



SUPPLEMENTAL SURVEY FINDINGS

Introduction

Following the presentation and discussion of community survey findings at the March 24th Parks and Recreation Commission (PRC) meeting, MIG conducted additional analysis to respond to Commission questions about possible variations in responses according to:

- Presence of children in household;
- Dog ownership;
- Race or ethnicity; and
- Geography within the city.

The following summarizes the key findings of this supplemental analysis. The summary calls out key findings where there were significant variations between groups or where the demographic/user groups have a particular interest in the topic (i.e. households with children and recreation needs; dog owners and dog parks). This analysis uses the same graph numbers as the initial Community Survey Analysis.

Key Findings

- The most significant differences between the preferences of households with children and households without children are related to the future programming of Baylands and field use policy (see Graphs 17 and 14).
- User groups preferences for programming at Baylands align with their other interests:
 - Households with children indicated support for fields, gymnasiums, pools and skate parks.
 - Dog owners support a dog park at Baylands.
 - Asian Pacific Islanders indicated slightly more support for gymnasiums and pools, which is aligned with this groups' strong support for additional aquatic programming.
 - There was no significant variation between North and South Palo Altans' preferences for Baylands.

- When asked how well the Parks and Recreation system is meeting their needs there were no significant differences between the user groups (see Graphs 18a and 18b).
- There is agreement between dog owners and non-dog owners on the need to improve dog parks. However, there is a significant difference between these two groups' preferences (see Graphs 7a, 8a and 17b).
- North and South Palo Altans give priority to the improvement of facilities in their part of the city (see Graph 16).
- Respondents who identified as Asian/Pacific Islander were more likely to place higher importance or priority on additional or enhanced recreation programming across locations and programs (see Graphs 7c, 9 and 12a).

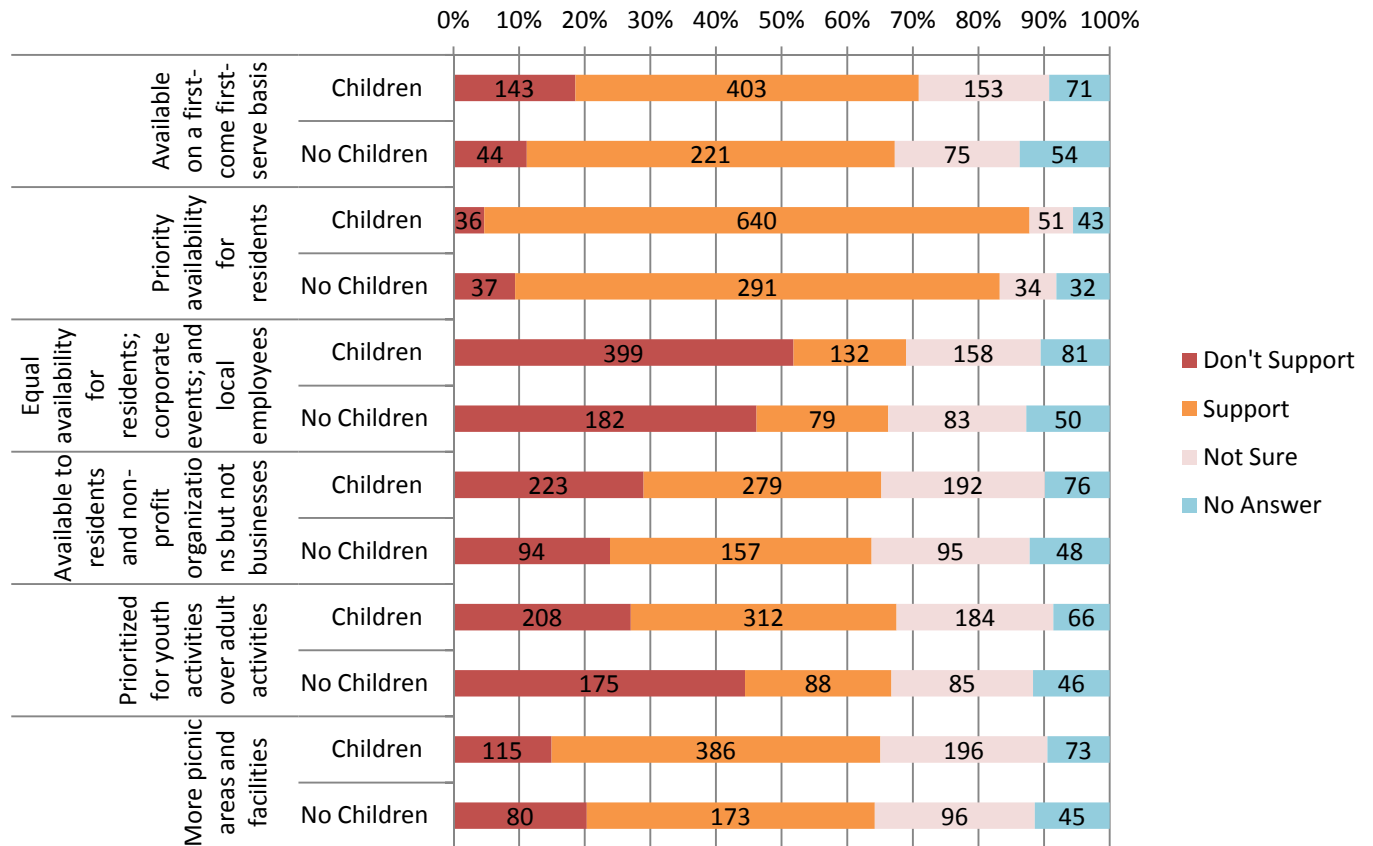
Presence of Children in Household

Because household composition, and particularly the presence of children, is a primary influence on peoples' park and recreation use, experience and preferences, the data was analyzed to identify the specific differences between households with and without children under 18.

Prioritizing Facility Use

Respondents with and without children responded similarly regarding approaches to prioritizing facilities. Not surprisingly, the most significant difference was between respondents with and without children. Of those respondents with children 44% supported prioritizing youth activities over adult activities while only 22% of respondents without children supported prioritizing youth activities.

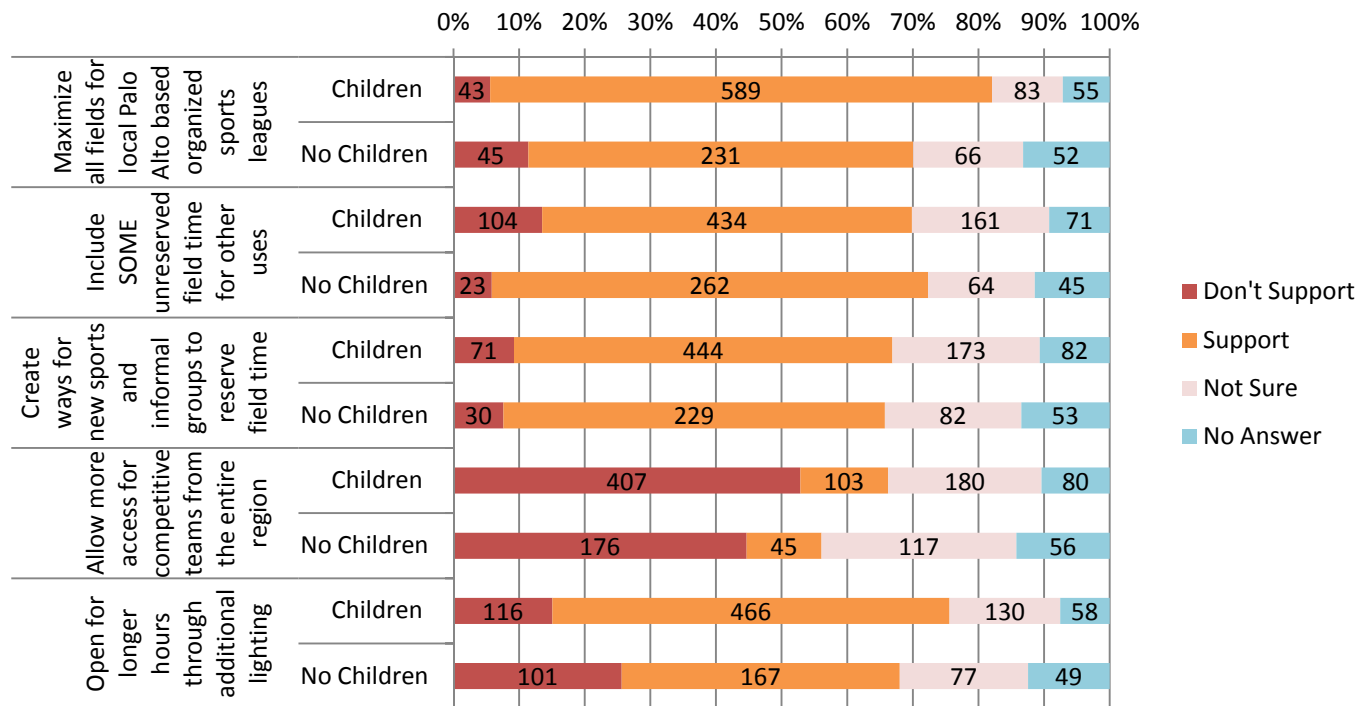
Graph 13a: Household With/Without Children- Given the limited meeting rooms, camp sites and other facilities available for rental or reservation in Palo Alto, indicate whether you support the following strategies for prioritizing use of these facilities.



Prioritizing Field Use

The most notable difference between the responses of those with and without children related to field priorities is regarding allowing access by competitive teams throughout the region. Respondents with children more often indicated they do not support this policy, although neither group indicated strong support for this policy.

Graph 14a: Household With/Without Children- Palo Alto’s sports fields are a limited resource, used by a range of users, with priority given to youth organizations. Indicate whether you support, don’t support or are not sure about the statements below.

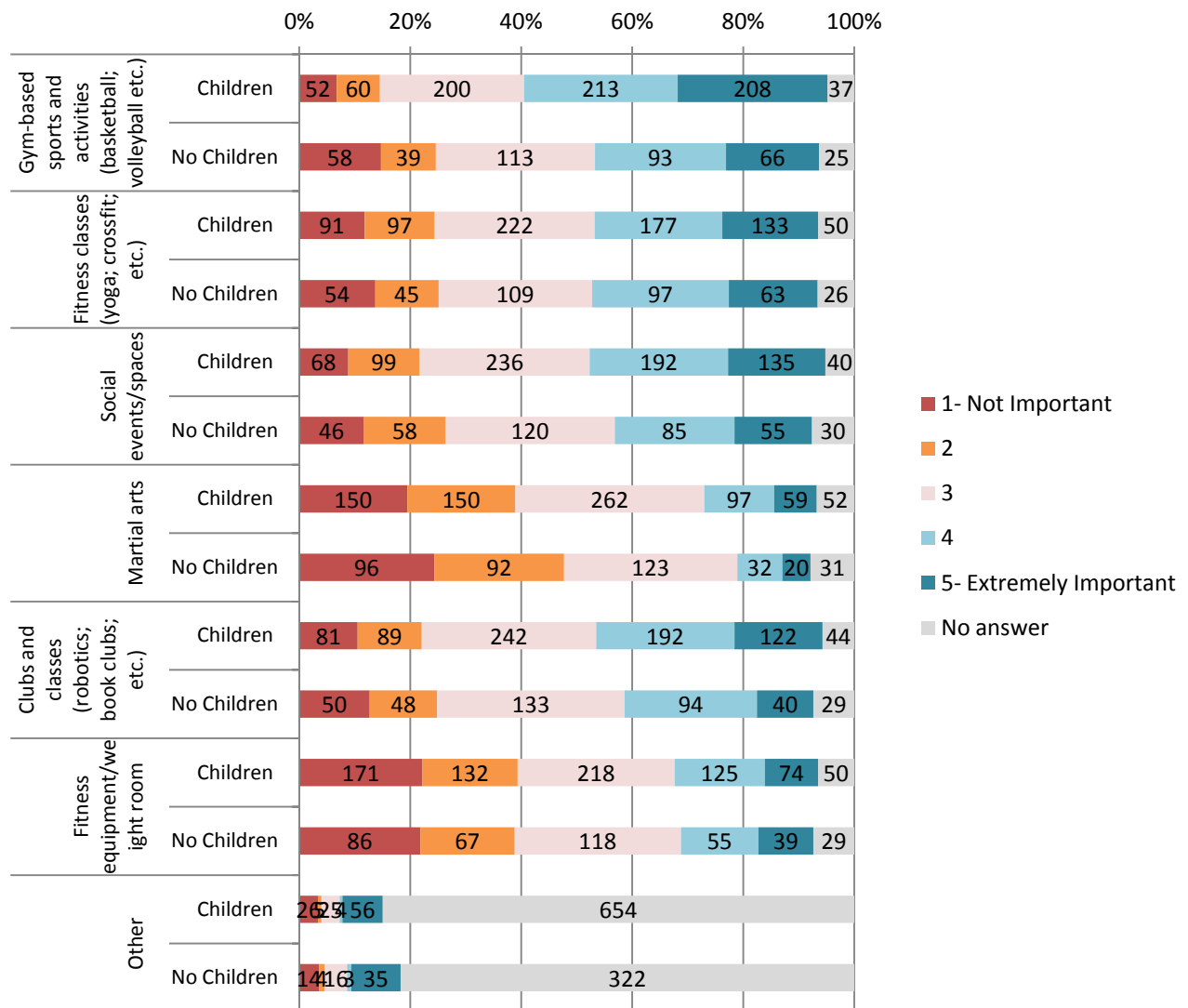


Prioritizing improvements and additions to recreation programs

Families with children demonstrated greater support for all categories of recreation programs and features compared to households without children, with the minor exception of fitness classes, which received a slightly greater share of “Extremely Important” and “Very Important” responses among those without children.

Responses for fitness classes and fitness equipment/weight rooms showed little difference between respondents with and without children. The greatest difference in support was for gym-based sports and activities.

Graph 16a: With/Without Children- Which major improvements, facilities and additions to parks should the City prioritize?



Programming 10.5 acres near the Baylands Athletic Center

Greater distinctions can be seen between households with and without children when asked about appropriate future recreational uses near the Baylands Athletic Center. Respondents with children in their households showed greater support for additional sports fields, gymnasiums, pools and skate parks. Those without children under 18 were more likely to see dog parks, community gardens, or orchards and natural areas as being appropriate.

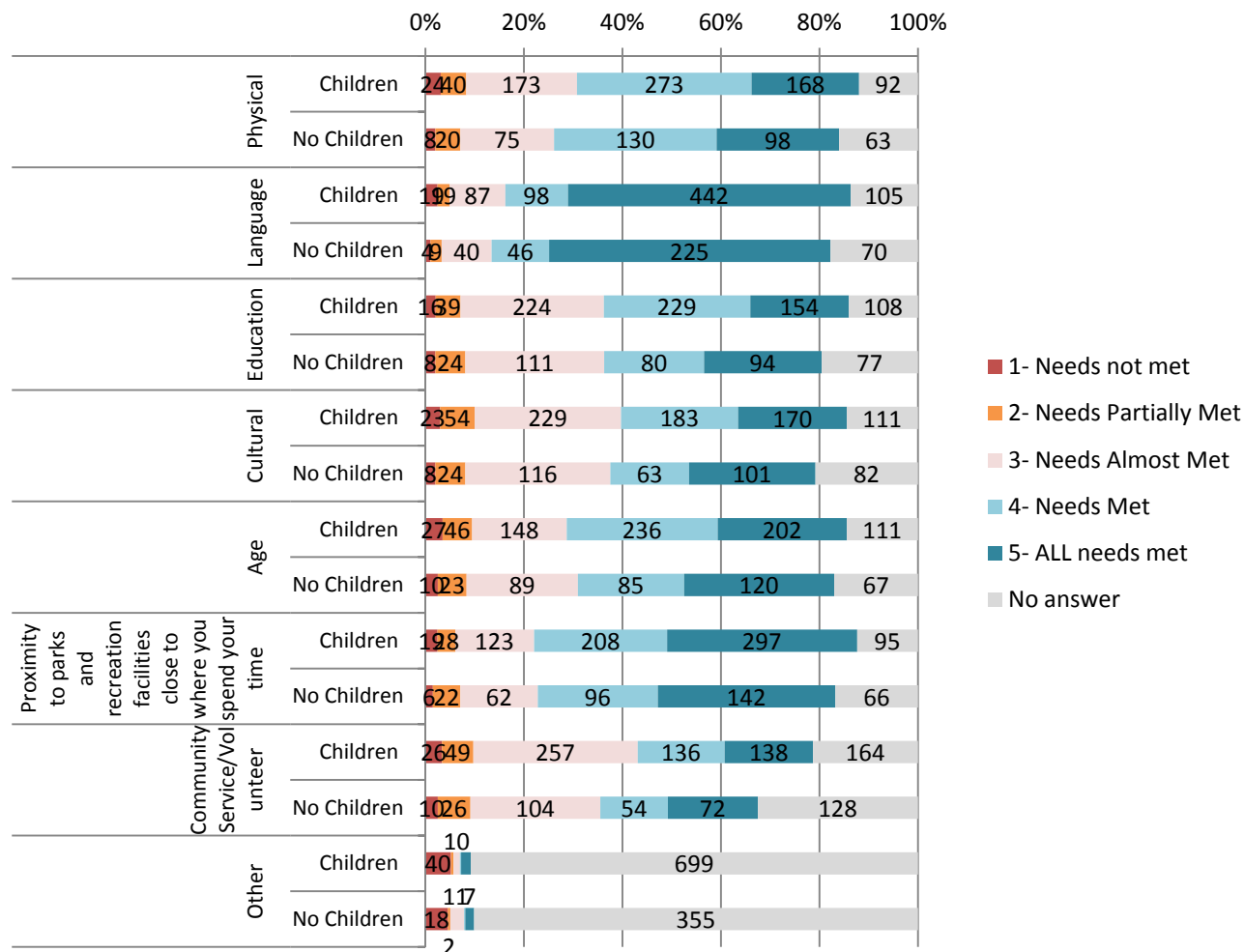
Graph 17a: Households With/Without Children: What facilities or spaces would be appropriate for the additional 10.5 acres of land near Baylands Athletic Center?



Meeting user needs

There were a few slight differences in responses between those with and without children in the household. Those with children expressed slightly greater needs related to age, culture, language and physical needs.

Graph 18a: Household With/Without Children- How well do you feel that the Palo Alto Parks and Recreation System meets your needs in the following areas?



Dog Ownership

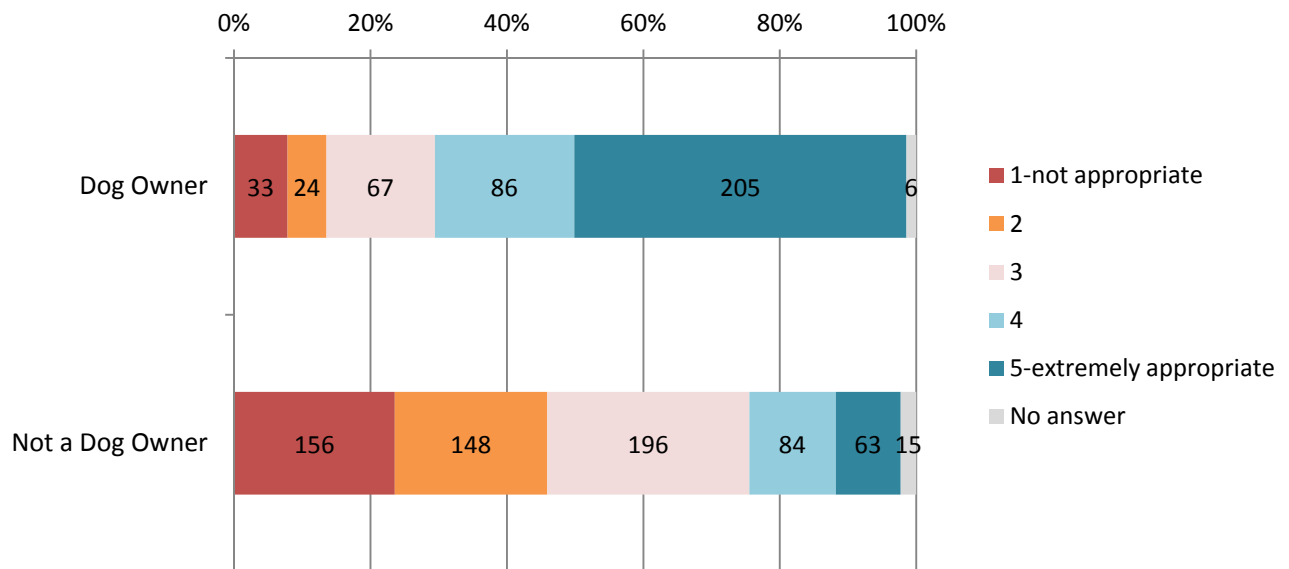
Dogs are a key issue for parks users in Palo Alto. To learn more about how dog ownership may have influenced survey responses, analysis was done to identify distinctions in responses between dog owners and non-owners. Significant differences between dog owners and non-dog owners were found in several results.

When asked if dog parks are appropriate to achieve the goal of enhancing health and well-being of community members, there was a significant difference in response by ownership. Non-owners were much more likely to say it is not important and also more likely to be neutral on the topic (see Graph 7a). The same outcomes were observed when respondents were asked if dog parks would be an appropriate use for the additional 10.5 acres of land near the Baylands Athletic Center (see graph 17b).

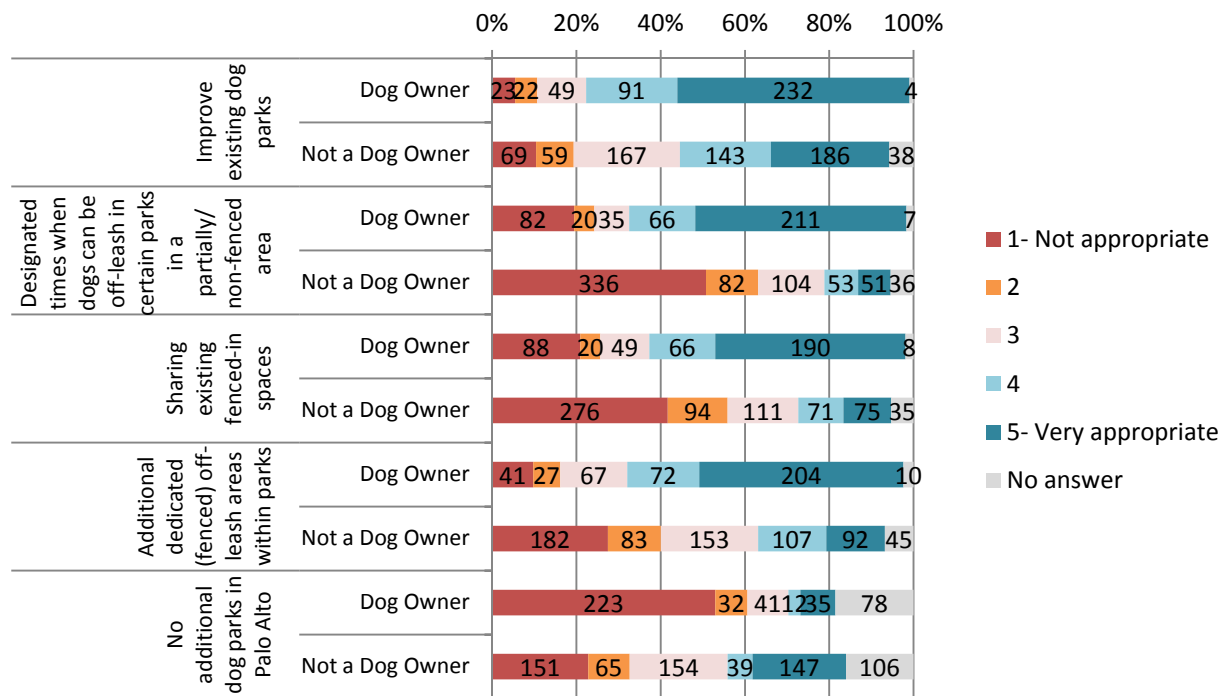
When asked specifically about how the City should accommodate the dog owning community in Palo Alto parks, strong differences were seen on each option provided, particularly with regard to the option of designating times for dogs. Dog owners were very supportive of all ideas to expand recreation with dogs. Additional dedicated off-leash dog areas are supported by dog owners (66% indicated they are appropriate or very appropriate) while only 30% of non-dog owners indicated additional off-leash dog areas are appropriate or very appropriate (see Graph 8a).

As noted in the initial summary memo, both dog owners and non-dog owners agree there is a need to improve existing dog parks however they do not agree on what those improvements should look like (see Graph 8a).

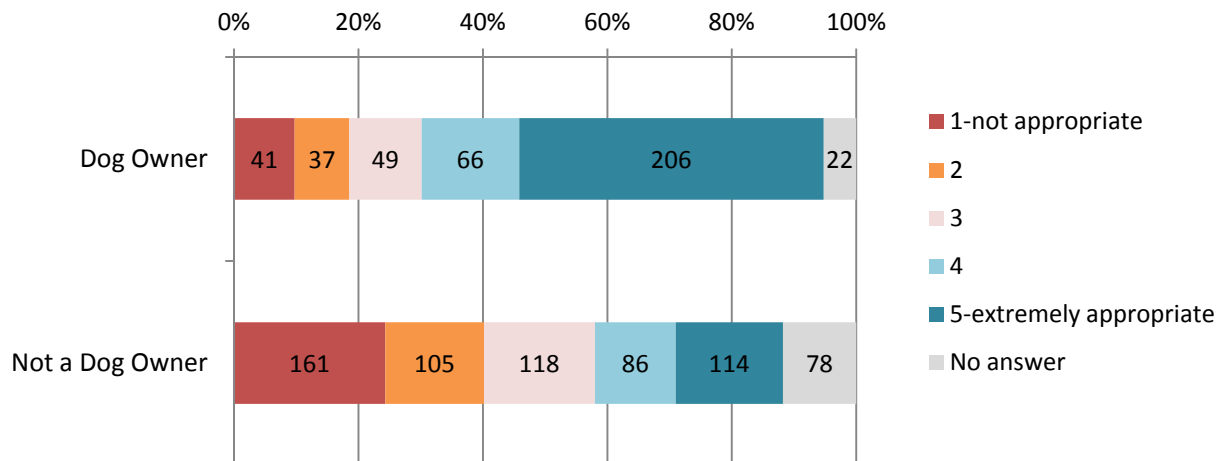
Graph 7a: Dog Owners/Non-Dog owners - We heard from Palo Alto community members that enhancing health and well-being is one of the most important functions of parks. Of the facilities listed below, which are appropriate for Palo Alto to improve or add to its system to achieve this function? This graph represents responses to the “Dog Park” facility.



Graph 8a: Dog Owners/Non-Dog owners - How should the City accommodate the dog owning community in Palo Alto parks?



Graph 17b: Dog Owners/Non-Dog owners - Would dog parks be appropriate for the additional 10.5 acres of land near the Baylands Athletic Center (designated for future recreational use)?



Race or Ethnicity

Because the largest non-white ethnic group in Palo Alto is Asian/Pacific Islander and because this group was under-represented in the survey results compared to their presence in the community, additional analysis was conducted to see if there was any distinction in responses between Asian/Pacific Islander respondents and other groups (including whites and all other ethnic groups). The graphs below represent questions for which there was a notable difference in responses between Asian/Pacific Islander and non-Asian/Pacific Islander responses. For most survey questions there was no significant difference in responses.

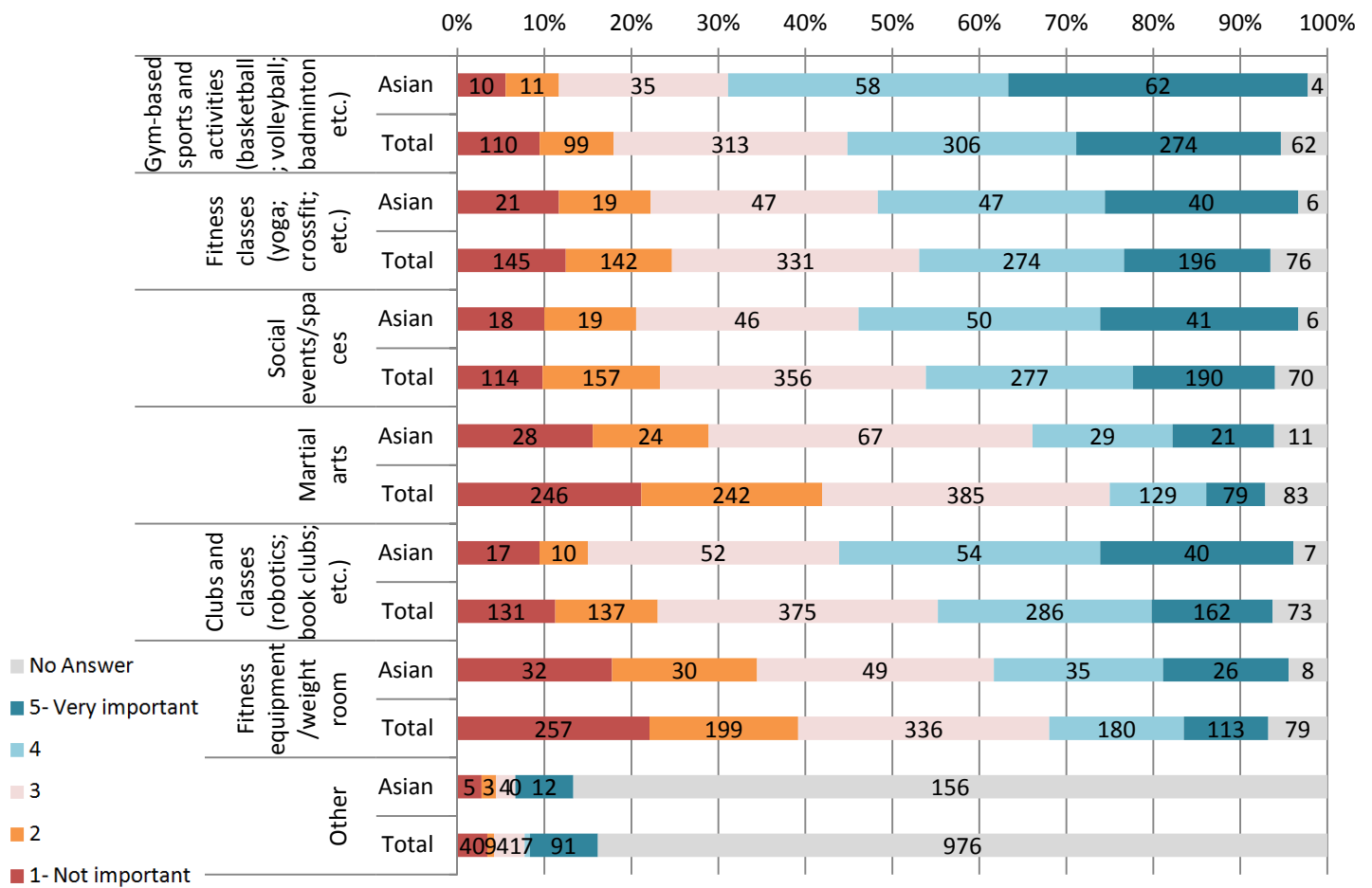
Table 2: Race/Ethnicity

Answer	Survey Count	Survey Percentage	ACS 2009-13
White/Caucasian	886	76%	65%
Asian/Pacific Islander	180	15%	26%
Hispanic/Latino	24	2%	8%*
American Indian or Alaska Native	6	1%	0.1%
African American	5	0.4%	3%
Other (please specify)	39	3%	2%
Total Respondents	1164		

Enhancement and additions to recreation programs

Respondents who identified as Asian/Pacific Islander were more likely to rank all the options for enhancing or adding recreation programs and features as “Important” or “Very Important” than the non-Asian respondents. Asian/Pacific Islander showed significantly stronger support for enhanced/additional gym-based supports and activities.

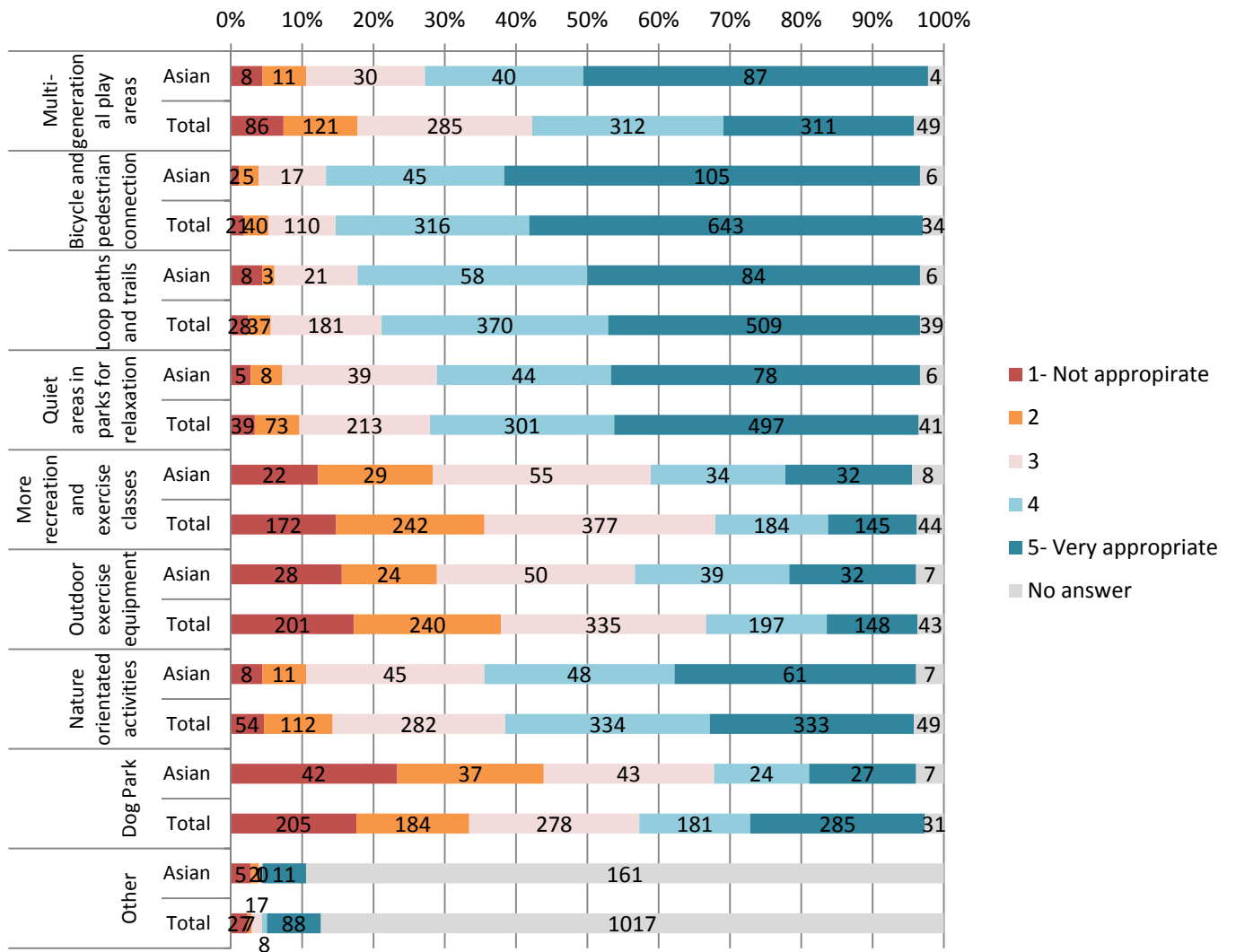
Graph 9: Asian pacific Islanders/Non-Asian Pacific Islanders - How important is the enhancement/ addition of the following recreation programs and features in Palo Alto?



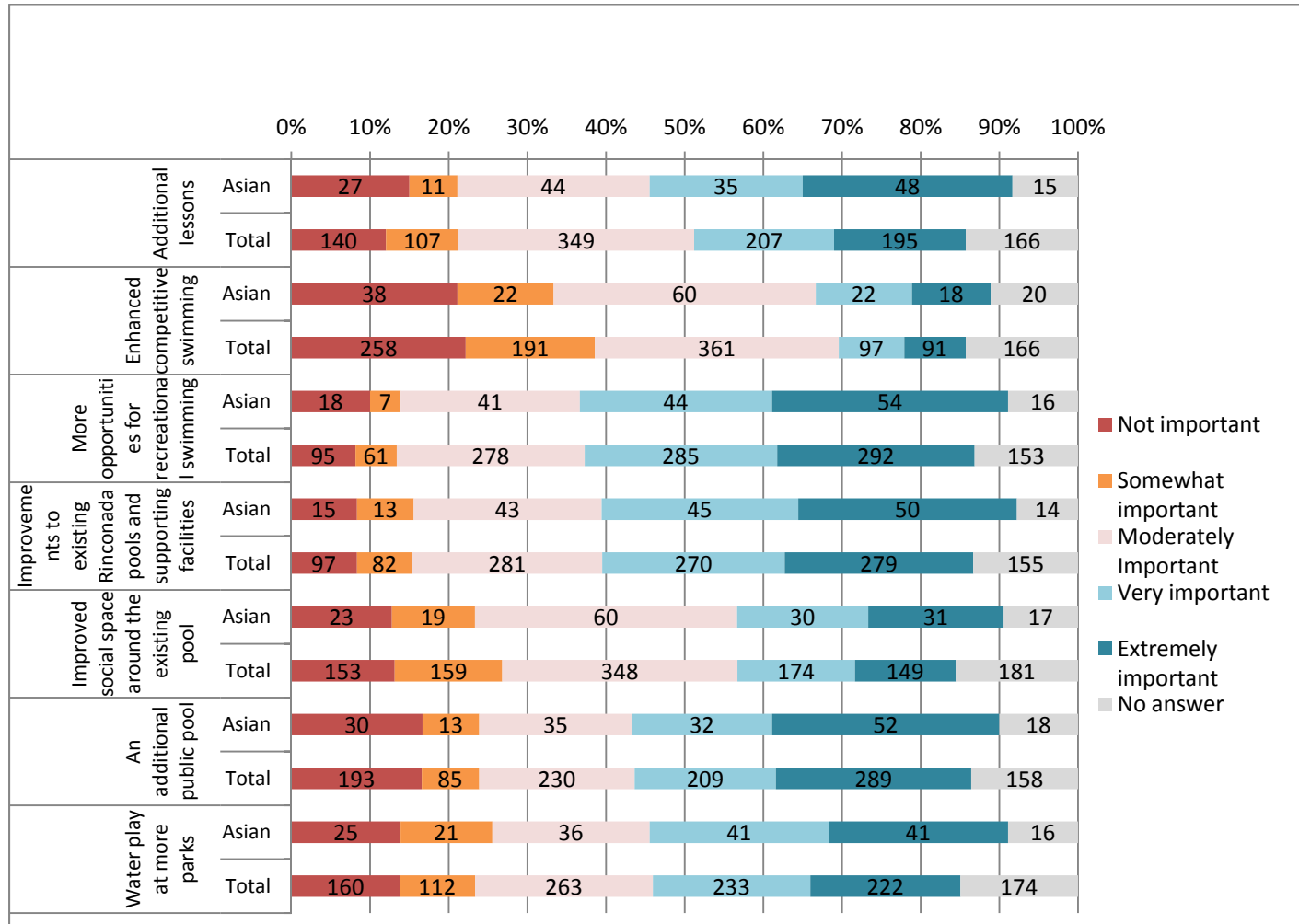
Additions and Improvements to Enhance Health and Well-Being

Respondents who identified as Asian/Pacific Islanders were more likely to rank all of the options for improvements and additions to the existing system as “Important” or “Very Important” than the non-Asian respondents, with exception of dog parks quiet areas in parks. Relative to the number of respondents in each category, about 10% more Asian/Pacific Islanders than non-Asian/Pacific Islanders indicated that multi-generational play is important for enhancing health and well being.

Graph 7c: Asian Pacific Islanders/Non-Asian Pacific Islanders - How appropriate are these additions/improvements to existing park and recreation system in Palo Alto to achieve the goal of enhancing health and well-being of community members?



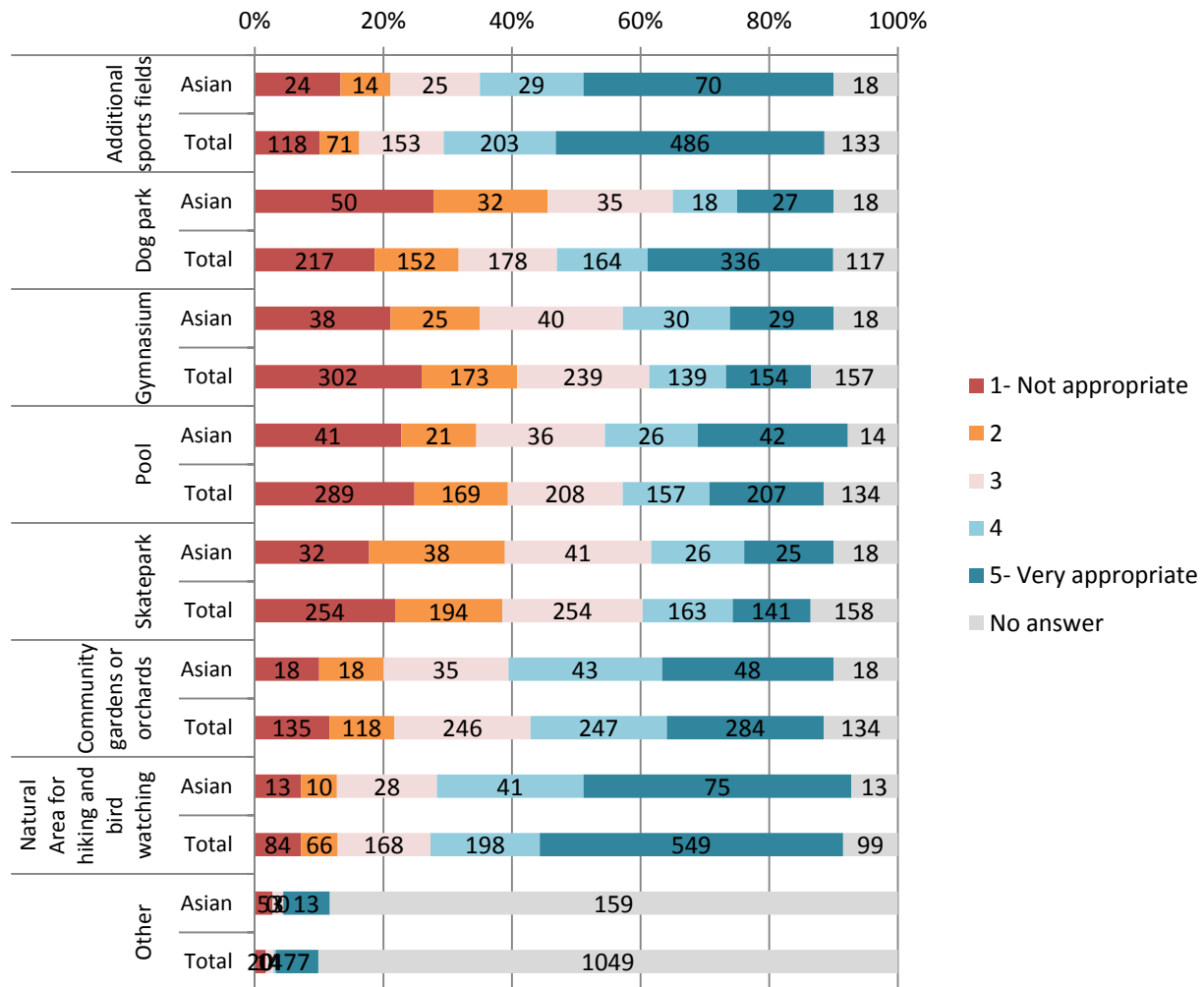
Graph 12a: Asian pacific Islanders/Non-Asian Pacific Islanders - How important are the following enhancements to Palo Alto's aquatic options?



Programming 10.5 acres near the Baylands Athletic Center

Asian/Pacific Islander respondents demonstrated slightly more support for a gymnasium, pool or community gardens at the Baylands site and showed less interest in additional sports fields, dog parks and skate parks.

Graph 17c: Asian pacific Islanders/Non-Asian Pacific Islanders - What facilities or spaces would be appropriate for the additional 10.5 acres of land near the Baylands Athletic Center (designated for future recreational use)?



Geography

Because Palo Altans often distinguish between “North” and “South” Palo Alto and because the geographic distribution of facilities, programs and amenities is relevant for the Master Plan, we conducted additional analysis to identify discernible differences in responses between residents of neighborhoods north and south of the Oregon Expressway.

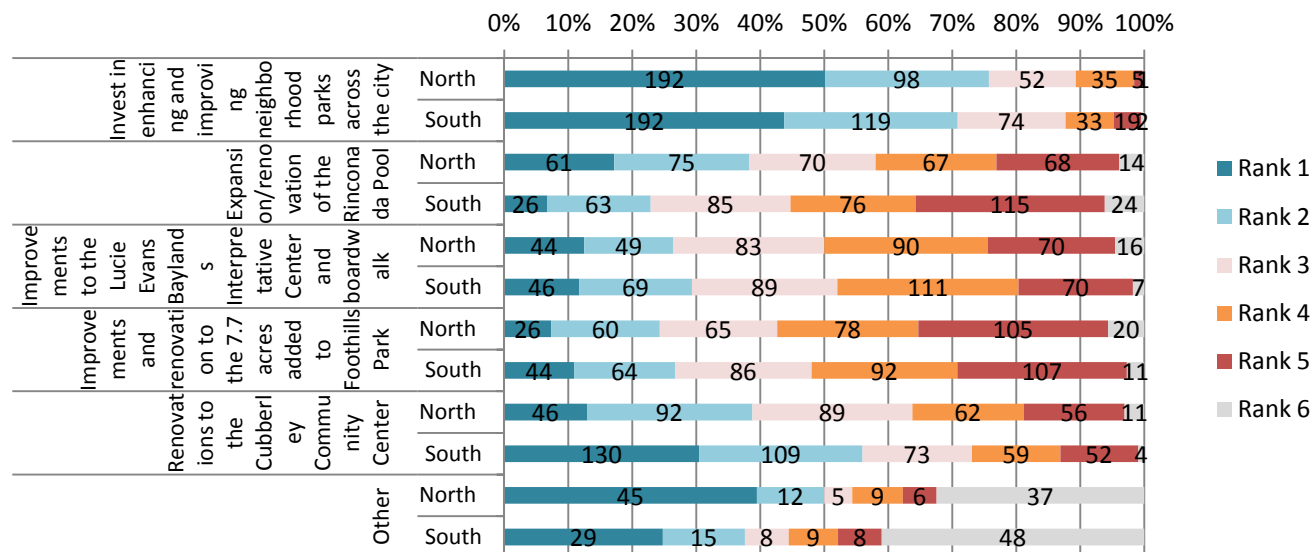
Prioritizing Facilities/Park Spaces for Major Improvements

Both North and South Palo Altans indicated that investing in and enhancing neighborhood Parks is a high priority. However, there was a notable difference

between the two groups concerning Rinconada Pool (in the North) and Cubberley Community Center (in the South). Not surprisingly, respondents gave priority to their neighborhood facility. South Palo Altans gave higher priority to improving Cubberley, while North Palo Altans gave higher priority to improving Rinconada.

When asked to rate the importance of a variety of activities held at the Cubberley Community Center (in South Palo Alto), residents from neighborhoods in South Palo Alto placed slightly more importance on most of the programs at Cubberley. Similarly, 40% of respondents from neighborhoods in South Palo Alto identified outdoor sports as ‘Extremely Important,’ compared to only 34% of respondents from neighborhoods in North Palo Alto.

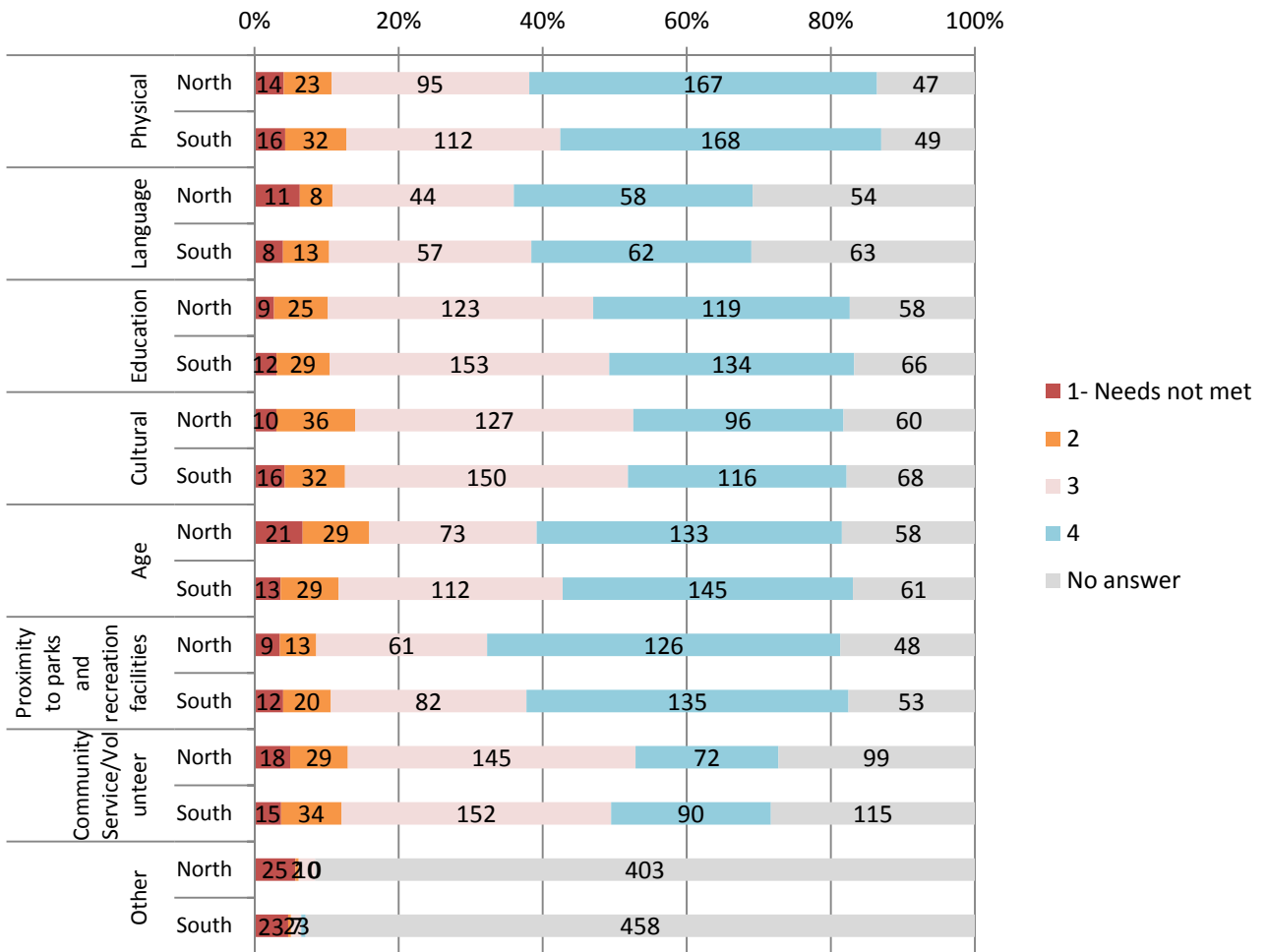
Graph 16: North/South Palo Altans - Which major improvements, facilities and additions to parks (all of which will require significant funding and staff time) should the City prioritize? Rank the types of projects below in order 1-6, with 1 being highest priority and 6 being lowest priority.



Meeting user needs

Respondents were asked how well the parks and recreation system serves various needs. The responses between North and South Palo Altans are similar across the needs. There is a very slight discrepancy between North and South Palo Altans concerning their proximity to parks and recreation services: 70% of North Palo Altans indicated their needs are mostly or all met and 68% of South Palo Altans indicated their needs are mostly or all met.

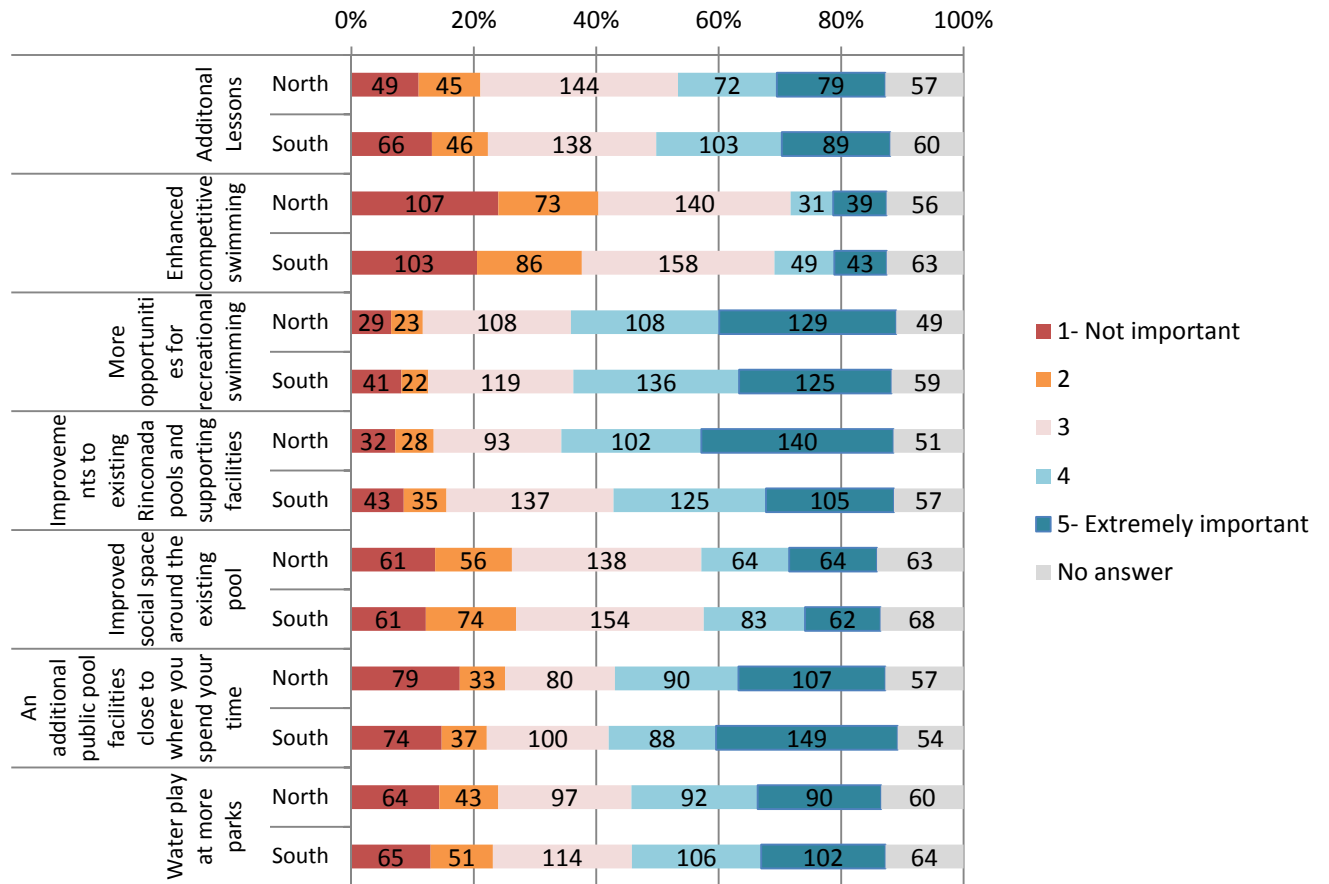
Graph 18b: North/South Palo Altans - How well do you feel that the Palo Alto Parks and Recreation System (all of the parks, facilities, trails, preserves, etc.) meets your needs in the following areas?



Aquatic Programming Enhancements

Survey respondents were asked about enhancements to aquatic options. For a question specifically about the importance of improvements to Rinconada Pools and supporting facilities (in North Palo Alto), residents of South Palo Alto neighborhoods were more likely to identify this as ‘Moderately Important’ while residents of North Palo Alto neighborhoods were more likely to identify this as ‘Extremely Important.’

Graph 12b: North/South Palo Altans - How important are the following enhancements to Palo Alto's aquatic options?



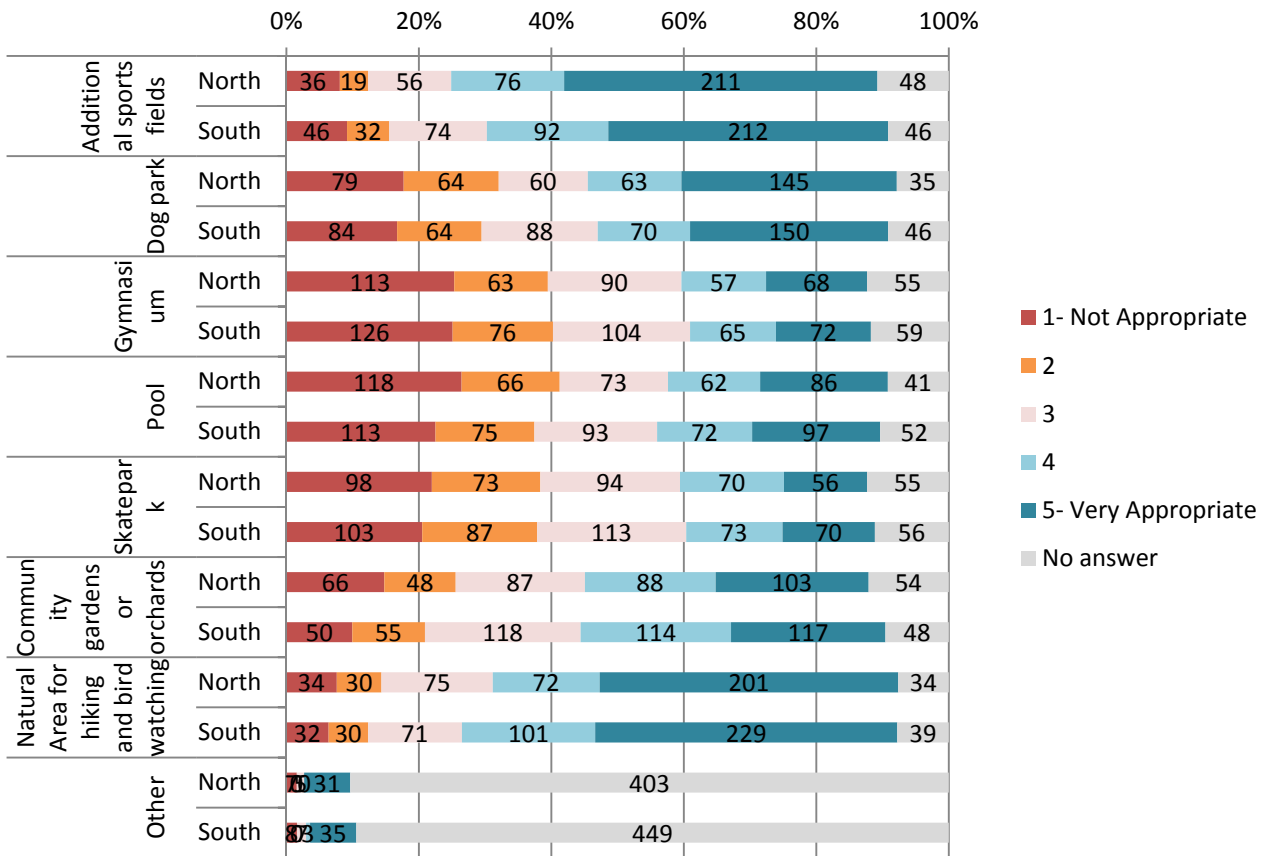
Aquatic Programming Enhancements

Respondents who identified as Asian/Pacific Islander were more likely to describe enhancements to aquatic options as 'Extremely Important' when compared to respondents of other races. This was especially true in relation to the need for additional lessons.

Programming 10.5 acres near the Baylands Athletic Center

There were no significant differences between North and South Palo Altans' preferences for programming at Baylands. There was slightly more support for hiking and bird watching among South Palo Altans.

Graph 17d: North/South Palo Altans- What facilities or spaces would be appropriate for the additional 10.5 acres of land near the Baylands Athletic Center (designated for future recreational use)?



Serving a Variety of Populations

The survey asked respondents to share their ideas for activities or programs that would better serve a variety of populations in the community, including a range of age groups, lower income residents, people with disabilities, or specific ethnic or linguistic groups. South Palo Altans were more likely to share ideas for better serving low income people and people with disabilities while North Palo Altans were more likely to provide ideas to better serve Middle School and High School age youth.

Graph 25: Indicate populations that could be better served by programs and activities.

