



# Telephone Survey of Registered Voters Chico Area Recreation and Park District

Presented to CARD Board of Directors  
March 16, 2017

# Methodology

---

- ▶ Telephone survey of registered voters in the Chico Area Recreation and Park District
- ▶ Survey conducted March 1- March 5, 2017
- ▶ n=400; Margin of Error:  $\pm 4.90$  percentage points

*Please note that due to rounding, some percentages may not add up to exactly 100%.*

# Key Findings

---

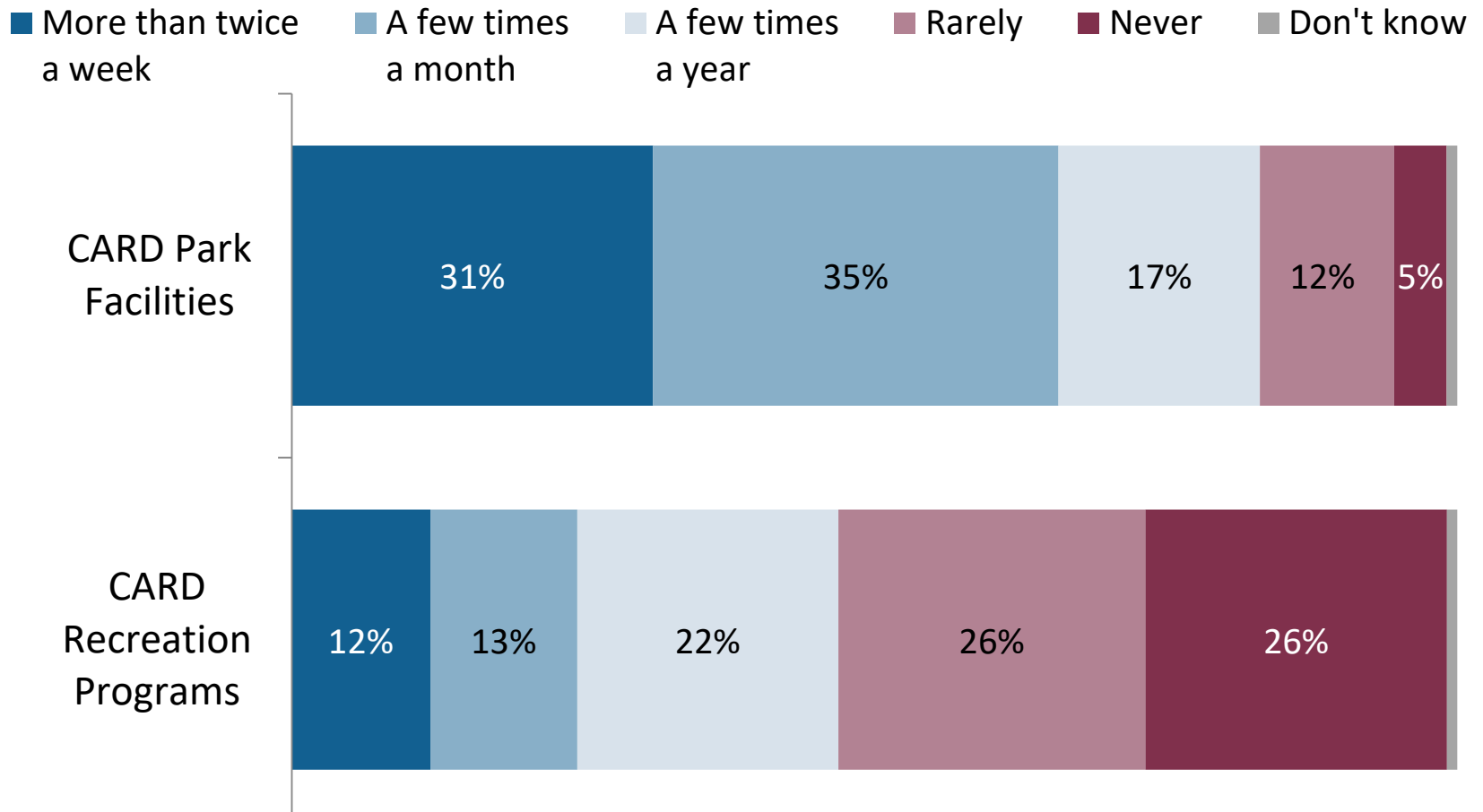
- ▶ Chico area voters agree that local parks make the community a desirable place to live, and opinions of CARD are overwhelmingly positive.
- ▶ While voters are mostly satisfied with local parks and facilities, one third express a desire for better park safety and security.
- ▶ When voters think of local parks, Bidwell is the first to come to mind for most. However, ratings of Bidwell are very similar to ratings of parks and recreation throughout the Chico area, so the confusion does not appear to be damaging for CARD.
- ▶ Providing clean, safe parks for all Chico area residents, updating parks with safety features, and providing programs for seniors and youth are voters' highest priorities for local parks and recreation.
- ▶ Positive message themes about CARD are effective. Raising awareness about the good things CARD is doing such as providing after-school programs for children and helping to maintain healthy communities leads to a near-unanimous favorable rating for the District.
- ▶ An initial test of a potential parcel tax measure demonstrates fairly widespread support. However, high-propensity voters are least supportive today.



# Park and Recreation Use

# Use of CARD Facilities and Programs

*Two thirds of residents or their family members use CARD facilities at least a few times a month; a quarter use recreation programs at least a few times a month.*



Q47: On average, how often would you say you or a member of your immediate family uses CARD park facilities?

Q48: On average, how often would you say you or a member of your immediate family uses CARD recreation programs?

# Open End – Top of Mind Parks and Facilities

*Bidwell Park is by far the most well-known park in the area.*

When you think of Chico area parks and recreation facilities, which ones come to mind?	%
Bidwell Park	55
One Mile Park	15
DeGarmo Park	15
Twentieth Street Park	14
Chico Area Recreation & Park District Community Center	9
Hooker Oak Park	9
Five Mile Park	8
Wildwood Park	8
Caper Acres	6
Upper Park	3
Upper Bidwell	3
Dorothy F. Johnson Center	3
Other	22
None/ Don't know	7

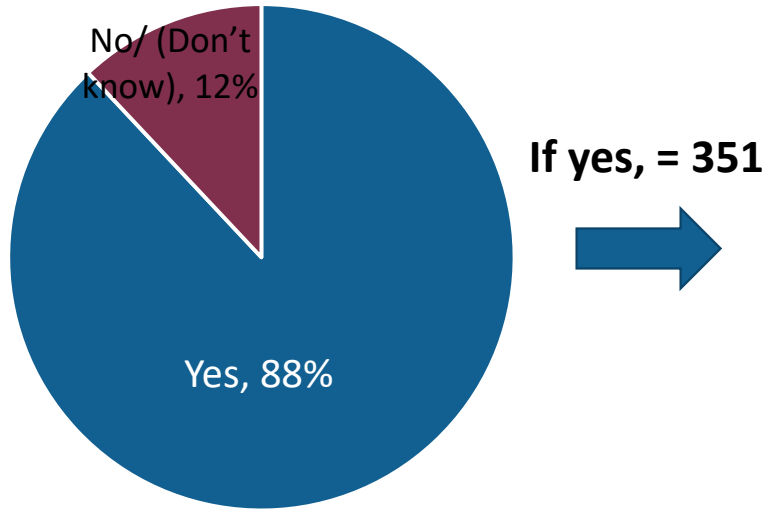
Q12: When you think of Chico area parks and recreation facilities, which ones come to mind?



# Favorite Park

*Most name Bidwell as their favorite park in the area.*

Do you have a favorite park in the Chico area?



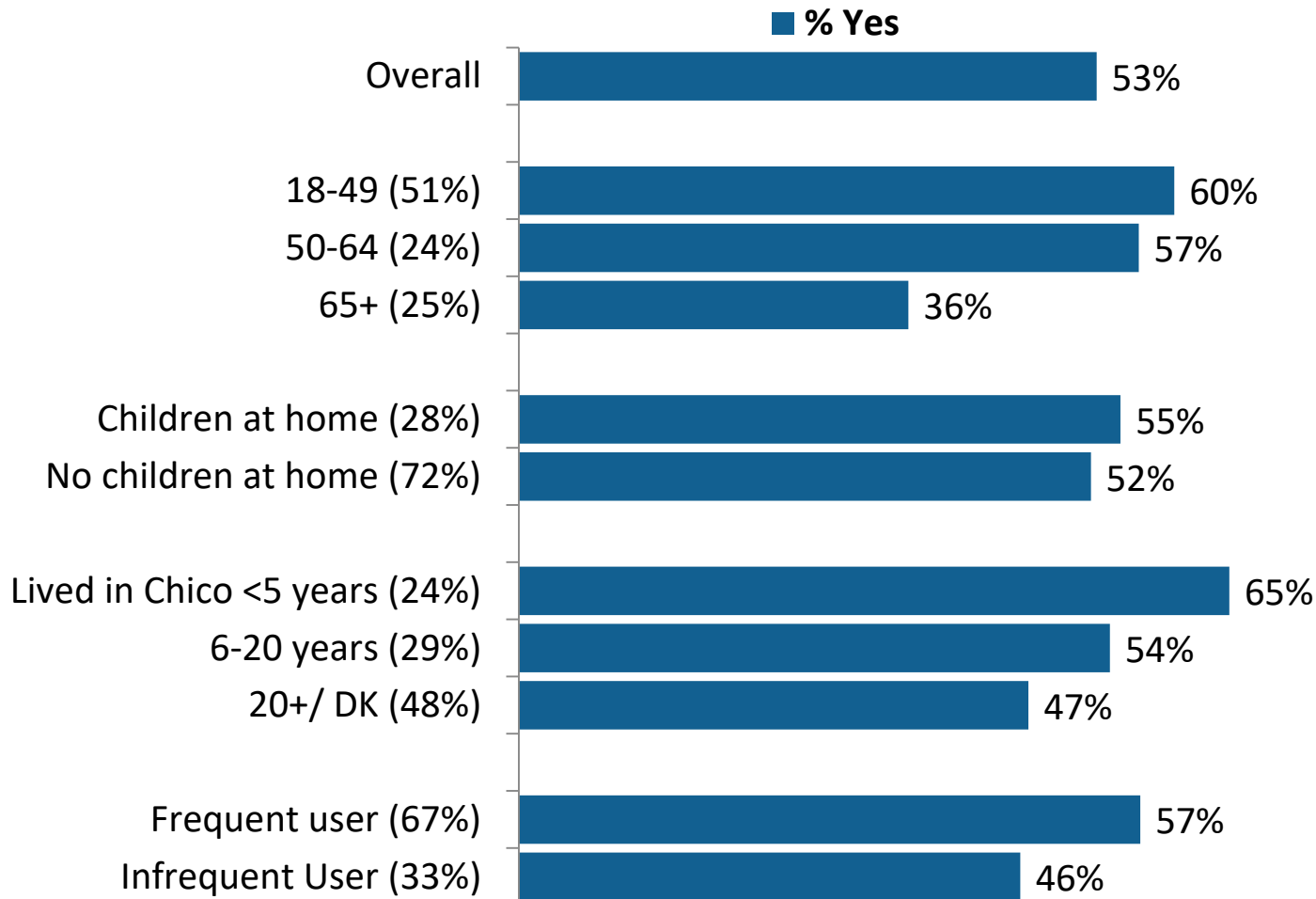
Which is your favorite?	%
Bidwell Park	68
DeGarmo Park	8
Wildwood Park	3
One Mile Park	3
Caper Acres	3
Hooker Oak Park	3
Community Park	2
Oak Way Park	2
Five Mile Park	1
Chico Area Recreation & Community Center	1
Twentieth Street Park	1
Upper Park	1
Upper Bidwell	1
Other	2
Don't know	1

- 49. Do you have a favorite park in the Chico area?
- 50. Which is your favorite park in the Chico area?

# Park Access

*About half of residents say that they live in close proximity to a park.*

**Do you live within a ten minute walk to a local, usable park?**

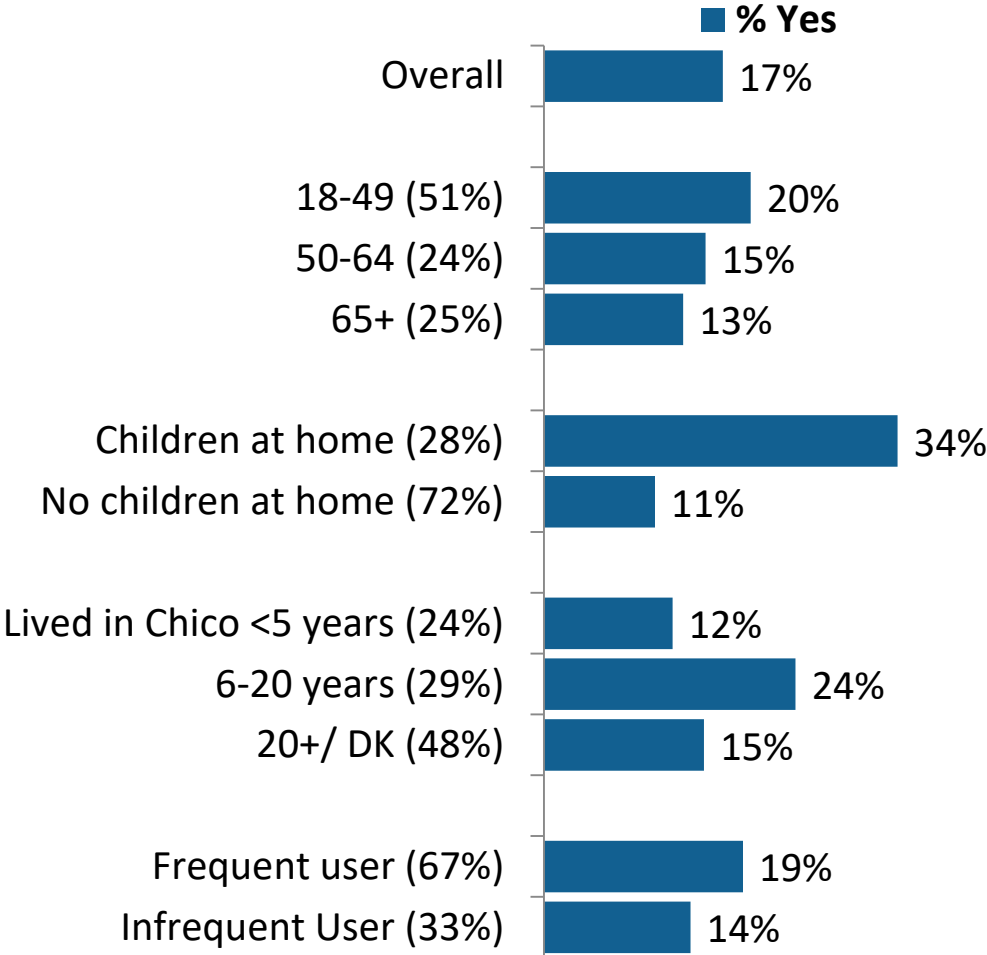




# CARD Newsletter

*Those with children at home are twice as likely to receive the CARD email newsletter.*

## Do you receive the CARD newsletter in your email?



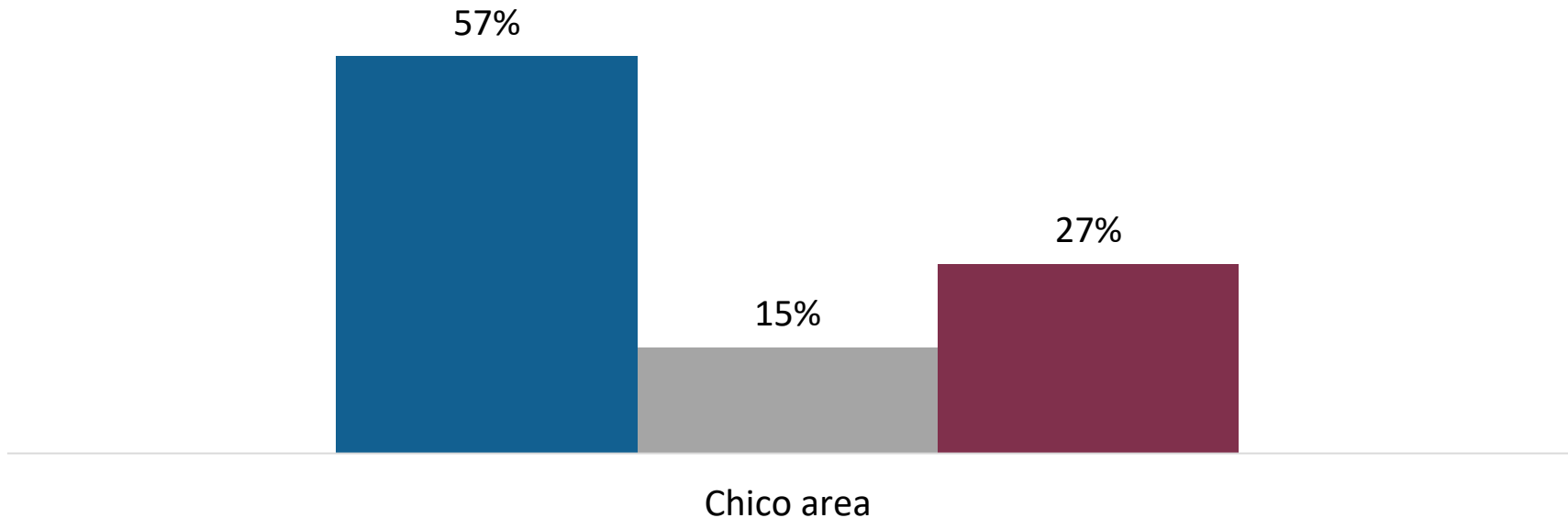


# Issue Environment and Overall Awareness

# Right Direction/Wrong Track: the Chico Area

*A majority of voters in Chico are generally feeling optimistic.*

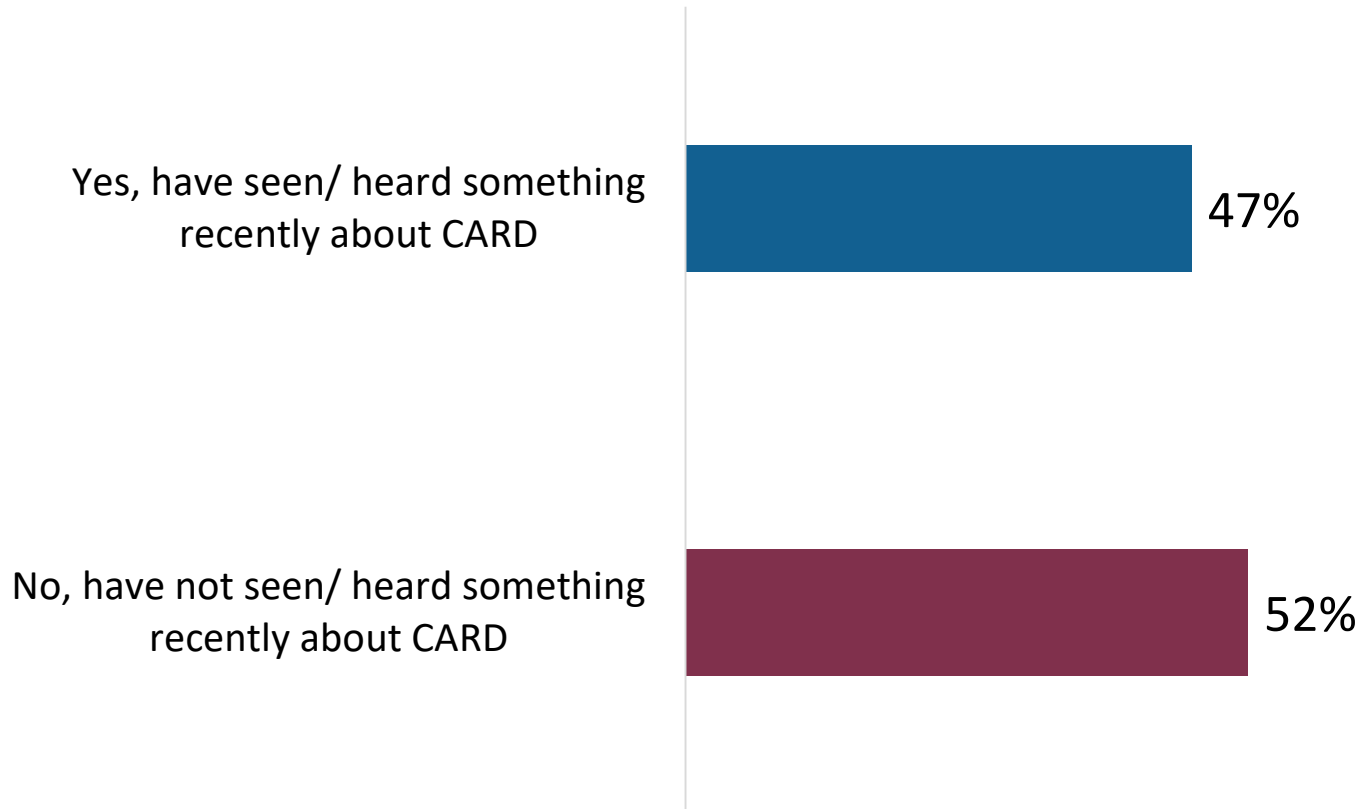
■ Right Direction   ■ Don't know   ■ Wrong Track



Q4. Do you think things in the Chico area are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?

# Awareness of CARD

*Nearly half of voters have seen or heard something recently about CARD.*



Q5: Have you seen or heard anything recently about the Chico Area Recreation and Park District, also known as "CARD"?

# Open End – What have you seen or heard?

*Most mentions are positive, only a small percentage mention the recent press coverage regarding the indoor soccer facility.*

Positive/ Neutral Mentions	% Response	% of Total
Maintain parks/recreation centers	15	7
Provide programs/activities for children/after school events	15	7
I have/family/friends have attended event/class/program	10	4
Have seen advertising/flyer/email/facebook	9	4
Provide programs/activities for seniors/adults	8	4
Sports programs	7	3
Want to build aquatic center	4	2
Other	17	8
Don't know	8	4
None	2	1

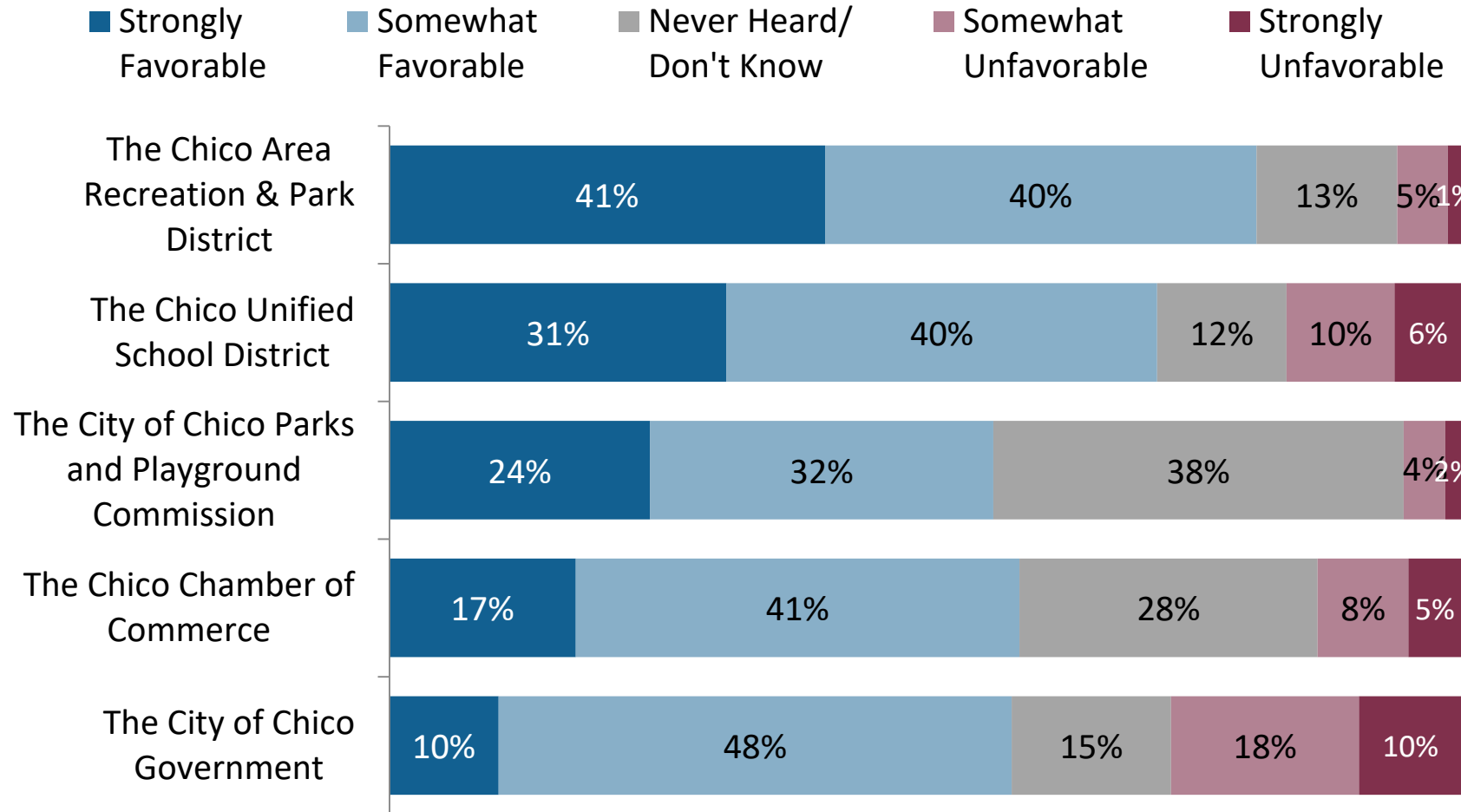
Negative Mentions	% Response	% of Total
They are having financial trouble/need money	11	5
Backed out of deal with indoor soccer team/ they had to close	8	4
Parks in need of repair	2	1



# Organization Ratings

# Organization Favorability Rating

*Views of CARD are overwhelmingly favorable.*



Q7-Q11: I'm going to read you a list of organizations and entities. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one. If you have never heard of one, please just say so.



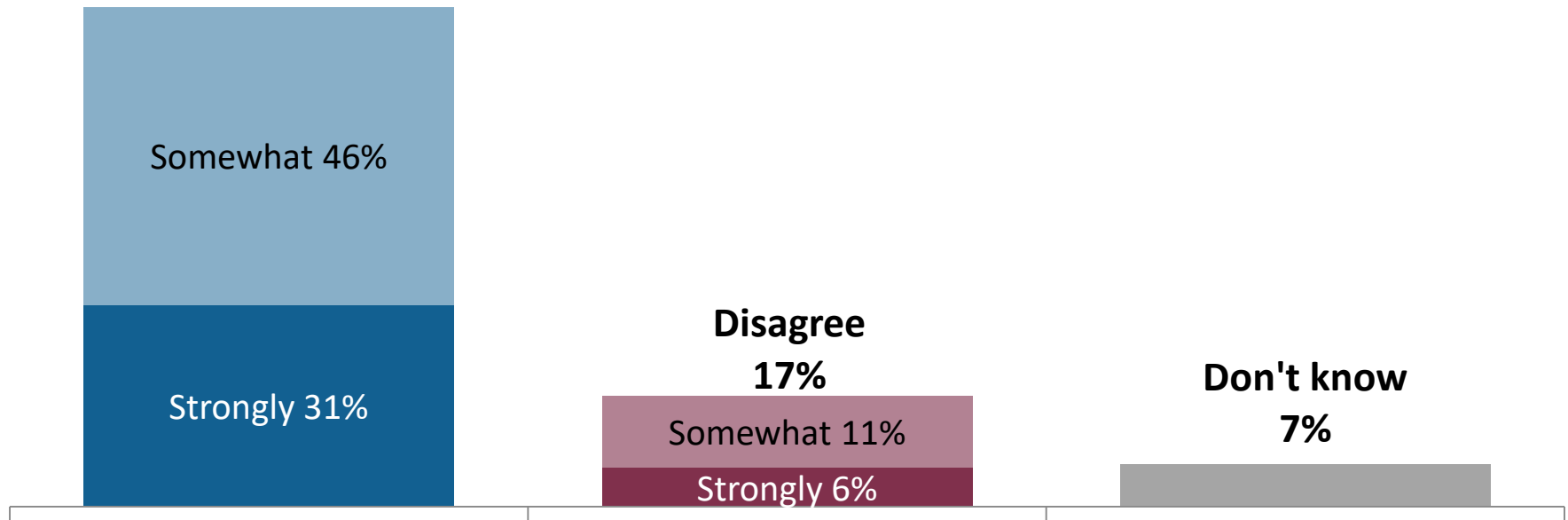


# Trust in CARD

Nearly 8 in 10 voters say they trust CARD with their tax dollars.

**I trust the Chico Area Recreation and Park District to properly manage tax dollars.**

**Agree**  
**77%**

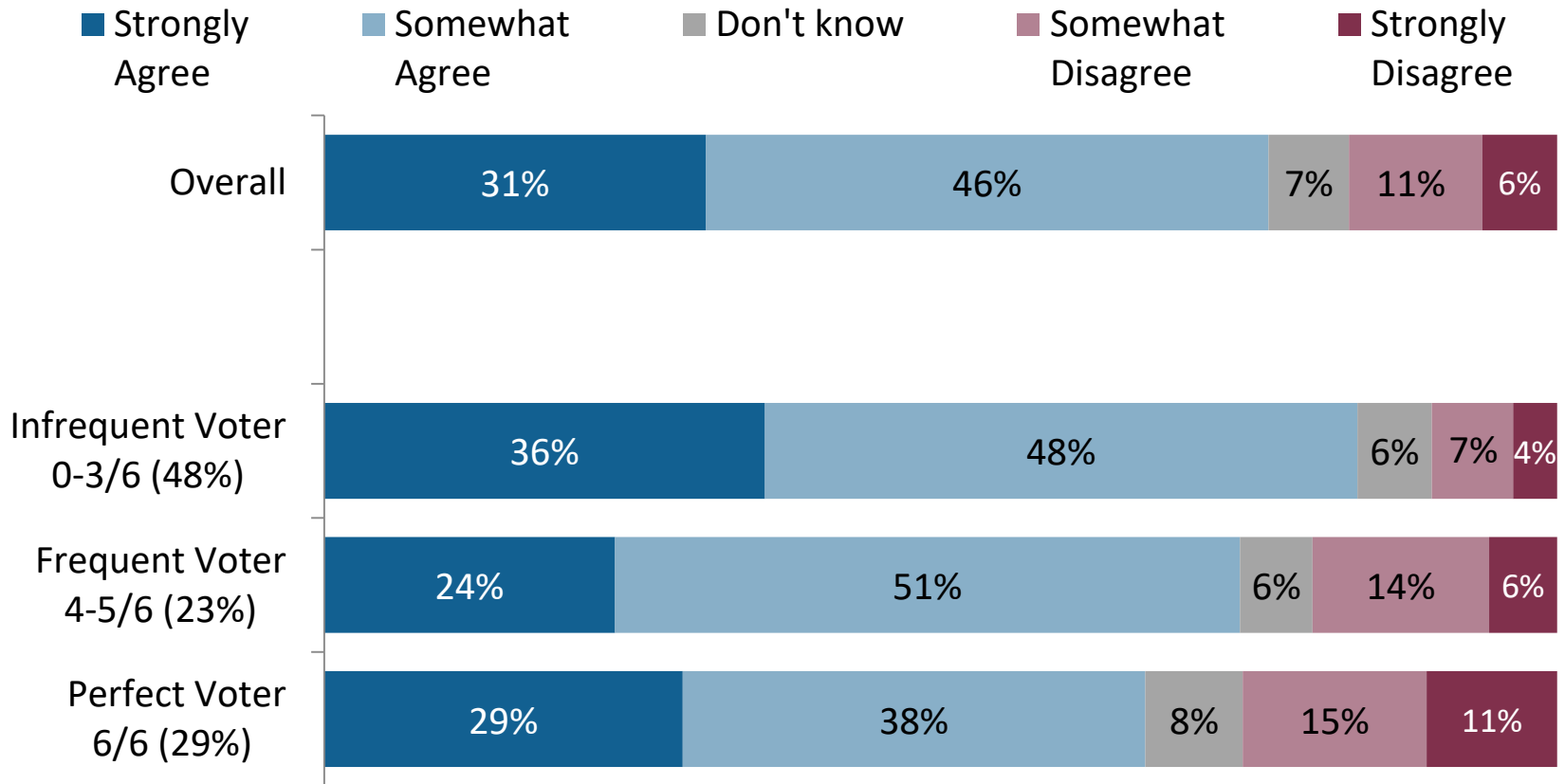


Q15-Q17: Now, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

# Trust in CARD by Vote Propensity

*Trust in CARD is highest among infrequent voters.*

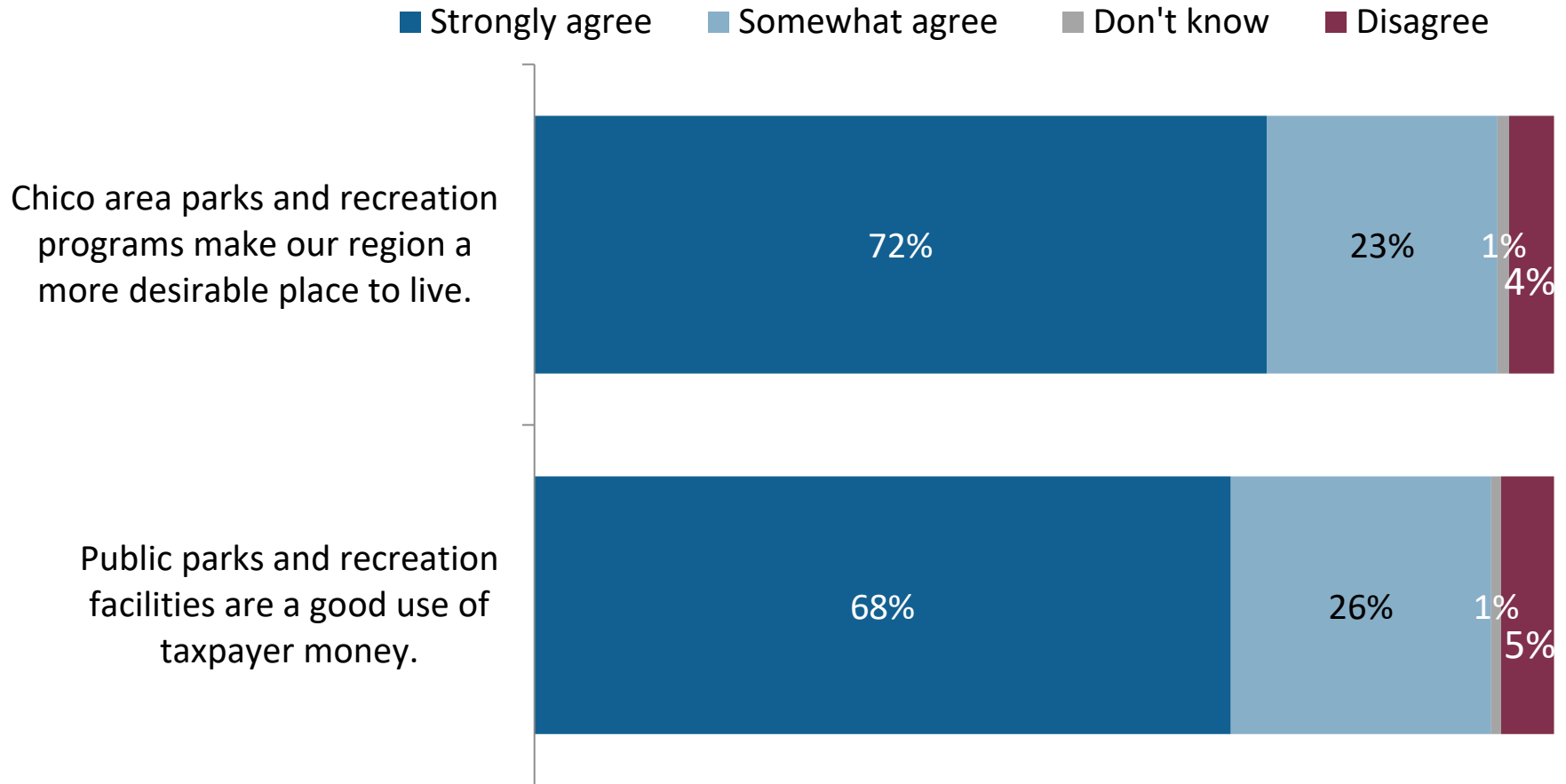
**I trust the Chico Area Recreation and Park District to properly manage tax dollars.**



Q15-Q17: Now, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

# Agree/ Disagree

*A strong majority of voters recognize the importance of parks and recreation programs/ facilities to the community.*



Q15-Q17: Now, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

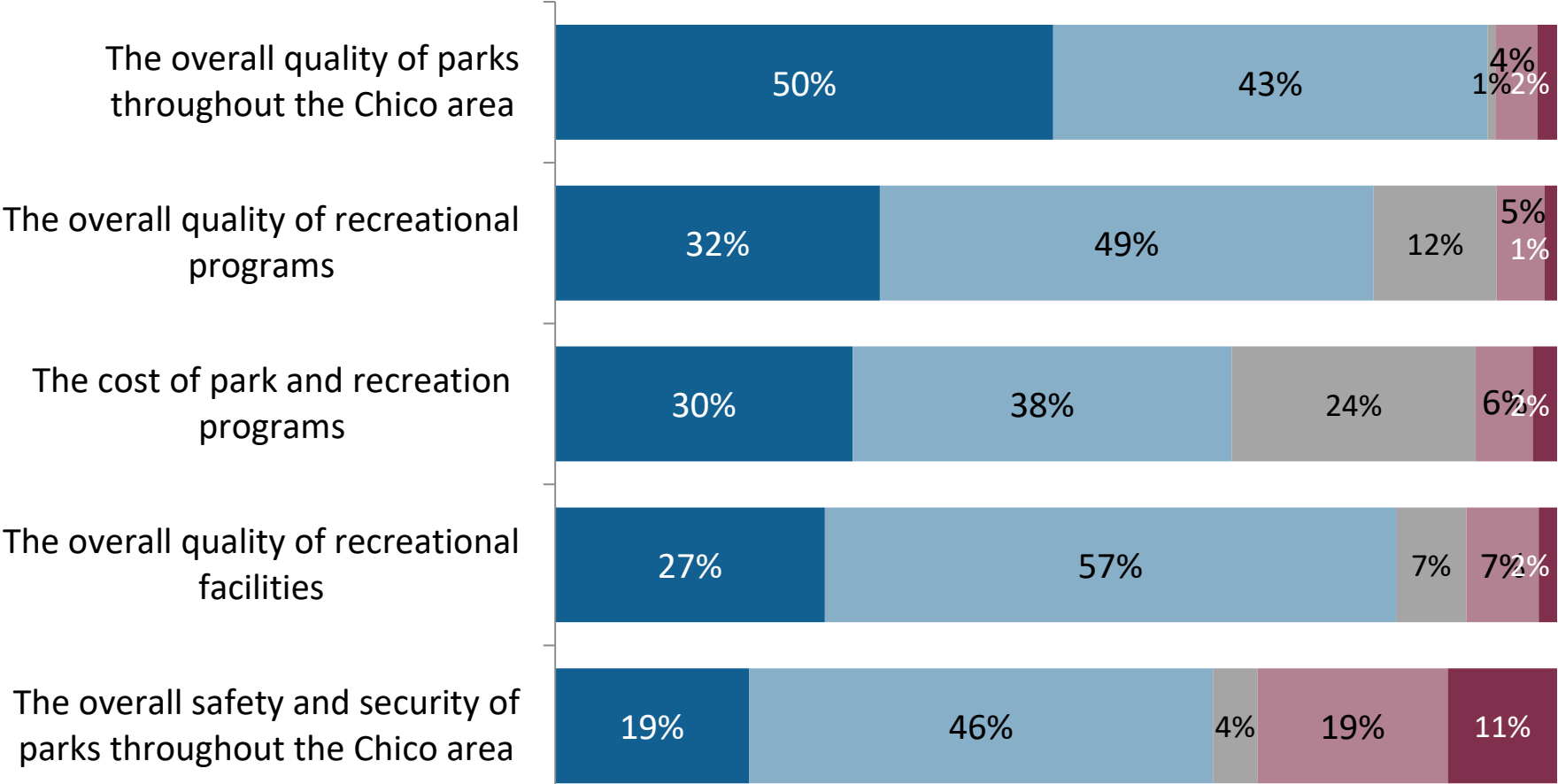


# CARD Ratings and Priorities

# CARD Ratings

*Voters are satisfied with local parks and recreation programs; there is room to improve perceptions of safety and security. A quarter can't rate the cost of recreation programs.*

■ Very satisfied ■ Somewhat satisfied ■ Don't know ■ Somewhat unsatisfied ■ Very unsatisfied



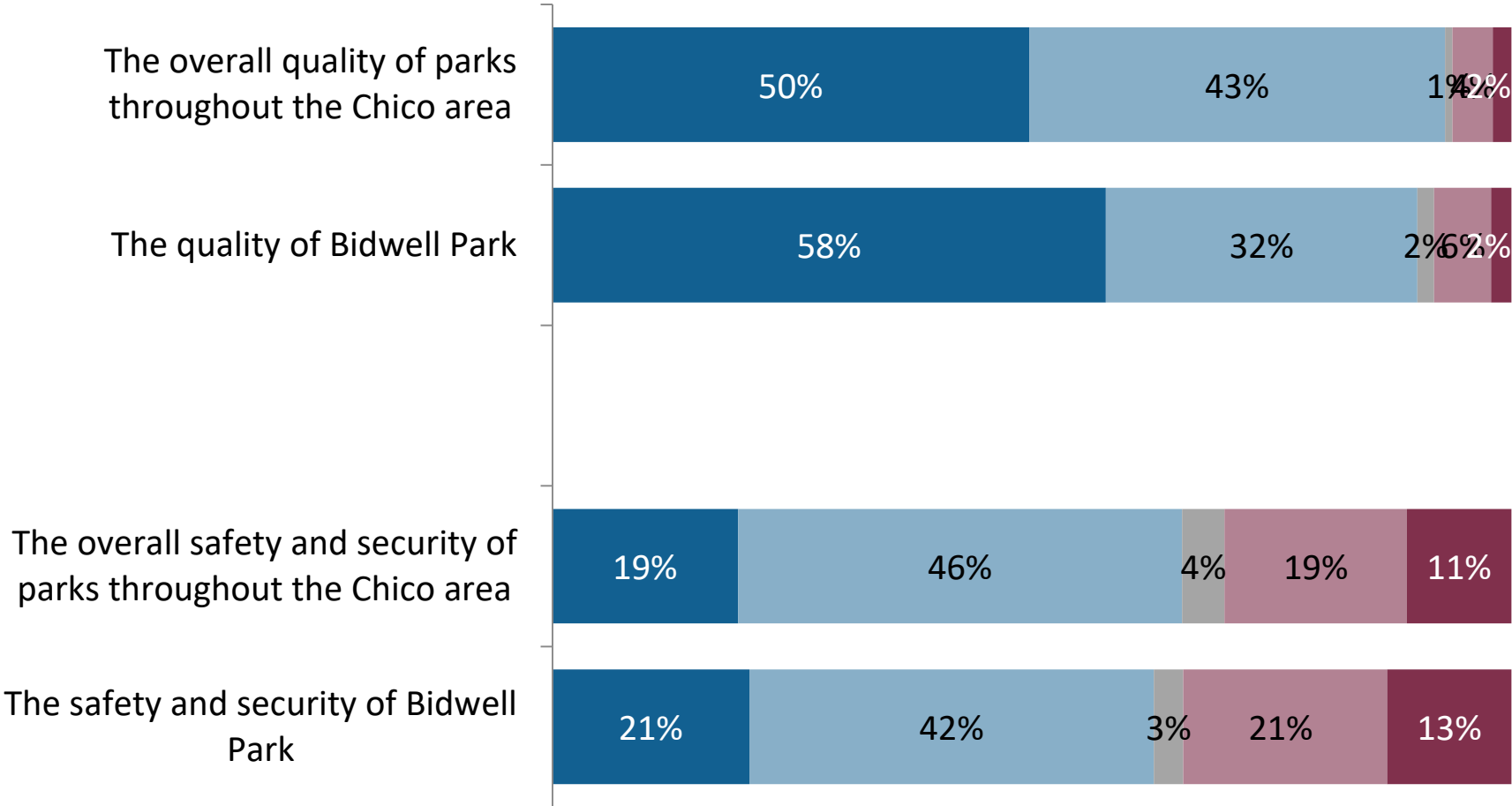
*Q18-Q24: Now, thinking about the existing park facilities and recreation programs in the Chico Area, please tell me if you are very satisfied, somewhat satisfied, somewhat unsatisfied, or very unsatisfied with each of the following.*



# CARD Parks vs. Bidwell Park

*Ratings of Bidwell are very similar to ratings of parks throughout the Chico area.*

■ Very satisfied 
 ■ Somewhat satisfied 
 ■ Don't know 
 ■ Somewhat unsatisfied 
 ■ Very unsatisfied

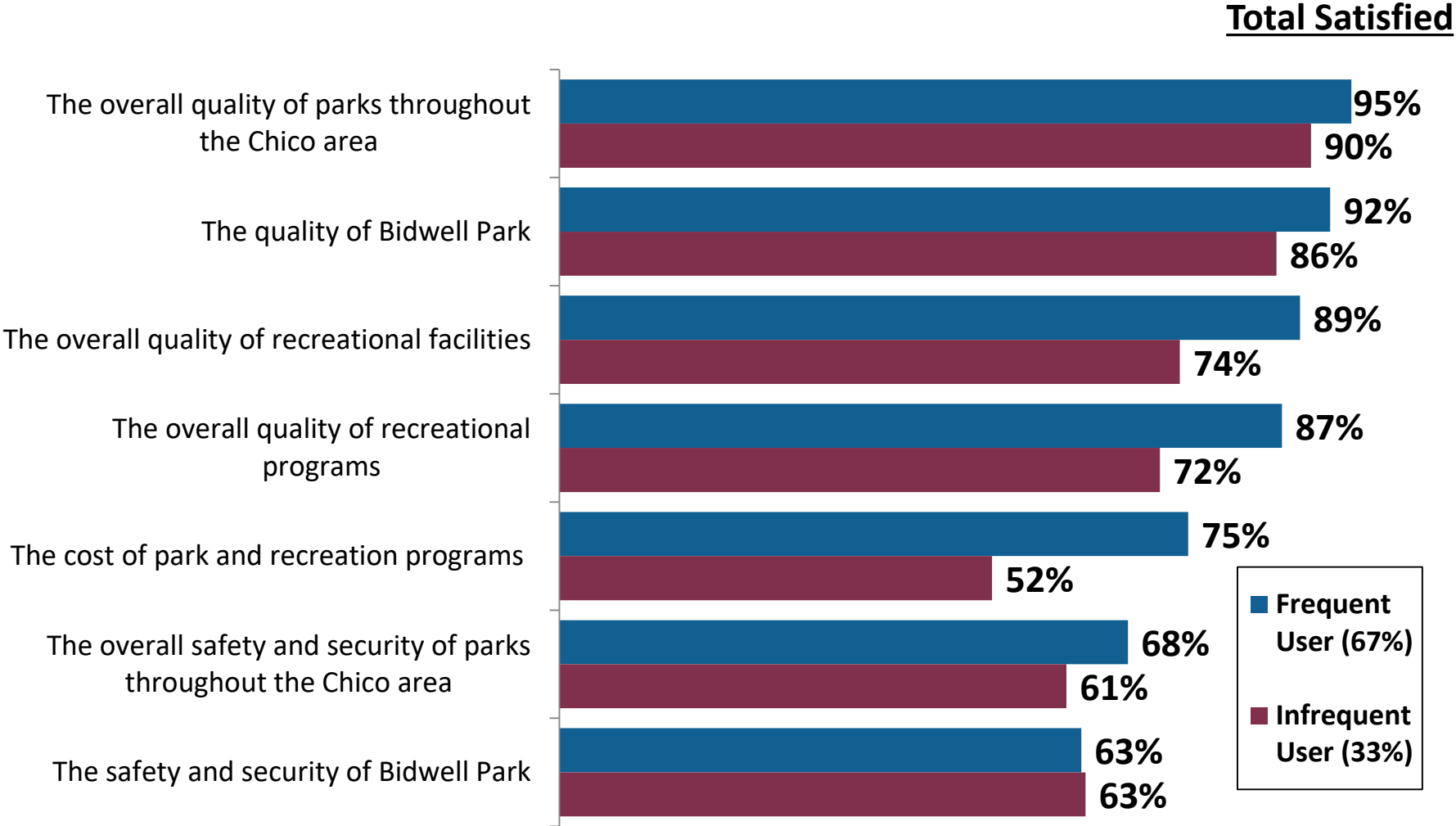


Q15-Q17: Now, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.



# CARD Ratings by Frequency of Use

*Frequent users report higher levels of satisfaction with CARD parks and programs.*



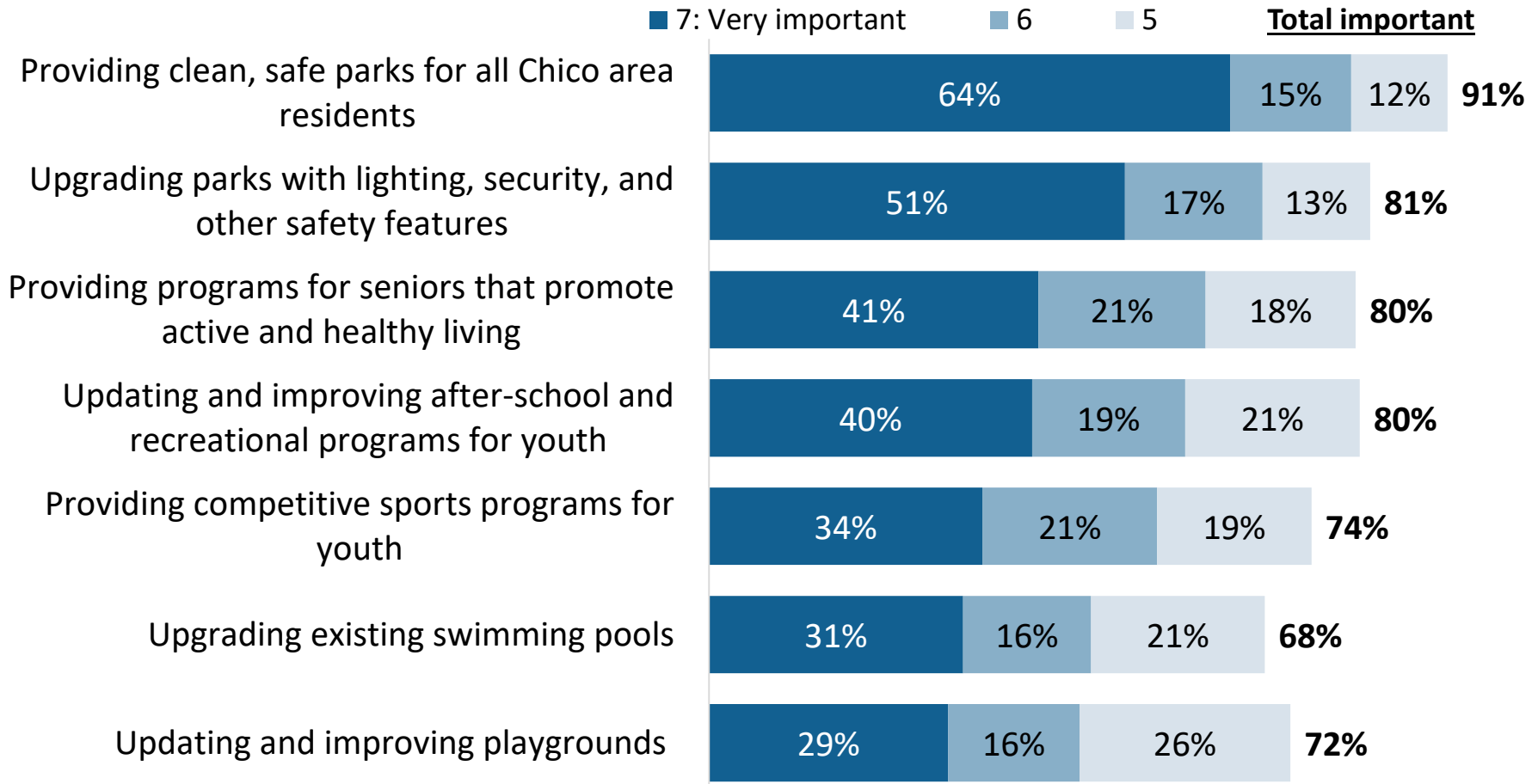
Q18-Q24: Now, thinking about the existing park facilities and recreation programs in the Chico Area, please tell me if you are very satisfied, somewhat satisfied, somewhat unsatisfied, or very unsatisfied with each of the following.





# Top Project Priorities

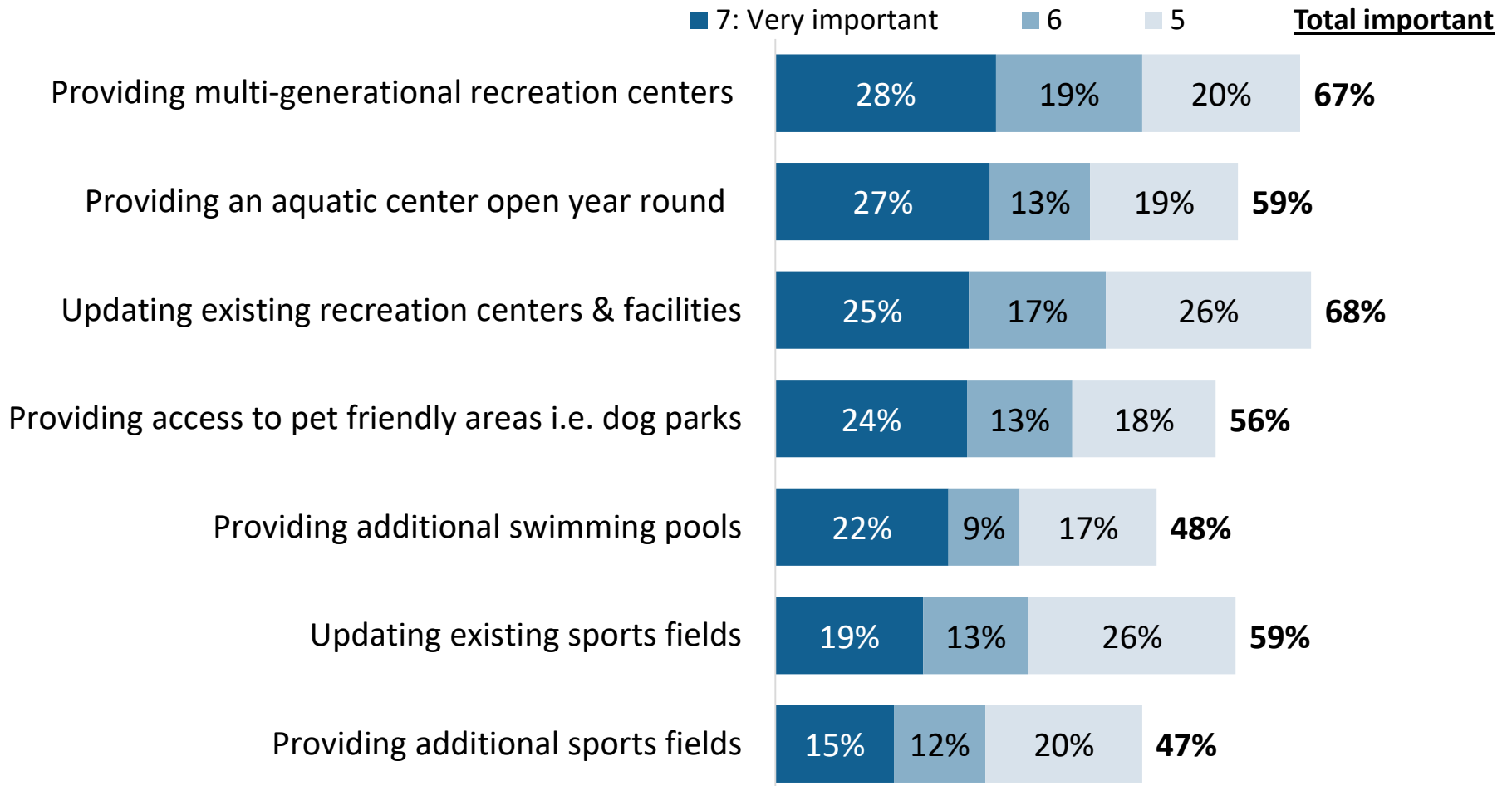
*Park safety and cleanliness are the highest rated priorities, followed by programs for seniors and youth.*



Q26-Q39: Now I'm going to read you a list of some possible projects and priorities for the Chico Area Recreation & Park District, also known as "CARD". On a scale of 1 to 7, where 1 is not important at all and 7 is very important, please tell me how important each of the items is to you.

# Project Priorities

*Other projects are also priorities, but with lower intensity.*

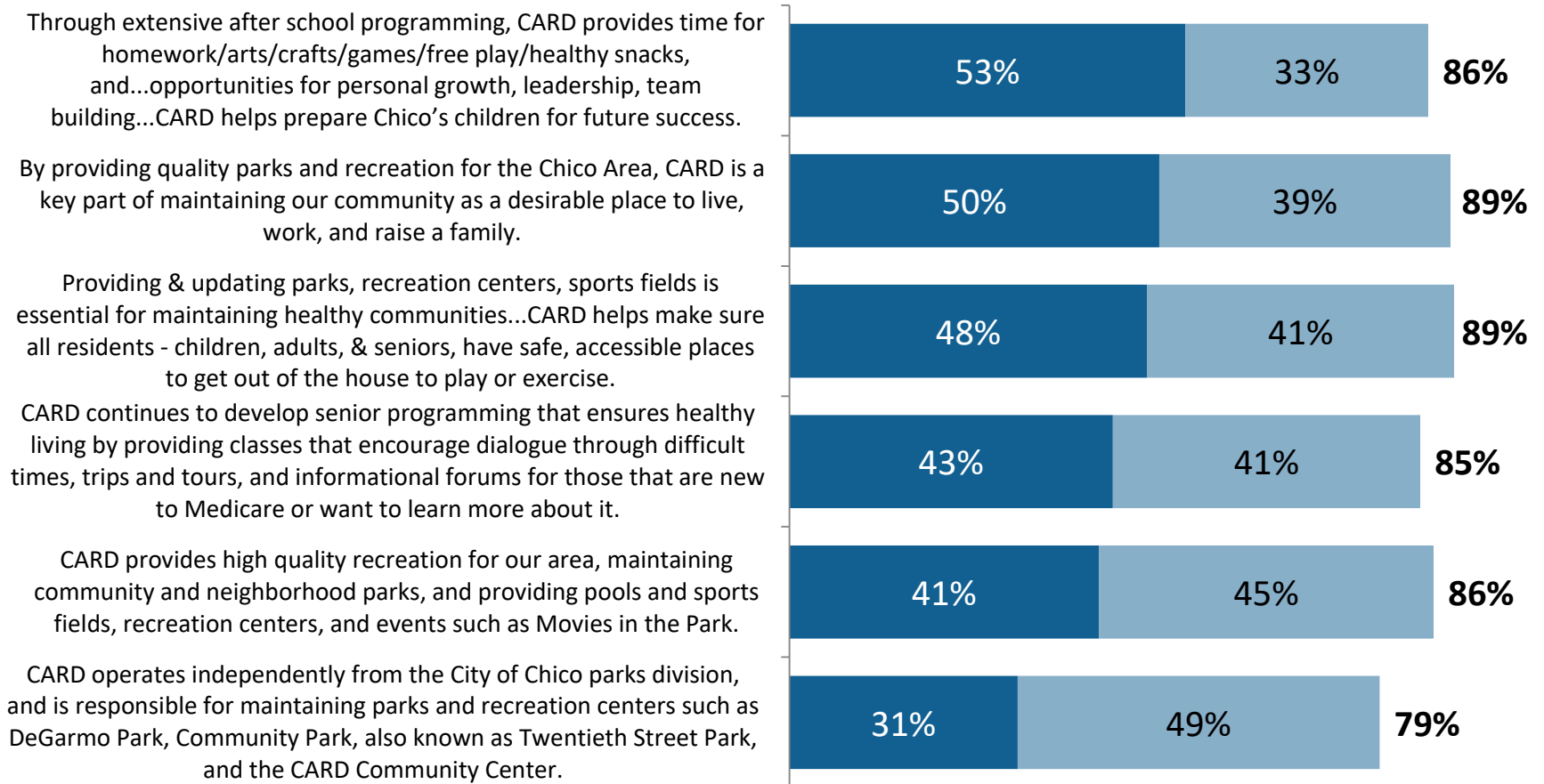


Q26-Q39: Now I'm going to read you a list of some possible projects and priorities for the Chico Area Recreation & Park District, also known as "CARD". On a scale of 1 to 7, where 1 is not important at all and 7 is very important, please tell me how important each of the items is to you.

# Messages

*Messages regarding Chico's children and CARD's positive impact on the community are the most compelling.*

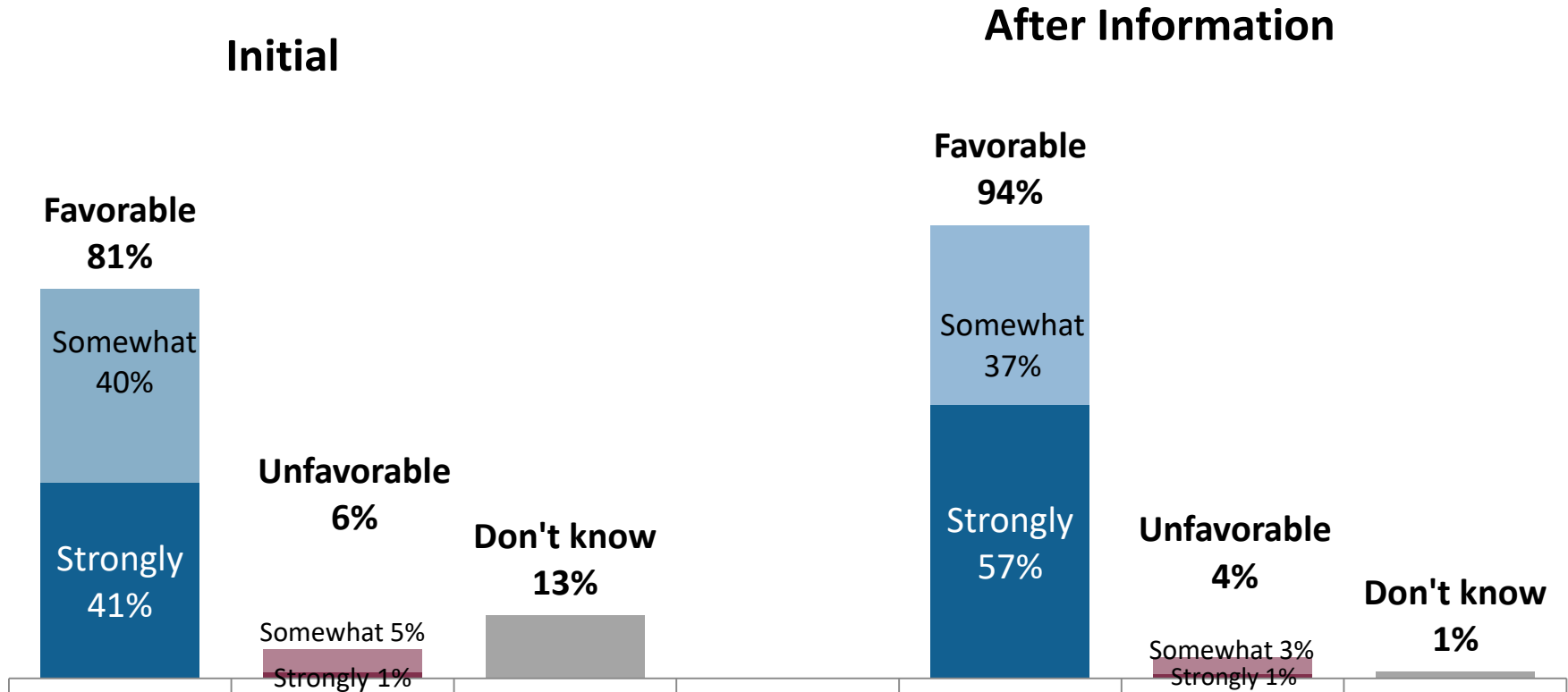
■ Much more favorable    ■ Somewhat more favorable    **Total more favorable**



*Q40-Q45: Now I'm going to read you some additional information about CARD, which is the Chico Area Recreation and Park District. After each piece of information, please tell me if you have a much more favorable, somewhat more favorable, somewhat less favorable, or much less favorable view of CARD.*

# Impact of CARD Messages

*After information, CARD favorability becomes near unanimous.*



Q7-Q11: ...Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one.

Q46: Given everything you've heard, do you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of CARD?

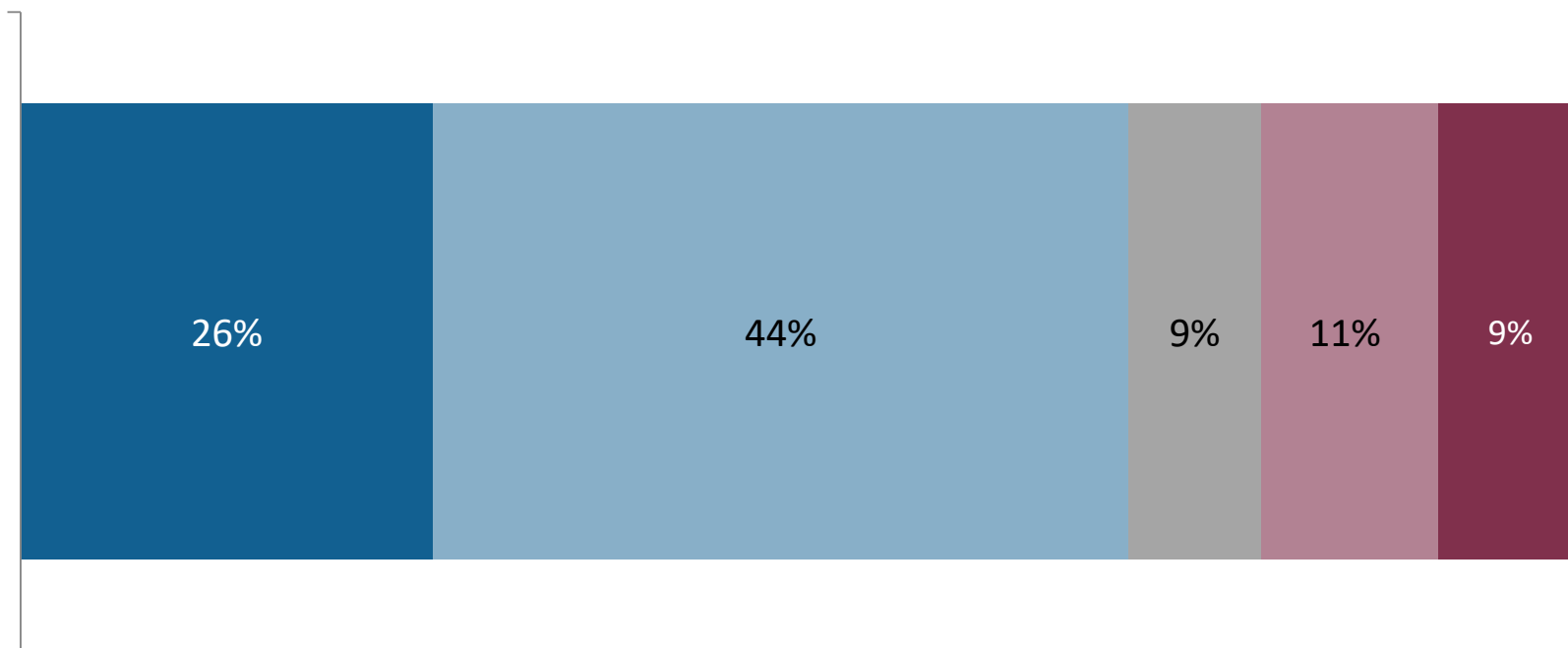


# Support for a Parcel Tax

# Need for Money

*Seven in ten voters recognize a need for more money for Chico area parks and recreation facilities.*

■ Great need   ■ Some need   ■ Don't know   ■ Only a little need   ■ No real need

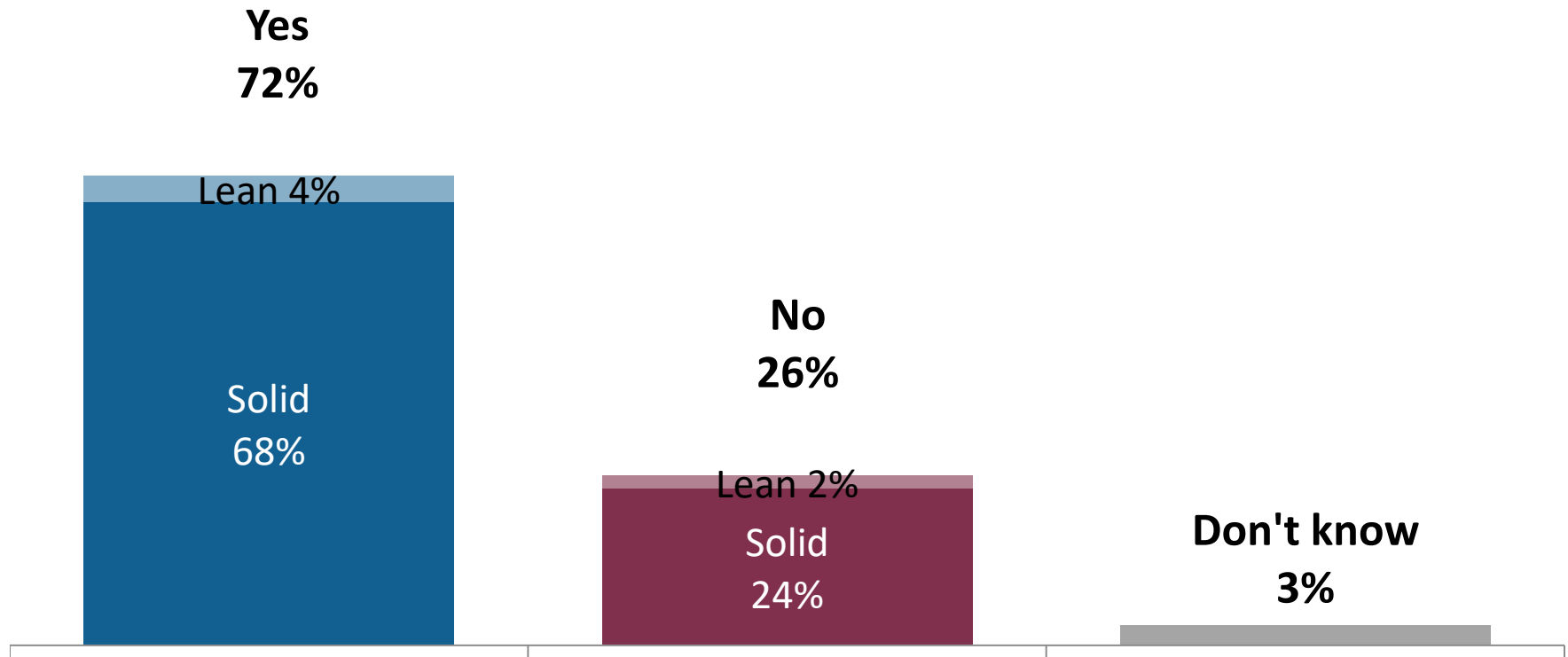


*Q13: Would you say that parks and recreation facilities in the Chico area have a great need for more money, some need for more money, only a little need for more money, or no real need for more money?*

# Parcel Tax Vote

*Support for a parcel tax reaches the two thirds threshold needed for passage.*

To provide clean, safe parks and facilities for all Chico area residents; ensure accessibility for persons with disabilities; update and maintain playgrounds, recreational centers, sports fields, and afterschool and recreational programs for youth; upgrade and provide additional swimming pools; and provide programs for seniors that promote active and healthy living, shall the Chico Area Recreation and Park District levy \$71 per parcel annually, raising approximately \$2.2M per year exclusively for local recreation and parks?

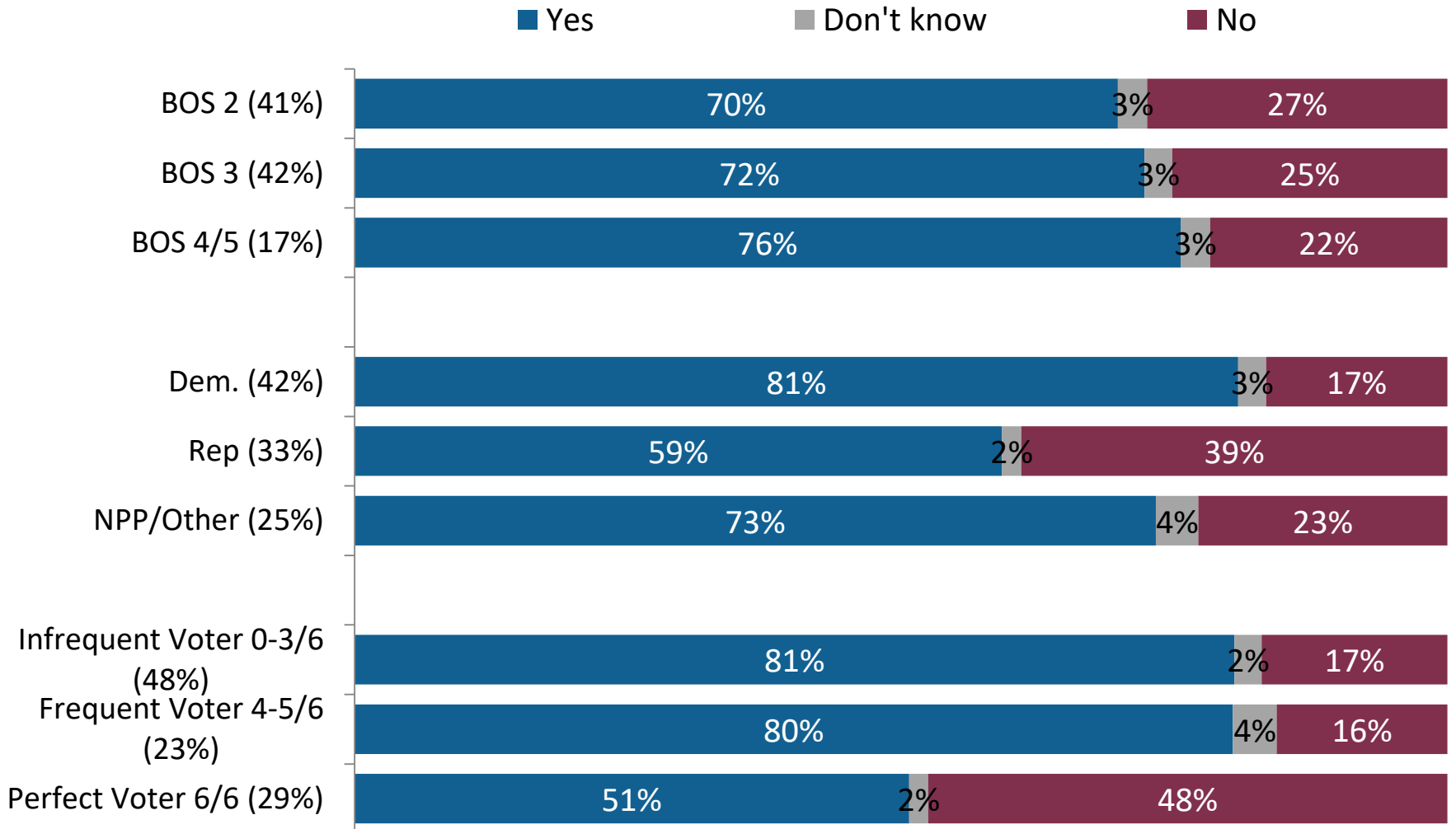


Q25: If the election were held today, would you vote yes to approve or no to reject this measure?



# Parcel Tax Vote by Demographics

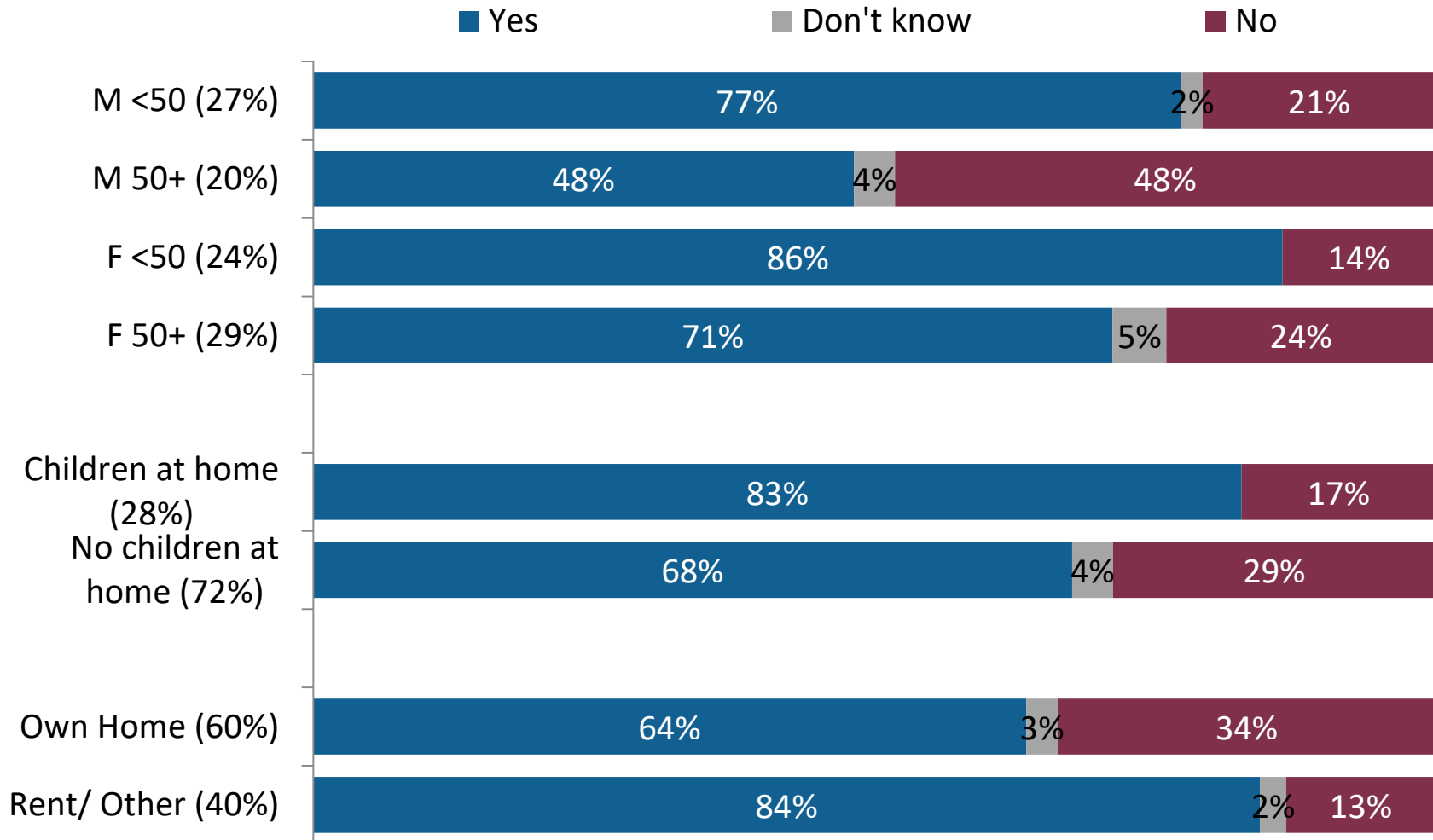
*Support varies substantially by party and vote propensity, with support among “perfect” voters well below the two-thirds threshold.*



Q25: If the election were held today, would you vote yes to approve or no to reject this measure?

# Parcel Tax Vote by Demographics

*Voters with children in the household are overwhelmingly supportive of a measure.*

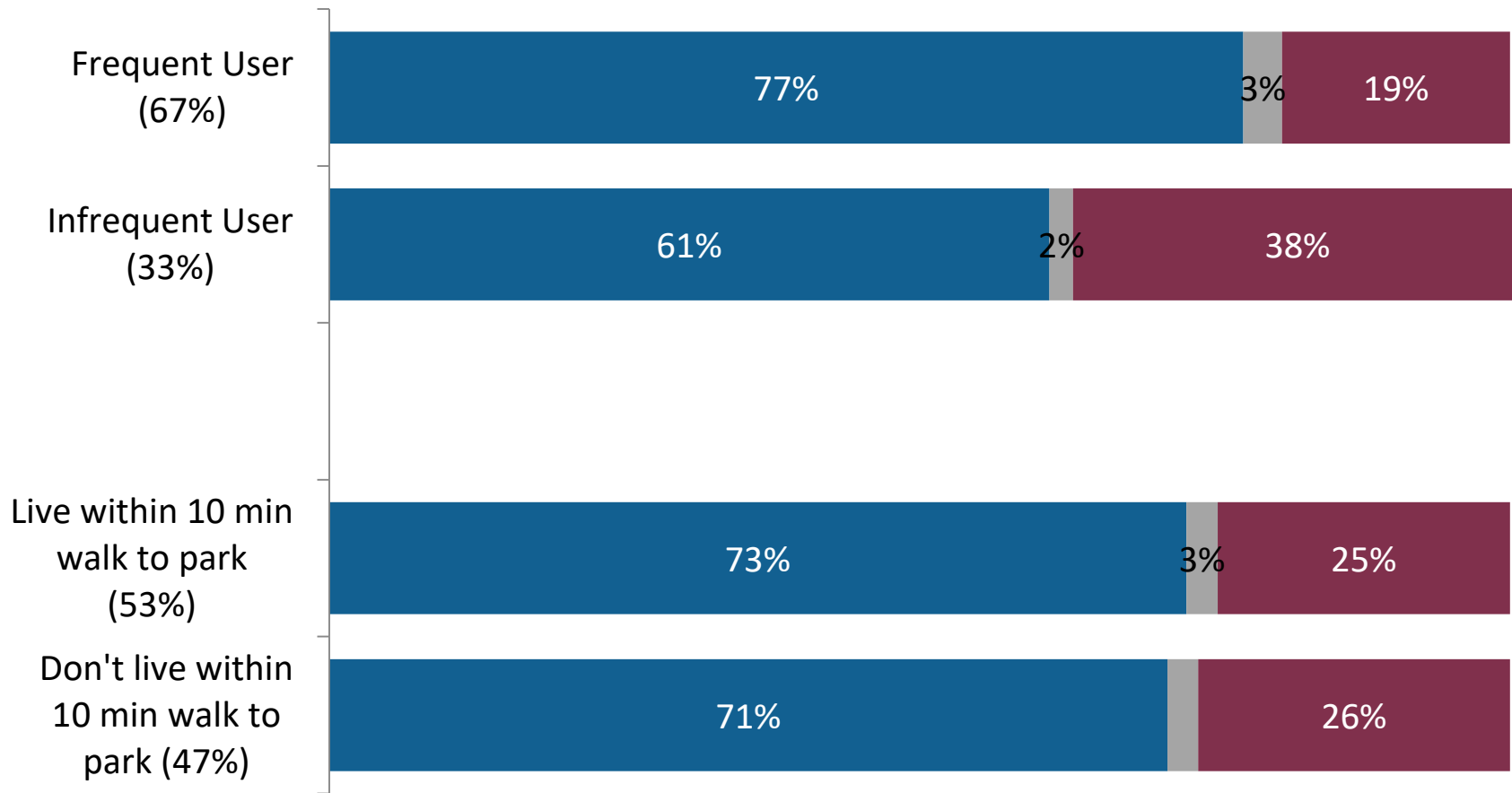


Q25: If the election were held today, would you vote yes to approve or no to reject this measure?

# Parcel Tax Vote by Demographics

*Support is substantially higher among those who use a park or recreation program at least a few times a month.*

■ Yes      ■ Don't know      ■ No



Q25: If the election were held today, would you vote yes to approve or no to reject this measure?

# Contacts

---



**Ruth Bernstein**

ruth@EMCresearch.com  
510.550.9822

**Jessica Polsky**

ruth@EMCresearch.com  
510.550.8933

**Katherine Young**

kyoung@EMCresearch.com  
510.550.8816

