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DETERMINING THE PARKS AND RECREATION SERVICES OF THE FONTANA COMMUNITY

A Project

presented to the

Faculty of

California State University,

San Bernardino

In Partial Fulfillment

of the Requirements for the Degree

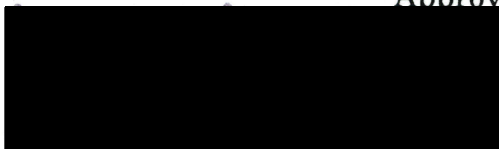Master of Public Administration

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by

Mitchell James Assumma

December 1993

DETERMINING THE PARKS AND RECREATION SERVICES OF THE FONTANA COMMUNITY
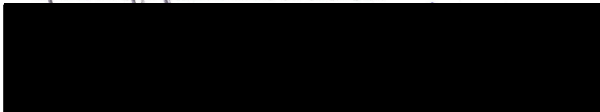
A Project

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Approved by:

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Public Administration

11/3/93
Date

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ABSTRACT

This project endeavors to discuss the needs and desires for leisure services of the Fontana community. The acquisition of data for this discussion was done by means of a written and telephone survey of Fontana residents. Information on survey and sampling techniques is presented, including a brief history of social survey research methods as well as the means and methods of sampling, and preferred techniques for sampling various populations. Pros and cons of the various techniques are weighed, and the methodology behind each technique is briefly examined. The study conducted as the primary basis of this project is then discussed.

The findings of this survey represent 123 written and 40 telephone responses to survey questions over a six-month period in 1992. Using the results of this survey, knowledge, attitudes and opinions of Fontana residents were measured as they relate to the following hypotheses:

1. The attitudes and opinions of Fontana residents toward the current offering of Parks and Recreation services are favorable.

2. Community residents will show a reasonable degree of awareness of the types and numbers of parks and recreation services (programs, facilities, and resources) offered by the Community Services Department to the Fontana community.

3. Community residents use many of the diverse parks and recreation services (programs, facilities and resources) offered by the Community Services Department to the Fontana Community

4. Community Residents will recommend the continuation of certain parks and recreation services and suggest future leisure/recreation services that they would want to see offered.

The results were found to support the hypotheses as a whole, with some minor variations that might be accounted to sampling bias or improper survey technique.

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Statement of Problem

The Fontana Community Services Department employs over 200 recreation program employees, 100 contract instructors, and hundreds of volunteers at its peak performance. These staff are involved in the provision of a diversity of parks and recreation services. Leisure/recreation profoundly influences the quality of life, whether as active participants or passive observers. Determining current leisure/recreation needs and desires of a given community is of interest to parks and recreation managers. Such information is necessary to foster better planning and provision of parks and recreation services. The closer the service provider is in knowing the recreation needs and desires of the population it serves, the better the improvement of the quality of life.

Many Fontana citizens enjoy City parks and recreation activities. The Fontana Community Services Department has over a million recorded "user days" per year. (User days are the number of persons counted by staff as using a facility or park adjacent to a facility for any part of one day.) Determining community residents' attitudes toward the Community Services Department's current service priorities is a major focus of this research, and it is the first goal of this research.

Research is often seen as an enormous task taking time, money, and the expertise of highly trained consultants. So many recreation professionals fail to cost-effectively research their own community needs and interests; yet, knowing the characteristics of citizen-users, what they think, say, and do, is the key to a successful recreation/leisure program. Because of fiscal belt-tightening, establishing systems that provide the most

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"bang for the buck" are especially important to municipalities. More service decisions should be based more on the characteristics of the patrons– their demographics, wants, price tolerance, and image of City programs– in order to combat limited public resources to meet growing public demand for services.

A second goal of this research, closely related to the first, is to determine the community residents' awareness of the currently provided programs, resources, and facilities. Then a researcher can determine current usage of these programs, resources, and facilities. Finally, the research should survey future service priorities as recommended by residents. These four goals should form a well-rounded approach to determining the parks and recreation needs of the City of Fontana.

Traditional and non-traditional parks and recreation services will be investigated. Also important to any community survey or questionnaire of needs and interests is the determination of the demographic make-up of the community residents participating in the survey or questionnaire. Throughout the survey design period the best, and certainly most cost-effective, way of eliciting this information will be researched, reported, and utilized. The analysis of this total survey information will assist municipal leisure/recreation service providers to better understand if their departments are effectively meeting the parks and recreation needs of the population which they serve.

Leisure Theory

What people really want to do in their leisure time as it may relate to the allocation of public resources and how recreational programs can meet their leisure needs is the focus of many recreation/leisure providers. These answers determine how scarce resources should be allocated, where new facilities are needed, where program marketing should be targeted, how staff should be trained, and which program activities and objectives should be given priority. This provides the basis for survey research. Such research has been called needs assessment, program evaluation, public opinion or citizen survey, and neighborhood or community profile. A review of the literature on conducting a survey of parks and recreation services is first accomplished by investigating the history of survey research in general and of the survey tools themselves. And, secondly, this can be achieved by investigating the topic of survey research conducted specifically in the parks and recreation field.

Review of Social Survey Research Methods:

Social research is actually old business. Herodotus records a "survey of the population and wealth" of the Egyptian kings prior to the building of the pyramids about 3000 B.C.. *The Doomsday Book* of William the Conqueror, in the 11th Century, reflects very early ideas of social investigation.

One of the earliest systematic attempts to gather facts about a given topic was made by John Howard (1726-1790), an English philanthropist and prison reformer. He kept detailed records of the effects of prison life on the

people of the times as reported by administrators and inmates alike. His data were convincing enough to later further prison reform. Howard's methods helped advance social research in the standardization of data and the use of specific schedules in investigation.

As a forerunner of the modern case study, Frederic LePlay (1806-1882), a French social reformer and economist, had introduced in the mid 19th Century a new form of social study using scientific monographs on family standards of living. LePlay was interested in the effects of industrialization on the working mens' groups and their families. He developed a detailed outline for which to approach the family and a personal interview questionnaire form. His questionnaire form was codified by the International Congress of Statistics in 1853.[1]

One of LePlay's followers in England, Charles Booth (1840-1916), was soon to develop means to report the poverty and misery existing in London at the time in his book, *Life and Labour of the People of London*. As a renowned statistician and reformer, he and his staff of trained social economists and social reformers compiled notebooks of information through long interviews, surveying about half of the working population at the time. Booth supplemented his information by questionnaires, reports, observations, studies by trade unions, and conferences with field welfare officials, teachers, landlords, sanitary inspectors, ministers, police officers, and others.[2]

Following in Booth's footsteps was B.S. Roundtree who also studied working class conditions, but in the town of York, England, using many of

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[1] Pauline V. Young, *Scientific Social Surveys and Research*. (Englewood Cliffs, NJ: Prentice Hall, 1956), 5.

[2] Ibid, 9.

Booth's methods in greater precision. More notable was the introduction for the first time in community studies the principle of random sampling by Professor Bowley and A.R. Burnett-Hurst. They visited at random one out of every 20 households in their study of the incidence of poverty at different times and places.[3]

As in England, the survey research movement in the United States was preceded by scientific studies of social conditions[4] . Notable among these was Jacob Riis' *How The Other Life Lives* (1890) showing striking first-hand accounts of tenement conditions in New York City. Similarly, Lincoln Steffen's muckracking series of articles, *The Shame of The Cities* (1904) depicted civic corruption in seven of America's largest cities. These accounts and others helped pave the way for the publication of books such as *A Catechism For Social Observation* (1894) by Charles Henderson of the University of Chicago, describing simple techniques of procedures for untrained investigators to use to study their communities. As early as 1896 the Experimental Bureau of Municipal Research was established in New York, dedicating itself to business efficiency in municipal government. Later the Russell Sage Foundation was organized in 1907 to promote the improvement of social and living conditions in the U.S.. Members were trained professionals concerned with not only the study of social conditions but also with methods of study and interpretation of findings. In 1912 the Foundation added the Department of Surveys and Exhibits in response to growing demands for advice and cooperation on the part of many communities wanting to take stock of their social conditions. Precursors of

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[3] Ibid, 14.
[4] Ibid, 18.

modern day consultants were used to diagnose community problems and publish the findings as they saw them, helping to give definition to the social survey field.

It is generally agreed that systematic methods of studying American communities were first applied to the Pittsburgh survey.[5] In 1909, Paul Kellogg and a group of social economists and professional social workers studied the process of industrial transformation in Pittsburgh, coining the term Interdisciplinary Approach to social survey. In 1928, when the survey movement was at a high peak, Eaton and Harrison completed their gigantic tabulation, *Bibliography of Social Surveys*, in which they listed a total of 2,775 titles or projects completed up tp December 31, 1927. The large number of specialized surveys showed a tendency to break away from studying the broad general aspects of community life and to develop a restricted but intensive inquiry instead. The specialized survey was first undertaken on a large scale in the Cleveland Series on Education, led by Leonard P. Ayres.

From here regional and even state-wide surveys were being conducted. Many forms of survey were being used and improved upon beginning in the late 1920's. Likert was well along the way in establishing his famous scaling techniques, which aided the researcher in question design and measurement. The 1940's were filled with a large number of social studies by federal and state agencies, by a steady flow of census data and government reports on everything from social security to unemployment, and by the growth of research departments within councils of social agencies aimed at providing continuous knowledge of a wide range

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[5] Ibid, 21.

of community problems.[6]

The Department of Agriculture actually developed the procedures for drawing the comprehensive probability samples needed to provide statistically reliable descriptions of a population living in a definable area. During World War II, a group of social scientists was housed in the Department of Agriculture to do social surveys related to the war effort. It was then that area probability sampling became firmly entrenched for sampling general populations in social surveys. Area probability sampling is still the method of choice for personal interview surveys. In the early 1950's, some communities increasingly began to use the self-study method of social survey research in the absence of a local technical staff, emphasizing broad citizen participation.[7] In 1949 the Community Research Associates, Inc. was organized for the purpose of developing more precise and scientific procedures for planning the health, welfare, and recreation services of American communities. It was also at this time that Payne published a landmark book providing guidelines for researchers for writing clear questions that interviewers could administer as worded and respondents could answer without difficulty.

Today, strategies of sampling have been refined since 1950. By the 1950's the principles of standardized question design were already in place. Research on how to improve interviewing continues even now, but the principles for good research were well developed in the U.S. by the 1950's. The most notable advance since then has been the development of random digit dialing to sample households with telephones. It is safe to say that

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[6] Ibid, 29.

[7] J. Fowler, Jr., *Survey Research Methods*. (Beverly Hills: Sage Publications, 1984), 13.

within the last decade surveys by telephone have surpassed the more traditional face-to-face technique in frequency of use and methodological developments.[8] A significant portion of this shift can be attributed to the rising costs and declining response rates experienced by face-to-face household surveys.[9] These factors have made this technique less attractive to survey researchers, particularly with those working under severe constraints of time and money. Many politicians, for example, often need results right now; telephone surveys provide the means for immediate response.

On the other hand, the rise to prominence of surveys by telephone is also the result of advances in telephone technology, improvement in telephone research procedures, near complete accessibility of any population via the telephone, expansion of a telephone survey industry for eager clients, and the resultant development of considerable information on what techniques work or do not work when conducting telephone surveys.[10] The addition of Wide Area Telephone Service (WATS), alternative long distance services like MCI and Sprint, push button number selection, enhanced phone transmission quality, and Computer Assisted Telephone Interviewing (CATI) has contributed to the preference of telephone surveying by researchers. The Federal Government, for example, has recently conducted an evaluation that recommended increased telephone

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[8] J.H. Frey, *Survey Research by Telephone*. (Newbury Park: Sage Publications, 1989), 33.

[9] P.L. Rossi, J.D. Wright and A.B. Anderson, *Handbook of Survey Research*. (New York: Academic Press, 1983), 336.

[10] Frey, 11

use in research work.[11]

Today the U.S. leads the world in the absolute number of phones, with virtually every American household having a phone. The 1986 census shows that 97 percent of American households have phones.[12] Its importance to survey research does not lie with its mere technological presence, but with the social and behavioral changes that have come about as the result of the American addiction to phones. The telephone makes it possible for people to be located wherever they choose. It makes possible the nature of modern urban life. While it has not replaced mail and face-to-face surveys, the telephone survey can at least be accorded a place as an equal partner with other methods.[13]

Until recently, data from telephone surveys have been considered suspect particularly by the academic community[14], for reasons discussed later in the Research Design section of this research paper. It was not until the 1970's that marketing research fully recognized the value of using the telephone method over other types of data gathering.[15] The 1970's saw the telephone break a long-established tradition in data gathering; it would move from a "support" status in relation to other types of surveys to a position where it would be used directly in data collection.

Telephone interviews are now the most popular form of data

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[11] Office of Management and Budget, *The Role of Telephone Data Collection on Federal Statistics.* (Washington, DC: GPO, 1984), in Frey, 11.

[12] Department of Commerce, *Statistical Abstract of the United States - 1987*, 105 ed. (Washington, DC: GPO, 1986), in Frey, 26.

[13] Frey, 21.

[14] C. Selltiz, L.S. Wrightman, and S.W. Cook, *Research Methods in Social Relations.* (New York: Holt, Rinehart, and Winston, 1976), 289.

[15] S.S. Kegeles, C.F. Fink, and J.P. Kirscht, "Interviewing a National Sample by Long Distance Telephone," *Public Opinion Quarterly* 33, 413.

gathering in survey research.[16]   However, the support status of the telephone has not been completely abandoned. Several researchers have shown the telephone to be an effective means of prodding non-respondents to return mail questionnaires,[17] a way to arrange for personal interviews, a less costly device to screen for rare or highly specialized populations who are to be interviewed in a face-to-face situation at a later date, and was found by Waisanen, Jolson, and Stafford to be a reliable method to give advance notice of mail questionnaires.

One of the most significant examples of telephone survey research is found in Dillman's 1978 work on mail and telephone surveys. Dillman advocates an approach to conducting surveys which he titles "The Total Design Method" (TDM). Few details of telephone survey go untouched in his work. This method combines the principles of exchange theory with those of management and administration to produce well-conceived and systematic telephone surveys with high response rates and accurate data within an acceptable time frame.[18]

Survey Research In Parks And Recreation:

To understand the development of survey research in parks and recreation one must first seek out the concept of "needs assessment." The concept of "needs assessment" has been utilized in many professional fields of study. The term is commonly used in the field of education, health, crimonology, and behaviorial science. Sell and Segal provide a foundation for definition of, and general guidelines for building, a needs assessment

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[16] Frey, 24.

[17] J. Siemiatycki, "A Comparison of Mail, Telephone, and Home Interview Strategies for Household Healthe Surveys," *American Journal of Public Health,* 69, 243.

[18] D.A. Dillman, *Mail and Telephone Surveys,* (New York: John Wiley and Sons, 1978), 12-116.

information system in their 1978 study.

The Department of Defense has adopted comprehensive needs assessments as a vital part of their recreation program management systems. Their hope is to have each service branch provide the most befitting recreation services given demands from patrons and limited resources, so as to increase member satisfaction with the armed services, improve combat readiness, and enhance quality of life. As a result, the Air Force has developed a "Leisure Time Survey," the Army has a "Moral, Welfare, and Recreation Survey," and the Navy is developing its own Navy-wide recreation assessment program. Orthner and Smith also provide an explanation of the characteristics that make up a "good" needs assessment.[19]

There are hundreds of attempts to assess the needs of entire communities or cities for any number of reasons. One case study of a new concept of government performance management called Total Performance Measurement (TPM), designed to improve government productivity, is presented in Edginton and Williams. The City of Sunnyvale was the first city in the nation to apply TPM, which analyzes the relationship among the quality of management, productivity, employee attitudes, and citizen satisfaction. The citizen survey was the first part of the TPM process, which the city called "New Directions." It was designed to explore the major services of the city: police, fire, streets, utilities, planning, zoning, code enforcement, parks and recreation, library, and information through

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[19] D.K Orthner and S.D. Smith, "The Military Model of Measuring Leisure Needs," *Parks and Recreation*, 37-40.

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responses by city employees, the city council, and citizens.[20]

The Fort Madison (Iowa) Community Betterment Survey is another attempt to determine the attitudes of residents toward various community characteristics. It was spawned by their Chamber of Commerce to better plan the future retail trade in the city. The report by the Iowa State University of Science and Technology, Cooperative Extension Service, goes through the survey process used and an analysis of the data.

A leisure needs assessment conducted by the City of Philadelphia's Recreation Department, Temple University, and the National Park Service is one study that focuses the subject down from an assessment of all community services to that of just leisure services.[21] It was designed to carry out four primary objectives through two surveys, a field and a mailed survey. The four objectives include: 1) a systematic study of the recreational participation patterns of a broad sample of city residents, along with their expressed needs for improved leisure opportunities; 2) a determination of the public's views with respect to recreation-related priorities in such areas as the needs of different age groups or policies regarding the construction of new facilities; 3) an analysis of the overall city leisure service system, including other public and private (nonprofit) agencies providing recreation, and to analyze the internal operation of the recreation department itself; and 4) to address a number of other special needs and issues, such as the provision of recreation services to the aging or to the physically or mentally disabled, or to the possibility of increasing fees and

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[20] C.R. Edigton and J.G. Williams, "City of Sunnyvale Total Performance Measurement" chap. in *Productive Management of Leisure Service Organizations*. (New York: John Wiley and Sons, 1978), 447-504.

[21] R. Kraus and K. Washington, "Needs Assessment in Urban Recreation: A University's Role", *Parks and Recreation*, July, 1985, 40.

charges. Results of the assessment are summarized by Kraus and Washington.[22]

In more specific areas within leisure and recreation, there have been assessments made in the areas of sports, physical fitness, and recreation education which address sub-areas of the leisure and recreation profession, as well as serve as examples of the needs assessment or citizen survey process. In therapeutic recreation, leisure assessment tools are of great importance to providing the data upon which to base individualized leisure treatment, education, and/or recreation programs.[23] Olsson points out a new automated solution in his 1987 study of assessment in therapeutic recreation called the Trends Leisure Assessment System for Therapeutic Recreation (TLASTR). TLASTR was programmed on an Apple computer to assess an individual's personal data (sociodemographic information); functional strengths and deficiencies as they relate to community living skills, personal care skills, cognitive ability, and social skills; and physical enablement. The method also taps leisure data as they relate to perceived leisure freedom, barriers to leisure experiences, leisure knowledge, and leisure preference.

Probably one of the best sources of information available to a researcher in the needs assessment/citizen survey process as it relates to the study of parks is presented by Kelsey and Gray. They specifically address the identification of the interests, desires, priorities, and awareness factors of citizens regarding parks and recreation services, as

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[22]Kraus and Washington, 42.

[23] R.H. Olsson, "Sophistication versus Time: An Automated Solution to the Assessment Dilemma in Therapeutic Recreation," *California Parks and Recreation*, 1987, 17.

well as the nature and frequency of their participation. The authors present a step-by-step process for conducting a citizen survey. They present information on planning a survey, writing survey questions, designing a questionnaire, drawing a survey sample, field testing, interviewing techniques, data processing, report writing, and the survey report document.

A good practical use of survey research in parks and community services is found in a report by Price Research Consultants (1990) for the City of San Ramon, California. The report gives the results of a survey to test public attitudes toward services and programs provided by the San Ramon Parks and Community Services Department, as well as the San Ramon Library, which would primarily be used to update the Parks and Recreation Master Plan. This report not only presents the findings of the survey and contains the survey questions, but it also gives a clear overview of the use of telephone surveys. Other examples can be found closer to home, as with the City of Rialto, California. In their "In Rialto" (Winter 1992) brochure of activities they provide a short one-page community survey questionnaire of patrons' current use of and future desire for recreation services in a variety of areas. Several other sources also present excellent material on the survey process of research design (Singleton, Straits, and McAllister, 1988; Labovitz and Hagedorn, 1976; Miller, 1977; Phillips, 1976; Warwick and Osherson, 1973; Dillman, 1978 to name a few.). Furthermore, a 1987 article written by Elwood L. Shafer and George Moeller called "Know How To Word Your Questionnaire" provides suggestions on how to improve and strengthen the wording of public opinion surveys in matters specific to

recreation resource management.

Hypotheses

Analysis of files of past records of the Fontana Community Services Department and interviews with previous long-time management staff reveal that no formal community surveys of parks and recreation services have ever been conducted by the City. It is known that communities similar to Fontana have conducted such surveys, since examples have been acquired by this researcher. Thus, the following hypotheses are presented:

Hypothesis One: The attitudes and opinions of Fontana residents toward the current offering of parks and recreation services (programs, facilities, and resources) are favorable.

Hypothesis Two: Community residents will show a reasonable degree of awareness of the types and numbers of parks and recreation services (programs, facilities, and resources) offered by the Community Services Department to the Fontana community.

Hypothesis Three: Community residents use many of the diverse parks and recreation services (programs, facilities, and resources) offered by the Community Services Department to the Fontana community.

Hypothesis Four: Community residents will recommend the continuation of certain parks and recreation services (programs, facilities, and resources) and suggest future leisure/recreation services that they would want to see offered.

Operational Definitions

Parks and Recreation Services:

Paramount to preparation of the questionnaire is a determination of the parameters of parks and recreation services. For the purpose of this survey, parks and recreation services are defined as all elements of the City of Fontana's Community Services Department involving facilities and parks, programs, special events, classes, activities, and resources as outlined in the Budget Year 1991/92. The introductory use of the term "leisure/recreation" will henceforth be referred to as "parks and recreation" services.

Favorableness of Services:

Determining the "favorableness" (or, invariably, the "effectiveness") of the Department's efforts toward provision of parks and recreation services to the community will have to be achieved during data analysis. To do so will require the researcher to relate the findings of the survey to Department philosophies, missions, goals and objectives. Consultation with the Recreation Director should provide the necessary goals for comparison. Reference to the 1991/92 Department budget should also provide this information. A definition of the Department's goals is key to the ultimate determination of service effectiveness, for without these goals the degree of effectiveness cannot be determined. Based upon the results of other survey examples a minimum respondent satisfaction rate of 51% or better is expected <u>overall</u>. Higher expectations may be decided by the Director as appropriate in specific program areas– as, for example, in areas where more staff, money, and other resources are presently being

expended.

Community Residents:

Community residents are individuals of the City of Fontana Post Office carrier routes of zip codes 92335, 92336, and rural routes. Carrier route recipients are those residing within the City of Fontana boundaries and sphere of influence. Community residents are also individuals or households whose prefixes are the same as phone numbers listed in the 1992 Fontana Phone Directory.

Reasonable Degree of Awareness:

A "reasonable degree of awareness" as stated in hypothesis two is defined as having no less than 80% of the respondents indicating that they know about any one of each of the Department's facilities, programs, special events, classes, activities, and resources.

Facility, Park, Program, and/or Activity Use:

This researcher, with five years of experience in the City of Fontana as a Recreation Supervisor, would like to see a minimum of one out of every five respondents indicate that they used in the past 1991 calendar year through the present any one of the diverse parks and recreation services offered by the Community Services Department of the City of Fontana, as referred to in hypothesis three.

"Needs" versus "Interests":

This study does not make a distinction between what is a "need" or what is a "want" or "desire" (interests), although a distinction does exist in the literature. A questionnaire that measures attitudes and opinions and behavior or participation is addressing "needs" in that an attitude and/or

behavior that is unfulfilled becomes a need that should be addressed. Thus, this survey will address a collage of attitudes, opinions, values, interests, and behaviors all making up the concept of a "need" survey of the community, residents, or citizens (whichever decriptor one chooses to use). This distinction is not important to the goals of this research.

Community Survey:

Furthermore, for simplicity, the term "community survey" will be used synonymously with, and as a preferred term for, program evaluation; opinion or attitude survey; community, neighborhood, or citizen profile; and needs assessment. (Any one or a combination of these terms is found in the literature.)

Research Design

Research Method:

The population are residents of the City of Fontana. A sample of approximately 40,000 is desired; this is the number of residents in the City of Fontana as noted by the Post Office as having a deliverable address. The fundamental sampling unit is the household. The research method used was a self-administered mail survey to elicit community attitudes and behaviors toward parks and recreation services. As a secondary supplemental research method, a telephone interview was designed and administered to 40 residents of Fontana. This provided the data with which to make a comparison to data collected by the mail questionnaire, since lower socioeconomic residents are less likely to return mailed questionnaires. The respondents were selected at random out of a local

telephone directory list per predetermined three-digit exchange number, using some form of random digit dialing technique.

Advantages & Disadvantages of Mail Vs. Telephone Surveys:

The following information is obtained from three good primary sources: Berdie et al., Fowler , and Frey.[24]

Economic Costs:

•Mail surveys in general cost less than telephone interviewing. Exact differences depend upon sample size, geographic dispersion of the sample, and interview or questionnaire length. However, mail survey costs also include clerical time for mailing and of printing questionnaires in addition to postage, which may help to equalize some of the difference.

•Larger sample sizes cost more in interviewer time on the phone, disproportionally higher than the increased postage costs of mail surveys.

•Mail surveys are usually less expensive to administer to widely dispersed populations because of standardized postage rates and low labor requirements. The costs of callbacks to respondents who were unavailable or did not respond the first time increase telephone costs as the sample becomes more dispersed.

•The mail questionnaire will not suffer increased costs as length increases, except where printing charges are raised or if additional length increases the mailing weight to the point where higher postage charges must be paid. Data gathering costs for telephone surveys are effected with response to increased labor and supervisory costs. In addition, open-ended

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[24] D.R. Berdie, J.F. Anderson, and M.A. Niebuhr, *Questionnaires: Design and Use*, (Metuchen, NJ: The Scarecrow Press, 1986), 13-21.
   Fowler, 61-126.
   Frey, 33-75.

questions, usually a large part of telephone interviews, are more expensive to administer than are the structured, closed questions typical of mail surveys. Finally, the longer and more complex the questionnaire, the greater the costs of developing the survey instrument, despite which form of survey is used.

Personnel:

• Mail surveys work well when there is a limited number of people available to work on the survey. One or two people can usually handle the data collection phase of even fairly large (3,000 or more samples) mail surveys. The mail survey also requires almost no personnel trained in research methods to conduct initial phases of the research.

• Conducting a phone interview requires a large number of phone interviewers. The development of an interviewing staff is costly and difficult.

• Attrition rates are generally high for newly trained interviewers. Hence, high refusal rates by respondents is typical at the start of telephone interviewing. Also, people who are good at training and supervising interviewers are difficult to find.

Length of Time:

• Telephone surveys take considerably less time to conduct than mail surveys. Data collection and analysis can take as little as two days or two weeks.

• Mail surveys can generally take three to four months to complete to

get an acceptable response from which to analyze data.

•Computer Assisted Telephone Interviewing (CATI) makes telephone surveying an even less time-consuming project.

•Even though it takes less time to complete a telephone survey, it is advisable not to compromise data quality by violating good sample principles or accepting a low response rate for data analysis.

Sampling:

•The way a researcher plans to draw a sample is related to the best way to collect data. The greater the coverage permitted by the survey, and the more likelihood an equal or known chance each member of a population will be selected, the more valid the results because a representative sample is possible.

•Telephone surveys are criticized for using poor sampling lists (telephone directories, etc.). The list is not representative in that it does not contain unlisted numbers, new numbers, or recently changed numbers. The development of random digit dialing has helped eliminate much of this criticism.

•Mail surveys have approximately the same potential for coverage of the population as telephone surveys, since it is also possible to identify all dwellings or sample units. Mail surveys provide contact with respondents who are difficult to locate and produce wide coverage at reduced costs. In reality, however, the coverage is somewhat less desirable because of the mobility of the respondents and the inadequay of most lists. Even if a good mail list exists, urban areas with multi-unit dwellings often lack

apartment unit designations as well as a street address. Without an apartment unit or name the mailing will go undelivered or misdirected.

Response Rate:

•A great weakness of mail surveys is that they often have low response rates.

•There is not a single survey response rate value that is accepted as the standard. It is suggested that a well-worded mail survey should bring in a 20-50 percent response rate. Frey suggests that survey reports having 70-80 percent response rates are much more credible.[25]

•Telephone surveys conducted through random digit dialing improve response rates.

•Of course, household face-to-face interviews produce higher responses than either mail or telephone methods.

•Frey has found that although response rates for general public surveys are on the decline, mail and telephone interviewing are "most appropriate for modern, fluid, post-industrial society", in comparison to face-to-face or focus group (intercept) methods. He contends that the mail questionnaire has recently improved in response rates.[26]

Refusal Rate:

•Refusal rates for mail surveys are difficult to determine because of a difficulty to determine intentional nonresponses from lost or undelivered mail. Heberlein and Baumgartner have identified 71 factors to stimulate

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[25] Frey, 49.
[26] Ibid., 52.

higher responses. Some ideas include personalizing a cover letter, using first-class postage, providing a postage-paid return, including an incentive such as cash or a discount, and using a pleasing color of stationery other than white.[27]

• Telephone refusal rates are on the rise, although it is difficult to say whether one survey has an advantage over another. One theory involves the effect marketing/sales surveys have on the public's attitudes. It is suggested that researchers use the term "research" instead of "survey," a term more suspect by the public as a sales gimmick.

Types of Populations:

• Respondents that are not well-educated, whose English skills are limited, people who do not see well, and people who are somewhat ill or tire easily prefer an interviewer over a self-administered mail survey.

• Populations that are highly literate are likely to be interested in the research and return their mail questionnaire.

• Specialized populations such as African-Americans, the elderly, or the handicapped are more effectively surveyed by telephone, although often at a high cost. The mail survey is useful, however, where a complete list of the specialized subgroup exists.

• There are well-known telephone sampling techniques for sampling within households for a particular respondent, after an eligible household has been determined. A complication may exist when members of a household refuse to allow the respondent to reply or are not willing to locate the designated respondent.

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[27] .A. Haberlein and R. Baumgartner, "Factors Affecting Response Rates to Mail Questionnaires: A Quantitative Analysis of the Published Literature," *American Sociological Review* 43, (1978), 448.

•It is most difficult to determine who within a household will return a mail survey. This means the characteristics of the respondent are not necessarily nor likely representative of the demographic makeup of a given population or community.

•Telephone surveys allow accessibility to dangerous neighborhoods and "locked" buildings.

Questions and Questionnaire Form and Content:

•Mail surveys tend to have closed questions. The opportunity to clarify incomplete answers or probe the answers further is not possible with the mail questionnaire because an interviewer is not present.

•Telephone surveys favor open-ended questions.

•There is more diffuculty with complex quesions in the telephone survey, such as those requiring the ranking of several items, than the mail survey. More than two or three category responses over the telephone will confuse the respondent. Difficult questions will often keep the respondent on the phone too long. Rating scales are more versatile in mail surveys.

•Mail surveys are an excellent technique to use when many questions need to be asked.

•With incentives such as monetary payment, and with quality interviewing, the telephone survey can last 20-30 minutes, although more questions can be answered in a shorter period of time on a mailed questionnaire.

Interviewer Effects:

    •An interviewer can distort the quality of the response by question wording, instruction guidelines, probing, and question completion.

    •An interviewer's presence may make suspect a respondent's view on certain issues, especially those issues with great social appeal or those that are controversial. The respondent may respond in a manner he or she expects the interviewer wants to see.

    •The self-administered mail questionnaire can be completed in the comfort and the convenience of the home; hence, interviewer bias is negligible except for the effect of the quality of word/sentence content and question order.

    •Some questions are too sensitive to answer by phone (like child abuse), and other questions are too suspect not to be guided by an interviewer (like home security systems).

    •Research on anonymity and confidentiality is mixed. At times the promise of both may improve responses and at other times it may only increase respondent apprehension.

    •The interviewer's preference, background, and education in a particular research method may sway the method of use.

Sampling Design:

    The sampling design or survey mode used in this research was that of purposive or convenience sampling. This is not a random sample, and it is therefore difficult to apply many statistical measures of analysis. The approach was to sample every area of the City by post office carrier route.

The desired sample size is 100 percent of the number of residents as noted on the Fontana Post Office carrier routes of zip codes 92335, 92336, and of several rural routes. This is approximately 40,000 residents. Businesses and P.O. Boxes (92334) were not used. The carrier route list is updated every three months. This type of sampling guarantees outstanding geographic dispersion of the questionnaire.

It is clear that such sampling does not ensure that respondents of all sociodemographic backgrounds of the community have an equal probability of answering the questionnaire. A sampling of the community by telephone was used to validate or invalidate the possible need for face-to-face interviewing should a particular age, income, or ethnic population not be proportionately represented. This is true for many reasons, most notably because many low income and minority individuals may be overlooked because of living in an apartment complex, or possibly the post office carrier for one reason or another failed to deliver the questionnaire to all residents. Not guaranteeing a pre-paid postage return may also leave out the low income respondent. Census information can provide a marker for comparison whether returns are representative of these groups or not. Face-to-face quota sampling is time-consuming and costly, which made it infeasible for this researcher to use. The carrier route approach described above is convenient and relatively inexpensive since as Recreation Supervisor for the City of Fontana this researcher already mails a quarterly brochure of department activities to every resident of Fontana, and a questionnaire can be readily typeset into the brochure, with Director approval, at little extra cost.

Sampling:

The primary value of a community survey is that the researcher is able to draw a random (non-biased) opinion from local community residents. To obtain a true reflection of what the typical community resident feels, the survey must reach the average citizen. The best method of obtaining this random input is by sampling procedures. Sampling is a procedure by which the researcher can infer the characteristics of a large body of people (a population), even though the researcher interviews or surveys only a few persons (a sample). To the extent that the sample is representative of the total population, the results will be usable and generalizable to the entire population.

Sampling Error:

Two issues underlie all sampling design: the manner in which the sample is selected and the size of the sample. The manner in which the sample is selected determines how representative it is of the population of interest. Samples are either random or nonrandom. Types of random sampling include equal probability random samples (simple random samples), systematic (nth selection) random samples, stratified random samples, cluster random samples, and various multi-stage combinations of these designs. Commonly used nonrandom samples include convenience samples and quota samples. A major reason for using a probability sampling method is to permit the use of a variety of statistical tools to relate the representativeness of the sample to the entire population.

The size of the sample needed is related to how accurately the sample

data need to represent the population. Sampling error is related to the sample size, so a researcher needs to determine how much sampling error can be tolerated and then choose a sample size that is appropriate. Sampling error is a random result of sampling. When probability procedures are used to select a sample, it is possible to calculate how much sample estimates will vary by chance due to sampling. Hence, sampling error refers to the degree of difference between an exact representation of the sample to total population. Furthermore, estimates of sampling errors will be affected by different sampling procedures. Other factors influencing this include the extent to which variables measured by the survey are homogenous within the population (stratification, clustering, or unequal probabilities of selection), the population size, and the statistical confidence level desired. Finally, the larger the sample size the lower the sampling error. (Formulas exist for calculating sample sizes based on the issues just described.)

Response/Nonresponse Bias:

Individual response bias occurs when the respondent knowingly provides incorrect information. There are a multitude of reasons why this may occur. A main reason is the perception by the respondent of what the interviewer expects to hear. Other bias of this sort may occur as a result of poor question design and format. And still others occur when "sensitive" questions are used.

The effects of nonresponse on survey estimates depends on the percentage not responding and the extent to which those not responding are

biased or different from the total population. In a survey drawn from a telephone directory, not all people live in households that have a phone, and not all phones are necessarily listed. In the case of unlisted numbers, the use of random digit dialing can reduce this form of nonresponse bias.

For mail surveys, bias due to nonresponse can be studied by comparing those who respond immediately with those who respond after followup steps are taken. One such existing bias is that people who have a particular interest in the subject matter or the research itself are more likely to return mail questionnaires than those less interested; a survey with a low response rate is thus strongly suspect of bias. It has also been shown that early returns of self-administered questionnaires are biased. Another consistent bias associated with mail surveys is that better educated people usually send back mail questionnaires more quickly than those with less education.

In telephone surveys, the subject matter of the research is a factor that may lead to bias. Less educated people tend not to respond to questions involving political attitudes and public opinions. Availability of the respondent is another important source of nonresponse bias in telephone surveys. For instance, a survey conducted between 9 a.m. and 5 p.m. mondays through fridays will produce a sample of distinctive characteristics that are different from the population as a whole. Finally, there is bias found with people who are unable to be interviewed or to fill out a form, such as the illiterate, hospitalized, or aged.

Survey Instrument- The Questionnaire

In construction of the survey instrument (questionnaire) certain criteria were maintained. The general aim of the questionnaire is to determine attitudes and opinions as well as actual behavior. Structured closed-ended questions were used because the objectives are specific, and this form of data is usually more reliable than other forms of questions. The questions and format are simple and straightforward to encourage a higher responnse rate of return. The optimum procedure would be to include a postage-paid return envelope along with an incentive of a 10-percent discount coupon on user fees for certain Department activities. However, because of cost these measures were not used. Anonymity and confidentiality were maintained and noted in an introductory message. (This researcher did not use a cover letter because of the greater cost in including it in the Department's brochure, although cover letters tend to improve response rates. However, an introductory statement served an equal purpose.)

Questionnaires should be coded by either carrier route or geographic area of the City. This would aid the researcher in pin-pointing services to particular facilities/parks and program areas, since participant or user group behavior in parks and recreation services is often sectional or "neighborhood-like" by nature. Unfortunately, this too, was beyond the cost and feasibility of this researcher.

The introductory message said: "Your household is one of many in which Fontana residents are being asked to give their opinion about and activities in city-sponsored recreation and parks programs. In order that

results will truly represent the thinking of the people of Fontana, it is important that each quesionnaire be completed and returned. You may be assured of complete confidentiality. I will be most happy to answer any of your questions. . ." Finally, the telephone survey included the design characteristics stated in the subsection "Symbols, Codes, Paper, Color, and Other" of the section "Questionnaire Design."

Question Design:

Questions are the backbone of survey research. Writing questions that are unbiased and not misleading is difficult. Parks and recreation professionals must address the type, form, content, and sequence of questions to ask in order to obtain accurate information, high response, and manageable data.

Question Type:

The survey researcher will typically utilize any one of four types of questions: 1) fact questions, 2) opinion and attitude questions, 3) information questions, and 4) self-perception questions. The objectives of the survey, as noted in the hypotheses, will guide the type of question specifically used. Fact questions provide background information on respondent age, gender, income, educational level, marital status, or number of children living at home. Fact questions allow the researcher to verify sample representativeness and to profile and compare results. Opinon or attitude questions ask the respondent about their beliefs, feelings, ideas, presuppositions, and misconceptions. They are excellent at finding out how the respondent feels about a particular issue. "In your opinion. . ."

is a common pretext of such questions. The information question seeks to help the researcher find out what, how, how much, and when the respondent knows or knew about a particular piece of information. Self perception questions, on the other hand, ask the respondent to evaluate aspects about their own behavior in conjunction with other factors; it is the reporting of facts colored by attitude. A repondent may be asked to seek out a certain issue and then make a personal judgement upon it, such as, "Has Kaiser Hospital met the medical needs of your family?"

Form:

Questions can be worded in a way that makes them open-ended or unstructured by nature, or they may be closed-ended and structured. The open-ended question allows the respondent free selection of response and is more conducive to the interviewer technique (face-to-face, telephone, focus group) of survey research. Unfortunately, an unrestricted response makes unstructured questions very difficult to code, tabulate, and analyze.

The structured response, on the other hand, forces the respondent to choose between fixed alternatives. These questions may be formed as dichotomous questions ("yes" or "no"), fill-in-the blank questions, multiple choice questions and ranking questions. These forms are much easier to tabulate than one where a respondent expresses an answer in his/her own words. The researcher should choose the most appropriate form of question to elicit the exact information needed. Parks and recreation professionals are more likely to use structured questions followed by an open-ended option somewhere at the end of the survey.

Content:

The way a question is worded makes a big difference in the type of response received. A researcher should never take anything for granted. Respondents may never have heard of a subject before, confuse it with something else, have limited knowledge or notions about it, and therefore have no basis for forming a judgement. When developing a questionnaire researchers should be their own worst critic in looking for questions that are ambiguous, misperceptive, loaded, emotionally charged, embarassing, lengthy, or esoteric (special knowledge words). Kelsey gives excellent examples of these types of questions to guard against in his 1986 study. Most important, the question itself should not affect the answer; in other words, it should be non-biased. Berdie, et. al. add to this list of considerations for question development: avoid questions with more than one adverb or adjective; exercise caution when using general adjectives and adverbs, such as "several", "significant number of", "most", and "usually"; avoid words loaded with emotion ("Communism", "divorce", and "the IRS"); word double negatives (take out "not"); be careful of the use of abbreviations; avoid "If yes, then. . ." questions on mail surveys; avoid hypothetical questions; limit the 1-10 (most-to-least) ranking method; and be sure what use each response is going to be to you or else do not use the question.[28]

Sequence:

Probably the most important theme embedded in the literature on survey questionnaires is the need to have a question order that excites a respondent's interest. Whether telephone interview or self-administered

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[28] Berdie, et. al., 30.

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questionnaire, response success is often dependent upon what others have called the "question order effect." Frey cautions the researcher against the "fatigue effect," whereby the respondent is worn down by use of too many difficult and/or demanding questions all at once, and against the "redundancy effect," whereby the respondent gets to feel the questions are repeating themselves and therefore (s)he "shuts down" in answering any further questions. Mixing easier with more complex questions and preparing the respondent with specific prelude questions before being asked to answer complex ones is a sequence technique that a researcher can use to overcome these negative effects.[29] A four-stage sequence suggested by Kelsey is to start with an introduction made up of questions that are short and non-threatening, but serious and firm; lead into warm-up questions that help build rapport with the respondent and at the same time give the interviewer needed information; followed by the body of the study, which contains questions central to the survey's purpose; and culminate with a set of questions designed to characterize the demographic information of the respondent. Sequence is an important concern to the overall questionnaire design as well.[30]

Questionnaire Design

<u>**Questions**</u>:

Determining the number of questions to ask depends upon a multitude of factors. Most important is the size of the population or sample being surveyed and the method of surveying. Typically, telephone surveys

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[29] Frey, 151.
[30] Kelsey., 16.

last longer than mail surveys. The standard interviewer type survey can consist of as many as 90-100 questions. However, if the survey is going to be handed out to participants as they enter a park and recreation complex, and they must complete it on-site, then the questionnaire is likely to be one page, one sided. A survey should be kept to one page for high response; two pages at the most. The one page survey allows readers to see the end of the survey as well as the beginning, so that they know it won't take much time. The maximum time one should expect to take to complete a written survey is three minutes. Draves says that 10-12 questions gives the best response for the written survey. An interviewer survey should not last more than 30 minutes. In either case, respondents will tire, lose interest, and not be genuine in response if the number of questions makes them exceed these limits. A rule of thumb is to make the number of questions fewer in number unless an interview process is utilized.[31]

Sequence:

As noted in the section on question sequence, the questionnaire sequence should follow a logical sequence of items so that respondents do not lose sight of what they are answering. There are several ways to organize a questionnaire. One method is to outline by subject. Items should be grouped into logically coherent sections or "fields"– i.e. those that deal with a specific topic or those that use the same response options should go together. Another strategy is to ask more simple questions first, followed by the more complex ones, but certainly not loaded in the end by only

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[31] W.A. Draves, *High Response Surveys*. (Manhattan, KS: Learning Resource Network, 1988), 16-39.

complex questions. Third, a good approach is to start out with questions that are short then increase into the more lengthy ones. Beginning with questions the size of small paragraphs is threatening to any reader. Finally, the researcher may take the sequence of the questionnaires from general concepts and funnel down to more specific ones as the questionnaire progresses.

Spacing:

Any survey should use proper space between questions to make it more appealing, unhurried, and appear easy to fill out. The questions should also make full use of space on the page. Large white gaps should be eliminated; typing closed-ended questions, for example, side-by-side is one such way. However, the place where respondents mark their answers should be close to the question to encourage fewer mistakes, and the temptation to overcrowd the page with questions should be avoided. Furthermore, where open-ended questions are used there needs to be enough space or lines provided. And that spacing should relate closely to sequencing.

Symbols, Codes, Paper, Color, and Other:

A few rules of thumb should be followed when designing both mail and telephone or interview questionnaires:[32]

•Put an identifying mark on each page of the form so that if one page should be separated from the rest, it can be reattached.

•Put the study title in bold type on the first page of the questionnaire.

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[32] Draves, 15-23., Frey, 157-83., and Kelsey, 21-22.

•When sending out 500 or more surveys, it will pay to have the survey typeset.

•Colored paper can be more pleasing to look at than white stock, and color stands out over the normal looking white paper.

•Light colored paper is better than dark.

•Consider ivory, buff, cream, grey, yellow, and light shades of green and red color.

•The color of the paper can be used to code the survey with certain colors sent to different geographic areas.

•Boxes are better than lines for checks, true/false, yes/no, or scale questions.

•Do not put important items at the end of the questionnaire.

•End the questionnaire with a conclusion statement as simple as "thank you" or information on where to mail the completed questionnaire.

•There are other considerations involving the envelope, label, cover letter, and introduction that are covered by Draves which one should read if designing a high response mail survey and the researcher has enough money.

A few special considerations unique to interview questionnaires are:

•Print questions on only one side of each page of the questionnaire to avoid the cumbersomeness of turning pages during the interview.

•Clearly distinguish between what the interviewer should read aloud and what should not be read (i.e. sensitive or complex questions

should be designed and read the same to each respondent to get an unbiased answer).

•Provide clear instructions so that the interviewers will know exactly which questions to ask after each response is made. This means that "skip" patterns should be clearly indicated.

•Arrange questions so that interviewers do not have to refer back to earlier parts of the questionnaire.

•Limit the number of response options to no more than five, ideally three, so that the respondent can remember them all.

•Do not end an interview with an open-ended question.

•Leave enough space on each page for the interviewer to record any additional important information.

•Anticipate responses to open-ended questions and provide a list of these on the form to help the interviewer make responses to save time.

As a final note, before using a questionnaire of any sort it should be pre-tested on 20-30 randomly selected respondents. Pretests can indicate whether the questionnaire is worded, sequenced, and recorded properly.

Fontana Recreation and Parks Survey Results

Demographics:

Several demographic questions were addressed in this project. All 123 respondents were residents of Fontana. The number of women responding was greater than that of men by a ratio of 60.7 to 39.3 percent. Nearly one-half (43.1%) of the respondents were between the ages of 30 and 39. Another 23.6% were under age 20, while 20.3% were 40 and older, and 13% were between 20 and 29. (see figure 1).

Figure 1 - Age Category

- ■ Under 20 - 23.6%
- ▨ 20 - 29 - 13.0%
- ▩ 30 - 39 - 43.1%
- ▨ 40 - 49 - 11.3%
- ☐ 50 - 59 - 3.3%
- ■ 60 and older - 5.7%

5.70%
3.30%
23.60%
11.30%
13.00%
43.10%
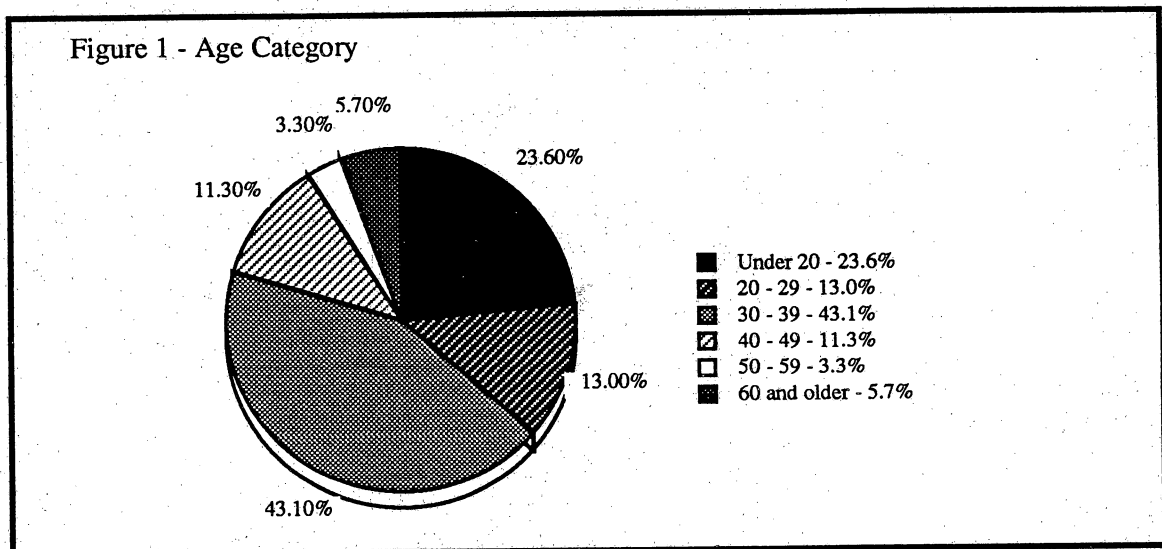
With respect to marital status, the data revealed that 60.4% of the respondents were married. Slightly more than a quarter (26.0%) of the respondents were single, and 13.6% were either widowed or divorced (See figure 2).

Figure 2 - Marital Status

4.20%

9.40%

26.00%

Single - 26.0%
Married - 60.4%
Divorced - 9.4 %
Widowed - 4.2%

60.40%
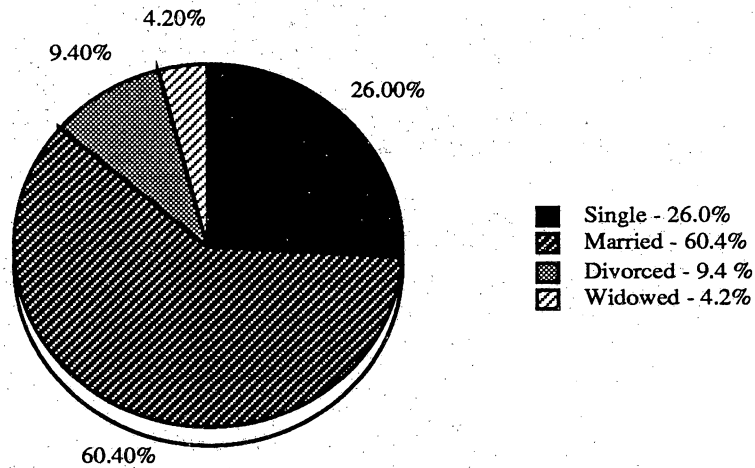
Level of education was another variable examined in this project. One-quarter of the respondents possessed a college degree of some type, with 9.5% indicating they have a two-year degree, 10.3% a 4-year degree, and 4.3% possessing a graduate degree. Over half of the respondents indicated their highest level of education as high school or some college (56.8%) (See figure 3).

Figure 3 - Education Level

4.30%

10.30%

19.00%

9.50%

Did Not Finish High School - 19.0%
High School Graduate - 28.4%
Some College - 28.4%
2-year College - 9.5%
4-year College - 10.3%
Graduate Degree - 4.3%

28.40%

28.40%
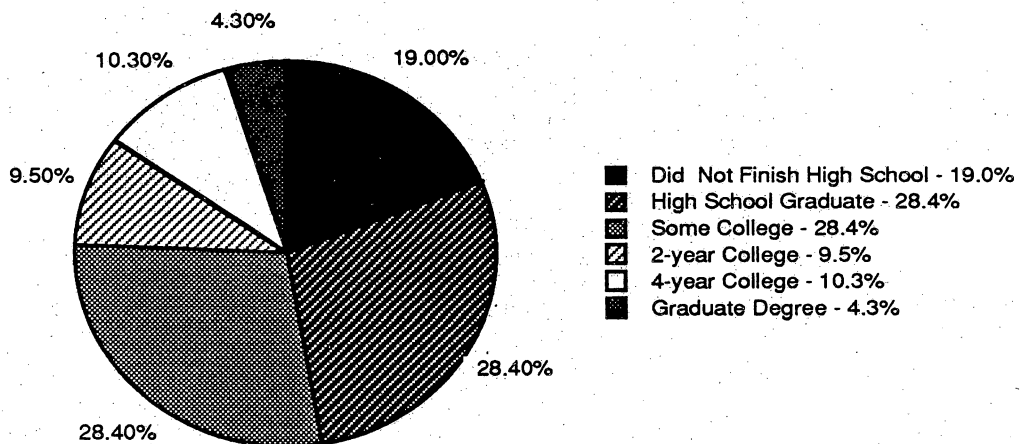
With respect to income levels, 40.7% of respondents reported a family income of $40,000 or more. Another 34.3% declared a family income of $20,000 to $29,000 (7.4%) and $30,000 to $39,000 (26.9%), while 25% indicated family incomes below $20,000 (see figure 4).

Figure 4 - Income Level
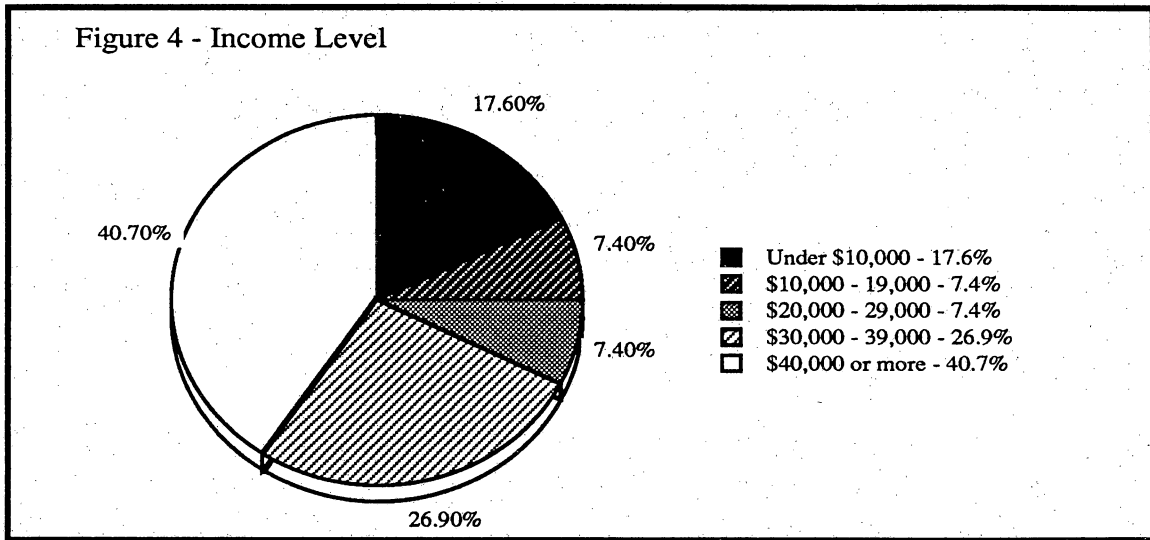
Respondents were also asked to identify their racial or ethnic background. Over half of the respondents (56.3%) were white. The next highest percentage (20.2%) was hispanic. These were followed by African-American, Asian, and Native American, with 5.9% of the respondents noting a background other than one of the four listed (see figure 5).

Figure 5 - Racial or Ethnic Background

0.80%   5.90%
2.50%
14.30%
56.30%
20.20%

White - 56.3%
Hispanic - 20.2%
African-American - 14.3%
Asian - 2.5%
Native American - 0.8%
Other - 5.9%
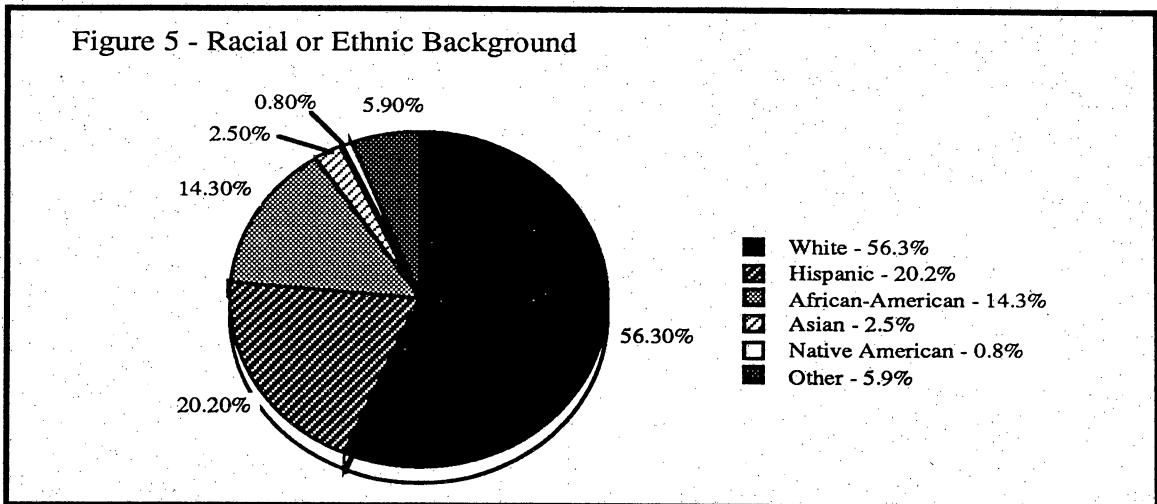
The following results reference data which can be found in Appendices B and D and in the discussion of findings to follow the results section.

Hypothesis One:

The attitudes and opinions of Fontana residents toward the current offering of parks and recreation services were measured in questions 1 through 4 in the written questionnaire. Survey respondents were first asked whether the City's Parks and Recreation program in general meets the recreational needs of their family, and secondly, whether Fontana's existing Praks and Recreation facilities are being adequately maintained. The intent of the two questions is to provide a basis for evaluating attitudes toward both the program, or recreation side of activities as well as the parks or maintenance side. In both regards, the respondents provided a positive evaluation of services, with 81% indicating "yes" to meeting recreation needs, and 68% responding "yes" with regard to adequate maintenance of parks and facilities.

Respondents were then asked to grade the quality of services provided by the Parks and Recreation Department. 94% gave the Department a

grade of "C" or better. The mode grade assigned was that of "B" (46%). Of the remaining, 20% gave the Department an "A", 28% selected the grade of "C" for their evaluation, and 2% selected "D" or "F". The remaining 4% chose not to assign a letter grade.

The next question pertained to the importance of overall public parks and recreation programs to respondents. Sixty-eight percent of the respondents found public parks and recreation programs to be very important, 28% found them to be somewhat important, and 4% found them unimportant or offered no opinion.

Hypothesis Two:

Question #5 on the written questionnaire measures how aware community respondents are of parks and recreation programs, facilities, and resources. Respondents were asked to check all that applied. The most commonly marked responses were for performing arts activities and classes for children (57.7% each), Kid Company childcare program (60.2%), and swim classes, open swim, and waterslide activities (69.1%). The four least recognized were the Achievers program for developmentally disabled adults (20.3%), the knowledge that there are 21 park locations in Fontana (22.8%), the community gardens (26%), and special interest excursions (31.7%). These were followed closely by the afterschool classes (32.5%) and special events in general (33.3%). Of the total number of respondents, 87% selected at least three or more of the response areas.

Hypothesis Three:

The third hypothesis, as measured by questions 7 and 8, is that residents use many of the recreation facilities and parks and participate in Department-sponsored activities. Of the choices offered in question 7, the top four special events attended by respondents in the past two years include the Fourth of July Fireworks Show (44.7%), the Christmas Parade (43.9%), the Haunted House (35%), and Arts and Crafts Shows (29.3%). The four events least attended are racquetball tournaments (4.9%), eight-ball tournaments (6.5%), triathlon (8.1%), and bicycle race (8.9%). Of the fifteen choices listed, 22.6% of the respondents indicated attending five or more of the special events, with nearly one-half (48.4%) attending three or more special events. Only 18.5% of the respondents had not attended any of the special events offered by the Department over the past two years.

Regarding the use of facilities and/or parks, those facilities used to meet leisure needs most often are the Miller and Don Day Community Centers and the Josephine Knopf Senior Citizens Center. The parks used most often are Miller, Shadow, Southridge, and Veteran's. Those facilities and parks used "on occasion" or more are the Performing Arts Center, and the Miller and Cypress Community Centers, followed closely by the Community Services office and the Martin Tudor Jurupa Hills Regional Park. The facilities respondents noted that they "never" used or of which they were not aware include the Mary Vagle Science and Nature Center, Northgate Park, and Walnut Park. The most noted reasons for non-usage were respondents being too busy or new to the area. About seven out of eight (87.8%) of the respondents have used at least one of the City's facilities

and/or parks on occasion or often. Approximately one out of five (21.8%) have used on occasion or better 11 or more of the parks and facilities, and over half (54.8%) have used six or more locations.

Hypothesis Four:

To determine the future offerings of parks and recreation services, respondents were first asked for which groups they felt there was the greatest need for parks and recreation programs and opportunities. The need identified by 73.2% of the respondents as greatest was for teenage youth, followed closely by elementary-age children with 57.7%, pre-school children, boys in general, and handicapped youth and adults, with 38.2, 38.2, and 32.5 percents respectively. The remainder of the results included, in order of greatest to lowest feeling of need, senior citizens, girls in general, middle-aged adults, young unmarried adults, young married citizens, and others,

The respondents then rated what types of facilities they would most like to see developed. Public swimming pools, a weight/fitness center, and a childcare center led the priority list. The facilities respondents would most like to see improved to some degree are picnic shelters/barbeques and an outdoor amphitheater. The facilities with the greatest number of combined responses of the above are: Open space/parkland (79.1%), teen center (78.9%), public swimming pools (75.5%), and weight/fitness center (74.7%). The facilities which respondents did not want to see developed was a therapeutic sauna for seniors (32.2% rated not at all), facilities desired by a small degree or less also included an eldercare center and cancert/banquet

halls.

Respondents were also asked to pick three activities among each of various program areas and rank them in order of importance. The program areas included: special events, fitness calsses, arts and crafts classes, educational classes, dance/music classes, other classes, clubs, and programs. In the area of special events, of the 25 choices, respondents ranked the International Festival as most important (16.3%), followed by the Fourth of July Fireworks show, teen dances, and the Haunted House as most important to them. The Haunted House and Christmas Parade were each selected highest as the next most important special event, with each receiving 12.4%. These were closely followed by the Fourth of July Fireworks Show and Concerts in the Park. In combined importance, the highest ranking special events are the Christmas Parade, Fourth of July Fireworks Show, International Festival, and Haunted House.

Swimming (42.7%) and Karate/Jiujitsu/Aikido (18.4%) classes were ranked most important in the area of fitness classes. These classes also topped the second most important category. Those ranked third most important from greatest to least include: gymnastics, aerobics, and bowling. Of the combined rankings for fitness classes, 27% of the respondents picked swimming, with 16.3% selecting karate/jiujitsu/aikido, and 15.1% selecting gymnastics and aerobics. Those selected as first and second most important arts and crafts classes in respective order were: drawing/calligraphy (21.5% first, 21.7% second), pottery/ceramics (18.7% first, 23.6% second), and T-shirt art/air brush (18.7% first, 15.1% second). Ranked third most important by respondents were T-shirt art/airbrush,

and pottery/ceramics. The top combined ranked as important arts and crafts classes were pottery/ceramics (19.6%), drawing/calligraphy (19%), and T-shirt art/airbrush (18.4%). Of the educational classes, self-help/motivation was ranked most important (22%), small home repairs was ranked next most important, and gardening/horticulture was ranked third most important. These three classes also received the highest combined responses. In the Dance/Music section, the classes ranked most important were ballet/tap/jazz, with nearly one-third of the response. The next most important ranked class was Mexican Folkloric, with the third most important being piano/keyboard. The highest ranked combined responses included piano/keyboard, ballet/tap/jazz, and ballroom dance. Furthermore, of the eight response areas under other classes, sign language and cooking were ranked as most important, with cooking and drama/acting/theater the next most important, and drama/acting/theater the third most important. Drama/acting/theater, cooking, and sign language received the highest combined response rankings.

Another program area measured was how important various clubs were to respondents. Twenty-four percent of the "most important" responses were for a Teen club, over one third (34.3%) of the "next most important" responses were for a fitness club, and over a quarter of the "third most important" responses responses were for a bicycling club. The highest combined responses for clubs were for a fitness club, a bicycling club, a camping club, and a teen club.

In the area of programs, the largest percentage of responses for the three combined options (most important, next most important, and third

most important) were for full-day childcare, followed by teen activities and neighborhood watch programs. The program with the most responses ranked as most important to respondents was full-day childcare, with the next most important being teen activities, and the third most important being health or legal counseling.

Finally, participants were specifically asked whether or not it was important for the City to use its own funds to help reduce the cost of various parks and recreation activities. More than three-fourths (77.5%) of all responses (54.7% of all respondents), indicated that it was important for the City to expend budget funds to help reduce the cost of *all* twelve activities listed. In addition, 71% of those respondents who did not want the City to expend its dollars did so for three or fewer of the activities listed.

Some activities, however, received greater support than others. Approximately seven-eighths (87.3%) of the respondents would like the City to expend more funds on swim programs for all ages, 86.3% would like more City funds spent on youth sports, and 85.5% would like more money spent on teen programs. Of those responses that were ranked "very important", respondents ranked youth sports and teen programs the highest. Senior programs, center/park maintenance, and afterschool classes were also seen as important by respondents. The activity least desired by residents, though only 36.1% responded unfavorably or gave no response, was roadside landscaping.

Discussion

This discussion is based on the survey findings. First, however, it is important to note that there are several limitations inherent in the survey. Although a good means to distribute roughly 40,000 copies of the community survey to Fontana residents was readily available to the researcher through the Community Services brochure, there is one limitation evident with this type of survey. All 40,000 copies were not expected to reach every resident for a variety of reasons. The most obvious is a doubt as to whether all postal carriers delivered the survey to all homes. In addition, many of the addresses may have been undeliverable for any number of reasons. Residents living in multi-family dwellings likewise may not have been given an opportunity to respond. The survey itself was hidden in a 48-page brochure of parks and recreation services, and therefore did not receive optimum exposure. Return postage was also not included because of budgetary concerns. This, too, would have improved the response rate.

Another important consideration that may have limited the response rate may have to do with the racial and ethnic makeup of the Fontana community. The Hispanic population in Fontana is increasing. Although the Hispanic population is still among the minority in Fontana, comprising 36.1% of the population, according to the 1990 census, the number of Hispanics in Fontana schools has recently become the majority (51.4%).[33] It may have been beneficial to design a version of the survey in Spanish to

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[33] Philip A. Rue, "Hispanics now majority in Fontana School District," *Fontana Herald News*, 3 December, 1992.

improve the response rate among Fontana's non-English speaking population. For these reasons and others, the response rate was <u>well</u> below the desired 20-25% response or better with only 1% response. The data, however, does represent a credible cross-section of the Fontana community with respect to demographic considerations (i.e. sex, age, education, income, and race), which would tend to decrease the degree of concern over sampling bias. Appendix A shows a comparison of this survey's respondent characteristics with that of the 1990 census based on data obtained by the City of Fontana Economic Development Division. Although a direct comparison can be made of only one demographic characteristic, race, or ethnic group, the data can be seen as representative of the community's ethnic makeup. Age, sex, and income charactristics can be compared with a high degree of certainty. More responses from the Hispanic community would have improved the comparison, however.

A most important finding of the survey is that Fontana residents feel positively about the overall activities of the Community Services Department. An overwhelming four out of five respondents have used at least one of the diverse parks and recreation services offered by the Community Services department in the year prior to their completing the survey. Indeed, a majority of the respondents rated parks and *quality* of services above average. This positive evaluation by residents should send a clear message to public officials that parks and recreation activities should be high among municipal service priorities.

Results show that most residents are aware of the traditional parks and recreation services such as classes, swimming, sports, and childcare

activities. More than 85% of those surveyed are aware of three or more of the Department's facilities, programs, special events, classes, activities, or other resources. This is much better than the expectation of 80% of the residents being aware of one or more of the activities, as stated in Hypothesis two.

Surprisingly, performing arts activities have received a high level of awareness in the community. The increasing exposure of the Performing Arts Center in the region over the past few years may acount for this awareness. However, if the Department wishes to improve services, it should commit more money and resources to those activities of the Department that are less well known, such as activities for the developmentlly disabled, afterschool classes, excursions, all park locations, and special events in general. Certainly it would be more effective money management to commit promotional resources from already well-known , traditional sources to these less known activities.

It is not so surprising,however, that the Performing Arts Center, Miller Center, and the Cypress Center are well-used locations, including the Don Day Center. The Performing Arts Center is located adjacent to the administrative office of the Department, from which a large number of activities are centralized. The Performing Arts Center also advertises on a regional basis, with a greater promotion budget than other Department facilities. The Miller Center is home of the Kid Company full-day child care program, and families of the participants in this program may have been more likely to respond to the survey when they received it in the mail. Also, there is a full range of seven-day per week activities at the Cypress Center,

and the Don Day Center is a new community center in the midst of a master-planned housing community.

Similarly, the parks that were expected to show high usage did so. These parks are the Miller Park, Southridge Park, Veteran's Park, and Martin Tudor Jurupa Hills Regional Park. Jurupa Hills Regional Park and Veteran's Park have a greater number of amenities than other Fontana parks as well as higher acreage. Each has a greater number of picnic shelters, and accommodates a greater number of features than other parks such as volleyball courts, ballfields, and a water slide/swim lagoon (Jurupa Hills). Miller Park is the oldest park in the City, with Southridge Park being one of the newest, each is the largest park in its own respective portion of the City.

Most notable to this discussion is the community's expectations for the future of parks and recreation. Residents certainly want services that meet the needs of teenage youth and elementary age children. With much attention given lately to domestic evils and thefate of society, many are advocating a change to the trend of high crime and increased vandalism, drug use, gangs, and illiteracy. It is no wonder the response from the community signals a desire for more teen opportunities and other positive outlets for youth. The development of a teen center, fitness center, swimming pools, childcare center, and open space/parkland are high on the list of facilities that residents want, and full-day childcare, swimming, and teen activities are programs most wanted.

Unfortunately, facilities for the care and activity of senior citizens faired poorly with residents. One would assume that in a trend where

communities are "graying," where the percentage of those over the age of 50, 60, and 70 are increasing faster than any other age groups, there should be a greater demand for senior services. It is possible, however, that many of the senior age respondents failed to note an interest for their own age group activities and, instead, opted for more youth activities. In my past experience, I have noted that seniors do often hold care of the young in high regard.

Another interesting outcome is that of the four special events that residents found most important to them, two of them are no longer organized by the Department. The Christmas Parade and the Haunted House are now planned and conducted by other community organizations. In addition, the Fourth of July Fireworks Show has been targeted for budget cuts each of the last two years, and in each case has required special City Council funding approval. The last of the four most desired special events, the International Festival, is given minimal budget resources each year. This would suggest that in the area of special events, there is a lack of commitment by the Department to meet the future desires of Fontana's residents.

In support of finding parks and recreation services important to them, respondents also want to see taxpayer dollars used to reduce the cost of swim programs for all ages, youth sports, and teen programs. This is consistent with what was found of great interest to the Fontana community in previous discussion. Senior programs, the maintenance of parks and centers, and afterschool classes are also recommended by residents for future funding consideration. It would seem from these results that

residents want their tax dollars spent on these activities first before other priorities or before imposing higher user fees. Furthermore, contrary to what one might expect of a homeowner, roadside landscaping services were not credited with public support. Since respondents ranked roadside landscaping among the lowest in terms of importance of funding, it is recommended that this be of low importance on a list of department spending priorities, or high on a list for possible cutbacks or savings.

Phone Survey Results and Discussion

Results from the phone survey interview of 40 Fontana residents were generally similar to the written survey results. Only about one in six attempted phone calls produced an individual willing to answer the survey. The average response length was six and one-half minutes. Although some of the questions had to be either eliminated or condensed for the purpose of providing a more suitable questionnaire length for the phone, the results helped to substantiate the overall results of the written survey.

The demographic results are summarized in Appendix B. The phone results are fairly representative of the Fontana population as a whole with respect to age and race. With family income, however, the phone respondents tended to be of a lower income; 51.3% of the respondents had incomes of less than $30,000 compared to 34.2% in the written survey. A greater number of Hispanics also responded by phone (27.5% vs. 20.2%), which is more representative of Fontana's population in general. The other differences in demographic characteristics are negligible when one considers the relatively small number of phone responses (n=40).

In reference to the first hypothesis, 77.5% of the phone respondents gave the Community Services Department a grade of "c" or better, which is not overwhelming, as 94% of those completing the written survey had done the same. A greater number of the phone respondents gave the Department a "B" grade (40%), indicating a favorable opinion by the community of the services offered by the Department. A summary of the survey questions and results by phone can be found in the appendix.

Hypothesis Two proposed that residents would show a reasonable

degree of awareness of the Department's services by having no less than 80% of the respondents indicate that they know about any one of each of the Department's different kinds of activities. Exactly 85% of the phone respondents knew about at least four or more of those activities. This would indicate that residents have come in contact with some aspects of Parks and Recreation in the past few years. However, it does not necessarily mean that of the 20 response options listed in question #4 of the phone survey (#5 in the written survey) that the Department has successfully promoted these services. Of the activities listed, the highest awareness is of Performing Arts activities (77.5%), and of the combined areas of swim classes, open swin, and waterslide (77.5%). Classes for adults (70%), and senior citizen services (67.5%), are the next most known activities, followed by classes for children (65%0, and lighted playing courts (60%). These results are quite similar to the written survey for many of the same reasons, with the exception that Kid Company Child Care was one of the least known (12.5%) activities by phone respondents, and one of the most known (60.2%) by written respondents.

Regarding Hypothesis Three, phone respondents showed in their responses to questions # 6 and 7 that they do not use many of the diverse parks and recreation activities offered by the Department. These results give less support to the hypothesis than did the results of the written survey. In the written survey, four out of five respondents had attended one of the special events offered in the past two years; sixty percent of the phone respondents had attended none.

The special event most attended by phone respondents was the

Christmas Parade (20%). The facilities most used were the Miller Community Center (17.5%), Juniper Community Center (10%), and Performing Arts Center (7.5%). The Juniper Center was not expected to be of high use, since the operational hours of the Center have ben reduced the past few years, and the schedule of activities is typically special interest in nature. The most used park, as this researcher had expected, is Veteran's Park, with 45% of the responses. Surprisingly, the Martin Tudor Jurupa Hills Regional park came out low on the list of responses with only 7.5%. The Department's own attendance figures would have probably served as a better indicator for Hypothesis Three than including it on the survey.

In any case, one reason for the difference between phone and written surveys is that in organizing the questions for respondent use of, and participation in, parks, facilities, and events in order to better serve the phone interview, these questions had to be made open-ended rather than closed. Instead of a listing of response options, the phone interviewers asked for only the top three items, limiting choices to whatever immediately came to the respondent's mind. Respondents to the written survey had all of the response options laid out before them, and would have had more time to evaluate the options and answer the survey.

Regarding the future service desire of the community, there were no significant differences between the written and phone surveys. Teenage youth (77.5%), elementary age children (62.5%), and senior citizens (60%), were the groups seen by phone respondents as having the greatest need for parks and recreation services, as were a teen center (17.5%), and a childcare center (12.5%) rated as the facilities most liked to see expanded or

developed. Furthermore, sports-type programs (27.5%), art and crafts classes (15%), teen programs (7.5%), and Karate classes (7.5%) are the activities commonly desired by phone respondents. The acitivities respondents found important to use City tax funds to support are: Science and Nature activities (60%), center/park maintenance (57.5%), and youth classes, senior programs, and afterschool classes (52.5%). Youth sports programs would likely have received a high response, but it was inadvertently left out of the response options of the phone survey. Roadside landscaping (37.5%), was again seen of lowest importance for tax funding of the activities listed.

Conclusion

The intent of this study was to provide a comprehensive, unbiased data base for the City of Fontana Community Services Department. The data collected should assist in the decision-making and policy implementation process necessary to follow the Department's mission. To follow the designs of good social research methods, five hypotheses were identified and evaluated. All the principles of good questionnaire design were followed to get reliable and valid responses.

For the most part, Fontana residents feel good about the parks and recreation services they are receiving. They are also more aware of the types and numbers of parks and recreation services than was initially hypothesized. But most importantly, residents have indicated a direction they want parks and recreation to take – namely, the pursuit of more service for the community's teenage and youth populations.

Unfortunately, today's public resources are limited. Traditional revenue sources for local government are strained. A variety of other services such as police, fire, streets, and sewer are in competition for the same funds as those of parks and recreation. When asked which they would prefer, recreation programs for youth ·or programs against drugs and crime, the typical Fontana resident would have a difficult decision to make. These comparisons or tradeoffs are being asked of community residents by public officials more and more frequently.

In retrospect, the biggest error made in this survey was asking too many questions not centered around a specific topic. The intentions of

measuring residents attitudes and opinions of, awareness of, current use of, and future desire for parks and recreation services are much too comprehensive. Each of these areas of intent in itself may be developed into a more useful written or phone survey. The phone survey was especially difficult to condense so as to keep it interesting enough to keep the respondents attention and yet not too lengthy. Finding qualified telephone interviewers was also a difficult task. However, each question can provide this researcher and the City of Fontana Community Services Department with valuable data from which action can arise and future service levels can be established.

APPENDIX A

Recreation and Parks
Written Community Survey

Community Survey--We Value Your Input

Your household is one of many in which Fontana residents are being asked to give their opinion about activities in City sponsored Recreation and Parks programs. In order that these results truly represent the thought of the people of Fontana, it is important that each questionnaire be completed and returned as soon as possible. You may be assured of complete confidentiality. We will be most happy to answer any questions by calling (714)350-7635. Drop off this completed survey in person at the Community Services Office or any neighborhood community center and we'll send you a FREE pass to Jurupa Lagoon.

1. Has the City Parks and Recreation Program met the recreational needs of your family? ( ) yes ( ) no ( ) no opinion

2. Are Fontana's existing parks and facilities being adequately maintained? ( ) yes ( ) no ( ) no opinion

3. The City of Fontana Parks and Recreation Department operates recreation activities and facilities for the City of Fontana. Using a letter grade as you would on a school report card: A=excellent, B=very good, C=satisfactory, D=poor, and F=fail, how would you rate the quality of service provided by the Parks and Recreation Department?
( )A ( )B ( )C ( )D ( )F   ( ) no opinion

4. How important is the public parks and recreation program to you at this time?
( )very important ( )somewhat important ( )not important

5. Which of the following programs/activities are you aware of: (please check all that apply)

( ) Lighted playing courts   ( ) Tiny Tot Programs
( ) Performing Arts   ( ) Community Gardens
( ) Classes for Children   ( ) Racquetball play
( ) Classes for Adults   ( ) Picnic shelter reservation
( ) Twenty-one Park locations   ( ) Ballfield reservations
( ) Senior Citizen services   ( ) Afterschool Classes
( ) Outdoor Activities   ( ) Special Interest excursions
( ) Special Events   ( ) Achievers Club
( ) KID CO.   ( ) Sports Program
( ) Private facility rentals for parties, socials, group meetings
( ) Swim classes, open swim, waterslide

6. For which groups do you feel there is the greatest need for parks and recreational programs and opportunities in Fontana ?
( ) Pre-school Children   ( ) Elementary-age children
( ) Teenage Youth   ( ) Young Unmarried Adults
( ) Young Married Citizens   ( ) Middle-age Adults
( ) Senior Citizens   ( ) Handicapped Youth/Adults
( ) Boys in general   ( ) Girls in general
( ) other_____

7. The Department sponsors many City-wide special events for children and adults alike. Please mark each of the following events you have attended in the last two years:
( )Haunted House   ( )Fourth of July
( )International Festival ( )Bicycle Race
( )Rent-a-Santa   ( )Arts and Crafts Shows
( )Triathlon   ( )Fontana Half Marathon
( )Softball Tournaments   ( )Easter Egg Hunt
( )Christmas Parade   ( )Teen Dances
( ) 8-Ball Tournament   ( )Racquetball Tournaments
( ) Black History Parade and Beauty Pageant

8. Indicate how often each facility is used to meet your family's parks and recreation leisure needs:

	Not Aware	Never	On Occasion	Often
Community Services Office	( )	( )	( )	( )
Cultural Arts Center	( )	( )	( )	( )
Cypress Community Center	( )	( )	( )	( )
Don Day Community Center	( )	( )	( )	( )
Jessie Turner Center	( )	( )	( )	( )
Jo Knopf Senior Center	( )	( )	( )	( )
Juniper Community Center	( )	( )	( )	( )
Mary Vagle Science /Nature	( )	( )	( )	( )
Miller Community Center	( )	( )	( )	( )
Performing Arts Center	( )	( )	( )	( )
Heritage Village Pool	( )	( )	( )	( )
Catawba Park	( )	( )	( )	( )
Chaparral Park	( )	( )	( )	( )
Cypress Park	( )	( )	( )	( )
Juniper Park	( )	( )	( )	( )
Martin Tudor Jurupa Hills	( )	( )	( )	( )
McDermott Park	( )	( )	( )	( )
Miller Park	( )	( )	( )	( )
North Fontana Park	( )	( )	( )	( )
Northgate Park	( )	( )	( )	( )
Oak Park	( )	( )	( )	( )
Santa Fe Park	( )	( )	( )	( )
Seville Park/Amphitheater	( )	( )	( )	( )
Southridge Park	( )	( )	( )	( )
Shadow Park	( )	( )	( )	( )
Veteran's Park	( )	( )	( )	( )
Veteran's Park West	( )	( )	( )	( )
Village Park	( )	( )	( )	( )
Walnut Grove Park	( )	( )	( )	( )

8a. If you have not used any of these facilities or parks within the last 12 months, why not?
( ) new to area ( )no prior interest ( )too busy
( ) didn't know about parks ( )other_____

9. Please rate the facilities you would most like to see expanded or developed?

	Not At All	To A Small Degree	To Some Degree	To A Great Degree
Indoor Sports Gymnasium	( )	( )	( )	( )
Picnic Shelters/BBQ	( )	( )	( )	( )
Seniors Therapeutic Sauna	( )	( )	( )	( )
Lighted Baseball Fields	( )	( )	( )	( )
Lighted Softball Fields	( )	( )	( )	( )
Soccer Fields	( )	( )	( )	( )
Public Swimming Pools	( )	( )	( )	( )
Eldercare Center	( )	( )	( )	( )
Concert/Banquet Halls	( )	( )	( )	( )
Teen Center	( )	( )	( )	( )
Outdoor Amphitheatre	( )	( )	( )	( )
Weight/Fitness Center	( )	( )	( )	( )
Childcare Center	( )	( )	( )	( )
Multipurpose Centers	( )	( )	( )	( )
Open Space/Parkland	( )	( )	( )	( )
Equestrian/BikeTrails	( )	( )	( )	( )

Other_____

10. Pick three activities under each of the following programs which are most important to you, and rank them 1 (most important), 2 (next important), and 3 (3rd most important):

SPECIAL EVENTS:

( ) Halloween Costume Contest ( ) Christmas Parade
( ) Haunted House ( ) New Years Eve Sleepover
( ) International Festival ( ) Teen Dance
( ) Concerts in the Park ( ) "Fun Day" in the Park
( ) Movies in the Park ( ) Talent Show
( ) 4th of July Fireworks Show ( ) Local History Tour
( ) Easter Egg Hunt ( ) Arbor & Earth Day Events
( ) Arts and Crafts Show ( ) Sports Festival of
( ) Bicycle Race   Tournaments
( ) Triathlon ( ) Beauty Pageant
( ) Half Marathon ( ) Black History Parade
( ) 5K/10K Run ( ) Photo Show/Art Show
( ) Singing Valentine ( )Other_____

FITNESS CLASSES:

( ) Karate/Jui Jitsu/Aikido ( ) Senior Fitness
( ) Swimming ( ) Golf
( ) Gymnastics ( ) Bowling
( ) Aerobics ( )Other_____

ARTS & CRAFTS CLASSES:

( ) Painting(oil & acrylic) ( ) Sewing
( ) Drawing/Calligraphy ( ) Indian Crafts
( ) Pottery/Ceramics ( ) Floral Arrangement
( ) T-shirt Art/Air Brush ( ) Other_____

EDUCATIONAL CLASSES:

( ) Business Management ( ) Small Home Repairs
( ) Financial Management ( ) Gardening/Horticulture
( ) English as a Second ( ) Dog Obedience
     Language ( ) Indian Lore
( ) Self Help/Motivation ( ) Language_____
( ) Outdoor Education ( ) Other_____

PROGRAMS:

( ) Adopt-A-Park ( ) Excursions/Bus Trips
( ) Day Camps ( ) Year-round Lap Swim
( ) Eldercare   and pool rental
( ) Full-day Childcare ( ) Travel Film Series
( ) Neighborhood Watch ( ) Tiny Tots(3-5yrs. old)
( ) Family Camping Trips ( ) Youth-At-Risk/Parenting
( ) Developmentally Disabled ( ) Health or legal counseling
( ) Teen Activities ( ) Other_____

CLUBS

( ) Science ( ) Bicycling
( ) Collection,Hobby:_____ ( ) Fitness
( ) Teen ( ) Travel
( ) Camping ( ) Other_____

DANCE/MUSIC CLASSES:

( ) Ballet/Tap/Jazz ( ) Ballroom
( ) Baton/Cheer & Drill ( ) Piano/Keyboard
( ) Country/Square Dance ( ) Guitar
( ) Mexican Folklorico ( ) other_____

OTHER CLASSES:

( ) Sign Language ( ) Cooking_____
( ) Modeling ( ) Cake Decorating
( ) Makeup ( ) Meditation
( ) Drama/Acting/Theatre ( ) Other_____

11. How important would you say it is for the City to use its tax funds to help support the cost of parks and recreation activities. Would you say that it is very important, somewhat important, unimportant, or very unimportant to use City funds to reduce the cost of the following activities.(dk/na= don't know/no answer)

	vy	sm	un	vyun	dk/na
Youth classes(ballet, art, etc)	( )	( )	( )	( )	( )
Youth Sports	( )	( )	( )	( )	( )
Senior Programs	( )	( )	( )	( )	( )
Special Events	( )	( )	( )	( )	( )
Performing Arts Activities	( )	( )	( )	( )	( )
Science & Nature Activities	( )	( )	( )	( )	( )
Afterschool Classes	( )	( )	( )	( )	( )
Swim Program for all ages	( )	( )	( )	( )	( )
Teen Programs	( )	( )	( )	( )	( )
Roadside Landscaping	( )	( )	( )	( )	( )
New Community Centers	( )	( )	( )	( )	( )
Center/Park Maintenance	( )	( )	( )	( )	( )

12. Your Age Range:
( ) under 20   ( ) 30 -39   ( ) 50 -59
( ) 20 - 29   ( ) 40 - 49   ( ) 60 and over

13. ( ) male   ( ) female
13a. ( )Single   ( ) Married ( )Widowed   ( )Divorced

14. Please indicate your highest level of formal education attained:
( ) did not finish high school   ( ) High school graduate
( ) some college   ( ) 2yr. degree graduate
( ) 4yr. college graduate   ( ) graduate degree

14. Annual Family Income (optional)
( ) Under $10,000   ( ) $30,000 - $39,000
( ) $10,000 - $19,000   ( ) $40,000 or more
( ) $20,000 - $29,000

15. Racial or Ethnic background.
( ) White   ( ) African-American   ( ) Hispanic
( ) Asian   ( ) Native American
( ) Other_____

Thank you for your time and consideration.
Please return by July 17, 1992 to:
City of Fontana Community Services Department
9460 Sierra Avenue, Fontana, CA 92335 Att: Mitch Assumma
Drop off this completed survey in person at the Community Services Office or any neighborhood community center and we'll send you a FREE pass to Jurupa Lagoon.

APPENDIX B

Recreation and Parks
Survey Results - Written Survey

1. Has the City Parks and Recreation Program met the recreational needs of
    your family?

           Yes: 100
            No: 9
    No Opinion: 14

	Yes	No	No Opinion
Under 20	21	1	7
20-29	14	1	1
30-39	46	4	3
40-49	11	3	0
50-59	3	0	1
60 and over	5	0	2

	Yes	No	No Opinion
Male	31	3	10
Female	59	6	3

	Yes	No	No Opinion
Single	18	0	7
Married	52	3	3
Widowed	3	0	1
Divorced	5	3	1

Question 1 continued:
    Has the City Parks and Recreation Program met the recreational needs of
    your family?

	Yes	No	No Opinion
Did not finish high school	13	1	8
High school graduate	28	2	3
Some college	29	3	1
2 yr. degree graduate	10	0	1
4 yr. college graduate	9	3	0
Graduate degree	5	0	0

	Yes	No	No Opinion
Under $10,000	9	1	9
$10,000-$19,000	7	0	1
$20,000-$29,000	7	1	0
$30,000-$39,000	26	1	2
$40,000 or more	37	6	1

	Yes	No	No Opinion
White	56	6	5
African-American	13	1	3
Hispanic	19	2	3
Asian	3	0	0
Native American	1	0	0
Other	5	0	2

2. Are Fontana's existing parks and facilities being adequately maintained?

            Yes: 84
             No: 14
    No Opinion: 25

	Yes	No	No Opinion
Under 20	19	1	9
20-29	10	3	3
30-39	45	3	5
40-49	6	5	3
50-59	2	0	2
60 and over	2	2	3

	Yes	No	No Opinion
Male	28	3	13
Female	50	10	8

	Yes	No	No Opinion
Single	16	1	8
Married	45	7	6
Widowed	1	0	3
Divorced	6	3	0

Question 2 continued:
    Are Fontana's existing parks and facilities being adequately maintained?

	Yes	No	No Opinion
Did not finish high school	10	3	9
High school graduate	24	3	6
Some college	28	2	3
2 yr. degree graduate	8	2	1
4 yr. college graduate	6	4	2
Graduate degree	4	0	1

	Yes	No	No Opinion
Under $10,000	9	2	8
$10,000-$19,000	8	0	0
$20,000-$29,000	5	1	2
$30,000-$39,000	20	2	7
$40,000 or more	3	8	5

	Yes	No	No Opinion
White	49	10	8
African-American	10	1	6
Hispanic	16	2	6
Asian	3	0	0
Native American	0	0	1
Other	4	0	3

3. The City of Fontana Parks and Recreation Department operates recreation activities and facilities for the City of Fontana. Using a letter grade as you would on a school report card: A=excellent, B=very good, C=satisfactory, D=poor and F=fail, how would you rate the quality of service provided by the Parks and Recreation Department?

A: 24   B: 56   C: 34   D: 3   F: 1   No opinion: 5

	A	B	C	D	F	No Opinion
Under 20	6	11	7	1	0	4
20-29	2	6	6	1	0	1
30-39	10	27	14	1	1	0
40-49	3	7	4	0	0	0
50-59	1	3	0	0	0	0
60 and over	2	2	3	0	0	0

	A	B	C	D	F	No Opinion
Male	10	19	9	1	1	4
Female	12	32	21	2	0	1

	A	B	C	D	F	No Opinion
Single	5	9	6	1	0	4
Married	10	31	16	0	0	1
Widowed	1	1	2	0	0	0
Divorced	0	5	2	1	1	0

Question 3 continued:
   The City of Fontana Parks and Recreation Department operates recreation
   activities and facilities for the City of Fontana. Using a letter grade
   as you would on a school report card: A=excellent, B=very good,
   C=satisfactory, D=poor and F=fail, how would you rate the quality of
   service provided by the Parks and Recreation Department?

	A	B	C	D	F	No Opinion
Did not finish high school	5	7	5	1	0	4
High school graduate	3	21	8	1	0	0
Some college	4	14	13	0	1	1
2 yr. degree graduate	6	4	1	0	0	0
4 yr. college graduate	2	6	3	1	0	0
Graduate degree	2	2	1	0	0	0

	A	B	C	D	F	No Opinion
Under $10,000	4	6	4	1	0	4
$10,000-$19,000	1	2	5	0	0	0
$20,000-$29,000	3	4	1	0	0	0
$30,000-$39,000	5	13	9	1	1	0
$40,000 or more	8	24	10	1	0	1

	A	B	C	D	F	No Opinion
White	15	30	19	1	1	1
African-American	1	7	8	1	0	0
Hispanic	4	13	4	1	0	2
Asian	0	3	0	0	0	0
Native American	0	0	1	0	0	0
Other	1	3	1	0	0	2

4. How important is the public parks and recreation program to you at this time?

Very important: 82   Somewhat important: 34   Not important: 5   NR: 2

	Very important	Somewhat important	Not important
Under 20	23	4	1
20-29	11	4	0
30-39	36	16	1
40-49	5	9	0
50-59	3	1	0
60 and over	4	0	3

	Very important	Somewhat important	Not important
Male	31	9	2
Female	44	23	1

	Very important	Somewhat important	Not important
Single	20	3	0
Married	37	20	1
Widowed	2	1	1
Divorced	5	4	0

Question 4 continued:
How important is the public parks and recreation program to you at this time?

	Very important	Somewhat important	Not important
Did not finish high school	17	3	1
High school graduate	20	11	2
Some college	24	9	0
2 yr. degree graduate	6	5	0
4 yr. college graduate	8	3	1
Graduate degree	3	2	0

	Very important	Somewhat important	Not important
Under $10,000	15	2	1
$10,000-$19,000	3	5	0
$20,000-$29,000	5	3	0
$30,000-$39,000	20	8	1
$40,000 or more	27	15	2

	Very important	Somewhat important	Not important
White	45	21	1
African-American	12	4	1
Hispanic	15	7	2
Asian	2	1	0
Native American	1	0	0
Other	5	1	0

5. Which of the following program/activities are you aware of:
(check all that apply)
A. Lighted playing courts: 72   L. Tiny Tot Programs: 62
B. Performing Arts: 71   M. Community Gardens: 32
C. Classes for Children: 71   N. Racquetball play: 53
D. Classes for Adults: 63   O. Picnic shelter reservation: 52
E. Twenty-one Park locations: 28   P. Ballfield reservations: 42
F. Senior Citizen services: 52   Q. Afterschool Classes: 40
G. Outdoor Activities: 47   R. Special Interest excursions: 39
H. Special Events: 41   S. Achievers Club: 25
I. KID CO.: 74   T. Sports Program: 54
J. Private facility rentals for parties, socials, group meetings: 60
K. Swim classes, open swim, waterslide: 85

	Under 20	20-29	30-39	40-49	50-59	60 and over	
A	11	11	25	9	3	3	
B	7	12	33	12	4	3	
C	6	13	38	7	3	4	
D	5	11	31	9	4	3	
E	4	6	11	3	2	2	
F	5	11	19	9	4	4	
G	9	9	20	5	1	3	
H	5	8	17	6	3	2	
I	10	12	36	9	3	4	
J	6	12	31	5	3	3	
K	15	13	40	12	3	2	
L	4	12	30	10	3	3	
M	3	7	14	3	3	2	
N	6	9	28	7	0	3	
O	7	9	25	7	2	2	
P	8	9	17	5	1	2	
Q	6	6	17	7	2	2	
R	4	5	18	6	3	3	
S	3	5	6	4	4	3	
T	6	12	21	8	4	3	

Question 5 continued:
   Which of the following programs/activities are you aware of:

	Male	Female	
A	21	34	
B	17	48	
C	17	49	
D	15	43	
E	7	18	
F	13	35	
G	14	30	
H	13	24	
I	21	46	
J	13	40	
K	27	50	
L	13	43	
M	9	20	
N	15	33	
O	15	33	
P	16	22	
Q	10	26	
R	11	25	
S	8	15	
T	16	34	

Question 5 continued:
    Which of the following programs/activities are you aware of:

	Single	Married	Widowed	Divorced	
A	8	30	1	6	
B	6	39	3	7	
C	8	45	1	5	
D	4	38	3	4	
E	6	15	0	3	
F	6	28	3	6	
G	8	25	2	5	
H	5	23	1	5	
I	10	41	1	5	
J	5	32	2	4	
K	14	44	2	5	
L	5	41	1	6	
M	3	16	2	5	
N	7	31	1	4	
O	6	31	1	6	
P	8	18	1	5	
Q	5	22	1	4	
R	5	21	1	4	
S	3	12	2	3	
T	6	29	3	4	

Question 5 continued:
Which of the following programs/activities are you aware of:

	Did not finish high school	High school graduate	Some college	2 yr. degree graduate	4 yr. college graduate	Graduate degree	
A	6	19	18	4	8	3	
B	7	17	23	10	8	3	
C	5	13	27	10	8	3	
D	2	15	22	8	8	4	
E	4	6	8	3	4	1	
F	4	14	15	7	5	3	
G	7	11	18	3	5	1	
H	3	10	17	2	4	2	
I	10	23	21	9	6	2	
J	3	14	20	7	7	4	
K	10	23	25	10	8	4	
L	3	15	25	6	8	2	
M	1	6	14	2	4	3	
N	3	12	18	8	7	2	
O	7	11	19	4	7	2	
P	5	10	13	3	6	3	
Q	2	11	17	2	6	1	
R	3	10	16	2	5	2	
S	2	7	7	3	3	3	
T	9	12	16	6	7	5	

Question 5 continued:
     Which of the following programs/activities are you aware of:

	Under $10,000	$10,000-$19,000	$20,000-$29,000	$30,000-$39,000	$40,000 or more	
A	6	4	4	17	23	
B	5	5	5	20	29	
C	3	4	4	19	30	
D	1	4	4	16	29	
E	4	1	3	6	11	
F	5	3	3	15	19	
G	5	3	0	15	19	
H	4	1	1	11	19	
I	5	6	4	23	28	
J	2	1	2	19	25	
K	9	4	4	21	34	
L	4	2	5	17	26	
M	1	1	1	9	15	
N	2	5	1	16	24	
O	5	4	2	16	20	
P	5	4	2	9	18	
Q	1	3	2	12	17	
R	2	1	0	12	20	
S	2	1	0	10	12	
T	7	2	3	15	22	

Question 5 continued:
Which of the following programs/activities are you aware of:

	White	African-American	Hispanic	Asian	Native American	Other	
A	35	5	14	1	1	5	
B	48	7	12	0	1	2	
C	46	10	8	3	1	1	
D	41	7	8	3	1	1	
E	12	5	9	1	0	0	
F	32	6	9	1	0	1	
G	25	4	12	2	1	3	
H	20	6	9	2	1	2	
I	49	8	11	1	1	3	
J	35	5	13	2	1	1	
K	46	11	18	3	1	3	
L	40	7	9	2	1	1	
M	19	3	7	1	1	0	
N	31	6	11	2	1	0	
O	33	7	7	1	1	2	
P	22	6	8	1	1	2	
Q	24	8	5	2	1	0	
R	24	6	7	1	1	0	
S	12	3	9	0	1	0	
T	31	7	10	1	1	2	

6. For which groups do you feel there is the greatest need for parks and recreational programs and opportunities in Fontana?
   A. Pre-school children: 47   F. Elementary-age children: 66
   B. Teenage Youth: 90   G. Young Unmarried Adults: 27
   C. Young Married Citizens: 19   H. Middle-age Adults: 28
   D. Senior Citizens: 32   I. Handicapped Youth/Adults: 40
   E. Boys in general: 47   J. Girls in general: 31
        K. Other: 8

	Under 20	20-29	30-39	40-49	50-59	60 and over	
A	7	13	21	5	0	1	
B	24	11	39	11	0	3	
C	2	6	5	2	1	1	
D	2	5	12	6	4	3	
E	13	7	20	4	0	3	
F	9	14	34	8	1	0	
G	7	4	13	0	2	1	
H	6	4	9	4	1	2	
I	6	6	12	8	2	4	
J	5	6	15	3	0	2	
K	1						

	Male	Female	
A	14	27	
B	34	46	
C	3	10	
D	8	18	
E	21	24	
F	22	38	
G	8	14	
H	9	14	
I	11	20	
J	10	19	
K			

Question 6 continued:
For which groups do you feel there is the greatest need for parks and recreational programs and opportunities in Fontana?

	Single	Married	Widowed	Divorced	
A	9	26	0	4	
B	19	41	2	7	
C	2	10	0	0	
D	4	16	2	2	
E	13	23	2	5	
F	9	36	9	4	
G	6	14	0	0	
H	6	14	1	0	
I	4	18	1	6	
J	4	19	1	4	
K					

	Did not finish high school	High school graduate	Some college	2 yr. degree graduate	4 yr. college graduate	Graduate degree	
A	5	11	20	1	6	1	
B	19	22	25	8	8	2	
C	2	6	4	1	4	0	
D	3	9	7	3	5	3	
E	13	11	15	4	3	1	
F	6	20	24	4	6	3	
G	6	9	5	3	3	0	
H	5	11	4	2	3	0	
I	6	9	11	3	5	1	
J	6	6	9	5	3	1	
K	1						

Question 6 continued:
For which groups do you feel there is the greatest need for parks and recreational programs and opportunities in Fontana?

	Under $10,000	$10,000-$19,000	$20,000-$29,000	$30,000-$39,000	$40,000 or more	
A	4	3	3	8	20	
B	16	5	5	16	36	
C	3	0	2	4	6	
D	4	0	0	9	14	
E	12	3	1	9	19	
F	5	4	4	16	27	
G	5	4	1	4	10	
H	4	2	3	6	8	
I	5	3	2	9	14	
J	6	3	1	6	13	
K	1					

	White	African-American	Hispanic	Asian	Native American	Other	
A	27	9	5	1	0	3	
B	47	12	17	2	1	7	
C	9	2	4	0	1	1	
D	20	2	6	1	0	1	
E	21	11	13	1	0	1	
F	39	10	10	2	1	2	
G	13	2	9	0	1	1	
H	10	4	10	0	0	1	
I	23	3	8	1	0	2	
J	20	3	5	1	0	1	
K	1						

7. The Department sponsors many City-wide special events for children and adults alike. Please mark each of the following events you have attended in the last two years.

A. Haunted House: 43
B. International Festival: 27
C. Rent-a-Santa: 12
D. Triathlon: 10
E. Softball Tournaments: 22
F. Christmas Parade: 54
G. 8-Ball Tournament: 8
H. Black History Parade and Beauty Pageant: 17

I. Fourth of July: 55
J. Bicycle Race: 11
K. Arts and Crafts Shows: 36
L. Fontana Half Marathon: 13
M. Easter Egg Hunt: 33
N. Teen Dances: 14
O. Racquetball Tournaments: 6

	Under 20	20-29	30-39	40-49	50-59	60 and over	
A	7	6	19	6	1	4	
B	3	1	9	7	3	4	
C	0	3	7	1	1	0	
D	1	1	4	0	2	2	
E	3	4	8	6	0	1	
F	5	9	26	7	3	4	
G	5	0	0	2	0	1	
H	9	0	2	4	1	1	
I	13	8	20	5	3	6	
J	2	0	3	2	2	2	
K	2	4	18	3	4	5	
L	4	0	3	3	1	2	
M	6	7	14	4	0	2	
N	6	0	6	1	0	1	
O	1	0	2	2	0	1	

Question 7 continued:
    The Department sponsors many City-wide special events for children and
    adults alike. Please mark each of the following events you have
    attended in the last two years.

	Male	Female	
A	16	23	
B	6	17	
C	3	7	
D	5	3	
E	9	11	
F	13	34	
G	6	2	
H	13	4	
I	21	28	
J	7	3	
K	8	23	
L	6	6	
M	10	19	
N	5	9	
O	4	1	

Question 7 continued:
    The Department sponsors many City-wide special events for children and
    adults alike.   Please mark each of the following events you have
    attended in the last two years.

	Single	Married	Widowed	Divorced	
A	3	20	2	5	
B	1	17	1	1	
C	0	8	0	2	
D	0	3	0	2	
E	1	9	1	2	
F	4	32	1	4	
G	2	1	2	0	
H	7	2	1	1	
I	8	23	1	6	
J	1	3	1	0	
K	0	22	1	2	
L	2	5	1	0	
M	4	19	0	2	
N	1	5	1	1	
O	0	1	1	0	

Question 7 continued:
    The Department sponsors many City-wide special events for children and
    adults alike.   Please mark each of the following events you have
    attended in the last two years.

	Did not finish high school	High school graduate	Some college	2 yr. degree graduate	4 yr. college graduate	Graduate degree	
A	5	14	12	5	5	0	
B	2	11	7	2	2	3	
C	2	4	2	2	2	0	
D	2	4	2	1	1	0	
E	1	11	8	0	0	1	
F	4	18	15	7	7	3	
G	3	3	1	0	0	1	
H	7	3	4	1	2	0	
I	9	16	16	5	6	1	
J	2	4	3	1	0	1	
K	4	11	10	5	4	2	
L	3	5	4	1	0	0	
M	3	14	9	2	4	0	
N	3	5	4	0	0	0	
O	2	3	1	0	0	0	

Question 7 continued:
    The Department sponsors many City-wide special events for children and
    adults alike. Please mark each of the following events you have
    attended in the last two years.

	Under $10,000	$10,000- $19,000	$20,000- $29,000	$30,000- $39,000	$40,000 or more	
A	6	4	2	15	12	
B	3	0	3	9	11	
C	2	1	0	4	5	
D	1	0	0	7	1	
E	2	4	2	7	7	
F	4	3	5	18	21	
G	2	1	1	1	3	
H	4	1	2	3	7	
I	7	4	6	16	18	
J	1	0	0	5	5	
K	3	0	3	13	15	
L	4	0	2	5	2	
M	4	3	4	8	12	
N	3	3	1	2	3	
O	1	0	0	4	1	

Question 7 continued:
    The Department sponsors many City-wide special events for children and
    adults alike.   Please mark each of the following events you have
    attended in the last two years.

	White	African-American	Hispanic	Asian	Native American	Other	
A	24	5	11	0	1	1	
B	16	0	7	2	1	1	
C	8	0	3	0	1	0	
D	3	1	4	0	1	1	
E	11	2	7	0	1	0	
F	37	3	10	1	1	1	
G	4	1	1	1	0	1	
H	6	4	4	0	0	3	
I	32	7	11	0	1	3	
J	5	0	4	0	1	1	
K	23	1	8	1	1	1	
L	5	1	4	0	1	2	
M	23	3	5	0	0	2	
N	5	3	5	0	0	1	
O	0	1	3	0	1	1	

8. Indicate how often each facility is used to meet your family's parks and recreation leisure needs:

	Not Aware	Never	On occasion	Often	
Community Services Office	30	40	31	2	
Cultural Arts Center	34	45	19	1	
Cypress Community Center	28	40	24	11	
Don Day Community Center	27	49	10	15	
Jessie Turner Center	28	51	17	3	
Jo Knopf Senior Center	31	47	13	14	
Juniper Community Center	32	45	23	3	
Mary Vagle Science/Nature	34	54	10	3	
Miller Community Center	20	36	25	24	
Performing Arts Center	23	27	42	9	
Heritage Village Pool	30	52	12	5	
Catawba Park	42	43	10	1	
Chaparral Park	37	42	15	6	
Cypress Park	33	43	27	6	
Juniper Park	23	44	27	6	
Martin Tudor Jurupa Hills	28	30	34	8	
McDermott Park	40	44	12	5	
Miller Park	22	31	31	18	

Question 8 continued:
    Indicate how often each facility is used to meet your family's parks and
    recreation leisure needs:

	Not Aware	Never	On occasion	Often	
North Fontana Park	34	44	13	4	
Northgate Park	47	41	5	7	
Oak Park	37	39	11	9	
Santa Fe Park	32	39	15	10	
Seville Park/Amphitheater	36	38	16	7	
Southridge Park	26	50	11	12	
Shadow Park	25	42	17	13	
Veteran's Park	20	26	46	12	
Veteran's Park West	24	37	25	10	
Village Park	39	46	9	4	
Walnut Grove Park	40	48	6	2	

8a. If you have not used any of these facilities or parks within the last 12 months, why not?

New to area: 15   No prior interest: 11   Too busy: 18
Didn't know about parks: 10
Other: 2 (too far, 1; other, 1)

	New to area	No prior interest	Too busy	Didn't know about parks	Other	
Under 20	10	3	4	1		
20-29	2	0	4	4		
30-39	2	3	8	5	1	
40-49	1	2	2	0		
50-59	0	3	0	0		
60 and over	0	0	0	0		

	New to area	No prior interest	Too busy	Didn't know about parks	Other	
Male	11	6	3	2	1	
Female	2	5	12	7		

	New to area	No prior interest	Too busy	Didn't know about parks	Other	
Single	9	3	2	2		
Married	4	4	9	6		
Widowed	0	1	0	0		
Divorced	0	1	1	0		

Question 8a continued:
    If you have not used any of these facilities or parks within the last 12
    months, why not?

	New to area	No prior interest	Too busy	Didn't know about parks	Other	
Did not finish high school	7	1	2	2		
High school graduate	4	3	7	1		
Some college	2	1	3	3		
2 yr. degree graduate	0	2	2	2		
4 yr. college graduate	0	1	3	1		
Graduate degree	0	3	0	0		

	New to area	No prior interest	Too busy	Didn't know about parks	Other	
Under $10,000	6	2	1	1		
$10,000-$19,000	1	2	3	0		
$20,000-$29,000	1	2	3	1		
$30,000-$39,000	1	3	4	1		
$40,000 or more	4	2	5	5	1	

	New to area	No prior interest	Too busy	Didn't know about parks	Other	
White	6	6	12	5		
African-American	1	2	0	2		
Hispanic	1	2	3	1		
Asian	1	0	1	0		
Native American	4	0	1	0		
Other	0	0	1	1		

9. Please rate the facilities you would most like to see expanded or developed?

	Not at all	To a small degree	To some degree	To a great degree	
Indoor Sports Gymnasium	15	8	28	39	
Picnic shelters/BBQ	12	20	44	22	
Seniors Therapeutic Sauna	29	21	25	15	
Lighted baseball fields	14	16	36	22	
Lighted softball fields	14	18	26	27	
Soccer fields	14	18	26	32	
Public swimming pools	6	17	29	42	
Eldercare Center	21	24	31	20	
Concert/Banquet Halls	21	23	30	19	
Teen center	5	15	37	38	
Outdoor Amphitheatre	15	12	40	27	
Weight/Fitness Center	9	16	31	43	
Childcare Center	15	16	22	41	
Multipurpose Centers	13	11	35	34	
Open space/Parkland	8	11	34	38	
Equestrian/Bike trails	15	13	30	38	
Other					

10. Pick three activities under each of the following programs which are most important to you, and rank them 1 (most important), 2 (next important), and 3 (3rd most important):

SPECIAL EVENTS:	1	2	3
Halloween Costume Contest	6	1	4
Haunted House	11	15	7
International Festival	20	8	6
Concerts in the Park	8	12	8
Movies in the Park	9	5	6
4th of July Fireworks Show	16	13	9
Easter Egg Hunt	1	6	5
Arts and Crafts Show	3	4	18
Bicycle Race	2	2	0
Triathlon	3	0	0
Half Marathon	0	1	0
5K/10K Run	0	2	1
Singing Valentine	0	0	0
Christmas Parade	6	15	20
New Year's Eve Sleepover	2	3	3
Teen Dance	14	4	4
"Fun Day" in the Park	5	9	5
Talent Show	2	3	4
Local History Tour	2	2	1
Arbor & Earth Day Events	0	5	1
Sports Festival of Tournaments	7	2	5
Beauty Pageant	0	2	3
Black History Parade	1	5	4
Photo Show/Art Show	2	2	5
Other			

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Question 10 continued:
    Pick three activities under each of the following programs which are
    most important to you, and rank them 1 (most important), 2 (next
    important), and 3 (3rd most important):

FITNESS CLASSES:	1	2	3
Karate/Jiu Jitsu/Aikido	23	20	13
Swimming	53	27	13
Gymnastics	9	19	24
Aerobics	12	16	24
Senior Fitness	13	8	7
Golf	5	3	4
Bowling	4	19	23
Other			

ARTS & CRAFTS CLASSES:	1	2	3
Painting (oil & acrylic)	15	16	16
Drawing/Calligraphy	23	23	14
Pottery/Ceramics	20	25	17
T-shirt Art/Air Brush	20	16	22
Sewing	10	10	9
Indian Crafts	12	5	9
Floral Arrangement	7	11	16
Other			

Question 10 continued:
    Pick three activities under each of the following programs which are
    most important to you, and rank them 1 (most important), 2 (next
    important), and 3 (3rd most important):

EDUCATIONAL CLASSES:	1	2	3
Business Management	17	5	9
Financial Management	10	17	14
English as a Second Language	7	9	6
Self Help/Motivation	24	13	9
Outdoor Education	15	3	19
Small Home Repairs	14	31	12
Gardening/Horticulture	10	10	22
Dog Obedience	9	11	7
Indian Lore	1	7	8
Language			
Other			

PROGRAMS:	1	2	3
Adopt-A-Park	5	0	6
Day Camps	8	14	13
Eldercare	6	7	8
Full-day Childcare	31	11	6
Neighborhood Watch	15	13	10
Family Camping Trips	6	6	7
Developmentally Disabled	3	5	4
Teen Activities	13	17	10
Excursions/Bus Trips	6	10	11
Year-round Lap Swim and pool rental	5	9	6
Travel Film Series	2	1	3
Tiny Tots (3-5 yrs. old)	8	4	3
Youth-At-Risk/Parenting	6	13	5
Health or legal counseling	2	2	14
Other			

Question 10 continued:
    Pick three activities under each of the following programs which are
    most important to you, and rank them 1 (most important), 2 (next
    important), and 3 (3rd most important):

CLUBS:	1	2	3
Science	21	6	8
Collection, Hobby	12	5	9
Teen	26	10	10
Camping	16	19	12
Bicycling	9	13	26
Fitness	13	35	19
Travel	7	14	18
Other			

DANCE/MUSIC CLASSES:	1	2	3
Ballet/Tap/Jazz	32	12	21
Baton/Cheer & Drill	8	20	8
Country/Square Dance	17	9	13
Mexican Folklorico	9	7	2
Ballroom	8	25	11
Piano/Keyboard	23	20	25
Guitar	13	13	15
Other			

OTHER CLASSES:	1	2	3
Sign Language	28	15	15
Modeling	5	7	13
Makeup	9	12	11
Drama/Acting/Theatre	23	25	21
Cooking	26	27	14
Cake Decorating	10	11	11
Meditation	5	7	12
Other			

OTHER
11. How important would you say it is for the City to use its tax funds to
    help support the cost of parks and recreation activities. Would you say
    that it is very important, somewhat important, unimportant, or very
    unimportant to use City funds to reduce the cost of the following
    activities. (dk/na=don't know/no answer)

	Very	Some	Unimp	Very unimp	No ans	
Youth classes (ballet, art, etc)	47	43	13	4	10	
Youth Sports	83	18	9	2	5	
Senior Programs	53	45	10	4	5	
Special Events	39	51	15	2	9	
Performing Arts Activities	34	54	20	0	9	
Science & Nature Activities	32	56	14	3	12	
Afterschool Classes	69	26	6	7	9	
Swim program for all ages	72	31	7	1	7	
Teen programs	82	18	8	4	5	
Roadside Landscaping	30	34	21	22	10	
New community centers	32	42	21	8	13	
Center/Park maintenance	58	38	9	2	9	

12. Your Age Range:

Under 20: 29   20-29: 16   30-39: 53
40-49: 14   50-59: 4   60 and over: 7

13. Male: 44   Female: 68

13a. Single: 25   Married: 58
Widowed: 4   Divorced: 9   ?: 11

14. Please indicate your highest level of formal education attained:

Did not finish high school: 22   High school graduate: 33
Some college: 33   2 yr. degree graduate: 11
4 yr. college graduate: 12   graduate degree: 5
?: 7

14a. Annual family income (optional)

Under $10,000: 19 $10,000 - $19,000: 8
$20,000-$29,000: 8 $30,000 - $39,000: 29
$40,000 or more: 44

15. Racial or Ethnic background:

White: 67   African-American: 17
Hispanic: 24   Asian: 3
Native American: 1   Other: 7

APPENDIX C

Recreation and Parks Survey Questionnaire
Telephone Survey

PARKS AND RECREATION SURVEY QUESTIONNAIRE

Interviewer: _____
Phone # called: _____ Date called: _____
Time Interview begins: _____ Time ends: _____
Length of interview: _____ (minutes)
Respondent Gender: [] Male [] Female

Hello, my name is _____. Your telephone number was randomly selected for a study that we are conducting on Parks and Recreation needs and how the Community Services Department of the City of Fontana might meet these needs. I am a volunteer with the Department. Do you have a few minutes to answer a few simple questions, and give your thoughts and opinions about some leisure issues.

1. Are you a resident of the City of Fontana? (If yes go to #2, if no, continue) Is there someone at that address who is a resident? If yes: May I speak to that person? If no: Thank you very much, goodnight.

2. I'm going to read you a list of categories and I'd like you to tell me which category your age falls:

[] under 20 [] 20-29 [] 30-39 [] 40-49 [] 50-59 [] 60+

Now I would like your opinion about Parks and Recreation services in your community:

3. The City of Fontana Community Services Department operates recreation activities and facilities for the City of Fontana. Using a letter grade as you would on a school report card: A=excellent, B=very good, C=satisfactory, D=poor, and F=very poor, how would you rate the quality of service provided by the community services department?

[] A [] B [] C [] D [] F [] no opinion

4. Next, let me ask you about some specific parks and recreation activities.

As I read the following list, please tell me of which program or activities you are aware, please say "yes" as I read each program you are familiar with:

[] Lighted playing courts   [] Tiny Tot programs
[] Performing Arts Center   [] Community Gardens
[] Classes for Children   [] Racquetball play
[] Classes for Adults   [] Picnic Shelter reservation
[] 21 park locations   [] Ballfield reservations
[] Senior Citizen Services   [] Afterschool classes
[] Outdoor activities   [] Special Interest excursions
[] Special events   [] Achievers Club
[] Kid Co.   [] Sports Program

[] Private facility rentals for parties, socials, group meetings
[] Swim classes, open swim, waterslide

5.   For which groups do you feel there is the greatest need for
parks and recreation programs and opportunities in Fontana? (You
may select more than one). Please indicate those that you feel
have the greatest need as I read them off:

      [] Pre-school Children   [] Elementary-age Children
      [] Teenage Youth   [] Young Unmarried Adults
      [] Young Married Citizens   [] Middle-age Adults
      [] Senior Citizens   [] Handicapped Youth/Adults
      [] Boys in general   [] Girls in general
Are there any other categories I haven't covered that you wish to
add?:_____

6.   The Department sponsors many City-wide events for children and
adults alike. Please tell me which special events you or a member
of your family have attended in the past two years:

_____
_____
_____

7.   What top 3 parks or facilities does your family use to fulfill
recreational needs:
     1._____
     2._____
     3._____

8.   Would you or members of your family participate in organized
recreation programs? (If yes, go to # 9) (If no, go to #13)

9.   What five programs or activities would you most like to see
the City expand upon or offer new?

1._____
2._____
3._____
4._____
5._____

10.   Do you have any new ideas for City-wide special events?

_____
_____
_____
_____

11.   Would you or any member of your household be interested in
taking classes through the Community Services Department?
If yes: What types of classes would you like to take:

_____
_____
_____

12. How important would you say it is for the City to use its own funds to help reduce the cost of parks and recreation activities. Would you say that it is 1= very important, 2= somewhat important, 3=unimportant, or 4=very unimportant to use City funds to fund the following activities:

	1 vy	2 sm	3 un	4 vyun	dk/na
Youth classes (ballet, art, etc.)	[]	[]	[]	[]	[]
Senior Programs	[]	[]	[]	[]	[]
Special Events	[]	[]	[]	[]	[]
Performing Arts Activities	[]	[]	[]	[]	[]
Science & Nature Activities	[]	[]	[]	[]	[]
Afterschool Classes	[]	[]	[]	[]	[]
Swim Program for all ages	[]	[]	[]	[]	[]
Teen Programs	[]	[]	[]	[]	[]
Roadside Landscaping	[]	[]	[]	[]	[]
New Community Centers	[]	[]	[]	[]	[]
Center/Park Maintenance	[]	[]	[]	[]	[]

14. The next few questions will allow me to place your questionnaire in the correct group.

15. Let's see, the first question is what is your ethnic background:
[] White
[] African American
[] Hispanic
[] Asian
[] Native American
[] Other: _____

16. What is the highest level of education you reached:
[] Less than High School   [] College Graduate
[] High School Graduate/GED   [] Post Graduate Study
[] Some College/Trade School   [] Answer not available

17. Under which category should I place your household's income?
[] Under $10,000
[] $10,000 - $19,000
[] $20,000 - $29,000
[] $30,000 - $39,000
[] $40,000   Or more

18. Thank you very much for your time and cooperation. The information which you've been kind enough to give us is important to our study. Do you have any further comments or suggestions regarding any of the issues about which we've spoken?

_____
_____
_____

Thank you. Have a good evening.   [] No Response

APPENDIX D

1992 RECREATION AND PARKS PHONE SURVEY
DEMOGRAPHIC BACKGROUND (n=40)

(in percents)

Male   42.5
Female   57.5

Age Category:

Under 20	5.0	40-49	10.0
20-29	25.0	50-59	10.0
30-39	35.0	60 and older	15.0

Ethnic Breakdown:

White	60.0	African-American	12.5
Hispanic	27.5	Asian	0.0
Native American	0.0	Other	0.0

Highest Level of Education:

Less than High School	23.1	High School Graduate/GED	23.1
Some College/Trade School	43.6	College Graduate	7.7
Post-Graduate study	2.5	Answer not available	0.0

Household Income:

Under $10,000	2.6	$10,000 - $19,000	20.5
$20,000 - $29,000	28.2	$30,000 - $39,000	12.8
$40,000 or more	35.9		

APPENDIX E

1992 RECREATION AND PARKS PHONE SURVEY RESULTS

(in percents)

1.   The City of Fontana Community Services Department operates recreation activities and facilities for the City of Fontana. Using a letter grade as you would on a school report card: A=Excellent, B=Very Good, C = Satisfactory, D=Poor, and F=Very Poor, how would you rate the quality of service provided by the Community Services Department.

A	4.0%
B	40.0%
C	27.5%
D	7.5%
F	0.0%
DK/NA	15.0%

Next let me ask you about some specific programs and recreation activities.

2.   As I read the following list, please tell me of which program or activities you are aware, please say "yes" as I read each program you are familiar with:

Lighted Playing Courts	60.0%
Performing Arts Center	77.5%
Classes for Children	65.0%
Classes for Adults	70.0%
21 Park Locations	47.5%
Senior Citizen Services	67.5%
Outdoor Activities	45.0%
Special Events	52.5%
Kid Company	12.5%
Private Facility Rentals	30.0%
Swim Classes, Open Swim, Waterslide	77.5%
Tiny Tot Programs	55.0%

Community Gardens	27.5%
Racquetball Play	37.5%
Picnic Shelter Reservation	45.0%
Ballfield Reservations	40.0%
Afterschool Classes	37.5%
Special Interest Excursions	25.0%
Achievers Club	10.0%
Sports Program	60.0%

3.   For which groups do you feel there is the greatest need for parks and recreation programs and opportunities in Fontana? (You may select more than one.) Please indicate those that you feel have the greatest need as I read them off:

Pre-school Children	47.5%
Elementary Age Children	62.5%
Teenage Youth	77.5%
Young Unmarried Adults	30.0%
Young Married Citizens	30.0%
Middle Age Adults	30.0%
Senior Citizens	60.0%
Handicapped Youth/Adults	37.5%
Boys in General	40.0%
Girls in General	5.0%

Are there any categories I haven't covered that you wish to add? (none)

4.   The Department sponsors many City-wide events for children and adults alike. Please tell me which special events you or a member of your family have attended in the past two years:

Christmas Parade	20.0%
Fontana Half-Marathon/Fontana Days	7.5%
Easter Egg Hunt	5.0%
Fourth of July Fireworks Show	5.0%
Sports	5.0%

Softball Tournament	2.5%
Racquetball Tournaments	2.5%
Summer Film Series	2.5%
Excursions	2.5%
Juniper Center Dance	2.5%
Gymnastics	2.5%
Haunted House	2.5%
Basketball	2.5%
Performing Arts Center Christmas Show	2.5%
Volleyball	2.5%
Basketball	2.5%

5.   What top 3 parks or facilities does your family use to fulfill its recreational needs?

Miller Community Center	17.5%
Juniper Community Center	10.0%
Performing Arts Center	7.5%
Don Day Community Center	5.0%
Cypress Community Center	5.0%
Jo Knopf Senior Center	2.5%
Veteran's Park	45.0%
Veteran's Park West	32.5%
Cypress Park	10.0%
McDermott Sports Complex	10.0%
Southridge Park	10.0%
Martin Tudor Jurupa Hills Regional Park	7.5%
Miller Park	7.5%
Juniper Park	7.5%
N. Heritage Park	5.0%
Oak Park	2.5%
Seville Park/Amphitheatre	2.5%

6.   Would you or members of your family participate in organized

recreation programs?

yes	47.5%
no	52.5%

7.   What five activities or programs would you like to see the City expand upon or offer new?

T-Ball/Baseball	10.0%
Sports	7.5%
Teen Programs	7.5%
Indoor Sports/classes/playground	7.5%
Afterschool Recreation	5.0%
Swimming	5.0%
Hot Air balloons	2.5%
Game Room (Juniper Center)	2.5%
Football	2.5%
Youth programs	2.5%
Basketball	2.5%
Pre-school programs	2.5%
Little League parks	2.5%
Senior Citizen programs	2.5%
Nature Center activities	2.5%
Children's Programs	2.5%
Jobs program	2.5%
Drag Racing	2.5%
Park Watch	2.5%
Daycare	2.5%
Don Day Center Activities	2.5%
Skating	2.5%

7a.   Do you have any new ideas for City-wide special events?

Concerts in the Park	2.5%
Bike Race	2.5%

Art Shows   2.5%

8.   Would you or any member of your household be interested in taking classes through the Community Services Department? If yes: What types of classes would you like to take?

Arts and Crafts	15.0%
Karate	7.5%
Dance	5.0%
Parent/Child	5.0%
Ballet	5.0%
Drawing	2.5%
Calligraphy	2.5%
Homework	2.5%
Starting a small business	2.5%
Language	2.5%
Female self-defense	2.5%
Horseback riding	2.5%
Welding	2.5%
Ballroom Dance	2.5%
Computers	2.5%
Contemporary Dance (salsa)	2.5%
Low impact aerobics	2.5%
Instruments and small bands	2.5%
Gymnastics	2.5%
Tap	2.5%
Flower arranging	2.5%
Air Conditioning/Refrigeration	2.5%
Pool Exercise	2.5%
Cooking	2.5%

9.   How important would you say it is for the City to use its own funds to help reduce the cost of parks and recreation activities. Would you say that it is: 1 - very important, 2 - somewhat important, 3 - unimportant, or 4 - very unimportant for the City to use its own funds on the following activities:

	1	**2**	**3**	**4**	<u>dk/na</u>
Youth classes	35.0%	17.5%	10.0%	0.0%	2.5%
Senior Programs	37.5	15.0	10.0	2.5	2.5
Special Events	12.5	35.0	15.0	0.0	0.0
Performing Arts Activities	22.5	25.0	17.5	0.0	0.0
Science/Nature Activities	27.5	32.5	7.5	0.0	0.0
Afterschool Classes	40.0	12.5	10.0	0.0	2.5
Swim Program (all ages)	40.0	10.0	7.5	2.5	5.0
Teen Programs	42.5	7.5	7.5	0.0	2.5
Roadside Landscaping	20.0	17.5	15.0	10.0	2.5
New Community Centers	25.0	22.5	15.0	0.0	2.5
Center/Park maintenance	30.0	27.5	7.5	0.0	2.5

APPENDIX F

1990 CENSUS FIGURES
City of Fontana - Economic Development Division

1990 CENSUS FIGURES
CITY OF FONTANA - ECONOMIC DEVELOPMENT DIVISION

	1980	%	1990	%
Total Population	37,111		87,535	
Racial Breakdown				
White	27,710	74.7	44,033	50.3
Hispanic	6,905	18.6	31,5 97	36.1
Black	1,320	3.6	7,299	8.3
American Indian, Eskimo, etc.	565	1.4	562	0.7
Asian, Pacific Islander	438	1.2	3,665	4.2
Other	173	0.5	379	0.4
Age Distribution				
Less than 5 yrs.	3,518	9.5	10,812	12.4
5 to 9 yrs.	3,331	9.0	9,299	10.6
10 to 14 yrs.	3,318	8.9	7,650	8.7
15 to 19 yrs.	3,477	9.4	6,336	7.2
20 to 24 yrs.	3,555	9.6	6,843	7.8
25 to 34 yrs.	6,387	17.2	19,315	22.1
35 to 44 yrs.	3,990	10.7	12,557	14.4
45 to 54 yrs.	3,238	8.7	6,056	6.9
55 to 64 yrs.	2,934	7.9	3,850	4.4
65 to 74 yrs.	1,999	5.4	2,907	3.3
75yrs. and greater	1,364	3.7	1,910	2.2
Median Age	26.9		26.6	
No. of Households	12,389		26,385	
Occupancy Status				
Owner occupied	8,678	70.0	16,936	64.2
Renter occupied	3,711	30.0	9,449	35.8
Persons per Occupied Housing Unit				
Total	2.96		3.30	
Owner occupied	N/A		3.37	
Renter occupied	N/A		3.17	
Household Size and Type				
1 person household	2,220	17.9	3,844	14.6
2 or more persons				
Married-couple family	7,988	64.5	16,243	61.6
Male head of household	393	3.2	1,403	5.3
Female head of household	1,337	10.8	3,619	13.7
Non-family households	451	3.6	1,276	4.8

	1980	%	1990	%
Household Size				
1 person	2,200	17.9	3,844	14.6
2 persons	3,540	28.6	6,112	23.2
3 persons	2,384	19.2	5,073	19.2
4 persons	2,287	18.5	5,608	21.3
5 persons	1,151	9.3	3,216	12.2
6 persons	478	3.9	1,430	5.4
7 or more persons	329	2.6	1,102	4.2
Persons per Room				
1.00 or less	11,680	94.3	22,849	86.6
1.01 - 1.50	489	3.9	2,021	7.7
1.51 or more	220	1.8	1,515	5.7
Median Value/Owner Occupied Units				
City	$57,800		$134,600	
County	$63,000		$129,200	
Median Rent/Renter Occupied Units				
City	$213		$519	
County	$221		$489	
Median Household Income				
City	$18,278		$35,558	
County	$16,830		+$33,000	
No. of Housing Units				
Occupied	12,389	88.8	26,385	89.8
Vacant	1,566	11.2	2,998	10.2
Units in Structure				
1, detached or attached	10,298	73.8	21,120	71.9
2	219	1.6	363	1.2
3 or 4	861	6.2	1,295	4.4
5 to 9	337	2.4	1,201	4.1
10 to 49	909	6.5	2,747	9.3
50 or more	742	5.3	1,691	5.8
Mobile home or trailer	589	4.2	800	2.7
Other	N/A		166	0.6

CITY OF FONTANA
ECONOMIC DEVELOPMENT DIVISION
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