TOWN OF ORO VALLEY
NARANJA PARK PROGRAM AND
FACILITY NEEDS OUTREACH SURVEY

June 2014

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June 2014

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TOWN OF ORO VALLLEY
NARANJA PARK PROGRAM AND
FACILITY NEEDS OUTREACH SURVEY
June, 2014

Introduction and Goals

This Outreach Survey, conducted for McGann & Associates, was designed to assess resident attitudes and opinions to determine program and facility needs for the further development and planning of Naranja Park in Oro Valley. This telephone survey is part of the overall Programming and Conceptual Design Updates project conducted by McGann & Associates for the Town of Oro Valley.

Areas of Investigation – The following areas of investigation were considered the central points for this Outreach Survey:

1. **Current Oro Valley Parks Usage** – What is the aided visitation of the various parks and related facilities in the Town of Oro Valley? What is the visitation profile for each park facility?

2. **Facility Importance Evaluations** – Among Oro Valley residents, what is the perceived level importance of constructing different categories of parks, sports, recreation, performance, community and natural resource park facilities? For each considered important by residents, what is the importance of specific facilities or amenities that define the category?

3. **Revenue Option Evaluations** – What is the likelihood of support for three different methods that the Town might implement to fund improvements for parks and new facilities?

Methodology Overview

To accomplish the goals of this study, a random sampling of adult (18 or older) Town of Oro Valley residents was interviewed by telephone during June 2014. The specific procedures used to select the sample are explained in detail in the Appendix of this report.

Respondent Characteristics

Sample Composition – Tables I-1 to I-3 summarize the characteristics of the final completed in-tab sample of 306 adult Oro Valley residents.

In accordance with the sampling quotas (determined using 2010 Census data for the Town of Oro Valley), the final in-tab sample includes a mix of 49% men and 51% women (Table I-1). The median age is 58.1 years (Table I-2).

A majority of residents surveyed have lived in the Town of Oro Valley for more than ten years (57%) (Table I-3). Still, 16% are "newer" residents (for less than five years) – while the balance (26%) are 6-to-10 year residents.

Table I-1 Gender of Respondents

	Total	Current OV Park Usage		
		Frequent	Occasional	Infrequent/ Non
Men	**49%**	51%	47%	56%
Women	**51%**	49%	53%	44%
	N=306	N=70	N=182	N=54

Table I-2 Age of Respondents

	Total	Current OV Park Usage		
		Frequent	Occasional	Infrequent/ Non
18 to 24	**5%**	9%	3%	4%
25 to 34	**9%**	23%	4%	7%
35 to 44	**12%**	10%	13%	11%
45 to 54	**18%**	26%	17%	9%
55 to 64	**22%**	17%	25%	15%
65 or older	**35%**	16%	37%	54%
	N=306	N=70	N=182	N=54

Table I-3 Length of Residence in Oro Valley

	Total	Current OV Park Usage		
		Frequent	Occasional	Infrequent/ Non
Less than three years	**5%**	6%	5%	6%
3-5 years	**11%**	9%	12%	13%
6-10 years	**26%**	37%	26%	15%
More than 10 years	**57%**	49%	57%	67%
	N=306	N=70	N=182	N=54

Current Oro Valley Park Usage Index

As an additional dimension of respondent classification, we have developed a Current Oro Valley Park Usage Index. This index categorizes all survey respondents into one of three classifications based on their past visitation of the seven Oro Valley parks evaluated: James D. Kreigh Park, Cañada del Oro Riverfront Park, West Lambert Lane Park, Honey Bee Canyon Park, Naranja Park, the Oro Valley Aquatic Center and Steam Pump Ranch. The three index categories are based on Table 1 results and defined as follows:

- ✓ **Frequent Users** – residents who have visited at least three of the seven parks monthly (1-3 times per month) or more frequently.
- ✓ **Occasional Users** – residents who indicate mixed or less regular visitation of the seven parks.
- ✓ **Infrequent/Non-Users** – residents who report only infrequent (less than annual) visitation and/or have never visited (or are unfamiliar with) *all* seven parks evaluated.

As indicated in Table I-4, six of ten Oro Valley residents are categorized as occasional park users. Among the rest, more are frequent (23%) than infrequent/non-users (18%).

Table I-4 Current Oro Valley Park Usage Index

	Total
Frequent	**23%**
Occasional	**60%**
Infrequent/Non	**18%**
	N=306

TOWN OF ORO VALLEY NARANJA PARK PROGRAM AND FACILITY NEEDS OUTREACH SURVEY

June 2014

Executive Summary

A 306-person, randomly-selected and statistically-projectable telephone survey of adult (18 or older) Oro Valley residents was conducted in June 2014.

The survey was designed to determine resident attitudes and opinions to determine program and facility needs for the further development and planning of Naranja Park. Specifically, survey respondents were asked to evaluate six different categories of parks facilities or improvements (along with up to 34 specific facilities/amenities).

Before evaluating the six different categories, survey respondents were read the following statement: "The Town of Oro Valley is updating its plan for parks throughout the community. It is also updating the plan for Naranja Park – a largely undeveloped park site located north of Naranja Drive, between La Cañada Drive and First Avenue."

Survey respondents were read the six categories of park facilities or amenities and asked to indicate their degree of importance for the Town to construct such facilities or amenities. For each category rated "very" or "somewhat" important, residents were asked to rate the importance of specific facilities or amenities within that category.

The Sample – A sampling plan (based on population data from the 2010 Census) was developed to ensure that the sample was as close as possible to actual gender/age distributions for the Town of Oro Valley. The final in-tab sample is reflective of these sampling quotas, with a mix of 49% men/51% women and a median age of 58.1 years. (For comparison purposes, the 2010 Census data for Oro Valley is 47% male/53% female, with a median age of 55.5. years.)

The display below summarizes the demographic composition of the survey sample, broken out by the Oro Valley Park Usage Index. It is clear that frequent park users are balanced between men and women, skew younger and tend to be newer Town of Oro Valley residents.

Display 1 Demographic Summary by Oro Valley Park Usage Index

		Current OV Park Usage Index (1)		
	Total	Frequent	Occasional	Infrequent/ Non
Male/Female	**49%/51%**	51%/49%	47%/53%	56%/44%
Median age	**58.1 years**	48.3 years	60.0 years	58.5 years
Length of residence in Oro Valley:				
5 or fewer years	**16%**	15%	17%	19%
6-10 years	**26%**	37%	26%	15%
More than 10 years	**57%**	49%	57%	67%

(1) See page I-3 for explanation of Current Oro Valley Park Usage Index.

1.0 Current Park Usage

A summary of the annual aided visitation of the seven Town of Oro Valley parks/ facilities (plus the multi-use path system) includes:

- ✓ **Cañada del Oro Riverfront Park** (56% visit/use at least annually)
- ✓ **James D. Kreigh Park** (46%)
- ✓ **The Town's multi-use path system** (43%)
- ✓ **Steam Pump Ranch** (41%)
- ✓ **Oro Valley Aquatic Center** (38%)
- ✓ **Honey Bee Canyon Park** (37%)
- ✓ **Naranja Park** (29%)
- ✓ **West Lambert Lane Park** (27%)

2.0 Facility Importance Evaluations

Display 2 summarizes the Net Importance (Very Important minus Not Important) for the six park categories of park facilities/amenities evaluated.

The three categories with the highest Net Importance include: Outdoor Recreation Facilities (+44%); Natural Resource Parks & Natural Open Space Areas (+42%); and General Recreation Facilities (+40%).

Display 2 Importance of Constructing/Establishing Different Categories of Park-Related Facilities

Category Description:	Very Important	Not Important	**Net Importance** (1)
Outdoor Recreation Facilities	55%	11%	**+44%**
Natural Resource Parks & Natural Open Space Areas	54%	12%	**+42%**
General Recreation Facilities	50%	10%	**+40%**
Multi-Use Community Centers With Facilities for Indoor Recreation/Fitness Programs	51%	14%	**+37%**
New Facilities for Organized Sports Programs	44%	12%	**+32%**
Music, Dance & Theatrical Performance Facilities	41%	21%	**+20%**

(1) Net Importance = Very Important minus Not Important. Based on results of Tables 2, 3, 4, 5, 6 and 7 in the main report.

Based on the degree of perceived importance of the six categories summarized above, survey respondents evaluated up to 34 specific park facilities/amenities. (Refer to page A-4 in the Appendix for a per-category summary of the facilities/amenities tested.) The importance of these 34 facilities/amenities was measured on a "1-to-5" scale – where "5" is "very important" and "1" is "not at all important."

Display 3 on the following page summarizes the Weighted Net Importance of all 34 park facilities/amenities. As detailed in the footnotes included for Display 3, the Weighted Net Importance is derived by multiplying Net Importance for each facility/amenity (from the "1-to-5" scale) by the Indexed High Importance of Category Description. The Weighted Net Importance allows for a direct, "apples-to-apples" comparison of the 34 park facilities/amenities evaluated.

The three park facilities/amenities with the highest Weighted Net Importance include: playgrounds and play structures (81); ramadas and picnic areas (78); and paved walking paths (71).

Display 3 Weighted Net Importance of Specific Types of Facilities/Amenities

	Important (4 & 5)	Not Important (1 & 2)	Net Importance (1)	Indexed High Importance of Category Description (2)	Weighted Net Importance (3)
Playgrounds and play structures	82%	3%	79%	1.02	81
Ramadas and picnic areas	78%	2%	76%	1.02	78
Paved walking paths	76%	6%	70%	1.02	71
Youth baseball and Little League fields	69%	12%	57%	0.90	51
Indoor court facilities, such as basketball, pickleball and racquetball/handball	62%	14%	48%	1.04	50
Multi-sport fields – fields for soccer, lacrosse, football, etc.	68%	13%	55%	0.90	50
Youth softball fields	66%	12%	54%	0.90	49
Rooms for aerobics, yoga and similar classes	63%	16%	47%	1.04	49
Natural surface trails	60%	14%	46%	1.02	47
Outdoor basketball courts	56%	18%	38%	1.12	43
Tennis courts	52%	15%	37%	1.12	41
Cardio and weight training facilities	57%	21%	36%	1.04	37
Dog park	55%	19%	36%	1.02	37
Indoor theater	54%	18%	36%	0.84	30
Outdoor amphitheater	53%	23%	30%	0.84	25
Meeting rooms and classrooms	45%	22%	23%	1.04	24
Fitness courses	46%	24%	22%	1.02	22
Interpretive trails	42%	23%	19%	1.10	21
Indoor walking track	47%	31%	16%	1.04	17
Mountain bicycle trails	46%	30%	16%	1.02	16
Birding areas	41%	28%	13%	1.10	14
Adult recreational softball fields	39%	27%	12%	0.90	11
Art studios	41%	32%	9%	1.04	9
Skate park	37%	29%	8%	1.12	9
Adult, full-size baseball fields	34%	31%	3%	0.90	3
Computer labs	37%	35%	2%	1.04	2
Sand volleyball courts	34%	35%	-1%	1.02	-1
Racquetball courts	28%	38%	-10%	1.12	-11
BMX park	20%	48%	-28%	1.12	-31
Pickleball courts	20%	53%	-33%	1.12	-37
Remote control model airplane park	19%	57%	-38%	1.12	-43
Ropes course	17%	58%	-41%	1.12	-46
Golf courses	17%	63%	-46%	1.02	-47
Zip lines	17%	64%	-47%	1.12	-53

(1) "Net Importance" = "Important" (4 & 5 scale responses) - "Not Important" (1 & 2 scale responses (from Tables 2a, 3a, 4a, 5a, 6a and 7a).
(2) "Indexed High Importance of Category Description" = "Very Important" (from Tables 2, 3, 4, 5, 6 and 7) for each category divided by the average "Very Important" for all categories.
(3) "Weighted Net Importance" = "Net Importance" x "Indexed High Importance of Category Description."

3.0 Revenue Option Evaluations

Of the three methods evaluated that the Town of Oro Valley might use to generate revenue to fund improvements for parks and new facilities, only one elicits support.

Most survey respondents (56%) are “very” (33%) or “somewhat” (23%) likely to support **user fees** to fund improvements for parks and new facilities. This compares to 19% who are not likely to support.

Meanwhile, six of ten each are *not* likely to support **a Town of Oro Valley property tax** or **increased sales tax** to fund park improvements and new facilities. Just two of ten each are likely to support either revenue-raising method.

Details of the Findings

Current Park Usage

Parks and Related Facilities Visitation – Residents were read the names of seven Town of Oro Valley parks/facilities (plus the Town's multi-use path system) and asked how often they visit each. Results are summarized in Table 1, ranked by the sum of frequent (daily + weekly + monthly) visitation.

<u>The two most-visited parks/facilities include</u>:

- **Cañada del Oro Riverfront Park** (34% frequent visitors, with another 22% who visit "a few times per year." Frequent visitors skew slightly male and are more likely to be 18 to 54, although 18 to 34 year-olds are most apt to visit at least once a week. Nearly three of ten overall have never visited [28%], especially progressively newer Oro Valley residents.)

- **The Town's multi-use path system** (32% frequent users, with another 11% who utilize the paths "a few times per year." Frequent usage is consistent regardless of gender and among residents 18 to 64 [with an emphasis on 35 to 44 year-olds]. Four of ten are non-users [especially those 65+].)

<u>About two of ten overall are frequent visitors of the following parks/facilities</u>:

- **Steam Pump Ranch** (23% frequent visitors, with another 18% who visit "a few times per year." Frequent usage is consistent between men and women, and greatest among 18 to 34 or 55 to 64 year-olds. More than four of ten are non-users [44%], including a majority of 35 to 54 year-olds and newer [for less than five years] Oro Valley residents.)

- **James D. Kreigh Park** (22% frequent visitors, with another 24% who visit "a few times per year." Frequent visitors are most apt to be younger [18 to 34]. Men and 45 to 64 year-olds are more likely to visit "a few times per year." Overall, 42% never visit – including the majority of those 65+.)

- **Oro Valley Aquatic Center** (17% frequent visitors, with another 21% who visit "a few times per year." Men and 18 to 34 year-olds are most likely to indicate frequent visitation, while 35 to 44 or 55 to 64 year-olds tend to visit "a few times per year." One-half never visited, including a majority of women, 45 to 54's and those 65 or older.)

Fewer are frequent visitors of the remaining parks/facilities evaluated**:**

- **West Lambert Lane Park** (16% frequent visitors, with another 11% who visit "a few times per year." Frequent users tend to be 18 to 34 or 45 to 64. Nearly two-thirds overall [65%] have never visited [55%] or are unfamiliar [10%].)

- **Honey Bee Canyon Park** (14% frequent visitors, with another 23% who visit "a few times per year." Frequent visitors skew female and younger [18 to 34]. Meanwhile, those who visit "a few times a year" tend to be men and older [45 to 64]. More than four of ten have never visited [42%].)

- **Naranja Park** (12% frequent visitors, with another 17% who visit "a few times per year." Resident s 35 to 64 are more likely to be regular visitors. Six of ten are non-visitors [54%] or unfamiliar [7%].)

Table 1 **Frequency of Visiting Various Town of Oro Valley Parks and Related Facilities**
(Ranked by Percentage of Frequent Visitors)

(N=306)	% Frequent Visitors*	Nearly Every Day	Once a Week	1-3 Times/ Month	A Few Times/ Year	Less Often	Never	Don't Know/ Unfamiliar
Cañada del Oro Riverfront Park	34%	7%	8%	19%	22%	13%	28%	3%
The Town's multi-use path system	32%	9%	8%	15%	11%	5%	40%	12%
Steam Pump Ranch	23%	1%	8%	14%	18%	10%	44%	5%
James D. Kriegh Park	22%	3%	6%	13%	24%	7%	42%	6%
Oro Valley Aquatic Center	17%	5%	5%	7%	21%	11%	49%	3%
West Lambert Lane Park	16%	1%	1%	14%	11%	8%	55%	10%
Honey Bee Canyon Park	14%	2%	1%	11%	23%	17%	42%	4%
Naranja Park	12%	2%	2%	8%	17%	10%	54%	7%

* Frequent Visitors = "Nearly Every Day" + "Once a Week" + "1-3 Times Per Month"

Question: First, I am going to read you names of the various parks and related facilities in the Town of Oro Valley. For each, tell me if you visit nearly every day, once a week, one to three times a month, a few times each year or less often. If you have never visited, just let me know. How often do you visit...

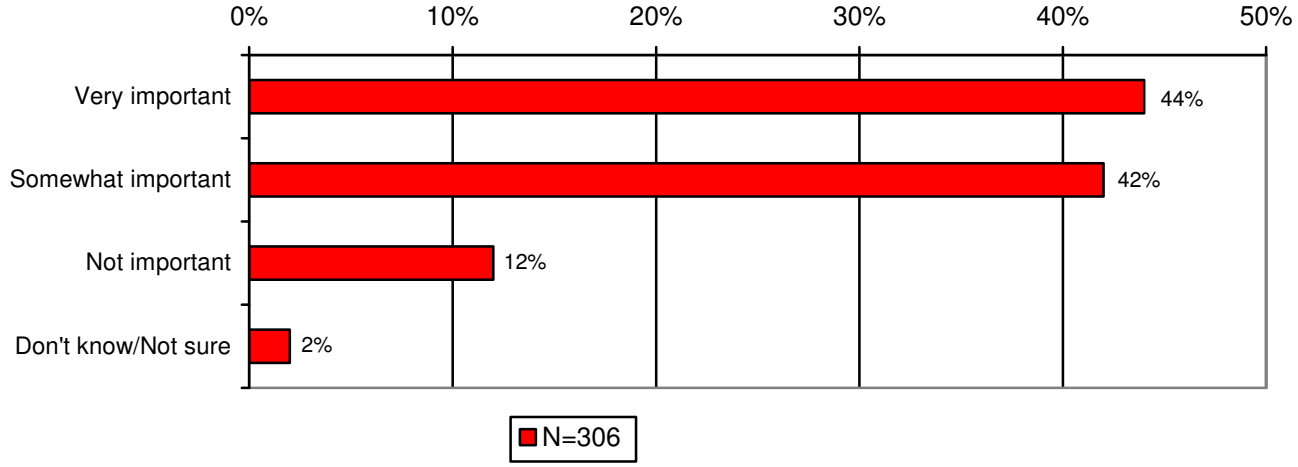
Facility Importance Evaluations

Before evaluating different categories of park facilities or improvements, all respondents were read the following statement: "The Town of Oro Valley is updating its plan for parks throughout the community. It is also updating the plan for Naranja Park – a largely undeveloped park site located north of Naranja Drive, between La Cañada Drive and First Avenue."

Respondents were then read six different categories of park facilities or amenities and asked to indicate their degree of importance for the Town to construct such facilities or amenities. For each category rated "very" or "somewhat" important, residents were asked to rate the importance of specific facilities or amenities within that category. Turn to page A-4 in the Appendix for a per-category summary of the facilities/amenities tested.

Importance of Constructing New Facilities for Organized Sports Programs – The vast majority (86%) indicate that it is "very" (44%) or "somewhat" (42%) important for the Town of Oro Valley to construct new facilities for organized sports programs. Women and 18 to 54 year-olds are most apt to indicate a high degree of strong importance. In addition, there is strong importance regardless of current park usage. Overall, just 12% think that new facilities or organized sports programs are "not important."

Table 2 **Importance of Constructing New Facilities for Organized Sports Programs**



Question: How important do you think it is for the Town to construct new facilities for organized sports programs? Would you say it is...

Importance of Various Types of Organized Sports Facilities – Among the 86% who think it is important for the Town to construct new facilities for organized sports programs, the specific features considered most highly important (measured on a "1-to-5" scale) include:

- **Youth baseball and Little League fields** (46% "very important" [a "5" on the "1-to-5" scale]/69% important to some degree, 4.0 average score. Most highly important to women, 35 to 54 year-olds and progressively more frequent park users.)

- **Multi-sport fields – fields for soccer, lacrosse, football, etc.** (43% "very important"/68% important to some degree, 4.0 average score. Women and frequent or occasional park users indicate the greatest degree of strong importance.)

- **Youth softball fields** (40% "very important"/66% important to some degree, 3.9 average score. Women and the oldest residents are most apt to say that youth softball fields are "very important." More highly important to infrequent/non park users [4.1] than frequent or occasional visitors [3.8-3.9].)

Overall, there is a lesser degree of importance (regardless of current park usage) placed on **adult recreational softball fields** (39% important, 3.2 average score) or **adult, full size baseball fields** (34% important, 3.1 average score).

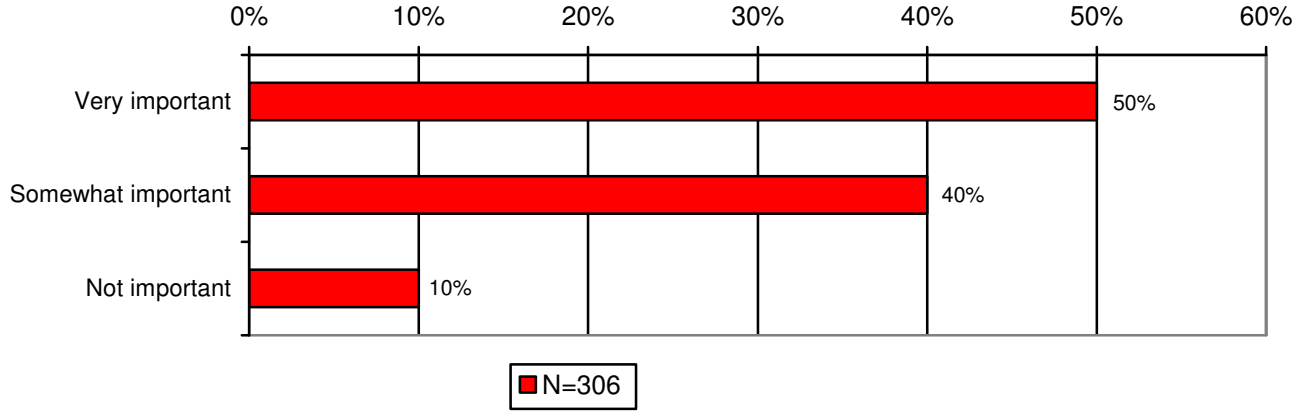
Table 2a Importance of Various Types of Organized Sports Facilities
(Among Those Who Say Constructing Such Facilities
Is at Least "Somewhat" Important)

(N=264)	Very Important	Somewhat Important	Neither Important Nor Unimportant	Not Very Important	Not At All Important	Average Score on 1-5 Scale
Youth baseball and Little League fields	46%	23%	19%	9%	3%	4.0
Multi-sport fields – fields for soccer, lacrosse, football, etc.	43%	25%	19%	9%	4%	4.0
Youth softball fields	40%	26%	21%	8%	4%	3.9
Adult recreational softball fields	17%	22%	34%	19%	8%	3.2
Adult, full-size baseball fields	14%	20%	35%	21%	10%	3.1

Question: I am now going to read you some types of outdoor sports facilities. Rate the importance of each on a "1-to-5" scale, where a "5" is "very important" and "1" is "not at all important." You can give me any number between "1" and "5." How important are...

Importance of Constructing New General Recreation Facilities – One-half of residents think that it is "very important" for the Town to construct new recreational facilities for families and individuals who are *not* involved in organized sports programs. This especially true among women, 18 to 34 year-olds and residents for less than six years. Another four of ten say such facilities are "somewhat important," with just one of ten who indicate they are unimportant.

Table 3 Importance of Constructing New General Recreation Facilities



Question: How important do you think it is for the Town to construct new recreational facilities for families and individuals who are *not* involved in organized sports programs? Would you say it is...

Importance of Various Types of General Recreation Facilities – Among the nine of ten who believe constructing general recreation facilities is important, the three specific features that elicit the highest degree of strong importance include:

- **Playgrounds and play structures** (55% "very important" [a "5" on the "1-to-5" scale]/82% important to some degree, 4.3 average score. Strong importance is directly related to current park usage, and highest among 18 to 44 year-olds and 3-to-10 year Oro Valley residents.)

- **Ramadas and picnic areas** (53% "very important"/78% important to some degree, 4.3 average score. Frequent Oro Valley park users, women and 18 to 54 year-olds [with an emphasis on 18 to 34's] are more apt to indicate a high level of strong importance.)

- **Paved walking paths** (50% "very important"/76% important to some degree, 4.2 average score. Important to both frequent and occasional park users, especially women – with fewer differences based on age.)

At least one-half or so overall consider the following general recreation facilities important to some degree:

- **Natural surface trails** (60% important [31% "very"], 3.7 average score. Women, those 45 or older and newer Town residents [for less than six years] indicate some increased importance – with few differences based on current park usage].)

- **Dog park** (55% important [33% "very"], 3.6 average score. More highly important to occasional [3.7] or infrequent/non [3.5] park users as compared to frequent [3.3] visitors. Women and 35 to 54 year-olds also place increased importance on a dog park.)

- **Mountain bicycle trails** (46% important [26% "very"], 3.3 average score. Progressively more frequent park visitors, women and 45 to 54 year-olds indicate increased importance. Meanwhile, most 18 to 34 year-olds think mountain bike trails are unimportant.)

- **Fitness courses** (46% important [20% "very"], 3.3 average score. Of higher importance to both frequent [3.5] and infrequent/non park visitors [3.6]. On average, fitness courses score lower only among 45 to 54 year-olds.)

Fewer overall place importance on **sand volleyball courts** (34% important, 2.9 average score) or, especially, **golf courses** (17% important, 2.2 average score).

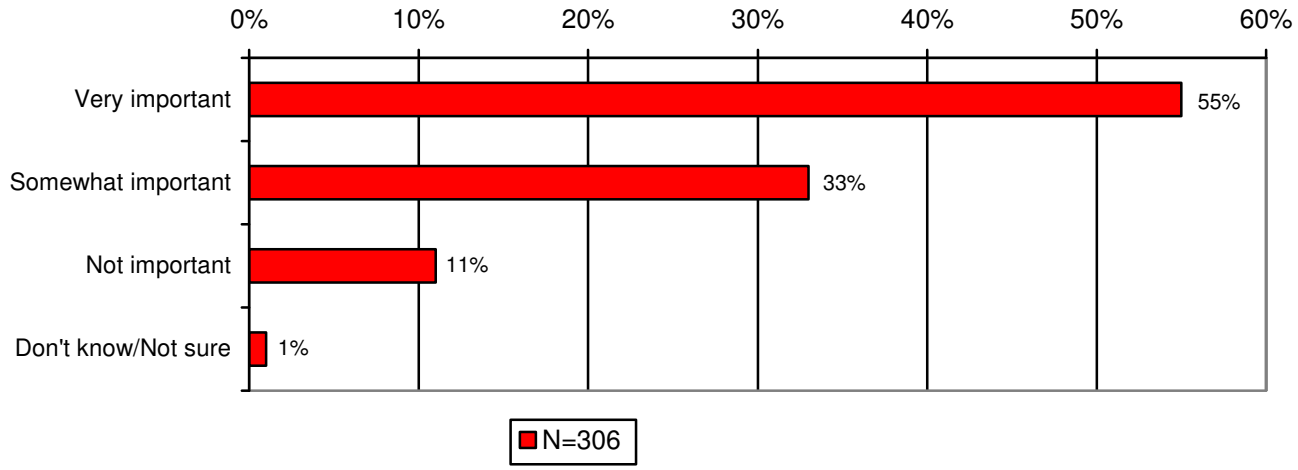
Table 3a Importance of Various Types of General Recreation Facilities
(Among Those Who Say Constructing Such Facilities
Is at Least "Somewhat" Important)

(N=274)	Very Important	Somewhat Important	Neither Important Nor Unimportant	Not Very Important	Not At All Important	Average Score on 1-5 Scale
Playgrounds and play structures	55%	27%	15%	2%	1%	4.3
Ramadas and picnic areas	53%	25%	20%	1%	1%	4.3
Paved walking paths	50%	26%	19%	4%	2%	4.2
Natural surface trails	31%	29%	26%	10%	4%	3.7
Dog park	33%	22%	26%	11%	8%	3.6
Mountain bicycle trails	26%	20%	24%	17%	13%	3.3
Fitness courses	20%	26%	29%	14%	10%	3.3
Sand volleyball courts	12%	22%	30%	19%	16%	2.9
Golf courses	11%	6%	20%	17%	46%	2.2

Question: I am now going to read you some types of facilities for general recreation. Rate the importance of each on a "1-to-5" scale, where a "5" is "very important" and "1" is "not at all important." You can give me any number between "1" and "5." How important are...

Importance of Constructing Outdoor Recreational Facilities – A majority of residents survey say that is "very important" for the Town of Oro Valley to construct recreational facilities for school age children, young adults and older active adults (55%). The percentage of strong importance is high among both men (52%) and women (58%), as well as among those 18 to 64 (with an emphasis on 35 to 44 year-olds). Strong importance is directly related to current park usage. Another one-third overall think constructing outdoor recreational facilities is "somewhat important," while just one of ten say it is "not important."

Table 4 Importance of Constructing Outdoor Recreation Facilities



Question: How important do you think it is for the Town to construct new outdoor recreation facilities for school age children, young adults and older active adults? Would you say it is...

Importance of Various Types of Outdoor Recreation Facilities – Among the 88% of residents who report that constructing outside recreation facilities is at least "somewhat" important, two specific features are considered more highly important:

- **Outdoor basketball courts** (27% "very important" [a "5" on the "1-to-5" scale]/56% important to some degree, 3.6 average score. On average, there are few differences based on current park usage or gender. Instead, it is 18 to 34 year-olds who place the highest degree of strong importance on outdoor basketball courts.)

- **Tennis courts** (24% "very important"/52% important to some degree, 3.6 average score. More highly important to frequent park users, women and 18 to 34 year-olds.)

More also consider a **skate park** important (37%) than not (29%), for a 3.1 average score. This is the case regardless of current park usage. As might be anticipated, perceived importance skews younger (18 to 34).

Each of the remaining outdoor recreation facilities tested elicit a lower degree of importance overall:

- **Racquetball courts** (28% important versus 38% not important, 2.8 average score. Some elevated importance among 18 to 34 year-olds.)

- **BMX park** (20% important versus 48% not important, 2.6 average score. Only 18 to 34 year-olds indicate some increased importance.)

- **Pickleball courts** (20% important versus 53% not important, 2.5 average score.)

- **Remote control model airplane park** (19% important versus 57% not important, 2.4 average score.)

- **Ropes course** (17% important versus 58% not important, 2.3 average score.)

- **Zip lines** (17% important versus 64% not important, 2.2 average score.)

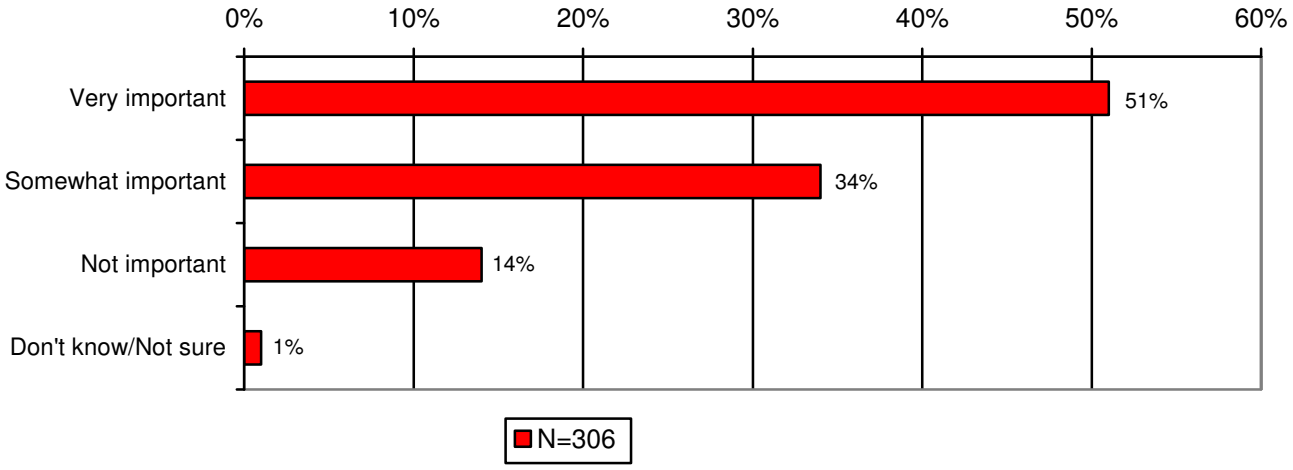
Table 4a Importance of Various Types of Outdoor Recreation Facilities
(Among Those Who Say Constructing Such Facilities
Is at Least "Somewhat" Important)

(N=270)	Very Important	Somewhat Important	Neither Important Nor Unimportant	Not Very Important	Not At All Important	Average Score on 1-5 Scale
Outdoor basketball courts	27%	29%	25%	10%	8%	3.6
Tennis courts	24%	28%	32%	9%	6%	3.6
Skate park	19%	18%	33%	16%	13%	3.1
Racquetball courts	13%	15%	33%	18%	20%	2.8
BMX park	11%	9%	32%	25%	23%	2.6
Pickleball courts	8%	12%	27%	22%	31%	2.5
Remote control model airplane park	8%	11%	24%	26%	31%	2.4
Ropes course	8%	9%	26%	20%	38%	2.3
Zip lines	11%	6%	18%	17%	47%	2.2

Question: I am now going to read you some types of outdoor recreation facilities. Rate the importance of each on a "1-to-5" scale, where a "5" is "very important" and "1" is "not at all important." You can give me any number between "1" and "5." How important are...

Importance of Constructing Multi-Use Community Centers With Facilities for Indoor Recreation/Fitness Programs – A slight majority of residents overall (51%) indicate that it is "very important" for the Town to construct a multi-use community center with facilities for indoor recreation and fitness programs, along with meeting rooms, classrooms and studios. These tend to be frequent (50%) or occasional (55%) park users, as well as women and 18 to 44 year-olds. Another one-third say constructing multi-use community centers is "somewhat important" – while 14% (more often infrequent/non users) say it is "not important."

Table 5 Importance of Constructing Multi-Use Community Centers With Facilities for Indoor Recreation/Fitness Programs



Question: How important do you think it is for the Town to construct a multi-use community center with facilities for indoor recreation and fitness programs, along with meeting rooms, classrooms and studios? Would you say it is...

Importance of Various Types of Indoor Recreation, Fitness and Community Center Facilities – Among the 85% who say that constructing a multi-use center is important (to some degree), most think it is important that the center include:

- **Rooms for aerobics, yoga and similar classes** (39% "very important" [a "5" on the "1-to-5" scale]/63% important to some degree, 3.8 average score. More highly important to women, with few differences [on average] based on age and frequent or occasional park visitors.)

- **Indoor court facilities, such as basketball, pickleball and racquetball/handball** (37% "very important"/62% important to some degree, 3.8 average score. Important to both frequent and occasional park users – along with 18 to 44 year-olds.)

- **Cardio and weight training facilities** (35% "very important"/57% important to some degree, 3.6 average score. High importance is directly related to current park usage, and higher among women and 18 to 34 year-olds. Consistent levels of importance among 35 to 64 year-olds.)

Two other community center features are important to just less than one-half, including:

- **Meeting rooms and classrooms** (45% important [25% "very"], 3.4 average score. More important to occasional or infrequent/non visitors [3.5 each versus 3.1 among frequent visitors], women and those 55 or older.)

- **Indoor walking track** (47% important [28% "very"], 3.3 average score. Scores highest among infrequent/non visitors [3.7 versus 3.2 each among frequent or occasional users], women and 55 to 64 year-olds.)

The two remaining features – **art studios** (3.2 average score) and **computer labs** (3.1 average score) – elicit some degree importance among about four of ten each (41% and 37%, respectively). Both (particularly computer labs) are more important to infrequent/non park visitors.

Table 5a **Importance of Various Types of Indoor Recreation, Fitness and Community Center Facilities**

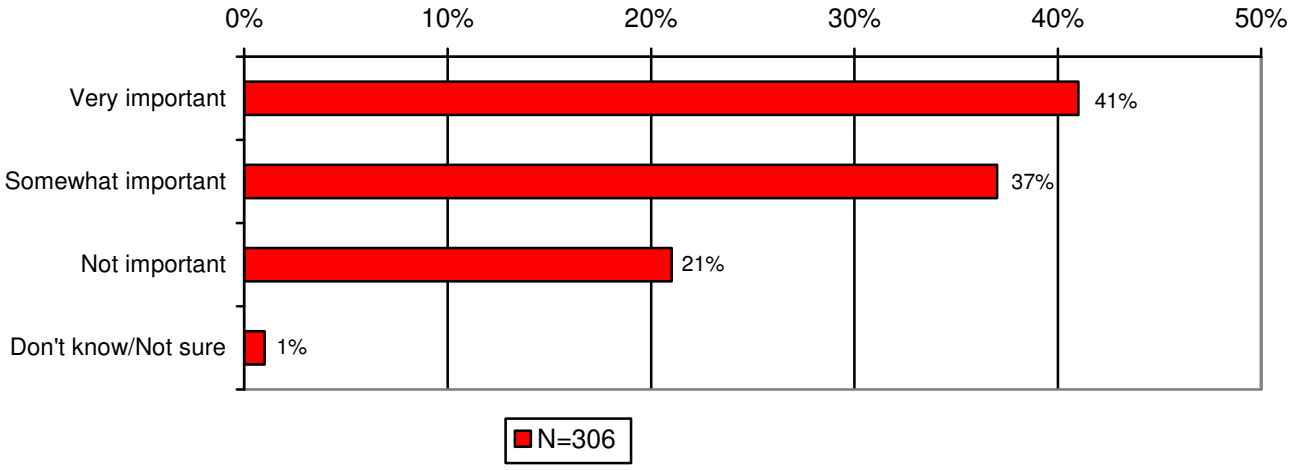
(Among Those Who Say Constructing Such Facilities Is at Least "Somewhat" Important)

(N=260)	Very Important	Somewhat Important	Neither Important Nor Unimportant	Not Very Important	Not At All Important	Average Score on 1-5 Scale
Rooms for aerobics, yoga and similar classes	39%	24%	22%	9%	7%	3.8
Indoor court facilities, such as basketball, pickleball and racquetball/handball	37%	25%	24%	7%	7%	3.8
Cardio and weight training facilities	35%	22%	23%	12%	9%	3.6
Meeting rooms and classrooms	25%	20%	32%	12%	10%	3.4
Indoor walking track	28%	19%	22%	13%	18%	3.3
Art studios	21%	20%	27%	21%	11%	3.2
Computer labs	21%	16%	28%	20%	15%	3.1

Question: I am now going to read you some types of indoor recreation, fitness and community center facilities that might be included in a multi-use center. Rate the importance of each on a "1-to-5" scale, where a "5" is "very important" and "1" is "not at all important." You can give me any number between "1" and "5." How important is are...

Importance of Constructing Facilities for Music, Dance and Theatrical Performances – Nearly eight of ten residents (78%) indicate that it is "very" (41%) or "somewhat" (37%) important for the Town of Oro Valley to construct facilities for music, dance and theatrical performances. Strong importance is higher among infrequent/non visitors (46% versus 40% each of frequent or occasional users) – as well as among men, 35 to 44 year-olds and residents 55 or older. Two of ten overall claim these facilities are "not important," more often the most long-term (10+ years) Oro Valley residents.

Table 6 **Importance of Constructing Facilities for Music, Dance and Theatrical Performances**



Question: How important do you think it is for the Town to construct facilities for music, dance and theatrical performances? Would you say it is...

Importance of Various Types of Music, Dance and Theatrical Performance Facilities – Among the 78% who think that constructing a performance facility is important to some degree, as many indicate that building an **indoor theater** (54%) is as important as an **outdoor amphitheater** (53%). However, a few more indicate that an indoor theater is more highly important (32% versus 26% for an outdoor amphitheater) – along with fewer who think it is unimportant (18% versus 23%, respectively). As a result, the average importance for an indoor theater (3.6 on the "1-to-5" scale) is slightly greater than that of an outdoor amphitheater (3.4). An indoor theater is more important women and 18 to 34 year-olds – while an outdoor amphitheater scores highest among frequent park visitors and 35 to 54 year-olds. Both types of theaters are particularly appealing to the newest Oro Valley residents (for less than three years).

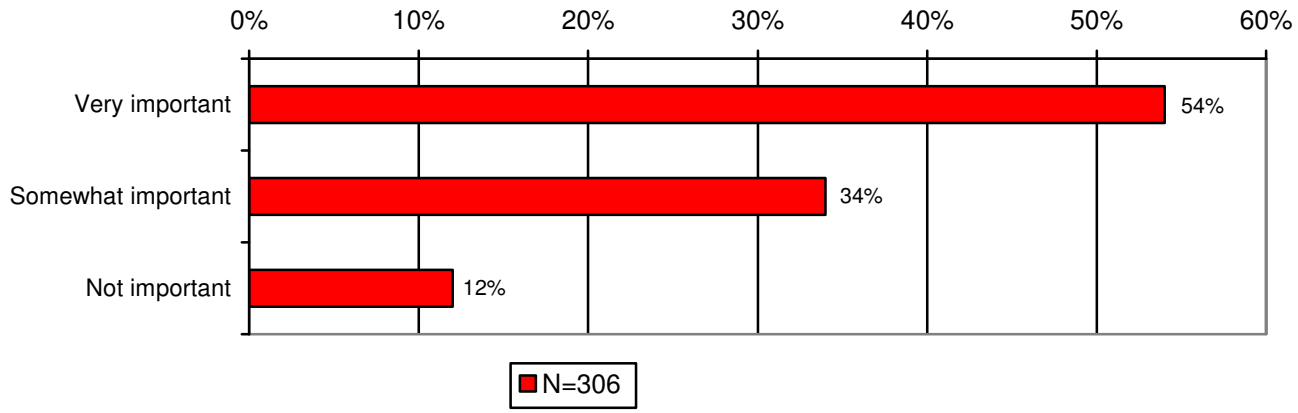
Table 6a **Importance of Various Types of Music, Dance and Theatrical Performance Facilities**
(Among Those Who Say Constructing Such Facilities Is at Least "Somewhat" Important)

(N=237)	Very Important	Somewhat Important	Neither Important Nor Unimportant	Not Very Important	Not At All Important	Average Score on 1-5 Scale
Indoor theater	32%	22%	29%	11%	7%	3.6
Outdoor amphitheater	26%	27%	24%	10%	13%	3.4

Question: I am now going to read you some types of facilities for music, dance and theatrical performances. Rate the importance of each on a "1-to-5" scale, where a "5" is "very important" and "1" is "not at all important." You can give me any number between "1" and "5." How important is an...

Importance of Establishing Accessible Natural Resource Parks and Natural Open Space Areas – A majority of Oro Valley residents surveyed (54%) say that it is "very important" for the Town to establish natural resource parks and natural open space areas (featuring preserved tracts of desert land with trails but no other development, where the public can walk, hike, observe and enjoy the natural environment). This is especially true among occasional park visitors, women, 35 to 64 year-olds and 3-to-5 year Oro Valley residents. Among the rest, one-third indicate that such natural resource areas are "somewhat important" – while just 12% believe they are "not important."

Table 7 **Importance of Establishing Accessible Natural Resource Parks and Natural Open Space Areas**



Question: How important do you think it is for the Town to establish accessible natural resource parks and natural open space areas featuring preserved tracts of desert land with trails but no other development, where the public can walk, hike, observe and enjoy the natural environment? Would you say it is...

Importance of Various Types of Natural Resource Areas – Among the 88% who think natural resource areas are important to some degree, the two options evaluated elicit very similar opinions:

- **Interpretive trails** (42% important [20% "very"], 3.2 average score. On average, scores are slightly higher among occasional park visitors, women and 55 to 64 year-olds. Overall, 23% think these trails are unimportant – more often 18 to 34 year-olds.)

- **Birding areas** (41% important [19% "very"], 3.2 average score. Women and those 55+ indicate increased importance – with few differences based on current park usage. Nearly three of ten consider birding areas to be not important. These tend to be men and 18 to 44 year-olds.)

Table 7a **Importance of Various Types of Natural Resource Areas**
(Among Those Who Say Establishing Such Areas
Is at Least "Somewhat" Important)

(N=268)	Very Important	Somewhat Important	Neither Important Nor Unimportant	Not Very Important	Not At All Important	Average Score on 1-5 Scale
Interpretive trails	20%	22%	35%	8%	15%	3.2
Birding areas	19%	22%	31%	13%	15%	3.2

Question: I am now going to read you some types of natural resource areas. Rate the importance of each on a "1-to-5" scale, where a "5" is "very important" and "1" is "not at all important." You can give me any number between "1" and "5." How important are...

Revenue Option Evaluations

Likelihood of Supporting Various Means to Fund Park Improvements and New Facilities – Residents were asked to rate (on a "1-to-5" scale) the likelihood of supporting three methods that the Town of Oro Valley might use to generate revenue to fund improvements for parks and new facilities.

Of the three methods evaluated, only one elicits support. As indicated in Table 8, most residents (56%) are "very" (33%) or "somewhat" (23%) likely to support **user fees** to fund improvements for parks and new facilities. This compares to 19% who are not likely to support – resulting in a 3.6 average score on the "1-to-5" scale. There is similar likelihood of support among both frequent and occasional park visitors (3.7 each versus 3.2 among infrequent/non users), and regardless of gender or age (slightly lower only among those 65+).

On the other hand, six of ten each are *not* likely to support **a Town of Oro Valley property tax** or **increased sales tax** (2.3 average score each) to fund park improvements and new facilities. Just two of ten each are likely to support either revenue-raising method.

Table 8 Likelihood of Supporting Various Means of Raising Revenues to Fund Park Improvements and New Facilities in the Town of Oro Valley

(N=306)	Very Likely	Somewhat Likely	Neither Likely Nor Unlikely	Not Very Likely	Not At All Likely	Average Score on 1-5 Scale
User fees	33%	23%	24%	8%	11%	3.6
A Town of Oro Valley property tax	10%	10%	23%	14%	44%	2.3
Increased sales tax	8%	11%	22%	16%	42%	2.3

Question: In order to fund improvements for parks and new facilities, the Town of Oro Valley would need to raise revenues from residents – to supplement existing taxes and fees. As I read some different ways that the Town might use to generate revenue, tell me how likely you would be to support each on a "1-to-5" scale – where a "5" means you are "very likely" to support the method and "1" is "not at all likely." You can give me any number between "1" and "5." To fund improvements for parks and new facilities, how likely would you be to support...

TOWN OF ORO VALLEY
NARANJA PARK PROGRAM AND
FACILITY NEEDS OUTREACH SURVEY
June 2014

Appendix

Survey Methodology and Sample Selection

This study consists of a 306-person, randomly-selected and statistically-projectable sample of adult (18 or older) Town of Oro Valley residents. A sampling plan (based on population distribution data from 2010 Census data) was developed to ensure the composition of the final sample was as close as possible to actual sex/age proportions in the Town of Oro Valley.

All interviews were conducted by telephone during June 2014. The fielding was conducted using a computer-assisted predictive dialing system. Respondents included in this survey were selected through a random sampling procedure that allows equal probability of selection. This technique ensures that area residents who are not yet listed in a telephone directory (or choose not to be listed) are still eligible for selection. In addition, qualified respondents in each household were further randomized by the "last birthday" method. There was only one interview per residence. The telephone interviews lasted 12 minutes on average. Neither the interviewer nor the interviewee had any direct knowledge of the study sponsor. All interviews were conducted and validated by the FMR field staff.

Cell Phone Only Households – To address "cell phone only" households (households without a land line that utilize a cell phone exclusively), FMR interviewers manually dialed randomly-generated cell phone numbers (based on known cell phone exchanges) and attempted to interview these households. Potential respondents reached through manually dialing were given three options: to proceed with the interview using their cell phone provider's calling plan minute allocations; allow for a call-back at a mutually arranged time on a land line; or to call the cell phone back when minutes are "free" (i.e., weekends, evenings, etc.).

Statistical Reliability

The statistics in this report are subject to a degree of variation that is determined by sample (or sub-sample) size. All research data are subject to a certain amount of variation for this reason. This does not mean that the figures represented in the various tables are wrong. It means that each percentage represents a possible "range" of response. This is because the random sampling process, as well as human behavior itself, can never be perfect. For this sample, N=300 (conservatively rounded), the statistical variation is ±5.7% under the most extreme circumstances – with a 95% confidence level. That is, when the percentages shown in the tables are near 50% (the most conservative situation), the actual behavior or attitude may range from 44.3% to 55.7%. The 95% confidence level means that if the survey were repeated 100 times, in 95 cases the same range of response would result. Those percentages that occur at either extreme (for example, 10% or 90%) are subject to a smaller degree of statistical fluctuation (in this case, ±3.3%).

Sub-samples, such as gender or age groups, have a higher degree of statistical fluctuation due to the smaller number of respondents in those groupings.

Confidence Intervals for a Given Percent
(at the 95% confidence level)

N	Reported Percentage				
(Base for %)	**10 or 90%**	**20 or 80%**	**30 or 70%**	**40 or 60%**	**50%**
300	3.3%	4.5%	5.1%	5.5%	5.7%
250	3.8%	5.0%	5.8%	6.2%	6.3%
200	4.2%	5.5%	6.4%	6.8%	6.9%
100	5.9%	7.8%	9.0%	9.6%	9.8%
50	8.3%	11.1%	12.7%	13.6%	13.9%
25	11.8%	15.7%	18.0%	19.2%	19.6%

Example: If the table shows that 20% of all respondents (when N=300) have a positive or negative attitude about a question category, the chances are 95 out of 100 that the true value is 20% ±4.5 percentage points; that is, the range of response would be 15.5% to 24.5%.

Significance of Difference Between Percentages
(at the 95% confidence level)

Average of the Bases of Percentages Being Compared	Reported Percentage				
	10 or 90%	20 or 80%	30 or 70%	40 or 60%	50%
250	5.2%	7.1%	8.1%	8.6%	8.8%
200	5.9%	7.8%	8.9%	9.6%	9.8%
150	6.8%	9.1%	10.3%	11.0%	11.3%
100	8.3%	11.0%	12.7%	13.6%	13.9%
50	11.7%	15.7%	18.0%	19.2%	19.7%
25	16.7%	22.2%	25.5%	27.2%	27.7%

Example: If a table indicates that 35% of women have a positive attitude toward a category of response, and that 24% of men have the same attitude, the following procedure should be used to determine if this attitude is due to chance:

The average base is 150 (rounded) for the reported percentages (151+155)/2=153. The average of the percentages is 30.0% – (35+24)/2=29.5%. The difference between the percentages is 11%. Since 11% is greater than 10.3% (the figure in the table for this base and this percentage), the chances are 95 out of 100 that the attitude is significantly different between female and male Oro Valley residents.

Category Definitions by Types of Facilities/Amenities Evaluated

Category Description	Facilities/Amenities Evaluated
New Facilities for Organized Sports Programs	Multi-sport fields – fields for soccer, lacrosse, football, etc. Youth baseball and Little League fields Youth softball fields Adult, full-size baseball fields Adult recreational softball fields
General Recreation Facilities	Playgrounds and play structures Ramadas and picnic areas Paved walking paths Fitness courses Natural surface trails Mountain bicycle trails Dog park Sand volleyball courts Golf courses
Outdoor Recreation Facilities	Outdoor basketball courts Skate park Tennis courts BMX park Racquetball courts Zip lines Ropes course Pickleball courts Remote control model airplane park
Multi-Use Community Centers With Facilities for Indoor Recreation/Fitness Programs	Indoor court facilities, such as basketball, pickleball and racquetball/handball Cardio and weight training facilities Rooms for aerobics, yoga and similar classes Indoor walking track Meeting rooms and classrooms Computer labs Art studios
Music, Dance & Theatrical Performance Facilities	Outdoor amphitheater Indoor theater
Natural Resource Parks & Natural Open Space Areas	Interpretive trails Birding areas

TOWN OF ORO VALLEY NARANJA PARK PROGRAM AND FACILITY NEEDS OUTREACH SURVEY

June 2014

COPY OF SURVEY INSTRUMENT

FMR Associates, Inc.
6045 E. Grant Road
Tucson, Arizona 85712

Job No. 309164-141
Final Design
June, 2014
Project No. 9 2 __ __ __

ORO VALLEY PARKS PROGRAM SURVEY

- Screening Form -

TIME INTERVIEW STARTED: _____ ENDED: _____ DATE:_____

INTERVIEWER NAME: _____ QUESTIONNAIRE NO.:_____ (1-4)

TELEPHONE: _____

Hello, my name is _____. I am calling for FMR Research, a nationwide public opinion company. We are conducting a survey about existing and planned parks in the Town of Oro Valley. The results will be used to assist the Town in preparing park plans that best meet the needs of the community. This is not a sales call of any kind. All answers are strictly confidential and a matter of personal opinion. First...

A. Do you reside in Oro Valley?

Yes..... 1 (CONTINUE)
No ..... 2 (TERMINATE)
Not sure/Don't know.. 3 (TERMINATE) (15)

B. For this survey, we need to speak with the male or female in your household who is eighteen years old or older and most recently celebrated a birthday. Are you that person?

Yes..... (CONTINUE)
No..... (ASK TO SPEAK TO THE MALE OR FEMALE WHO MOST RECENTLY CELEBRATED A BIRTHDAY, RETURN TO INTRODUCTION, THEN TO Q.B)

C. Please stop me when I read the age category you belong to. Are you...

Men (47%)		Women (53%)	
17 or younger	(TERMINATE)	17 or younger	(TERMINATE)
18 to 24	01	18 to 24	07
25 to 34	02	25 to 34	08
35 to 44	03	35 to 44	09
45 to 54	04	45 to 54	10
55 to 64	05	55 to 64	11
65 or older	06	65 or older	12 (16-17)

For Coding:

Sex:
Man..... 1 (140)
Woman 2 (160) (18)

Age:
18 to 24.... 1 (20)
25 to 34.... 2 (25)
35 to 44.... 3 (40)
45 to 54.... 4 (55)
55 to 64.... 5 (60)
65 or older 6 (100) (19)

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FMR

D. How many years have you lived in Oro Valley? (READ)

Less than three years 1
3-5 years..... 2
6-10 years..... 3
-OR- More than 10 years..... 4 (20)

Final

FMR Associates, Inc.
6045 E. Grant Road
Tucson, Arizona 85712

Job No. 309164-141
Final Design
June, 2014

ORO VALLEY PARKS PROGRAM SURVEY

- Main Questionnaire -

1. First, I am going to read you names of the various parks and related facilities in the Town of Oro Valley. For each, tell me if you visit nearly every day, once a week, one to three times a month, a few times each year or less often. If you have never visited, just let me know. How often do you visit...(READ ITEMS IN RANDOM ORDER) (READ LOCATIONS ONLY IF NEEDED FOR CLARIFICATION)

(MARK 'X' WHERE START)	Nearly Every Day	Once a Week	1-3 Times Per Month	A Few Times/ Year	Less Often	Never	Don't know/ Unfamiliar	
( ) James D. Kriegh ("Kree") Park (On Calle Concordia near Oracle Road)	1	2	3	4	5	6	7	(21)
( ) Cañada del Oro Riverfront Park (On Lambert Lane west of Oracle Road)	1	2	3	4	5	6	7	(22)
( ) West Lambert Lane Park (On Lambert Lane west of La Cañada)	1	2	3	4	5	6	7	(23)
( ) Honey Bee Canyon Park (On Rancho Vistoso and Honey Bee Trail)	1	2	3	4	5	6	7	(24)
( ) Naranja ("Na-rahn-hah") Park (On Naranja ("Na-rahn-hah") Drive east of La Cañada)	1	2	3	4	5	6	7	(25)
( ) Oro Valley Aquatic Center (On Calle Concordia near Oracle Road)	1	2	3	4	5	6	7	(26)
( ) Steam Pump Ranch (Near Oracle Road and First Avenue)	1	2	3	4	5	6	7	(27)
ASK LAST: ( ) Finally, how often do you utilize the Town's multi-use path system?	1	2	3	4	5	6	7	(28)

(**READ TO ALL**): The Town of Oro Valley is updating its plan for parks throughout the community. It is also updating the plan for Naranja ("Na-rahn-hah") Park – a largely undeveloped park site located north of Naranja ("Na-rahn-hah") Drive, between La Cañada Drive and First Avenue. To begin...(CONTINUE TO Q.2)

Final

2. How important do you think it is for the Town to construct new facilities for organized sports programs? Would you say it is...(READ)

Very important .....1 (ASK Q.2a)
Somewhat important.....2 (ASK Q.2a)
-OR- Not important .....3 (SKIP TO Q.3)
(DO NOT READ) Don't know/Not sure .....4 (SKIP TO Q.3) (29)

2a. I am now going to read you some types of outdoor sports facilities. Rate the importance of each on a "1-to-5" scale, where a "5" is "very important" and "1" is "not at all important." You can give me any number between "1" and "5." How important are...(READ ITEMS IN RANDOM ORDER)

(MARK 'X' WHERE START)	Very Important		Neither Important Nor Unimportant		Not at All Important	
( ) Multi-sport fields – fields for soccer, lacrosse, football, etc.	5	4	3	2	1	(30)
( ) Youth baseball and Little League fields	5	4	3	2	1	(31)
( ) Youth softball fields	5	4	3	2	1	(32)
( ) Adult, full-size baseball fields	5	4	3	2	1	(33)
( ) Adult recreational softball fields	5	4	3	2	1	(34)

3. How important do you think it is for the Town to construct new recreational facilities for families and individuals who are *not* involved in organized sports programs? Would you say it is...(READ)

Very important .....1 (ASK Q.3a)
Somewhat important.....2 (ASK Q.3a)
-OR- Not important .....3 (SKIP TO Q.4)
(DO NOT READ) Don't know/Not sure .....4 (SKIP TO Q.4) (35)

3a. I am now going to read you some types of facilities for general recreation. Rate the importance of each on a "1-to-5" scale, where a "5" is "very important" and "1" is "not at all important." You can give me any number between "1" and "5." How important are...(READ ITEMS IN RANDOM ORDER)

(MARK 'X' WHERE START)	Very Important		Neither Important Nor Unimportant		Not at All Important	
( ) Playgrounds and play structures	5	4	3	2	1	(36)
( ) Ramadas and picnic areas	5	4	3	2	1	(37)
( ) Paved walking paths	5	4	3	2	1	(38)
( ) Fitness courses	5	4	3	2	1	(39)
( ) Natural surface trails	5	4	3	2	1	(40)
( ) Mountain bicycle trails	5	4	3	2	1	(41)
( ) Dog park	5	4	3	2	1	(42)
( ) Sand volleyball courts	5	4	3	2	1	(43)
( ) Golf courses	5	4	3	2	1	(44)

4. How important do you think it is for the Town to construct new outdoor recreation facilities for school age children, young adults and older active adults? Would you say it is...(READ)

Very important .....1 (ASK Q.4a)
Somewhat important.....2 (ASK Q.4a)
-OR- Not important.....3 (SKIP TO Q.5)

(DO NOT READ) Don't know/Not sure .....4 (SKIP TO Q.5) (45)

4a. I am now going to read you some types of outdoor recreation facilities. Rate the importance of each on a "1-to-5" scale, where a "5" is "very important" and "1" is "not at all important." You can give me any number between "1" and "5." How important are...(READ ITEMS IN RANDOM ORDER)

(MARK 'X' WHERE START)	Very Important		Neither Important Nor Unimportant		Not at All Important	
( ) Outdoor basketball courts	5	4	3	2	1	(46)
( ) Skate park	5	4	3	2	1	(47)
( ) Tennis courts	5	4	3	2	1	(48)
( ) BMX park	5	4	3	2	1	(49)
( ) Racquetball courts	5	4	3	2	1	(50)
( ) Zip lines [1]	5	4	3	2	1	(51)
( ) Ropes course [2]	5	4	3	2	1	(52)
( ) Pickleball courts [3]	5	4	3	2	1	(53)
( ) Remote control model airplane park	5	4	3	2	1	(54)

[1] (INTERVIEWER: IF RESPONDENT NEEDS A DEFINITION OF "ZIP LINES," SAY: "A user in a harness rides or glides along a cable mounted above an incline.")

[2] (INTERVIEWER: IF RESPONDENT NEEDS A DEFINITION OF "ROPES COURSE," SAY: "Individual users or teams go across sturdy ropes suspended a few feet above the ground.")

[3] (INTERVIEWER: IF RESPONDENT NEEDS A DEFINITION OF "PICKLEBALL COURTS," SAY: "Pickleball is a racquet sport similar to tennis and badminton that utilizes paddles, a net and a ball similar to a wiffle ball.")

Final

5. How important do you think it is for the Town to construct a multi-use community center with facilities for indoor recreation and fitness programs, along with meeting rooms, classrooms and studios? Would you say it is...(READ)

Very important .....1 (ASK Q.5a)
Somewhat important.....2 (ASK Q.5a)
-OR- Not important .....3 (SKIP TO Q.6)

(DO NOT READ) Don't know/Not sure .....4 (SKIP TO Q.6) (55)

5a. I am now going to read you some types of indoor recreation, fitness and community center facilities that might be included in a multi-use center. Rate the importance of each on a "1-to-5" scale, where a "5" is "very important" and "1" is "not at all important." You can give me any number between "1" and "5." How important is are...(READ ITEMS IN RANDOM ORDER)

(MARK 'X' WHERE START)	Very Important		Neither Important Nor Unimportant		Not at All Important	
( ) Indoor court facilities, such as basketball, pickle ball and racquetball/handball	5	4	3	2	1	(56)
( ) Cardio and weight training facilities	5	4	3	2	1	(57)
( ) Rooms for aerobics, yoga and similar classes	5	4	3	2	1	(58)
( ) Indoor walking track	5	4	3	2	1	(59)
( ) Meeting rooms and classrooms	5	4	3	2	1	(60)
( ) Computer labs	5	4	3	2	1	(61)
( ) Art studios	5	4	3	2	1	(62)

6. How important do you think it is for the Town to construct facilities for music, dance and theatrical performances? Would you say it is...(READ)

Very important .....1 (ASK Q.6a)
Somewhat important.....2 (ASK Q.6a)
-OR- Not important .....3 (SKIP TO Q.7)

(DO NOT READ) Don't know/Not sure .....4 (SKIP TO Q.7) (63)

6a. I am now going to read you some types of facilities for music, dance and theatrical performances. Rate the importance of each on a "1-to-5" scale, where a "5" is "very important" and "1" is "not at all important." You can give me any number between "1" and "5." How important is an...(READ ITEMS IN RANDOM ORDER)

(MARK 'X' WHERE START)	Very Important		Neither Important Nor Unimportant		Not at All Important	
( ) Outdoor amphitheater	5	4	3	2	1	(64)
( ) Indoor theater	5	4	3	2	1	(65)

7. How important do you think it is for the Town to establish accessible natural resource parks and natural open space areas featuring preserved tracts of desert land with trails but no other development, where the public can walk, hike, observe and enjoy the natural environment? Would you say it is...(READ)

Very important .....1 (ASK Q.7a)
Somewhat important.....2 (ASK Q.7a)
-OR- Not important .....3 (SKIP TO Q.8)
(DO NOT READ) Don't know/Not sure .....4 (SKIP TO Q.8) (66)

7a. I am now going to read you some types of natural resource areas. Rate the importance of each on a "1-to-5" scale, where a "5" is "very important" and "1" is "not at all important." You can give me any number between "1" and "5." How important are...(READ ITEMS IN RANDOM ORDER)

(MARK 'X' WHERE START)	Very Important		Neither Important Nor Unimportant		Not at All Important	
( ) Interpretive trails	5	4	3	2	1	(67)
( ) Birding areas	5	4	3	2	1	(68)

8. In order to fund improvements for parks and new facilities, the Town of Oro Valley would need to raise revenues from residents – to supplement existing taxes and fees. As I read some different ways that the Town might use to generate revenue, tell me how likely you would be to support each on a "1-to-5" scale – where a "5" means you are "very likely" to support the method and "1" is "not at all likely." You can give me any number between "1" and "5." To fund improvements for parks and new facilities, how likely would you be to support...(READ ITEMS IN RANDOM ORDER)

(MARK 'X' WHERE START)	Very Likely		Neither Likely Nor Unlikely		Not at All Likely	
( ) User fees	5	4	3	2	1	(69)
( ) Increased sales tax	5	4	3	2	1	(70)
( ) A Town of Oro Valley property tax	5	4	3	2	1	(71)

(END): THANK RESPONDENT FOR HIS/HER TIME AND SAY: "IN CASE THE OFFICE WANTS TO CHECK MY WORK, MAY I HAVE YOUR FIRST NAME AND THE ZIP CODE OF YOUR HOME ADDRESS?"

RESPONDENT'S NAME_____ ZIP CODE_____ (72-76)

* * * (REMEMBER TO VERIFY RESPONDENT'S PHONE NUMBER) * * *

FOR OFFICE USE ONLY:
Validation Questions
Q_____ _____ Q _____ _____

Q_____ _____ Q _____ _____

Q_____ _____ Q _____ _____