% Uptown).

Figure 9: Use of Balboa Park for Local Parks and Recreation



[‡] Due to space constraints the phrase "Park and recreation needs" is presented as "PnR" in this chart.

To follow is an assessment of resident views on using Balboa Park for local parks and recreation by sub-groups.

Greater Golden Hill

- Renters were more likely than home owners to support the use of Balboa Park for local communities' parks and recreation needs.
- Semi-active users of parks and recreation were more likely than active and inactive users of parks and recreation to support the use of Balboa Park for local communities' parks and recreation needs.

North Park

- Residents in the 35 to 44 year old age group were more likely than residents in other age cohorts to support the use of Balboa Park for local communities' parks and recreation needs.
- Frequent users of Balboa Park were more likely than residents who used it less or not at all to support the use of the park for local parks and recreation needs.

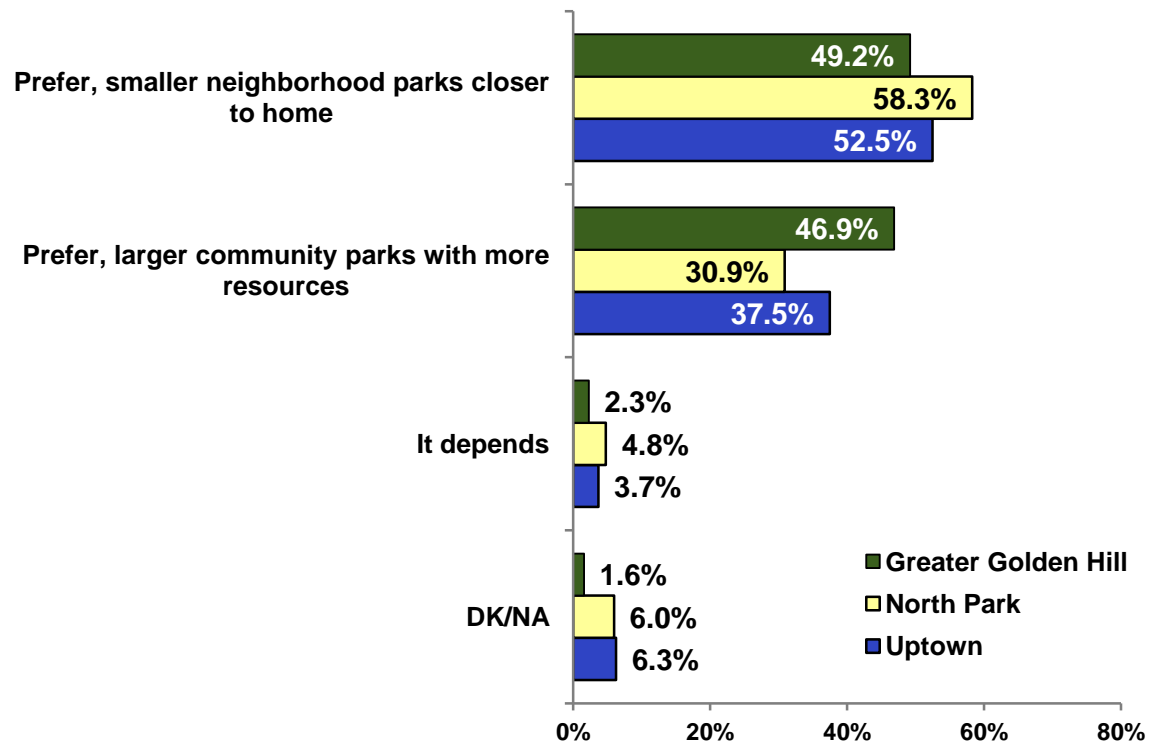
Uptown

- Males were more likely than females to support the use of Balboa Park for local communities' parks and recreation needs.
- Residents who seldom or rarely visited Balboa Park were less likely than residents who used it more often to support the use of the park for local communities' parks and recreation needs.

NEIGHBORHOOD PARKS PREFERENCE (LARGER PARKS VS. SMALLER PARKS)

When asked whether they would generally prefer fewer, larger community parks with more recreational resources or more neighborhood parks that are smaller with less recreational resources but closer to their home, a majority of residents in both North Park (58%) and Uptown (53%) preferred smaller neighborhood parks closer to home. In contrast, residents in Greater Golden Hill were evenly split in their preference (49% smaller parks closer to home, 47% larger community parks with more resources).

Figure 10: Neighborhood Park Preference (Larger Parks vs. Smaller Parks)



To follow is an assessment of residents' neighborhood parks preference by sub-groups.

Greater Golden Hill

- Residents who lived in their community five to nine years were more likely than residents who had lived in their community for shorter and longer periods to prefer larger community parks with more resources.

North Park

- Semi-active users of parks and recreation were more likely than active and inactive users of parks and recreation to prefer smaller neighborhood parks closer to their home.

Uptown

- Women were more likely than men to prefer smaller neighborhood parks closer to home, whereas men were more likely than women to prefer larger neighborhood parks with more resources.



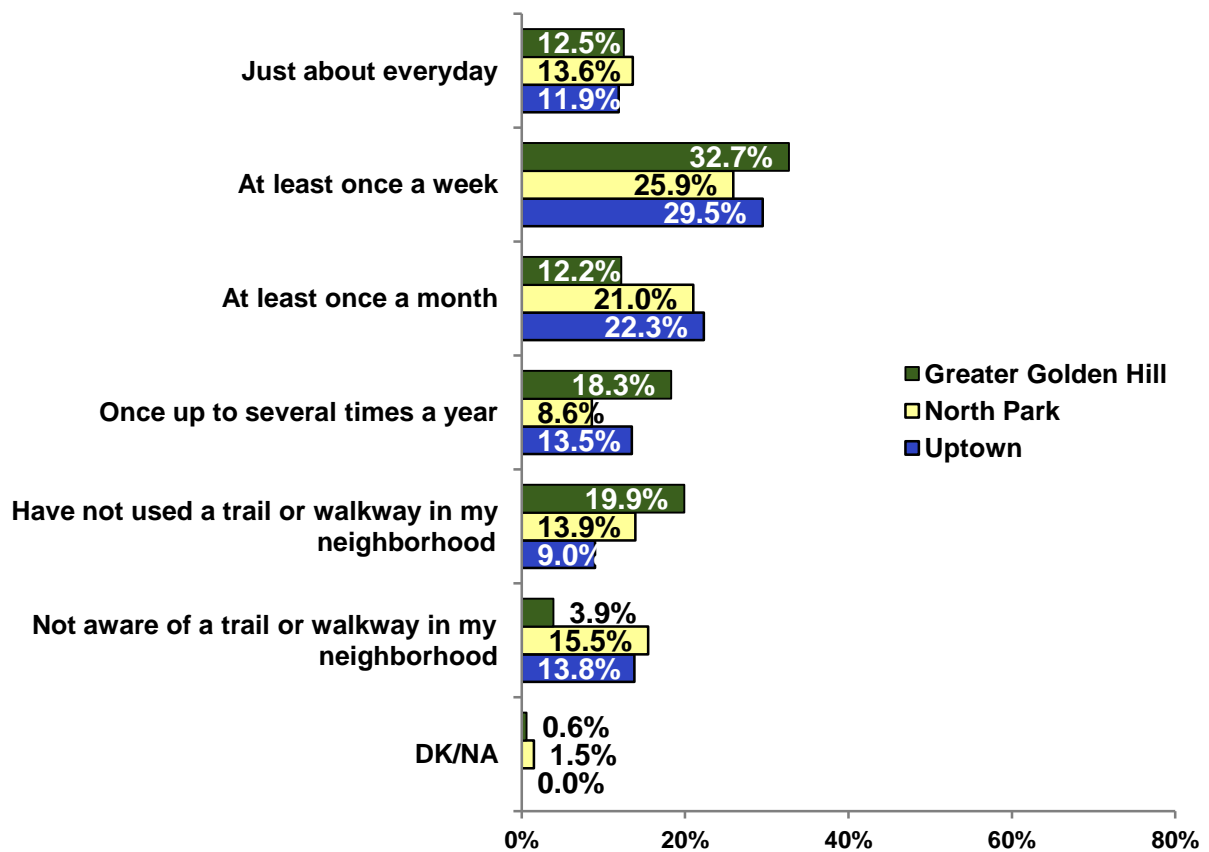
TRAILS AND WALKWAYS

USE OF NEIGHBORHOOD TRAILS AND WALKWAYS

Overall, 73 percent of the 475 respondents lived in a household that used the trails or walkways in their neighborhood for general exercise and recreation or to get to other parks and recreation facilities in the last 12 months (77% Uptown, 76% Greater Golden Hill, 69% North Park).

Daily use of neighborhood trails and walkways was low in each of the three community planning areas. However, a majority of residents in the three communities did report using trails and walkways once a month or more (64% Uptown, 61% North Park, 57% Greater Golden Hill).

Figure 11: Neighborhood Trail and Walkway Use



To follow is an assessment of residents' household use of neighborhood trails and walkways by sub-groups.

Greater Golden Hill

- Home owners were more likely than renters to be daily users of neighborhood trails and walkways.
- Residents with a household income below \$25,000 were more likely than residents with a higher household income to use neighborhood trails and walkways at least once a month.
- Residents in the 18 to 24 year old age group were more likely than residents in older age cohorts to use neighborhood trails and walkways at least once a month.

North Park

- Women were more likely than men to not be aware of trails and walkways in their neighborhood.

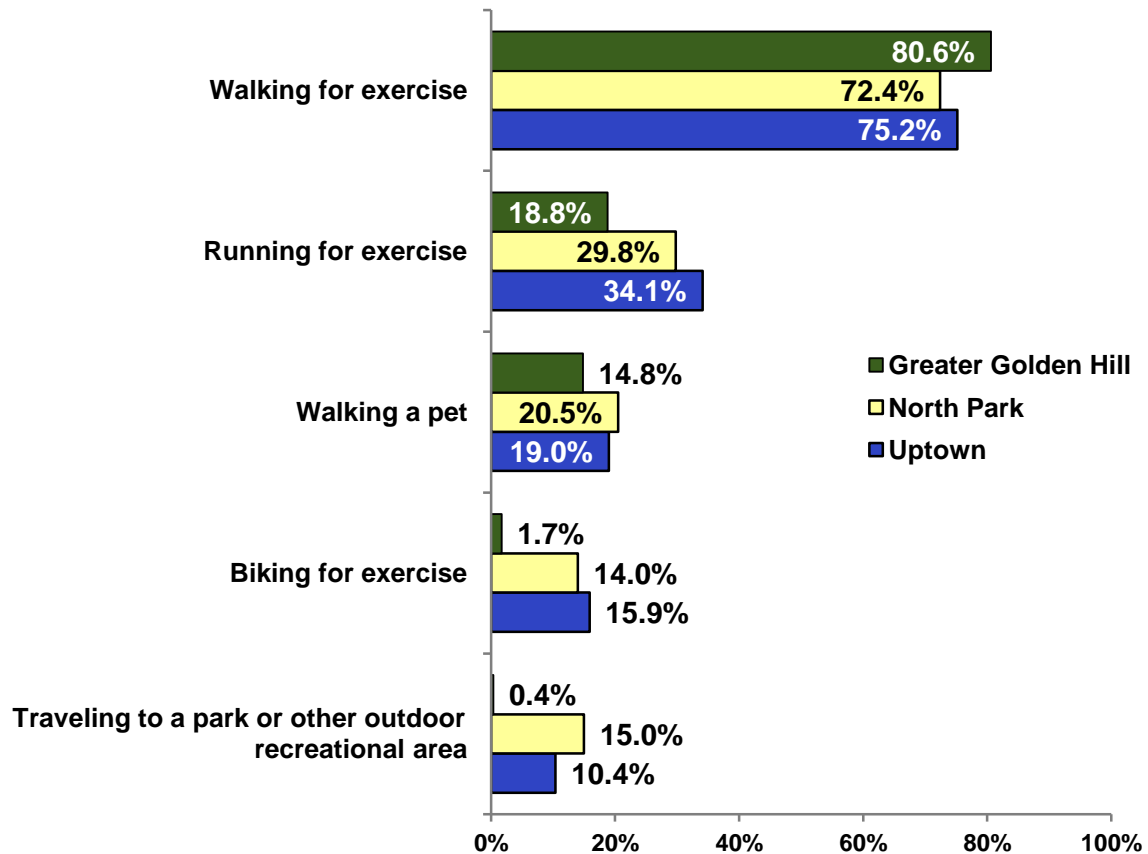
Uptown

- Females were more likely than males to not be aware of trails and walkways in their neighborhood.

Top Uses of Neighborhood Trails and Walkways

Residents reporting that they lived in a household that had used neighborhood trails and walkways at least once in the past year were given a follow up, open-ended question to detail their household's top uses. As expected, an overwhelming majority of residents in all three communities reported walking for exercise as their top use of neighborhood trails and walkways.

Figure 12: Top Five Uses of Neighborhood Trails and Walkways⁴



⁴ For this question, respondents were free to mention multiple responses; therefore, the percentages in the figure total more than 100 percent. The top five uses were determined from the overall survey results (across the 475 respondents) and are ordered accordingly in the figure.

To follow is an assessment of residents' top uses of neighborhood trails and walkways by sub-groups.

Greater Golden Hill

- Home owners were more likely than renters to use neighborhood trails and walkways for walking a pet.
- Males were more likely than females to use neighborhood trails and walkways for running.
- Residents in the 18 to 24 year old age group were less likely than older age groups to use neighborhood trails and walkways for walking.

North Park

- Residents 55 years and older were more likely than residents in younger age cohorts to use neighborhood trails and walkways for walking.

Uptown

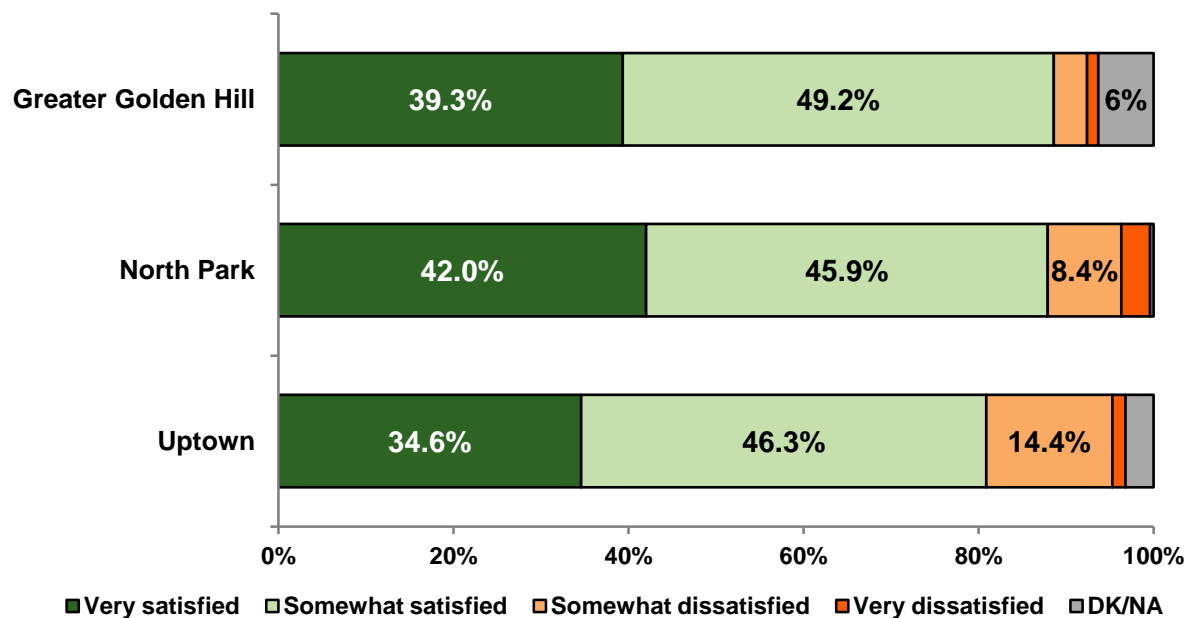
- Renters were more likely than home owners to use neighborhood trails and walkways for running.
- Hispanics or Latinos were more likely than Whites and residents categorized as an "Other" ethnicity to use neighborhood trails and walkways for running.

SATISFACTION WITH NEIGHBORHOOD TRAILS AND WALKWAYS

Respondents who lived in a household that had utilized the trails or walkways in their neighborhood in the last 12 months, 73 percent of all respondents, were asked their overall level of satisfaction with neighborhood trails and walkways provided by the City.

Overall satisfaction (“Very satisfied” plus “Somewhat satisfied”) with neighborhood trails and walkways was high, exceeding 80 percent in each of the three community planning areas (89% Greater Golden Hill, 88% North Park, and 81% Uptown). Satisfaction was 85 percent across all 475 respondents.

Figure 13: Satisfaction with Neighborhood Trails and Walkways



To follow is an assessment of residents’ satisfaction with neighborhood trails and walkways by sub-groups.

Greater Golden Hill

- Active users of parks and recreation were more likely than semi-active and inactive users of parks and recreation to be “Very satisfied” with neighborhood trails and walkways.

North Park

- Women were more likely than men to be dissatisfied with neighborhood walkways and trails.

Uptown

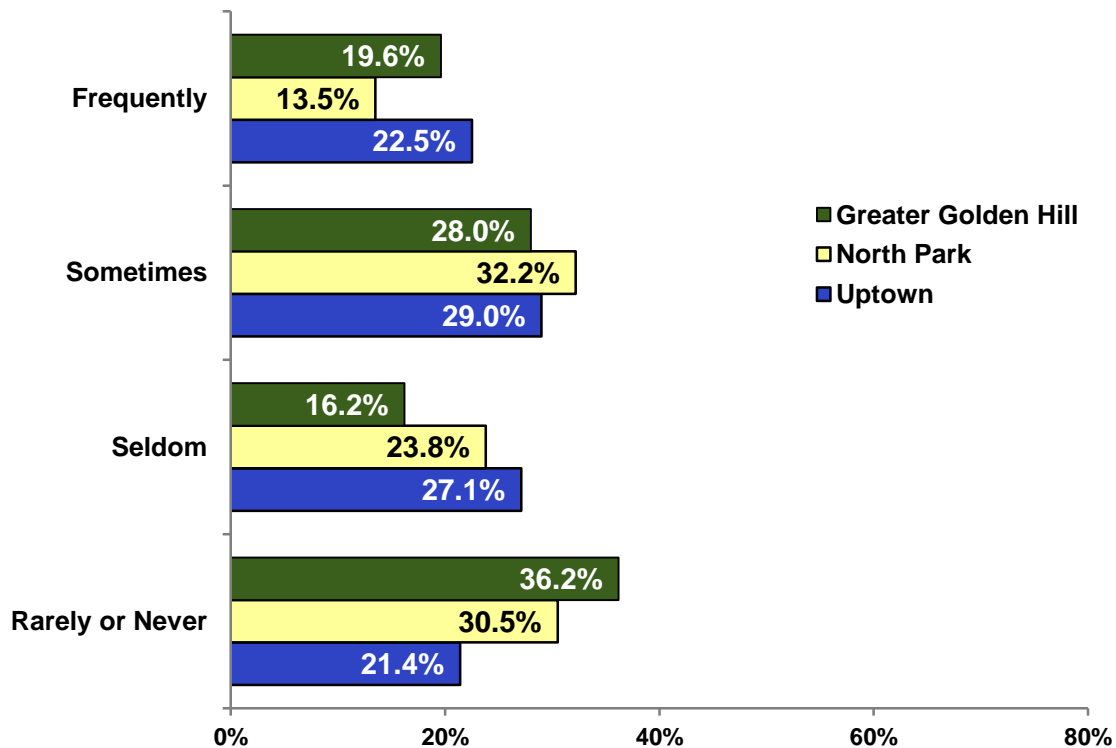
- Whites were more likely than Hispanics or Latinos to be “Very satisfied” with neighborhood trails and walkways.

USE OF TRAILS AND WALKWAYS NOT IN LOCAL NEIGHBORHOOD

Residents who lived in a household that used neighborhood trails and walkways were also asked how often they used trails or walkways for general exercise and recreation that were not in their neighborhood.

The majority of residents in Uptown (52%) and close to the majority in Greater Golden Hill (48%) and North Park (46%) reported using trails and walkways outside of their neighborhoods either “Frequently” or “Sometimes.”

Figure 14: Use of Trails and Walkways Not in Local Neighborhood



To follow is an assessment of residents' household use of trails and walkways *not* in their neighborhood by sub-groups.

Greater Golden Hill

- Residents who have lived in the community two years or less were more likely than residents who have lived there longer to rarely or never use trails and walkways outside their local neighborhood.
- Home owners were more likely than renters to frequently use trails and walkways outside their local neighborhood. Comparatively, renters were more likely than home owners to rarely or never use them.

North Park

- Residents who have lived in the community three to four years were more likely than residents who have lived there shorter and longer periods to rarely or never use trails and walkways outside their neighborhood.

Uptown

- Home owners were more likely than renters to seldom use trails and walkways outside their neighborhood.

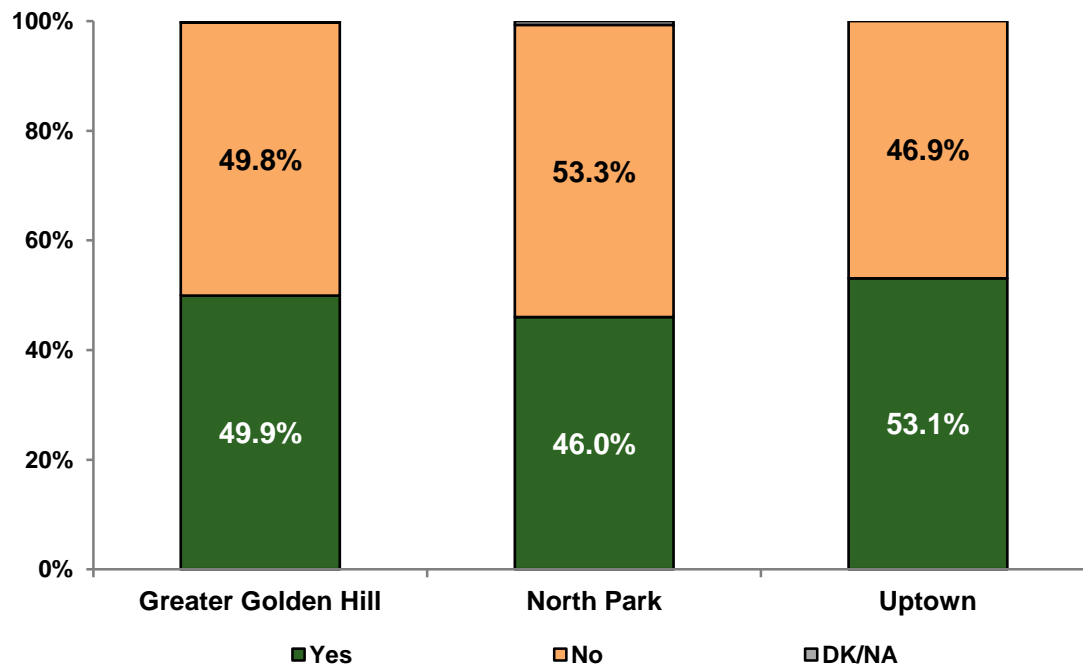
INDOOR RECREATION

In addition to assessing outdoor recreation, the survey asked residents about their household use of indoor recreational activities, such as exercising in a gym or playing sports like basketball indoors.

PARTICIPATION IN INDOOR RECREATION

Within the last 12 months, household participation in indoor recreation was 49 percent overall (across all 475 respondents). Similarly, there was almost an even split in each of the three communities with regard to residents, or a member of their household, participating in indoor recreational activities within the past year (participation: 53% Uptown, 50% Greater Golden Hill, 46% North Park).

Figure 15: Participation in Indoor Recreational Activities

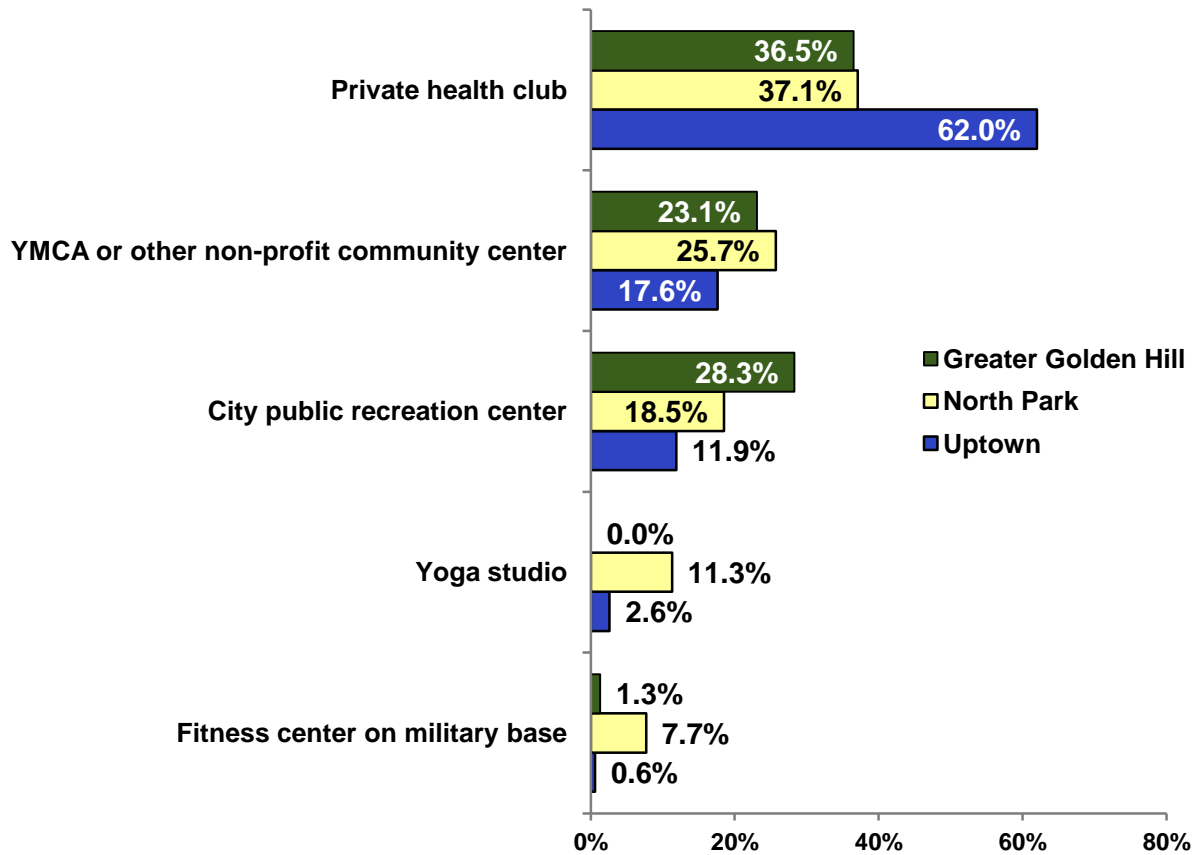


Top Locations for Indoor Recreation

Residents who lived in a household that had participated in indoor recreational activities in the past year were next asked where they typically participated in those activities.

Although private health clubs were cited the most by residents in all three communities, Uptown residents were the most likely to have utilized them for indoor recreation (62% Uptown, 37% North Park, 37% Greater Golden Hill).

Figure 16: Top Five Locations for Indoor Recreation⁵

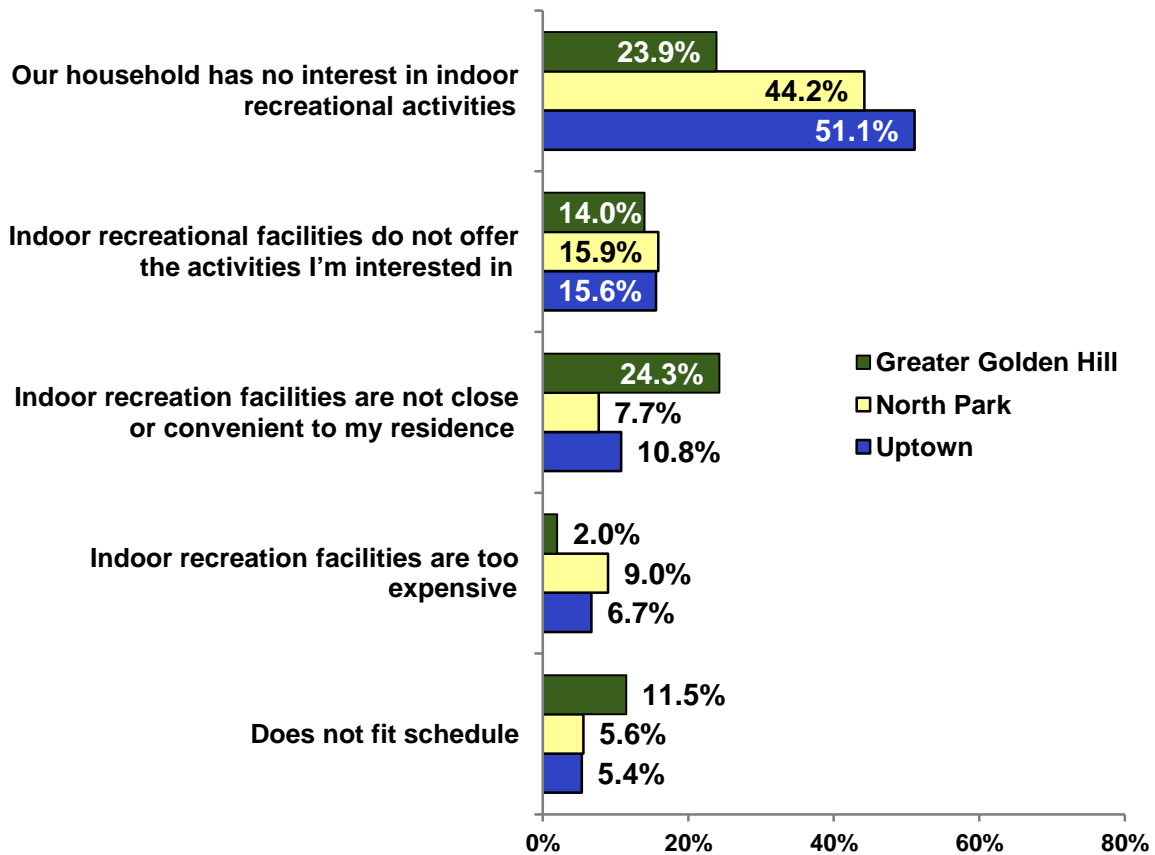


⁵ For this question, respondents were free to mention multiple responses; therefore, the percentages in the figure total more than 100 percent. The top five uses were determined from the overall survey results (across the 475 respondents) and are ordered accordingly in the figure.

REASONS FOR NOT PARTICIPATING IN INDOOR RECREATION

Residents in North Park and Uptown who reported not participating in indoor recreational facilities in the past year indicated that their household had no interest in indoor recreational activities as the main reason for not participating in them (51% Uptown, 44% North Park). While also reporting their household had no interest in indoor recreational activities (24%), an equal percentage of Greater Golden Hill residents indicated that indoor recreation facilities were not close or convenient to their residences.

Figure 17: Top Five Reasons for Not Participating in Indoor Recreation



DEMOGRAPHICS

The following charts illustrate the demographic profile of the survey respondents.

Figure 18: Years of Residence in their Community

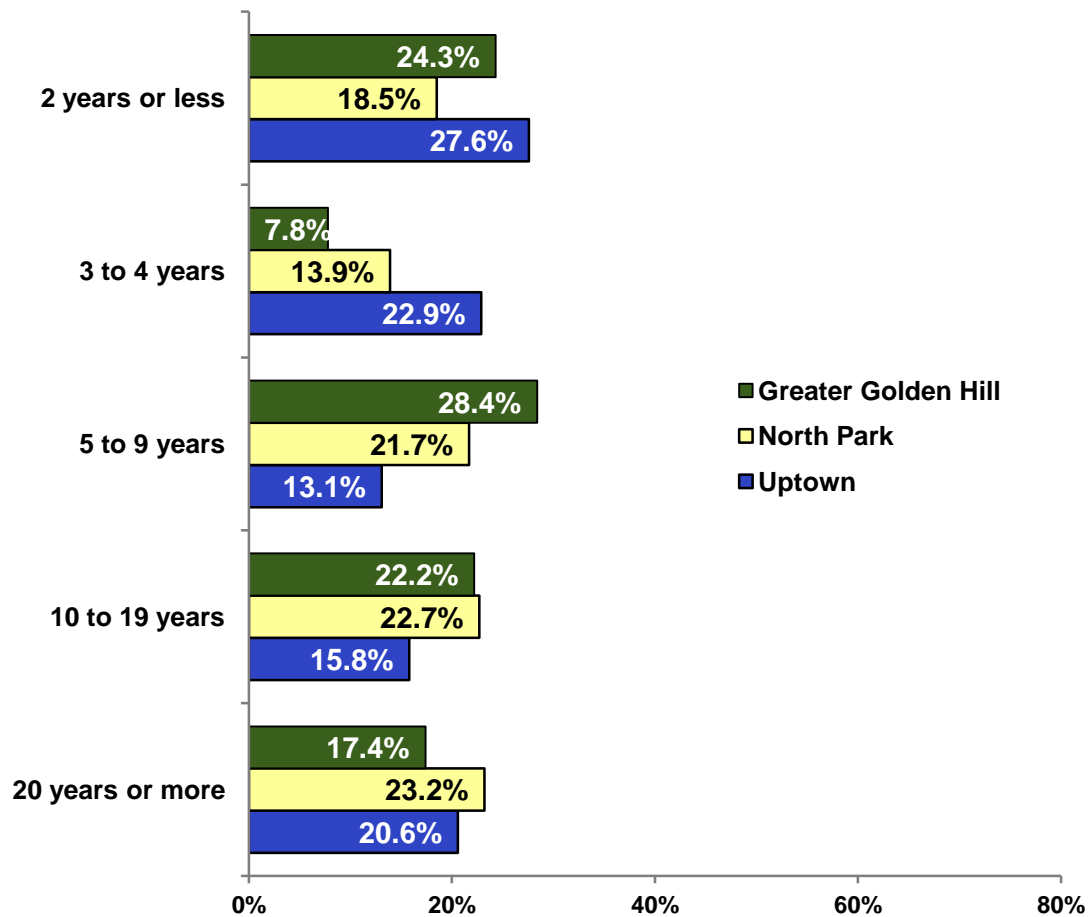


Figure 19: Home Ownership

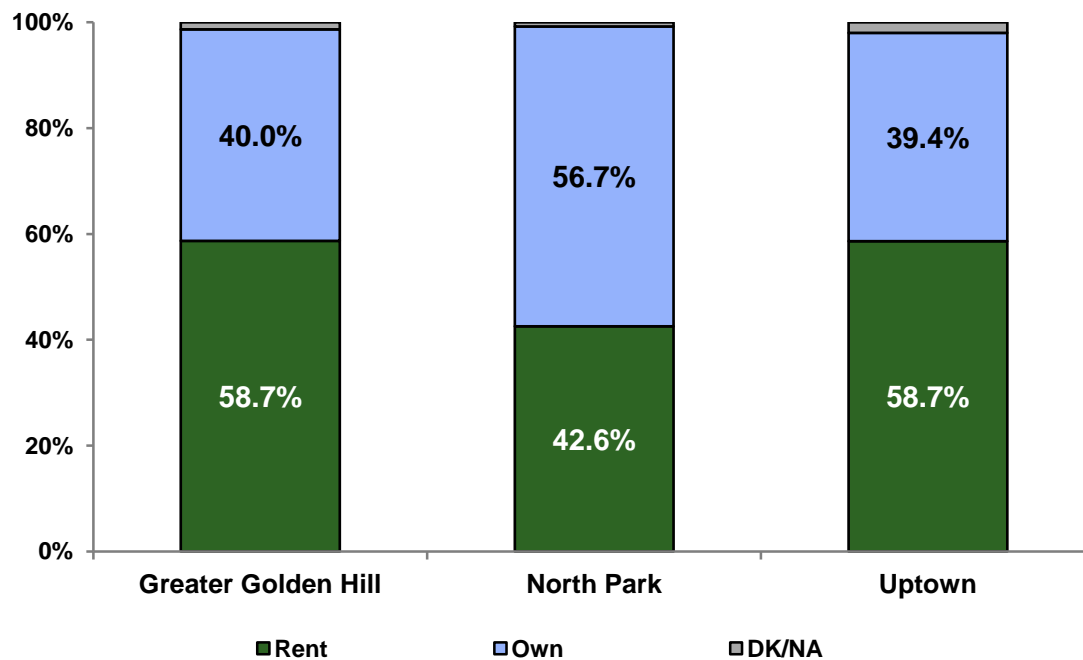


Figure 20: Age

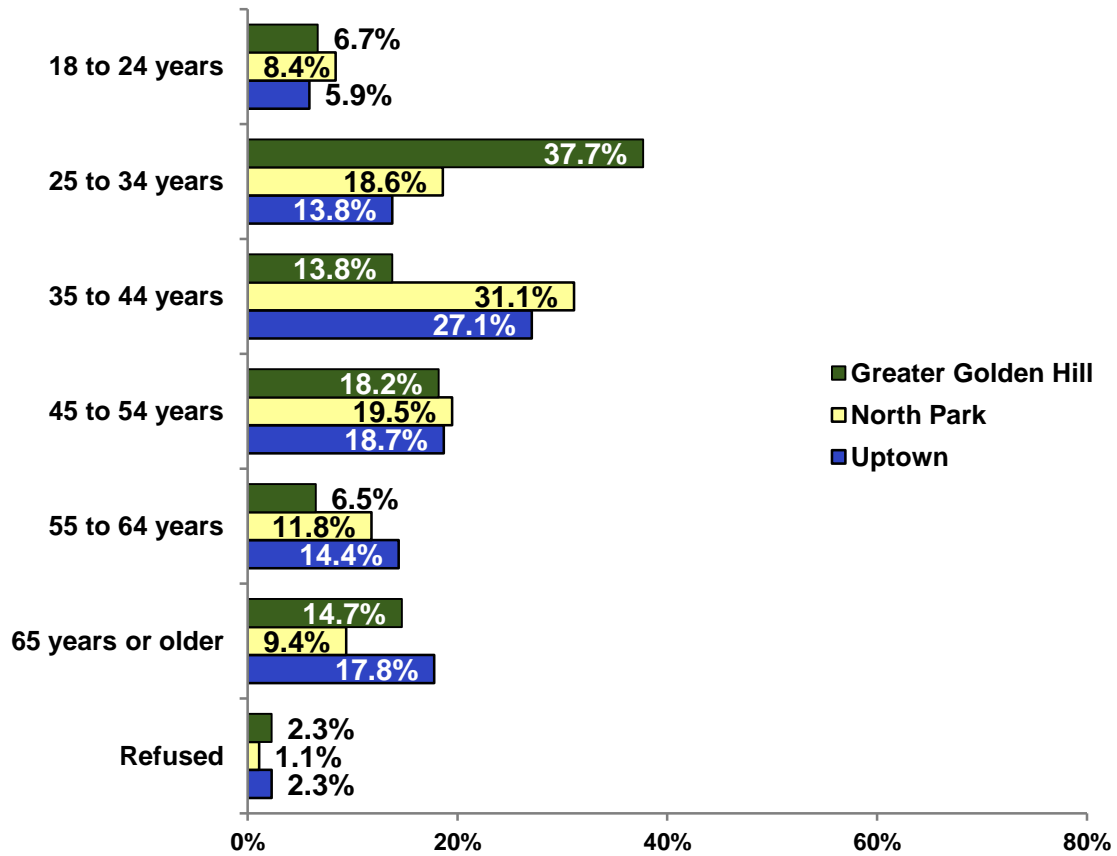


Figure 21: Ethnicity

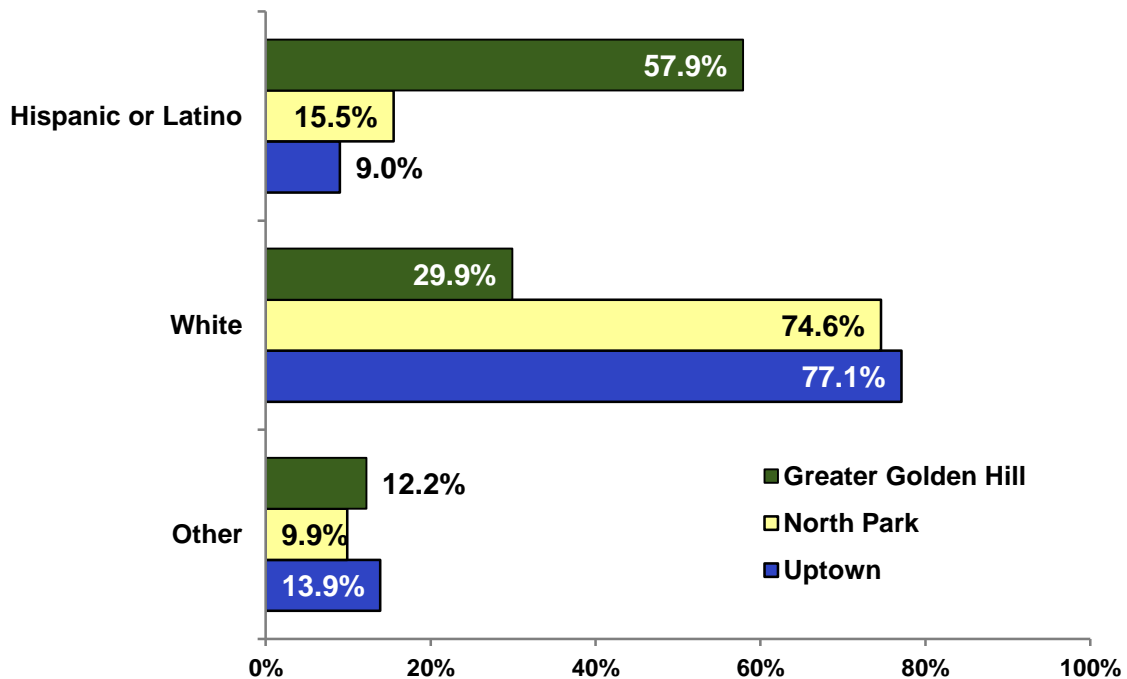


Figure 22: Household Income

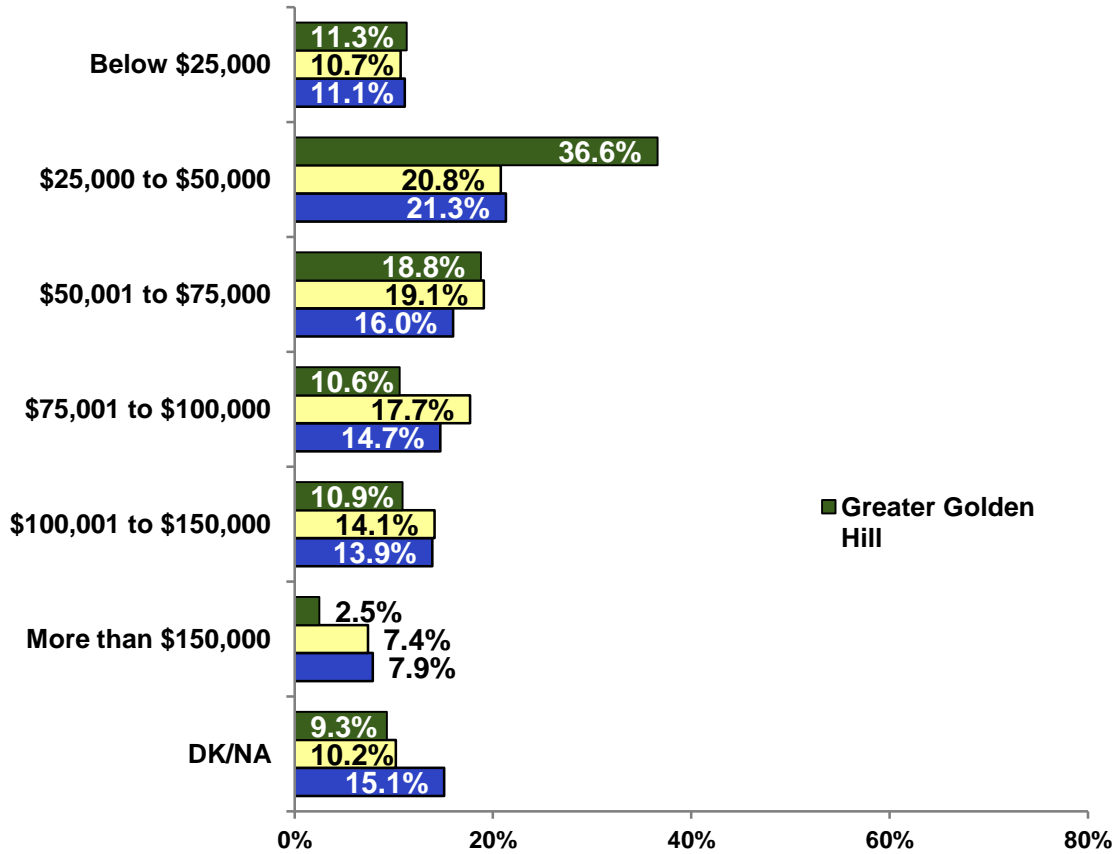
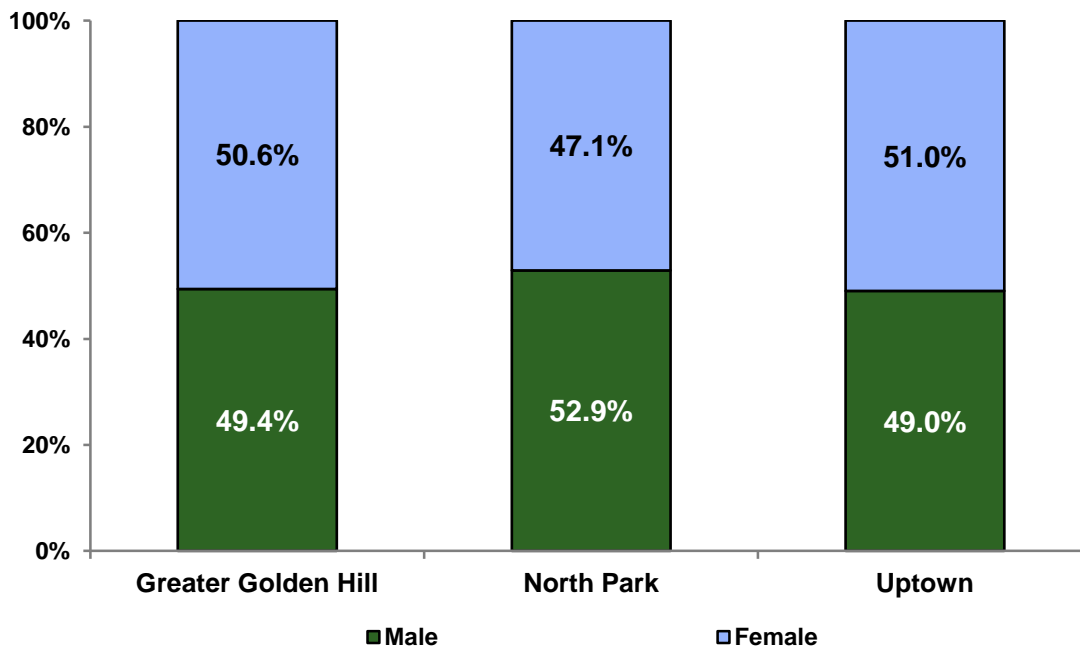


Figure 23: Gender



METHODOLOGY

The table below provides an overview of the methodology utilized for the project.

Table 3: Overview of Project Methodology

Method	Telephone Survey
Universe	82,884 Residents 18 Years and Older within the Three Community Planning Areas of Greater Golden Hill, North Park, and Uptown
Number of Respondents	475 Residents Completed a Survey (175 in North Park and Uptown and 125 in Greater Golden Hill)
Average Length	14 minutes
Field Dates	March 3 – 19, 2011
Margin of Error	The margin of error for questions answered by all 475 respondents was +/- 4.48% (95% level of confidence)

RESEARCH OBJECTIVES

Prior to beginning the project, BW Research met with the City of San Diego to determine the research objectives for the study. The main research objectives of the study were to understand residents in each of the three community planning areas as follows:

- Overall parks and recreation usage;
- Priorities as they relate to current and potential parks and recreation facilities;
- Attitudes and opinions regarding parks and recreation preferences.

QUESTIONNAIRE DESIGN

Through an iterative process, BW Research worked closely with the City to develop a survey instrument that met all the research objectives of the study. In developing the instrument, BW Research utilized techniques to overcome known biases in survey research and minimize potential sources of measurement error within the survey.

SAMPLING METHOD

BW Research utilized a mixed-method sampling plan that incorporated both a random digit dial (RDD) methodology (listed and unlisted traditional land line numbers) and a listed sample of residents (listed land line and cell phone numbers) known to live within the three community planning areas.

The RDD methodology is based on the concept that all residents with a traditional land line telephone in their home have an equal probability of being called and invited to participate in the survey. The listed sample supplemented the RDD methodology by also

including land lines and allowing for targeted calling to younger residents (18 to 39 years of age) typically under-represented in traditional telephone survey research.

Screener questions were utilized at the beginning of the survey to ensure that the residents who participated in the survey lived within one of the three community planning areas.

DATA COLLECTION

Prior to beginning data collection, BW Research conducted interviewer training and also pre-tested the survey instrument to ensure that all the words and questions were easily understood by respondents.

Interviews were generally conducted from 5:00 pm to 9:00 pm Monday through Friday and 10:00 am to 2:00 pm on Saturday and Sunday to ensure that residents who commuted or were not at home during the week had an opportunity to participate.

Throughout data collection, BW Research checked the data for accurateness and completeness and monitored the percentage of residents with language barriers to determine whether or not the survey should be translated into a language other than English. Since only one percent of calls were identified as having a language barrier, translating the survey into languages other than English was not necessary.

DATA PROCESSING

Prior to analysis, BW Research examined the demographic characteristics of the 475 respondents who completed a survey to the known universe of residents 18 years and older using the San Diego Association of Government's (SANDAG's) 2010 demographic estimates for the three community planning areas. It is estimated that among the three community planning area's 105,829 residents, 82,884 are 18 years and older. After examining the dimensions of the respondents' neighborhood, ethnicity, and age, the data were weighted to more appropriately represent the universe of adult residents and maximize generalizability of the results.

A NOTE ABOUT MARGIN OF ERROR AND ANALYSIS OF SUB-GROUPS

The overall margin of error for the study, at the 95% level of confidence, is +/- 4.48 percent (depending on the distribution of each question) for questions answered by all 475 respondents. It is important to note that questions asked of smaller groups of respondents (such as questions that were only asked of residents who participated in indoor recreation) or analysis of sub-groups (such as examining differences by community planning area or gender) will have a margin of error greater than +/-4.48 percent, with the exact margin of error dependent on the number of respondents in each sub-group.

APPENDIX A: TOPLINES



City of San Diego
Park Planning Section
Toplines
(n=475)

Uptown, Greater Golden Hill & North Park Survey

.....

Introduction - FOR RDD SAMPLE

Hello, my name is _____ and I'm calling on behalf of the City of San Diego. The City has hired BW Research, an independent research agency, to conduct a survey concerning park and recreation issues in your community and we would like to get your opinions. This should just take a few minutes of your time.

I assure you that we are an independent research agency and that all of your responses will remain strictly confidential.

For statistical reasons, I would like to speak to the youngest adult male currently at home that is at least 18 years of age.

(IF THERE IS NO MALE AT LEAST 18 AVAILABLE, THEN ASK :)

Ok, then I'd like to speak to the youngest adult female currently at home that is at least 18 years of age.

(IF THERE IS NO MALE/FEMALE AT LEAST 18 AVAILABLE, ASK FOR
CALLBACK TIME)

Introduction - FOR LISTED SAMPLE

Hello, may I speak with _____? Hi, my name is _____ and I'm calling on behalf of the City of San Diego. The City has hired BW Research, an independent research agency, to conduct a survey concerning park and recreation issues in your community and we would like to get your opinions. This should just take a few minutes of your time.

I assure you that we are an independent research agency and that all of your responses will remain strictly confidential.

(If needed): This is a study about issues of importance in your community – it is a survey only and we are not selling anything.

(If needed): This survey should only take a few minutes of your time.

(If the individual mentions the national do not call list, respond according to American Marketing Association guidelines): "Most types of opinion and marketing research studies are exempt under the law that congress recently passed. That law was

passed to regulate the activities of the telemarketing industry. This is a legitimate research call. Your opinions count!")

.....
**PLEASE NOTE TRADITIONAL ROUNDING RULES APPLIED
NOT ALL PERCENTAGES WILL EQUAL EXACTLY 100%**

Screener Questions

A. To begin, what is your home zip code? (If respondent gives the PO Box zip codes, prompt them to give their home zip code for survey purposes).

5%	92101
13%	92102
29%	92103
43%	92104
1%	92110
10%	92116
0%	Other (please specify_____) [Thank and terminate]
0%	Don't know/ refused [Thank and terminate]

B. What community or neighborhood do you live in? [DO NOT READ]

0.1%	Uptown
11%	Mission Hills
15%	Hillcrest
10%	University Heights
4%	Banker's Hill or Park West
0.5%	Middletown
2%	Greater Golden Hill
7%	Golden Hill
11%	South Park
29%	Greater North Park or North Park
0.5%	Between-the-Heights
2%	Burlingame
7%	Other (Specify_____)
1%	DK/NA

IF SB=5 ASK SC OTHERWISE SKIP

C. Do you live East or West of Park Blvd.?

(n=48)

51%	East (North Park)
49%	West (Uptown)
0%	DK/NA

IF SB=10 ASK SD OTHERWISE SKIP

D. Do you live North or South of Juniper Street?

(n=54)

33%	North (North Park)
55%	South (Golden Hill)
12%	DK/NA

IF SB=14 ASK SE OTHERWISE SKIP

E. Do you live in or near, Uptown, Greater Golden Hill or North Park, and if yes which one? [DO NOT READ]

(n=37)

19%	Yes, Uptown
8%	Yes, Greater Golden Hill
74%	Yes, North Park
0%	Refused or DK/NA [Thank & Terminate]
0%	No [Thank & Terminate]

F. Neighborhood⁶

37%	Uptown (SB=1,2,3,4,6, or 7 or SC=2 or SE=1)
16%	Greater Golden Hill (SB=8,9 or SD=2 or SE=2)
46%	North Park (SB=11,12,13 or SC=1 or SD=1 or SE=3)

.....

⁶ The neighborhood percentages represent the weighted results based on each community planning area's 18 and older population in relation to the total 18 and older population of the three areas combined. Unweighted, 175 residents in North Park, 175 in Uptown, and 125 in Greater Golden Hill completed a survey.

I. INTRODUCTION AND AN ASSESSMENT OF PARK AND REC. ISSUES AND PRIORITIES FOR FUTURE INVESTMENTS INCLUDING FUNDING PRIORITIES

1. To begin, how long have you lived in your community?

23%	2 years or less
16%	3 to 4 years
20%	5 to 9 years
20%	10 to 19 years
21%	20 years or more
0%	(Don't Read) DK/NA

2. Next, I'd like to ask specifically about different park and recreation priorities for your neighborhood. For each issue, please tell me if it is extremely important, important (IF NEEDED just important), somewhat important, or not at all important to you personally.

[IF NEEDED REMIND RESPONDENT OF IMPORTANCE SCALE]

RANDOMIZE

	<u>Extremely Important</u>	<u>Important</u>	<u>Somewhat Important</u>	<u>Not at all Important</u>	<u>(DON'T READ) DK/NA</u>
A. Expanding and improving the trails, paths, and walkways in and around your community	36%	34%	18%	12%	0.4%
B. Improving and enhancing existing park and recreation facilities	34%	38%	23%	5%	0.5%
C. Maintaining and operating public indoor recreational facilities such as community centers.....	29%	33%	26%	12%	0.0%
D. Upgrading and renovating existing city pools	16%	29%	27%	25%	3%
E. Developing additional community garden areas as recreation resources to serve city residents.....	21%	35%	28%	16%	0.6%
F. Developing new parks and recreational facilities in your neighborhood	18%	34%	27%	21%	0.4%

The City of San Diego

Next I am going to ask you about new parks and recreational facilities that are being considered by the City of San Diego.

3. For each of the following parks and recreational facilities that the City could invest in, please tell me if you think each should be a high priority, medium priority, or a low priority for your neighborhood?

RANDOMIZE		High	Medium	Low	(DON'T READ) DK/NA
A.	Develop new off-leash dog parks.....	29%	35%	35%	0.3%
B.	Build new swimming pools.....	15%	35%	49%	1%
C.	Renovate and improve existing neighborhood parks to increase use	60%	31%	9%	0.0%
D.	Build new skateboard parks.....	19%	31%	50%	0.4%
E.	Develop new sports fields, such as soccer, football or baseball	31%	35%	33%	1%
F.	Develop areas in parks that accommodate birthday parties or large picnic gatherings.....	28%	39%	33%	0.1%
G.	Increase the amount of land for parks.	41%	30%	28%	1%
H.	Increase the number of city-owned gyms for indoor sports, such as basketball or volleyball.....	27%	39%	31%	2%
I.	Develop new recreational facilities such as a community recreation center	26%	46%	28%	0.5%

The City of San Diego

Next I am going to ask you about alternative park and recreational spaces and facilities that may be developed in areas where there is little to no space for traditional parks or open spaces.

4. For each of the following *alternative* parks and recreational facilities that the City could invest in, please tell me if you think each should be a high priority, medium priority or a low priority for your neighborhood?

RANDOMIZE		<u>High</u>	<u>Medium</u>	<u>Low</u>	(DON'T READ) DK/NA
A.	Roof-top parks [IF NEEDED these parks are found on top of public buildings].....	22%	34%	43%	1%
B.	Small parks or trails that connect to existing parks including Balboa Park	59%	30%	11%	0.2%
C.	Improving school grounds so they can be better used by residents for recreational activities	64%	25%	11%	0.4%
D.	Parks in private developments with some public access	16%	37%	45%	2.2%
E.	Parks developed on unused streets that no longer have vehicles on them	46%	32%	19%	2.6%
F.	Narrowing wide streets to provide linear parks along the streets [IF NEEDED A linear park is a park that has a much greater length than width and typically is developed along a road, trail or walkway]	20%	25%	53%	1%
G.	Plazas and gathering areas	30%	43%	26%	0.5%
H.	Public facilities that have multiple uses including children's play areas, as well as multi-purpose fields and courts ...	56%	34%	10%	0.4%

Next I would like to ask more specifically about Balboa Park.

5. How often do you or members of your household use Balboa Park?

- 54% Frequently, at least once a week or more
- 30% Sometimes, at least once a month, but typically not every
- 12% Seldom, typically once or a few times a year, but not eve
- 4% Rarely or never, less than once a year
- 0% (Don't Read) DK/NA

6. Next, I'd like to ask specifically how often you or members of your household use Balboa Park for different activities. Please indicate if you or members of your household use Balboa Park for the following activities frequently, sometimes, seldom or rarely or never [IF NEEDED USE SCALE DESCRIPTION]

[IF NEEDED REMIND RESPONDENT OF SCALE]

RANDOMIZE

	<u>Frequently</u>	<u>Sometimes</u>	<u>Seldom</u>	<u>Rarely or Never</u>	<u>(DON'T READ) DK/NA</u>
A. Pick-up ball games and other related informal sports	11%	17%	14%	59%	0.0%
B. Children's play areas	16%	15%	9%	60%	0.0%
C. Walking, running, jogging or exercising	53%	29%	7%	11%	0.1%
D. Picnicking	13%	33%	18%	36%	0.0%
E. Quiet times of reflection	27%	34%	12%	26%	0.2%
F. Bicycling or skating	21%	19%	10%	50%	0.0%

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7. Next, I'd like to read you the opinions of two neighbors who live near Balboa Park. These two neighbors disagree about whether Balboa Park should be used for the local community's recreational park needs. As I read their opinions, please tell me which one is closer to your own opinion

RANDOMIZE ORDER

Neighbor One believes that Balboa Park should not only be used as a regional park with museums and a zoo but could also accommodate facilities that serve the park and recreation needs of the neighboring communities. Neighbor One believes that Balboa Park is an important resource that can be used for more than just museums and zoos.

Neighbor Two believes that the communities near Balboa Park should provide their own community parks and recreational facilities and not depend on Balboa Park for these resources. Neighbor two believes that we should not depend on Balboa Park for our community park and recreation needs.

Whose opinion is closer to your own? [REREAD DESCRIPTIONS OF EACH PERSON IF RESPONDENT HESITATES OR IS NOT CLEAR ON THEIR CHOICES]

76%	Neighbor #1 [Supports use of Balboa Park for local PnR]
17%	Neighbor #2 [Opposes use of Balboa Park for local PnR]
4%	Neither of them
0.7%	Some of both
0.9%	Need more information
0.8%	DK/NA

II. USAGE, SATISFACTION, AND PREFERENCES OF PARKS AND OUTDOOR RECREATIONAL ACTIVITIES AND FACILITIES

Now I want you to think about the parks and other outdoor recreational areas including school grounds within your neighborhood. This does not include trails, paths, and walkways which we will discuss shortly.

8. In the last 12 months, how often have you or members of your household visited any of the parks or outdoor recreational areas in your neighborhood?

19%	Just about everyday
32%	At least once a week
25%	At least once a month
13%	Once up to several times a year
10%	Have not visited a park in my neighborhood in the last 12 months
0.9%	DK/NA

IF Q8 = 5 OR 6, SKIP TO Q11

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9. What are the top three uses of neighborhood parks and outdoor recreational areas for you and the members of your household? [IF NEEDED PARKS AND OUTDOOR RECREATIONAL AREAS DOES NOT INCLUDE TRAILS AND WALKWAYS – DO NOT READ – TAKE TOP THREE RESPONSES]

*** Multiple Response Question, percentages will add up to more than 100%***

(n=423)

- 38% Use of parks for walking (without a dog)
- 32% Use of parks for running or outdoor exercises
- 29% Use of parks for picnicking, sunbathing, reading, or relaxing outdoors
- 28% Use of parks for walking a dog(s)
- 23% Use of parks or open space for quiet times of reflection
- 22% Use of playgrounds for children
- 12% Use of open grass fields areas for pick-up games of soccer, football,
- 11% Use of parks for biking, skating/skateboarding or scooters
- 7% Use of athletic fields for organized team sports such as baseball,
- 7% Use of open space for time with nature/learning about
- 6% Use of athletic courts for sports such as basketball or tennis
- 6% Events (concerts, theater, festivals, etc.)
- 5% Use of open space for hiking or active exploring
- 5% Use of parks for family events such as birthdays
- 4% The zoo and museums
- 2% Socializing
- 1% Golf
- 1% Civic organizations
- 1% Use of parks for swimming
- 4% Other
- 1% DK/NA

10. Generally speaking, are you satisfied or dissatisfied with the parks and outdoor recreational areas in your neighborhood that are provided by the City of San Diego? (GET ANSWER, THEN ASK:) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

(n=423)

- 49% Very satisfied
- 39% Somewhat satisfied
- 9% Somewhat dissatisfied
- 2% Very dissatisfied
- 1% DK/NA

Next I want to ask about your preference as it relates to local parks in your community.

11. Would you generally prefer fewer larger community parks with more recreational resources or more neighborhood parks that are smaller with less recreational resources but closer to your home?

- 36% Prefer larger community parks with more resources
- 4% It depends
- 55% Prefer smaller neighborhood parks closer to home
- 5% DK/NA

V. PROFILE OF TRAILS AND WALKWAYS SATISFACTION AND USAGE

Now I want you to think about the trails and walkways, not including sidewalks within your neighborhood.

12. In the last 12 months, how often have you or members of your household used the trails or walkways in your neighborhood for general exercise and recreation or to get to other parks and recreation facilities, such as Balboa or Presidio Parks?

- 13% Just about everyday
- 28% At least once a week
- 20% At least once a month
- 12% Once up to several times a year
- 13% Have not used a trail or walkway in my neighborhood in last 12 months
- 13% Not aware of a trail or walkway in my neighborhood
- 0.8% DK/NA

IF Q12=5, 6, OR 7, SKIP TO Q16 OTHERWISE ASK Q13

13. What are the top two uses of neighborhood trails for you and the members of your household? [DO NOT READ, ALLOW FIRST TWO RESPONSES]

**** Multiple Response Question, percentages will add up to more than 100%****

(n=348)

- 75% Walking for exercise
- 30% Running for exercise
- 19% Walking a pet
- 13% Biking for exercise
- 11% Traveling to a park or other outdoor recreational area
- 9% Enjoy nature/ time for reflection/ relaxation
- 7% Traveling to and from a destination
- 1% Commuting to school or work
- 4% Other
- 2% DK/NA

14. Generally speaking, are you satisfied or dissatisfied with the trails and walkways in your neighborhood that are provided by the City of San Diego? (GET ANSWER, THEN ASK:) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

(n=348)

39%	Very satisfied
47%	Somewhat satisfied
10%	Somewhat dissatisfied
2%	Very dissatisfied
3%	DK/NA

15. How often do you use trails or walkways, for general exercise and recreation that are not in your neighborhood?

(n=348)

18%	Frequently
30%	Sometimes
24%	Seldom
28%	Rarely or Never
0%	(Don't Read) DK/NA

VI. PROVISION OF INDOOR RECREATION

Up until now, we have been talking about outdoor recreational activities. Next I would like to ask about indoor recreation activities.

16. In the last 12 months, have you or any members of your household participated in any indoor recreational activities, such as exercising in a gym or playing sports like basketball indoors?

49%	Yes
50%	No
0.4%	DK/NA

ASK Q17 IF Q16=2 OR 3 OTHERWISE SKIP TO Q18

17. Which of the following reasons are closest to explaining why your household has not used indoor recreational facilities in the last 12 months?

(n=241)

Randomize Order

- 43% Our household has no interest in indoor recreational activities
- 15% Indoor recreational facilities do not offer the activities I'm interested in
- 11% Indoor recreation facilities are not close or convenient to my residence
- 7% Indoor recreation facilities are too expensive
- 6% Does not fit schedule
- 2% Too old
- 2% Work out at home/ private gyms/ workplace gyms
- 2% Disabled/ ill health
- 1% Unaware of indoor recreational facilities in the area
- 1% Prefer the outdoors
- 3% Other
- 4% DK/NA

ASK Q18 IF Q16=1 OTHERWISE SKIP QA

18. Where do you and members of your household typically participate in indoor recreational activities? [ALLOW MULTIPLE RESPONSES]

**** Multiple Response Question, percentages will add up to more than 100%****

(n=234)

- 47% A private health club
- 22% The YMCA or other non-profit community center
- 17% A city public recreation center
- 6% Yoga studio
- 4% Fitness center on military base
- 3% Balboa Park
- 2% A private golf or tennis club
- 2% School or university gym
- 2% A teen center
- 1% Work/ home gym
- 5% Other
- 0.5% DK/NA

**To wrap things up, I just have a few background
questions for comparison purposes only.**

A. Do you own or rent the unit in which you live?

51%	Rent
47%	Own
1%	DK/NA

B. In what year were you born? 19__ __
[Respondent age based off birth year given]

7%	18 to 24
20%	25 to 34
27%	35 to 44
19%	45 to 54
12%	55 to 64
13%	65 years or older
2%	Refused

C. What ethnic group do you consider yourself a part of or feel closest to?

20%	Hispanic or Latino
68%	White
12%	Other

D. I am going to read some income categories, please stop when I reach the one that
best describes your current total household income for the last 12 months?

11%	Below \$25,000
24%	\$25,000 to \$50,000
18%	\$50,001 to \$75,000
15%	\$75,001 to \$100,000
14%	\$100,001 to \$150,000
7%	More than \$150,000
12%	DK/NA

**Those are all of the questions I have for you.
Thank you very much for participating!**

E. Gender (Recorded from voice, not asked):

51%	Male
49%	Female