

STATISTICALLY-VALID
SURVEY SUMMARY



Introduction

The research conducted by Corona Insights produced noteworthy findings and analysis that will be beneficial to the Coal Creek Canyon Park and Recreation District (CCCPRD or the District) as the agency moves forward with implementation of the District's first Parks, Trails, Open Space and Recreation Master Plan. This statistical analysis illustrates residents' perceptions of existing parks and recreation facilities and programs (both within and outside of the Canyon), providing insight into what residents want and how much they are willing to pay. The analysis allows the District to know such things as, interest and participation in outdoor recreation activities, as well as priorities for creation of facilities and programs, design of new trails and greenways, open space conservation and natural resource management for the next ten years. This information will help guide the District on how to get the most out of any investment it makes in parks and recreation programs and facilities.

Survey Methodology

In November 2010, a survey developed by Corona Insights was mailed, preceded by a post card, to all addresses associated with non-government and non-business parcels within the District area (to both physical and mailing addresses when the two were not the same), which totaled 1,829 successfully-sent surveys. The questions in the survey were compiled based on the key issues identified through stakeholder interviews, the community input process and input from the District Board and Master Plan Steering Committee. The final survey consisted of 28 questions in regard to activity level, use of alternative providers, desire for specific facilities, and willingness to pay, as well as demographic questions. It is important to note that the demographics of respondents very closely mirrored that of the Coal Creek Canyon Recreation District and minor weighting was used to reflect District demographic characteristics.

Four hundred and twenty six (426) surveys (23%) were returned to Corona Insights at the end of the survey period. This is considered to be a very strong response for a survey

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of this type (which typically yields a 15 percent response, the equivalent of 274 completed surveys in this case). Based on the total of 1,829 households, this response level is sufficient to achieve a maximum margin of sampling error of ± 4.2 percent and a 95 percent confidence level. This margin of error is considered to be generally strong for a survey of this type.

The following analysis summarizes the key findings of the survey and its relevance to this strategic planning effort. Please refer to Corona Insights 2010 Resident Survey Report (separate document) for the detailed response data and analysis.

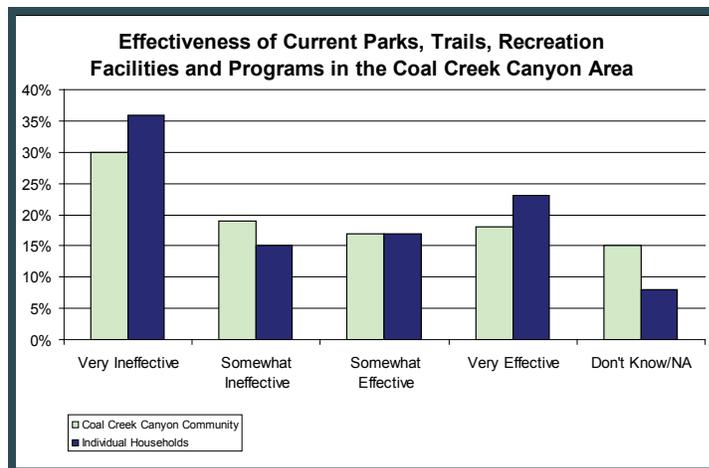
**It is important to note that the survey was administered at a time of severe economic crisis in the country. This economic climate may have had some impact on respondents' confidence in their financial future and may have influenced some of the answers. The following tables and figures provide a graphic representation of survey results.*

Overall Assessment

General Recreation Needs

Residents expressed a clear need for recreation services to be provided in Coal Creek Canyon. The majority of those expressing an opinion rate current services as generally “ineffective” for the community, as well as for members of their households (see **Figure 4.1**). Forty nine (49) percent rated current parks, trails, and recreation services as either “somewhat” or “very ineffective” for the broader Coal Creek Canyon population, including 30 percent who perceived these services to be “very ineffective.” When considering their own household member needs specifically, in a separate question, similar results were observed. Fifty-one (51) percent of respondents rated services either somewhat or very ineffective, with 36 percent indicating very ineffective. It is interesting to note, however, that 23 percent of respondents rated services as “very effective” for members of their household (see **Figure 4.1**). It is important to note that Respondents 55+ were significantly more likely than their younger age counterparts to rate services as “very effective” for their household. Source: Survey Questions 1 and 2.

Figure 4.1: Effectiveness of Current Parks, Trails, Recreation Facilities and Programs in the Coal Creek Canyon Area



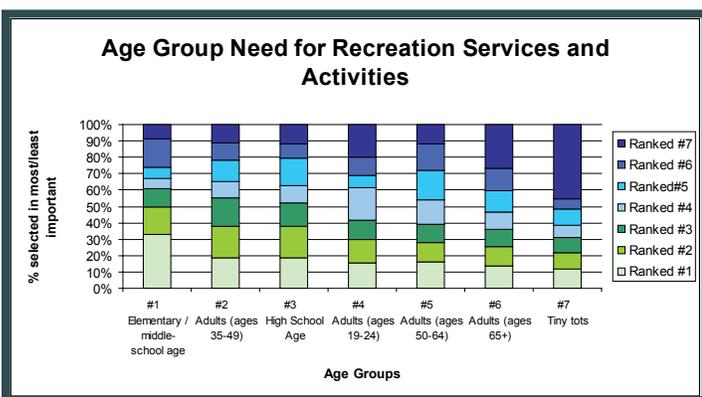
General perceptions are that there is a lack of recreation activities available, as well as a lack of amenities or features at parks, trails, or facilities in Coal Creek Canyon. Slightly more than half of respondents (52 percent) indicated a lack of (i.e. “not readily available or provided”) recreational activities as a moderate or major barrier to participation in Coal Creek Canyon. A similar proportion (51 percent) indicated a lack of developed amenities or features at parks, trails or facilities as at least a moderate barrier. Approximately 1/3 of respondents rated both of these barriers as “major.” To a slightly lesser extent, inconvenient location of recreational activities was cited as a significant barrier by respondents. Low quality of activities was cited either as a major or moderate barrier by approximately 40 percent of respondents. Source: Survey Question 3.

Not surprisingly, residents indicate that they are going outside of the Coal Creek Canyon area for their recreational activities. Relatively large proportions indicate visiting neighboring municipalities and unincorporated areas. In addition to visiting these areas because activities are not available in Coal Creek Canyon, they also cite the natural beauty of parks, trails or facilities they visit, as well as the overall quality of these facilities as “good.” When Coal Creek Canyon plans for its own future provision of recreation services, a majority of residents oppose deliberately attracting out-of-canyon visitors. Fifty-four (54) percent responded either “somewhat no” or “definitely no” with respect to attracting out-of-canyon residents.

Specific Recreation Needs in Coal Creek Canyon

Specific needs were addressed on this survey, as they apply to various age groups and types of recreation activities. Interestingly, despite the Canyon's older demographic characteristics, respondents indicated highest priority groups for recreational services to be elementary/middle school and high-school-age kids. Adults, ages 35-49, were the second-highest ranked group in need of recreation services and activities (see **Figure 4.2**).

Figure 4.2: Breakdown of Age Groups' Need for Services and Activities



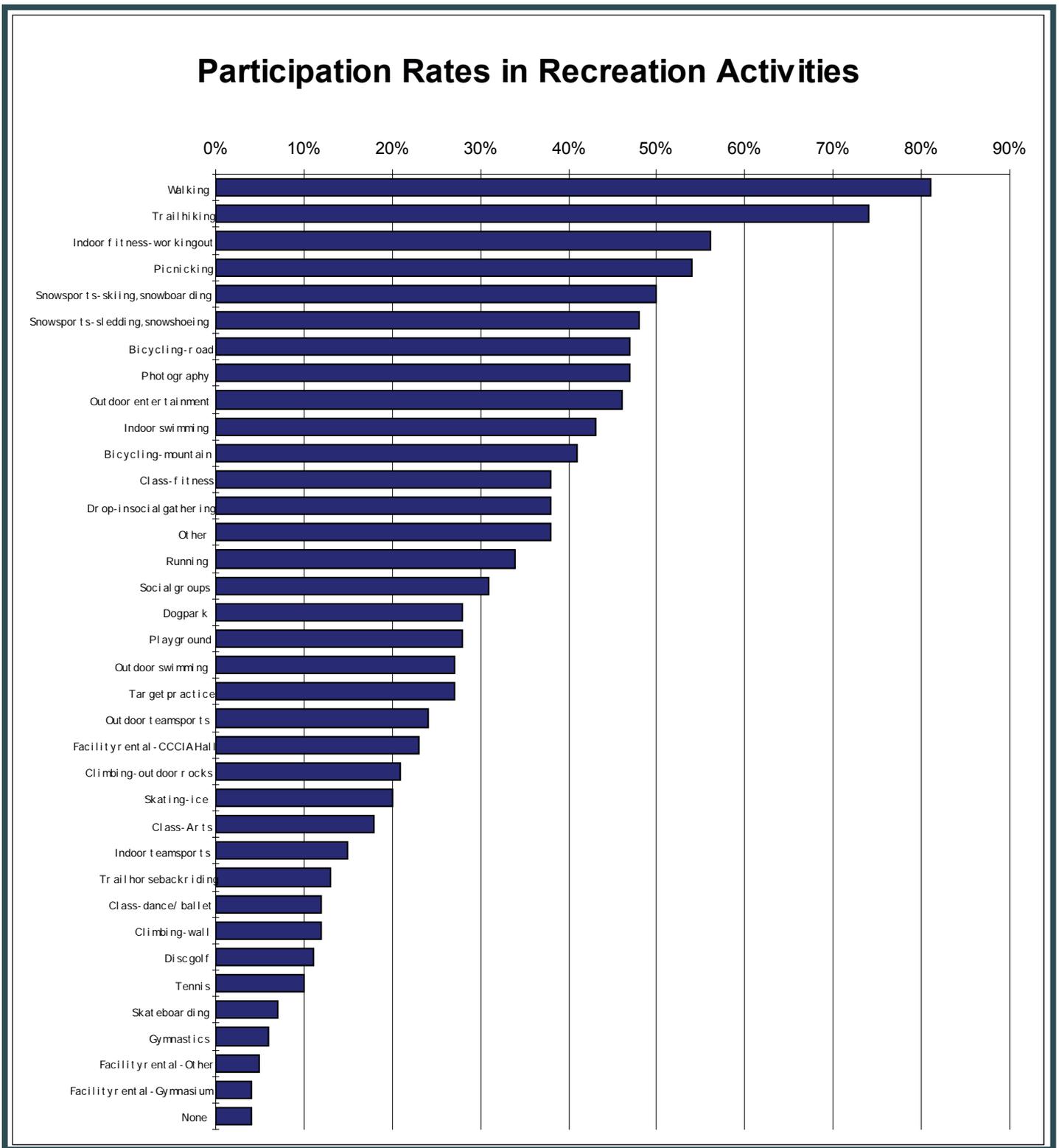
Just about one-half (49 percent) ranked elementary-middle school age group as first or second (out of seven) group in need.

Thirty-eight (38) percent ranked high-school-age children in their top two priority groups and 37 percent ranked adults, ages 35-49, similarly. Source: Survey Question 4a.

Across these age groups and most others, a combination of active and passive activities was highly desired, although opportunities for active recreation were more likely to be desired than passive varieties. (Note: The survey defined “active” recreational activities to be those requiring physical exertion – i.e. team or individual athletic activities, walking, etc. and “passive” to be those activities that do not – e.g. bird-watching, photography, arts classes, enrichment learning, social group meetings, etc.) Between 43 and 66 percent of respondents preferred a combination of active and passive activities for each age group. Respondents who chose between active and passive activities, however, were much more likely to choose active activities as a need for all age groups except seniors. Source: Survey Question 4b.

Coal Creek Canyon residents currently participate in a variety of recreational services, both active and passive. Walking (for recreation) and trail hiking were ranked as the top 2 activities, with a vast majority (81 percent) of households with a member who had walked for recreation in the past 12 months (see **Figure 4.3**). Similarly, ranked second, nearly three quarters (74 percent) of households had at least one member who had participated in trail hiking. Other common activities included indoor fitness, picnicking, snow sports (i.e. skiing, snowboarding, sledding and snowshoeing), bicycling/cycling, and photography (see **Figure 4.3**).

Figure 4.3: Participation Rates of Households in Various Activities

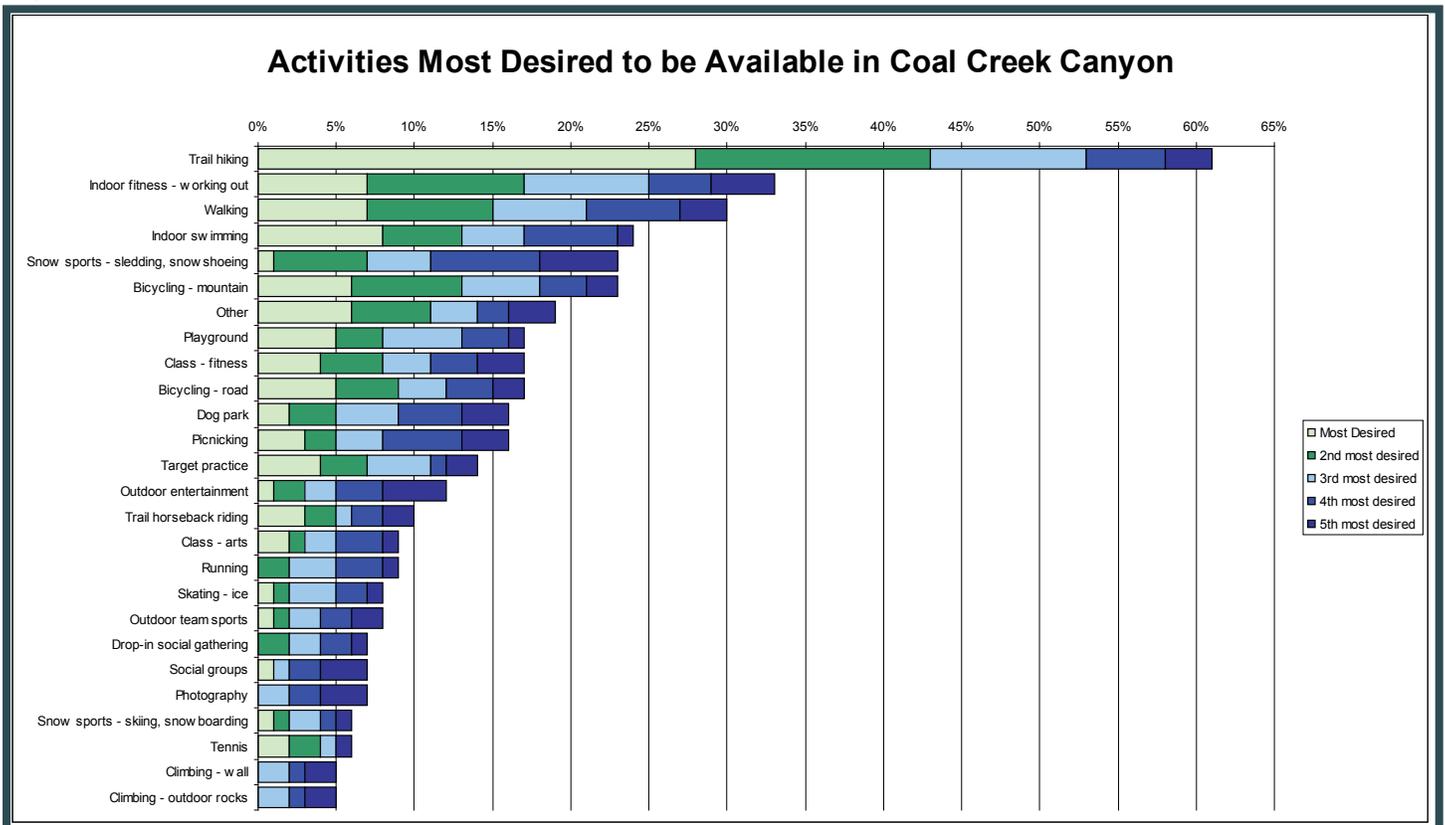


When asked to identify municipalities, towns, or locations where those activities took place, only 59 percent of respondents indicated they had participated in recreation in Coal Creek Canyon, which is interesting to note given that recreation is the reason that many residents moved to the Canyon but may also be reflective of the District’s aging population. The only location named by more respondents was “a Colorado State Park” (61 percent). Source: Survey Question 8. Other common locations where respondents had participated in recreational activities included:

- City of Golden (55 percent);
- City of Boulder (54 percent);
- City of Arvada (54 percent);
- Unincorporated Jefferson County (48 percent)
- Unincorporated Boulder County (45 percent).

In terms of desired recreation activities to be provided inside Coal Creek Canyon, twenty eight (28) percent of respondents indicated trail hiking as their top choice when choosing several activities from the list. The next closest top choice among respondents was indoor swimming at eight percent, (see **Figure 4.4**). In responses to a separate question, preferred attributes for trails indicated were: 3+ miles in length (one way), natural terrain (75%), and moderate difficulty level (i.e. medium grade, some hills) (78%). Roughly 1/4 of respondents each chose 1-2 mile, and 2-3 mile, one-way options. Source: Survey Question 10.

Figure 4.4: Most Desired Activities in the Canyon

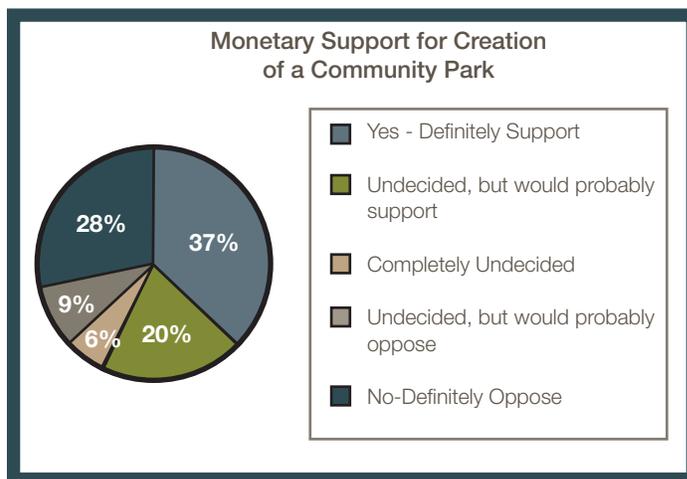


Desires and Support for Recreational Services in Coal Creek Canyon

A general concept for a community park (as identified through the Community Input Process) was favorably received by a majority of respondents when asked about their level of support for a cost of \$72 per year (for the average \$300,000 home in Coal Creek Canyon.) The majority of District residents also support paying for the proposed cost for the park. Also significant for planning purposes, in both cases a notable proportion of residents (approximately one-quarter) were strongly opposed. Thirty seven (37) percent indicated they would definitely support the concept, and another 20 percent were undecided but indicated they “probably would.” Nine (9) percent indicated they would “probably oppose” the concept, and 28 percent indicated they would “definitely oppose” the concept. Six (6) percent were “completely undecided” (See **Figure 4.5**). It is also important to note that respondents in favor of CCCPRD and the community park concept, were significantly more likely than their counterparts to rank adults, ages 35-49, as number one in need of services and facilities.

The group of respondents “completely undecided,” “somewhat” or “very opposed” were asked at what level of cost they would support the proposed Community Park, the majority (75 percent) indicated they would not support it for any amount (i.e. \$0), and another seven (7) percent indicated they would support at a level just below the \$72 (i.e. \$50-\$71). It is also important to note that those opposed to CCCPRD and those not in favor of the Community Park Concept, were more likely than their counterparts to choose passive activities as a need. For example, these respondents were significantly more likely than their counterparts to desire a paved trail for walking/running, that is less than one mile in length, one-way. Source: Survey Question 17.

Figure 4.5: Support for Community Park Concept



Desired activities and attributes of the Community Park Concept were also explored. In terms of activities, hiking, walking and biking trails were relatively strongly preferred. Attributes and significantly desired support amenities included off-street parking, a central location, and opportunity for interaction and gathering among residents (see **Figure 4.6 and 4.7**).

Two-thirds (2/3) of respondents believed hiking or walking trails would be of high value, another 17 percent indicated these to be of moderate value. Bicycle trails were also chosen to be of high value by 40 percent of respondents, and moderate value by another 26 percent. When asked to rank their top priorities from a list of features or amenities for a community park, 68 percent of respondents ranked hiking or walking trails in their top three priorities (38 percent ranked trails as their first priority. Thirty three (33) percent ranked bicycle trails in their top three priorities. Twenty nine (29) percent and twenty seven (27) percent ranked playground and small fitness center, respectively, in their top three priorities. Other than picnic area, which received a ranking in the top three by 23 percent of respondents, most of the rest of features or amenities were selected in the top three priorities in proportions between 12-15 percent. Source: Survey Questions 12 and 13.

Figure 4.6: Desired Features within the Community Park

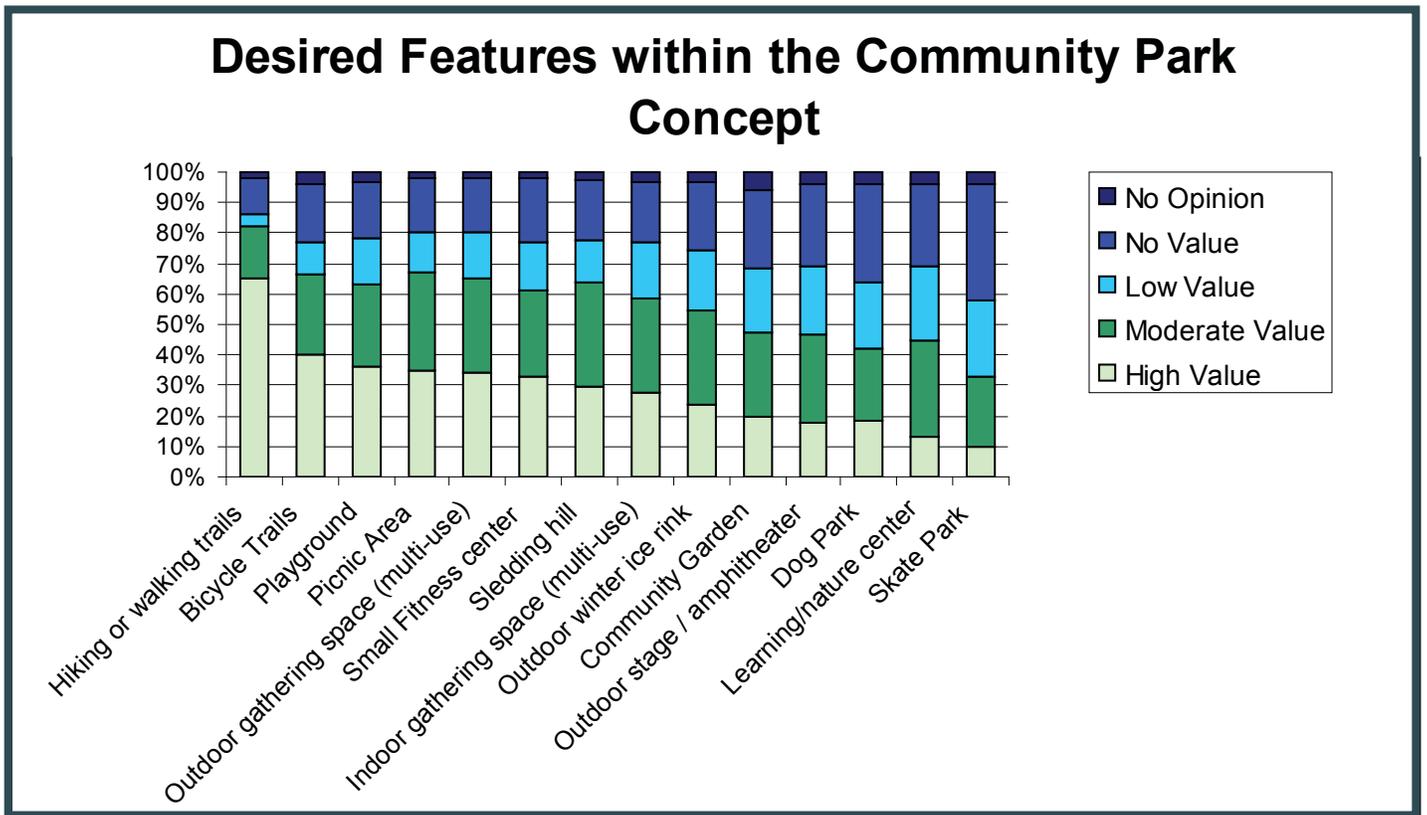
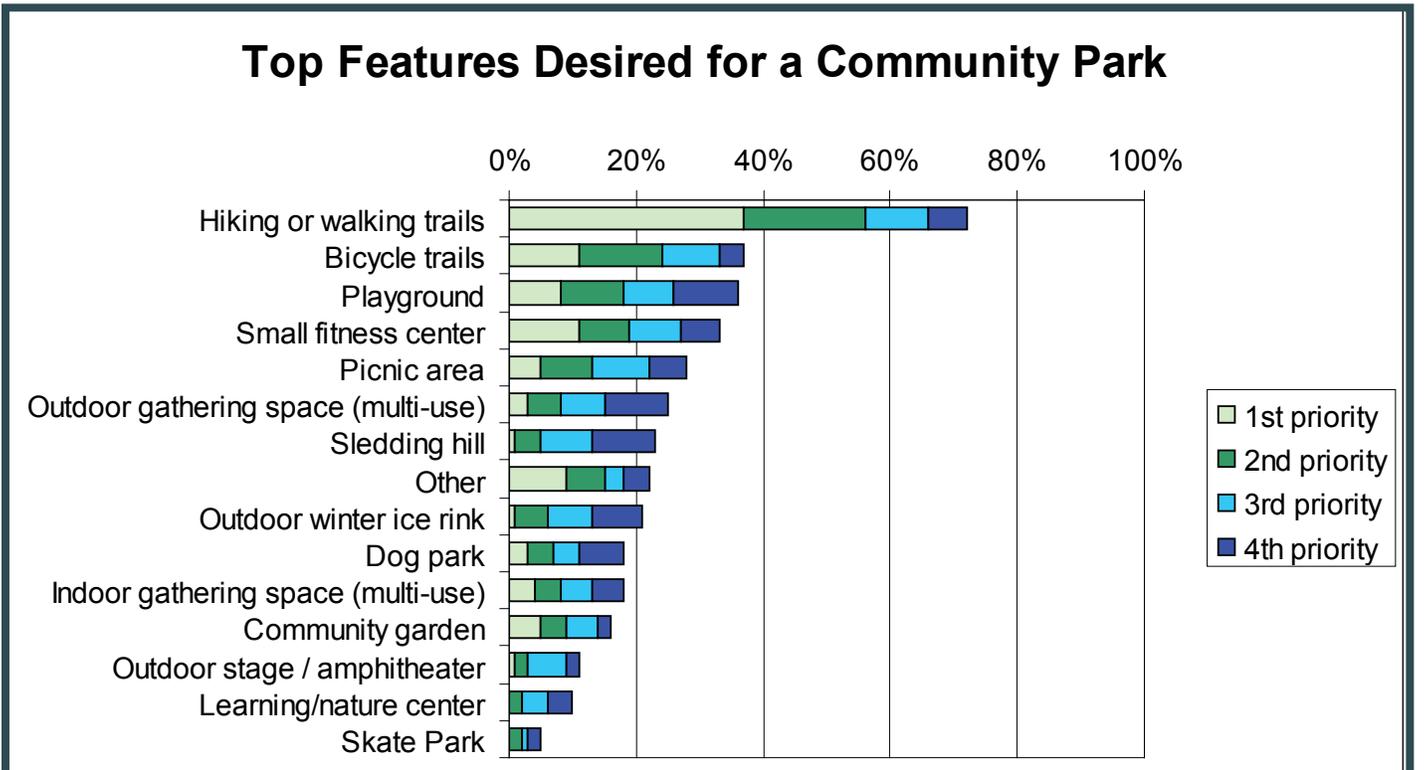


Figure 4.7: Desired Features within the Community Park – Top Four Priorities



For revenue generation, rental of facility space at the Community Park to individuals or to businesses or organizations was highly supported. Fifty eight (58) percent of respondents “strongly supported” rental of facility space for personal use, and 24 percent “somewhat supported” this source. Nearly identical proportions (58 and 23 percent, respectively) of respondents supported facility rental for business or organization use. Support was nearly as strong for cost-sharing with a public entity, such as Jefferson County or Boulder County, with 49 percent strongly supporting this arrangement. Source: Survey Question 18.

In addition to the Community Park Concept, residents also generally supported Coal Creek Canyon K-8 school facility improvements that are being considered. Approximately 60 percent of respondents were in support of converting the soccer field to artificial turf and updating the baseball field. (Opinions on both were somewhat split between “somewhat support” and “strongly support”). An even higher proportion of respondents were in support (70 percent “somewhat” or “strongly”) of creating a walking path that encompasses the site, soccer field, and baseball field. Source: Survey Question 16. This is particularly significant given the earlier finding that these school improvements would serve a priority age group for recreation services in the community.

Key Findings

It is evident based on this data that a majority of the community feels that there is a need to develop additional recreation facilities and services for Canyon residents. However, there is also a significant portion of the community, moreso those over the age of 55, that feel current recreation opportunities are adequate and want to keep the status quo. Respondents feel that priority programs should be focused on elementary through high school-aged youth, as well as adults 35-49. Two priority facilities identified through the survey are trails for hiking, walking and bicycling, as well as a “community gathering place” that includes amenities such as a playground, picnic tables, small fitness center, and sledding hill.

In order to gain voter support for the passage of a mill levy to establish a dedicated funding source for the District and for the creation of these priority programs and facilities, targeted communications will likely be needed. The District will need to illustrate the value that it can bring to those currently who are “undecided” in regard to CCCPRD and the Community Park Concept and how this funding will directly be utilized to meet their needs as well as the rest of the community’s.