

# City of La Quinta

COMMUNITY SERVICES COMMISSION MEETING: SEPTEMBER 14, 2015

## STAFF REPORT

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**AGENDA TITLE:** COMMUNITY SERVICES NEEDS ASSESSMENT FINDINGS

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### RECOMMENDATION

Staff is updating the Commission on the findings of a community services needs assessment.

### EXECUTIVE SUMMARY

- The City contracted the Public Research Group to conduct a statistically valid resident survey.
- The survey was conducted over the summer by mail, telephone, and e-mail.
- The overall findings indicate that general resident satisfaction and quality of programs are very high, and community special events, fitness related programs and performing arts are used and in demand.

### BACKGROUND/ANALYSIS

The City contracted the Public Research Group to conduct a Community Services Resident Survey during the summer of 2015. The purpose of the survey was to gather resident opinions to help set priorities for the future development of parks, facilities, programs and services. The survey was designed to obtain statistically valid results from households throughout the City. The consultant worked comprehensively with City staff in the development of the survey questionnaire.

The survey data was collected from three primary sources: mail, email, and telephone surveys. The goal was to obtain a total of at least 500 survey responses. This goal was met with a total of 519 responses received, combining the data gathering methodologies into one data set. Statistically, a sample of 500 households provides a margin of error of plus or minus 4.4% at a 95% confidence level that findings are representative of the sentiments of the residents of La Quinta.

The survey findings concluded:

- Overall satisfaction is high.
- Nearly half of the survey respondents participate in programs
- Too busy or not interested was the main reason for not participating in parks, facilities and programs.
- The City helps maintain a healthy lifestyle.

- The GEM is by far how many of City residents hear about parks and recreation within the City as well as word of mouth scored very high .
- Program quality scored very high among users.
- Community special events, fitness related programs and performing areas are used and in demand.
- Performing arts had the highest use with needs not being met.
- Parks and facilities are generally visited and used.
- The Wellness Center was only visited 19% within the past year by survey respondents as compared to the Library at 49%; this is likely a result of the facility re-opening in January.
- Passive park improvements such as shade, trails, drinking fountains and picnic tables/benches are the most important to the community.
- Areas of importance of improvements and expansion that are important to the community include special events; improve/renovate existing parks and facilities, fitness and wellness programs and walking and biking trails.
- The top three items most willing to fund were walking and biking trails, none and fitness and wellness programs. The majority of respondents were willing to fund at least \$1-\$5 per month.
- Good level of support for investigating a partnership for a facility for the northern portion of the City. The top three elements included an indoor walking/jogging track, fitness center and indoor tennis courts.

The full survey report is attached (Attachment 1) for the Commission's review. Additionally, a link to an online survey has been posted online for resident feedback. In order to maintain a statistically valid data set, the results of the online survey will not accompany this survey, but will be kept and reviewed accordingly.

## ALTERNATIVES

None required for this discussion.

Report prepared by: Tustin K. Larson, Marketing & Events Supervisor  
 Approved for submission by: Edie Hylton, Deputy City Manager

Attachment 1: Community Needs Survey Results



MEMO

To: Tustin Larson,  
Marketing & Events Supervisor

From: Tod J. Stanton

Date: September 2, 2015

RE: Executive Summary & Survey Data

### **Executive Summary**

#### **Introduction**

Public Research Group conducted a Community Services Resident Survey during the summer of 2015. The purpose of the survey was to gather resident opinions to help set priorities for the future development of parks, facilities, programs and services. The survey was designed to obtain statistically valid results from households throughout the City of La Quinta. The consultant worked comprehensively with City staff in the development of the survey questionnaire.

The survey data was collected from three primary sources: mail, email, and telephone surveys. The goal was to obtain a total of at least 500 survey responses. This goal was met with a total of 519 responses received, combining the data gathering methodologies into one data set. Statistically, a sample of 500 households provides a margin of error of plus or minus 4.4% at a 95% confidence level that findings are representative of the sentiments of the residents of La Quinta.

#### **Major Survey Findings**

The survey contained a series of questions that were designed to measure behavior as well as perceptions by residents surrounding community service regarding Parks, Recreation, Trails and Open Space within the community. Furthermore, there were several opportunities for participants to provide specific comments from “open end” questions.

➤ Overall satisfaction with the parks and recreation value your household receives from the City of La Quinta Community Services Department?

89% respondents said they were satisfied and only 11% said they were not, suggesting that respondents were overall overwhelmingly satisfied with the parks and recreation value that they receive.

➤ Ways respondents learn about City of La Quinta programs and activities.

The top three were the GEM which was by far the most popular means at 78%, followed by the Desert Sun Newspaper at 46% and word of mouth at 39%.

➤ Participation in Programs (Benchmark)

Only 44% of the survey respondents have participated in any programs offered by the City of La Quinta during the past 12 months. In review of the 2006 survey findings, only 19% had participated in a program which is a significant improvement.

➤ Quality of Programs (Benchmark)

Of the residents that have used a program in the past 12 months, 94% respondents said the programs were either excellent or good with 5% as fair and only 1% said the program quality was poor. The excellent category is at 44% which has a direct correlation with the very satisfied category which was at 23% in the 2006 resident survey. This represents almost a double fold improvement in the past nine years.

➤ Participation in Program Categories (Benchmark)

The most highly participated programs that were used and met the needs of the community were special events at 60%, followed by outdoor fitness at 52% and then performing arts at 25%. In review of the 2006 survey findings, the top three programs that met the needs of the community were youth sports at 28%, community special events, performing arts and before and after school programs all tied at 27%.

➤ Other Recreation Providers

The top three responses were private clubs (golf and tennis) at 27%, none at 25% and private health clubs (health and fitness) at 23%. The fact that none was so high shows that there is potentially a small, untapped parks and recreation market available within the community.

➤ Most Important Programs

The top five ranked activities in terms of importance were all are equally important at 33%, none at 23%, outdoor fitness at 12%, special events at 10% and indoor fitness at 7%.

➤ Visitation of Parks and Facilities in the Last 12 Months

The top five places visited were the La Quinta Library at 49%, Civic Center Campus at 33%, Cove Oasis at 30%, Bear Creek Trail at 29% and La Quinta Park at 26%.

➤ Condition of the Parks

93% respondents said the programs were either excellent or good with 6% as fair and only 1% said the parks and facilities condition was poor. These responses are very similar to the 2006 survey findings.

➤ Potential Park Improvements (Benchmark)

The top three improvements were shade (trees/structures) at 59%, trails at 36% and restrooms at 35%. In review of the 2006 survey the top three improvements were shade (trees/structures) at 41%, restrooms at 39% and drinking fountains at 30%.

➤ Most Valuable Improvements to Park Spaces

The top three ranked improvements in terms of being most valuable consolidated in a first through third choice were shade (trees/structures) at 32%, none at 29% and trails at 23%.

➤ Most Important actions and programs the City of La Quinta could take to improve and expand parks and recreation

The survey data shows the top three were special events at 64%, improve/renovate existing parks and facilities and fitness and wellness programs tied at 64% and walking and biking trails at 63%. The top three items most willing to fund were walking and biking trails at 40%, fitness and wellness programs at 32% and none and new outdoor aquatic facilities at 31%. The majority of respondents were willing to fund at least \$1-\$5 per month at 46%.

➤ Level of Support for a Partnership with Palm Desert for the Aquatic Center

The survey data shows only 23% of La Quinta residents use the Palm Desert Aquatic Center but of those that do use the facility, 56% of the survey respondents were in favor of a partnership to allow La Quinta resident access to the facility at Palm Desert rates.

- Level of Support for La Quinta seek to partner with surrounding Desert communities to build a joint use recreation center in the northern portion of the City?

The survey data shows that 35% were in support of the idea, 28% were against and 37% did not know. When Public Research Group sees these types of responses on such a possible facility at this stage of research, it is an indication that the project should be evaluated further and once more information is developed and the community has an opportunity to learn more about it, further community research should be taken to re-measure the level of support before further steps are attempted. The top three elements in a new facility were an indoor walking/jogging track at 61%, fitness center at 48% and indoor tennis at 34%.

- On-line Methods of Communication

The most effective method was social media at 54% followed by text messages at 52%.

- Importance of Partnerships

The various organizations that the City of La Quinta partners with for parks and recreation programs and activities were of importance in the survey respondents to maintain.

## **Survey Conclusions**

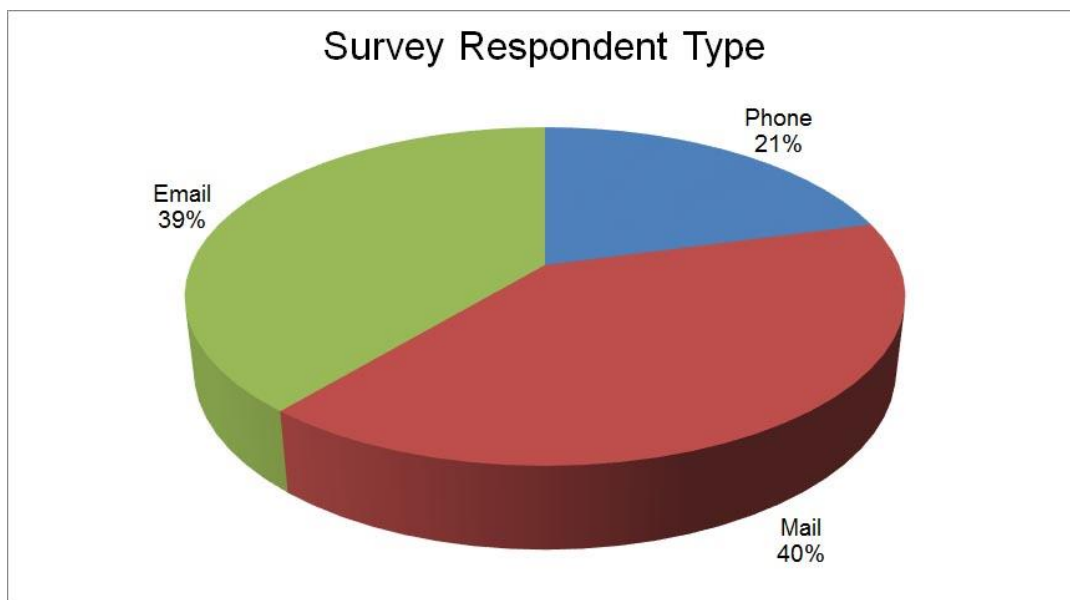
- Overall satisfaction is high
- Nearly half of the survey respondents participate in programs
- Too busy or not interested was the main reason for not participating in parks, facilities and programs
- The City helps maintain a healthy lifestyle.
- The GEM is by far how many of City residents hear about parks and recreation within the City as well as word of mouth scored very high
- Program quality scored very high among users
- Community special events, fitness related programs and performing areas are used and in demand
- Performing arts had the highest use with needs not being met
- Parks and facilities are generally visited and used

- The Wellness Center was only visited 19% within the past year by survey respondents as compared to the Library at 49%; this is likely a result of the facility re-opening in January.
- Passive park improvements such as shade, trails, drinking fountains and picnic tables/benches are the most important to the community
- Areas of importance of improvements and expansion that are important to the community include special events, improve/renovate existing parks and facilities, fitness and wellness programs and walking and biking trails
- The top three items most willing to fund were walking and biking trails, none and fitness and wellness programs. The majority of respondents were willing to fund at least \$1-\$5 per month.
- Good level of support for investigating a partnership for a facility for the northern portion of the City. The top three elements included an indoor walking/jogging track, fitness center and indoor tennis courts.

### Survey Data

#### Survey Response:

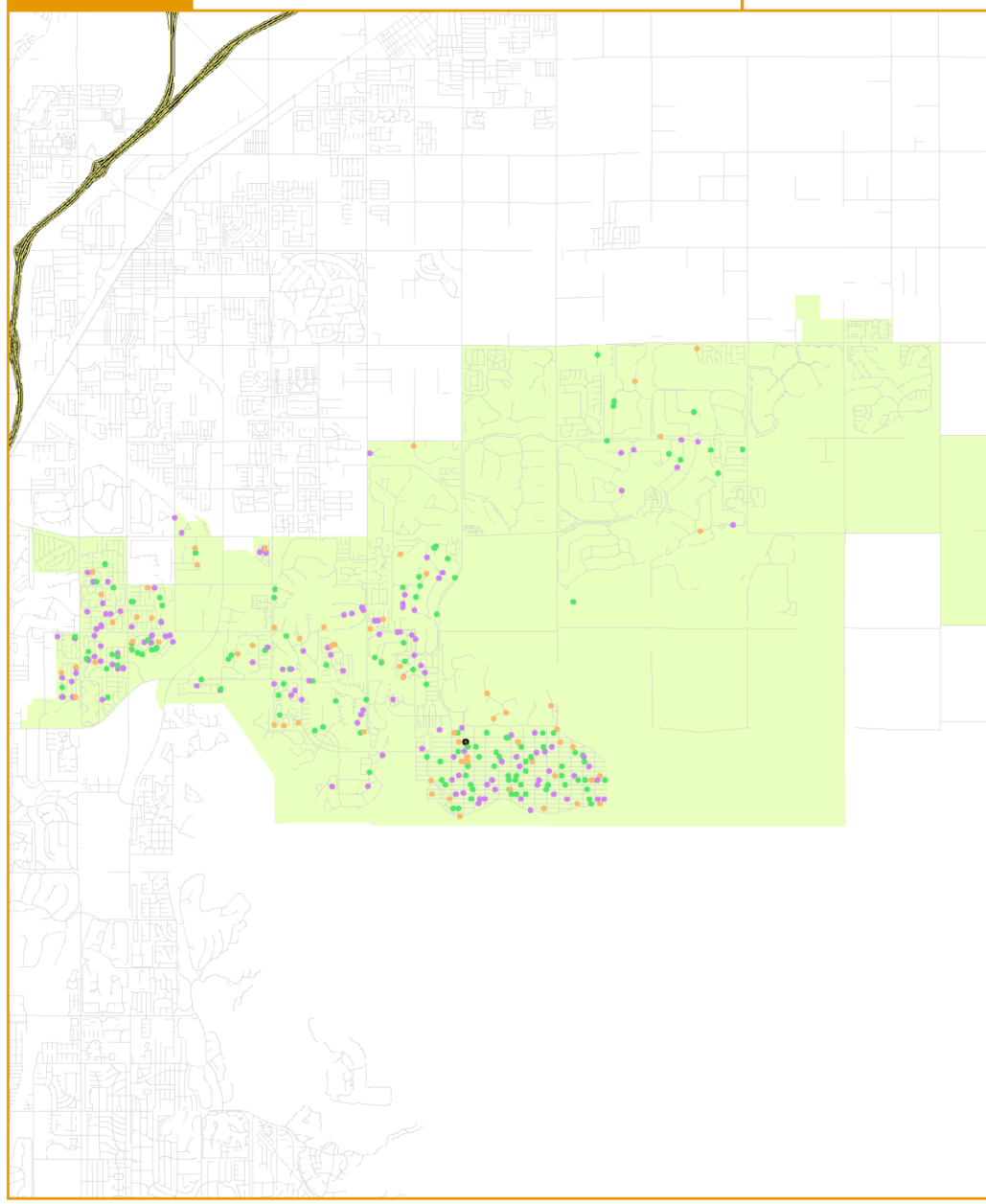
We completed 519 survey returns as of September 1, 2015. This information should be valuable for you to review and develop an understanding of the survey information. In addition to the graphs, the average age for the survey respondent was 62. However, since no one under the age of 18 completed the survey, the age is 44 when adjusted and is close to the census median age of 45.6. Finally, the average length of time the respondents have resided in the City of La Quinta is 12 years.



La Quinta Survey  
Completed Responses

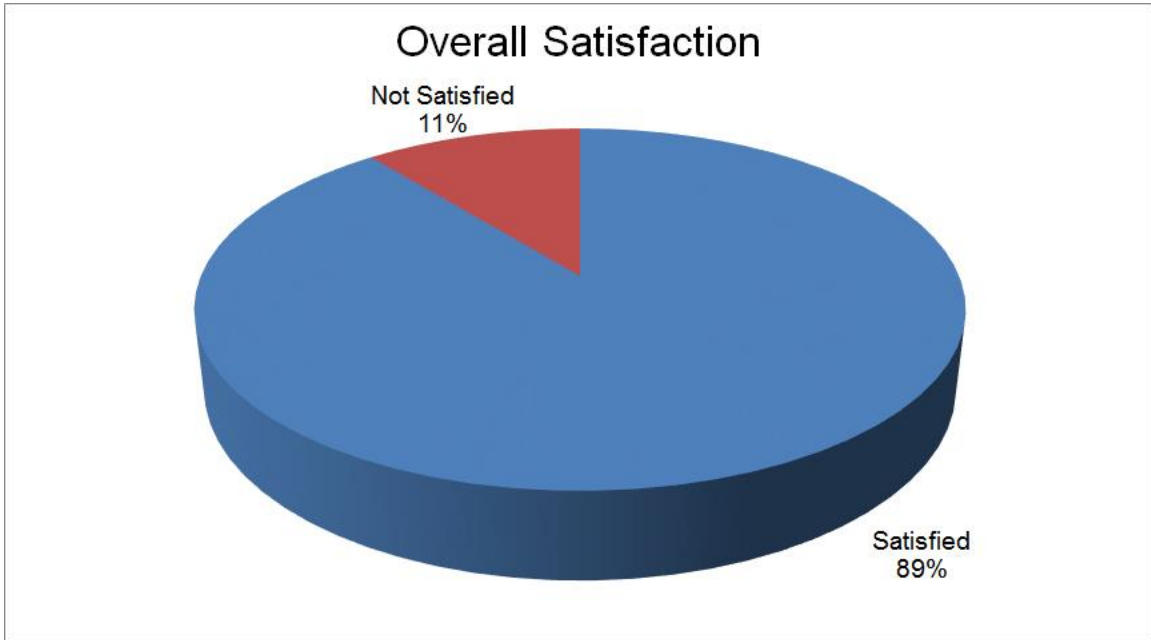
**Legend**

- Email
- Mail
- Phone
- Highways
- Roads
- La Quinta Boundary



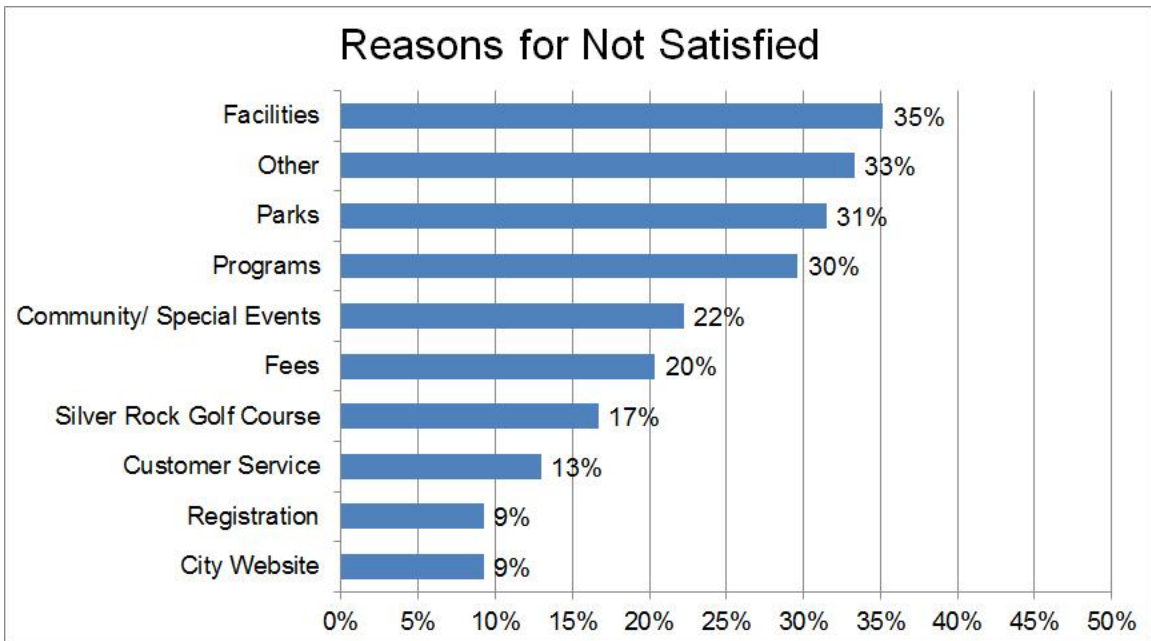
**Question 1:**

How would you characterize your overall satisfaction with the parks and recreation value your household receives from the City of La Quinta Community Services Department?



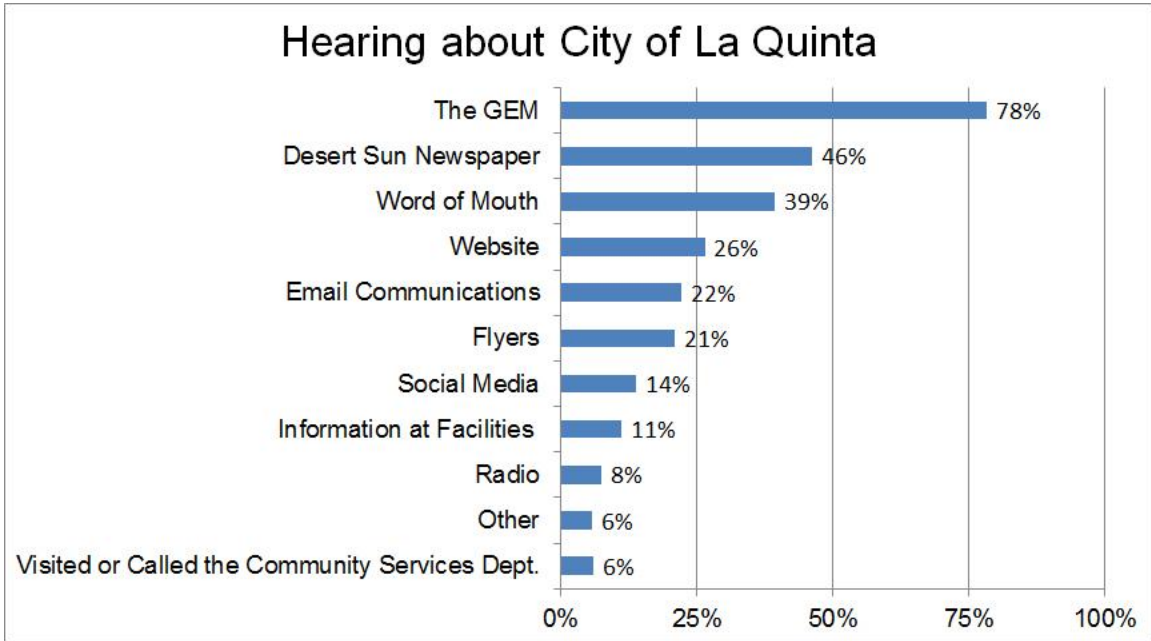
**Question 1a:**

If you answered "Not Satisfied", please tell us which area(s) you are not satisfied with?



**Question 2:**

Please check ALL the ways you learn about City of La Quinta programs and activities.



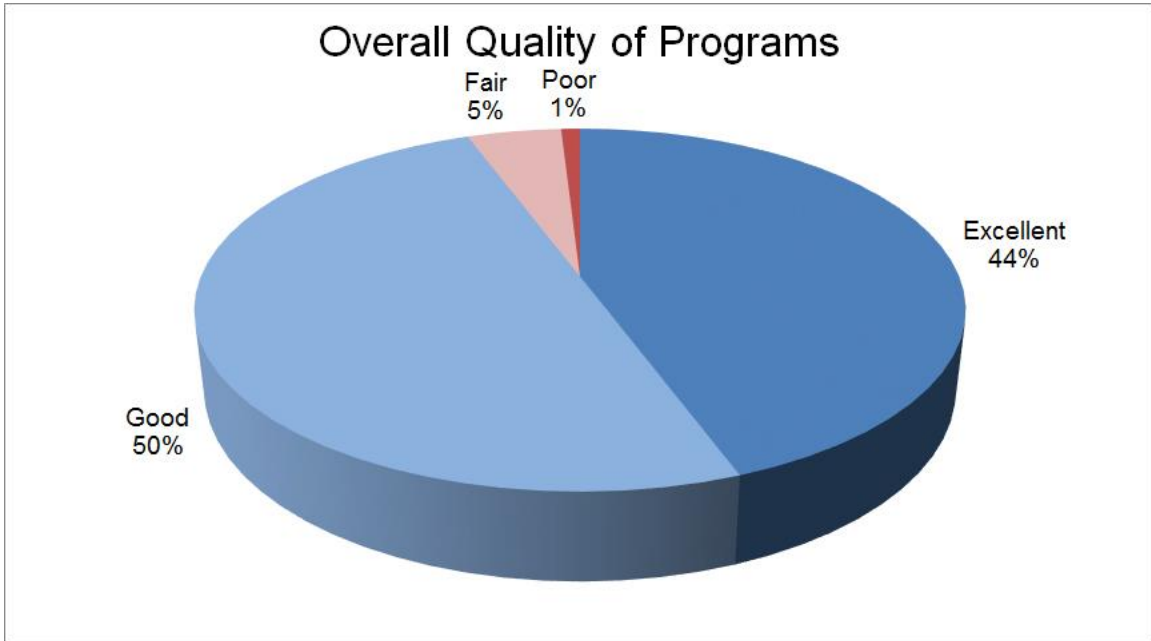
**Question 3:**

Have you or members of your household participated in any programs offered by the City of La Quinta during the past 12 months?



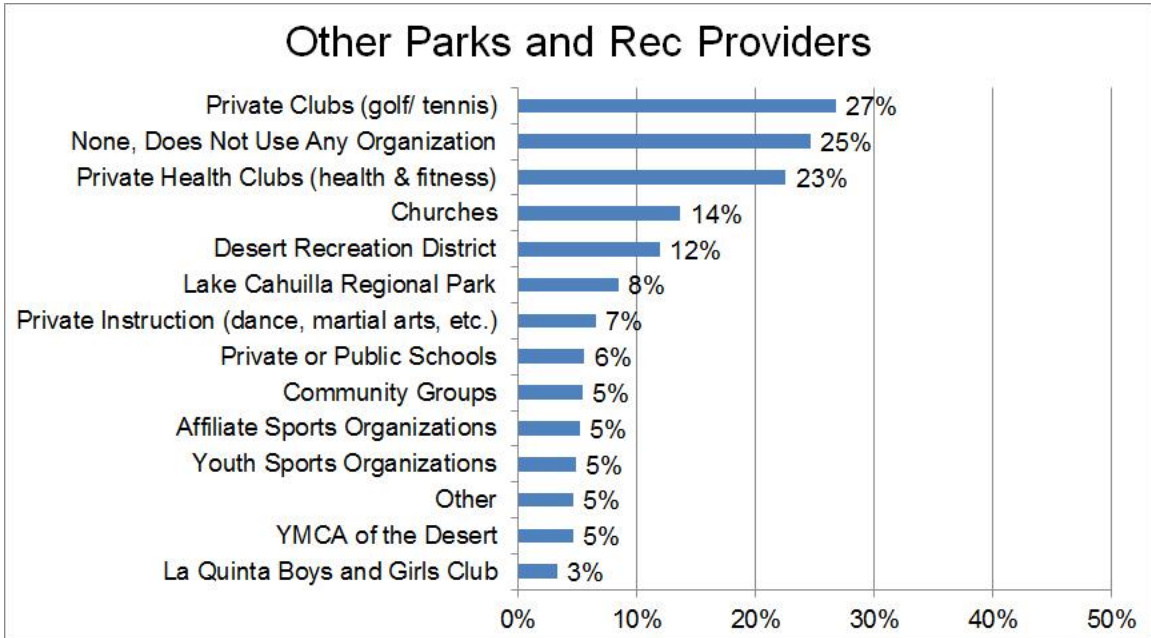
**Question 3a:**

How would you rate the overall quality of the programs you and members of your household participated in?



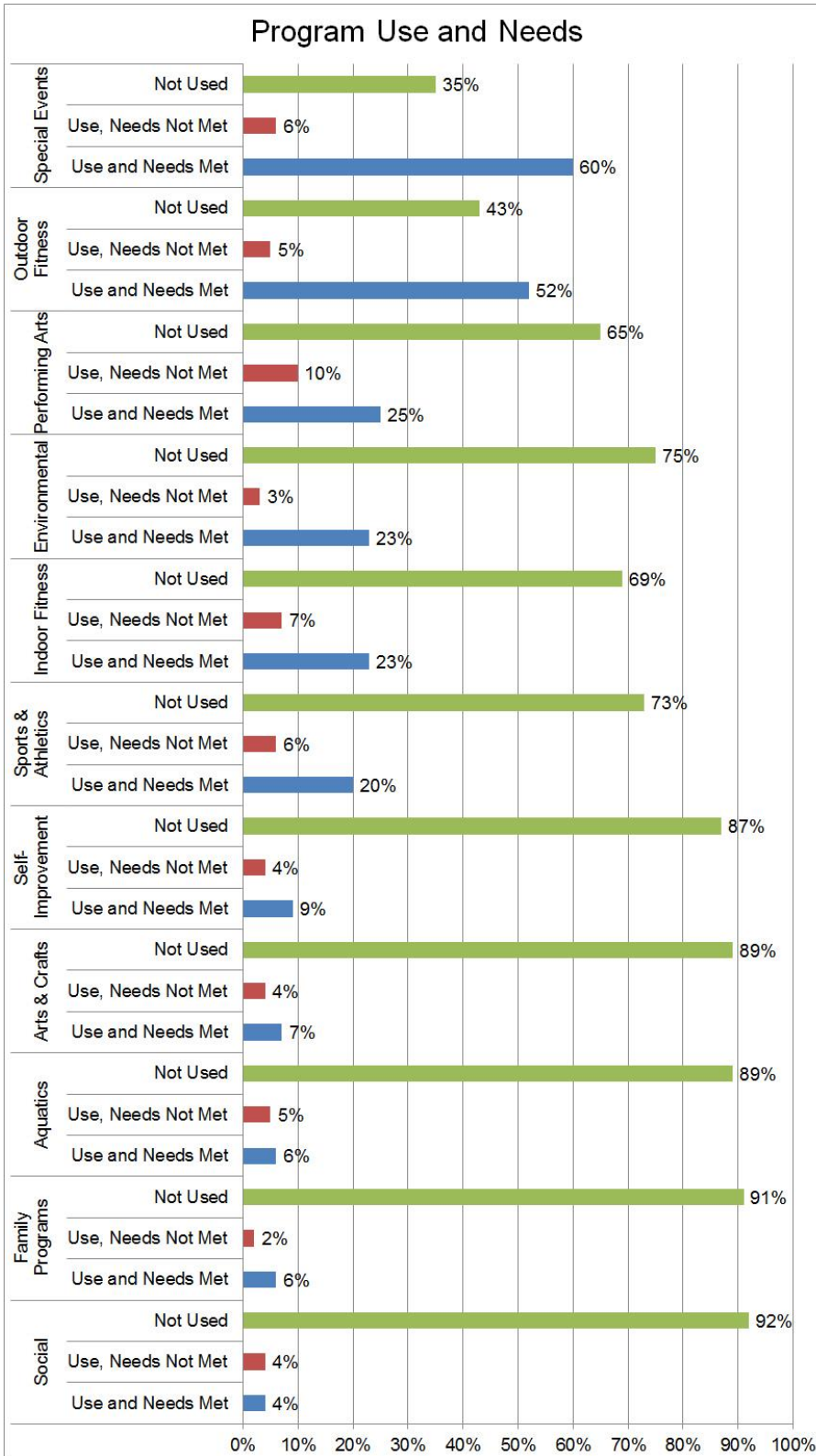
**Question 4:**

What other parks and recreation providers, if any, do you or your family use for programs and services?



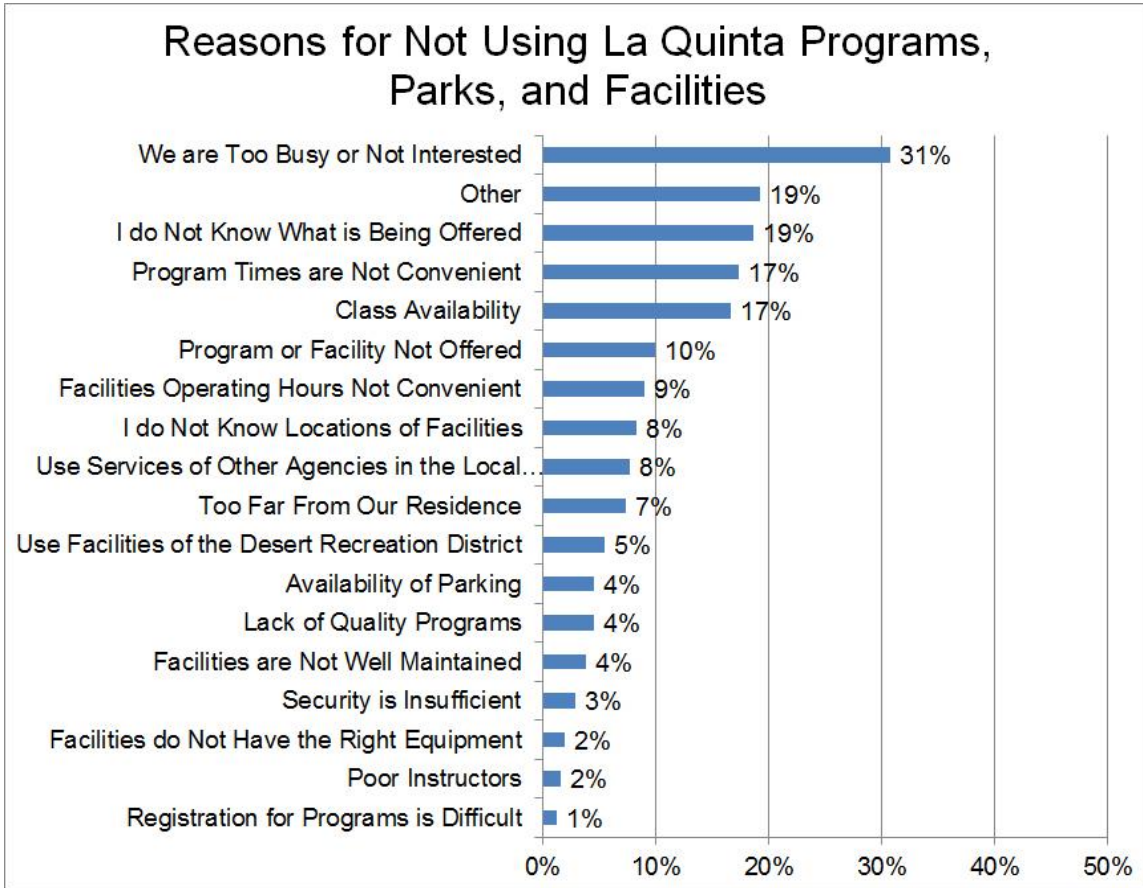
### Question 5:

Please check ALL the reasons that prevent you or other members of your household from using parks, facilities, and recreation programs in the City of La Quinta more often.



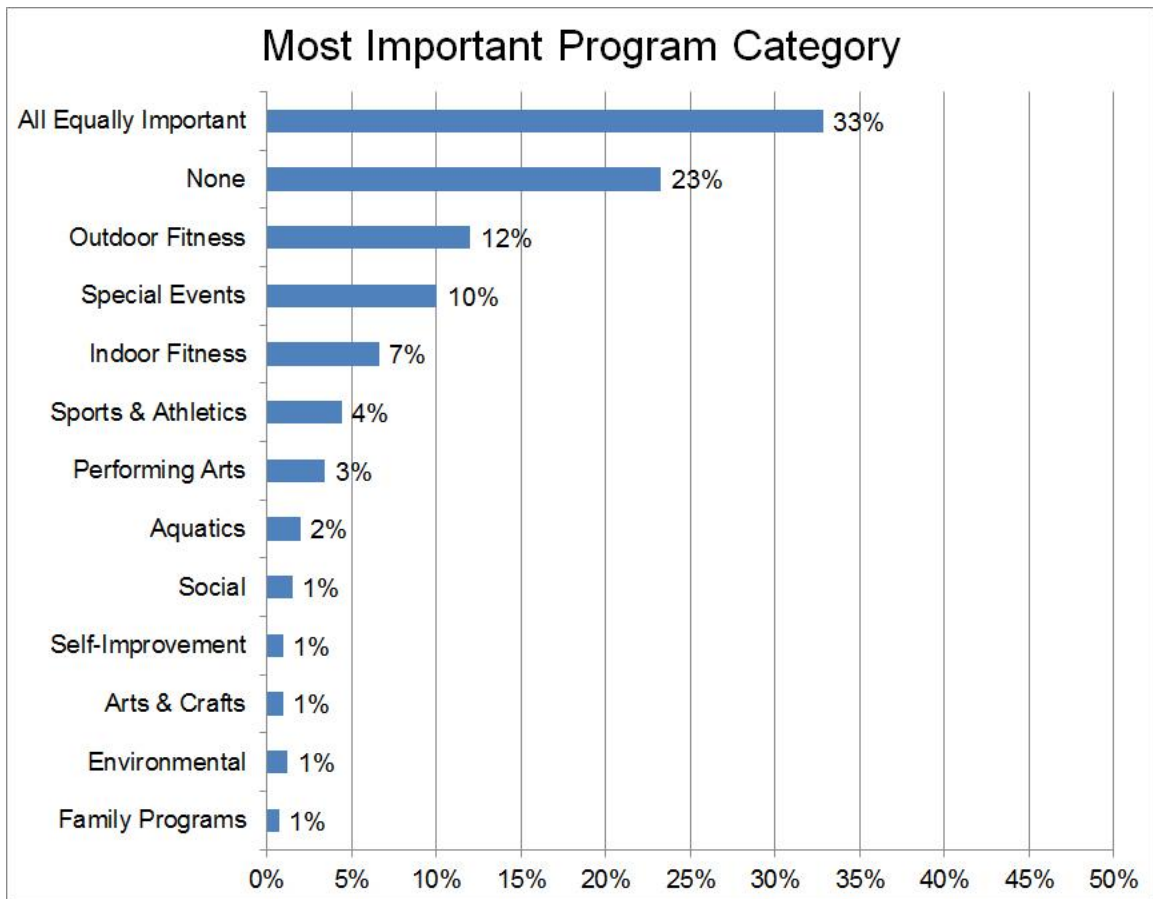
**Question 6:**

Please indicate if YOU or ANY MEMBER of your HOUSEHOLD uses the following program categories.



**Question 6a:**

Which program that you use from the list above is the MOST IMPORTANT to your household?



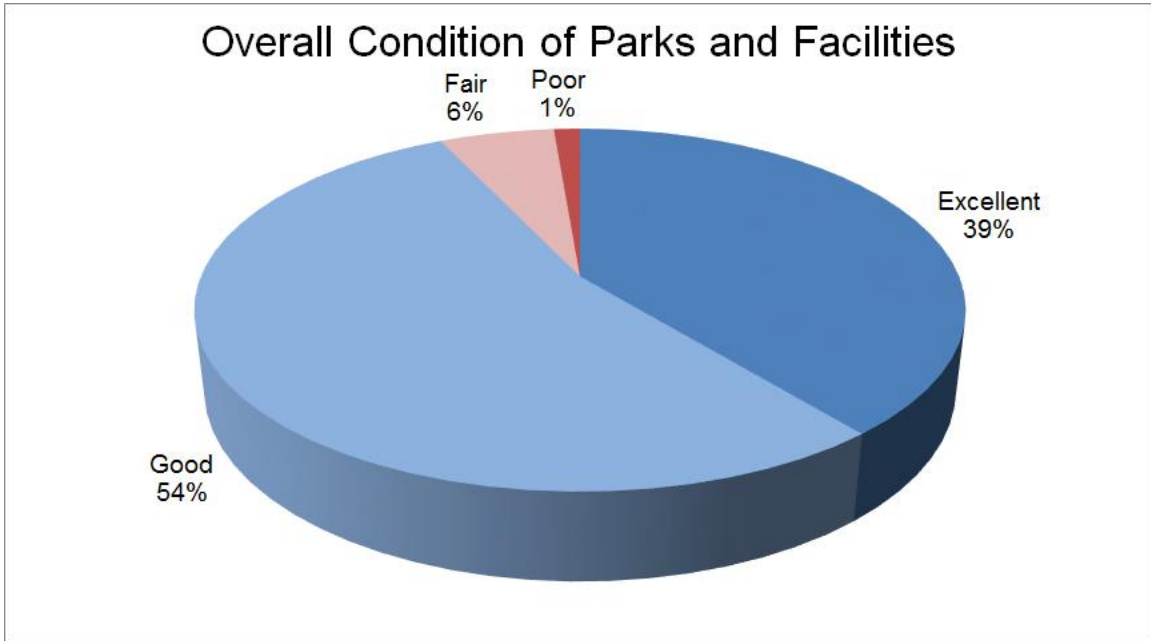
**Question 7:**

From the following list, please check ALL the City of La Quinta parks and facilities you or members of your household have visited over the past 12 months.



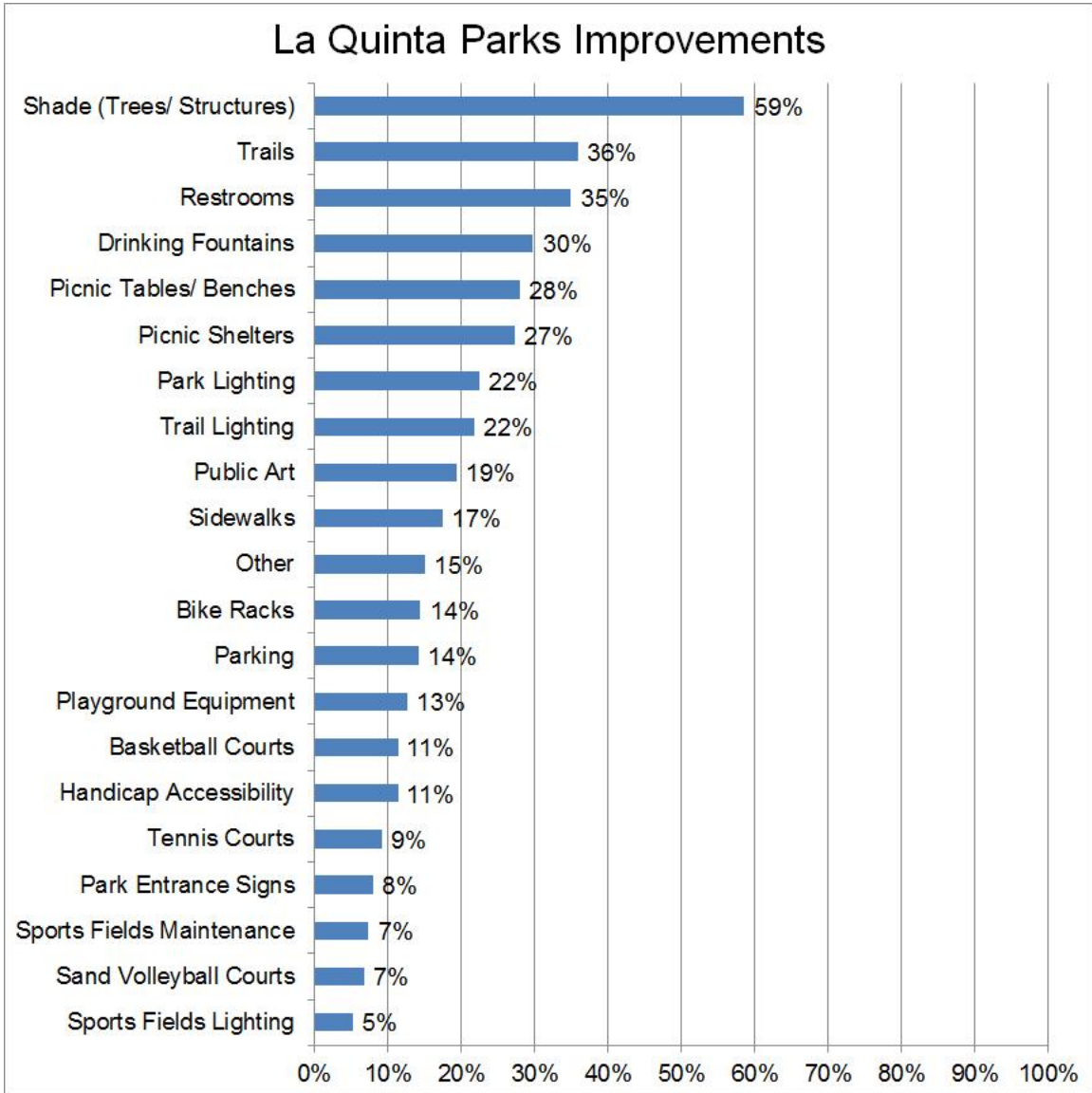
**Question 8:**

Overall how would you rate the physical condition of ALL the City of La Quinta parks and facilities that you have visited?



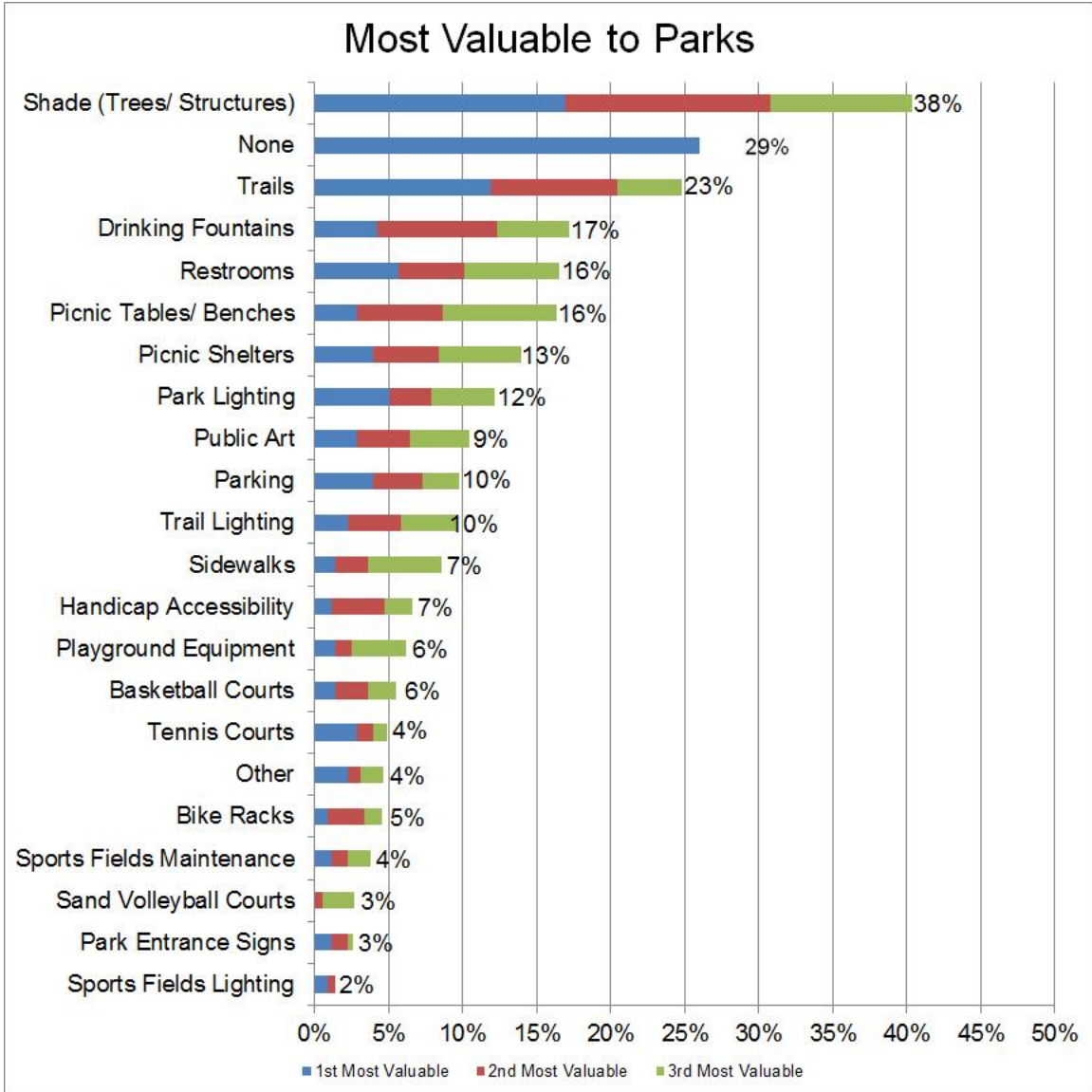
**Question 9:**

Listed below are potential improvements that could be made to City of La Quinta parks. Please check ALL the improvements you would like to have made to the City parks.



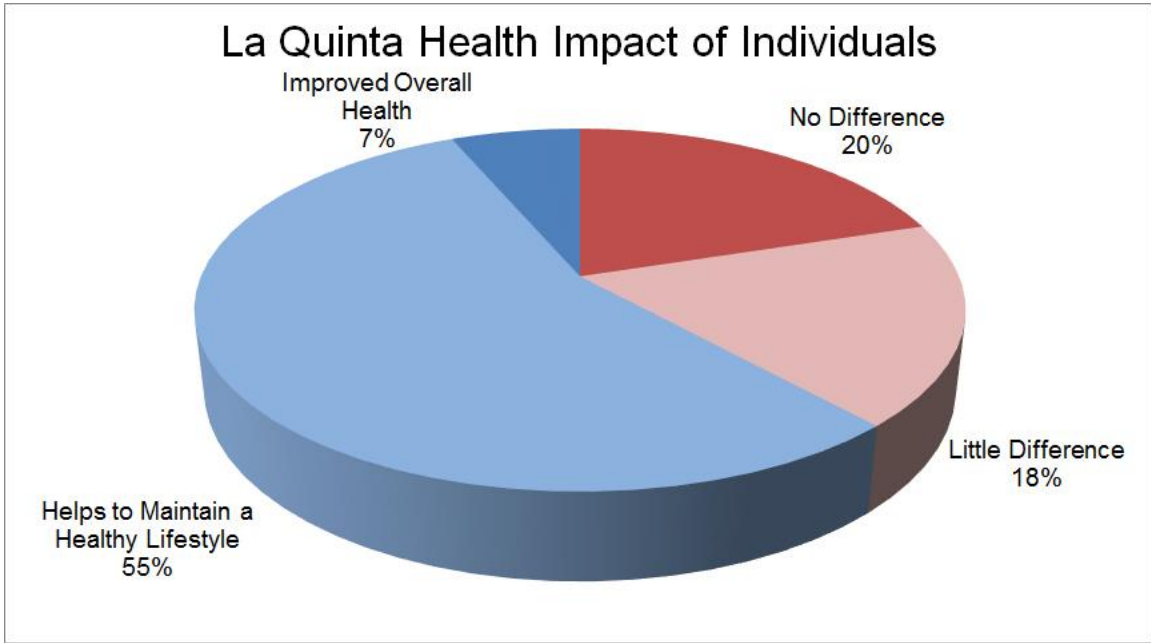
**Question 10:**

Which THREE of the improvements from the list do you feel add the most value to parks?



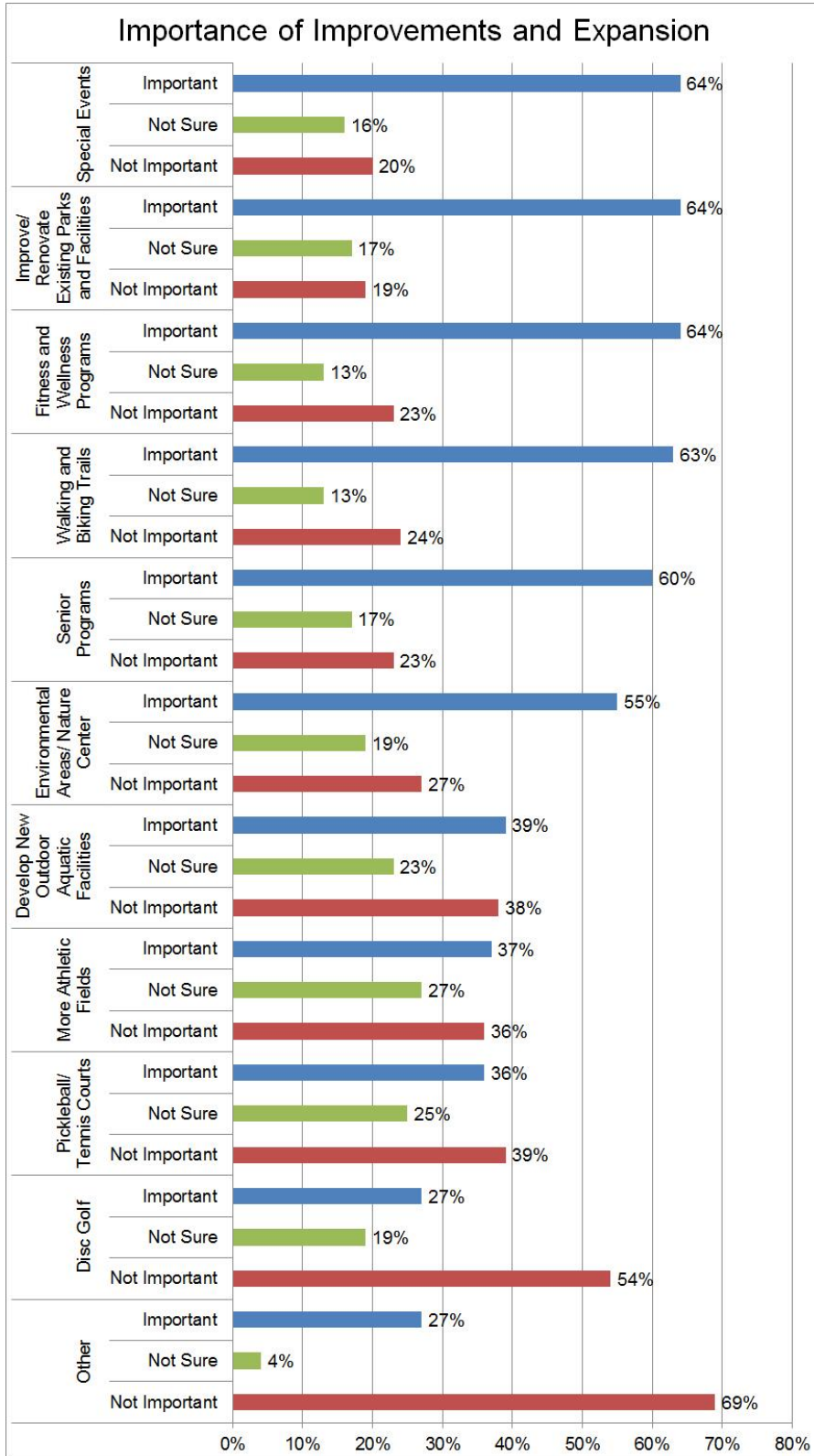
**Question 11:**

To what extent does the City of La Quinta make a difference in your health or the health of members of your household?



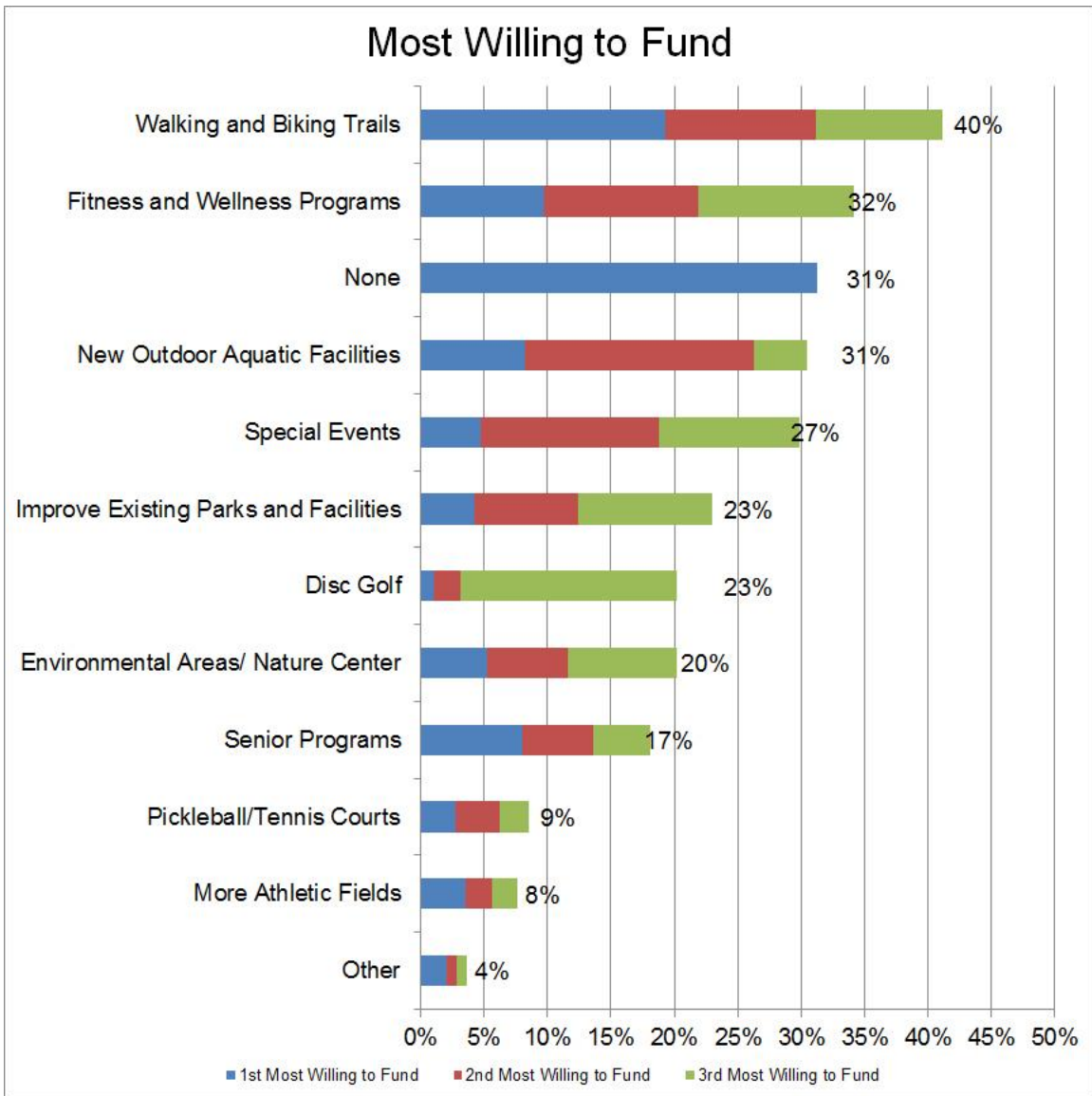
**Question 12:**

Please indicate how important you and your household believe it would be for the City of La Quinta to take action in the following.



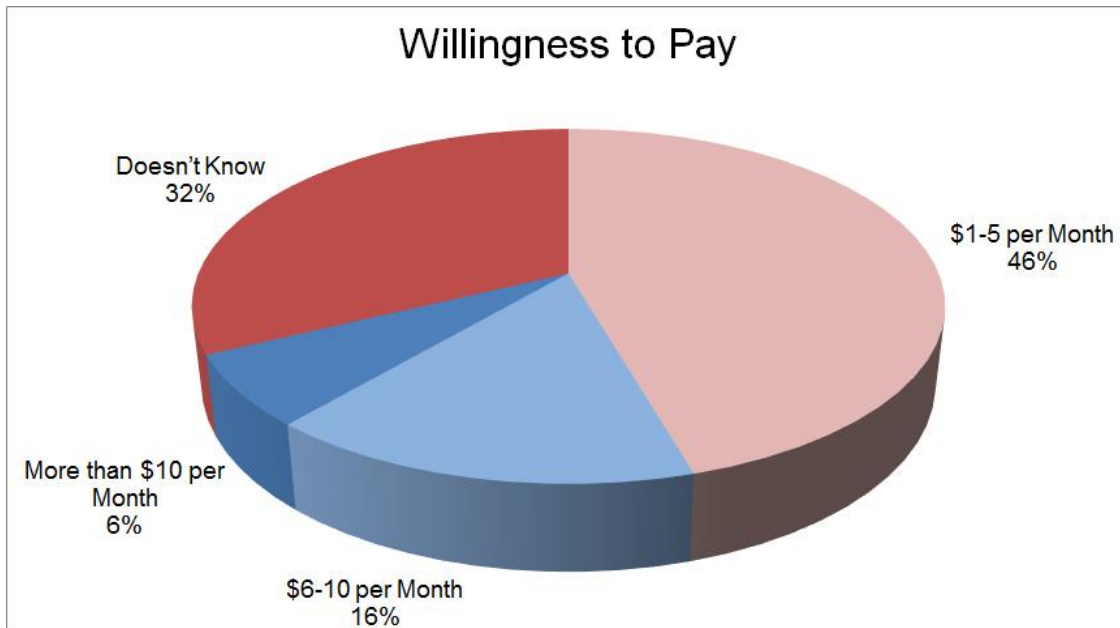
**Question 13:**

Which THREE of the items from the list would you be most willing to fund with your tax dollars?



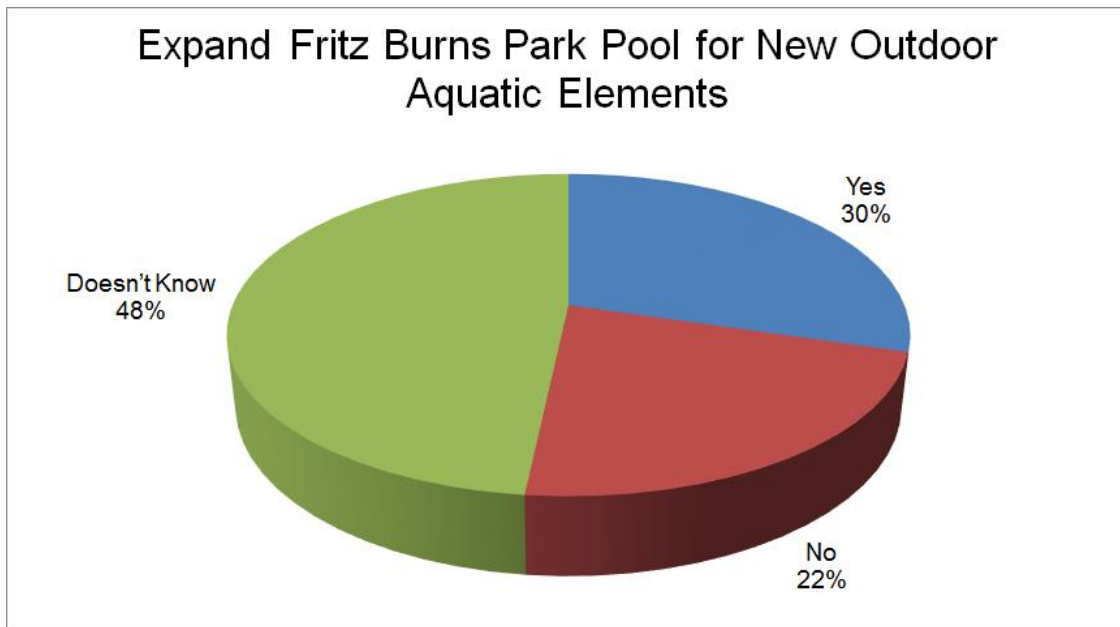
**Question 13a:**

How much of an increase would you be willing to pay to fund the costs to purchase, improve, or develop your selections?



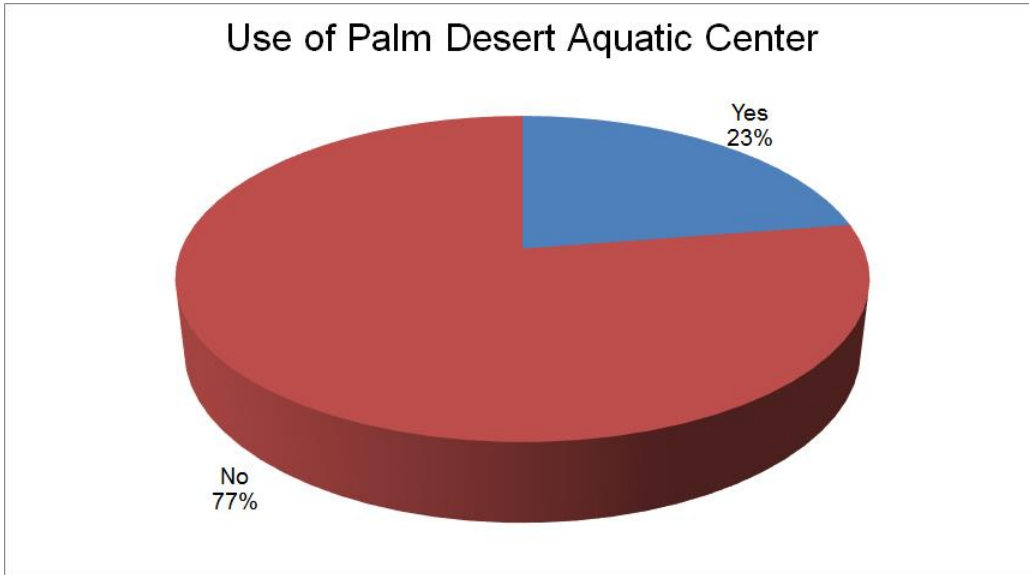
**Question 14:**

Should the outdoor pool at Fritz Burns Park be expanded to provide new outdoor aquatic elements?



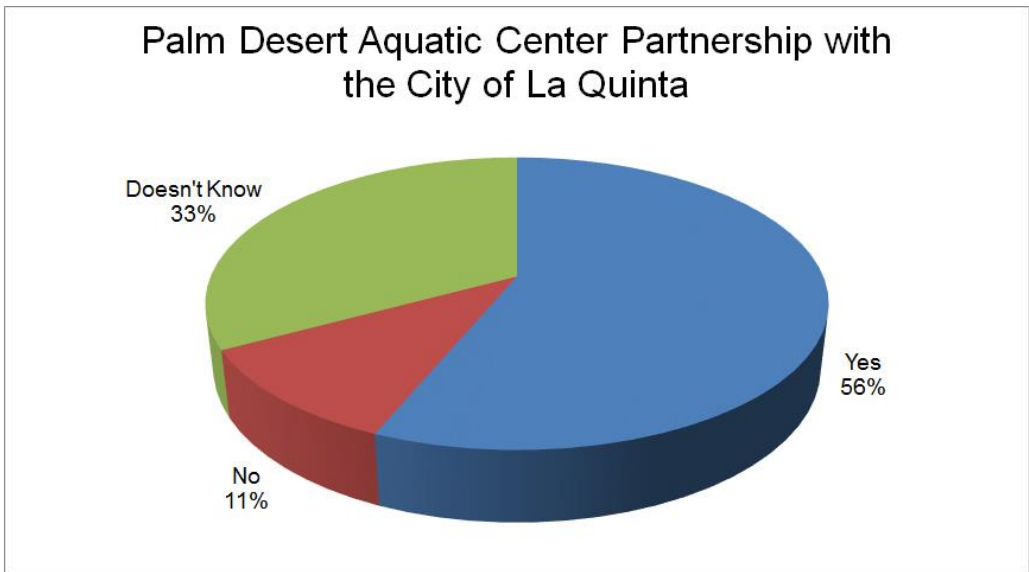
**Question 15:**

Please indicate if YOU or ANY MEMBER of your HOUSEHOLD have used the Palm Desert Aquatic Center?



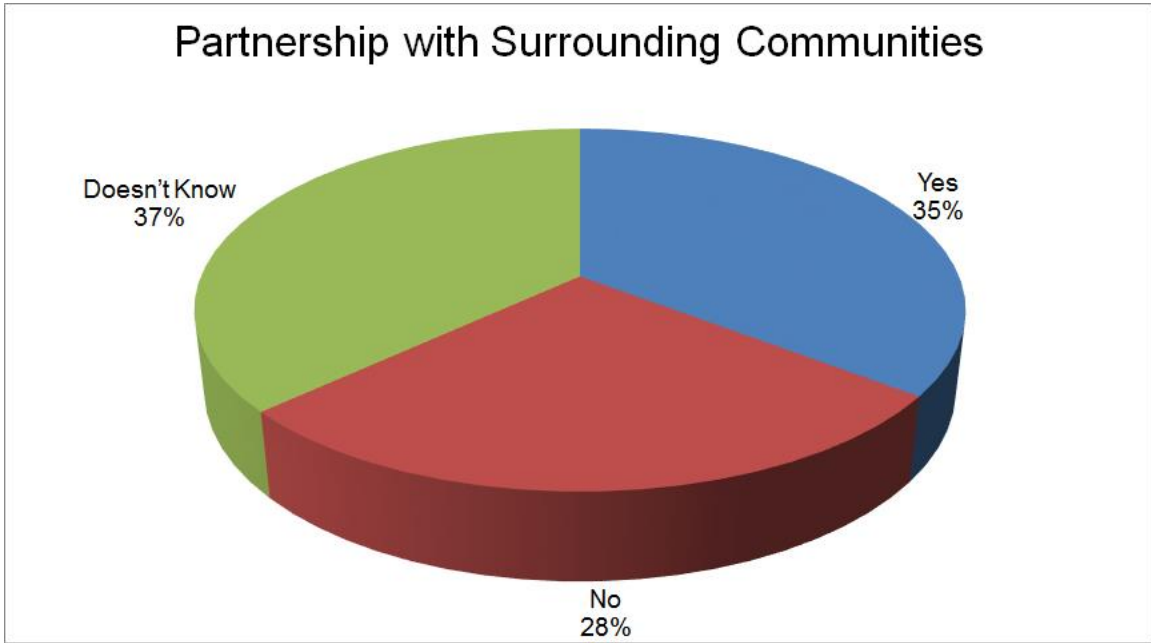
**Question 15a:**

Does the City of La Quinta need to work with the City of Palm Desert for an intergovernmental agreement that allows City of La Quinta resident's access to the Palm Desert Aquatic Center at Palm Desert resident rates?



**Question 16:**

Should the City of La Quinta seek to partner with surrounding Desert communities to build a joint use recreation center in the northern portion of the City?

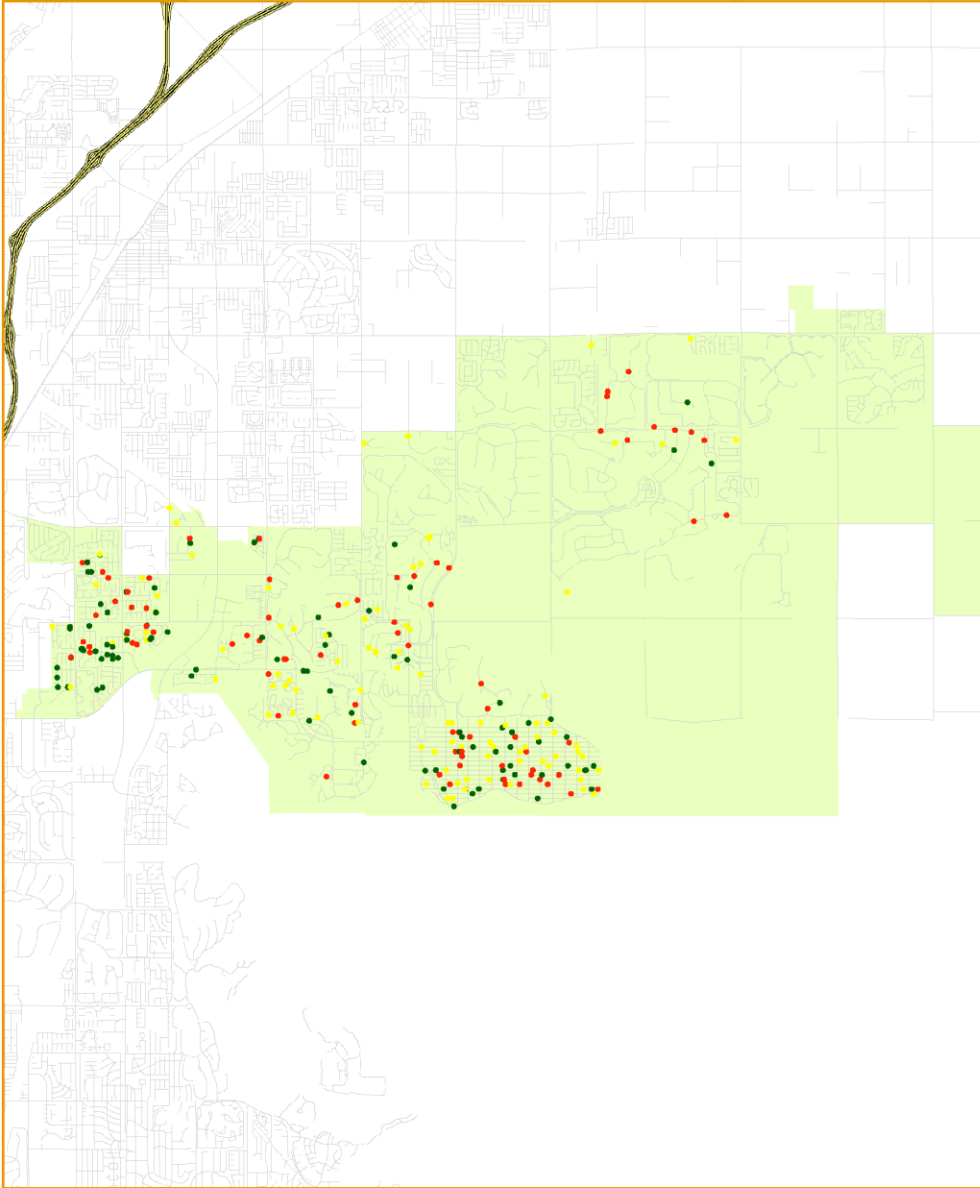


La Quinta Survey

Q16. Support for a joint use recreation center in the northern portion of the City?

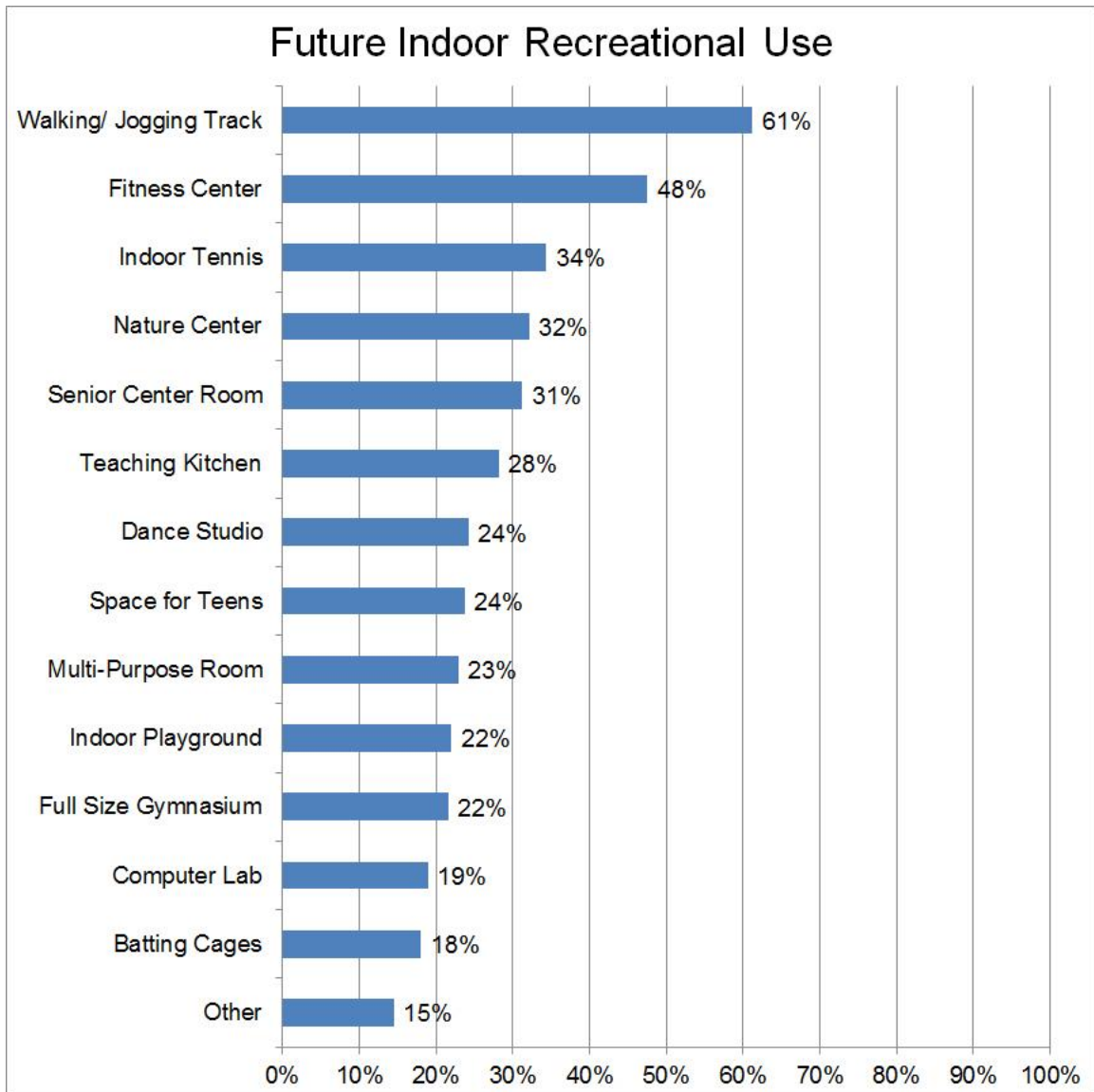
**Legend**

- Yes
- Don't Know
- No
- Highways
- Roads
- La Quinta Boundary



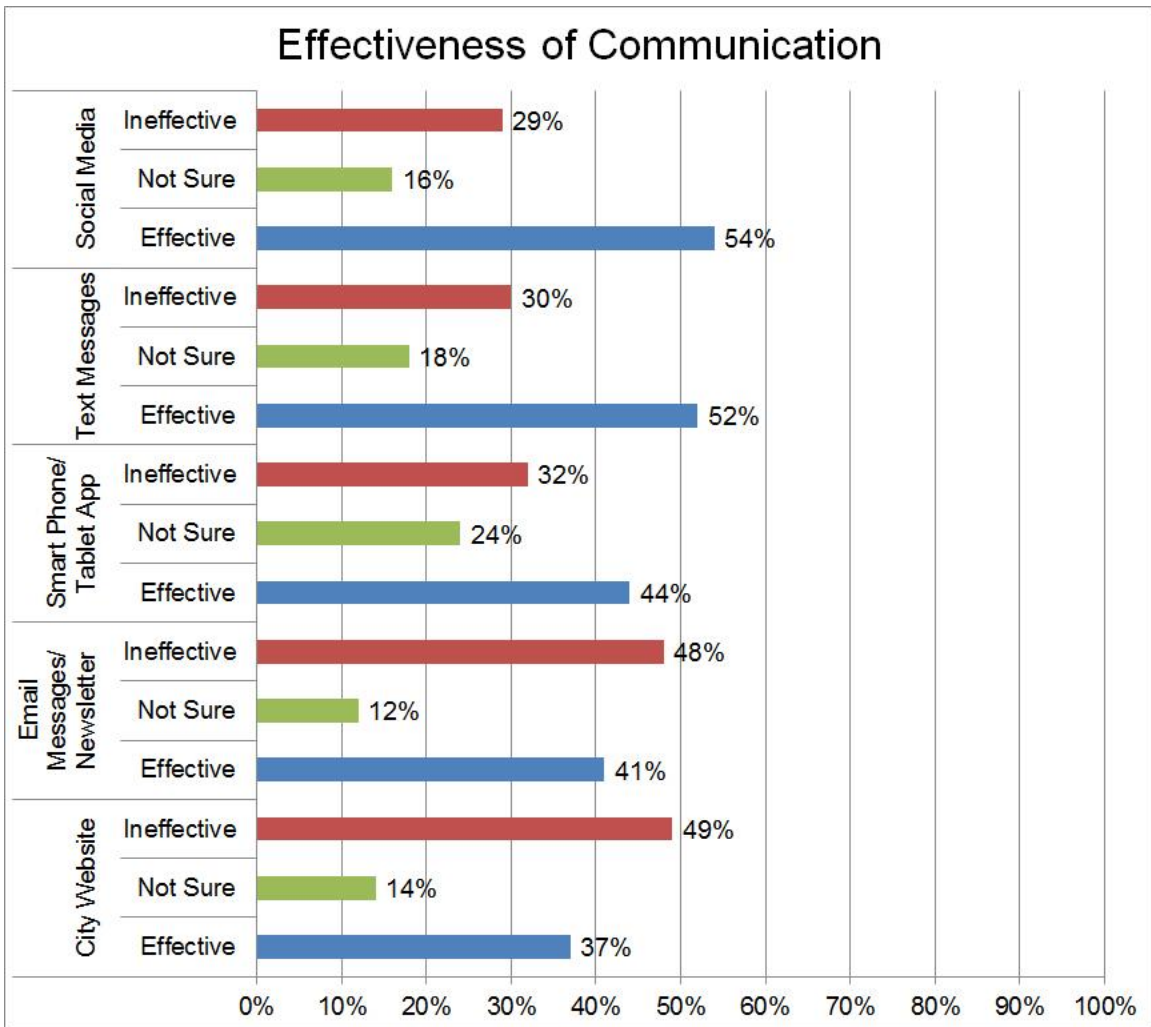
**Question 16a:**

What indoor recreational spaces would you or someone in your household use in the future?



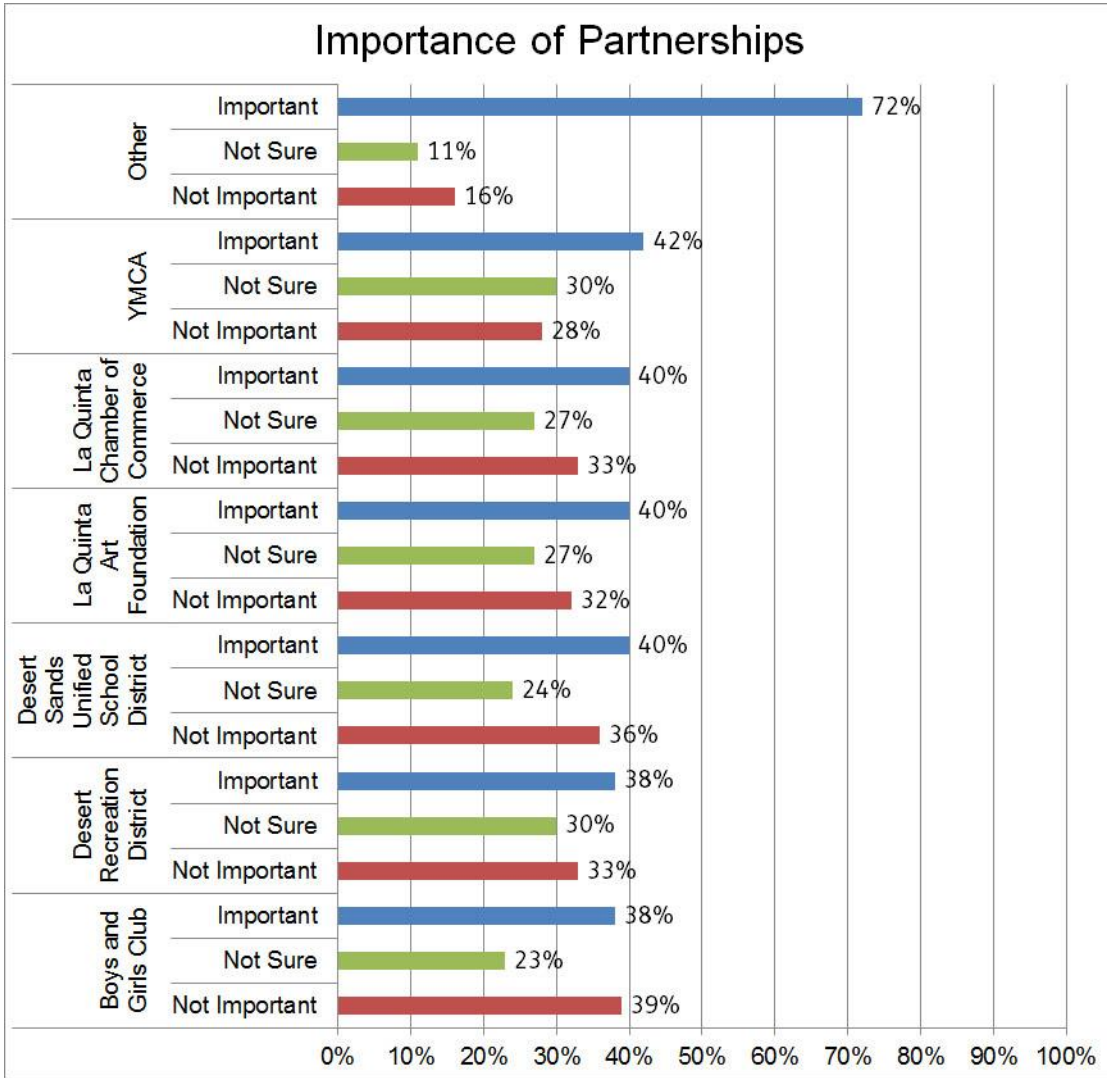
**Question 17:**

Please indicate how effective the following online methods of communication would be for keeping you informed about City of La Quinta parks and recreation activities.



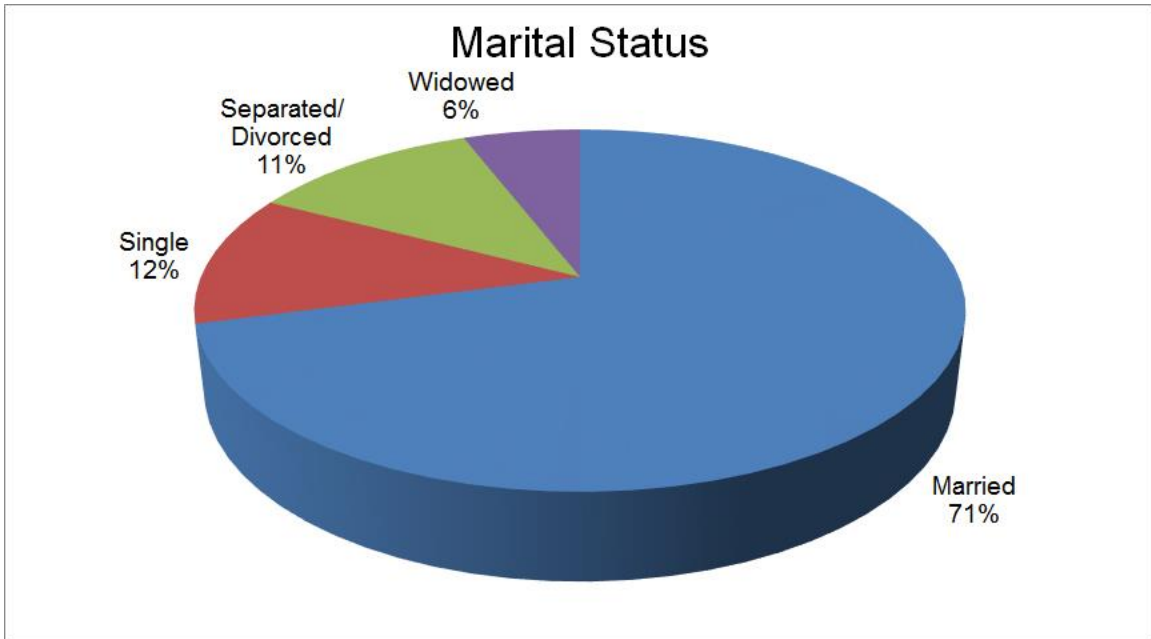
**Question 18:**

Please indicate how important you think it is for the City of La Quinta to develop and maintain partnerships with the following agencies.



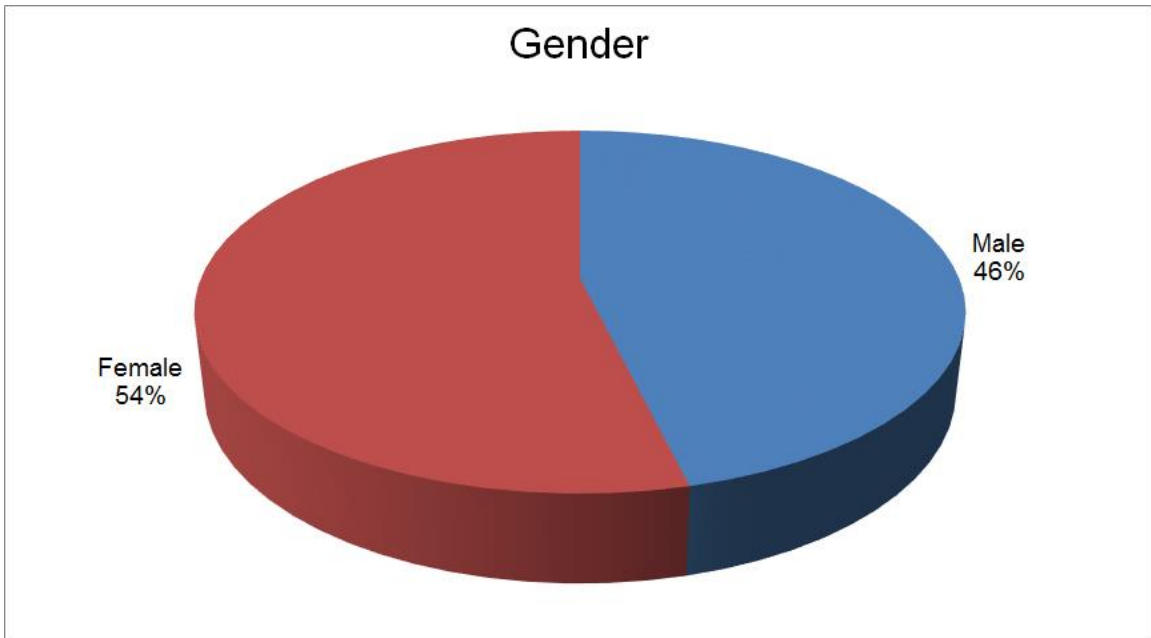
**Question 19:**

What is your marital status?



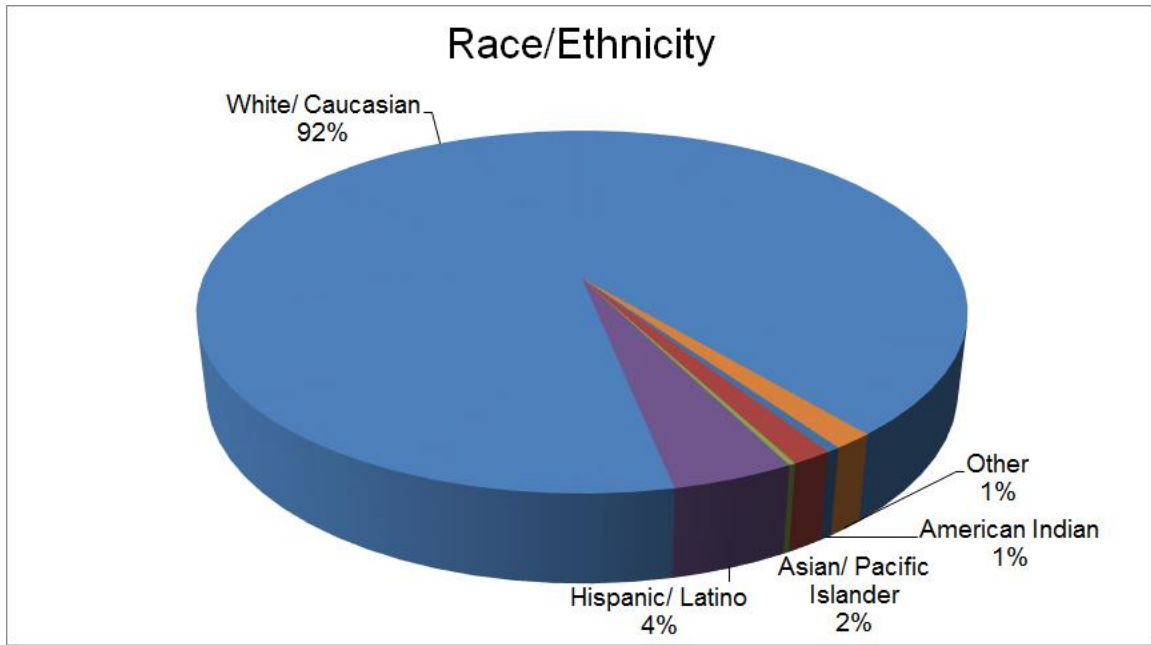
**Question 21:**

What is your gender?



### Question 23:

How would you describe your race/ethnicity?



The following are responses in some of the more prominent “other” categories, some of these responses have been edited but most are word-for-word.

#### Question 1a, Other:

- La Quinta senior center has been taken away.
- Too many dog parks.
- Doesn't respect the city.
- Not satisfied with how La Quinta uses money.
- Classes.
- Need more programs.
- Poor airway communication.
- Need pool and slides etc.
- LQ community services care more about seniors than youth activities.
- Bike lanes are frequently w/ glass, leaf litter, parked vehicles, joggers, skaters, walkers- please clean up bike lanes.
- You spray the parks with poisons. Please stop it.
- No control of wildfowl and feeding at park by city offices.
- Silly money spent on the road runner @ the round-about.
- Dogs off of leashes in parks.

- Not enough dog-friendly areas, ie large off-leash and hiking/biking opportunities.
- Fritz Burns Pool.

### **Question 5, Other:**

- Older and doesn't get out for entertainment activities much.
- Programs are better in other areas, special events, day trips, senior center as well as Quilting center in wellness center for Ronald McDonald house.
- Older, not using community services any more.
- Lives in a gated community, has recreational activities in her own living area.
- Now has to pay for senior club and senior center use.
- Doesn't like the way the City of La Quinta spends their money.
- Lives in an all inclusive wealthy community- doesn't need the city's services.
- Handicapped.
- Parking for larger community events.
- Too hot, need more shade structures and trees and more lighting on trails at night so people can bike, walk, hike when it's cool.
- Need more space in parks for fitness equipment.
- Too old.
- Not enough fitness equipment, too crowded.
- Not enough classes for seniors.
- Very active senior, but doesn't use many parks and rec facilities like used to.
- Older.
- Can't drive.
- Lives in a gated community.
- Adequate Private.
- Health and Old Age.
- Use of private club facilities.
- I'm old and Lazy.
- Health and breathing problems not allowing resident to participate in activities.
- Care giving to mother- not able to get out much.
- Dog Park.
- We are in Trilogy @ 60th and Madison. There is nothing out here. Could use some bus service.
- We only play golf now.
- Too many separate cards/ fees.
- Avoid park by city offices/ because of bird droppings.
- Lives in gated community which offers vast number of recreational programs, activities, fitness center, golf, etc.
- Only in town on weekends.
- Recent prior commitment.
- None.

- Need a pool for north La Quinta.
- Busy right now but will consider in the future.
- None apply because nothing keeps us from using facilities.
- Don't live in La Quinta anymore.
- Poor health.
- No need.
- Heat, rain, bad people.
- Trying to repair my house from the Sept. Flood w/o the help of the city of LQ.
- This is a second home for us currently. Next year when we retire it will be our main home and we can become more active in the community.
- Wellness center should accept Silver Sneakers and not charge residents.
- Just don't go.
- Some of your soccer and baseball coaches are fabulous; most don't know what they are doing and punish kids who are better players than their own children. This should never happen, but it does all the time.
- Am a senior, but hope to enroll in the exercise program at Wellness Center.
- Healing from Surgery.
- Disabled.
- A lot of homeless hanging around.
- Getting Old, Heat.
- Nothing prevents us from using facilities. They are easily accessible and available.

**Question 9, Other:**

- Better water fixture at Fritz Burns Park and more bleachers at sports complex need extra seating.
- Outdoor Fitness Equipment.
- Bike lanes on roads.
- Maintaining golf.
- Paint utility boxes.
- More park benches and seating in the parks.
- Better general maintenance of parks. Some not as well maintained as could be
- Park benches - more seating.
- Increase in car and outdoor movie shows in the parks.
- Signage for plants and safety for parks and trails.
- Park Benches.
- Security Patrols.
- More Treadmills.
- Water play times.
- Fix holes in Seasons Dog Park.
- Skateboard Area.
- Park Benches.
- Better maintenance of parks- some are unkept.

- Better park maintenance.
- Intersection Lighting.
- Bike paths. Electric vehicles.
- Dog Park.
- Fowl control.
- Water feature.
- Pool at north end of La Quinta.
- None.
- Dog parks.
- Large open space dog areas.
- All of it.
- More spaces for Handicap.
- Restricting takeover birthday parties to people who have permission.
- Disabled parking 'Handicap' is offensive.
- Know none.
- Equipment maintenance.
- Pet Parks.
- Fencing.
- Golf.
- BBQ with coal disposal.
- Restrooms at Adams Park.
- Skate Park, both La Quinta Park and Fritz Burns.
- Skate boarding facilities at both La Quinta Park and Fritz Burns Park should be much better.
- Actually creating baseball fields.
- Clean park equipment & slides.
- Another golf course or 2 or 3.

**Question 18, Other:**

- La Quinta sports association.
- YMCA.
- Palm Desert Aquatic Center.
- 55 and older facilities.
- Federal Grants.
- Angel Light Academy.
- Senior center.