



- Park and Recreation Public Opinion Survey Results
- 3 December 2009

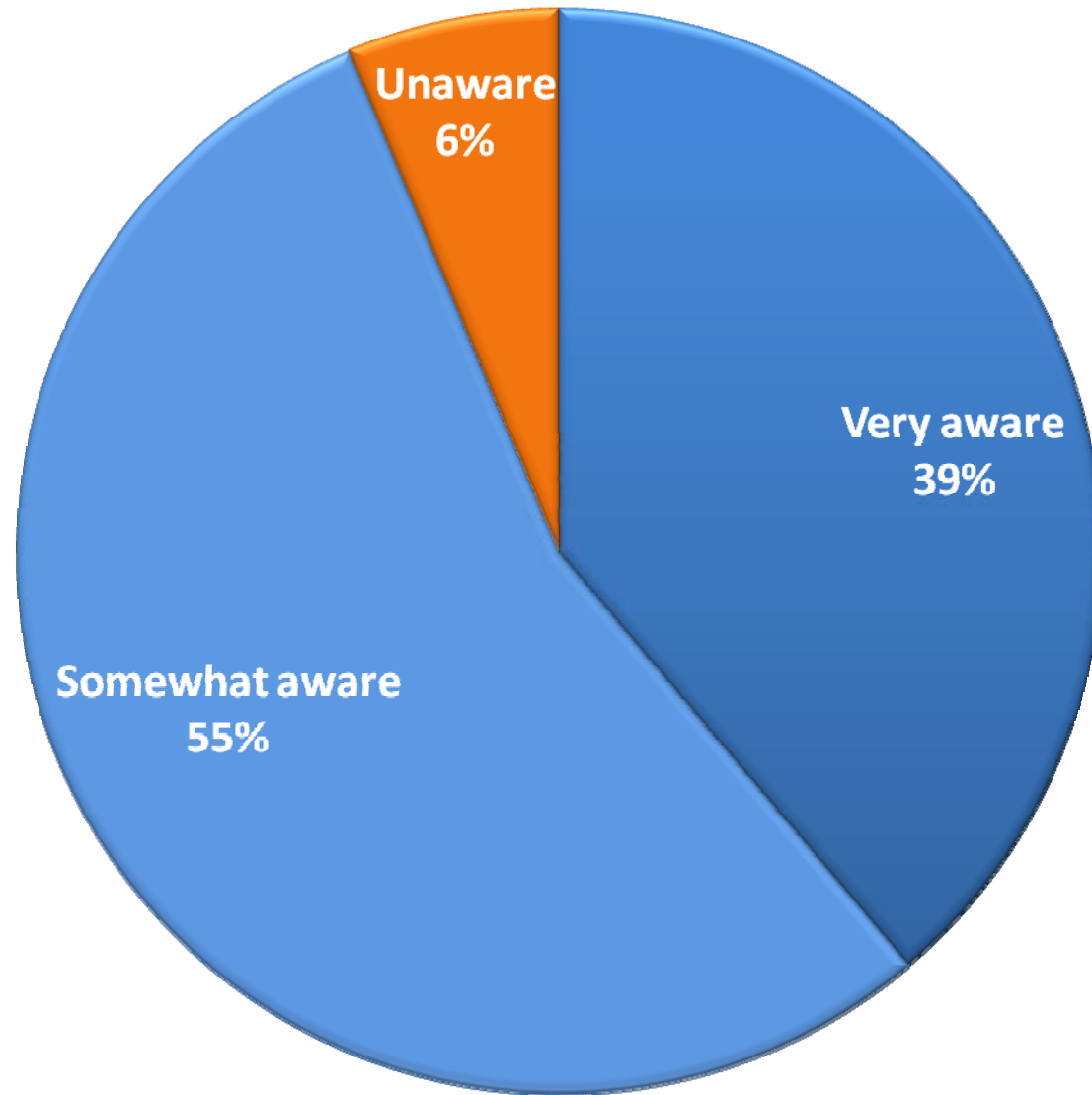
# Survey Basics

- The questionnaire used for this survey was developed with input from the leadership staff of the District and Barry Barnes of TBWB.
- Copies of the questionnaire were mailed to individuals who owned property in the District. Their names and mailing addresses were taken from the records of the Assessor and Auditor for the district.
- A total of 4,855 questionnaires were distributed via bulk mail on September 28, 2009. The first responses were received from the USPS on October 8, 2009. The last of the responses were received from the USPS on November 20.
- A copy of the questionnaire was posted to the Internet and a Spanish translation was available if requested.
- A total of 1,084 completed surveys (a 22.3% response) were received and tabulated. They form the basis of the results presented in this report.
- The margin of error for these results is +/-2.6%.

# Aware

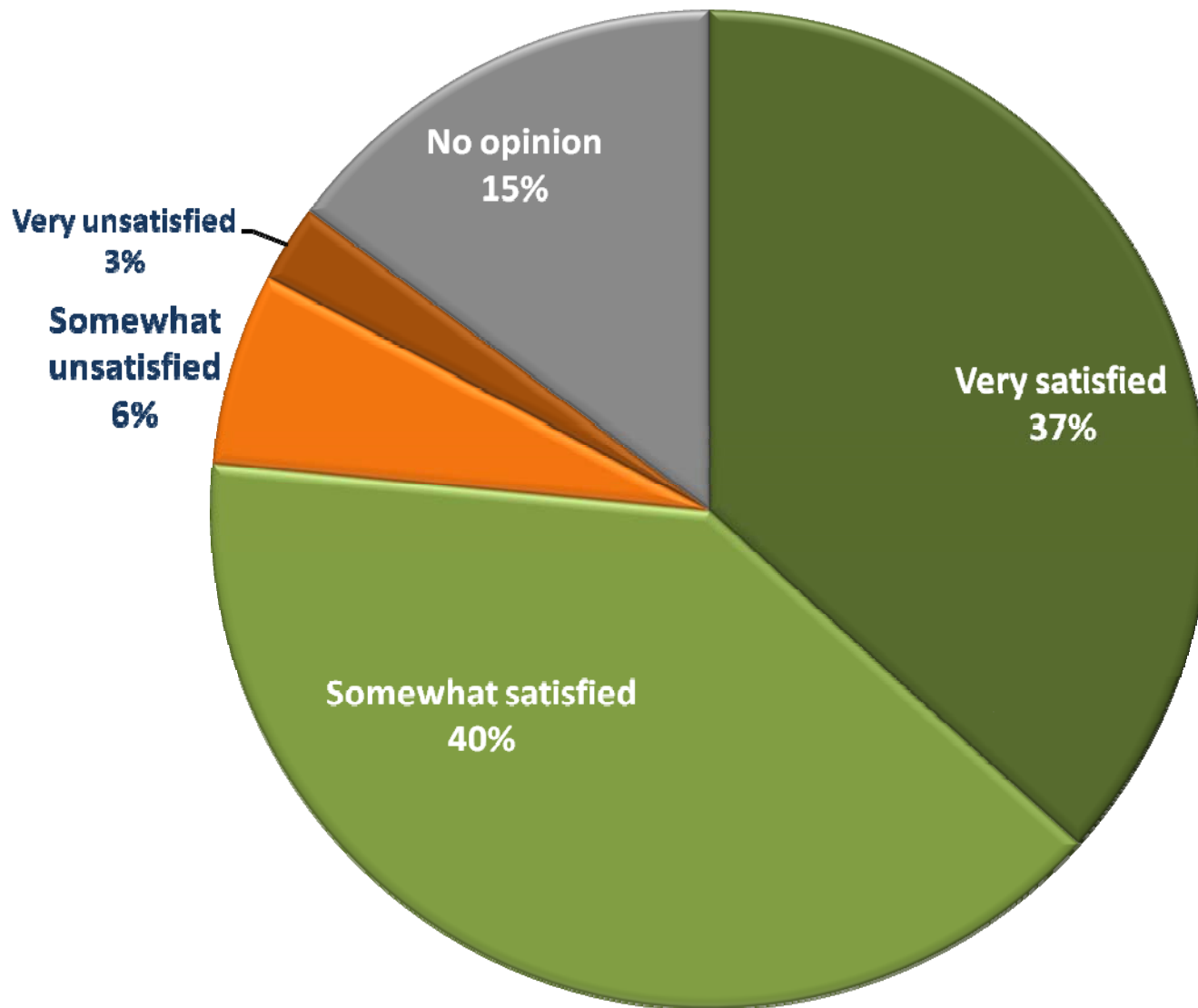
“Before receiving this survey, how would you describe your awareness of the Park and Recreation facilities operated and maintained by the District?”

1. Very aware
2. Somewhat aware or
3. Unaware”



# Satisfied

“If you were aware of these facilities, how would you describe your satisfaction with the operation and maintenance of the District’s Park and Recreation facilities?”

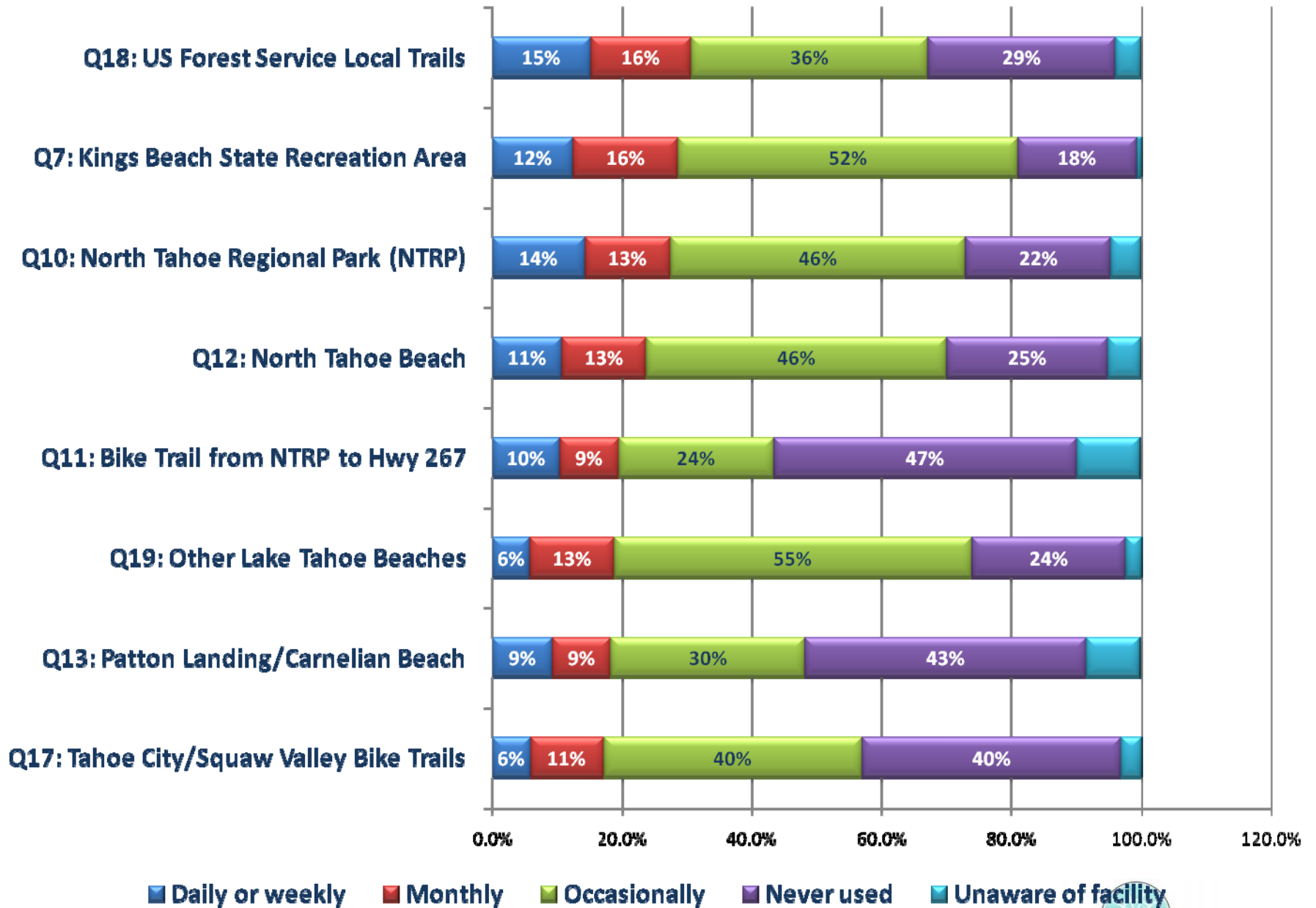


# Use of facilities

“There are many Park and Recreation facilities in the North Tahoe/Truckee area. For each item in the following list, answer by showing the frequency of use by you and/or others in your household.”

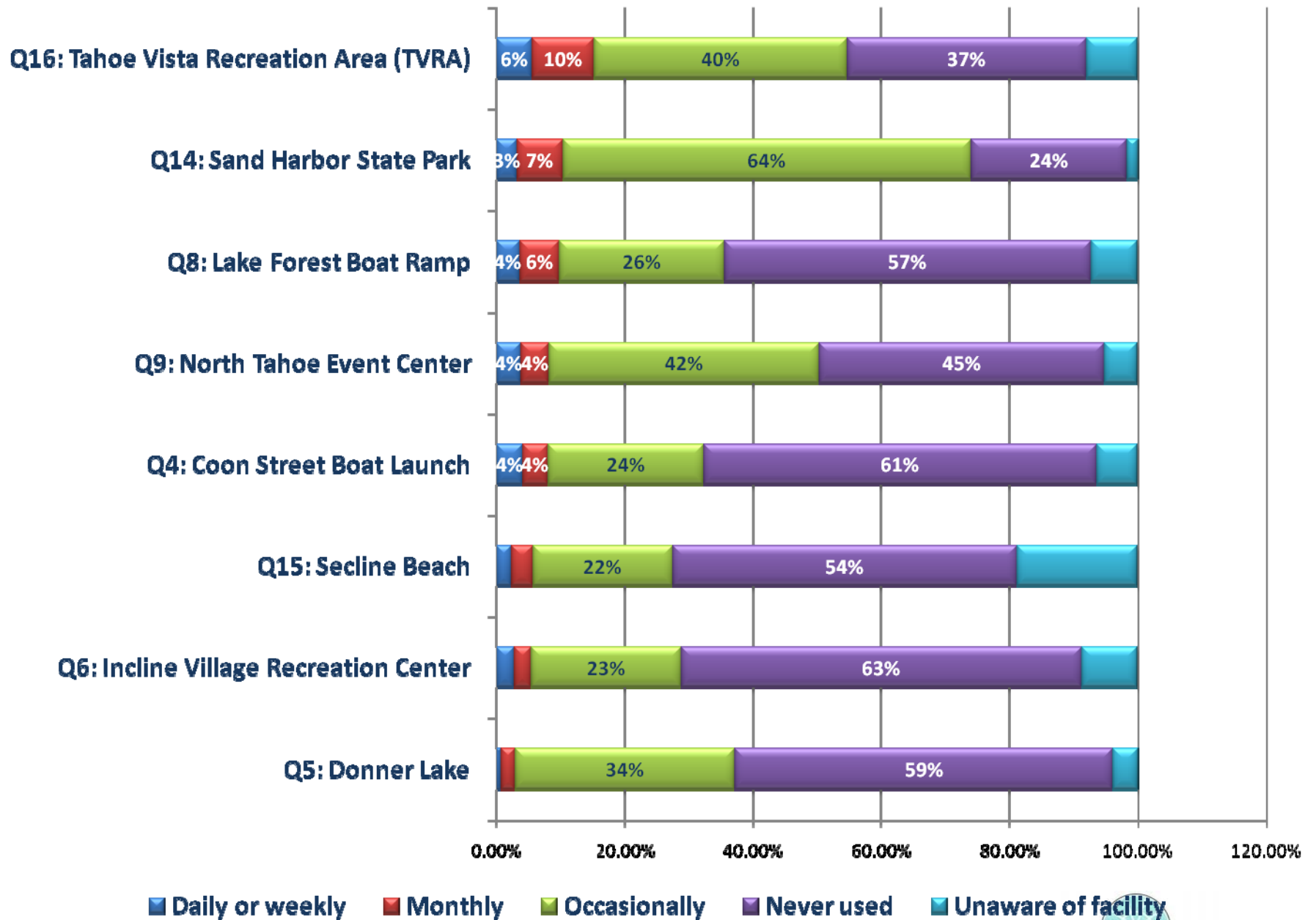
16 facilities were presented.

Facilities ranked by adding daily, weekly and monthly use.





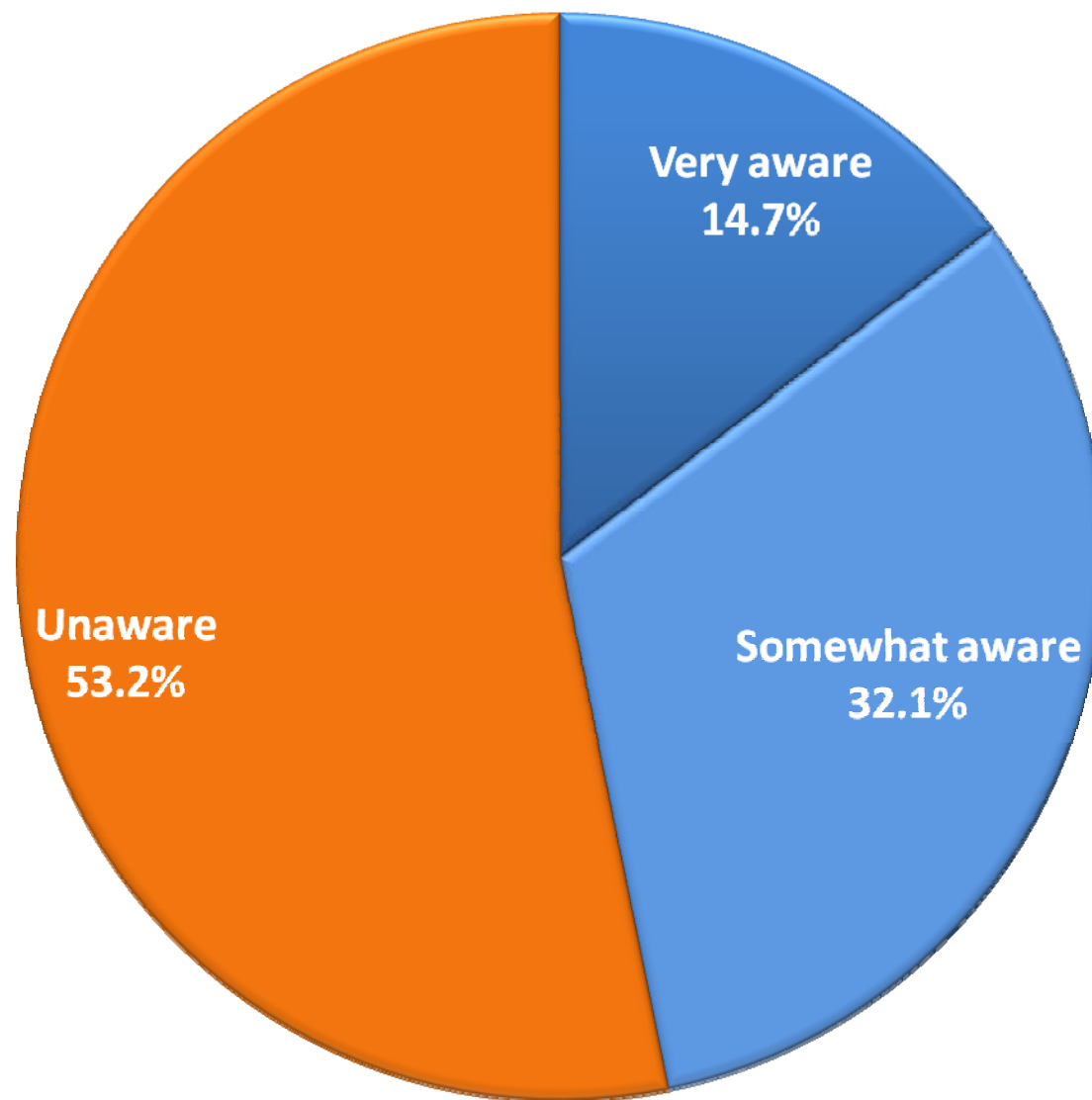
Facilities ranked by adding daily, weekly and monthly use.



# Aware of CFD 94-1

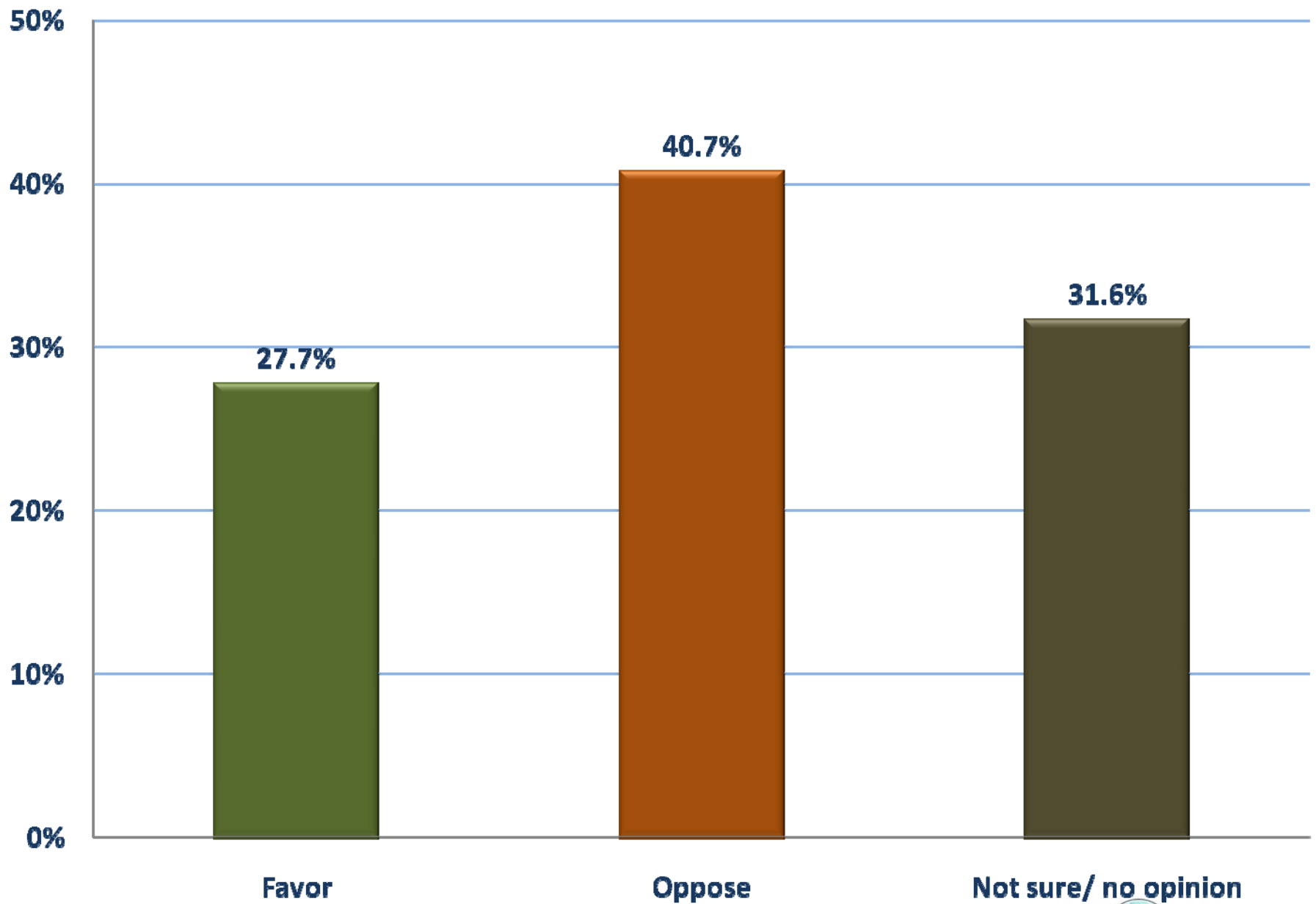
“In the early 1990’s, the State of California took the property taxes collected in the District to address a deficit in the State’s budget. To make up for the loss of these funds, the District asked voters to approve a Mello-Roos assessment in 1992. Known as the Community Facilities District (CFD) 94-1, this proposal was approved and provides the District with funds to operate and maintain park facilities and community services.

**“How would you describe your awareness of the existing annual CFD 94-1?”**



# The uninformed benchmark

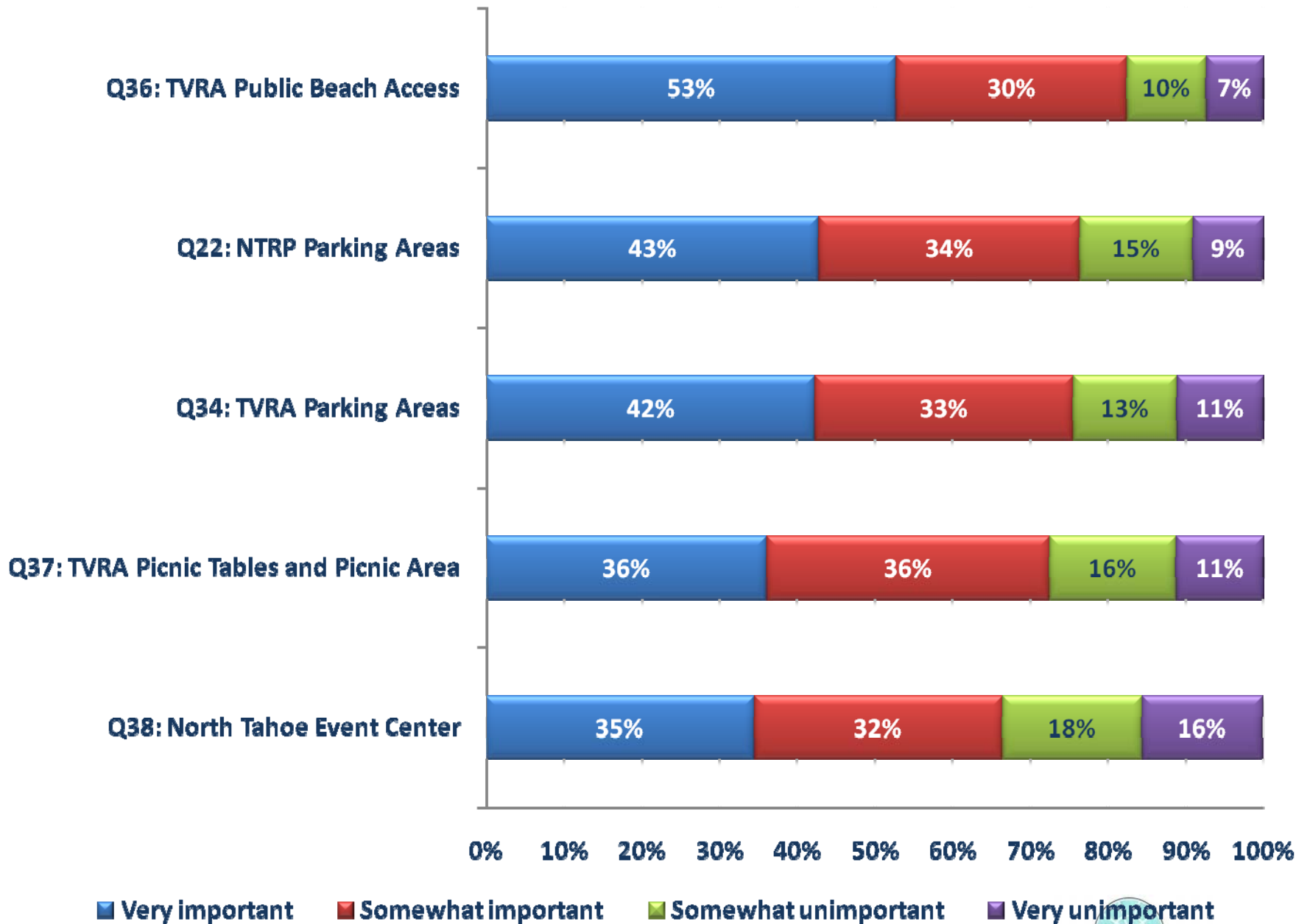
“Currently, CFD 94-1 does not raise enough money to allow the District to keep up with the increasing costs of operating, maintaining and replacing the District’s park facilities and equipment. Therefore, the District will ask property owners within the District to consider an increase to CFD 94-1. Based on what you know right now, would you favor such a proposal?”



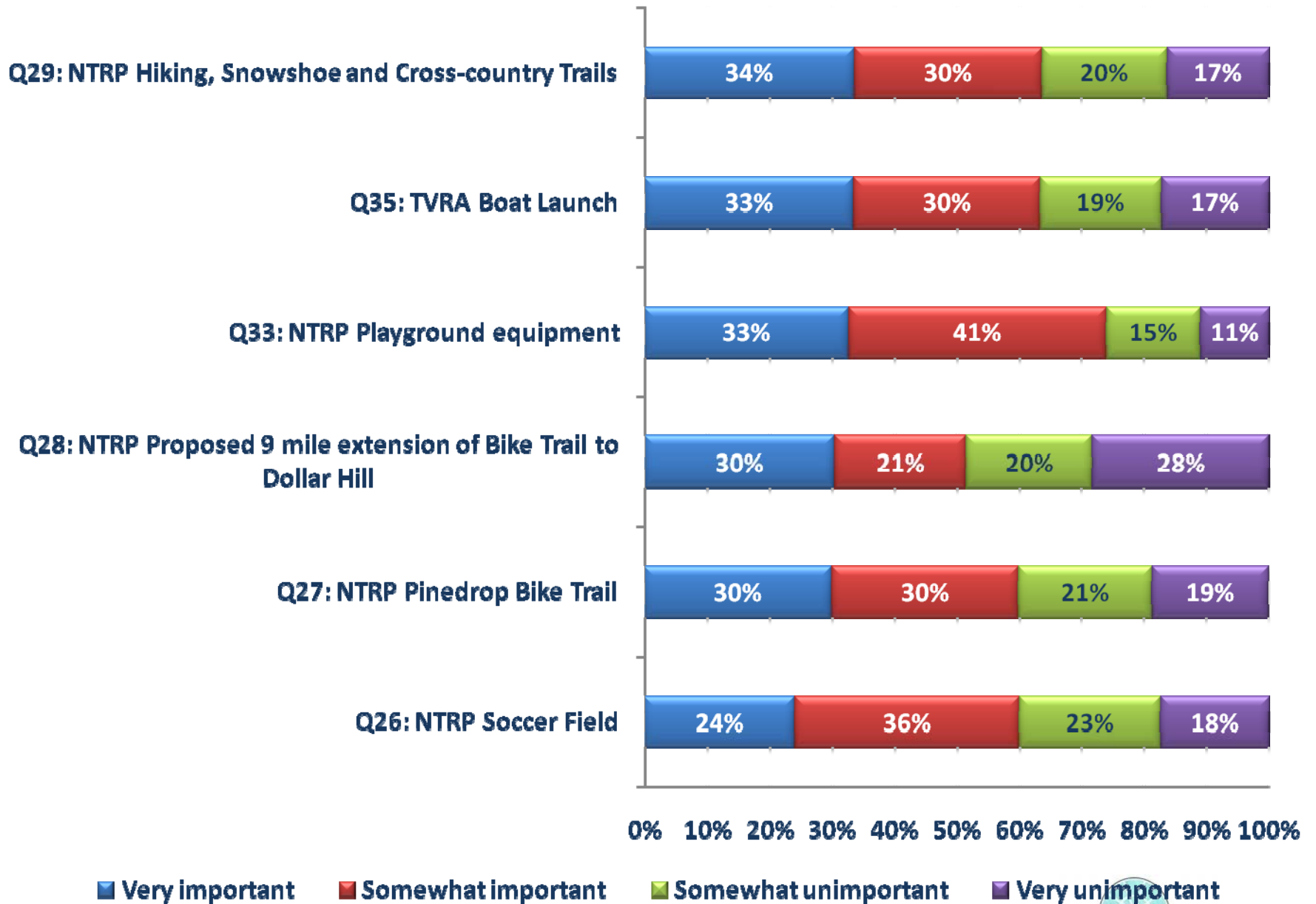
# Presenting information

“Without an increase in CFD 94-1, the District will be forced to significantly reduce the maintenance of its park and recreation facilities. In some cases, the District will be forced to close facilities entirely. For each of the following facilities, do you believe it is Very Important, Somewhat Important, Somewhat Unimportant or Very Unimportant that the District keep the facility open and fully maintained?”

Facilities ranked by percentage Very Important.

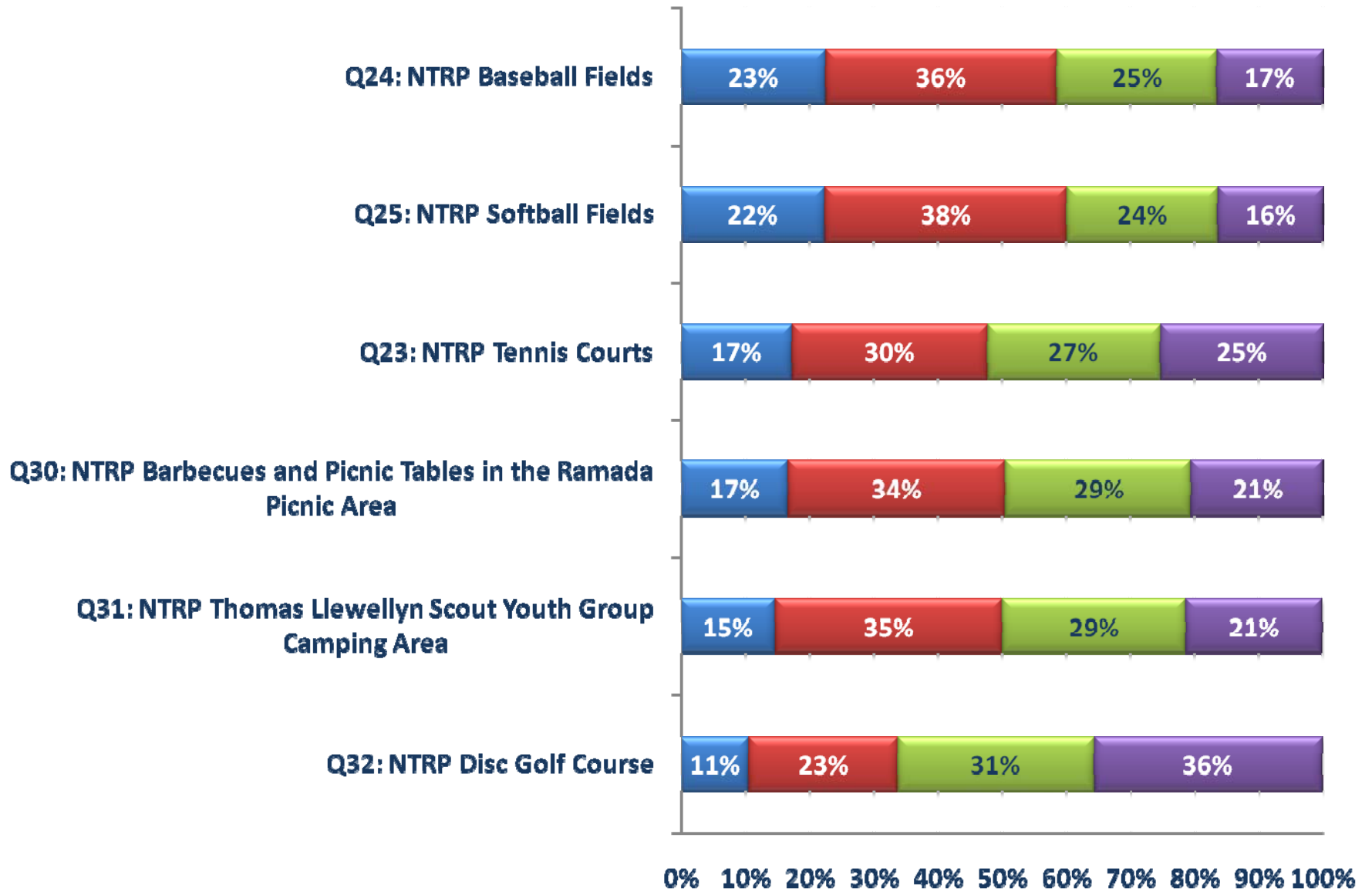


Facilities ranked by percentage Very Important.





Facilities ranked by percentage Very Important.

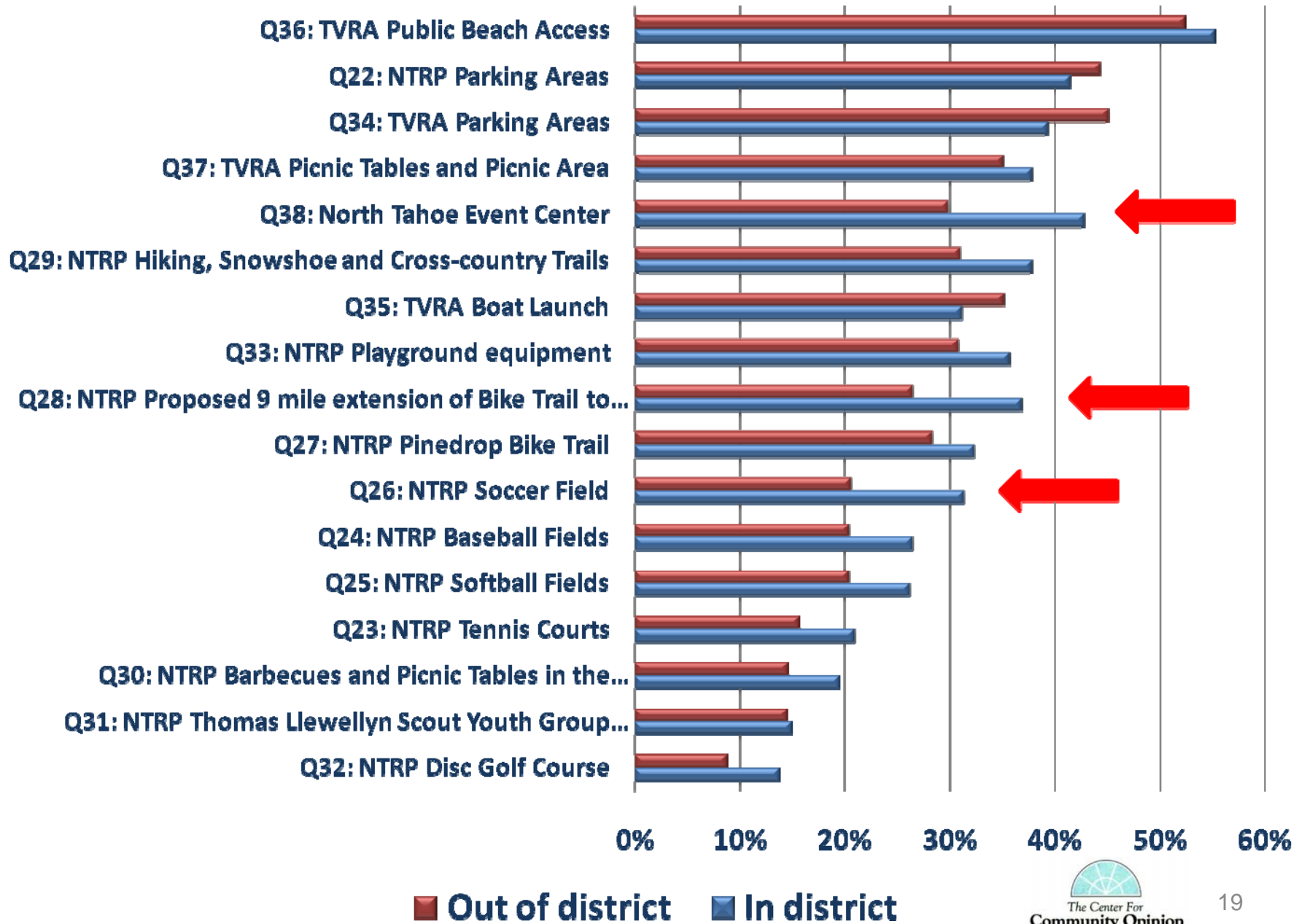


■ Very important   
 ■ Somewhat important   
 ■ Somewhat unimportant   
 ■ Very unimportant

# Registered in the district

- There are two questions in the survey that allow us to tell whether or not the respondent lives in the district.
  - One asked “In what ZIP code is your primary residence located.”
  - The other asked: “Are you registered to vote in the District?”
- Cross tabulation graphs in this report will use the latter because doing so also gives us some insight into the feasibility of asking only those living in the district to increase taxes.

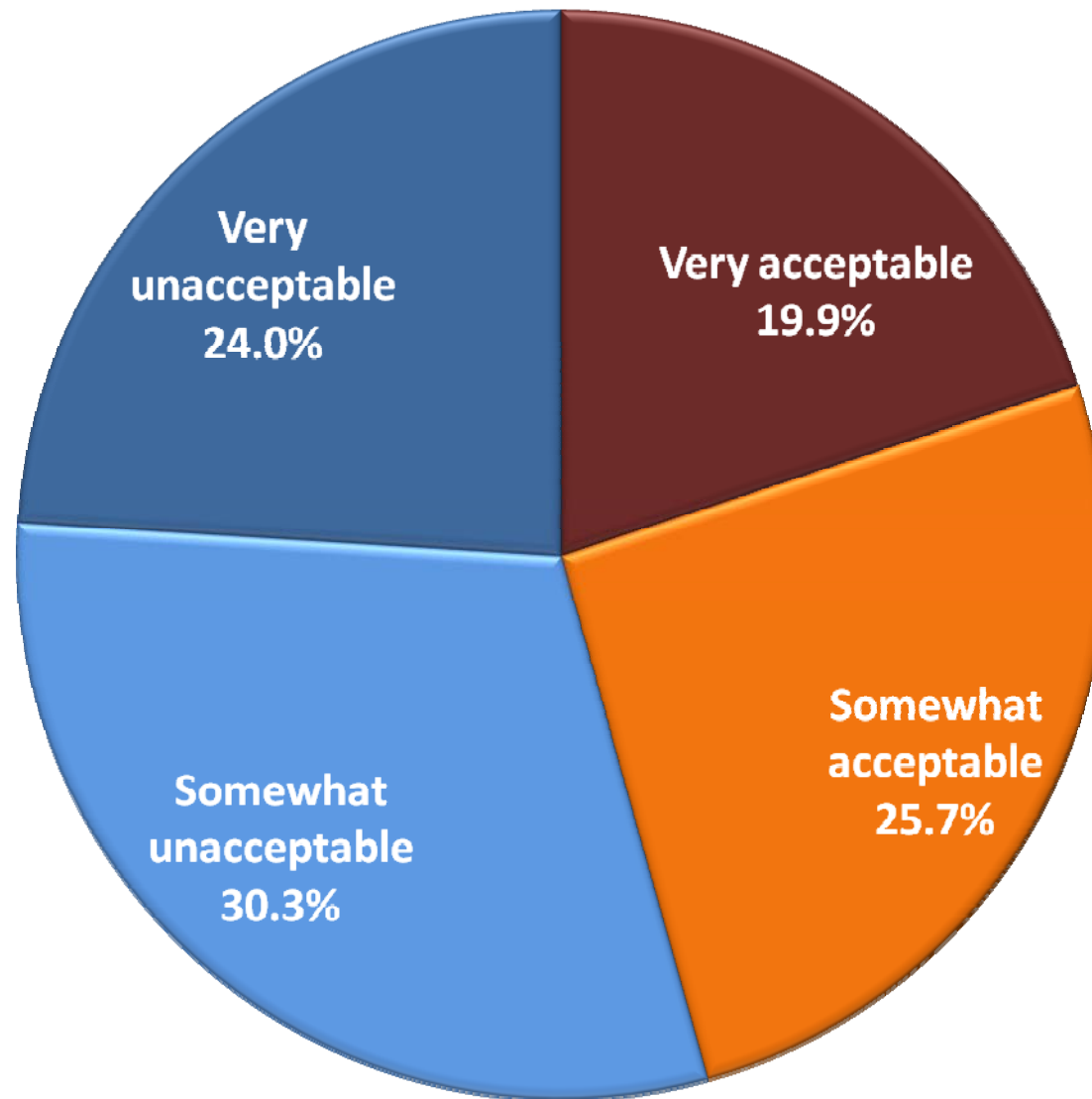
Facilities ranked by percentage Very Important. Arrows mark a difference of 10% or more.



# The Boys and Girls Club

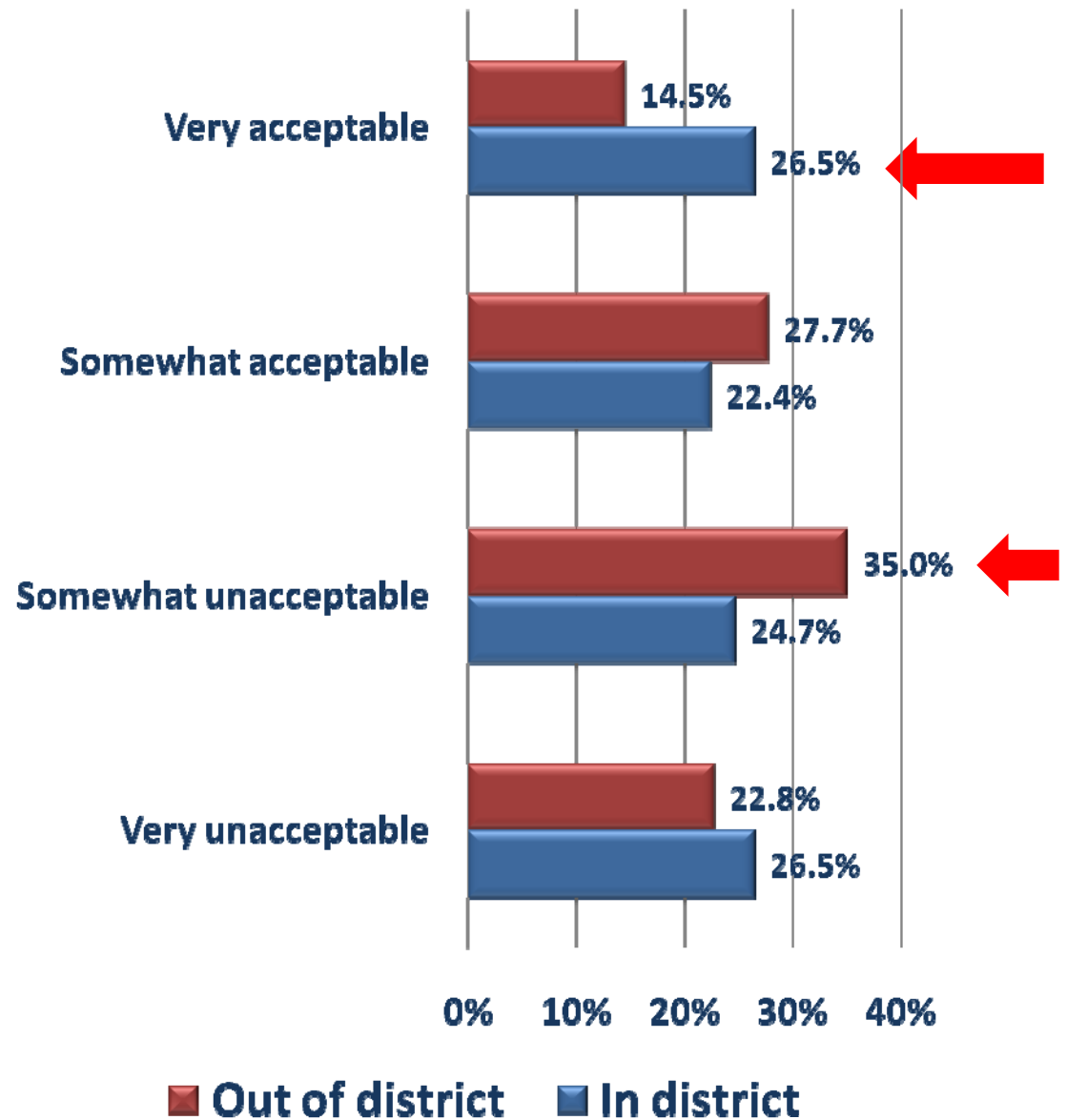
“The District currently funds recreation programs at the Boys and Girls Club of North Lake Tahoe in Kings Beach. Would you find it Very Acceptable, Somewhat Acceptable, Somewhat Unacceptable or Very Unacceptable for the District to no longer fund these recreation programs?”

The Boys and Girls Club.



# The Boys and Girls Club

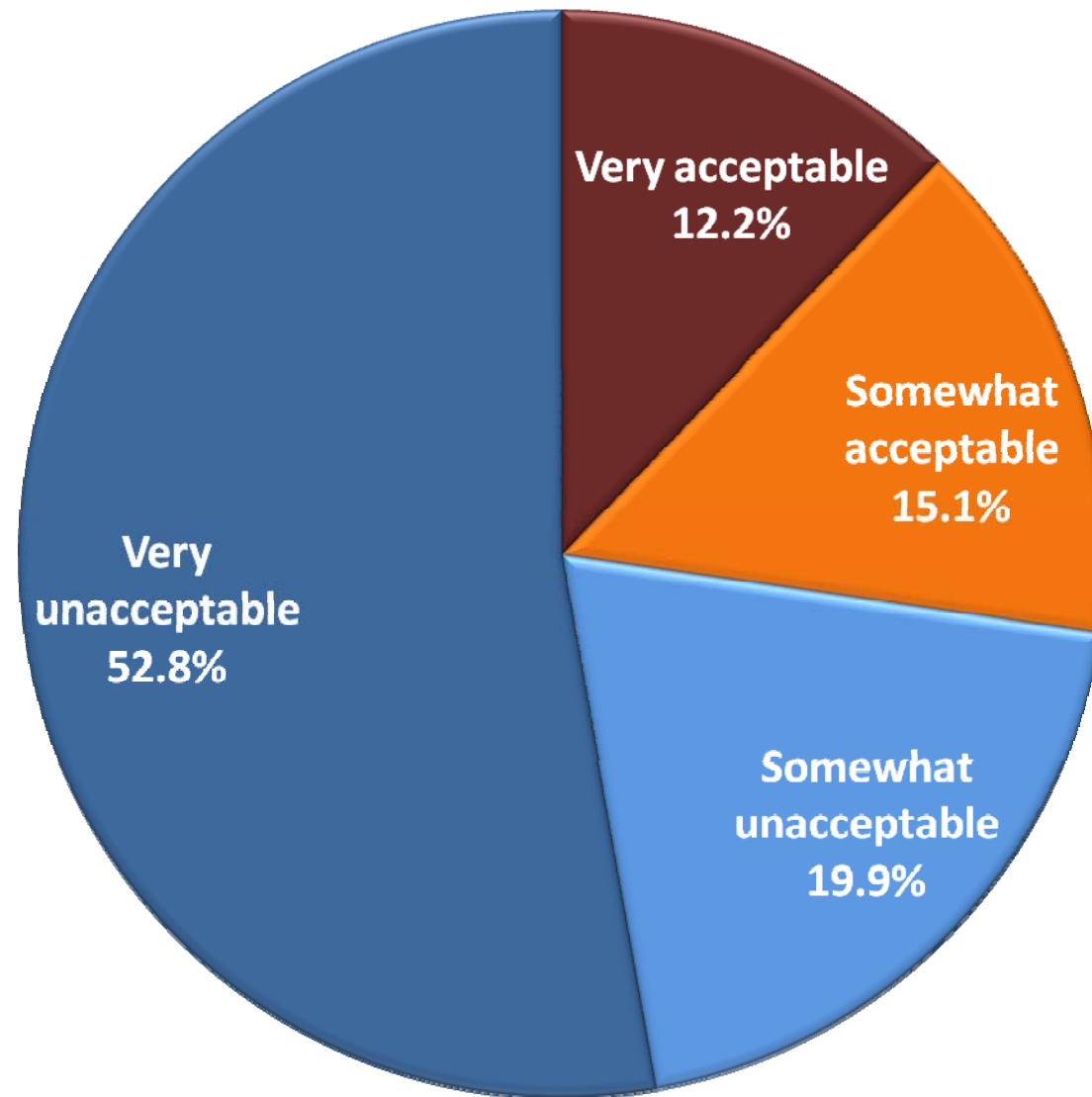
The number of respondents who felt it was very acceptable to no longer fund the Boys and Girls Club is greater among those registered to vote in the district than among those who are not registered to vote in the district. The largest number of those who found this unacceptable are not registered to vote in the district (mostly because they do not live in the district).



# North Tahoe Regional Park

“If it cannot adequately maintain the North Tahoe Regional Park the District may need to sell part or all of this park. Would you find it Very Acceptable, Somewhat Acceptable, Somewhat Unacceptable or Very Unacceptable for the District to sell all or part of the North Tahoe Regional Park?”

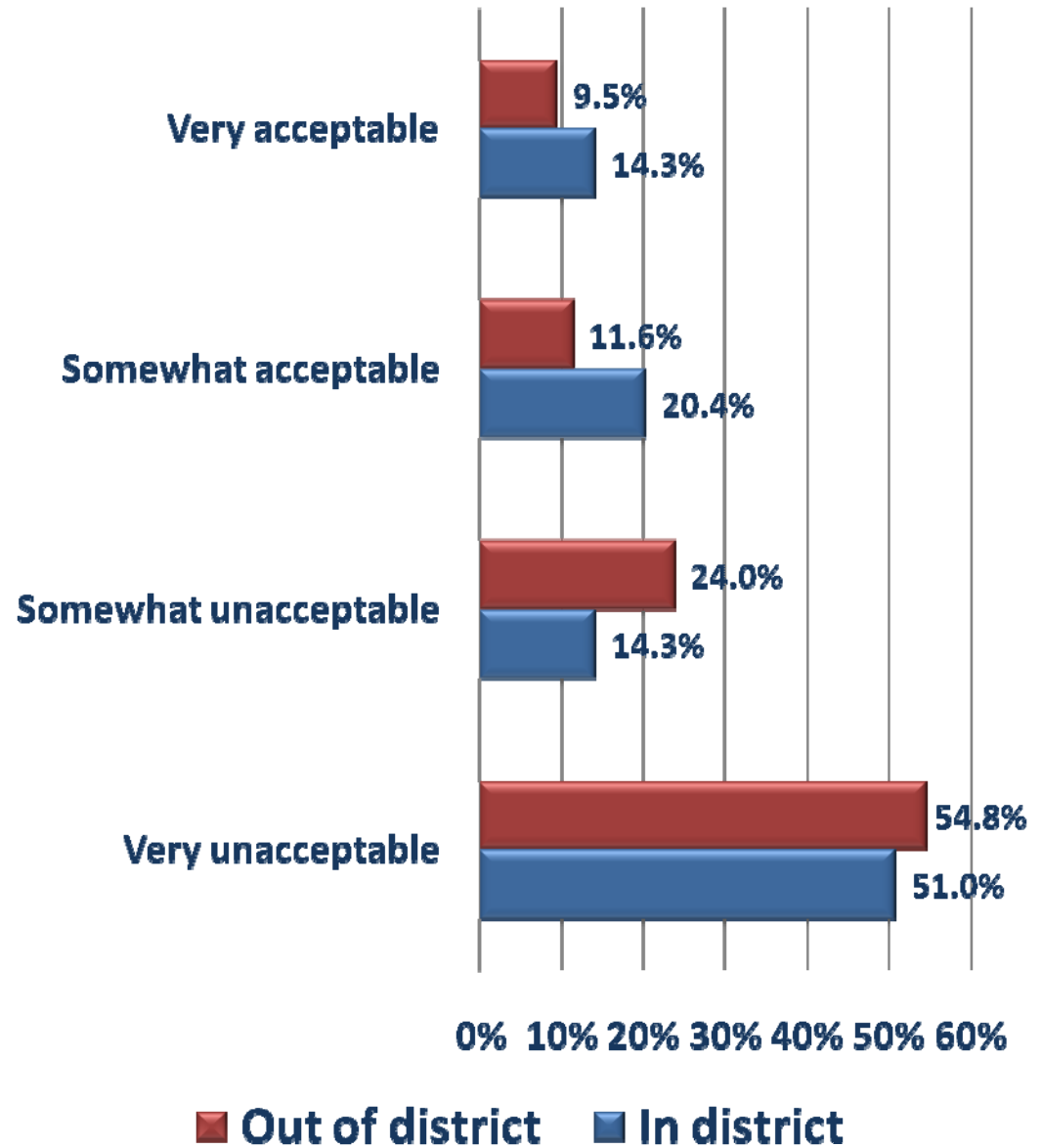
NTRP





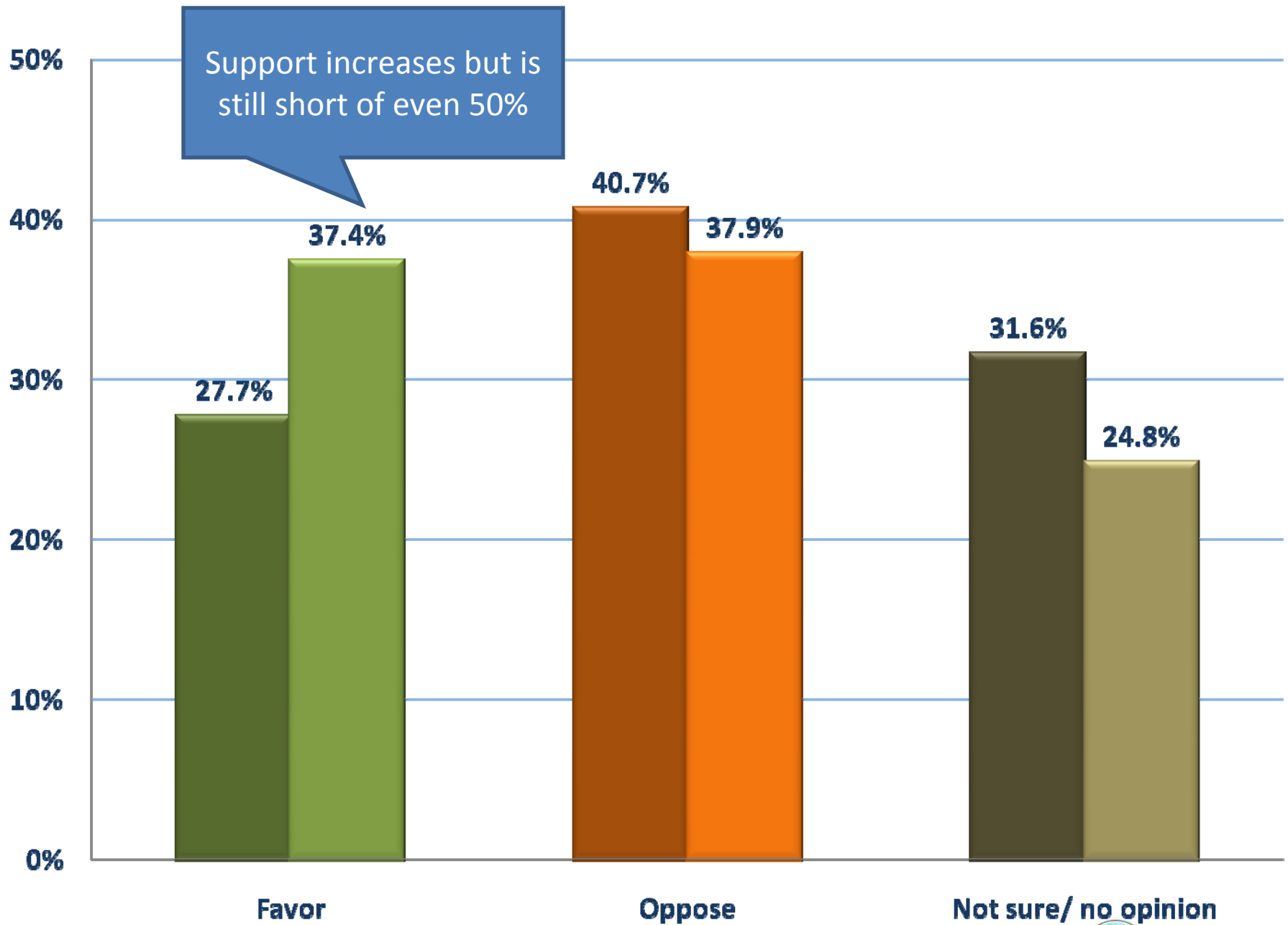
# NTRP

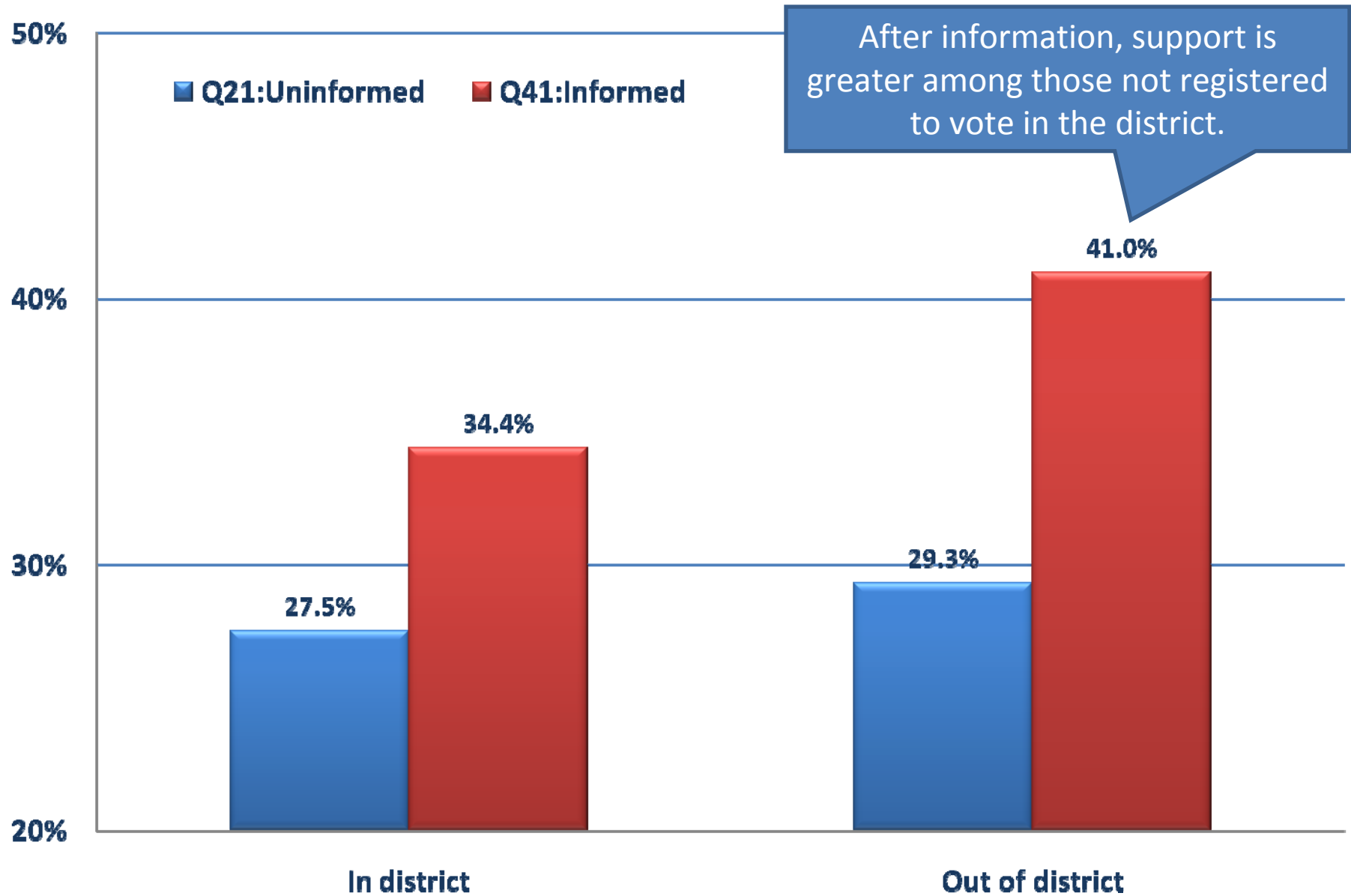
The responses to the idea of selling all or part of the North Tahoe Regional Park are very similar regardless of where the respondent is registered to vote.

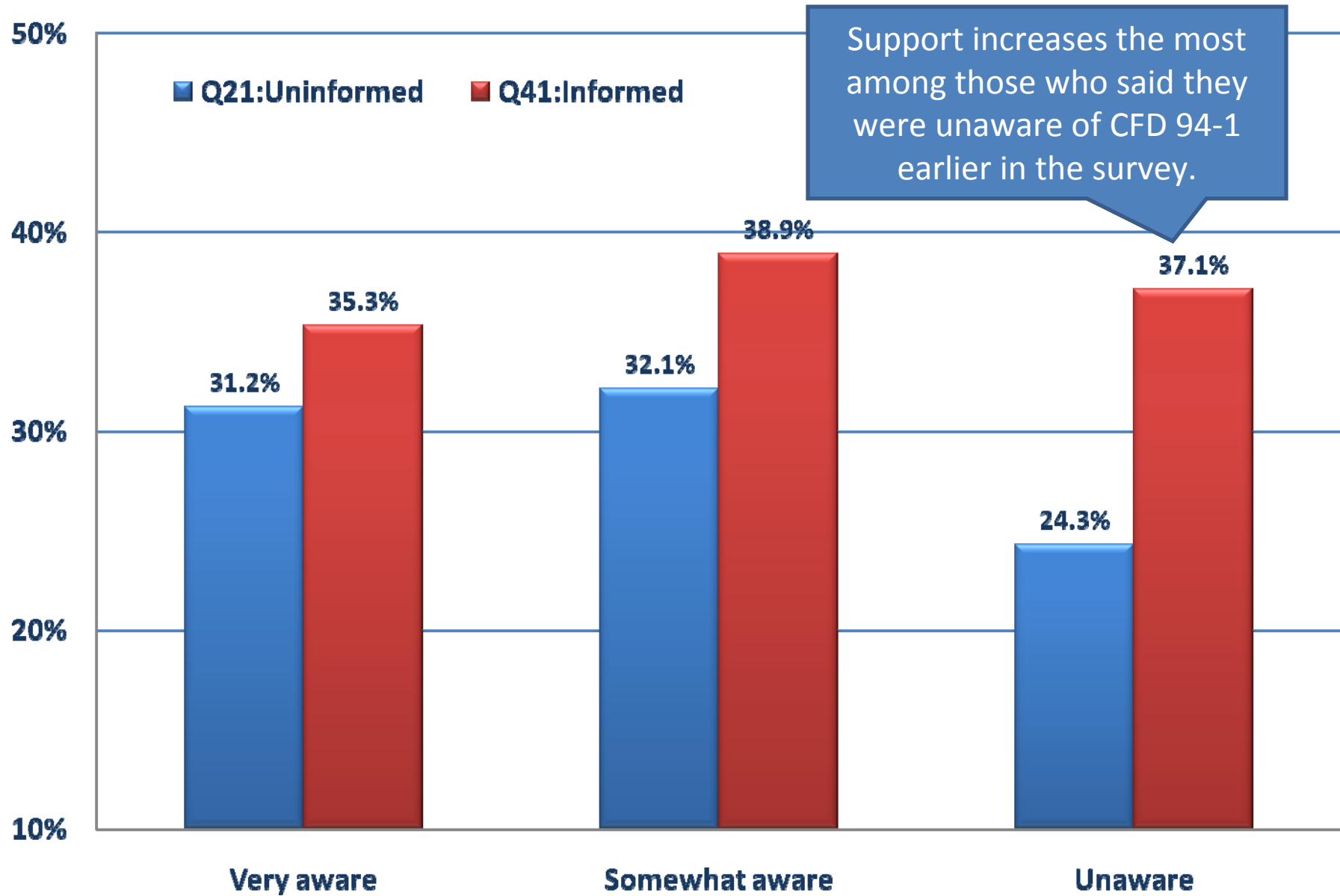


# The informed benchmark

“The last set of question presented you with the types of facilities and programs that the District may not be able to adequately maintain. As noted, some may need to be closed completely. Based on what you have learned by reading these questions, would you favor or oppose a proposal to increase CFD 94-1 to raise the funds necessary to adequately maintain and operate the District’s Park and Recreation facilities?”



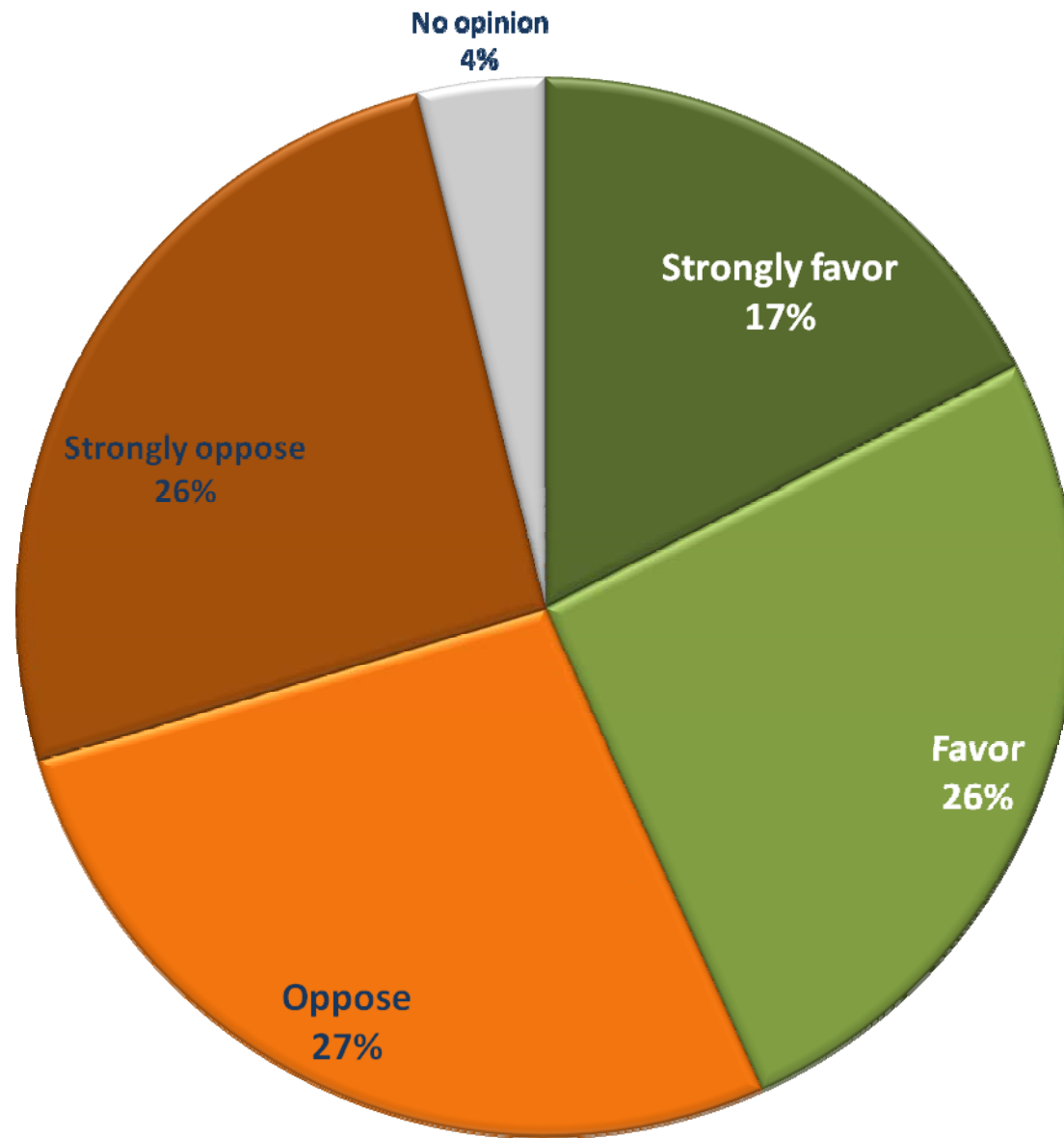




# Options #1

“For questions 42 – 44, you will be presented with three different options available to the District. Each option is associated with a specific increase to CFD 94-1. The proposed increase is in addition to the \$82.20 per parcel property owners in CFD 92-1 are currently paying for the maintenance of park and recreation facilities.

**Option 1:** Adequately maintain and operate all of the existing facilities at the TVRA and the NTRP and continue to support recreation programs at the Boys and Girls Club of North Lake Tahoe. Doing so would require an annual increase in CFD 94-1 of \$100 per parcel.”

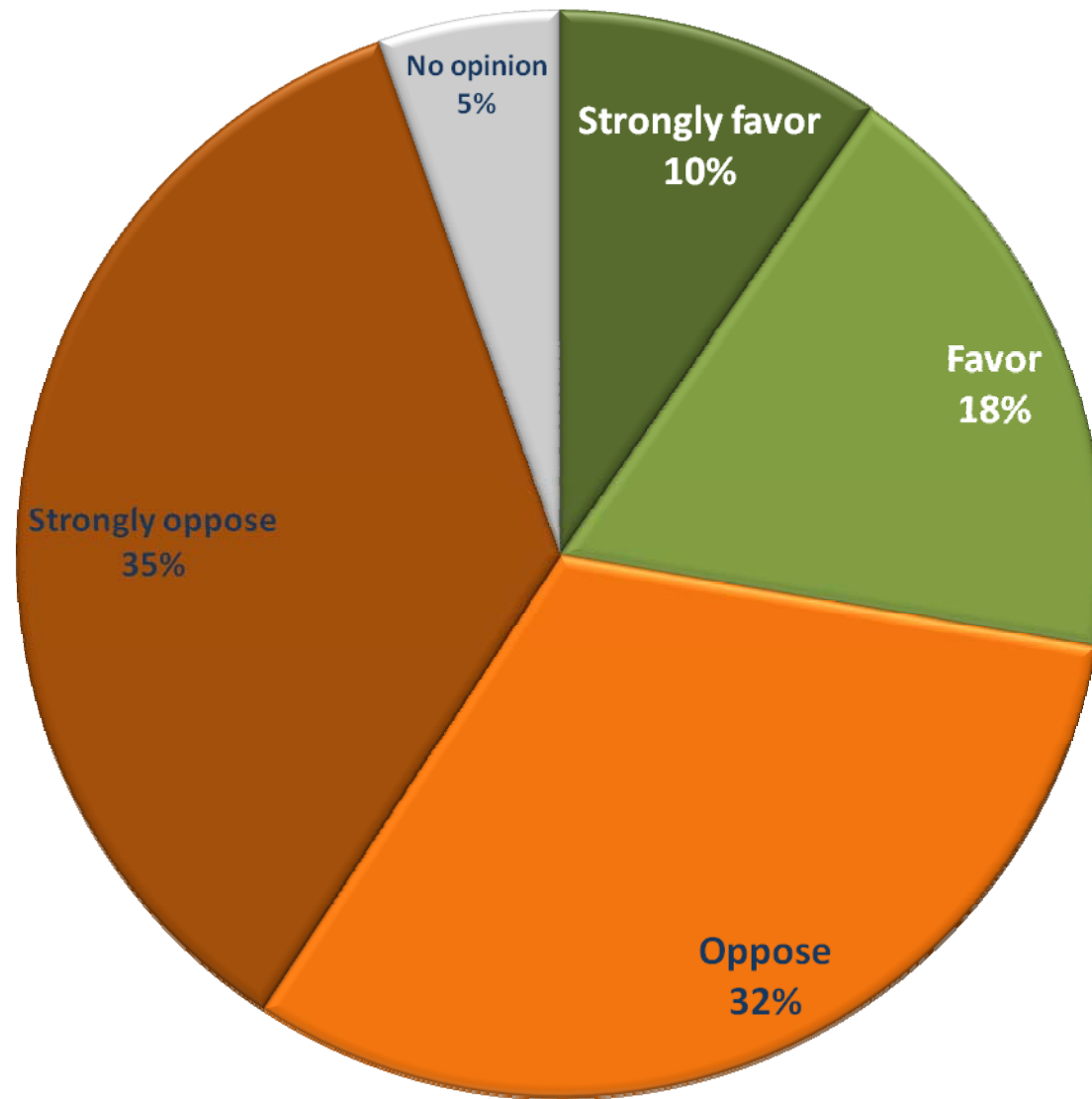


# Option #2

“For questions 42 – 44, you will be presented with three different options available to the District. Each option is associated with a specific increase to CFD 94-1. The proposed increase is in addition to the \$82.20 per parcel property owners in CFD 92-1 are currently paying for the maintenance of park and recreation facilities.

**Option 2:** Adequately maintain and operate all of the existing facilities at the TVRA and the NTRP and continue to support recreation programs at the Boys and Girls Club of North Lake Tahoe *and adequately maintain and operate the North Tahoe Event Center (NTEC)*. Doing so would require an annual increase in CFD 94-1 of \$150 per parcel.”

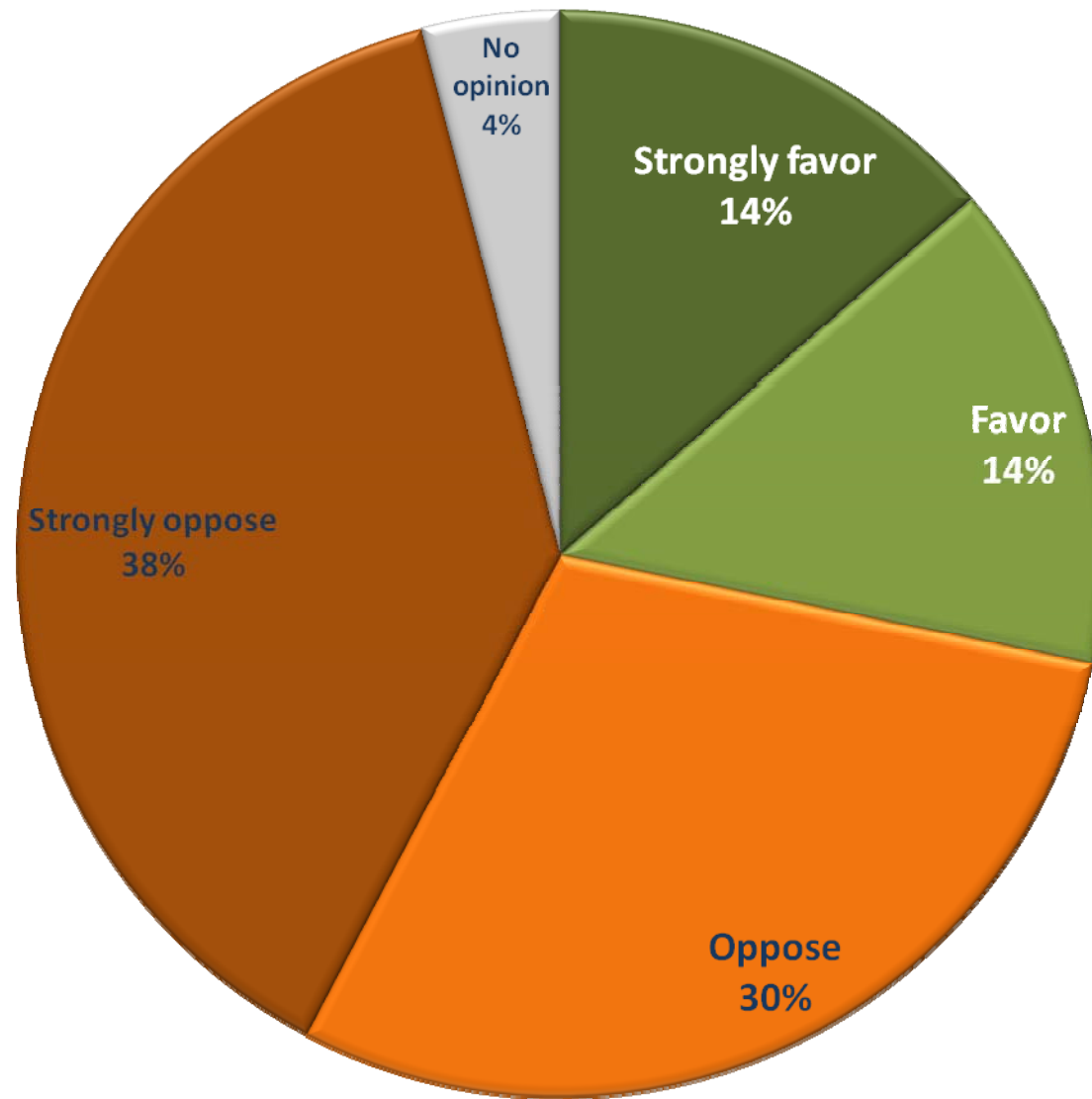




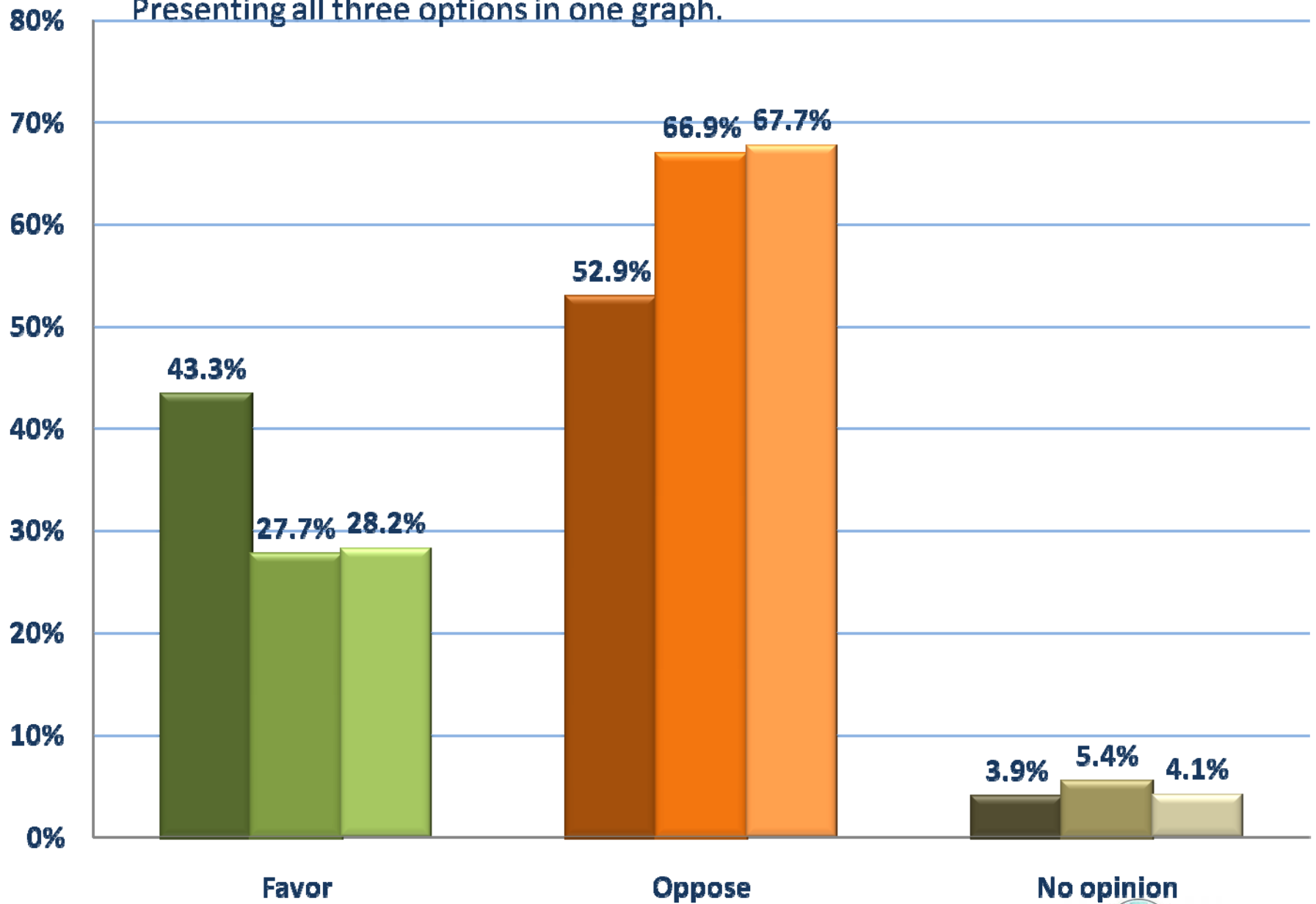
# Option #3

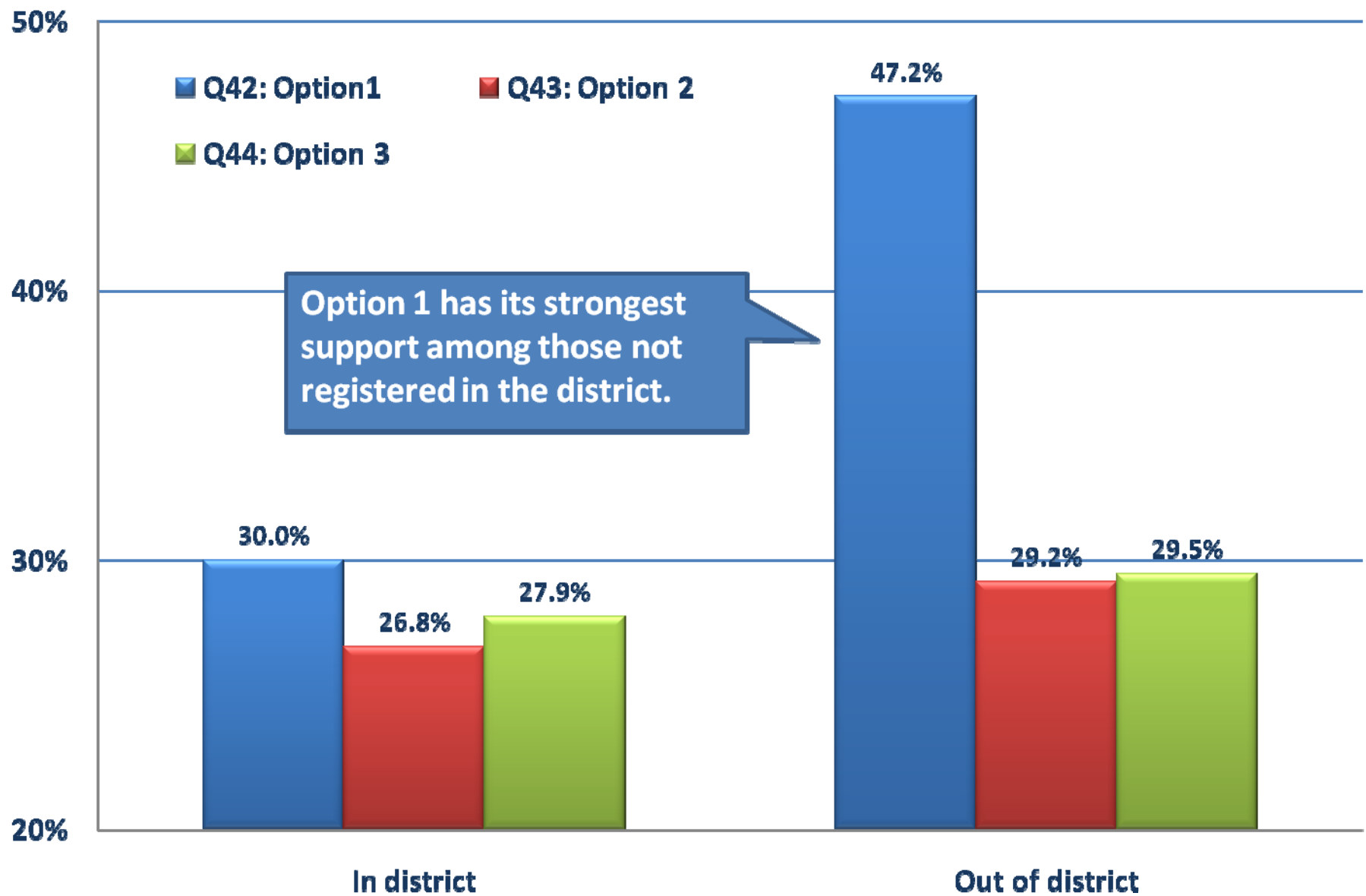
“For questions 42 – 44, you will be presented with three different options available to the District. Each option is associated with a specific increase to CFD 94-1. The proposed increase is in addition to the \$82.20 per parcel property owners in CFD 92-1 are currently paying for the maintenance of park and recreation facilities.

**Option 3:** Adequately maintain and operate all of the existing facilities at the TVRA and the NTRP and continue to support recreation programs at the Boys and Girls Club of North Lake Tahoe, adequately maintain and operate the North Tahoe Event Center (NTEC) and ***continue to operate and adequately maintain all of its facilities including all existing biking and hiking trails. In addition, it would be able to maintain a planned 9 mile extension of its bike trail system.*** Doing so would require an annual increase in CFD 94-1 of \$180 per parcel.”



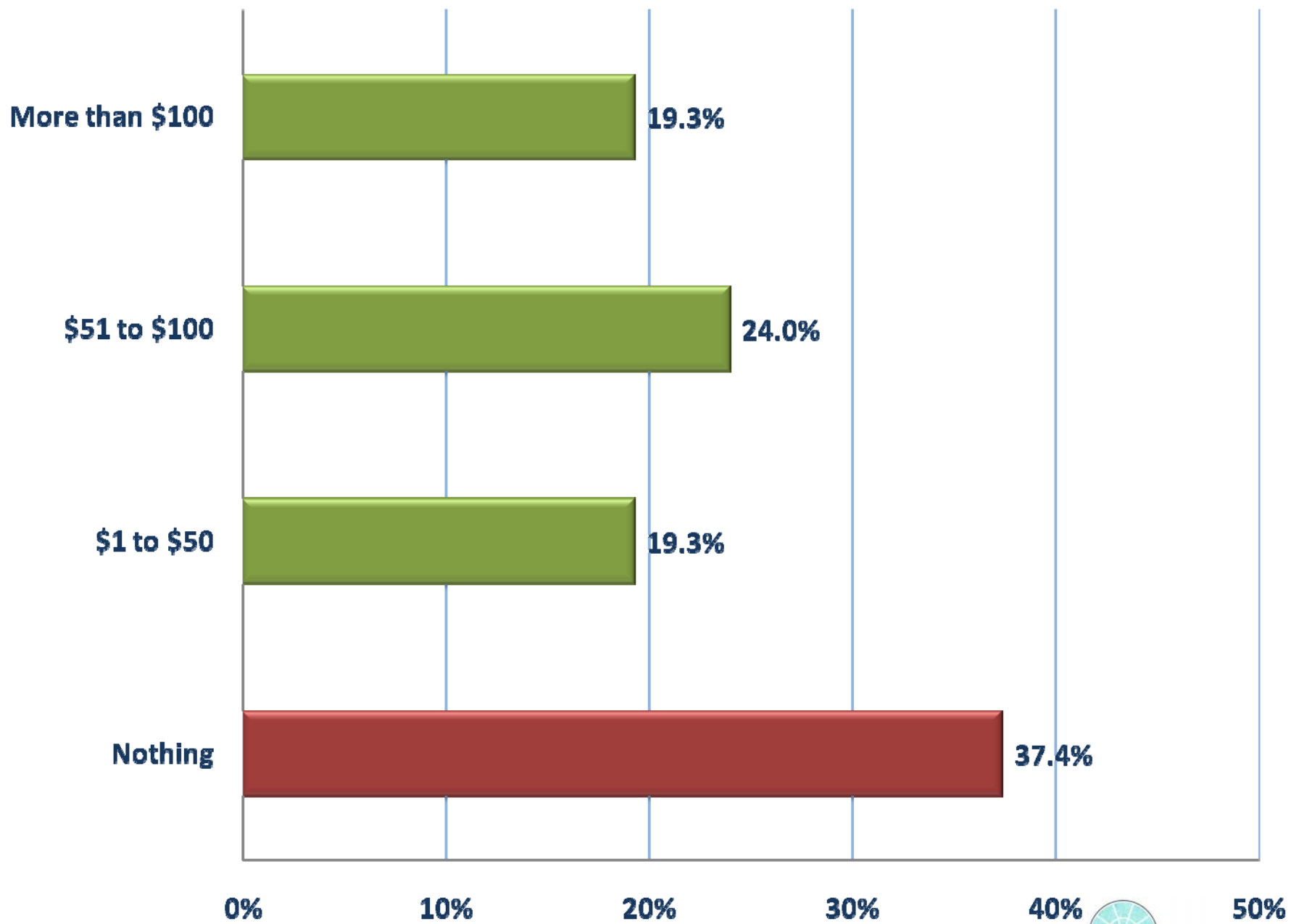
Presenting all three options in one graph.





# What dollar amount?

“How much of an increase to CFD 94-1 would you be willing to pay to make sure the District has the funds to operate and maintain the facility you said was most important.”



# Conclusions and Recommendations

- The individuals who own property in the District are aware of the park and recreation facilities it owns and operates. 39% described themselves as very aware with 55% somewhat aware.
  - They are also satisfied with the operation and maintenance of those facilities. 37% said they were very satisfied with 40% somewhat satisfied. 15% had no opinion when presented with this question. Only 9% said they were somewhat or very unsatisfied with operations and maintenance.
- The individuals who own property in the district use most of the park and recreation facilities in the area at least on an occasional basis.
  - The most frequently used facilities include the US Forest Service's local trails, the Kings Beach State Recreation Area, North Tahoe Regional Park and North Tahoe Beach.
- A majority, 53.2%, of the district's property owners describe themselves as unaware of CFD 94-1.
  - Any effort to increase the amount raise by CFD 94-1 must be preceded with a significant effort to educate the district's property owners.



# Conclusions and Recommendations

- When first presented with the idea of increasing CFD 94-1 in order to keep up with the cost of operating and maintaining District facilities, less than one-third, 27.7%, said they would support the idea. 40.7% said they were opposed to the idea and 31.6% had no opinion.
- The questionnaire then presented property owners with 17 facilities operated and maintained by the District. Their responses clearly allow one to see which of these they see as most important to address.
  - When the responses are divided based on whether or not the respondent is registered to vote in the District, there is a significant difference in the importance each group gives to maintaining the North Tahoe Event Center, the proposed 9 mile bike trail extension and the soccer field at NTRP. In each case, those registered to vote in the district felt it was more important to adequately maintain these facilities than those not registered in the district (for each of these, the percentage who responded very important was at least 10% higher among those registered in the district).
- 45.6% felt it was very or somewhat acceptable for the district to no longer fund recreation programs at the Boys and Girls Club.
  - It is more acceptable to end funding these programs among those registered to vote in the district than among those not registered in the district.

# Conclusions and Recommendations

- 52.8% believe it is very unacceptable for the District to sell all or part of NTRP.
  - Reaction to the idea of selling all or part of the Park is very similar whether or not the respondent is registered to vote in the District.
- After those reading the questionnaire had learned more about the types of facilities and programs the District might not be able to adequately operate and maintain, they were again asked to react to the idea of increasing CFD 94-1. Support increases to 37.4% but is still far short of the majority required to increase the cost of the CFD.
- Finally, property owners were presented with three funding options, ranging in cost from \$100 to \$180 per parcel. Each associated a specific dollar amount with a specific level of maintenance and support.
  - None of the options received support from a majority of those who completed the survey.
  - Option 1 receives its strongest level of support among property owners not registered to vote in the district. This response emphasizes the need to more fully educate these individuals concerning the purpose and importance of CFD 94-1.
- Finally, when asked to tell us how much they would be willing to increase CFD 94-1 for the facility they thought was most important, only 19.3% offered a number greater than \$100.