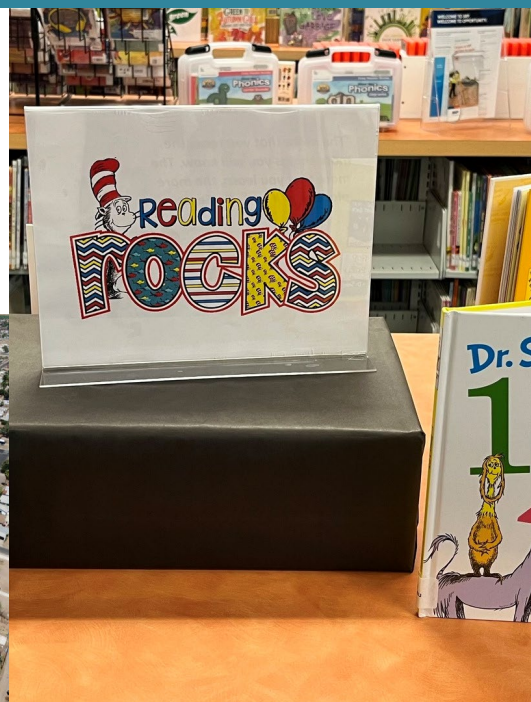




City of Casa Grande Community Services Master Plan

2023



CASA GRANDE COMMUNITY SERVICES DEPARTMENT MISSION

THE MISSION OF THE COMMUNITY SERVICES DEPARTMENT IS TO IMPROVE THE LIVES OF THE ENTIRE COMMUNITY BY PROVIDING EXCEPTIONAL EXPERIENCES.





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CHAPTER ONE – EXECUTIVE SUMMARY

1.1 PROJECT PURPOSE AND GOAL

The purpose of the City of Casa Grande Community Services Master Plan is to provide a roadmap for future investment in recreational experiences, parks, and facilities for the city over the next 10 years. This plan is based on recognized park planning principles and standards, and reflects input from Casa Grande residents including, but not limited to, the City Council, City staff, Community Services Advisory Board, and project steering committee.

The City of Casa Grande Community Services Master Plan (Master Plan) focuses on identifying the City's current and future recreation needs to aid City staff and decision-makers in providing and equitable distribution of recreational facilities and opportunities to Casa Grande residents and stakeholders. Primary outcomes of the Master Plan include:

- Evaluation of the existing parks and recreation system.
- Establishing the vision, goals, and policies to guide decision-making.
- Documenting priorities and needs of the current and future population based on data-driven input.
- Developing a 10-year departmental capital improvement reinvestment strategy that outlines projects, anticipated costs, and implementation strategy.
- Providing a record of issues discussed and decisions made.

1.2 PROJECT PROCESS

The foundation of the Master Plan was to incorporate a variety of data and mine local knowledge using a comprehensive stakeholder participation process and community surveys. The stakeholder input process incorporated a variety of methods that included interviews, focus group meetings, and public forums/presentations. The data generated from these critical community interactions helped to define the true unmet recreation needs of the community, as well as address key operational issues, provide recommendations for business-related changes, and strategize on how to best position the City and Community Services Department to move forward for optimal results.



1.2.1 ELEMENTS OF THE PLAN

The planning process for the *Master Plan* was completed with City staff and included:

- The collection of available information.
- Data analysis to determine inventory and condition of current facilities.
- Determination of supply and demand within the community; and
- Developing recommendations for meeting the needs of the community through an analysis of programs and facilities.

The data collected from the staff and onsite facility assessments was utilized to identify key factors, issues, and concerns regarding the parks and recreation system and how the City's Community Services Department manages operations.

1.3 CASA GRANDE MASTER PLAN ORGANIZATION

This *Master Plan* presents the overall analysis, findings, and recommendations for the next 10 years. This study begins with an Executive Summary that provides an overview, and the following sections respond to the primary outcomes, determine needs, and offer operational and capital improvement recommendations.

1.4 SUMMARY OF KEY FINDINGS AND RECOMMENDATIONS

Following the assessment of the City's parks and recreation system, a variety of key findings were identified to support the implementation of the *Master Plan*. These key findings help to guide decision-making for the next five to ten years.

1.4.1 MARKET ANALYSIS KEY FINDINGS

POPULATION

The population is projected to increase significantly (78% over the next 15 years). This is well above the national average over the same time. With a growing population, park and recreation services will need to strategically reinvest and expand parks and recreation facilities in relation to current and future residential population.

AGE SEGMENTATION

Casa Grande has a balanced age segmentation with the largest group being 55+ (32%). Over the next 15 years, the city is projected to remain in-line with the national averages as the 65+ segment will make up 25% of Casa Grande's population in 2037 - U.S. projections are for the 65+ population to be 23% of the total population.

RACE AND ETHNICITY

A very diverse community will likely focus the city on providing traditional and emerging programming and service offerings.



HOUSEHOLDS AND INCOME

With median and per capita household income averages below state and national averages, it would be important for the city to prioritize providing offerings that are first class with exceptional customer service while strategically seeking modest opportunities to generate user fee revenue.

1.4.2 COMMUNITY INPUT KEY FINDINGS

Input from the community confirmed that Casa Grande's parks are loved by many, but there are gaps in service and amenities and additional City investment is needed to maintain and reinvest in parks and facilities for the community. Participants see the system as one that is well-maintained with great staff. They also enjoy the numerous programs and amenities offered. Unmet needs exist as the demand for select services is currently outweighing the available facilities and/or existing amenities. The following summarizes the themes of community input:

ECONOMIC DEVELOPMENT THROUGH PARK REINVESTMENT

Opportunity exists for park development to enhance and/or advance economic development. There is also an opportunity for economic development to enhance and support park development.

- Parks and recreation can play a significant role in business attraction, residential development, and the overall quality of life attributes desired by the community.
- Investment in parks reflects the community's value set and the City's overall attitude of being an active player in the betterment of the community.

INVESTING IN THE PARKS SYSTEM

- Continue to focus on reinvesting in and maintaining existing parks and facilities.
- Programs and services need to evolve with recreational trends change.
- Additional athletic fields are highly desired by the community.

TRAILS AND CONNECTIVITY

- Desire for a connected, accessible recreational trail system that also supports active transportation and Safe Routes to School initiatives.
- Opportunities exist to, in part, help meet the trail needs of the community, in partnership with the development community.

ADVOCACY AND AWARENESS

- Increased communication/marketing is needed to develop more advocacy for, and the awareness of, the parks and recreation system.

FUNDING THE PARKS AND RECREATION SYSTEM

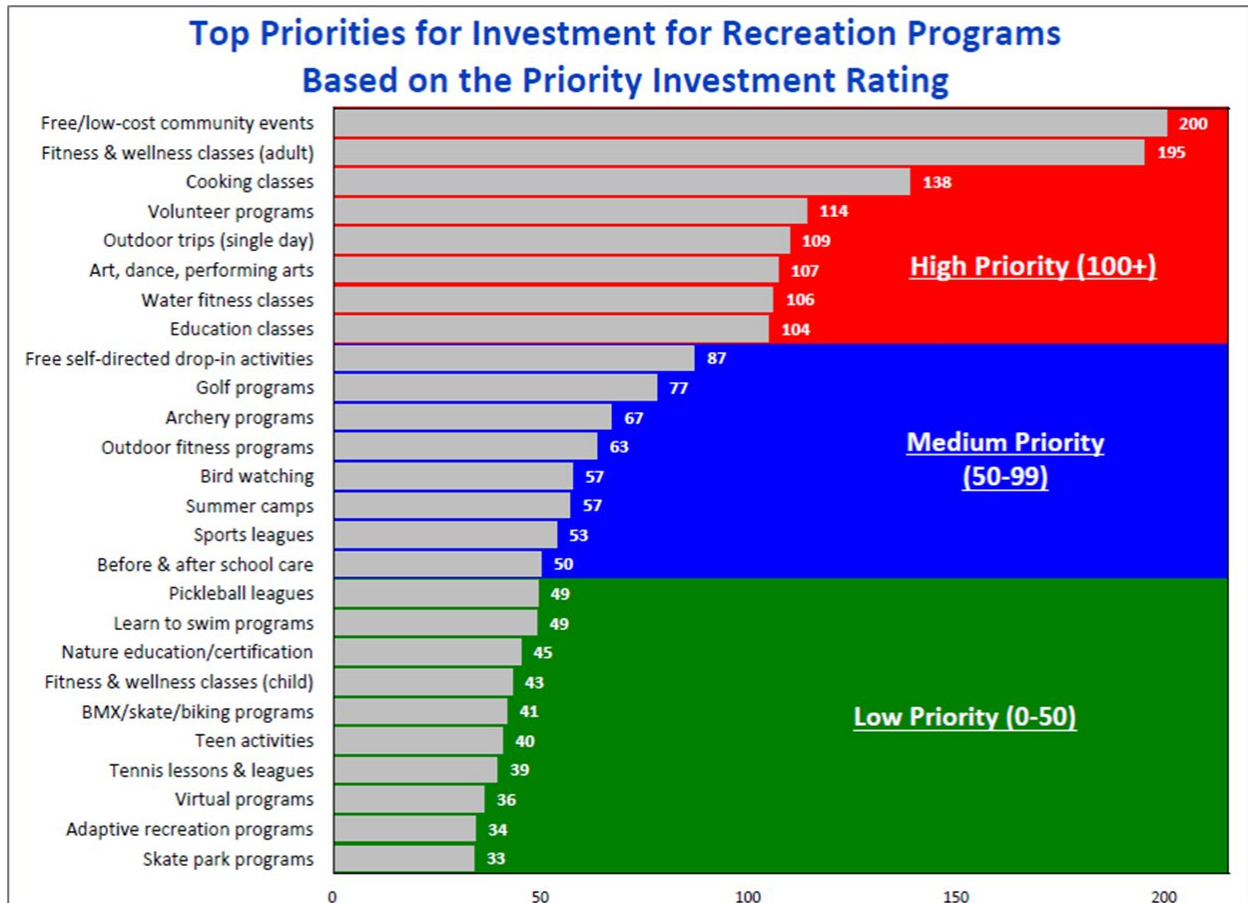
- Creative and multiple funding strategies are required to meet the needs of the community, specifically for operations and maintenance of parks.
- Securing grant funding through multiple State and Federal funded grant programs will be critical for funding park developments over the next 10 years.

1.4.3 PROGRAM AND FACILITY PRIORITY RANKINGS

The purpose of the Program and Facility Priority Rankings is to provide a prioritized list of facility/amenity needs and recreation program needs for the community served by the city. The analysis completed evaluated both quantitative and qualitative data.

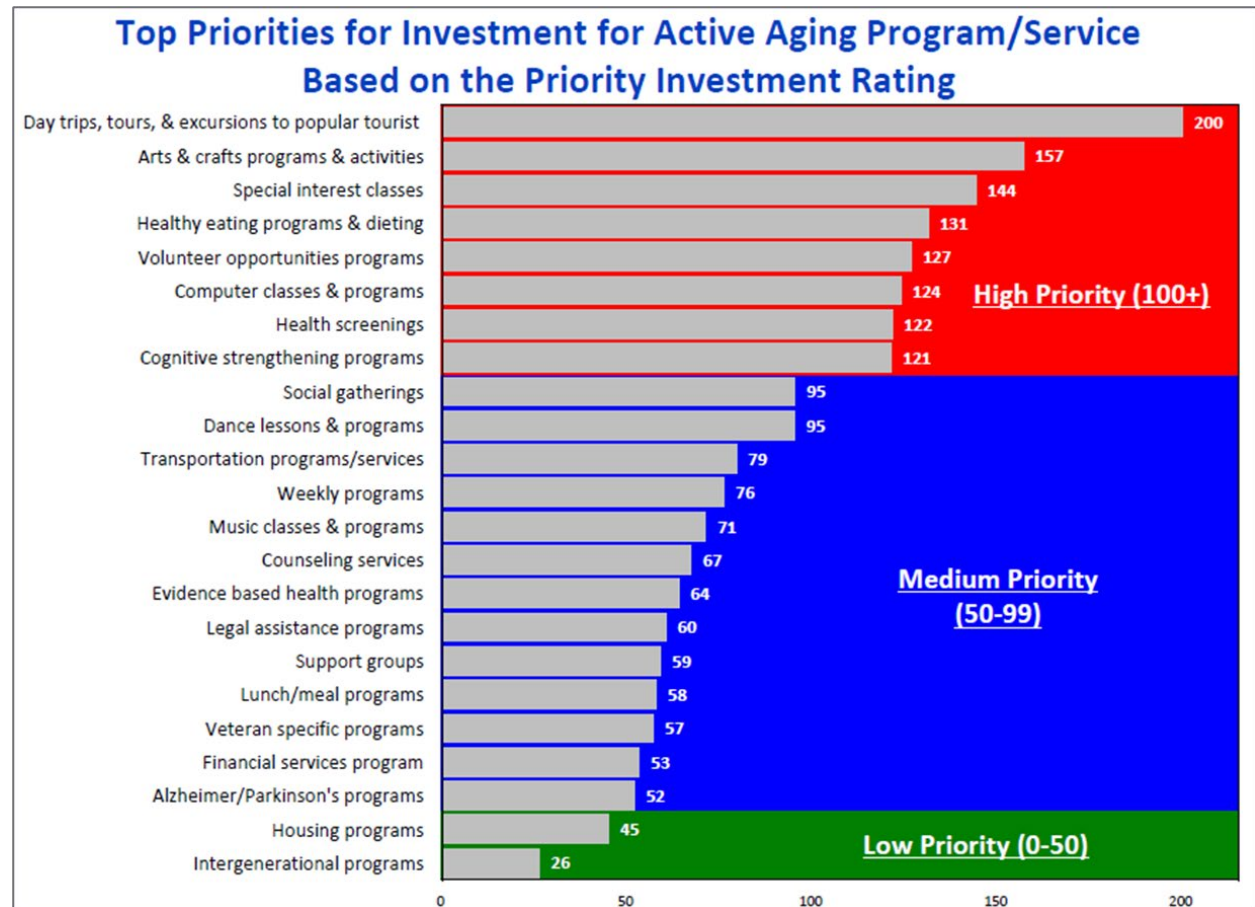
The results of the priority rankings are tabulated into three categories: High Priority (top third), Medium Priority (middle third), and Low Priority (bottom third) and are summarized below:

1.4.4 RECREATION PROGRAM RANKINGS

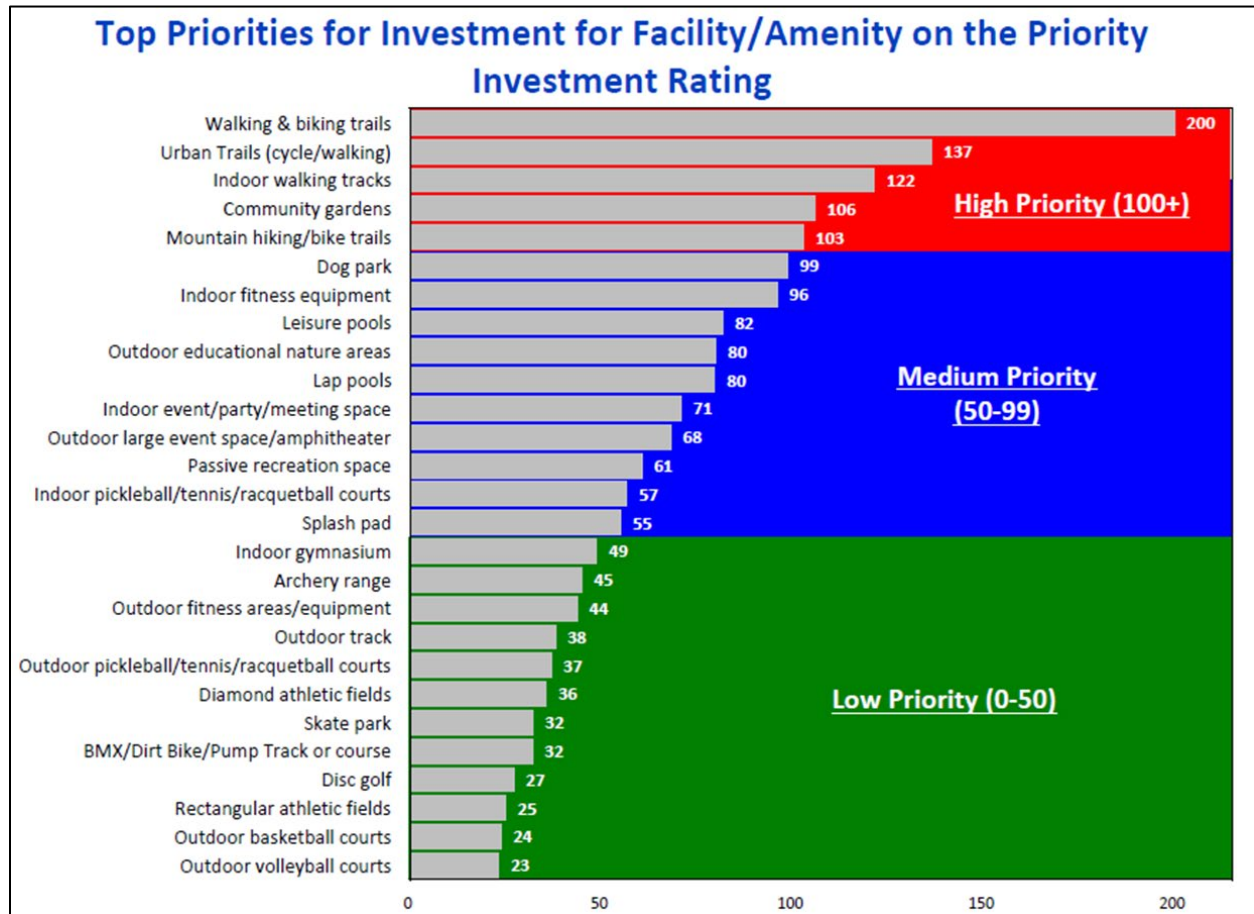




1.4.1 ACTIVE AGING PROGRAM AND SERVICE RANKINGS



1.4.1 PARK, FACILITY AND AMENITY RANKINGS



1.4.2 LEVEL OF SERVICE AND FACILITY ANALYSIS

KEY FINDINGS

The Casa Grande Community Services Department currently has a quality staff that operates and manages a unique system of parks, trails, community facilities, and open spaces that are generally in good condition.

- Casa Grande and its Homeowner Associations currently provides a total LOS of 22.16 acres of developed parks per 1,000 residents based on the City's current population. This far exceeds the National Recreation and Park Association median for communities with populations 50,000-99,000 of 7.9 acres per 1,000 population.
- To maintain the current level of service and keep pace with the projected population growth recommended LOS standards, the city and the development community will need to add a total of 659 acres of developed parks to the system by the year 2037.

KEY RECOMMENDATIONS

Based on a thorough review of the parks and recreation system and public input, it is recommended that the city pursue the redevelopment of specific parks as well as the development of trails and 659 acres of park land to meet the communities needs by 2037.



The table below details the recommended LOS for the City of Casa Grande.

2022 Inventory					Service Levels		2037 Standards Overall	
Recreation Component	City Inventory	HOA Inventory	Total Inventory		Recommended Service Levels	Meet Standard/ Need Exists	Additional Facilities/ Amenities Needed in 2037	
PARKS AND SPECIAL USE FACILITIES								
NEIGHBORHOOD PARKS	Acre(s)	46.78	551.27	598.05	9.80 acres per	1,000	Need Exists	382 Acre(s)
COMMUNITY PARKS	Acre(s)	62.70		62.70	0.75 acres per	1,000	Need Exists	12 Acre(s)
REGIONAL PARKS	Acre(s)	535.00		535.00	8.00 acres per	1,000	Need Exists	265 Acre(s)
SPORTS COMPLEX PARKS	Acre(s)	48.50		48.50	0.45 acres per	1,000	Meets Standard	- Acre(s)
Total	Acre(s)	692.98	551.27	1,244.25	19.00 acres per	1,000	Need Exists	659 Acre(s)
OPEN SPACE/CONSERVATION PARKS								
MOUNTAIN PARKS	Acre(s)	1,385.00		1,385.00	NA	1,000	NA	NA
AMENITIES AND FACILITIES								
BASEBALL FIELD (LIGHTED)	Field	10.00		10.00	1.00	Field per	7,000	Need Exists
SOFTBALL FIELD (LIGHTED)	Field	2.00		2.00	1.00	Field per	25,000	Need Exists
MULTIUSE FIELD (LIGHTED)	Field	3.00		3.00	1.00	Field per	15,000	Need Exists
SOCCER FIELD (LIGHTED)	Field	9.00		9.00	1.00	Field per	6,000	Need Exists
BASKETBALL COURT - OUTDOOR	Court	10.50	12.00	22.50	1.00	Court per	2,600	Need Exists
PICKLEBALL COURT - OUTDOOR	Court	12.00	42.00	54.00	1.00	Court per	1,050	Need Exists
TENNIS COURT - OUTDOOR	Court	8.00	25.00	33.00	1.00	Court per	1,800	Need Exists
VOLLEYBALL COURT - OUTDOOR	Court	10.00	7.00	17.00	1.00	court per	5,000	Need Exists
DOG PARK	Site	1.00	4.00	5.00	1.00	Site per	12,000	Need Exists
PLAYGROUND	Site	24.00	27.00	51.00	1.00	Site per	1,500	Need Exists
RAMADA	Site	45.00	47.00	92.00	1.00	Site per	1,000	Need Exists
GOLF COURSE (18 holes)	Course	1.00		1.00	1.00	Course per	100,000	Meets Standard
ARCHERY RANGE	Course	1.00		1.00	1.00	Course per	100,000	Meets Standard
DISC GOLF COURSE (18 holes)	Course	1.00		1.00	1.00	Course per	100,000	Meets Standard
BMX PARK	Site	-	-	-	1.00	Site per	75,000	Need Exists
SKATE PARK	Site	1.00		1.00	1.00	Site per	100,000	Meets Standard
AQUATIC CENTER - OUTDOOR	Pool	1.00	2.00	3.00	1.00	Pool per	50,000	Meets Standard
SPLASH PAD	Site	1.00	1.00	2.00	1.00	Site per	25,000	Need Exists

1.4.3 COST ESTIMATING PLAN FOR CAPITAL IMPROVEMENTS

To plan and prioritize capital improvement projects, recommendations include balancing the maintenance of current assets with the development of new facilities. The Capital Improvement Plan (CIP) framework is utilized to determine CIP projects in concert with an implementable financial plan.

A three-tier plan is recommended to help guide the decision-making process for CIP investments. The three-tiered plan acknowledges a fiscal reality, leading to the continuous rebalancing of priorities and their associated expenditures. Each tier reflects different assumptions about available resources. A complete list of the projects in each is identified in this chapter. The three tiers include:

- **Sustainable** - Critical maintenance projects, including lifecycle replacement, repair of existing equipment, safety and ADA improvements and existing debt service obligations. Many of these types of improvements typically require one-time funding and are not likely to increase annual operations and maintenance costs. In many cases, these types of projects may reduce annual operations and maintenance costs. A lifecycle replacement schedule has been provided in the Appendix of this document.
- **Visionary** -
 - Projects that include strategic changes to the existing parks system to better meet the unmet needs of the community, including adding features to extend recreation opportunities, such as dog parks, splash pads and trail loops in existing parks. These types of improvements typically require one-time funding and may trigger slight increases in annual operations and maintenance costs, depending on the nature of the improvements.
 - Complete Park renovation, land acquisition and new park/trail development, including but not limited to, the construction of a new aquatic center and park by the Community Recreation Center and the Santa Cruz Wash Trail. These improvements will likely increase annual operations and maintenance costs. Visionary projects also include planning efforts to support new/future development.

CAPITAL IMPROVEMENT PLAN DEVELOPMENT - GENERAL ASSUMPTIONS

The following are the general assumptions utilized in the development of the recommended 15-year capital improvement plan:

- All projects must be financially viable.
- Only projects likely to be implemented within a 15-year plan period are included in the plan.
- Projects must be consistent with other planning efforts, where applicable.
- Costs shown are intended to be in a rough order of magnitude and based on park and recreation related amenities only.
- The values shown within this document are based on 2023 dollars with cost escalators added.
 - Years 6-10 (35%)
 - Years 11+ (55%).



CAPITAL IMPROVEMENT COST ESTIMATING PLAN SUMMARY - 15 YEARS

As shown in the table below, the estimated capital improvements to be made to the community services system over the next 15 years is \$302.8MM, of which \$124.7MM (or 41%) is for the lifecycle replacement of assets in the existing system. A detailed cost estimating plan has been provided as a stand-alone document.

Project Type	Sustainable	Visionary	TOTAL	Percentage
Parks	\$79,374,442	\$123,339,938	\$202,714,380	66.9%
Facilities	\$24,995,263	\$0	\$24,995,263	8.3%
Trails	\$4,091,760	\$24,258,925	\$28,350,685	9.4%
Planning	\$0	\$801,000	\$801,000	0.3%
Soft Costs	\$16,269,220	\$29,679,973	\$45,949,192	15.2%
SUB TOTAL	\$124,730,684	\$178,079,836	\$302,810,520	100%
PERCENTAGE	41%	59%	100%	

1.5 IMPLEMENTING THE MASTER PLAN

The Master Plan Implementation Matrix can be utilized by the Department to develop and prioritize work plans. The key to success for the Department is to continue to build on current achievements while adding programs, services, and facility improvements that will generate revenue, reduce operational expenditures, and enhance recreation experiences for the residents of Casa Grande.



CHAPTER TWO - DEMOGRAPHIC AND TREND ANALYSIS

2.1 INTRODUCTION

A key component of the Community Services Master Plan (“Plan”) is a Demographic & Recreation Trends Analysis. This provides the City of Casa Grande’s Community Services Department (“City”) insight into the general makeup of the population served and identifies market trends in recreation. It also helps quantify the market in and around the city and understand the types of parks, facilities, and programs / services that are most appropriate to satisfy the needs of residents.

This analysis is two-fold - it aims to answer the *who* and the *what*. First, it assesses the demographic characteristics and population projections of City residents to understand *who* they serve. Secondly, recreational trends are examined on a national, regional, and local level to understand *what* the population served wants to do. Findings from this analysis establish a fundamental understanding that provides a basis for prioritizing the community need for parks, trails, facilities, and recreation programs.

2.2 DEMOGRAPHIC ANALYSIS

The Demographic Analysis describes the population within the city. This assessment is reflective of the City’s total population and its key characteristics such as age segments, race, ethnicity, and income levels. It is important to note that future projections are based on historical patterns and unforeseen circumstances during or after the time of the analysis could have a significant bearing on the validity of the projected figures.

2.3 METHODOLOGY

Demographic data used for the analysis was obtained from U.S. Census Bureau and from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in September 2022 and reflects actual numbers as reported in the 2010 and 2020 Census. ESRI then estimates the current population (2022) as well as a 5-year projection (2027). PROS utilized straight line linear regression to forecast demographic characteristics for 2032 and 2037.



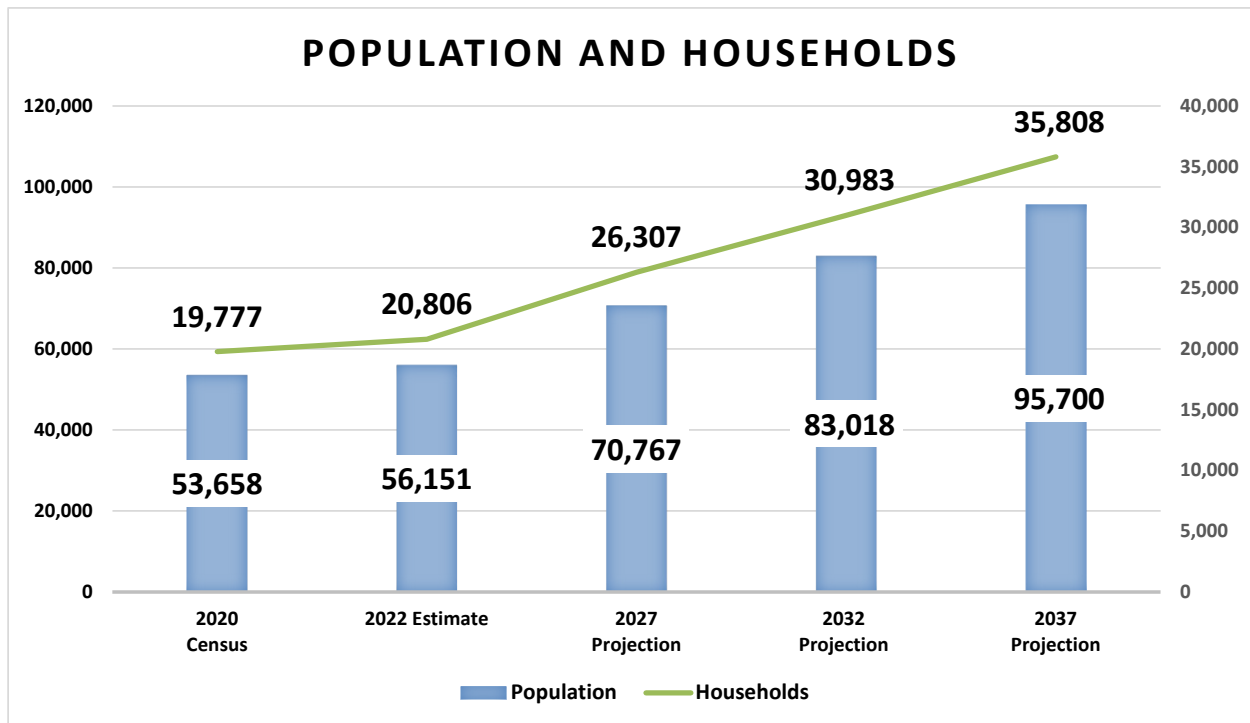


2.3.1 CITY POPULACE

POPULATION

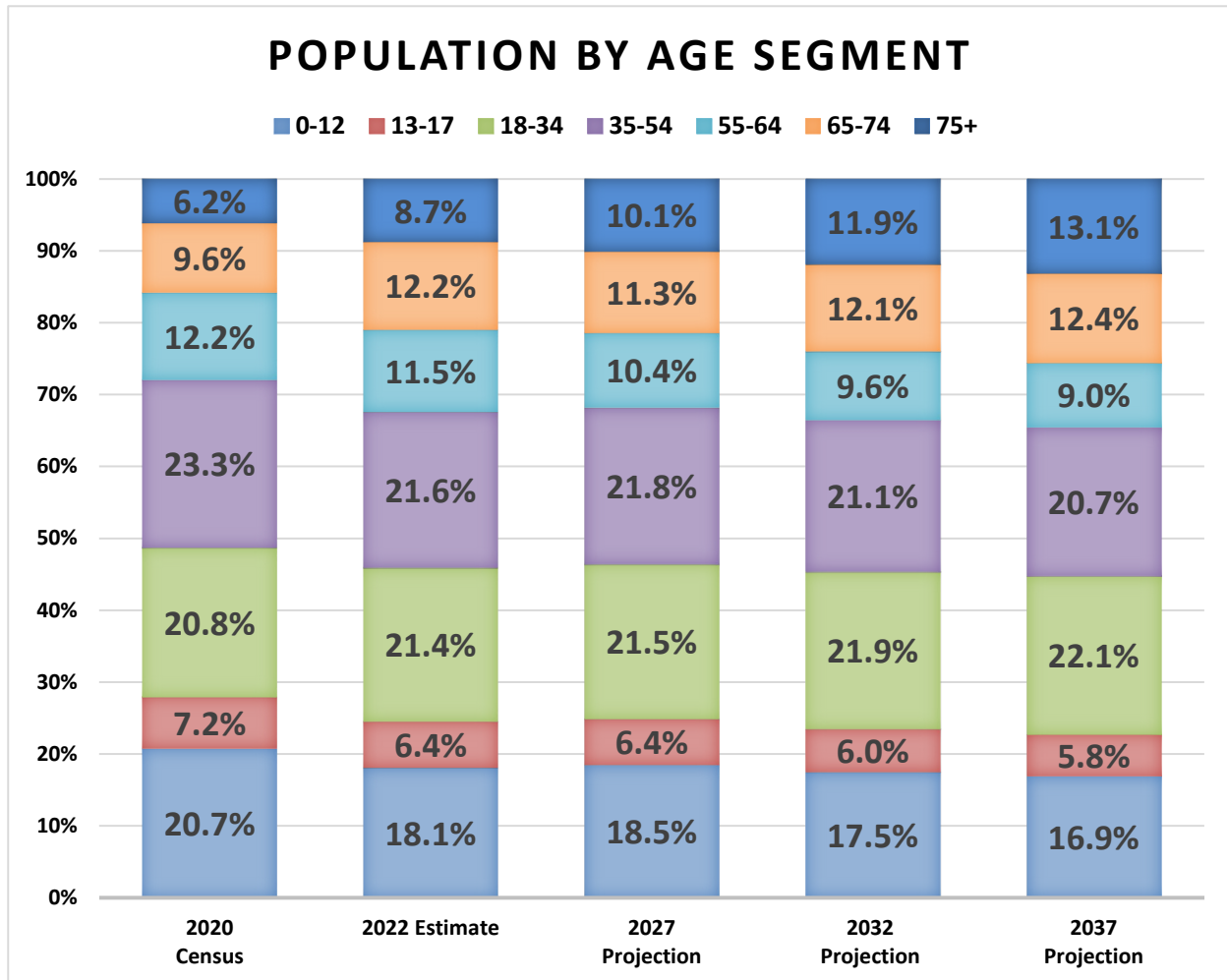
The City's population has grown rapidly over the last 2 years, approximately 2.2% annually. This is well above the national annual growth rate of 0.81%. Like the population, the total number of households has also grown steadily.

Currently, the population is estimated at 56,151 individuals living within 20,806 households (2.68 persons per household, which is much greater than the national average of 2.51). Projecting ahead, the total population growth is expected to increase rapidly. By 2037, the City's population is projected at 100,000 residents living within 35,808 households.



AGE SEGMENT

Evaluating the City's age segmentation, the population is relatively balanced though slightly skews toward the older age segments with 32.4% of residents being 55+ years old. The population has a median age of 38.1 years old which is slightly younger than the U.S. median age of 38.5 years. The city will continue along an aging trend, with the 55-64, 65-74, and 75+ age segments expected to increase over the next 15 years. By 2037, the 55-64, 65-74, and 75+ segments are expected to represent 34.5% of the total population (a 2.1% increase over 2022) as all other major age segments remain relatively unchanged.



PLEASE NOTE: The United States Census Bureau will not be providing age segment distribution for the 2020 Census until May 2023.



RACE AND ETHNICITY DEFINITIONS

The minimum categories for data on race and ethnicity for Federal statistics, program administrative reporting, and civil rights compliance reporting are defined below. The Census 2020 data on race are not directly comparable with data from the 2010 Census and earlier censuses; therefore, caution must be used when interpreting changes in the racial composition of the US population over time. The latest (Census 2020) definitions and nomenclature are used within this analysis.

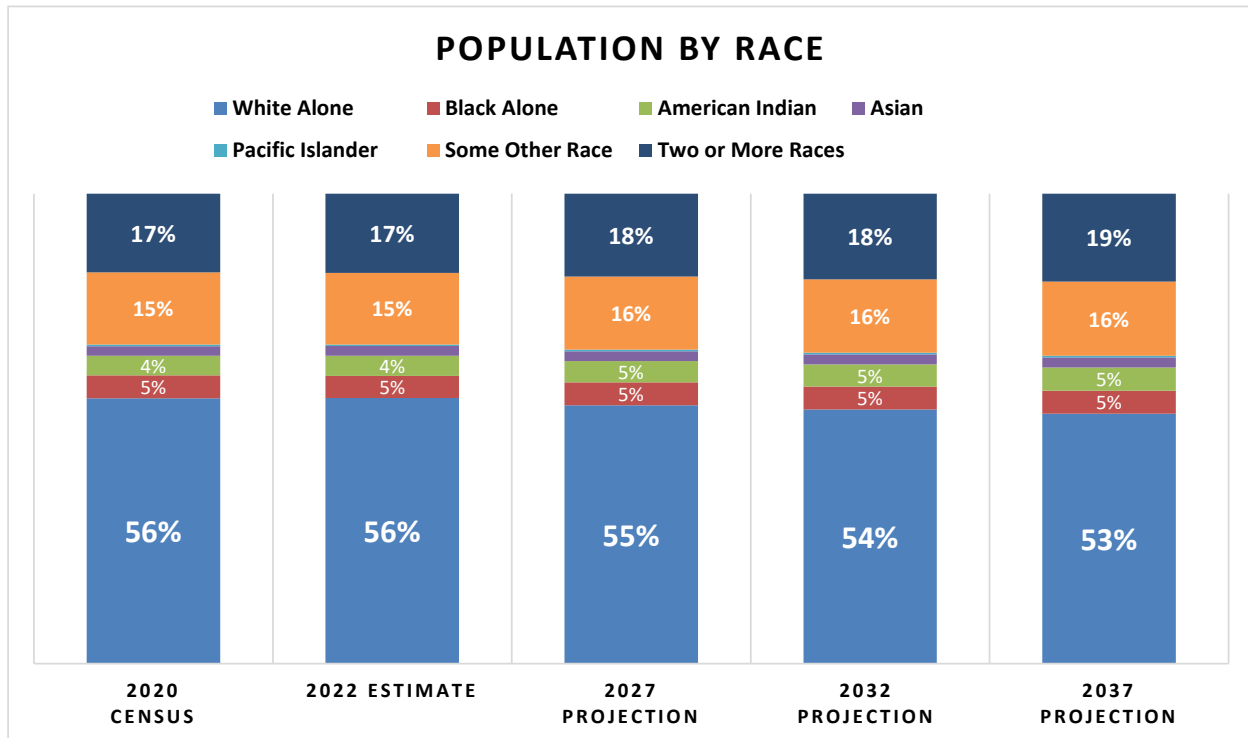
- **American Indian** - This includes a person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.
- **Asian** - This includes a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- **Black Alone** - This includes a person having origins in any of the black racial groups of Africa.
- **Native Hawaiian or Other Pacific Islander** - This includes a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.
- **White Alone** - This includes a person having origins in any of the original peoples of Europe, the Middle East, or North Africa.
- **Hispanic or Latino** - This is an ethnic distinction, a subset of a race as defined by the Federal Government; this includes a person of Mexican, Puerto Rican, Cuban, South or Central American, or other Spanish culture or origin, regardless of race.

Please Note: The Census Bureau defines Race as a person's self-identification with one or more of the following social groups: White, Black, or African American, Asian, American Indian and/or Alaska Native, Native Hawaiian and/or Other Pacific Islander, some other race, or a combination of these, while Ethnicity is defined as whether a person is of Hispanic / Latino origin or not. For this reason, the Hispanic / Latino ethnicity is viewed separate from race throughout this demographic analysis.



RACE

Assessing race, the City's current population majority is White Alone (56%), and the largest minority is Two or More Races (17%). By 2037, it is expected that the population will become slightly more diverse, with a 3% decrease in the White Alone population and minimal increased representation of Two or More Races, and Some Other Race.

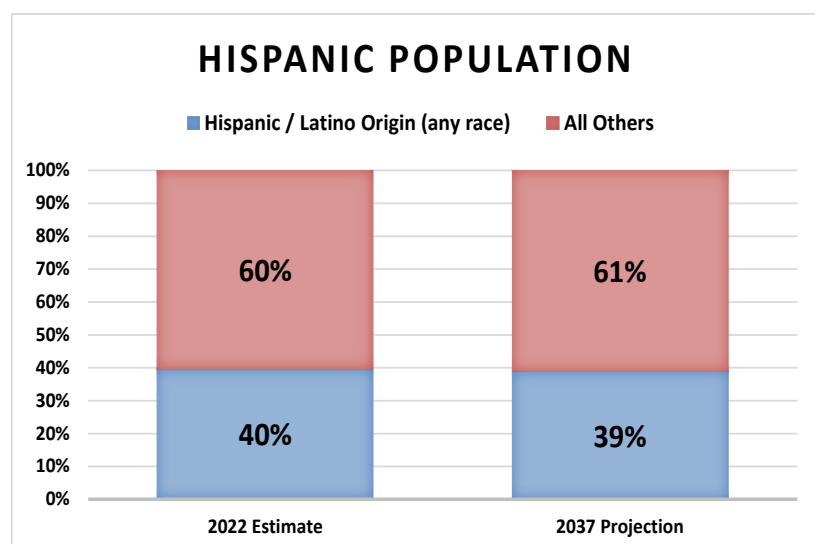


ETHNICITY

The City's population was also assessed based on Hispanic/Latino ethnicity, which by the Census Bureau definition is viewed independently from race. It is important to note that individuals who are Hispanic/Latino in ethnicity can also identify with any racial categories identified above.

People of Hispanic/Latino origin has remained consistent over the last 12 years and currently represents approximately 40% of the City's population, which is

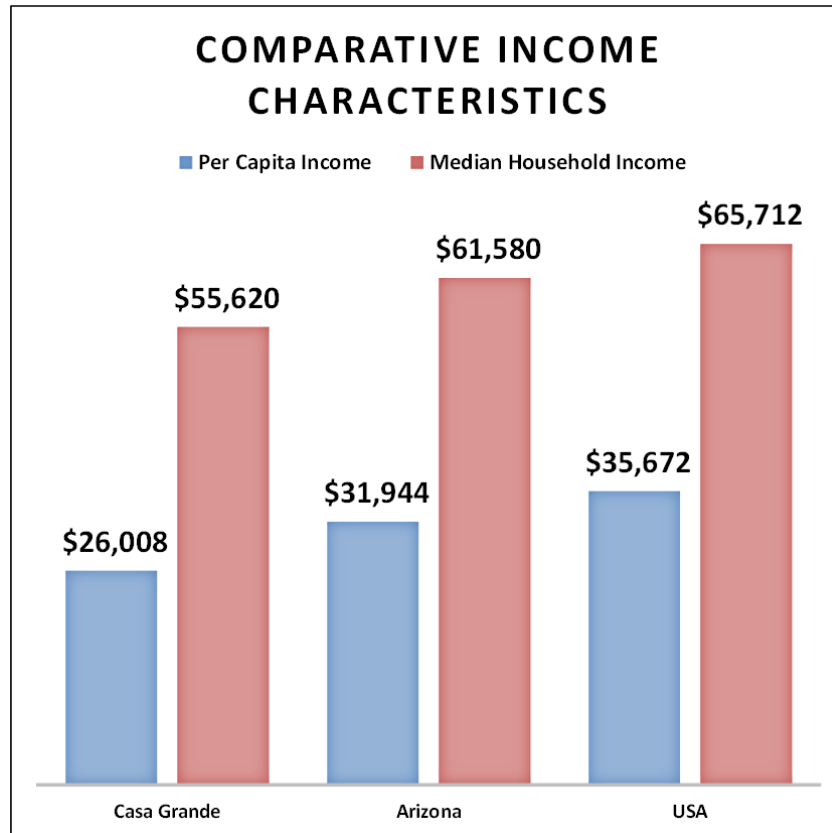
well above the national average (19% Hispanic/Latino). The Hispanic/ Latino population is expected to decrease slightly to 39% of the City's total population by 2037.





HOUSEHOLD INCOME

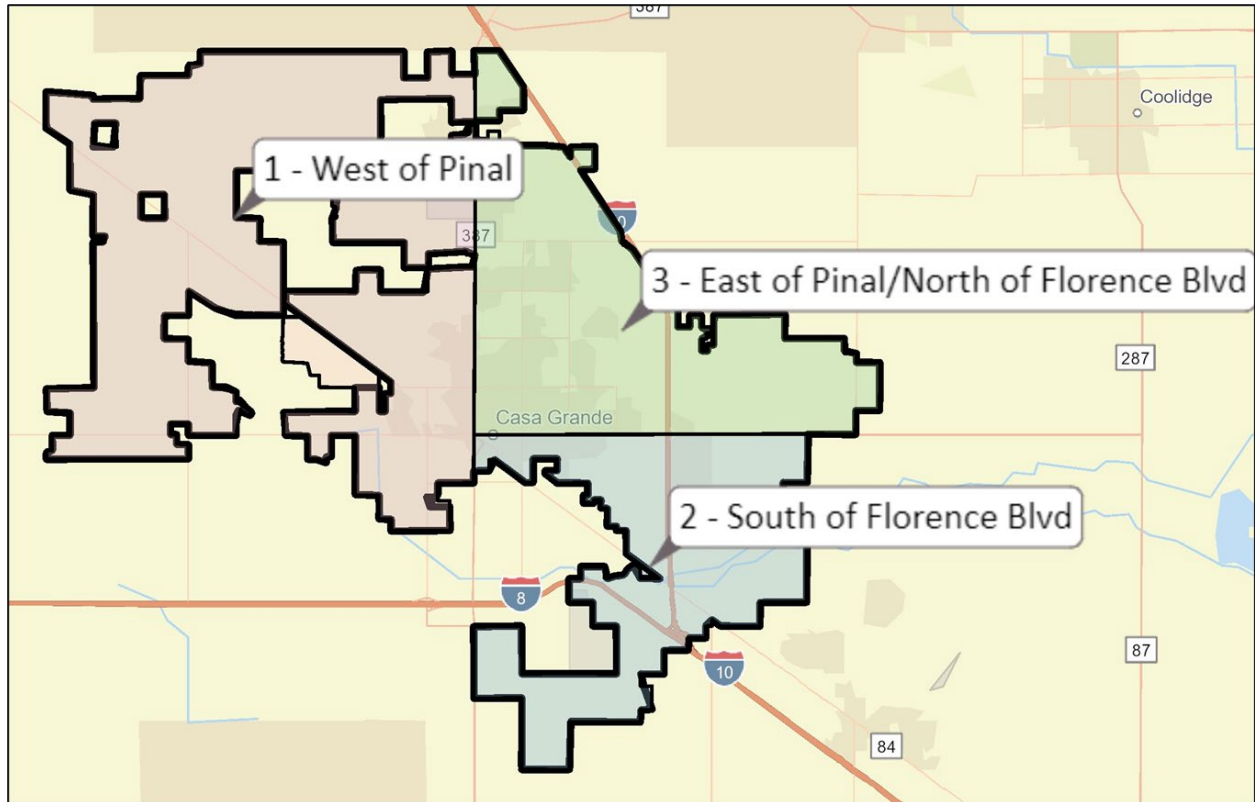
As seen below, the City's per capita income (\$55,620) and median household income (\$55,620) are both below the averages of the State of Arizona and the U.S. The per capita income is that earned by an individual while the median household income is based on the total income of everyone over the age of 16 living under the same roof. These below average income characteristics indicate that the average household may have less disposable income and residents are likely to be tax adverse and price conscious and have a need to understand the value that correlates with quality-of-life indicators.



2.3.2 DEMOGRAPHIC BREAKDOWN BY CITY PLANNING AREA

Given that the area of the city is 112.01 square miles, it is important to recognize that the City-As-A-Whole demographic information provides only a snapshot of the make-up of the city. The following provides a summary of the demographic trends broken down by city planning area.

CITY PLANNING AREA MAP



CITY PLANNING AREA - DEMOGRAPHIC PROJECTIONS FOR 2037

PLANNING AREA	DEMOGRAPHIC PROJECTIONS for 2037			
	% of POPULATION	AGE SEGMENTATION	RACE	INCOME
East of Pinal Ave / North of Florence Blvd	64%	Balanced/Trending Younger than Casa Grande as a Whole	White (51%) / Hispanic (40%)	Slightly more affluent than Casa Grande as a whole
South of Florence Blvd	16%	Aging Population/Trending Significantly Older than Casa Grande as a Whole	White (60%) / Hispanic (34%)	Less affluent than Casa Grande as a Whole
West of Pinal Ave	20%	Aging Population/Trending Older than Casa Grande as a Whole	White (52%) / Hispanic (41%)	Less affluent than Casa Grande as a Whole



2.4 CASA GRANDE DEMOGRAPHIC IMPLICATIONS

The following implications are derived from the analyses provided above. Each implication is organized by the outlined demographic information sections.

2.4.1 POPULATION

The population is projected to increase significantly (78% over the next 15 years). This is well above the national average over the same time. With a growing population, park and recreation services will need to strategically reinvest and expand parks and recreation facilities in relation to current and future residential population.

2.4.2 AGE SEGMENTATION

Casa Grande has a balanced age segmentation with the largest group being 55+ (32%). Over the next 15 years, the city is projected to remain in-line with the national averages as the 65+ segment will make up 25% of Casa Grande's population in 2037 - U.S. projections are for the 65+ population to be 23% of the total population.

2.4.3 RACE AND ETHNICITY

A very diverse community will likely focus the city on providing traditional and emerging programming and service offerings.

2.4.4 HOUSEHOLDS AND INCOME

With median and per capita household income averages below state and national averages, it would be important for the city to prioritize providing offerings that are first class with exceptional customer service while strategically seeking modest opportunities to generate user fee revenue.



2.5 NATIONAL RECREATION TRENDS ANALYSIS

The Recreational Trends Analysis provides an understanding of national and local recreational trends. Trends data used for this analysis was obtained from Sports & Fitness Industry Association's (SFIA), National Recreation and Park Association (NRPA), and Environmental Systems Research Institute, Inc. (ESRI). All trend data is based on current and/or historical participation rates, statistically valid survey results, or NRPA Park Metrics.

2.5.1 NATIONAL TRENDS IN RECREATION

METHODOLOGY

The Sports & Fitness Industry Association's (SFIA) *Sports, Fitness & Leisure Activities Topline Participation Report 2022* was utilized in evaluating the following trends:

- National Recreation Participatory Trends
- Core vs. Casual Participation Trends

The study is based on findings from surveys carried out in 2021 by the Physical Activity Council (PAC), resulting in a total of 18,000 online interviews. Surveys were administered to all genders, ages, income levels, regions, and ethnicities to allow for statistical accuracy of the national population. A sample size of 18,000 completed interviews is considered by SFIA to result in a high degree of statistical accuracy. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.32 percentage points at a 95 percent confidence level. Using a weighting technique, survey results are applied to the total U.S. population figure of 304,745,039 people (ages six and older).

The purpose of the report is to establish levels of activity and identify key participatory trends in recreation across the U.S. This study looked at 118 different sports/activities and subdivided them into various categories including: sports, fitness, outdoor activities, aquatics, etc.

CORE VS. CASUAL PARTICIPATION

In addition to overall participation rates, SFIA further categorizes active participants as either core or casual participants based on frequency of participation. Core participants have higher participatory frequency than casual participants. The thresholds that define casual versus core participation may vary based on the nature of each individual activity. For instance, core participants engage in most fitness activities more than 50-times per year, while for sports, the threshold for core participation is typically 13-times per year.

In each activity, core participants are more committed and tend to be less likely to switch to other activities or become inactive (engage in no physical activity) than casual participants. This may also explain why activities with more core participants tend to experience less pattern shifts in participation rates than those with larger groups of casual participants.



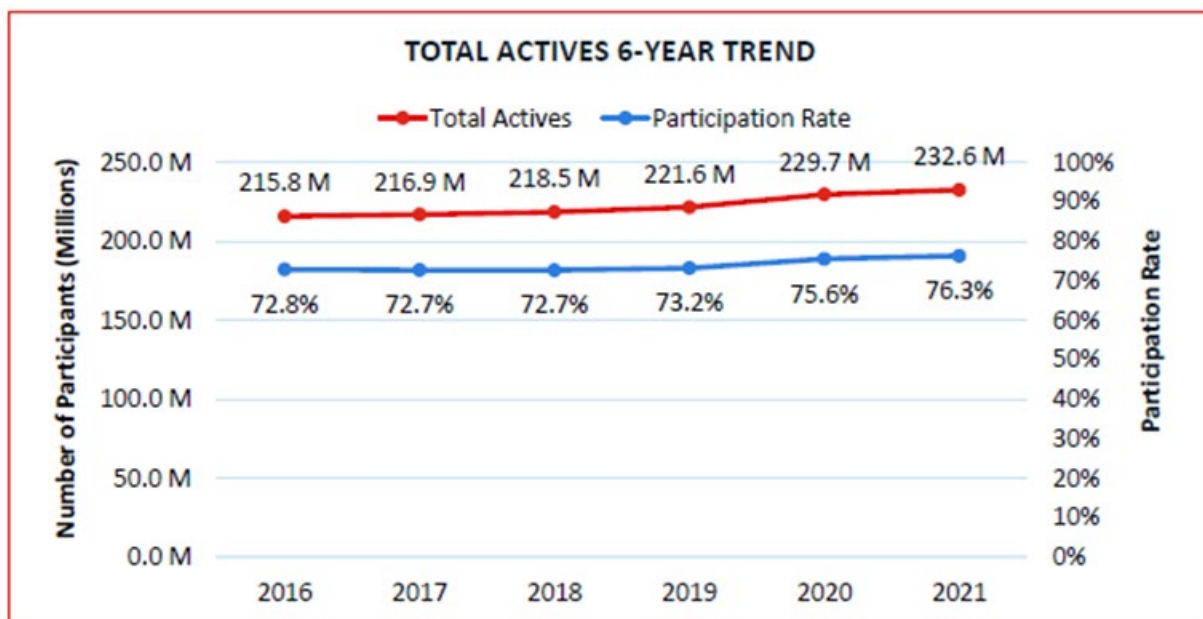
2.5.2 IMPACT OF COVID-19

Approximately 232.6 million people ages 6 and over reported being active in 2021, which is a 1.3% increase from 2020 and the greatest number of active Americans in the last 5 years. There were more things to do as outdoor activities thrived, fitness at home became more popular, and team sports started back up after the COVID-19 hiatus.

Americans continued to practice yoga, attend Pilates training, and workout with kettlebells. They were drawn to the ease of pickleball and the competitiveness of tennis. Many started indoor climbing, while others took to the hiking trail. The waterways traffic had an increase of stand-up paddlers, kayaks, and jet skis. Gymnastics, swimming on a team, court volleyball, and fast-pitch softball benefited from the participation boom created from the Olympics.

Water sports had the largest gain in participation rates. Activities such as kayaking, stand-up paddling, and boardsailing/windsurfing all contributed to the 2.0 percent increase. Outdoor sports continued to grow with 53.9 percent of the U.S. population participating. This rate remains higher than pre-pandemic levels, having a 6.2 percent gain over 50.7 percent participation rate in 2019. The largest contributor to this gain was trail running having increased 5.6 percent in one year and 13.9 percent from 2019.

Generationally, fitness sports continue to be the go-to means of exercise for Boomers, Gen X, and Millennials. Over half of the Gen X, Millennials, and Gen Z generation participated in one type of outdoor activity. Team sports were heavily dominated by generation Gen Z.

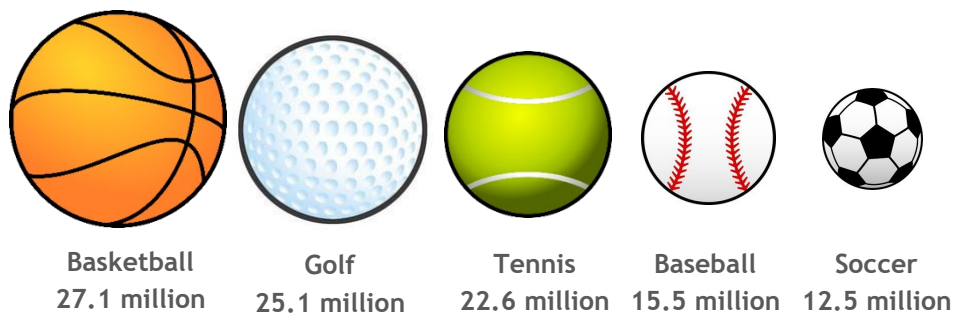


2.5.3 NATIONAL TRENDS IN GENERAL SPORTS

PARTICIPATION LEVELS

The top sports most heavily participated in the United States were Basketball (27.1 million), Golf (25.1 million), and Tennis (22.6 million) which have participation figures well more than the other activities within the general sports category. Baseball (15.5 million), and Outdoor Soccer (12.5 million) round out the top five.

The popularity of Basketball, Golf, and Tennis can be attributed to the ability to compete with relatively small number of participants, this coupled with an ability to be played outdoors and/or properly distanced helps explain their popularity during the COVID-19 pandemic. Basketball's overall success can also be attributed to the limited amount of equipment needed to participate and the limited space requirements necessary, which make basketball the only traditional sport that can be played at most American dwellings as a drive-way pickup game. Golf continues to benefit from its wide age segment appeal and is considered a life-long sport. In addition, target type game venues or Golf Entertainment Venues have increased drastically (72.3%) as a 5-year trend, using Golf Entertainment (e.g., Top Golf) as a new alternative to breathe life back into the game of golf.



FIVE-YEAR TREND

Since 2016, Pickleball (71.2%), Golf- Entertainment Venues (51.3%), and Tennis (25.1%) have shown the largest increase in participation. Similarly, Basketball (21.4%) and Boxing for Competition (20.7%) have also experienced significant growth. Based on the five-year trend from 2016-2021, the sports that are most rapidly declining in participation include Ultimate Frisbee (-40.4%), Roller Hockey (-26.1%), Volleyball (Sand/Beach) (-23.8%), Squash (-23.5%), Slow Pitch Softball (-21.9%), and Gymnastics (-20.7%).

ONE-YEAR TREND

The most recent year shares some similarities with the five-year trends; with Pickleball (14.8%) and Boxing for Competition (7.3%) experiencing some of the greatest increases in participation this past year. The greatest one-year increases also include Fast Pitch Softball (15.3%), Gymnastics (10.9%), and Court Volleyball (8.1%). Basketball (-2.2%), Flag Football (-1.6%), Indoor Soccer (-0.6%) and Baseball (-0.5%) have shown a five-year trend increase, but a decrease over the last year. This is likely a direct result of coming out of the COVID-19 pandemic. Similarly, other team sports such as Ultimate Frisbee (-5.8%), Slow Pitch Softball (-5.4%), Roller Hockey (-5%), Racquetball (-4.8%) and Beach/Sand Volleyball (-3.1%), also had significant decreases in participation over the last year.



CORE VS. CASUAL TRENDS IN GENERAL SPORTS

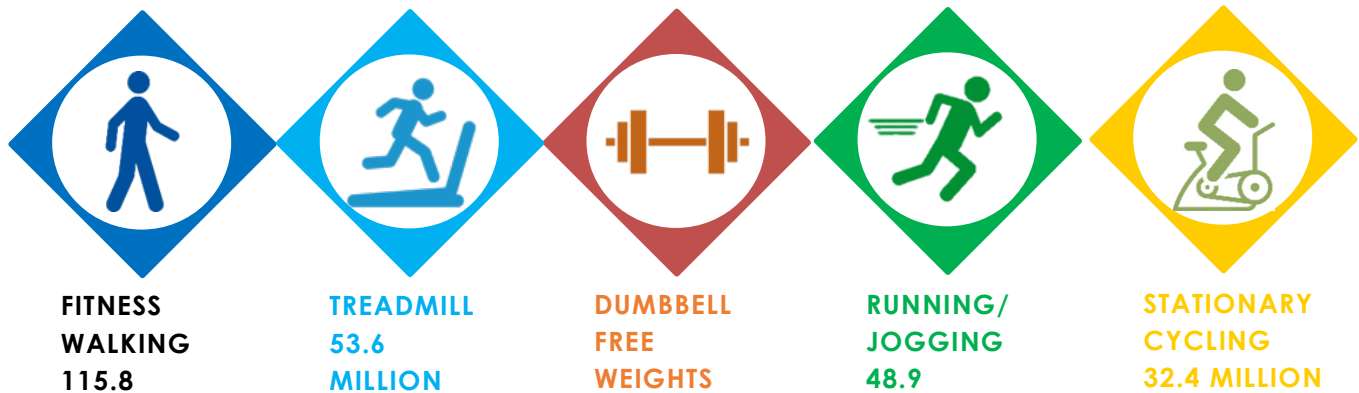
Highly participated in sports, such as Basketball, Baseball, and Slow Pitch Softball generally have a larger core participant base (participate 13+ times per year) than casual participant base (participate 1-12 times per year). Due to the COVID-19 Pandemic, most activities showed a decrease in their percentage of core participants. However, there were significant increases in the percentage of casual participation for Court Volleyball, Pickleball, Fast Pitch Softball, Gymnastics and Lacrosse in the past year.

National Participatory Trends - General Sports					
Activity	Participation Levels			% Change	
	2016	2020	2021	5-Year Trend	1-Year Trend
Basketball	22,343	27,753	27,135	21.4%	-2.2%
Golf (9 or 18-Hole Course)	23,815	24,804	25,111	5.4%	1.2%
Tennis	18,079	21,642	22,617	25.1%	4.5%
Baseball	14,760	15,731	15,587	5.6%	-0.9%
Soccer (Outdoor)	11,932	12,444	12,556	5.2%	0.9%
Golf (Entertainment Venue)	8,173	12,057	12,362	51.3%	2.5%
Softball (Slow Pitch)	7,690	6,349	6,008	-21.9%	-5.4%
Football (Flag)	6,173	7,001	6,889	11.6%	-1.6%
Volleyball (Court)	6,216	5,410	5,849	-5.9%	8.1%
Badminton	7,354	5,862	6,061	-17.6%	3.4%
Soccer (Indoor)	5,117	5,440	5,408	5.7%	-0.6%
Football (Touch)	5,686	4,846	4,884	-14.1%	0.8%
Football (Tackle)	5,481	5,054	5,228	-4.6%	3.4%
Gymnastics	5,381	3,848	4,268	-20.7%	10.9%
Volleyball (Sand/Beach)	5,489	4,320	4,184	-23.8%	-3.1%
Track and Field	4,116	3,636	3,587	-12.9%	-1.3%
Cheerleading	4,029	3,308	3,465	-14.0%	4.7%
Pickleball	2,815	4,199	4,819	71.2%	14.8%
Racquetball	3,579	3,426	3,260	-8.9%	-4.8%
Ice Hockey	2,697	2,270	2,306	-14.5%	1.6%
Ultimate Frisbee	3,673	2,325	2,190	-40.4%	-5.8%
Softball (Fast Pitch)	2,467	1,811	2,088	-15.4%	15.3%
Lacrosse	2,090	1,884	1,892	-9.5%	0.4%
Wrestling	1,922	1,931	1,937	0.8%	0.3%
Roller Hockey	1,929	1,500	1,425	-26.1%	-5.0%
Boxing for Competition	1,210	1,361	1,460	20.7%	7.3%
Rugby	1,550	1,242	1,238	-20.1%	-0.3%
Squash	1,549	1,163	1,185	-23.5%	1.9%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

2.5.4 NATIONAL TRENDS IN GENERAL FITNESS

PARTICIPATION LEVELS

Overall, national participatory trends in fitness have experienced strong growth in recent years. Many of these activities have become popular due to an increased interest among Americans to improve their health and enhance quality of life by engaging in an active lifestyle. The most popular general fitness activities in 2021 also were those that could be done at home or in a virtual class environment. The activities with the most participation are as follows: Fitness Walking (115.8 million), Treadmill (53.6 million), Free Weights (52.6 million), Running/Jogging (48.9 million), and Yoga (34.3 million).



FIVE-YEAR TREND

Over the last five years (2016-2021), the activities growing at the highest rate are Trail Running (45.9%), Yoga (30.8%), Dance, Step & Choreographed Exercise (13.3%), and Pilates Training (9.6%). Over the same time frame, the activities that have undergone the biggest decline include Group Stationary Cycling (-33.5%), Traditional Triathlon (26.4%), Cardio Kickboxing (-26.1%), Cross-Training Style Workout (-24.4%) and Non-Traditional Triathlons (-23.5%).

ONE-YEAR TREND

In the last year, activities with the largest gains in participation were those that can be done alone at home or socially distanced outdoors. The top increases were in Treadmill (7.6%), Cross-Training Style Workouts (6.4%) Trail Running (5.6%), Yoga (4.7%), and Stair Climbing (4.7%). In the same span, the activities that had the largest decline in participation were those that would generally take more time and investment. The greatest drops were seen in Traditional Triathlon (-5.3%), Aerobics (-5.1%), Non-Traditional Triathlons (-4.3%), and Cardio Kickboxing (-3.7%).

CORE VS. CASUAL TRENDS IN GENERAL FITNESS

The most participated in fitness activities all had increases in their casual user base (participating 1-49 times per year) over the last year. These fitness activities include Fitness Walking, Free Weights, Running/Jogging, Treadmills, Yoga, and Recumbent/Upright Stationary Cycling.

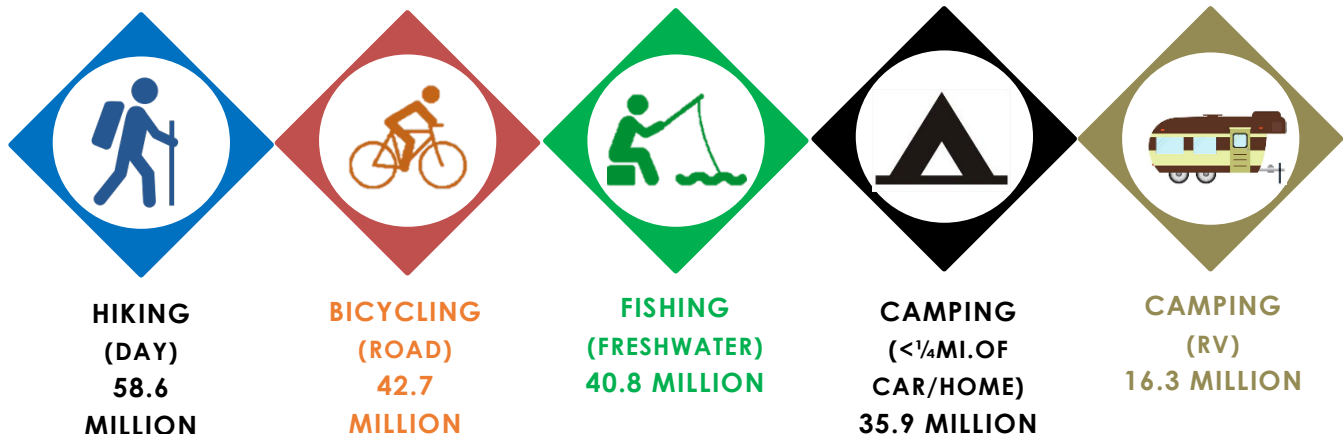


National Participatory Trends - General Fitness					
Activity	Participation Levels			% Change	
	2016	2020	2021	5-Year Trend	1-Year Trend
Fitness Walking	107,895	114,044	115,814	7.3%	1.6%
Treadmill	51,872	49,832	53,627	3.4%	7.6%
Free Weights (Dumbbells/Hand Weights)	51,513	53,256	52,636	2.2%	-1.2%
Running/Jogging	47,384	50,652	48,977	3.4%	-3.3%
Stationary Cycling (Recumbent/Upright)	36,118	31,287	32,453	-10.1%	3.7%
Weight/Resistant Machines	35,768	30,651	30,577	-14.5%	-0.2%
Elliptical Motion Trainer	32,218	27,920	27,618	-14.3%	-1.1%
Yoga	26,268	32,808	34,347	30.8%	4.7%
Free Weights (Barbells)	26,473	28,790	28,243	6.7%	-1.9%
Dance, Step, & Choreographed Exercise	21,839	25,160	24,752	13.3%	-1.6%
Bodyweight Exercise	25,110	22,845	22,629	-9.9%	-0.9%
Aerobics (High Impact/Intensity Training HIIT)	10,575	10,954	10,400	-1.7%	-5.1%
Stair Climbing Machine	15,079	11,261	11,786	-21.8%	4.7%
Cross-Training Style Workout	12,914	9,179	9,764	-24.4%	6.4%
Trail Running	8,582	11,854	12,520	45.9%	5.6%
Stationary Cycling (Group)	8,937	6,054	5,939	-33.5%	-1.9%
Pilates Training	8,893	9,905	9,745	9.6%	-1.6%
Cardio Kickboxing	6,899	5,295	5,099	-26.1%	-3.7%
Boot Camp Style Cross-Training	6,583	4,969	5,169	-21.5%	4.0%
Martial Arts	5,745	6,064	6,186	7.7%	2.0%
Boxing for Fitness	5,175	5,230	5,237	1.2%	0.1%
Tai Chi	3,706	3,300	3,393	-8.4%	2.8%
Barre	3,329	3,579	3,659	9.9%	2.2%
Triathlon (Traditional/Road)	2,374	1,846	1,748	-26.4%	-5.3%
Triathlon (Non-Traditional/Off Road)	1,705	1,363	1,304	-23.5%	-4.3%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

2.5.5 NATIONAL TRENDS IN OUTDOOR RECREATION

PARTICIPATION LEVELS

Results from the SFIA report demonstrate strong growth in participation regarding outdoor/adventure recreation activities. Much like the general fitness activities, these activities encourage an active lifestyle, can be performed individually or with proper social distancing in a group, and are not as limited by time constraints. In 2021, the most popular activities, in terms of total participants, from the outdoor/adventure recreation category include: Hiking (Day) (58.6 million), Road Bicycling (42.7 million), Freshwater Fishing (40.8 million), Camping within ¼ mile of Vehicle/Home (35.9 million), and Recreational Vehicle Camping (16.3 million). PLEASE NOTE: Hiking (Day) = a hike that is short enough to be completed in a single day.



FIVE-YEAR TREND

From 2016-2021, Hiking (Day) (39.3%), Camping within ¼ mile of Vehicle/Home (36.0%), Skateboarding (35.8%), Birdwatching (27.8%), BMX Bicycling (24.4%), and Fly Fishing (15.5%) have undergone the largest increases in participation. The five-year trend also shows activities such as Adventure Racing (-39.1%), Traditional Climbing (-14.9%), In-Line Roller Skating (-8.2%), and Archery (-7.1%) to be the only activities with decreases in participation.

ONE-YEAR TREND

The one-year trend shows almost all activities declining in participation from the previous year. The growing activities being Indoor Climbing (2.7%), Hiking (Day) (1.5%), Archery (1.3%), In-Line Roller Skating (1.0%), Boulder Climbing (0.5%), and over the last year, the activities that underwent the biggest decreases in participation were Recreational Vehicle Camping (-8.2%) and Adventure Racing (-7.1%).

CORE VS. CASUAL TRENDS IN OUTDOOR RECREATION

Most outdoor activities have experienced participation growth in the last five years. Although this is a positive trend, it should be noted that all outdoor activities participation, besides adventure racing, consist primarily of casual users.

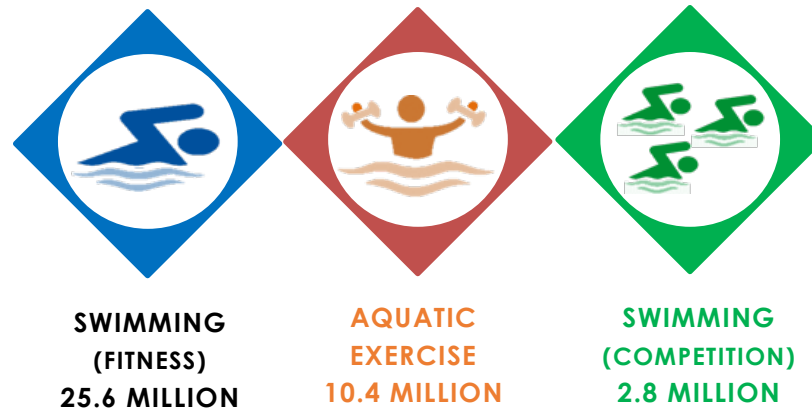


National Participatory Trends - Outdoor / Adventure Recreation					
Activity	Participation Levels			% Change	
	2016	2020	2021	5-Year Trend	1-Year Trend
Hiking (Day)	42,128	57,808	58,697	39.3%	1.5%
Bicycling (Road)	38,365	44,471	42,775	11.5%	-3.8%
Fishing (Freshwater)	38,121	42,556	40,853	7.2%	-4.0%
Camping (< 1/4 Mile of Vehicle/Home)	26,467	36,082	35,985	36.0%	-0.3%
Camping (Recreational Vehicle)	15,855	17,825	16,371	3.3%	-8.2%
Fishing (Saltwater)	12,266	14,527	13,790	12.4%	-5.1%
Birdwatching (>1/4 mile of Vehicle/Home)	11,589	15,228	14,815	27.8%	-2.7%
Backpacking Overnight	10,151	10,746	10,306	1.5%	-4.1%
Bicycling (Mountain)	8,615	8,998	8,693	0.9%	-3.4%
Archery	7,903	7,249	7,342	-7.1%	1.3%
Fishing (Fly)	6,456	7,753	7,458	15.5%	-3.8%
Skateboarding	6,442	8,872	8,747	35.8%	-1.4%
Climbing (Indoor)	-	5,535	5,684	N/A	2.7%
Roller Skating, In-Line	5,381	4,892	4,940	-8.2%	1.0%
Bicycling (BMX)	3,104	3,880	3,861	24.4%	-0.5%
Climbing (Traditional/Ice/Mountaineering)	2,790	2,456	2,374	-14.9%	-3.3%
Climbing (Sport/Boulder)	-	2,290	2,301	N/A	0.5%
Adventure Racing	2,999	1,966	1,826	-39.1%	-7.1%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

2.5.6 NATIONAL TRENDS IN AQUATICS

PARTICIPATION LEVELS

Swimming is deemed as a lifetime activity, which is most likely why it continues to have such strong participation. In 2021, Fitness Swimming remained the overall leader in participation (25.6 million) amongst aquatic activities, even though most, if not all, aquatic facilities were forced to close at some point due to the COVID-19 pandemic.



FIVE-YEAR TREND

Assessing the five-year trend, no activity has experienced an increase from 2016-2021, most likely due to the accessibility of facilities during COVID-19. While Fitness Swimming and Aquatic Exercise underwent a slight decline, dropping -3.7% and -1.7% respectively, Competitive Swimming suffered a -16.2% decline in participation.

ONE-YEAR TREND

The impact of the COVID-19 pandemic is seen here as most aquatic facilities were forced to shut down for some part of the year. This caused decreases to Aquatic Exercise (-5.1%) having the largest decline, followed by Fitness Swimming (-0.2%). Participation in Competitive swimming increased by 8%.

CORE VS. CASUAL TRENDS IN AQUATICS

Only Aquatic Exercise has undergone an increase in casual participation (1-49 times per year) over the last five years, however, they have all seen a drop in core participation (50+ times per year) in the same time frame. This happened before the COVID-19 pandemic, and the large decreases in all participation over the last year have furthered this trend.

National Participatory Trends - Aquatics					
Activity	Participation Levels			% Change	
	2016	2020	2021	5-Year Trend	1-Year Trend
Swimming (Fitness)	26,601	25,666	25,620	-3.7%	-0.2%
Aquatic Exercise	10,575	10,954	10,400	-1.7%	-5.1%
Swimming (Competition)	3,369	2,615	2,824	-16.2%	8.0%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	



2.5.7 NATIONAL TRENDS IN WATER SPORTS / ACTIVITIES

PARTICIPATION LEVEL

The most popular water sports / activities based on total participants in 2021 were Recreational Kayaking (13.3 million), Canoeing (9.2 million), and Snorkeling (7.3 million). It should be noted that water activity participation tends to vary based on regional, seasonal, and environmental factors. A region with more water access and a warmer climate is more likely to have a higher participation rate in water activities than a region that has a long winter season or limited water access. Therefore, when assessing trends in water sports and activities, it is important to understand that fluctuations may be the result of environmental barriers which can greatly influence water activity participation.



FIVE-YEAR TREND

Over the last five years, Recreational Kayaking (33.3%), Surfing (24%), and Stand-Up Paddling (16.1%) were the fastest growing water activities. White Water Kayaking (1.4%) was the only other activity with an increase in participation. From 2016-2021, activities declining in participation most rapidly were Boardsailing/Windsurfing (-25.3%), Scuba Diving (-20.4%), Water Skiing (-17.4%), Sea Kayaking (-17.2%) Snorkeling (-16.1%), and Sailing (-15.4%).

ONE-YEAR TREND

Recreational Kayaking (2.7%) and Stand-Up Paddling (1.7%) were the activities to grow both over 5 years and in the last one year. Activities which experienced the largest decreases in participation in the most recent year include Surfing (-8.9%), Snorkeling (-5.3%), Scuba Diving (-4.3%), and Canoeing (-4.1%).

CORE VS. CASUAL TRENDS IN WATER SPORTS/ACTIVITIES

As mentioned previously, regional, seasonal, and environmental limiting factors may influence the participation rate of water sport and activities. These factors may also explain why all water-based activities have drastically more casual participants than core participants, since frequencies of activities may be constrained by uncontrollable factors. These high causal user numbers are likely why most water sports/activities have experienced decreases in participation in recent years.

National Participatory Trends - Water Sports / Activities					
Activity	Participation Levels			% Change	
	2016	2020	2021	5-Year Trend	1-Year Trend
Kayaking (Recreational)	10,017	13,002	13,351	33.3%	2.7%
Canoeing	10,046	9,595	9,199	-8.4%	-4.1%
Snorkeling	8,717	7,729	7,316	-16.1%	-5.3%
Jet Skiing	5,783	4,900	5,062	-12.5%	3.3%
Sailing	4,095	3,486	3,463	-15.4%	-0.7%
Stand-Up Paddling	3,220	3,675	3,739	16.1%	1.7%
Rafting	3,428	3,474	3,383	-1.3%	-2.6%
Water Skiing	3,700	3,050	3,058	-17.4%	0.3%
Surfing	2,793	3,800	3,463	24.0%	-8.9%
Wakeboarding	2,912	2,754	2,674	-8.2%	-2.9%
Scuba Diving	3,111	2,588	2,476	-20.4%	-4.3%
Kayaking (Sea/Touring)	3,124	2,508	2,587	-17.2%	3.1%
Kayaking (White Water)	2,552	2,605	2,587	1.4%	-0.7%
Boardsailing/Windsurfing	1,737	1,268	1,297	-25.3%	2.3%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:		Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)

2.6 PARTICIPATION BY GENERATION

Boomers (1945 – 1964)				Millennials (1980~1999)			
	2019	2020	2021		2019	2020	2021
Fitness Sports	59.8%	59.9%	64.4%	Fitness Sports	68.3%	68.7%	70.0%
Individual Sports	23.1%	22.3%	22.9%	Individual Sports	39.8%	41.5%	41.3%
Outdoor Sports	39.4%	39.5%	41.9%	Outdoor Sports	57.5%	59.4%	60.5%
Racquet Sports	5.5%	6.4%	6.8%	Racquet Sports	17.6%	19.3%	19.3%
Team Sports	4.3%	4.9%	5.1%	Team Sports	27.2%	30.4%	30.6%
Water Sports	7.4%	7.8%	8.2%	Water Sports	15.0%	17.1%	17.2%
Winter Sports	3.9%	3.5%	3.7%	Winter Sports	14.9%	14.5%	14.0%
Gen X (1965~1979)				Gen Z (2000+)			
	2019	2020	2021		2019	2020	2021
Fitness Sports	65.1%	66.0%	64.2%	Fitness Sports	53.5%	55.2%	55.8%
Individual Sports	29.9%	31.5%	29.6%	Individual Sports	42.0%	44.3%	44.0%
Outdoor Sports	50.4%	52.2%	50.4%	Outdoor Sports	59.1%	60.6%	60.8%
Racquet Sports	10.1%	12.2%	11.8%	Racquet Sports	18.1%	22.4%	22.6%
Team Sports	12.0%	15.5%	15.2%	Team Sports	56.3%	56.6%	55.8%
Water Sports	10.9%	13.0%	12.3%	Water Sports	12.9%	16.3%	15.8%
Winter Sports	8.6%	8.7%	8.2%	Winter Sports	18.9%	19.4%	19.1%
PARTICIPATION BY GENERATION							



2.7 NON-PARTICIPANT INTEREST BY AGE SEGMENT

In addition to participation rates by generation, SFIA also tracks non-participant interest. These are activities that the U.S. population currently does not participate in due to physical or monetary barriers, but is interested in participating in. Below are the top five activities that each age segment would be most likely to partake in if they were readily available.

Overall, the activities most age segments are interested in including Camping, Bicycling, Fishing, and Swimming for Fitness. All of which are deemed as low-impact activities, making them obtainable for any age segment to enjoy.



2.8 RECREATION TRENDS FOR THE SENIOR POPULATION (55+)

Today, Casa Grande's population is aging with greater and contrasting needs and desires. The Community Services Department has evolved to ensure that all members of the community are able to benefit from their vast holdings of open space, recreation facilities and service offerings. One area of growing interest is serving the expanding population of older adults.

As mentioned previously, 35% of the population in Casa Grande will be 55+ by 2037.

The findings in a research report produced by NRPA affirm that parks and recreation are vital services to older adults, and yet there remains significant opportunity to do much more. Some of the key findings in the report indicate that more than nine in 10 park and recreation agencies report that they offer facilities, activities and programming that cater to older adults. These activities vary greatly, including providing older adults with chances to socialize with others, ways to stay healthy and active, and opportunities to serve others in their communities. Following is a list of activities that are among those most often geared to older adults:

- Exercise classes
- Field trips, tours, vacations
- Arts and crafts classes
- Opportunities to volunteer
- Special events and festivals targeted to older adults.
- Group walks
- Paid job opportunities to lead exercise classes, work in recreation centers or at parks.

As noted above, the list of activities varies greatly from active to passive and everywhere in-between.

Where Casa Grande can make a real, lasting difference is in providing evidence-based chronic disease prevention and/or management programs that keep older adults healthy and active for years to come. The trend to accomplish this is for the Department to offer these types of programs for older adults in Casa Grande, including those focused on enhanced fitness, diabetes management, living with arthritis and improving balance.

The wide breadth of service offerings for older adults should reflect the broad population served. This includes Casa Grande following a wide definition of "older adults" when designing and marketing offerings – in many cases starting with adults as young as 55 years old.

Furthermore, Casa Grande may be unique in ensuring that the needs of underserved older adults are met. The Department can be a critical, lifesaving resource for lower and/or fixed income segments of the older adult population. This can possibly include transportation to and from activities and facilities and low-cost or free fitness programs.

Casa Grande could consider developing programming for older adults with key partners. To best serve this population, partnerships can include, but not limited to:

- Area agencies on aging.
- Retirement communities.
- Senior meals providers.



- Hospitals and doctors' offices.
- Local health departments.
- Health insurance companies.
- Community-based organizations (e.g., faith-based).

But even with these partners, Casa Grande will have hurdles that must be overcome before providing more services to older adults. The most common challenges are the result of inadequate resources, including facility space shortages, insufficient funding, and inadequate staffing. Presumably, these resource constraints will become even more acute as the older adult population grows and the demand for these services increases.

2.9 LOCAL TRENDS – GENERAL SPORTS MARKET POTENTIAL

ESRI's 2022 Sports and Leisure Market Potential Data measures the likely demand for recreation activities as well as expected consumer attitudes towards these activities by City of Casa Grande residents. The MPI shows the likelihood that a resident of the City of Casa Grande will participate in certain activities when compared to the US National average. The City is compared to the national average in three (3) categories - general sports, fitness, and outdoor recreation. PLEASE NOTE: The participation by Casa Grande residents in these activities is not restricted geographically to the City of Casa Grande. For example, a Casa Grande resident may participate in an activity offered by the City of Maricopa.

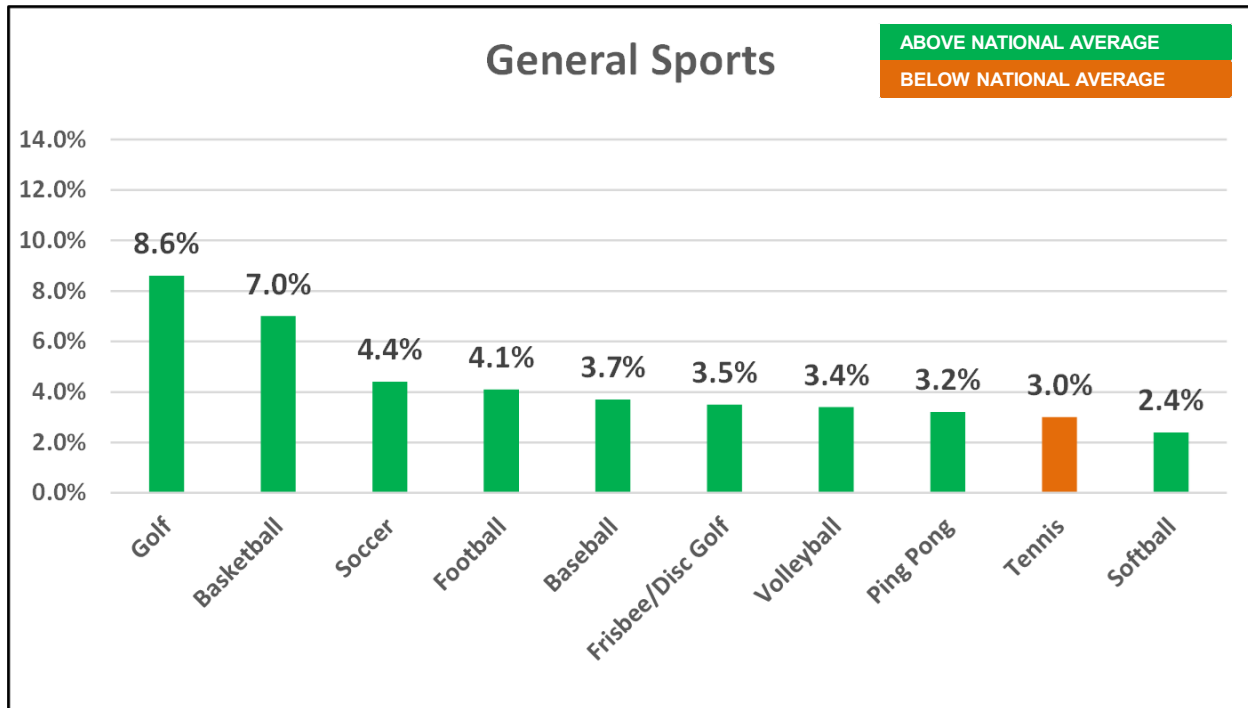
Overall, Casa Grande demonstrates above average market potential index numbers. Looking at the three categories (general sports, fitness, and outdoor activity), Casa Grande's MPI percentages show that Casa Grande generally has high participation rates when it comes to all three categories of activities as compared to national averages.

Activities with MPI numbers greater than the national average are significant because they demonstrate that there is a greater potential that Casa Grande residents will actively participate in offerings if these activities were provided by the city or surrounding communities. Activities with MPI numbers lower than the national average are also significant because they demonstrate that there is either a lower potential that Casa Grande residents will participate in these activities or the opportunity to participate in these activities is not available to them.

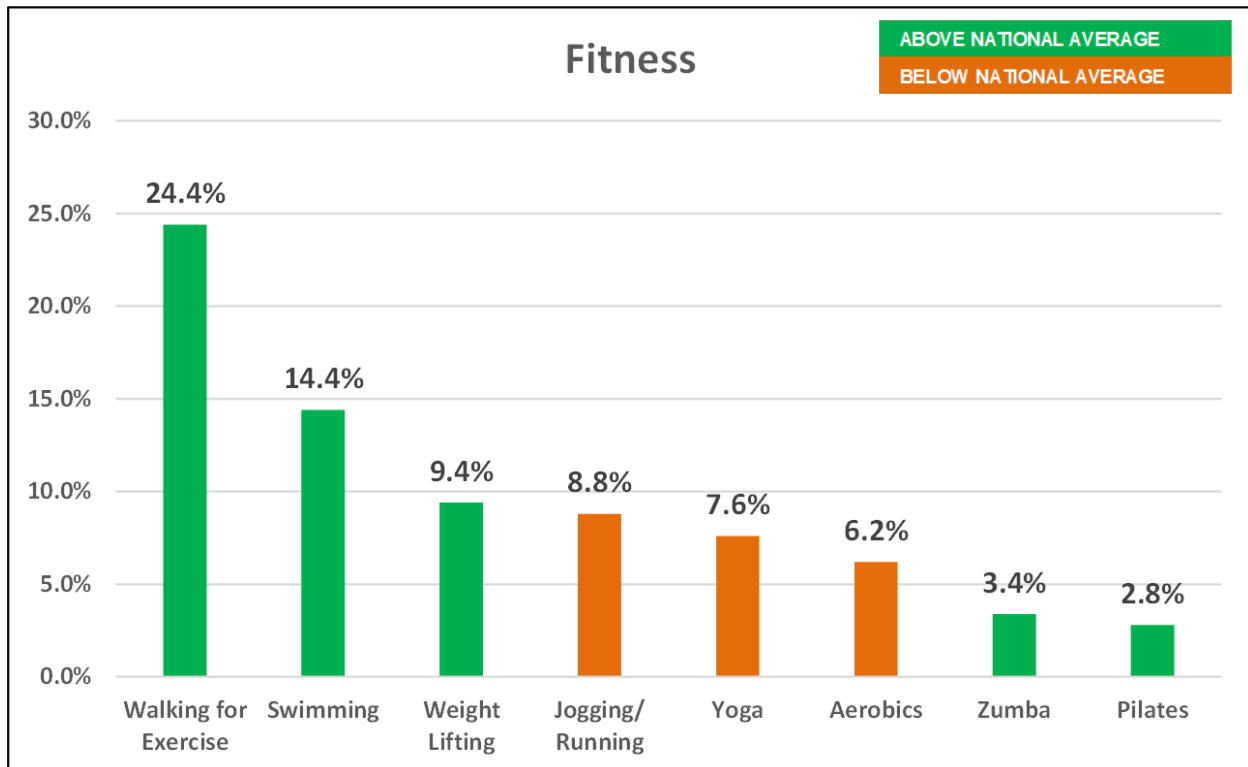
This data should be interfaced with other key findings derived during the master planning process to determine an appropriate level of service for park acreage and amenities for the City of Casa Grande. Other key factors that determine level of service include, but are not limited to demographic projections, resident need as determined by the community engagement process, current level of service (existing park and amenity inventory), and access to existing parks and amenities.

PLEASE NOTE: 1% of Casa Grande's population = 562 residents

2.9.1 GENERAL SPORTS MARKET POTENTIAL INDEX

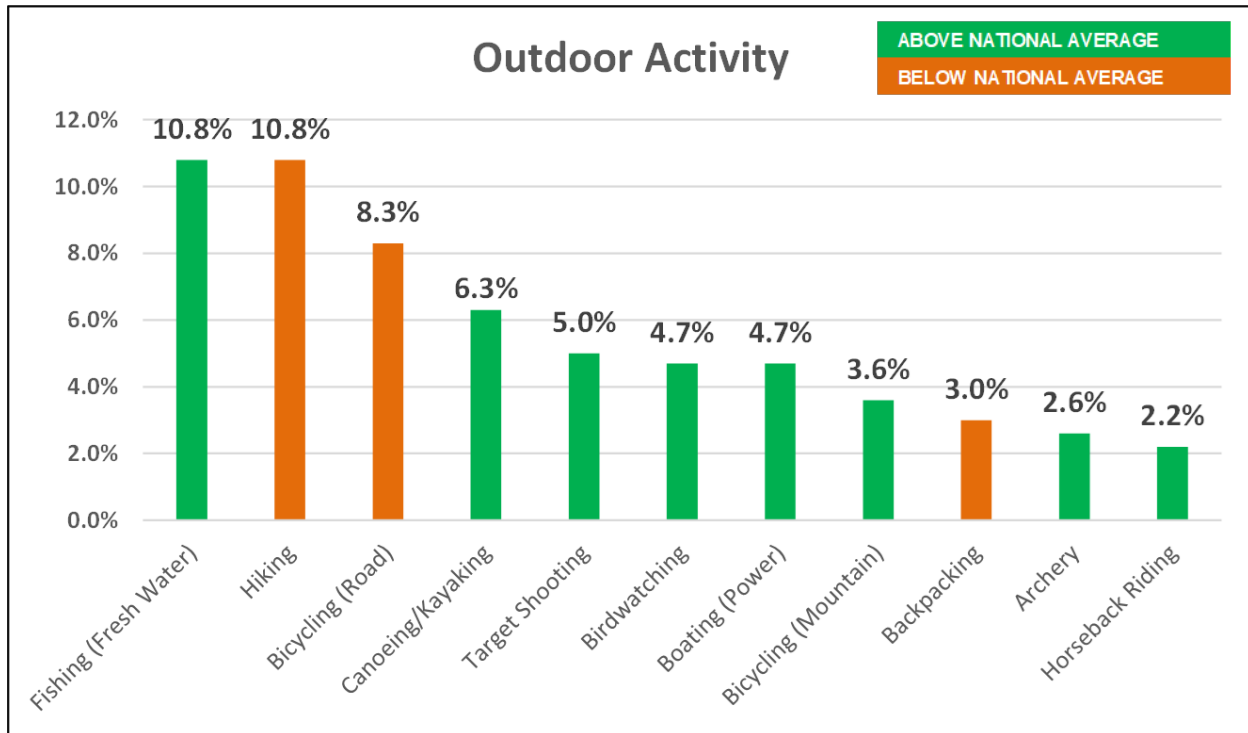


2.9.2 GENERAL FITNESS MARKET POTENTIAL INDEX





2.9.3 OUTDOOR ACTIVITY MARKET POTENTIAL INDEX



2.10 RECREATION TRENDS SUMMARY

It is critically important for Casa Grande Community Services Department to understand the local and national participation trends in recreation activities. In doing so, the Department can gain general insight into the lifecycle stage of recreation programs and activities (emerging, stable, and declining) and thereby anticipate potential changes in need and demand for the programs and activities that it provides to the residents of Casa Grande. Here are some major takeaways for local and national recreation trends:

- Fitness walking remained the most popular activity OVERALL nationally and locally (24.4% of residents walk for exercise). This activity will likely continue to grow in popularity in Casa Grande.
- Basketball is the most participated in **sport** both nationally whereas golf ranks the highest locally.
- Softball and football are losing participants both locally and nationally, though local MPI numbers are above the national average for softball and football.
- Outdoor recreational activities are on the rise nationally and are popular locally.
- Based on national measurements, income level has a positive impact on activity rate. Higher income households tend to have higher activity rates.
- Age is also a significant factor to inactivity level. Generation Z (age 6-17) had the lowest inactivity rate while the boomers (age 55+) had the highest inactivity rate.
- Specific strategies must be developed to address the growing and diversifying senior (55+) population.

CHAPTER THREE - COMMUNITY NEEDS ASSESSMENT

The efforts in creating this Master Plan were based in an evaluation of existing resources and capacity as well as community input. Thus, a key consideration to creating a vision for parks and recreation in Casa Grande is to understand current community values, needs, and desires. The assessment of these values is accomplished by triangulating information generated from focus groups with staff, public input received via public meetings and project website, a statistically valid survey, and reinforced through intercept and electronic surveys. The surveys were written to reflect issues and wishes that emerged from the qualitative data gathered through discussions with staff. Triangulation occurs when findings of the qualitative work are supported by the quantitative work. The following sections discuss this process and resulting findings.

3.1 QUALITATIVE INPUT SUMMARY

In the spring of 2022, the consultant team conducted a series of focus group meetings in partnership with City staff that included representatives from the master plan steering committee and various stakeholder groups, including school district, business, and civic leaders, athletic organizations, and the Chamber of Commerce. The results of these focus group discussions, as well as the input received via public meetings, were condensed to a series of key themes that emerged.

Discussion with staff, community leaders and citizens revealed the following key themes related to parks and recreation in Casa Grande.

3.1.1 COMMUNITY INPUT KEY FINDINGS

Input from the community confirmed that Casa Grande's parks are loved by many, but there are gaps in service and amenities and additional City investment is needed to maintain and reinvest in parks and facilities for the community. Participants see the system as one that is well-maintained with great staff. They also enjoy the numerous programs and amenities offered. Unmet needs exist as the demand for select services is currently outweighing the available facilities and/or existing amenities. The following summarizes the themes of community input:

ECONOMIC DEVELOPMENT THROUGH PARK REINVESTMENT

Opportunity exists for park development to enhance and/or advance economic development. There is also an opportunity for economic development to enhance and support park development.

- Parks and recreation can play a significant role in business attraction, residential development, and the overall quality of life attributes desired by the community.
- Investment in parks reflects the community's value set and the City's overall attitude of being an active player in the betterment of the community.

INVESTING IN THE PARKS SYSTEM

- Continue to focus on reinvesting in and maintaining existing parks and facilities.
- Programs and services need to evolve with recreational trends change.
- Additional athletic fields are highly desired by the community.



TRAILS AND CONNECTIVITY

- Desire for a connected, accessible recreational trail system that also supports active transportation and Safe Routes to School initiatives.
- Opportunities exist to, in part, help meet the trail needs of the community, in partnership with the development community.

ADVOCACY AND AWARENESS

- Increased communication/marketing is needed to develop more advocacy for, and the awareness of, the parks and recreation system.

FUNDING THE PARKS AND RECREATION SYSTEM

- Creative and multiple funding strategies are required to meet the needs of the community, specifically for operations and maintenance of parks.
- Securing grant funding through multiple State and Federal funded grant programs will be critical for funding park developments over the next 10 years.

3.1.2 INTERCEPT SURVEY FINDINGS

In the spring of 2022, the consultant team and Community Services Department staff conducted a series of intercept surveys to gather input from residents regarding the importance of park and recreation facilities and amenities. The intercept surveys were conducted utilizing a display board-dot exercise methodology on the following dates and events:

- March 26th: Bunny Hop Walk
- April 2nd: Public Safety Day
- Month of April: Main & Vista Libraries
- Month of April: Recreation Center

The graphic below summarizes the priorities of those surveyed as part of this process.



3.1.3 PROJECT WEBSITE INPUT

- As part of the community input process, the consultant team, in conjunction with the Parks and Recreation Department, developed and administered a project website, [Home - Casa Grande Community Services \(planyourparkscg.com\)](https://planyourparkscg.com). The website provided residents with an open participation portal to provide feedback on their park and recreation needs. Below provides a word cloud summary of the 137 responses received via the project website in 2022-23.



3.1.4 ON-LINE SURVEY

- As part of the community input process, the consultant team, in conjunction with the Parks and Recreation Department, conducted an on-line survey in May and June 2022. This survey was completed as an additional way to provide residents with an opportunity of their parks and recreation preferences. A summary of the results of the 356 completed surveys are as follows:

HIGHEST PRIORITY LIBRARY PROGRAMS/SERVICES

LIBRARY SERVICES		Priority
Books for Adults	High	
Books for Children		
E-Books		
Public Computers		
Books for Teens		
Website (online research and library catalog)		



HIGHEST PRIORITY RECREATION PROGRAMS/SERVICES

RECREATION Program/Activity	Priority
Free/low-cost community events	High
Fitness & wellness classes (adult)	
Cooking classes	
Art, dance, performing arts	

HIGHEST PRIORITY ACTIVE AGING PROGRAMS/SERVICES

ACTIVE AGING Program/Activity	Priority
Day trips, tours, & excursions to popular tourist	High
Arts & crafts programs & activities	
Special interest classes	
Healthy eating programs & dieting	
Dance Lessons	
Counseling Services	
Social Gatherings	
Volunteer opportunities programs	
Computer classes & programs	
Health screenings	
Cognitive strengthening programs	



HIGHEST PRIORITY PARKS/FACILITIES/AMENITIES

Park, Facility, Amenity	Priority
Walking & biking trails	High
Urban Trails (cycle/walking)	
Indoor walking tracks	
Community gardens	
Mountain hiking/bike trails	
Leisure pools	
Lap pools	
Splash pads	
Dog parks	
BMX track	
Indoor fitness equipment	





3.2 STASTICALLY VALID SURVEY

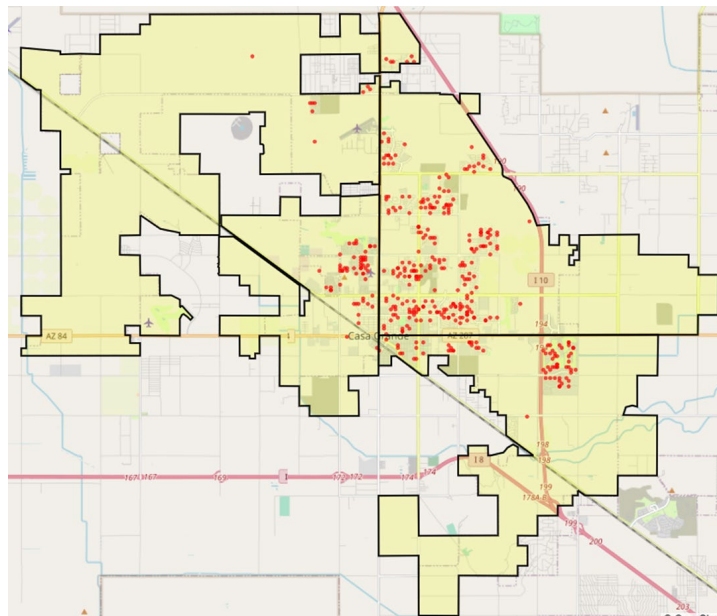
ETC Institute administered a needs assessment survey for Casa Grande during the spring of 2022. The survey was administered in both English and Spanish as part of the City's Community Services Master Plan. The survey results will aid Casa Grande in taking a resident-driven approach to making decisions that will enrich and positively affect the lives of residents.

3.2.1 METHODOLOGY

ETC Institute mailed a survey packet to a random sample of households in the City of Casa Grande. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online at CasaGrandeParksSurvey.org.

After the surveys were mailed, ETC Institute followed up by sending text messages and mailing postcards to encourage participation. The text messages and postcards contained a link to the online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Casa Grande from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not included in the final database for this report.

The goal was to complete a minimum of 300 completed surveys from City residents. The goal was exceeded with 390 completed surveys collected. The overall results for the sample of 390 households have a precision of at least ± 5.6 at the 95% level of confidence. The following scatterplot graph indicates where completed surveys were received from residents in Casa Grande.

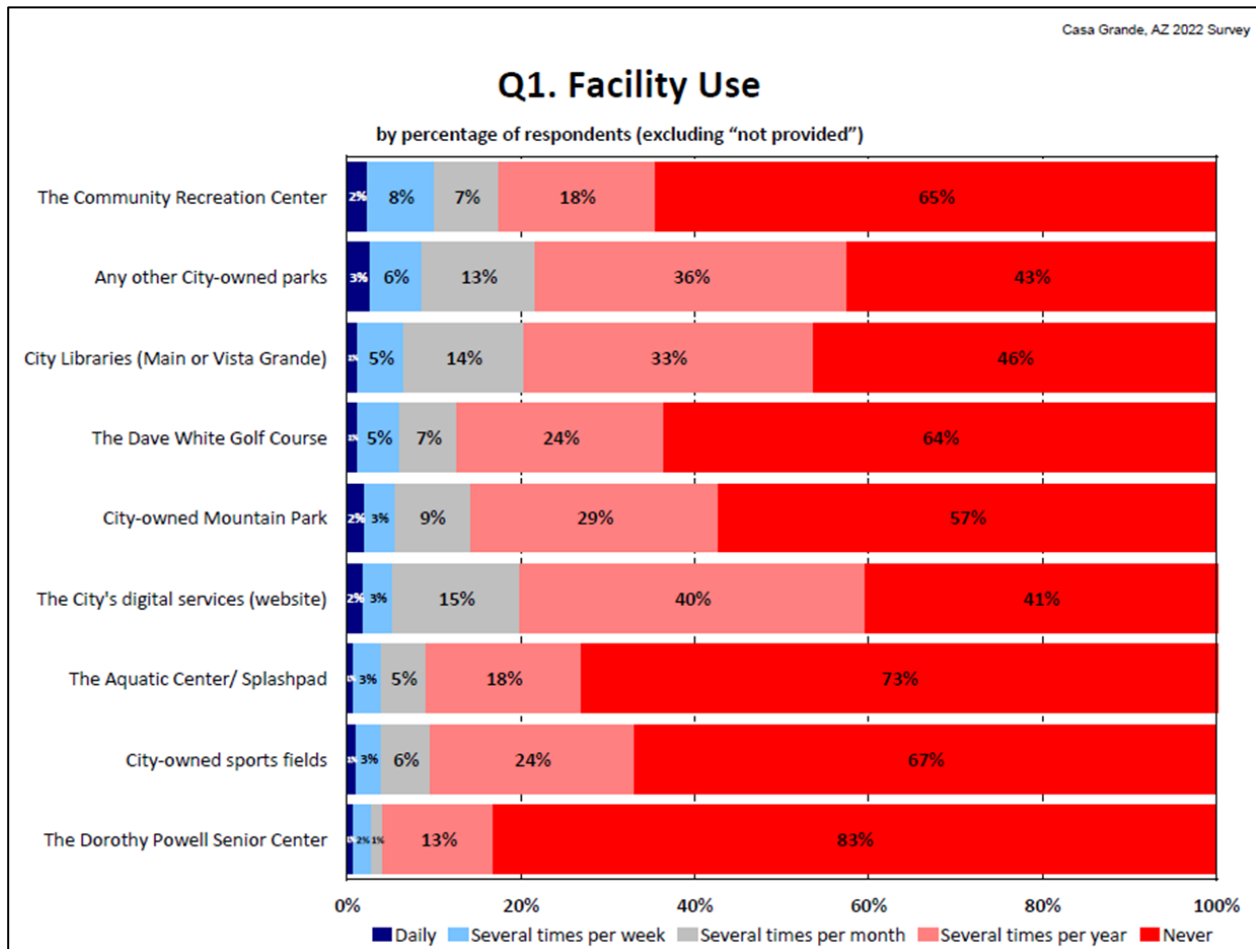


The major findings of the survey are summarized in the following pages. Complete survey results are provided as an Appendix to the Master Plan.

PLEASE NOTE: 7% of households in Casa Grande are Spanish Speaking; 5% of surveys returned were from these households.

3.2.2 CASA GRANDE PARKS, FACILITIES, AND SERVICES USE

- **Use of Facilities:** Respondents were asked to indicate how often they use 9 Casa Grande facilities. Most respondents never use the facilities, but city libraries, other city-owned parks, and the city website were used the most. The graph below shows the frequency of use for each of the facilities.



- **Barriers to Use:** Respondents were asked to indicate the reasons why they did not use facilities or didn't use them more often; multiple selections could be made.
 - **Library Use:** Respondents most often said they did not need library services (39%) and they were not aware of what was offered (20%) as their largest barriers to use.
 - **Parks, Fields, and Amenity Use:** Lack of interest in what was offered (33%) and lack of interest in park amenities (19%) were selected most often as barriers to use.
 - **Community and Senior Center Use:** Not old enough to use Senior Center (47%) and not being aware of what is offered (27%) were selected most often as barriers to use.

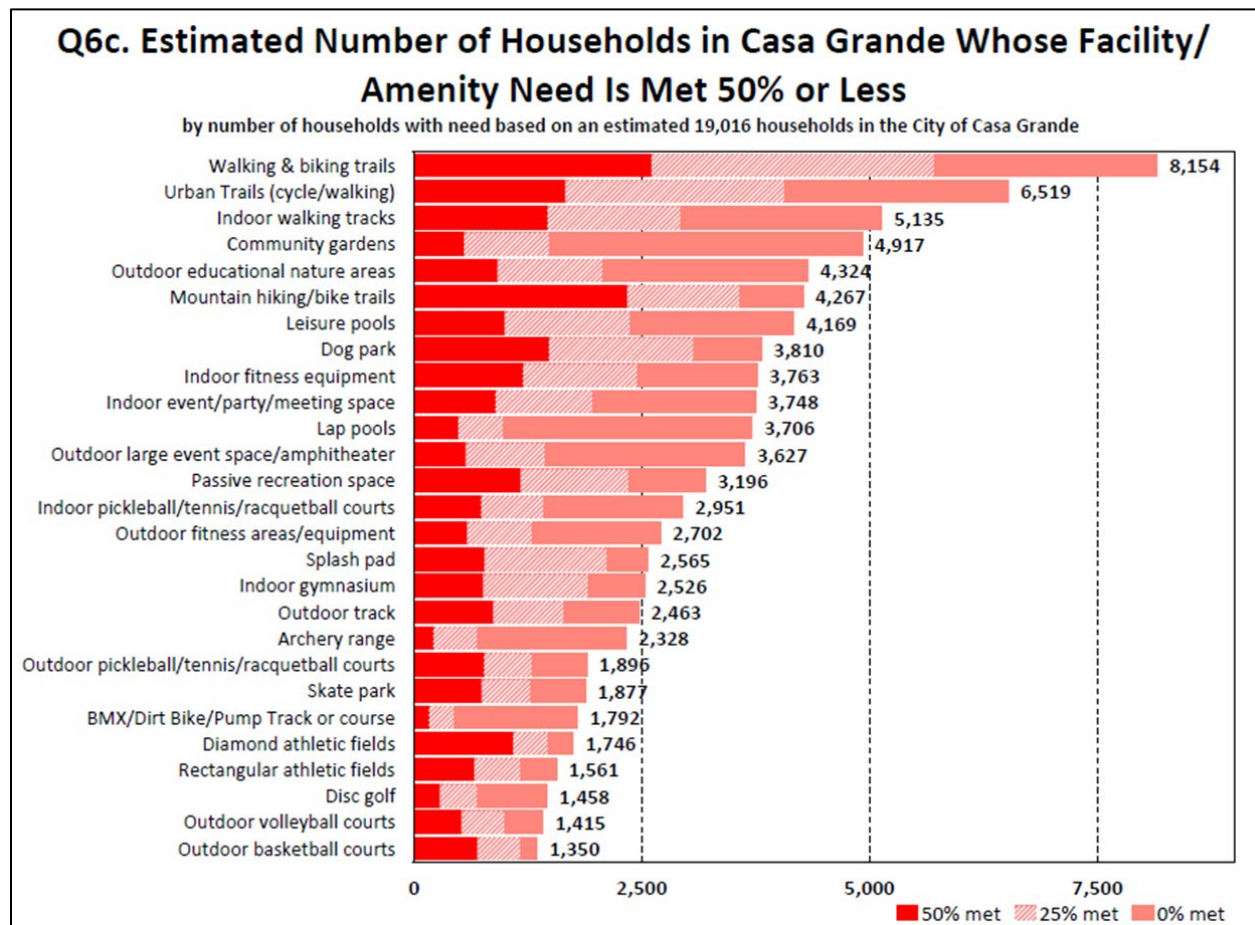


3.2.3 PARKS AND RECREATION FACILITIES NEEDS

- **Facility Needs:** Respondents were asked to identify if their household had a need for 27 facilities/amenities and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities/amenities. The three facilities/amenities with the highest percentage of households that have an unmet need:

1. Walking & biking trails - 8,154 households (43%),
2. Urban Trails - 6,519 households (34%), and
3. Indoor Walking Tracks - 5,135 households (27%).

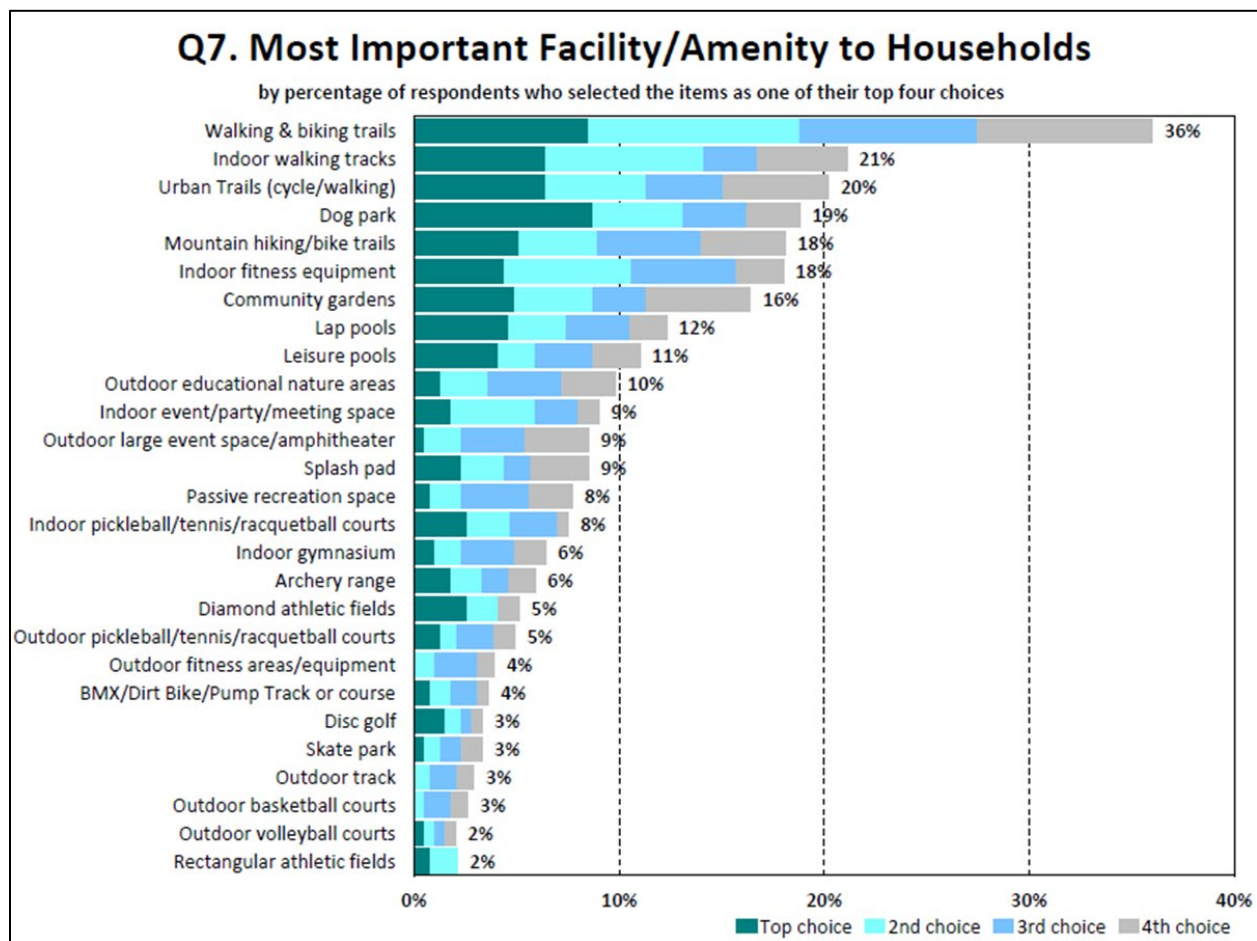
The estimated number of households that have unmet needs for each of the 27 facilities/amenities assessed is shown in the chart below.



- **Facilities Importance:** In addition to assessing the needs for each Parks and Recreation facility, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents' top four choices, these were the four facilities ranked most important to residents:

1. Walking & Biking Trails (36%),
2. Indoor Walking Tracks (21%), and
3. Urban Trails (20%)
4. Dog Parks (19%)

The percentage of residents who selected each facility as one of their top four choices is shown in the chart below.



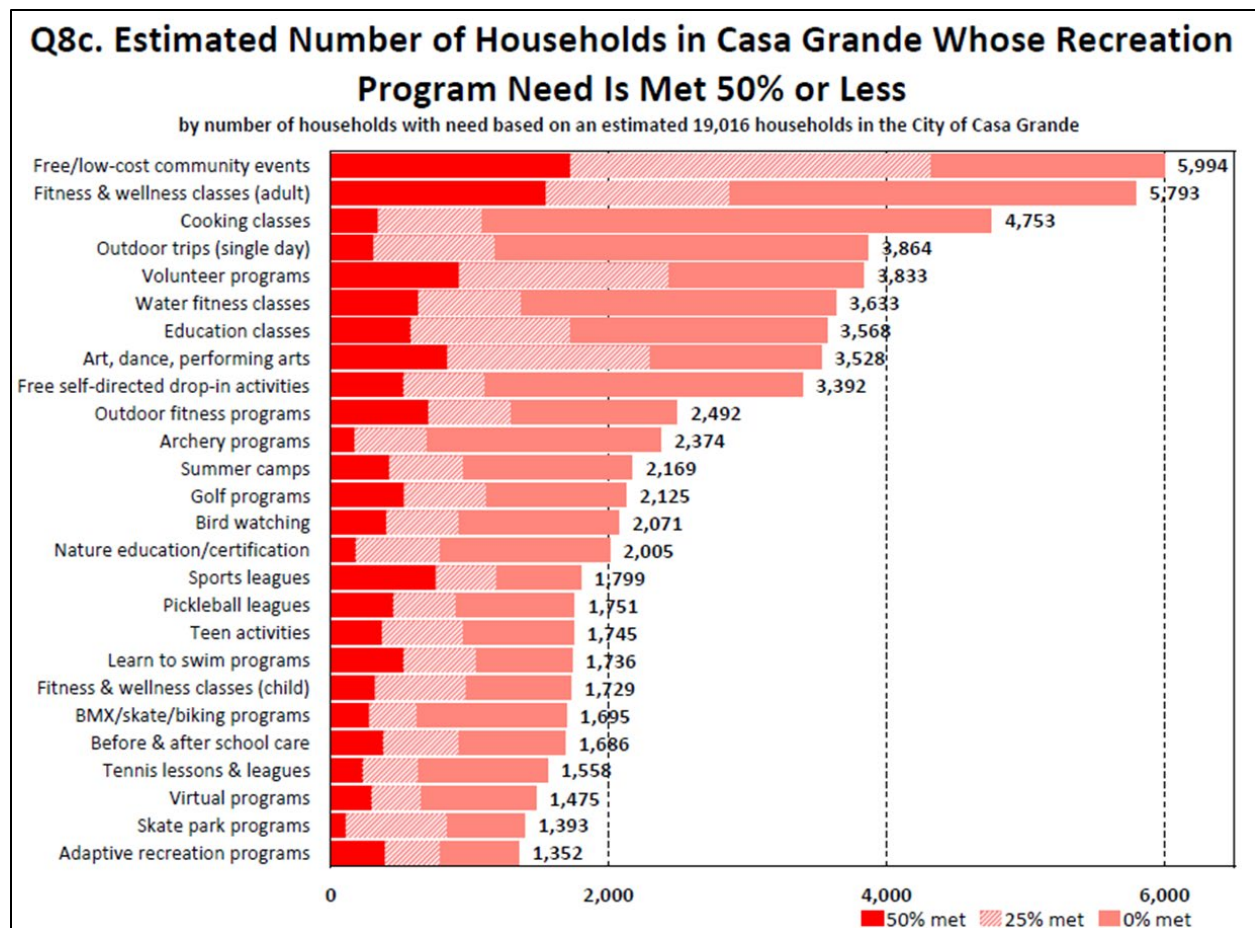


3.2.4 CASA GRANDE PROGRAM NEEDS

- **Program Needs:** Respondents were asked to identify if their household had a need for 26 programs and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities/amenities. The three programs with the highest percentage of households that have an unmet need:

1. Free/low-cost community events - 5,994 households (32%),
2. Fitness & wellness classes (adult) - 5,793 households (30%), and
3. Cooking classes- 13,541 households (25%).

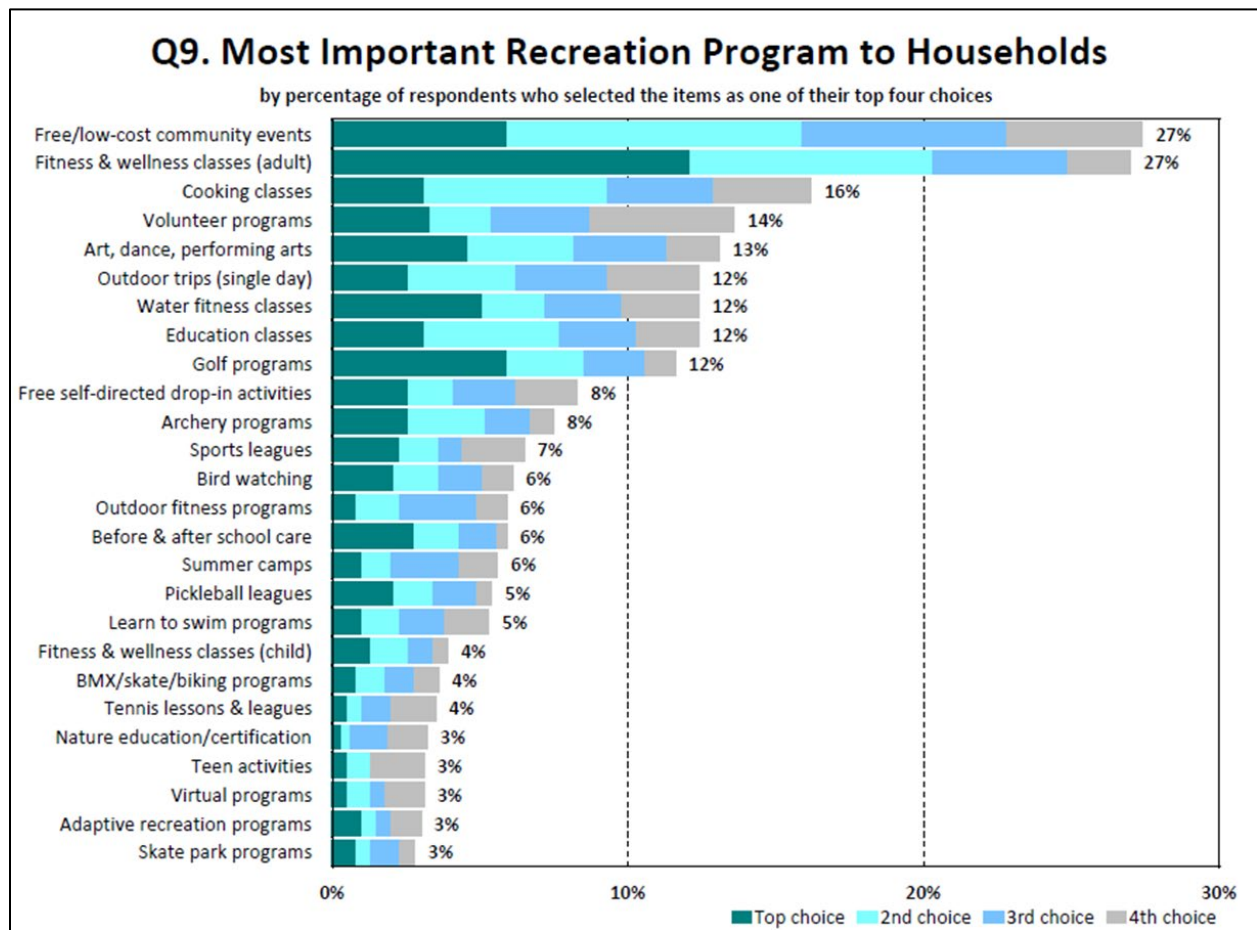
The estimated number of households that have unmet needs for each of the 26 parks and recreation programs assessed is shown in the chart below.



- **Programs Importance:** In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents' top four choices, these are the four most important programs to residents:

1. Free/low-cost community events (27%),
2. Fitness & wellness classes (adult) (27%), and
3. Cooking classes (16%)
4. Volunteer programs (14%)

The percentage of residents who selected each program as one of their top four choices is shown in the chart below.



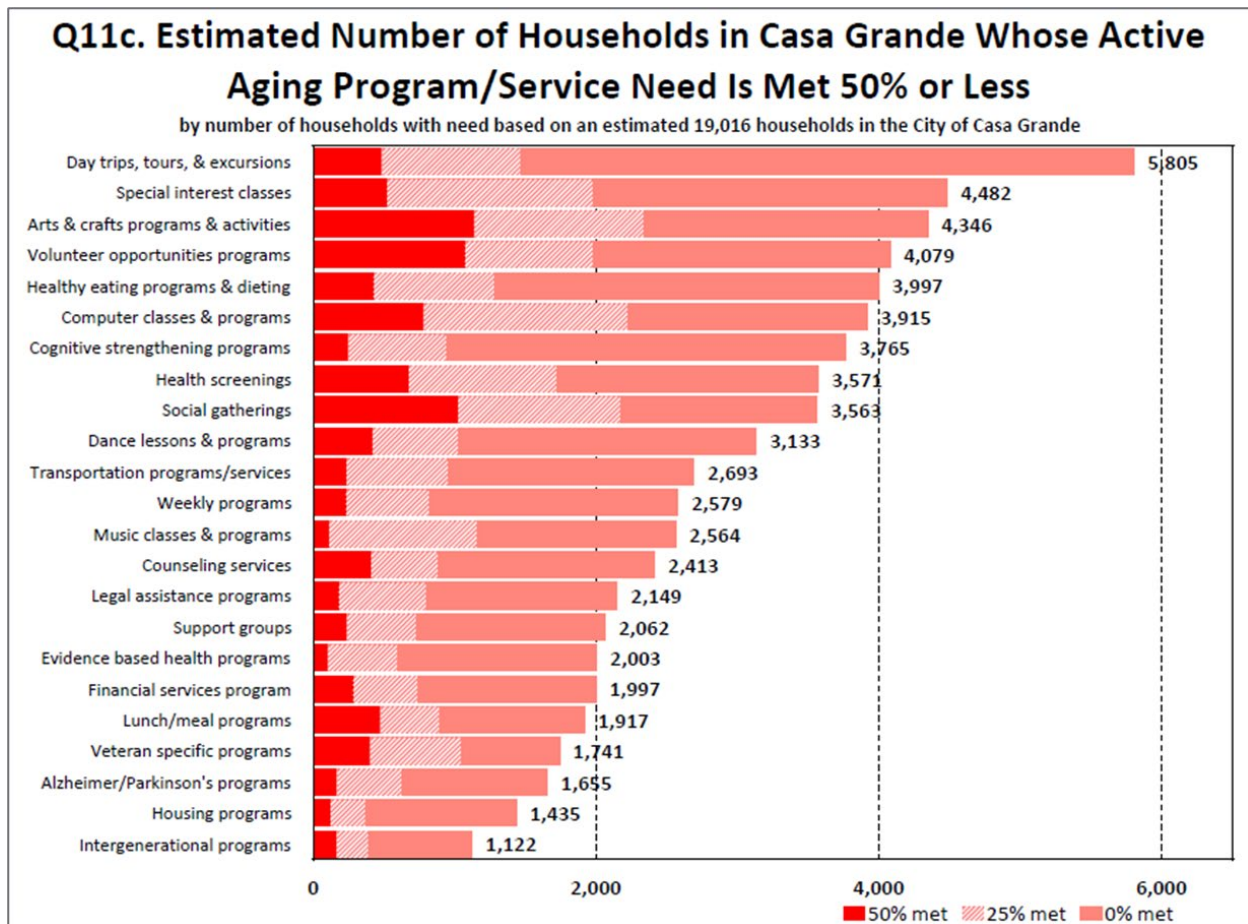


3.2.5 CASA GRANDE ACTIVE AGING SERVICE/PROGRAM NEEDS

- **Program/Service Needs:** Respondents were asked to identify if their household had a need for 23 active aging services/programs and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various active aging services/programs. The three programs/services with the highest percentage of households that have an unmet need:

1. Day trips, tours, and excursions to popular tourist attractions - 5,805 households (31%),
2. Special interest classes - 5,793 households (24%), and
3. Arts & crafts programs and activities- 4,346 households (23%).

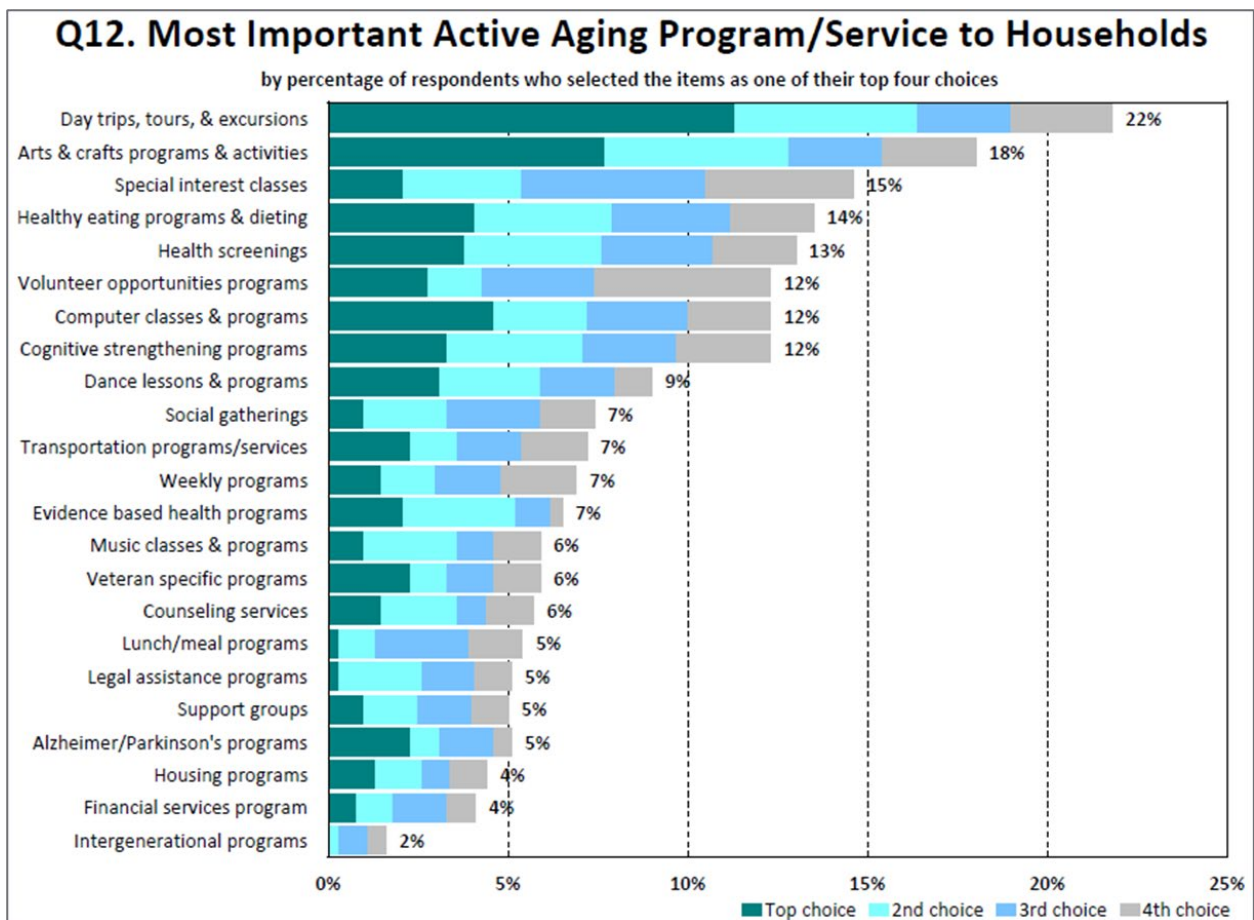
The estimated number of households that have unmet needs for each of the 23 active aging services/programs assessed is shown in the chart below.



- **Active Aging Services/Programs Importance:** In addition to assessing the needs for each program/service, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents' top four choices, these are the four most important programs/services to residents:

1. Day trips, tours, and excursions (22%),
2. Arts & crafts programs and activities (18%),
3. Special interest classes (15%), and
4. Healthy eating programs and dieting (14%).

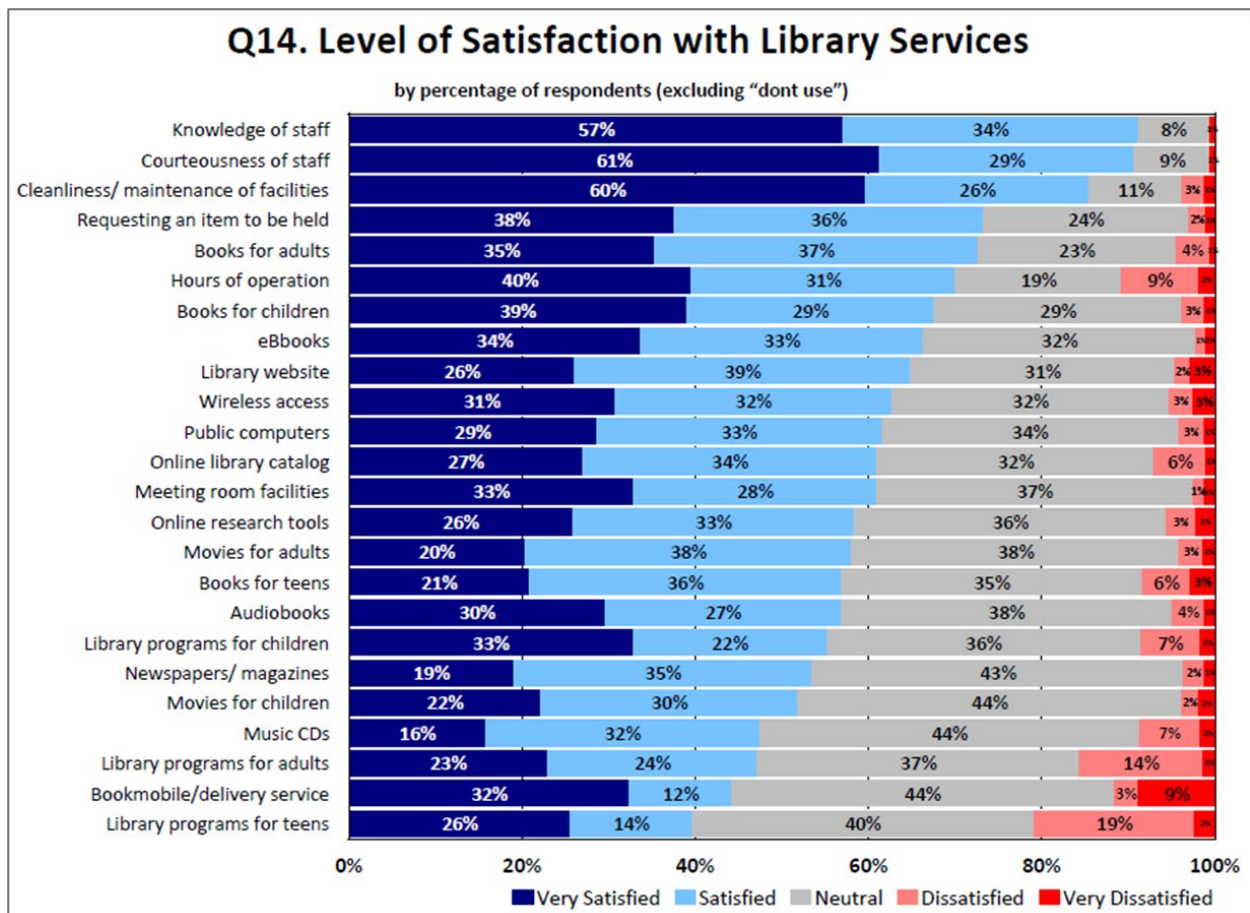
The percentage of residents who selected each program as one of their top four choices is shown in the chart below.





3.2.6 LIBRARY SERVICES

- **Use of Library.** Respondents were asked to indicate if their household has or has not used the library or library services within the past two years. Forty-seven percent (47%) of respondents had used the library or library services. Of those who had participated, 70% said they checked out a book or audiobook, 50% asked a librarian a question, and 27% downloaded an eBook or eAudiobook.
- **Quality of Services.** Respondents who had used the library/library services were asked to rate the quality of services. Knowledge of staff (91%), courteousness of staff (90%), and cleanliness/maintenance of facilities (86%) received the highest levels of satisfaction (either satisfied or very satisfied). The chart below shows the level of satisfaction for each of the services provided.
- **Most Important Services.** Respondents were also asked to rank the four most important library services to their household. Based on the sum of respondents' top four choices, these are the four most important library services to residents:
 1. Books for adults (41%)
 2. Books for children (24%)
 3. Courteousness of staff (17%)
 4. eBooks (17%)



3.2.7 OTHER KEY FINDINGS

- **Advocacy for Community Services:** Respondents were asked to rate their level of agreement with 12 statements regarding the benefits of Casa Grande community services. Respondents most often agreed (either agreed or strongly agreed) that the community services are physically accessible to all people (61%), community services make Casa Grande a more desirable place to live (60%) and are age-friendly (53%).
- **Support for Improvements:** Respondents were asked to rate their level of support for 20 improvements that could be made to existing facilities or in development to new facilities. General repair and maintenance to existing facilities (84%), improving existing restroom facilities in parks (82%), and improving existing trail systems (80%) received the highest level of support.
- **Communication Methods.** Respondents were asked to select all the ways their household currently learns about recreation programs and activities. Friends and neighbors (51%), city website (49%), and Facebook (36%) were selected most often. Respondents were also asked to select their three most preferred methods of communication. These were the top three most preferred methods of communication:
 1. City website (38%)
 2. Facebook (27%)
 3. Emails/eBlast (24%)
- **General Obligation Bond.** Respondents were asked to indicate how they would be likely to vote on a General Obligation Bond. The highest number of respondents said they would vote in favor (36%), followed by might vote in favor (24%), not sure (23%), and vote against (17%). Of those who said they were not sure or would likely vote against the bond, the highest number (37%) said it was because they do not support any increase in taxes and 36% said they needed more information before they could respond.

3.3 PRIORITY INVESTMENT RANKINGS

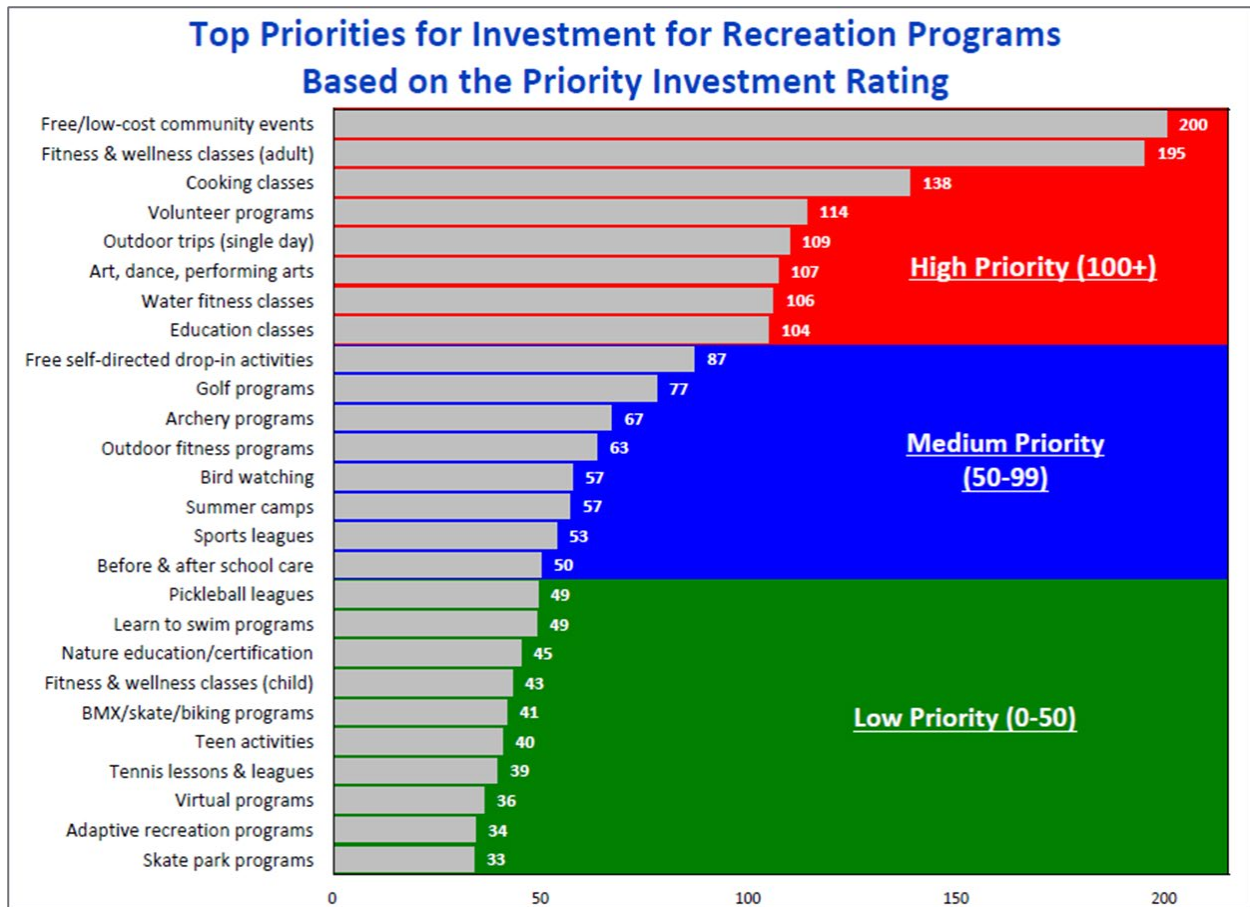
The purpose of the Program and Facility Priority Rankings is to provide a prioritized list of facility/amenity needs and recreation program needs for the community served by Casa Grande Parks and Recreation. This model evaluates both quantitative and qualitative data.

- Quantitative data includes the statistically valid survey and the electronic community survey, which asked residents to list unmet needs and rank their importance.
- Qualitative data includes resident feedback obtained in community input, stakeholder interviews, staff input, local demographics, recreation trends, and planning team observations.

The results of the priority ranking are tabulated into three categories: High Priority (top third), Medium Priority (middle third), and Low Priority (bottom third).



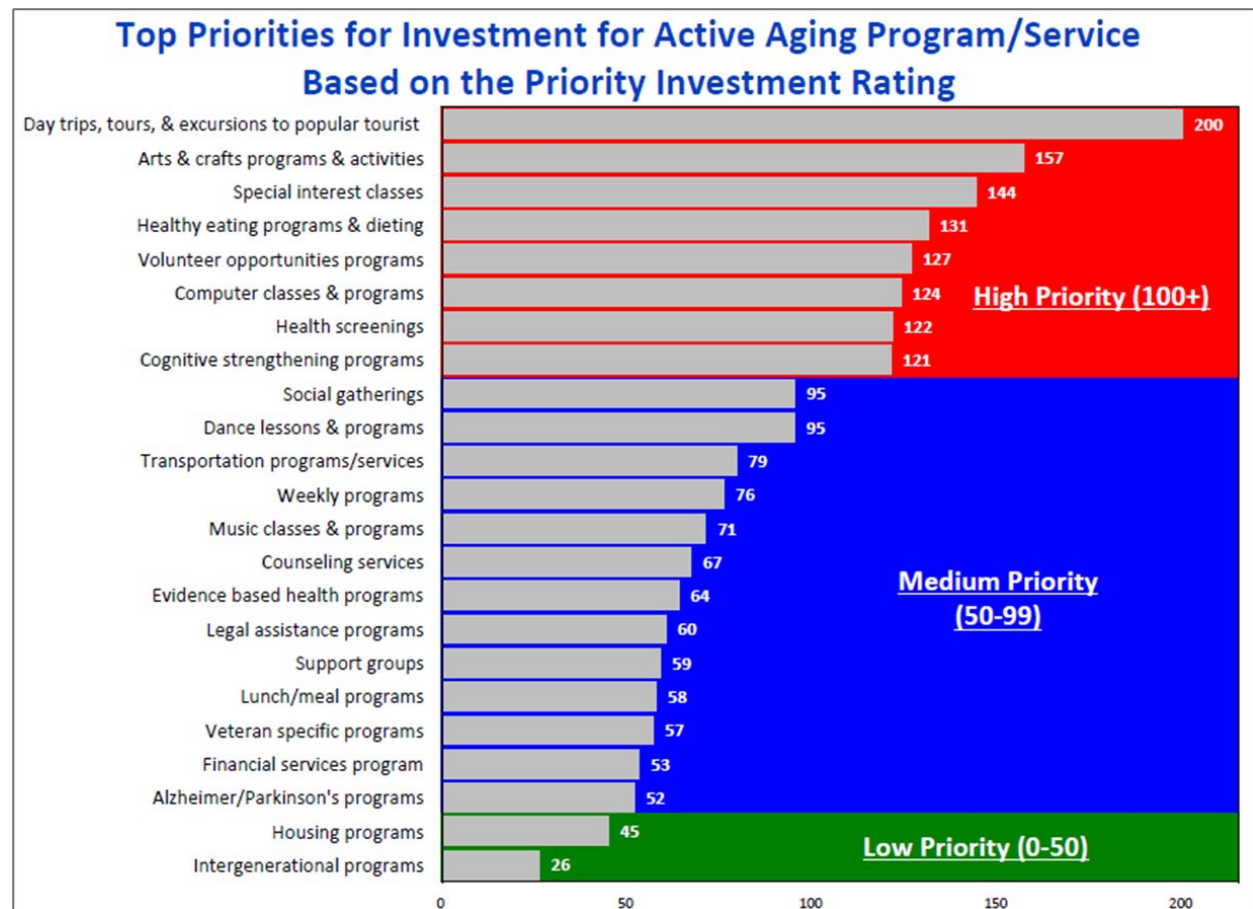
3.3.1 RECREATION PROGRAM RANKINGS



Further analysis of the highest Recreation program and service priorities revealed a high level of consistency by planning area. The following chart identifies highest program priorities by planning area.

Recreation Program and Service Prioritization by Planning Area				
High Priority Programs and Services	City-Wide	East of Pinal Ave / North of Florence	South of Florence Blvd	West of Pinal Ave
Free/low-cost community events	●	●	●	●
Fitness & wellness classes (adult)	●	●	●	●
Cooking classes	●		●	●
Outdoor trips (single day)	●		●	●
Art, dance, performing arts	●	●	●	●
Education classes	●	●		●
Golf programs			●	

3.3.2 ACTIVE AGING PROGRAM RANKINGS (AGES 55+)

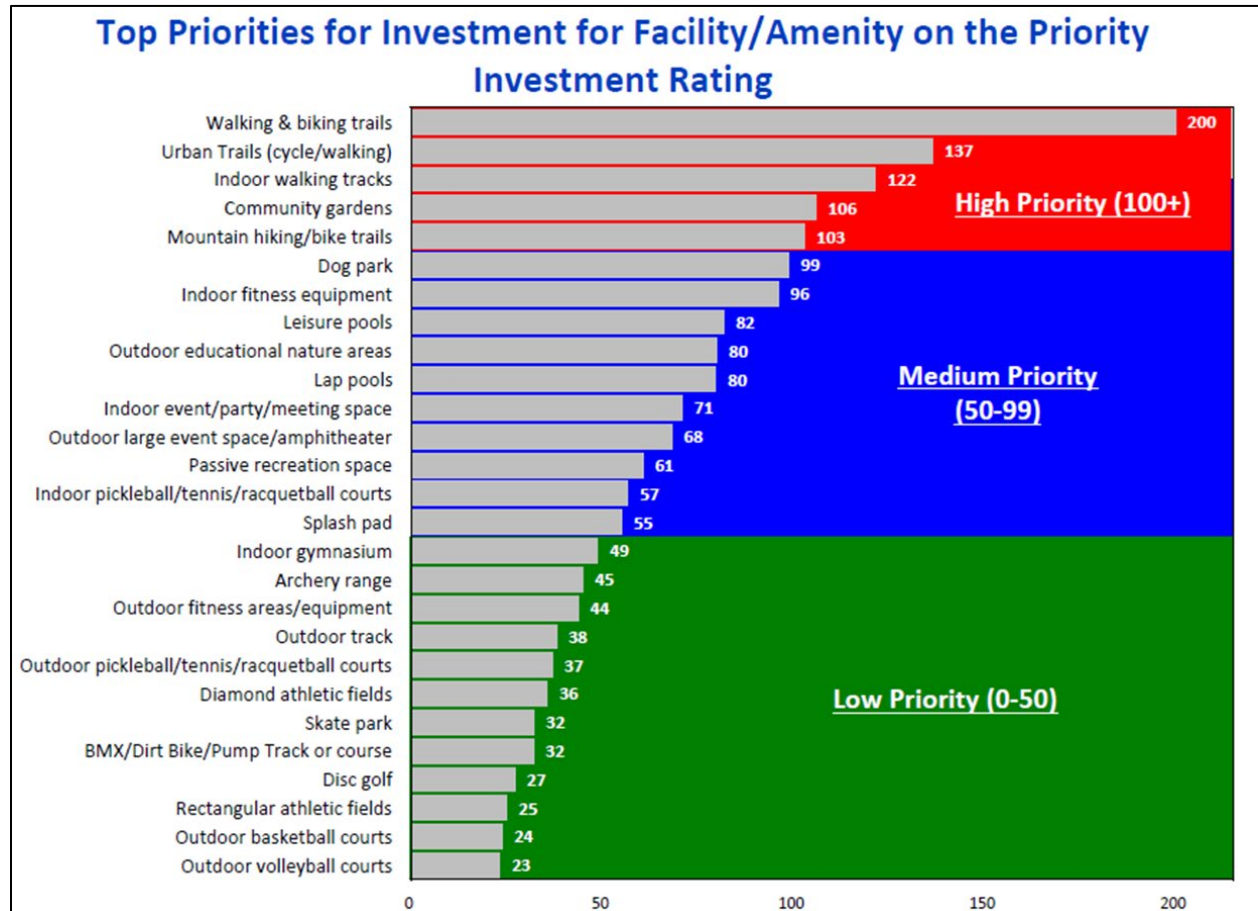


Further analysis of the highest Active Aging program and service priorities revealed a high level of consistency by planning area. The following chart identifies highest program priorities by planning area.

Active Aging Program and Service Prioritization by Planning Area				
High Priority Programs and Services	City-Wide	East of Pinal Ave / North of Florence	South of Florence Blvd	West of Pinal Ave
Day trips, tours, & excursions to popular tourist	●	●	●	●
Arts & crafts programs & activities	●	●	●	●
Special interest classes	●	●		
Healthy eating programs & dieting	●	●	●	
Volunteer opportunities programs	●	●		●
Computer classes & programs	●	●	●	●
Health screenings	●	●		●
Cognitive strengthening programs	●	●		●
Social gatherings		●		
Dance lessons and programs				●
Counseling services				●



3.3.3 PARK, FACILITY AND AMENITY RANKINGS



Further analysis of the highest Park, Facility and Amenity priorities revealed a high level of consistency by planning area. The following chart identifies priorities by planning area.

Facility and Amenity Prioritization by Planning Area				
High Priority Park, Facilities, Amenities	City-Wide	East of Pinal Ave / North of Florence	South of Florence Blvd	West of Pinal Ave
Walking & biking trails	●	●	●	●
Urban Trails (cycle/walking)	●	●	●	●
Indoor walking tracks	●	●	●	●
Community gardens	●	●		
Mountain hiking/bike trails	●		●	●
Leisure pools	●	●		●
Dog parks	●		●	●
Outdoor large event space/amphitheater				●

CHAPTER FOUR - PROGRAM AND SERVICES ASSESSMENT

4.1 OVERVIEW OF PRIORITIES AND CORE PROGRAM AREAS

The Casa Grande Parks and Recreation Department has a professional staff that annually delivers a comprehensive parks and recreation program to Casa Grande residents. Department staff are responsible for the management and implementation of a diverse array of recreation programs, special community-wide events, and the operation of multiple facilities. Employees are engaged year-round in planning, implementing, conducting, and evaluating programs and events. All functions within the Department combine to provide hundreds of offerings annually in the areas of enrichment, sports, health, fitness, senior services, and special events. But in addition to the provision of services provided directly by the Department, partnerships with other organizations are utilized throughout the service area. Through formal and informal cooperative relationships, various nonprofit agencies and other community partners assist with delivering select programs and indoor space to provide access for programs.

4.1.1 CORE PROGRAM APPROACH

The vision of the Department is to be a premier parks and recreation systems in the region providing all residents access to high-quality programs and experiences. Part of realizing this vision involves identifying Core Program Areas to create a sense of focus around activities and outcomes of greatest importance to the community as informed by current and future needs. However, public recreation is challenged by the premise of being all things to all people, especially in a community such as Casa Grande. The philosophy of the Core Program Area assists staff, policy makers, and the public to focus on what is most important. Program areas are considered as Core if they meet most of the following categories:

- The program area has been provided for a long period of time (over 4-5 years) and/or is expected by the community.
- The program area consumes a relatively large portion (5% or more) of the agency's overall budget.
- The program area is offered 3-4 seasons per year.
- The program area has wide demographic appeal.
- There is a tiered level of skill development available within the programs area's offerings.
- There is full-time staff responsible for the program area.
- There are facilities designed specifically to support the program area.
- The agency controls a significant percentage (20% or more) of the local market.



4.2 CASA GRANDE RECREATION CORE PROGRAM AREAS

The Department currently offers programs in ten Core Program Areas. These core program areas are listed below:

<u>PROGRAM DESCRIPTION</u>	
Core Program Area	Brief Description
Palm Island Family Aquatic Center (Aquatics)	Primary focus is providing recreational aquatic activities and instructional programming
Community Recreation Center	Primary focus is providing health, wellness, and recreational services to residents of all age
Dorothy Powell Senior Center	Primary focus is provide programming for patrons age 50 and above
Parks, Park Amenities, & Permits	Provide residents opportunities to rent dedicated space either indoor or outdoor for their gatherings, activities, or events. Outdoor space = Ramada's, Ball Fields, and Open Spaces. Indoor space = Classrooms, Community Rooms, Basketball Courts, & Fitness Rooms
Recreation Programs	Recreation activities in arts/crafts, cheer, dance, gymnastics, health & fitness, instructional, and sports.
Youth Sport Leagues	Provide area youth to participate in youth recreational league. Participants placed on teams, coached by volunteers. Games held once per week, with weekly practices
Adult Leagues	Provide adults the opportunity to participate in adult organized leagues
Special Interest Classes	Programs offered by a third party through a contract. Community Services provides marketing, registration, and space. The instructor provides the teaching curriculum and instruction
Events	Community events designed for a large audience typically focused on cultural or holiday celebration. Special events designed for a smaller audience typically focused on a specific activity.
B&G Club - Partnership	Services provided by the B&G club at Community Service Facilities

4.3 ENSURING THE RIGHT CORE PROGRAM MIX

The Core Program Areas provided by Casa Grande currently appear to meet some of the community's major needs as identified in the survey results, but the program mix must be evaluated on a regular basis to ensure that the offerings within each Core Program Area - and the Core Program Areas themselves - align with changing leisure trends, demographics, and needs of residents. NRPA recommends that six determinants be used to inform what programs and services are provided by the Department. According to NRPA, those determinants are:

- **Conceptual foundations of play, recreation, and leisure** - Programs and services should encourage and promote a degree of freedom, choice, and voluntary engagement in their structure and design. Programs should reflect positive themes aimed at improving quality of life for both individuals and the overall community.
- **Organizational philosophy, mission, and vision** - Programs and services should support the city and the Department's vision statements, values, goals, and objectives. These generally center on promoting personal health, community well-being, social equality, environmental awareness, and economic vitality.
- **Constituent interests and desired needs** - Departments should actively seek to understand the recreational needs and interests of their constituency. This not only ensures an effective (and ethical) use of taxpayer dollars, but also helps to make sure that programs perform well and are valued by residents.
- **Creation of a constituent-centered culture** - Programs and services reflect a Departmental culture where constituents' needs are the prime factor in creating and providing programs. This should be reflected not only in program design, but in terms of staff behaviors, architecture, furniture, technology, dress, forms of address, decision-making style, planning processes, and forms of communication.
- **Experiences desirable for clientele** - Programs and services should be designed to provide the experiences desirable to meet the needs of the participants/clients in a community and identified target markets. This involves not only identifying and understanding the diversity of needs in a community, but also applying recreation programming expertise and skills to design, implement, and evaluate a variety of desirable experiences for residents to meet those needs.
- **Community opportunities** - When planning programs and services, a department should consider the network of opportunities afforded by other organizations such as nonprofits, schools, other public agencies, and the private sector. Departments should also recognize where gaps in service provision occur and consider how unmet needs can be addressed.



4.4 AGE SEGMENT ANALYSIS

The table below depicts each program along with the age segments they serve. Recognizing that many programs serve multiple age segments, Primary and secondary markets were identified.

AGES SERVED							
Primary Market (P) or Secondary Market (S)							
Core Program Area	Preschool (5 and Under)	Elementary (6-12)	Teens (13-17)	Young Adult (18-34)	Adult (35-54)	Active Adult (55-64)	Senior (65+)
Palm Island Family Aquatic Center (Aquatics)	P	P	P	S	S	S	S
Community Recreation Center	S	S	S	P	P	P	P
Dorothy Powell Senior Center						S	P
Parks, Park Amenities, & Permits	P	P	P	P	P	P	P
Recreation Programs	P	P	S				
Youth Sport Leagues		P	P				
Adult Leagues				P	P	S	S
Special Interest Classes	S	P	P	P	P	S	S
Events	P	P	P	P	P	P	P
B&G Club - Partnership		P	P				
	4	7	6	5	5	3	4

4.4.1 AGE SEGMENT ANALYSIS – CURRENT SEGMENTS SERVED

Findings from the analysis show that the Department provides a strong balance of programs across all age segments. All segments are targeted as a primary market for at least four programs, except for Active Adult (55-64).

This balance should be maintained moving forward, and the Department should update this Age Segment Analysis every year to note changes or to refine age segment categories. Given the growing population trend for residents ages 55 and over and the growing demand for services in this age bracket, it is also recommended that the Department further segment this group into 65-74 and 75+. These two sub-segments will have increasingly different needs and expectations for programs and services in coming years, and program planning will be needed to provide differing requirements.

Age Segment Analyses should ideally be done for every program offered by the Department. Program coordinators/managers should include this information when creating or updating program plans for individual programs. An Age Segment Analysis can also be incorporated into Mini Business Plans for comprehensive program planning.

4.5 LIFECYCLE ANALYSIS

A lifecycle analysis involves reviewing every program identified by Casa Grande staff to determine the stage of growth or decline for each as a way of informing strategic decisions about the overall recreation program portfolio. The various stages of program lifecycles are as follows:

- Introduction - New program; modest participation.
- Take-Off - Rapid participation growth.
- Growth - Moderate, but consistent participation growth.
- Mature - Slow participation growth.
- Saturated - Minimal to no participation growth; extreme competition.
- Decline - Declining participation.

This analysis is not based on strict quantitative data, but rather is based on the staff's knowledge of their program areas. The table below shows the percentage distribution of the various lifecycle categories of the Department's recreation programs. These percentages were obtained by comparing the number of programs in each individual stage with the total number of programs listed by staff.

All Programs: Lifecycle Stage				
	Percentage	Number	Actual Distribution	Best Practice Distribution
Introduction	5%	3	24.6%	50-60%
Take-Off	7%	4		
Growth	13%	8		
Mature	16%	10	16.4%	40%
Saturated	26%	16	59.0%	0-10%
Decline	33%	20		
Total	100%	61		

4.5.1 RECREATION PROGRAM LIFECYCLE ANALYSIS - CURRENT DISTRIBUTION AND RECOMMENDATIONS

Overall, the lifecycle analysis results indicate an unbalanced distribution of all programs across the lifecycle. A combined total of 25% of programs fall into the **Introduction**, **Take-off**, and **Growth** stages, which are in alignment with best practices. It is recommended that this be approximately 40% of the overall program portfolio to provide new programs to align with trends and help meet the evolving needs of the community,

In addition to the need to always introduce new programming to meet community needs, it is also important to have a stable core segment of programs that are in the Mature stage. Currently, the Department has 16% of their programs in this category. It is recommended that this be approximately 40% to provide stability to the overall program portfolio, but without dominating the portfolio with programs that are advancing to the later stages of the lifecycle. Programs in the Mature stage should be tracked for signs they are entering the Saturation or Decline stages. There should be an ongoing process to evaluate program participation and trends to ensure that program offerings continue to meet the community's needs.

A total of 59% of programs are saturated or declining. It is recommended to keep as few programs as possible in these two stages, but it is understood that programs eventually evolve into saturation and decline. If programs never reach these stages, it is an indication that staff may be "over-tweaking" their offerings and abbreviating the natural evolution of programs. This prevents programs from reaching their maximum participation, efficiency, and effectiveness. For Departments challenged by doing the most they can with limited resources, this has the potential to be an area of concern.

As programs enter the Decline stage, they must be closely reviewed and evaluated for repositioning or elimination. When this occurs, it is recommended to modify these programs to begin a new lifecycle with

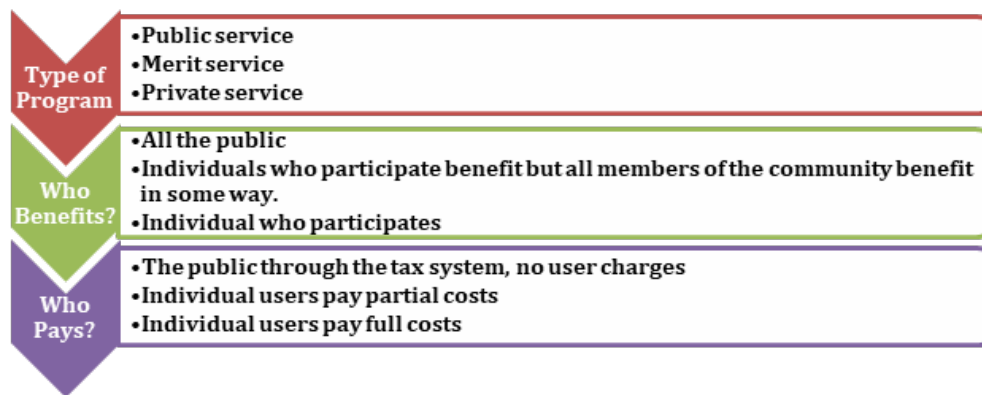


the introductory stage or to add new programs based upon community needs and trends. The core programs that require further evaluation are camps, classes, and special events.

Staff should complete a lifecycle review on an annual basis and ensure that the percentage distribution closely aligns with desired performance.

4.6 PROGRAM AND SERVICE CLASSIFICATION

The Parks and Recreation Department currently does not classify its programs and services. Classifying programs and services is an important process for an agency to follow to remain aligned with the community's interests and needs, the mission of the organization, and to sustainably operate within the bounds of the financial resources that support it. The criteria utilized and recommended in program classification stems from the concept detailed by Dr. John Crompton, Distinguished University Professor in the Recreation, Park and Tourism Sciences Department at Texas A&M University and Dr. Charles W. Lamb, Chair, Department of Information Systems and Supply Chain Management at Texas Christian University. In *Marketing Government and Social Services*, they purport that programs need to be evaluated on the criteria of type, who benefits, and who bears the cost of the program. This is illustrated below:



The approach taken in this analysis expands classifying services in the following ways:

- For whom the program is targeted?
- For what purpose?
- For what benefits?
- For what cost?
- For what outcome?

4.6.1 PARAMETERS FOR CLASSIFYING PROGRAM TYPES

The first milestone is to develop a classification system for the services and functions of the city of Casa Grande Parks and Recreation Department. These systems need to reflect the statutory obligations of the city, the support functions performed, and the value-added programs that enrich both the customer's experience and generate earned revenues in mission-aligned ways to help support operating costs. To identify how the costs of services are supported and by what funding source, the programs are to be classified by their intended purpose and what benefits they provide. Then funding source expectations can then be assigned and this data used in future cost analysis. The results of this process are a summary of classification definitions and criteria, classification of programs within the city of Casa Grande Parks

and Recreation Department and recommended cost recovery targets for each service based on these assumptions.

Program classification is important as financial performance (cost recovery) goals are established for each category of services. This is then linked to the recommendations and strategies for each program. These classifications need to be organized to correspond with cost recovery expectations defined for each category. For the Master Plan effort, each program area is assigned a specific cost recovery target that aligns to these expectations.

4.6.2 SERVICE CLASSIFICATION PROCESS

The service classification process consists of the following steps:

1. Develop a definition for each program classification that fits the legislative intent and expectations of the Department; the ability of the Department to meet public needs within the appropriate areas of service; and the mission and core values of Casa Grande's Community Services Department.
2. Develop criteria that can be used to evaluate each program and function within the Department and determine the classification that best fits.

4.6.3 PROGRAM CLASSIFICATION DESCRIPTIONS

The program classification matrix was developed as a guide for the Department staff to follow when classifying programs, and how that program needs to be managed with respect to cost recovery. By establishing clarification of what constitutes a "Essential Public Service," "Important Public Service," and "Value Added Service" will provide the Department and its stakeholders a better understanding of why and how to manage each program area as it applies to public and private value.

Additionally, the effectiveness of the criteria linked to performance management expectations relies on the true cost of programs (direct and indirect cost) being identified. Where a program falls within this matrix can help to determine the most appropriate cost recovery rate that should be pursued and measured. This includes being able to determine what level of public and private benefit exists as they apply to each program area. Public benefit is described as, "everyone receives the same level of benefit with equal access." Private benefit is described as "the user receives exclusive benefit above what a general taxpayer receives for their personal benefit."

PROGRAM CLASSIFICATIONS

Program Characteristics	ESSENTIAL	IMPORTANT	VALUE-ADDED
Public interest. Legal Mandate;	<ul style="list-style-type: none"> • High public expectation 	<ul style="list-style-type: none"> • High public expectation 	<ul style="list-style-type: none"> • High individual and interest group expectation
Financial Sustainability	<ul style="list-style-type: none"> • Free, nominal or fee tailored to public needs. • Requires public funding 	<ul style="list-style-type: none"> • Fees cover some direct costs. • Requires a balance of public funding/cost recovery target 	<ul style="list-style-type: none"> • Fees cover most direct and indirect costs. • Some public funding
Benefits (i.e., health, safety, protection of assets).	<ul style="list-style-type: none"> • Substantial public benefit (negative consequence if not provided) 	<ul style="list-style-type: none"> • Public and individual benefit 	<ul style="list-style-type: none"> • Primarily individual benefit
Competition in Market	<ul style="list-style-type: none"> • Limited/no alternative providers 	<ul style="list-style-type: none"> • Alternative providers unable to meet demand or need 	<ul style="list-style-type: none"> • Alternative providers readily available
Access	<ul style="list-style-type: none"> • Open access by all 	<ul style="list-style-type: none"> • Open access 	<ul style="list-style-type: none"> • Limited access to users



- Limited access to users

4.6.4 CLASSIFICATION OF SERVICES - KEY RECOMMENDATIONS

The following recommendations should be considered to improve fiscal performance and the delivery of programs and services.

- **Implement the Classification of Services and Cost Recovery Goals:** Through the program assessment analysis, the major functional program areas were assessed and classified based on the criteria identified in Section 4.6. This process included determining which programs and services fit into each classification criteria. Then cost recovery goals were established based on the guidelines included in this plan. The percentage of cost recovery is based on the classification of services and will *typically* fall within these ranges, *although anomalies will exist*:
 - Essential 0-25%.
 - Important 25-75%.
 - Value Added 75%+.

Core Program Area	Current Cost Recovery				Recommendation		
	Current Cost Recovery Goal	Actual Cost Recovery Fiscal Year 2019	Actual Cost Recovery Fiscal Year 2020 (COVID)	Actual Cost Recovery Fiscal Year 2021 (COVID)	Benefit	Classification	Recommended Cost Recovery Goal
Aquatics	15%	14%	14%	17%	Community	Essential	30%
Community Recreation Center	65%	147%	85%	35%	Individual	Value Added	100%
Dorothy Powell Senior Center	NA	23%	96%	56%	Community	Essential	25%
Parks, Park Amenities, & Permits	N/A	3%	2%	0%	Community	Essential	10%
Recreation Programs	30%	50%	50%	50%	Community/Individual	Important	50%
Youth Sport Leagues	80%	80%	80%	80%	Individual	Value Added	80%
Adult Leagues	80%	60%	60%	60%	Individual	Value Added	80%
Special Interest Classes	120%	120%	110%	217%	Individual	Value Added	100%
Events	0%	4%	5%	8%	Community	Essential	10%
B&G Club - Partnership	0%	0%	0%	0%	Community	Essential	0%

The table below represents a summary of core programs and services, current cost recovery data, the classification of programs, and the recommended cost of service recovery goals.

4.7 UNDERSTANDING THE FULL COST OF SERVICE

To properly fund all programs, either through tax subsidies or user fees, and to establish the right cost recovery targets, a Cost-of-Service Analysis should be conducted on each program, or program type, that accurately calculates direct (i.e., program-specific) and indirect (i.e., comprehensive, including administrative overhead) costs. Completing a Cost-of-Service Analysis not only helps determine the true and full cost of offering a program but provides information that can be used to price programs based upon accurate delivery costs.

The methodology for determining the total Cost of Service involves calculating the total cost for the activity, program, or service, then calculating the total revenue earned for that activity. Costs (and revenue) can also be derived on a per unit basis. Program or activity units may include:

- Number of participants.
- Number of tasks performed.
- Number of consumable units.
- Number of service calls.
- Number of events.
- Required time for offering program/service.

Agencies use Cost of Service Analyses to determine what financial resources are required to provide specific programs at specific levels of service. Results are used to determine and track cost recovery as well as to benchmark different programs provided by Casa Grande between one another. Cost recovery goals are established once Cost of Service totals have been calculated. Department staff should be trained in the process of conducting a Cost-of-Service Analysis and the process undertaken on a regular basis.

4.7.1 COST OF SERVICE RECOMMENDATIONS

Currently, the Casa Grande Parks and Recreation Department does track revenue, expenditures, and cost recovery goals for each program, but is not consistent in doing so. To track cost of service and cost recovery more accurately, the following is recommended:

1. **Develop New Pricing Policy Based on Classification of Programs and Services:** Given the recommended shift in philosophical approach, it is important to refocus the Department on cost recovery goals by functional program area or line of service. Pricing based on established operating budget recovery goals will provide flexibility to maximize all pricing strategies to the fullest. Allowing the staff to work within a pricing range tied to cost recovery goals will permit them to set prices based on market factors and differential pricing (prime time/non-primetime, season/off-season rates) to maximize user participation and encourage additional group rate pricing where applicable.

The cost recovery goals are expected to be achieved over a 5-year period and there should be no expectation that they be realized immediately. It is expected that an iterative implementation process of introducing the classification methodology and a new pricing policy along with the completion of the Department's cost of service analysis will occur in 2024-25. This process will have an impact on cost recovery as it will result in the refinement of foundational business elements including but not limited to service levels, service delivery, pricing and the



guidelines developed to secure external operational funding sources such as grants, donations, and partnerships. Additionally, external factors such as economic conditions and changes to the city's financial policies will have a bearing on achieving a cost recovery goal in which revenue offsets 50% of expenditures.

2. **Develop Pricing Strategies:** As the Parks and Recreation Department embarks on the implementation of a new pricing policy, it will be necessary to expand upon and implement pricing strategies that will not only increase sales but also maximize the utilization of the city's parks, programs, and recreation facilities. By creating pricing options, customers are given the opportunity to choose which option best fits their schedule and price point. It is recommended that the Department continue to explore pricing strategies that create options for the customer.

The following table offers examples of pricing options.

• Primetime	• Incentive Pricing
• Non-primetime	• Length of Stay Pricing
• Season and Off-season Rates	• Cost Recovery Goal Pricing
• Multi-tiered Program Pricing	• Level of Exclusivity Pricing
• Group Discounting and Packaging	• Age Segment Pricing

4.8 OTHER KEY FINDINGS

- **Program Evaluation:** Assessment/evaluation tools to measure the success of programs and services are in place.
- **Customer Satisfaction and Retention:** The Department currently tracks customer satisfaction ratings, but not customer retention percentages.
- **Staff Training/Evaluation:** The Department has a staff training program and solid evaluation methods in place.
- **Public Input:** The Department does not utilize survey tools to continually gather feedback on needs and unmet needs for programming on a regular basis.
- **Marketing:** The Department utilizes several marketing strategies to inform city residents of the offerings of the community but do not have a formal marketing plan
- **Volunteers:** The Department has a strong volunteer program.
- **Partnerships:** The Department utilizes several partner providers to deliver programs to Casa Grande residents and has developed a formal partnership policy.
- **Competition:** The Department has a general understanding of other service providers.

4.9 OTHER KEY RECOMMENDATIONS

- **Participation Data Analysis:** Through ongoing participation data analysis, refine recreation program offerings to reduce low enrollment or cancelled programs due to no enrollment.
- **Marketing:** Develop a formal marketing plan.
- **Expand programs and services in the areas of greatest demand:** Ongoing analysis of the participation trends of programming and services in Casa Grande is significant when delivering high quality programs and services. By doing so, staff will be able to focus their efforts on the

programs and services of the greatest need and reduce or eliminate programs and services where interest is declining. Specific efforts should be made to increase programming in the areas of greatest UNMET need as identified in the statistically valid survey.

- **Evaluation:** Implement the program assessment and evaluation tool as recommended.





4.10 PROGRAM PLAN SUMMARY

The Department is delivering quality programs, services, and events to the community, *however, does have opportunity for improvement*. The chart below provides a summary of the recommended actions that the Department should implement in developing a program plan to meet the needs of residents.

4.10.1 RECREATION PROGRAMS

Recreation Programs and Services		Program Service Currently Offered?		Action
PROGRAMS AND SERVICES	COMMUNITY NEED	YES	NO	
Free/low-cost community events	High	X		Expand
Fitness & wellness classes (adult)	High	X		Expand
Cooking classes	High		X	Implement
Volunteer programs	High	X		Expand
Outdoor trips (single day)	High	X		Expand
Art, dance, performing arts	High	X		Expand
Water fitness classes	High	X		Expand
Education classes	High	X		Expand
Free self-directed drop-in activities	Medium	X		Continue
Golf programs	Medium	X		Consider
Archery programs	Medium	X		Continue
Outdoor fitness programs	Medium	X		Continue
Bird watching	Medium		X	Consider
Summer camps	Medium	X		Continue
Sports leagues	Medium	X		Continue
Before & after school care	Medium	X		Continue
Pickleball leagues	Low	X	X	Facilitate
Learn to swim programs	Low	X		Continue
Nature education/certification	Low		X	Consider if nature park constructed
Fitness & wellness classes (child)	Low	X		Continue
BMX/skate/biking programs	Low		X	Consider via partnership
Teen activities	Low	X		Continue
Tennis lessons & leagues	Low	X		Continue
Virtual programs	Low		X	Consider as needed
Adaptive recreation programs	Low		X	Consider as needed
Skate park programs	Low		X	Consider as needed

4.10.1 ACTIVE AGING PROGRAMS

Active Aging Services		Program Service Currently Offered?		Action
PROGRAMS AND SERVICES	COMMUNITY NEED	YES	NO	
Day trips, tours, & excursions to popular	High	X		Expand
Arts & crafts programs & activities	High	X		Expand
Special interest classes	High	X		Expand
Healthy eating programs & dieting	High	X		Expand
Volunteer opportunities programs	High	X		Expand
Computer classes & programs	High	X		Expand via Library
Health screenings	High	X		Expand
Cognitive strengthening programs	High	X		Expand
Social gatherings	Medium	X		Continue
Dance lessons & programs	Medium	X		Continue
Transportation programs/services	Medium	X		Continue
Weekly programs	Medium	X		Continue
Music classes & programs	Medium	X		Continue
Counseling services	Medium	X		Continue
Evidence based health programs	Medium	X		Continue
Legal assistance programs	Medium	X		Continue
Support groups	Medium	X		Continue
Lunch/meal programs	Medium	X		Continue
Veteran specific programs	Medium	X		Continue
Financial services program	Medium		X	Consider as needed
Alzheimer/Parkinson's programs	Medium	X		Continue
Housing programs	Low		X	Consider as needed
Intergenerational programs	Low		X	Consider resource based programming if needed



CHAPTER FIVE - FACILITY ASSESSMENTS AND SERVICE LEVELS ANALYSIS

5.1 PARK CLASSIFICATION AND PARK DESIGN PRINCIPLES

In developing design principles for parks, it is important that each park be programmed, planned, and designed to meet the needs of its service area and classification within the overall parks and recreation system. The term programming, when used in the context of planning and developing parkland, refers to a list of uses and facilities and does not always include staff-managed recreation programs. The program for a site can include such elements as ball fields, spray parks, shelters, restrooms, game courts, trails, natural resource stewardship, open meadows, nature preserves, or interpretive areas. These types of amenities are categorized as lead or support amenities. The needs of the population of the park it is intended to serve should be considered and accommodated at each type of park.

Every park, regardless of type, needs to have an established set of outcomes. Park planners and designers design to those outcomes, including operational and maintenance costs associated with the design outcomes.

Each park classification category serves a specific purpose, and the features and facilities in the park must be designed for the number of age segments the park is intended to serve, the desired length of stay deemed appropriate, and the uses it has been assigned. Recreation needs and services require different design standards based on the age segments that make up the community that will be using the park. A varying number of age segments will be accommodated with the park program depending on the classification of the park.

PLEASE NOTE: All parks and recreation facilities and amenities are required, by federal law, to adhere to Americans with Disabilities Act (ADA) regulations.

5.1.1 TERMINOLOGY UTILIZED IN PARK DESIGN PRINCIPLES

- **Land Usage:** The percentage of space identified for either passive use or active use in a park. A Community Services Master Plan should follow land usage recommendations.
- **Programming:** Can include active or passive programming. Active means it is organized and planned with pre-registration by the user. Examples of active programming include sports leagues, day camps, and aquatics. Passive programming is self-directed by the user at their own pace. Examples of passive programming include playground usage, picnicking, disc golf, reading, or walking the dog.
- **Park/Facility Classifications:** Includes Pocket Park, Neighborhood Park, Community Park, Regional Park, Sports Complex Facility, Recreation/Special Use Park and Greenbelts and Conservation.
- **Revenue Facilities:** These include facilities that charge to play on them in the form of an access fee, player fee, team fee, or permit fee. These could include pools, golf courses, tennis courts, recreation centers, sport field complexes, concession facilities, hospitality centers, reservable shelters, outdoor or indoor theatre space, and special event spaces.
- **Signature Facility/Amenity:** This is an enhanced facility or amenity which is viewed by the community as deserving of special recognition due to its design, location, function, natural resources, etc.

Design Principles for each park classification are included in the following sections.

5.1.2 POCKET PARKS

A pocket park is a small outdoor space, usually less than 0.25 acres up to three acres, most often located in an urban area surrounded by commercial buildings or houses. Pocket parks are small spaces that may serve a variety of functions, such as: small event space, play areas for children, spaces for relaxing and socializing, taking lunch breaks, etc. Successful pocket parks have four key qualities: they are accessible; allow people to engage in activities; are comfortable spaces and inviting; and are sociable places. In general, pocket parks offer minimal amenities on site and are not designed to support programmed activities. The service area for pocket parks is usually less than a quarter-mile and they are intended for users within close walking distance of the park.

5.1.3 NEIGHBORHOOD PARK

A neighborhood park should be three to 10 acres; however, some neighborhood parks are determined by use and facilities offered and not by size alone. The service radius for a neighborhood park is one mile. Neighborhood parks should have safe pedestrian access for surrounding residents; parking typically not provided for neighborhood parks less than 5 acres in size, but if included accounts for less than ten cars and provides for ADA access. Neighborhood parks serve the recreational and social focus of the adjoining neighborhoods and contribute to a distinct neighborhood identity.

- Service radius: 1.0-mile radius.
- Site Selection: On a local or collector street. If near an arterial street, provide natural or artificial barrier. Where possible, next to a school. Encourage location to link subdivisions and linked by trails to other parks.
- Length of stay: One-hour experience or less.
- Amenities: One signature amenity (e.g., playground, spray ground park, sport court, gazebo); no restrooms unless necessary for signature amenity; may include one non-programmed sports field; playgrounds for ages 2-5 and 5-12; no reservable shelters; loop trails; one type of sport court; benches, small picnic shelters next to play areas.
- Landscape Design: Appropriate design to enhance the park theme/use/experience.
- Revenue facilities: none.
- Land usage: 85 percent active/15 percent passive.
- Programming: Typically, none, but a signature amenity may be included which is programmed.
- Maintenance Standards: Provide the highest-level maintenance with available funding. Seek a goal of Level 2 maintenance standards. Some amenities may require Level 1 maintenance.
- Signage: Directional signage and facility/amenity regulations to enhance user experience.
- Parking: Design should include a widened on-street parking area adjacent to park. The goal is to maximize usable park space. As necessary, provide 5-10 spaces within park including accessible spaces. Traffic calming devices encouraged next to the park.
- Lighting: Security only.
- Size of park: Typically, one to 10 acres.



5.1.4 COMMUNITY PARK

Community parks are intended to be accessible to multiple neighborhoods and should focus on meeting community-based recreational needs, as well as preserving unique landscapes and open spaces. Community parks are generally larger in scale than neighborhood parks, but smaller than regional parks and are designed typically for residents who live within a three-mile radius. If possible, the park could be developed adjacent to a school. Community parks provide recreational opportunities for the entire family and often contain facilities for specific recreational purposes: athletic fields, tennis courts, extreme sports amenity, loop trails, picnic areas, reservable picnic shelters, sports courts, restrooms with drinking fountains, large turfed and landscaped areas and a playground or spray ground. Passive outdoor recreation activities such as meditation, quiet reflection, and wildlife watching also take place at community parks.

Community parks generally range from 10 to 75 acres depending on the community. Community parks serve a larger area - a radius of one to three miles and contain more recreation amenities than a Neighborhood Park.

- Service radius: One to three-mile radius.
- Site Selection: On two collector streets minimum and preferably one arterial street. If near an arterial street, provide natural or artificial barrier. Minimal number of residences abutting site. Preference is streets on four sides, or three sides with school or municipal use on fourth side. Encourage trail linkage to other parks.
- Length of stay: Two to three hours experience.
- Amenities: Four signature amenities at a minimum: (e.g., trails, sports fields, large shelters/pavilions, community playground for ages 2-5 and 5-12 with some shaded elements, recreation center, pool or family aquatic center, sports courts, water feature); public restrooms with drinking fountains, ample parking, and security lighting. Sport Fields and Sport Complexes are typical at this park.
- Revenue facilities: One or more (e.g., pool, sports complex, pavilion).
- Land usage: 65 percent active and 35 percent passive.
- Maintenance Standards: Provide the highest-level maintenance with available funding. Seek a goal of Level 2 maintenance standards. Some amenities may require Level 1 maintenance.
- Parking: Sufficient to support the amenities; occupies no more than 10 percent of the park. The design should include a widened on-street parking area adjacent to park. The goal is to maximize usable park space. Traffic calming devices encouraged within and next to the park.
- Lighting: Amenity lighting includes sport field light standards.
- Signage: Directional signage and facility/amenity regulations to enhance user experience. May include kiosks in easily identified areas of the facility.
- Landscape Design: Appropriate design to enhance the park theme/use/experience. Enhanced landscaping at park entrances and throughout park.
- Other: Strong appeal to surrounding neighborhoods; loop trail connectivity; linked to Regional Park, trail, or recreation facility.
- Size of park: Typically, 10 to 75 acres.

5.1.5 REGIONAL PARK

A regional park functions as a destination location that serves a large area of several communities, residents within a city or county, or across multiple counties. Depending on activities within a regional park, users may travel as many as 60 miles for a visit. Regional parks include recreational opportunities such as soccer, softball, golf, boating, camping, conservation-wildlife viewing and fishing. Although regional parks usually have a combination of passive areas and active facilities, they are likely to be predominantly natural resource-based parks.

A common size for a regional park is 75 to 1,000 acres but some parks can be 2,000 to 5,000 acres in size. A regional park focuses on activities and natural features not included in most types of parks and often based on a specific scenic or recreational opportunity. Facilities could include those found in a community park and have specialized amenities such as an art center, amphitheater, boating facility, golf course, or natural area with interpretive trails. Regional parks can and should promote tourism and economic development. Regional parks can enhance the economic vitality and identity of the entire region.

- Service radius: Three mile or greater radius.
- Site Selection: Prefer location which can preserve natural resources on-site such as wetlands, streams, and other geographic features or sites with significant cultural or historic features. Significantly large parcel of land. Access from public roads capable of handling anticipated traffic.
- Length of stay: All or multiple day experience.
- Amenities: 10 to 12 amenities to create a signature facility (e.g., golf course, tennis complex, sports complex, lake, regional playground, 3+ reservable picnic shelters, camping, outdoor recreation/extreme sports, recreation center, pool, gardens, trails, zoo, specialty facilities); restrooms with drinking fountains, concessions, restaurant, ample parking, special event site. Sport Fields and Sport Complexes are typical at this park.
- Revenue facilities: Typically, the park is designed to produce revenue to offset operational costs.
- Land usage: Up to 50 percent active/50 percent passive.
- Maintenance Standards: Provide the highest-level maintenance with available funding. Seek a goal of Level 2 maintenance standards. Some amenities may require Level 1 maintenance.
- Parking: Sufficient for all amenities. Traffic calming devices encouraged within and next to the park.
- Lighting: Amenity lighting includes sport field light standards.
- Signage: Directional signage and facility/amenity regulations to enhance user experience, may include kiosks in easily identified areas of the facility.
- Landscape Design: Appropriate design to enhance the park theme/use/experience. Enhanced landscaping at park entrances and throughout park.
- Other: Linked to major trails systems, public transportation available, concessions, and food and retail sales available, dedicated site managers on duty. Wi-Fi and Telephone/Cable TV conduit.
- Size of park: Typically, 75 to 1,000 acres.



5.1.6 SPORTS COMPLEX

Sports complexes at community parks, regional parks, and stand-alone sports complexes are developed to provide 4 to 16+ fields or courts in one setting. A sports complex may also support extreme sports facilities, such as BMX and skateboarding. Sports complexes can be single focused or multi-focused and can include indoor or outdoor facilities to serve the needs of both youth and adults. Outdoor fields should be lighted to maximize value and productivity of the complex. Agencies developing sports complexes focus on meeting the needs of residents while also attracting sport tournaments for economic purposes to the community.

Sport field design includes appropriate field distances for each sport's governing body and supports amenities designed to produce revenue to offset operational costs.

Signature sports complexes include enhanced amenities such as artificial turf, multipurpose field benches and bleachers, scoreboards, amplified sound, scorer's booths, etc. Enhanced amenities would be identified through discussion between City and Schools and or sports associations and dependent upon adequate funding.

- Service radius: Determined by community demand.
- Site Selection: Stand-alone sports complexes are strategically located on or near arterial streets. Refer to community or regional Park sections if sport complex located within a park. Preference is streets on four sides, or three sides with school or municipal use on fourth side.
- Length of stay: Two to three hours' experience for single activities. Can be all day for tournaments or special events.
- Amenities: Four to sixteen or more fields or sports courts in one setting; restrooms, ample parking, turf types appropriate for the facility and anticipated usage, and field lighting.
- Revenue facilities: Four or more (e.g., fields, concession stand, picnic pavilion).
- Land usage: 95 percent active and 5 percent passive.
- Programming: Focus on active programming of all amenities.
- Parking: Sufficient to support the amenities. Traffic calming devices encouraged within and next to the park.
- Lighting: Amenity lighting includes sport field light standards.
- Signage: Directional signage and facility/amenity regulations to enhance user experience. May include kiosks in easily identified areas of the facility.
- Landscape Design: Appropriate design to enhance the park theme/use/experience. Enhanced landscaping at entrances and throughout complex.
- Size of park: Preferably 20 or more acres for stand-alone complexes.

5.1.7 RECREATION/SPECIAL USE AREAS

Recreation/special use areas are those spaces that do not fall within a typical park classification. A major difference between a special use facility and other parks is that they usually serve a single purpose whereas other park classifications are designed to offer multiple recreation opportunities. It is possible for a special use facility to be located inside another park. Special use facilities generally fall into four categories:

- **Cemeteries** - burial-ground that is generally viewed as a large public park or ground laid out expressly for the interment of the dead. Cemeteries are normally distinct from churchyards, which are typically consecrated according to one denomination and are attached directly to a single place of worship. Cemeteries can be viewed as historic sites.
- **Historic/Cultural/Social Sites** - unique local resources offering historical, educational, and cultural opportunities. Examples include historic downtown areas, plaza parks, performing arts parks, arboretums, display gardens, performing arts facilities, indoor theaters, churches, and amphitheaters. Frequently, these are in community or regional parks.
- **Golf Courses** - Nine and 18-hole complexes with ancillary facilities such as club houses, driving ranges, program space and learning centers. These facilities are highly maintained and support a wide age level of males and females. Programs are targeted for daily use play, tournaments, leagues, clinics, and special events. Operational costs come from daily play, season pass holders, concession stands, driving range fees, earned income opportunities and sale of pro shop items.
- **Indoor Recreation Facilities** - specialized or single purpose facilities. Examples include community centers, senior centers, and community theaters. Frequently, these are in community or regional Parks.
- **Outdoor Recreation Facilities** - Examples include baseball stadiums, aquatic parks, disc golf, skateboard, BMX, and dog parks, which may be in a park.
 - Size of park: Depends upon facilities and activities included. Their diverse character makes it impossible to apply acreage standards.
 - Service radius: Depends upon facilities and activities included. Typically serves special user groups while a few serve the entire population.
 - Site Selection: Given the variety of potential uses, no specific standards are defined for site selection. As with all park types, the site itself should be located where it is appropriate for its use.
 - Length of stay varies by facility.
 - Amenities: varies by facility.
 - Revenue facilities: Due to the nature of certain facilities, revenue may be required for construction and/or annual maintenance. This should be determined at a policy level before the facility is planned and constructed.
 - Land usage: varies by facility.
 - Programming: varies by facility.
 - Maintenance Standards: Provide the highest-level maintenance with available funding. Seek a goal of Level 2 maintenance standards. Some amenities (i.e., rose gardens) will require Level 1 maintenance.
 - Parking: On-street or off-street parking is provided as appropriate. The goal is to maximize usable park space. As necessary, provide a minimum of five to 10 spaces within park including accessible spaces. Traffic calming devices encouraged next to the park.
 - Lighting: Security or amenity only.



- Signage: Directional and regulation signage to enhance user experience.
- Landscape Design: Appropriate design to enhance the park theme/use/experience.

5.1.8 OPEN SPACE/NATURAL AREA PARKS

Open space/natural area parks are undeveloped but may include natural or paved trails. Grasslands under power line corridors are one example; creek areas are another. Open space/natural area parks contain natural resources that can be managed for recreation and natural resource conservation values such as a desire to protect wildlife habitat, water quality and endangered species. Open space/natural area parks also can provide opportunities for nature-based, unstructured, low-impact recreational opportunities such as walking and nature viewing.

- Amenities: May include paved or natural trails, wildlife viewing areas, mountain biking, disc golf, interpretation, and education facilities.
- Maintenance standards: Demand-based maintenance with available funding. Biological management practices observed.
- Lighting: None.
- Signage: Interpretive kiosks as deemed appropriate.
- Landscape Design: Generally, none. Some areas may include landscaping, such as entryways or around buildings. In these situations, sustainable design is appropriate.

5.1.9 TRAILS/LINEAR PARKS

Trails/Linear Parks are recognized for their ability to connect people and places while serving as active transportation facilities. Linking neighborhoods, parks, recreation facilities, attractions, and natural areas with a multi-use trail fulfills three guiding principles simultaneously: protecting natural areas along river and open space areas and providing people with a way to access and enjoy them. Multi-use trails also offer a safe, alternative form of active transportation, provide substantial health benefits, habitat enhancements for plants and wildlife, and unique opportunities for outdoor education and cultural interpretation.

- Site Selection: Located consistent with approved Bicycle, Pedestrian and Trails Master Plan.
- Amenities: Parking and restrooms at major trailheads. May include small parks along the trail.
- Maintenance standards: Demand-based maintenance with available funding. Biological management practices observed.
- Lighting: Security lighting at trailheads and along trails is preferred.
- Signage: Mileage markers at ¼ mile intervals. Interpretive kiosks at all trailheads and as deemed necessary.
- Landscape Design: Coordinated planting scheme in urban areas. Limited or no planting in open space areas.
- Other: Connectivity to parks or other City attractions and facilities is desirable.
- Size: Typically, at least 30 ft. width of unencumbered land for a Greenbelt. May include a trail to support walking, bike, running, equestrian type activities. Typically, an urban trail is 8-10 feet

wide to support pedestrian and bicycle uses. Trails incorporate signage to designate where a user is located and where the trails connect in the city.

5.2 DEVELOPED PARK/FACILITY INVENTORY AND ASSESSMENT

An assessment and general onsite inspection of each park, facility and grounds property managed by the Department was completed utilizing the following asset condition rating system. A detailed inventory and overall assessment for the entire system has been provided as a separate stand-alone document.

5.2.1 CONDITION RATING CRITERIA

A = Excellent

- Looks new and is in excellent mechanical and aesthetic condition.

B = Very Good

- Has minor mechanical and equipment defects but is in excellent mechanical and aesthetic condition.

C = Good

- Has some repairable mechanical and equipment defects and is free of major problems.

D = Fair

- Has some mechanical and equipment defects that require major repair and/or replacement.

F = Poor

- Has major defects and requires significant lifecycle replacement.

5.2.2 LIFECYCLE STAGE CRITERIA

In addition to conducting an overall assessment of each park, a determination was made on the lifecycle stage of the assets of each park. Lifecycle stage was identified as:

Priority 1 = Currently Critical

- Conditions in this category require immediate action by the end of the current fiscal year.

Priority 2 = Potentially Critical

- Conditions in this category, if not corrected expeditiously, will become critical soon.

Priority 3 = Necessary, But Not Yet Critical

- Conditions in this category require appropriate attention to preclude predictable deterioration and associated damage or higher costs if deferred further.

Priority 4 = Recommended

- Conditions in this category include items that represent a sensible improvement to existing conditions, include finishes that have deteriorated and are required to maintain the required aesthetic standards. These are not required for the most basic functioning of the facility.

Priority 5 = Early in Lifecycle

- Conditions in this category function properly and are early enough in their lifecycle that improvements are not currently needed.



The table below summarizes the assessment of the city's parks system.

ASSET CONDITION AND LIFECYCLE RATINGS				
EXISTING PARKS				
Park	Park Classification	Acreage	Overall Condition Rating	Overall Lifecycle Tier
ALBERT CRUZ	NEIGHBORHOOD	3.00	C	3
BURRUSS	NEIGHBORHOOD	3.80	C-D	2.5
CARR MCNATT	COMMUNITY	20.00	A	4.5
CASA GRANDE MOUNTAIN	REGIONAL	1,065.00	B	4
COLLEGE	NEIGHBORHOOD	5.00	C	3
COLONY	NEIGHBORHOOD	3.20	C	3
DAVE WHITE REGIONAL	REGIONAL	170.00	C	3
EASTLAND	NEIGHBORHOOD	1.40	C	3
ED HOOPER REGIONAL	REGIONAL	365.00	C	3
ELLIOT	POCKET	1.00	B-C	3
GILBERT	NEIGHBORHOOD	3.50	C-D	2.5
GRANDE SPORTS WORLD	SPECIALTY	40.00	B	3.5
IVY	NEIGHBORHOOD	7.00	C	3
LITTLE LEAGUE	SPECIALTY	8.50	C	3
MOSELY	NEIGHBORHOOD	2.00	C	2
MOUNTAIN VIEW/ SANTA ROSA	NEIGHBORHOOD	7.50	C	3
NORTH MOUNTAIN	REGIONAL	320.00	B-C	3
NUTT FAMILY	POCKET	0.30	C	3
O'NEIL	COMMUNITY	10.00	C	2.5
PEART	COMMUNITY	4.00	C	3
RANCHO GRANDE	NEIGHBORHOOD	2.00	C	3
RECREATION CENTER	COMMUNITY	12.00	A	4.5
REED MASHMORE	POCKET	0.33	C	3
ROTARY	NEIGHBORHOOD	1.00	B-C	3.5
SIERRA RANCH	NEIGHBORHOOD	3.00	C	3
VILLAGO COMMUNITY	COMMUNITY	16.70	B	4
WARD	POCKET	0.50	C	3
WEST	NEIGHBORHOOD	1.25	D	2.5
WESTERN MANOR	NEIGHBORHOOD	1.00	B	3.5

5.3 LEVEL OF SERVICE STANDARDS

Level of Service (LOS) standards are guidelines that define service areas based on population that support investment decisions related to parks, facilities, and amenities. LOS standards can and will change over time; as the population increases, the need to acquire additional land and develop parks also increases as will the costs to do so.

The consultant team evaluated LOS standards using a combination of local, regional, and national resources, including:

- Demographic projections (including population, age, and diversity segmentation).
- 2030 Casa Grande General Plan.
- National Recreation and Park Association (NRPA) guidelines.
- Recreation activity participation rates reported by the Sports & Fitness Industry Association's (SFIA) 2022 Study of Sports.
- Ability for the city to acquire park land for developed parks, trails, and open space.
- Community and stakeholder input and needs prioritization.
- Planned yet not developed parks in the city.
- Homeowner association (HOA) current and projected contributions to developed parkland.
- The ability for the city to financially sustain a high-quality park, open space, and trail system.

The service level standards analysis is a review of the inventory of parks and major park assets in relation to the total population of the study area and community needs. Ultimately, these standards should be used as goals for City leadership to use in measuring service levels and making decisions about providing park facilities and assets. The standards **should not** be the sole determinant of how the department will invest in its parks, recreation facilities and trails system over the next 10-15 years.





5.3.1 CURRENT SERVICE LEVELS

The chart below provides a snapshot of the current level of service standards and Casa Grande's current level of contribution associated with the current service levels.

2022 Inventory					Service Levels		
Recreation Component	City Inventory	HOA Inventory	Total Inventory	City Contribution Level	Current Service Level based upon Current City Population		
PARKS AND SPECIAL USE FACILITIES							
NEIGHBORHOOD PARKS	46.78	551.27	598.05	8%	10.65	acres per	1,000
COMMUNITY PARKS	62.70		62.70	100%	1.12	acres per	1,000
REGIONAL PARKS	535.00		535.00	100%	9.53	acres per	1,000
SPORTS COMPLEX PARKS	48.50		48.50	100%	0.86	acres per	1,000
Total	692.98	551.27	1,244.25	56%	22.16	acres per	1,000
OPEN SPACE/CONSERVATION PARKS							
MOUNTAIN PARKS	1,385.00		1,385.00	100%	24.67	acres per	1,000
AMENITIES AND FACILITIES							
BASEBALL FIELD (LIGHTED)	10.00		10.00	100%	1.00	Field per	5,615
SOFTBALL FIELD (LIGHTED)	2.00		2.00	100%	1.00	Field per	28,076
MULTIUSE FIELD (LIGHTED)	3.00		3.00	100%	1.00	Field per	18,717
SOCCER FIELD (LIGHTED)	9.00		9.00	100%	1.00	Field per	6,239
BASKETBALL COURT - OUTDOOR	10.50	12.00	22.50	47%	1.00	Court per	2,496
PICKLEBALL COURT - OUTDOOR	12.00	42.00	54.00	22%	1.00	Court per	1,040
TENNIS COURT - OUTDOOR	8.00	25.00	33.00	24%	1.00	Court per	1,702
VOLLEYBALL COURT - OUTDOOR	10.00	7.00	17.00	59%	1.00	court per	3,303
DOG PARK	1.00	4.00	5.00	20%	1.00	Site per	11,230
PLAYGROUND	24.00	27.00	51.00	47%	1.00	Site per	1,101
RAMADA	45.00	47.00	92.00	49%	1.00	Site per	610
GOLF COURSE (18 holes)	1.00		1.00	100%	1.00	Course per	56,151
ARCHERY RANGE	1.00		1.00	100%	1.00	Course per	56,151
DISC GOLF COURSE (18 holes)	1.00		1.00	100%	1.00	Course per	56,151
BMX PARK	-	-	-	#DIV/0!	1.00	Site per	#DIV/0!
SKATE PARK	1.00		1.00	100%	1.00	Site per	56,151
AQUATIC CENTER - OUTDOOR	1.00	2.00	3.00	33%	1.00	Pool per	18,717
SPLASH PAD	1.00	1.00	2.00	50%	1.00	Site per	28,076

5.3.2 LEVEL OF SERVICE STANDARDS RECOMMENDATION

The current service levels have served Casa Grande well and provide a basis for measuring the park system's performance. Coupled with the park system assessments, community input and analysis conducted, it is recommended that the city update its level of service standards to better provide for the recreational priorities of its residents while seeking to achieve geographical equity. The following chart summarizes the recommended service level standards.

	Service Levels					
Recreation Component	Current Service Level based upon Current City Population			Recommended Service Levels		
PARKS AND SPECIAL USE FACILITIES						
NEIGHBORHOOD PARKS	10.65	acres per	1,000	9.80	acres per	1,000
COMMUNITY PARKS	1.12	acres per	1,000	0.75	acres per	1,000
REGIONAL PARKS	9.53	acres per	1,000	8.00	acres per	1,000
SPORTS COMPLEX PARKS	0.86	acres per	1,000	0.45	acres per	1,000
Total	22.16	acres per	1,000	19.00	acres per	1,000
OPEN SPACE/CONSERVATION PARKS						
MOUNTAIN PARKS	24.67	acres per	1,000	NA	acres per	1,000
AMENITIES AND FACILITIES						
BASEBALL FIELD (LIGHTED)	1.00	Field per	5,615	1.00	Field per	7,000
SOFTBALL FIELD (LIGHTED)	1.00	Field per	28,076	1.00	Field per	25,000
MULTIUSE FIELD (LIGHTED)	1.00	Field per	18,717	1.00	Field per	15,000
SOCCER FIELD (LIGHTED)	1.00	Field per	6,239	1.00	Field per	6,000
BASKETBALL COURT - OUTDOOR	1.00	Court per	2,496	1.00	Court per	2,600
PICKLEBALL COURT - OUTDOOR	1.00	Court per	1,040	1.00	Court per	1,050
TENNIS COURT - OUTDOOR	1.00	Court per	1,702	1.00	Court per	1,800
VOLLEYBALL COURT - OUTDOOR	1.00	court per	3,303	1.00	court per	5,000
DOG PARK	1.00	Site per	11,230	1.00	Site per	12,000
PLAYGROUND	1.00	Site per	1,101	1.00	Site per	1,500
RAMADA	1.00	Site per	610	1.00	Site per	1,000
GOLF COURSE (18 holes)	1.00	Course per	56,151	1.00	Course per	100,000
ARCHERY RANGE	1.00	Course per	56,151	1.00	Course per	100,000
DISC GOLF COURSE (18 holes)	1.00	Course per	56,151	1.00	Course per	100,000
BMX PARK	1.00	Site per	#DIV/0!	1.00	Site per	75,000
SKATE PARK	1.00	Site per	56,151	1.00	Site per	100,000
AQUATIC CENTER - OUTDOOR	1.00	Pool per	18,717	1.00	Pool per	50,000
SPLASH PAD	1.00	Site per	28,076	1.00	Site per	25,000



PLEASE NOTE: Natural Area parks and trails were not calculated in this population-based service level analysis because they are based on resource location and connected networks rather than the city's resident population. It is recommended that the city seek continuous improvement to Casa Grande and North Mountain Regional Parks implement the city's trails master plan.

5.3.3 MEETING RECOMMENDED SERVICE LEVELS IN 2035

The population of Casa Grande will increase by approximately 45,000 by 2037 and with it, there will be a correlating increase in need for park and recreation facilities. The following table shows the magnitude of additional park acreage, amenities, and facilities that will be needed in 2035 based on the projected population growth and the recommended service level standard.

				2037 Standards Overall		
Recreation Component	Recommended Service Levels			Meet Standard/ Need Exists	Additional Facilities/ Amenities Needed in 2037	
PARKS AND SPECIAL USE FACILITIES						
NEIGHBORHOOD PARKS	9.80	acres per	1,000	Need Exists	382	Acre(s)
COMMUNITY PARKS	0.75	acres per	1,000	Need Exists	12	Acre(s)
REGIONAL PARKS	8.00	acres per	1,000	Need Exists	265	Acre(s)
SPORTS COMPLEX PARKS	0.45	acres per	1,000	Meets Standard	-	Acre(s)
Total	19.00	acres per	1,000	Need Exists	659	Acre(s)
OPEN SPACE/CONSERVATION PARKS						
MOUNTAIN PARKS	NA	acres per	1,000	NA	NA	NA
AMENITIES AND FACILITIES						
BASEBALL FIELD (LIGHTED)	1.00	Field per	7,000	Need Exists	4	Field
SOFTBALL FIELD (LIGHTED)	1.00	Field per	25,000	Need Exists	2	Field
MULTIUSE FIELD (LIGHTED)	1.00	Field per	15,000	Need Exists	4	Field
SOCCER FIELD (LIGHTED)	1.00	Field per	6,000	Need Exists	8	Field
BASKETBALL COURT - OUTDOOR	1.00	Court per	2,600	Need Exists	16	Court
PICKLEBALL COURT - OUTDOOR	1.00	Court per	1,050	Need Exists	41	Court
TENNIS COURT - OUTDOOR	1.00	Court per	1,800	Need Exists	23	Court
VOLLEYBALL COURT - OUTDOOR	1.00	court per	5,000	Need Exists	3	Court
DOG PARK	1.00	Site per	12,000	Need Exists	3	Site
PLAYGROUND	1.00	Site per	1,500	Need Exists	16	Site
RAMADA	1.00	Site per	1,000	Need Exists	8	Site
GOLF COURSE (18 holes)	1.00	Course per	100,000	Meets Standard	-	Course
ARCHERY RANGE	1.00	Course per	100,000	Meets Standard	-	Course
DISC GOLF COURSE (18 holes)	1.00	Course per	100,000	Meets Standard	-	Course
BMX PARK	1.00	Site per	75,000	Need Exists	1	Site
SKATE PARK	1.00	Site per	100,000	Meets Standard	-	Site
AQUATIC CENTER - OUTDOOR	1.00	Pool per	50,000	Meets Standard	-	Pool
SPLASH PAD	1.00	Site per	25,000	Need Exists	2	Site

5.3.4 IMPACT OF FUTURE PARK/FACILITY DEVELOPMENT ON LEVEL OF SERVICE

Several future developed parks have been planned and are expected to be constructed within the next 10-15 years. In working with city staff, the future expansion of the parks system is summarized in the table below.

Inventory			
Recreation Component	CURRENT INVENTORY	FUTURE PLANNED PARKLAND DEVELOPMENT	TOTAL INVENTORY AFTER IMPLEMENTING
PARKS AND SPECIAL USE FACILITIES			
NEIGHBORHOOD PARKS	598.05	1.00	599.05
COMMUNITY PARKS	62.70	12.50	75.20
REGIONAL PARKS	535.00	273.00	808.00
SPECIAL USE PARKS	48.50		48.50
Total	1,244.25	286.50	1,530.75

The table above identifies an additional 286.5 acres of developed park amenities, that, when developed, will be added to the city's parks system.

5.3.5 PLANNED FUTURE PARKS IMPACT ON LEVEL OF SERVICE NEEDS

To understand the impact that the future parks and facilities will have on the city's ability to meet the service level standards shown on the previous table, a comparative level of service table was developed as shown below.

	2037 Standards BEFORE FUTURE PLANNED PARKLAND DEVELOPMENT			2037 Standards AFTER FUTURE PLANNED PARKLAND DEVELOPMENT		
Recreation Component	Meet Standard/ Need Exists	Additional Facilities/ Amenities Needed in 2037		Meet Standard/ Need Exists	Additional Facilities/ Amenities Needed in 2037	
PARKS AND SPECIAL USE FACILITIES						
NEIGHBORHOOD PARKS	Meets Standard	382	Acre(s)	Need Exists	381	Acre(s)
COMMUNITY PARKS	Meets Standard	12	Acre(s)	Meets Standard	-	Acre(s)
REGIONAL PARKS	Meets Standard	265	Acre(s)	Meets Standard	-	Acre(s)
SPECIAL USE PARKS	Meets Standard	-	Acre(s)	Meets Standard	-	Acre(s)
Total	Meets Standard	659	Acre(s)	Need Exists	381	Acre(s)

The development of the future parks has a significant impact on the need for future park acreage:

- **Developed Parks:** The development of 286.5 acres of developed parks will reduce the city's developed park acreage need in 2037 by 43% - from 659 acres needed to **381 acres needed**.



5.3.6 SERVICE LEVEL RECOMMENDATIONS

The recommended service level standards consider all publicly provided parks and facilities. The city and HOA's are the two main providers of park and recreation facilities and services and therefore the city generally provides less than 100% of the total public inventory. For each park and facility type, an evaluation of city's share or responsibility to address resident needs is shown below. It is anticipated that the development community, through HOA's, will address neighborhood park acreage needs and corresponding neighborhood park amenities. The following summarizes the level of city's contribution to support the recommended Service Level Standards for each major park classification and facility type through 2037.

Service Levels				2037 Standards (City Contribution Level)		
Recreation Component	Recommended Service Levels			% of Future Inventory Recommended to be Provided by City to Meet Needs	Additional Facilities Recommended to be Provided by City based on projected 2035 population	
PARKS AND SPECIAL USE FACILITIES						
NEIGHBORHOOD PARKS	9.80	acres per	1,000	1%	2	Acre(s)
COMMUNITY PARKS	0.75	acres per	1,000	100%	12	Acre(s)
REGIONAL PARKS	8.00	acres per	1,000	100%	265	Acre(s)
SPORTS COMPLEX PARKS	0.45	acres per	1,000	100%	-	Acre(s)
Total	19.00	acres per	1,000		279	Acre(s)
OPEN SPACE/CONSERVATION PARKS						
MOUNTAIN PARKS	NA	acres per	1,000	NA	NA	NA
AMENITIES AND FACILITIES						
BASEBALL FIELD (LIGHTED)	1.00	Field per	7,000	100%	4	Field
SOFTBALL FIELD (LIGHTED)	1.00	Field per	25,000	100%	2	Field
MULTIUSE FIELD (LIGHTED)	1.00	Field per	15,000	100%	4	Field
SOCCER FIELD (LIGHTED)	1.00	Field per	6,000	100%	8	Field
BASKETBALL COURT - OUTDOOR	1.00	Court per	2,600	50%	8	Court
PICKLEBALL COURT - OUTDOOR	1.00	Court per	1,050	25%	10	Court
TENNIS COURT - OUTDOOR	1.00	Court per	1,800	25%	6	Court
VOLLEYBALL COURT - OUTDOOR	1.00	court per	5,000	50%	2	Court
DOG PARK	1.00	Site per	12,000	50%	2	Site
PLAYGROUND	1.00	Site per	1,500	25%	4	Site
RAMADA	1.00	Site per	1,000	50%	4	Site
GOLF COURSE (18 holes)	1.00	Course per	100,000	100%	-	Course
ARCHERY RANGE	1.00	Course per	100,000	100%	-	Course
DISC GOLF COURSE (18 holes)	1.00	Course per	100,000	100%	-	Course
BMX PARK	1.00	Site per	75,000	100%	1	Site
SKATE PARK	1.00	Site per	100,000	100%	-	Site
AQUATIC CENTER - OUTDOOR	1.00	Pool per	50,000	100%	-	Pool
AQUATIC CENTER - INDOOR	1.00	Pool per	75,000	100%	1	Pool
SPLASH PAD	1.00	Site per	25,000	100%	2	Site

5.4 PROXIMITY STANDARDS

Further service delivery analysis should be undertaken to ensure equitable access to Parks, Recreation and Community Services facilities. The service area of a park is another level of service measurement that the department should consider assessing the quality of the system. Service area is directly attributable to how accessible the park system is to the city's residents. In short, a park or facility's service area is the accepted amount of time that most park patrons will travel from their home to get to a given recreation destination. The service area standards by park/facility type could be as follows:

PARK/FACILITY TYPE	DRIVING DISTANCE SERVICE AREA
Neighborhood Park	<1 mile
Community Park	<5 mile
Regional Park	<10 mile
Community Center	<5 mile
Senior Center	<5 mile
Library	<15 mile

A potential goal of the department could be for each household in the city to be served by a neighborhood, community, district, and regional park utilizing a set of driving distance standards. Staff acknowledge, however, that development patterns across the city make certain areas not suitable for the neighborhood, and in some cases, community parks. Given these limitations, the Department should focus on proximity standard goals for community and regional parks.





5.5 TECHNICAL NEEDS ANALYSIS KEY FINDINGS

5.5.1 SERVICE AREA EQUITY MAPPING – CURRENT INVENTORY

The Casa Grande Parks and Recreation system has evolved over time and distribution of sites and facilities throughout the community is reflected in the current site locations.

To further illustrate the distribution of current park types and amenities in the city, an equity-mapping analysis was conducted to show the service areas and the gaps in service of the *current* inventory of park types and amenities based on the *recommended* LOS standard. The recommended standard established per 1,000 residents per acre of park type or number of residents per type of amenity are also indicated in the map title.

The service area is calculated by the quantity of inventory of each site extended in a uniform radius until the population served by the recommended standard is reached. Shaded areas indicate the extent of the service area based on recommended inventories; unshaded areas indicate locations that would remain outside of the standard service area for each park type or park asset. Unshaded areas are not always the most appropriate location for future parks or park assets. They only represent areas that might be more thoroughly reviewed for potential additional facilities.

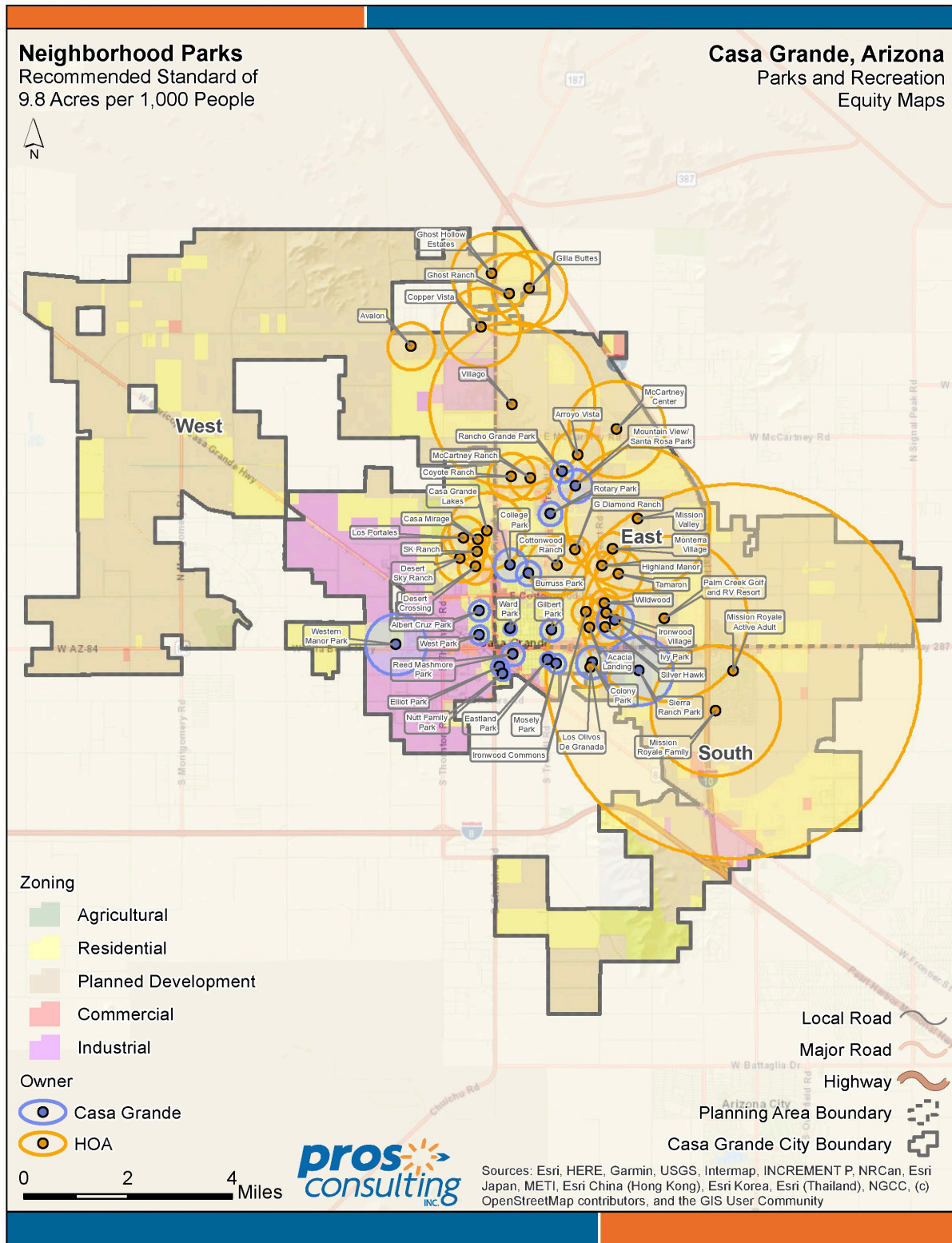
Although there are occasions when the service area may extend beyond the City's borders, only Casa Grande's population was utilized for calculating service area standards in this analysis.

Community-wide maps of existing park types or classifications identified in this Master Plan, as well as the major park amenities, are provided in the pages that follow. The maps on the following pages identify existing parks by classification as well as park amenities.

PLEASE NOTE: The vast majority of the city's current population resides along the State Route 387 (Florence Boulevard) and east to Interstate 10.

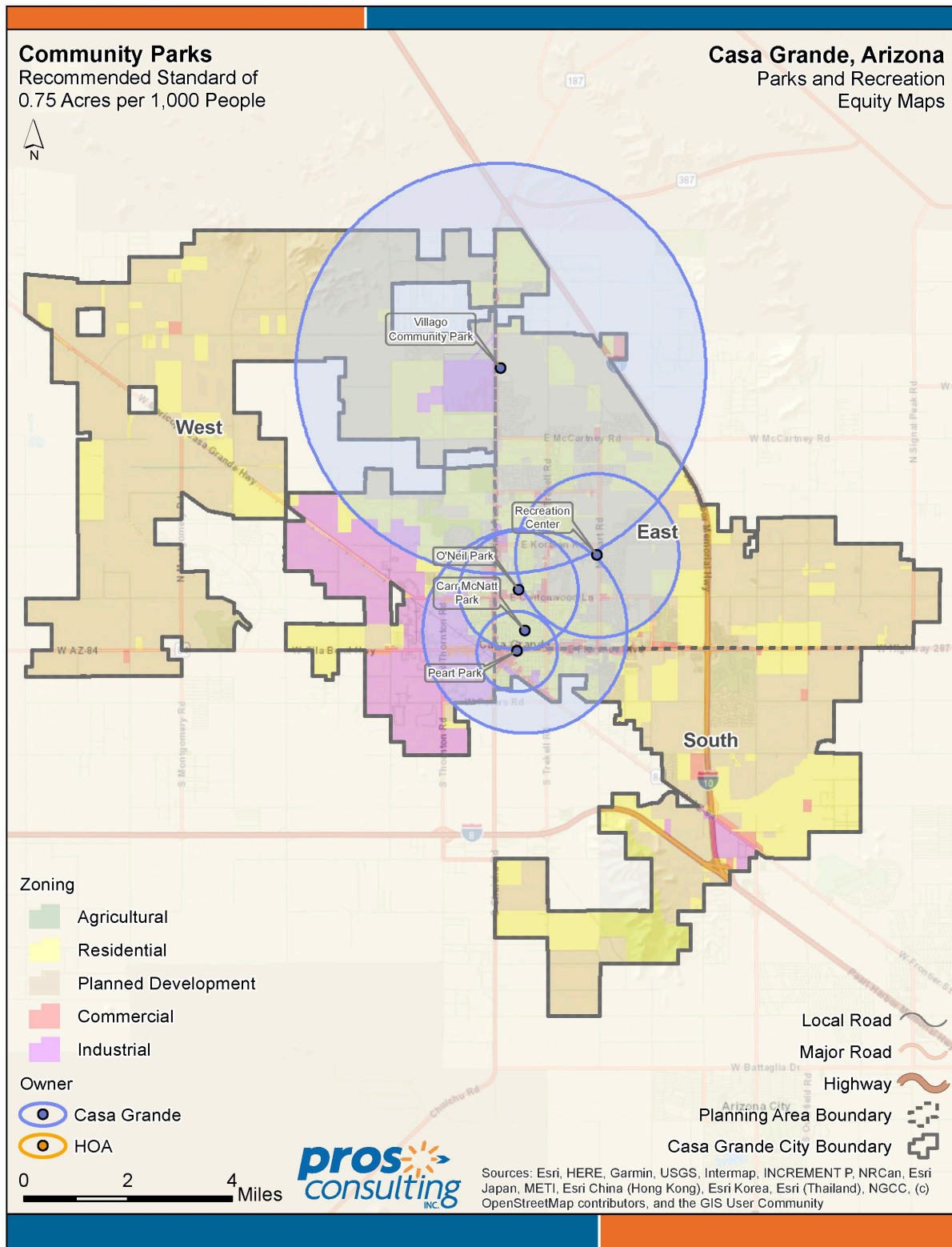


Neighborhood Parks - Significant equity is provided to the community through city and HOA neighborhood parks.

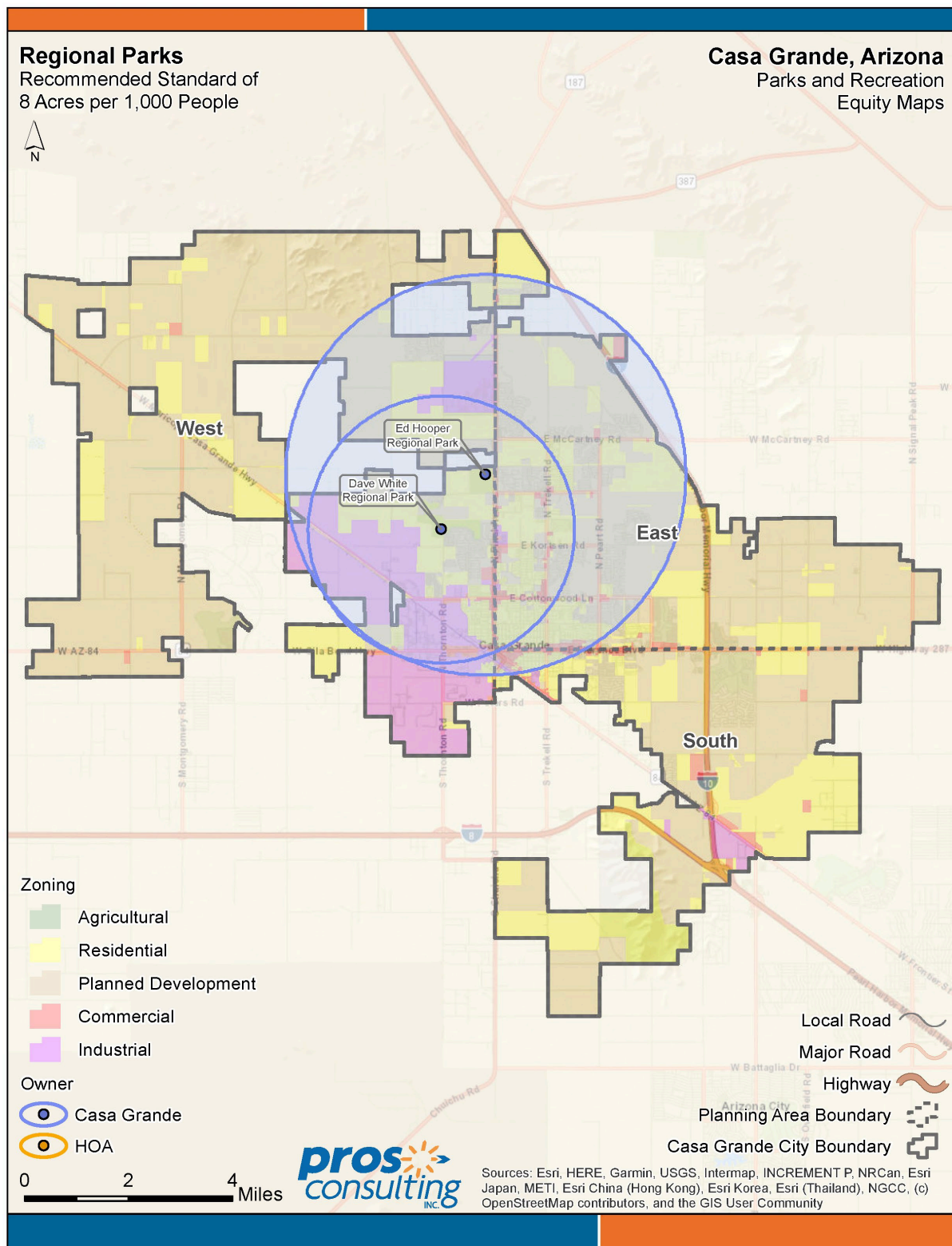




Community Parks - Adequate equity is provided to the community by the City's community parks.

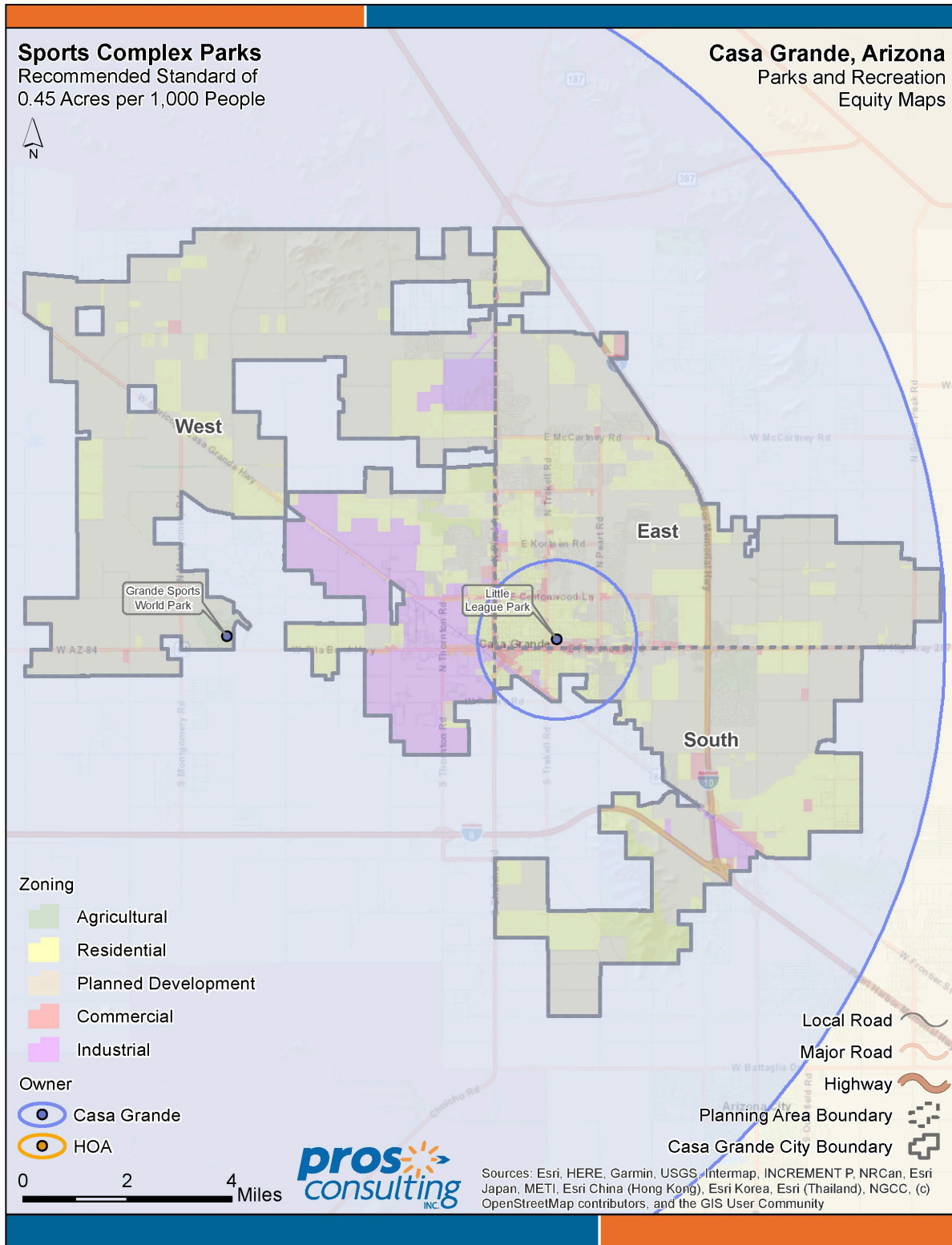


Regional Parks - Adequate equity is provided to the community by the parks provided by the city.

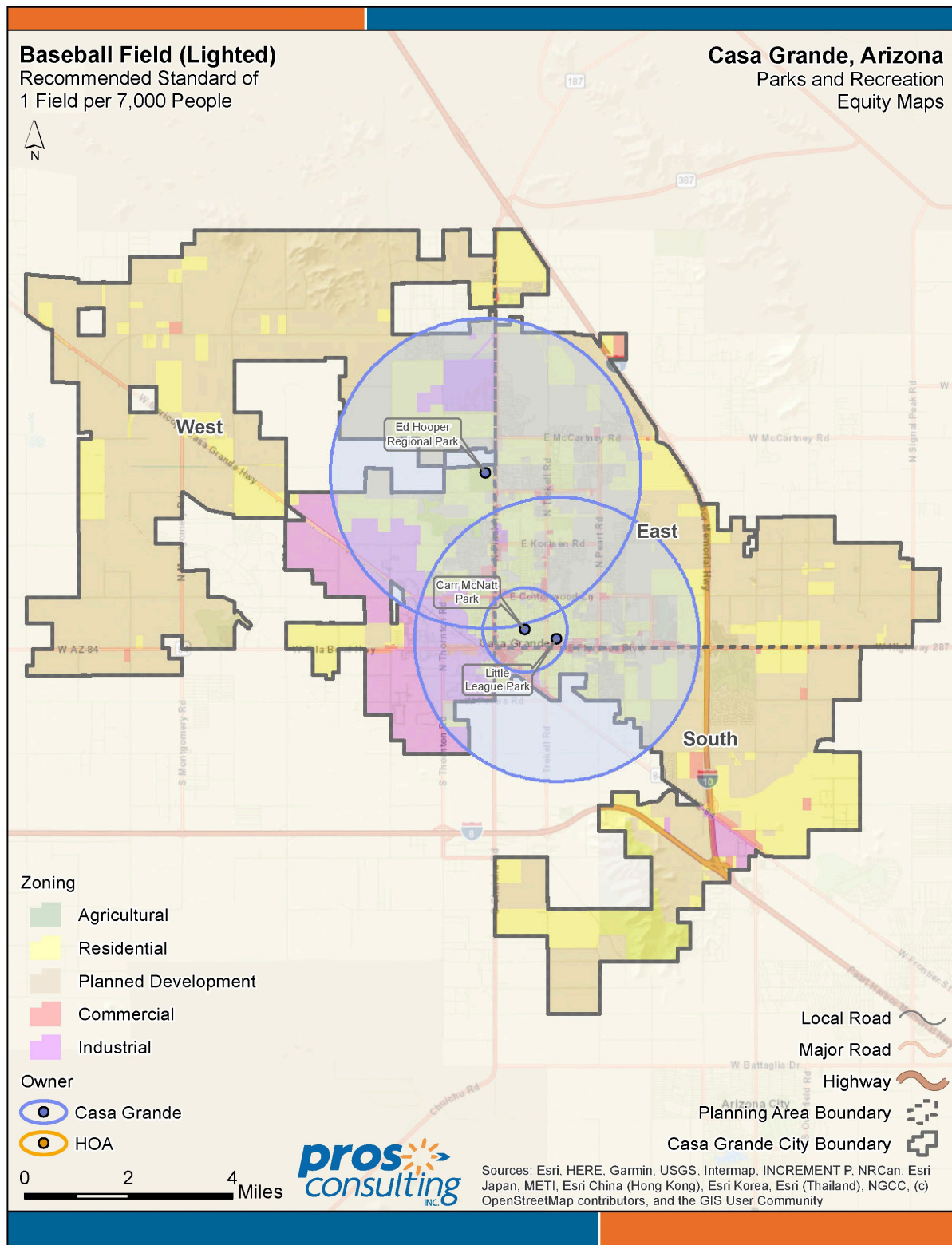




Sports Complex Parks - Significant equity is provided to the community by the city's sports complexes.

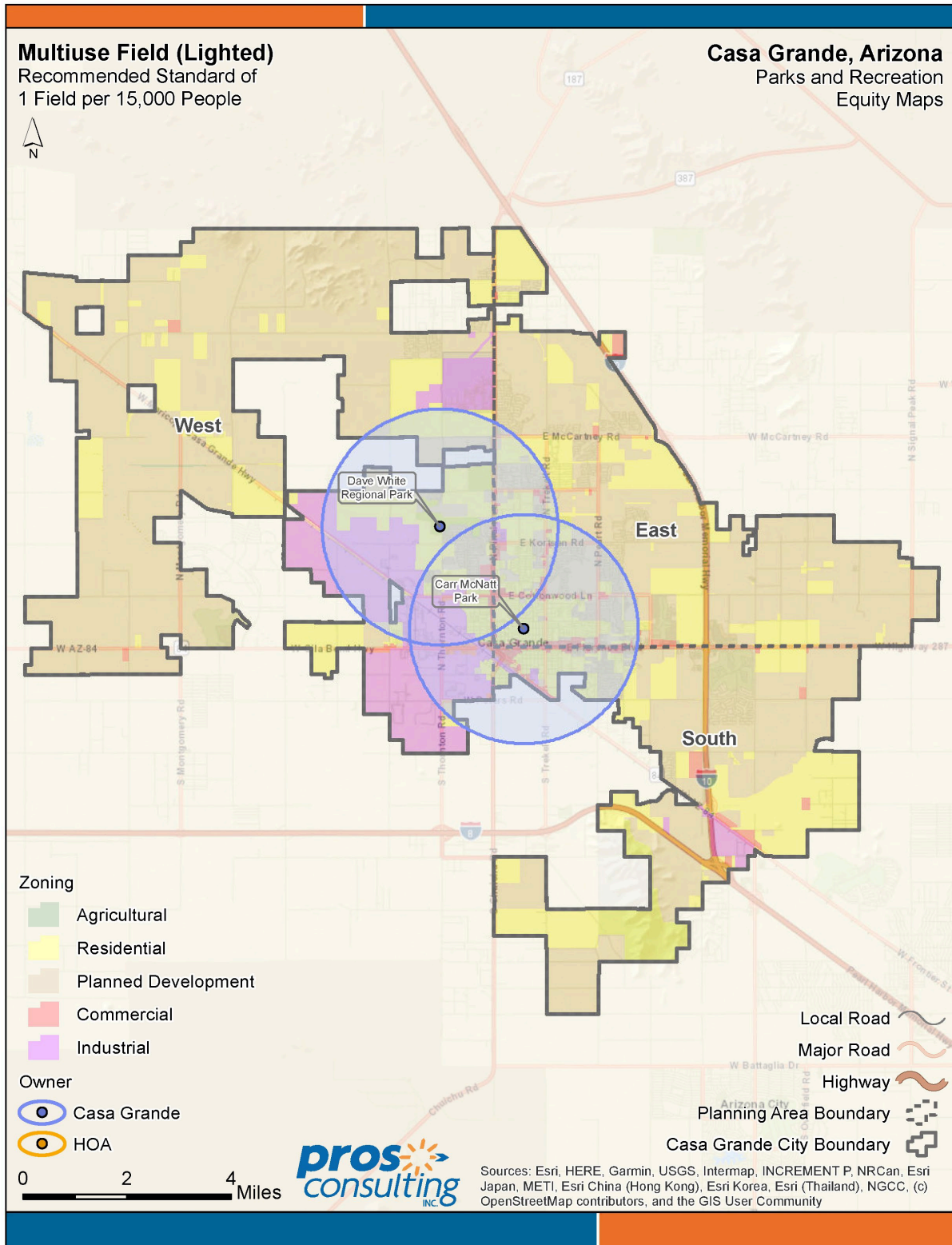


Baseball Fields - Adequate equity is provided to the community by city baseball fields.

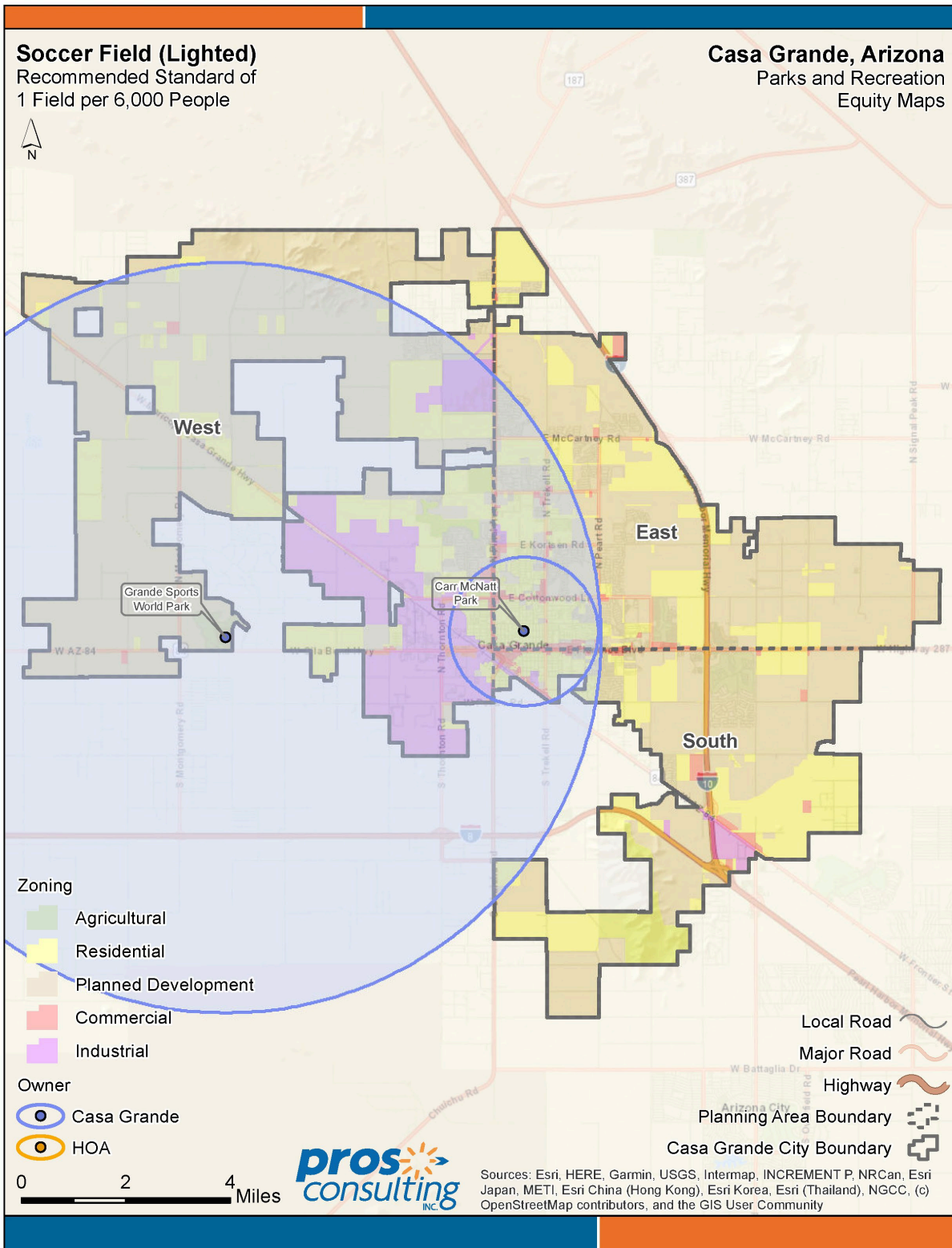




Multi-Use Fields - Adequate equity is provided to the community by the city's multi-use fields.

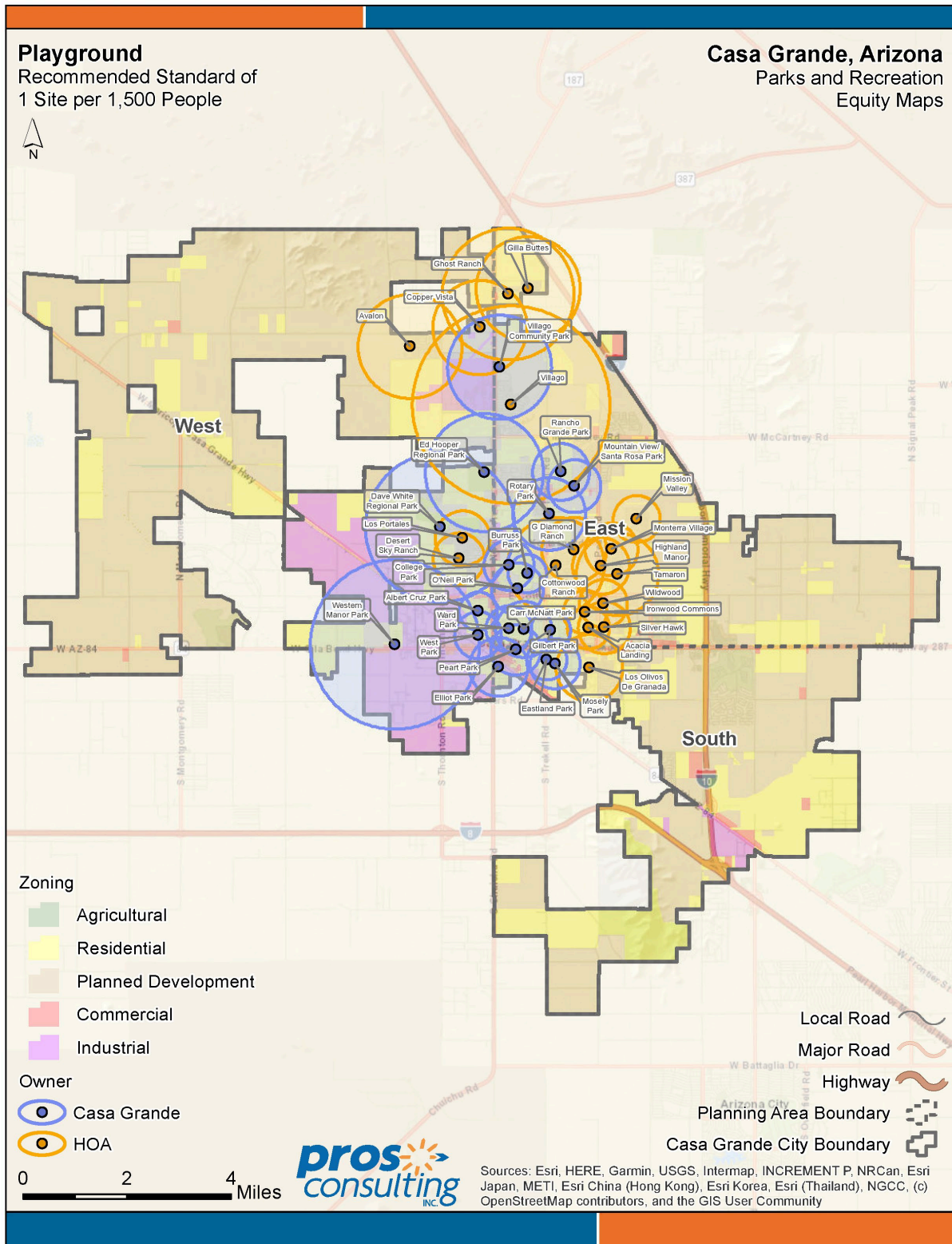


Soccer Fields - Adequate equity is provided to the community by the city's soccer fields.

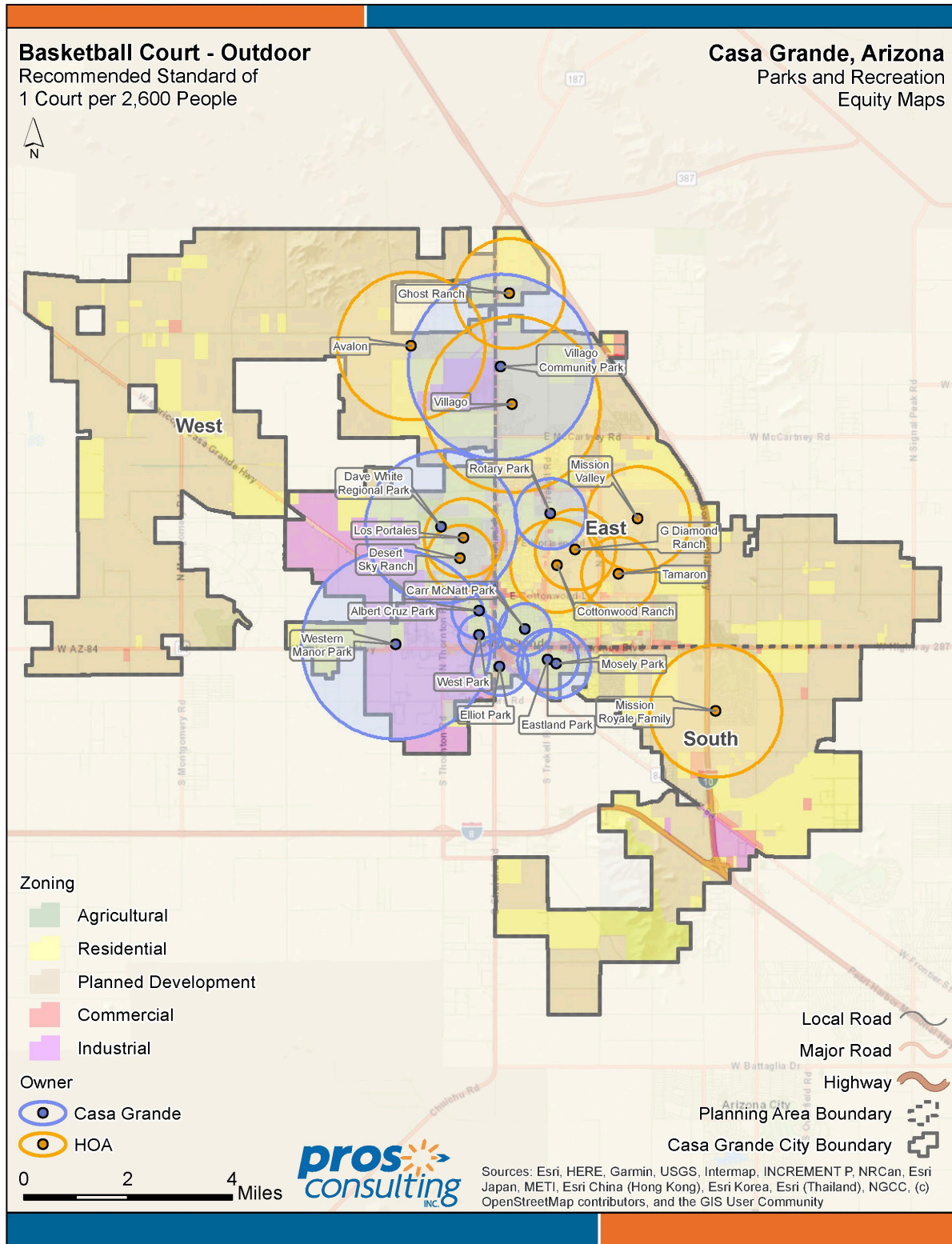




Playgrounds - Strong equity is provided to the community by city and HOA playgrounds.

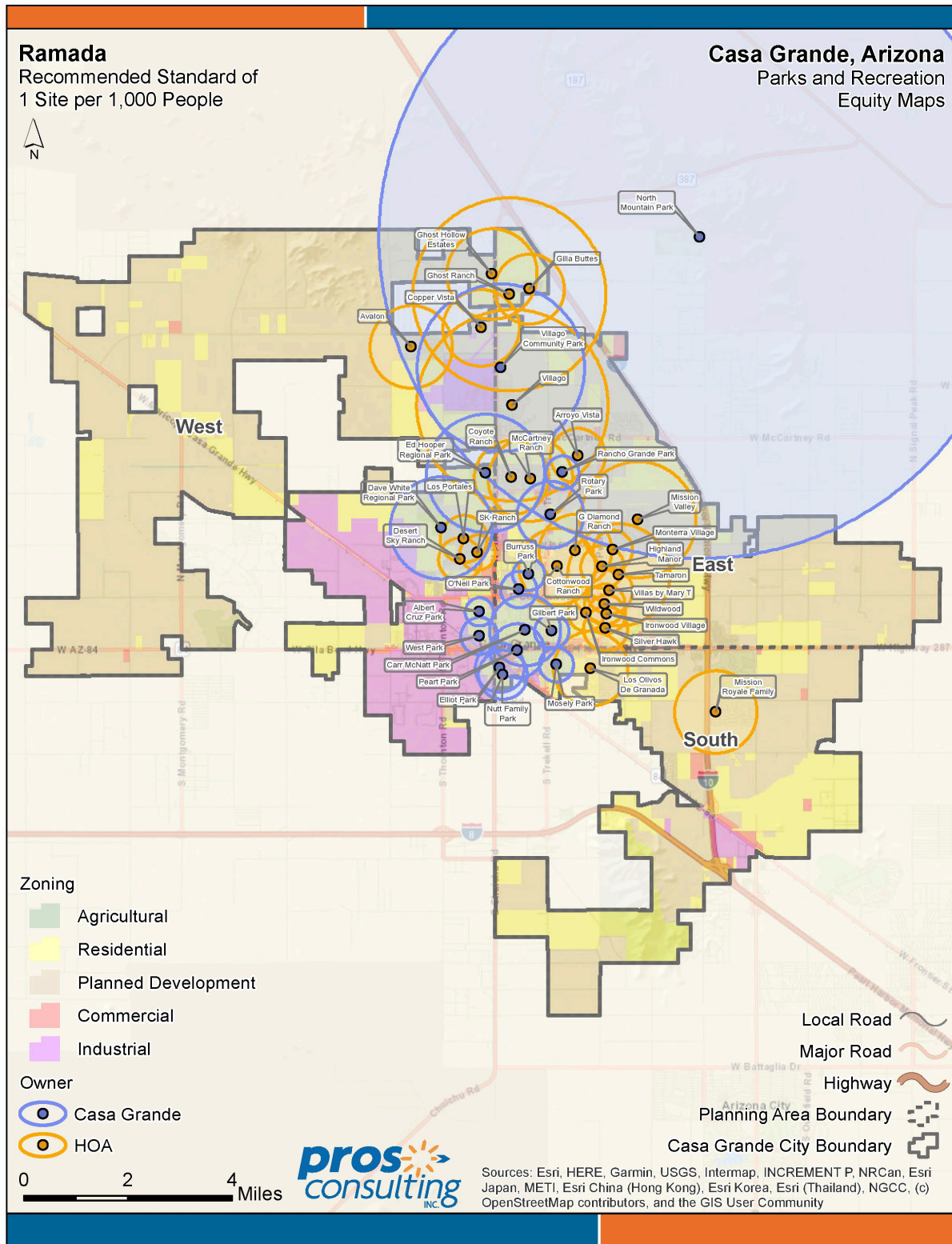


Outdoor Basketball Courts - Existing city and HOA basketball courts provide significant equity throughout the community.

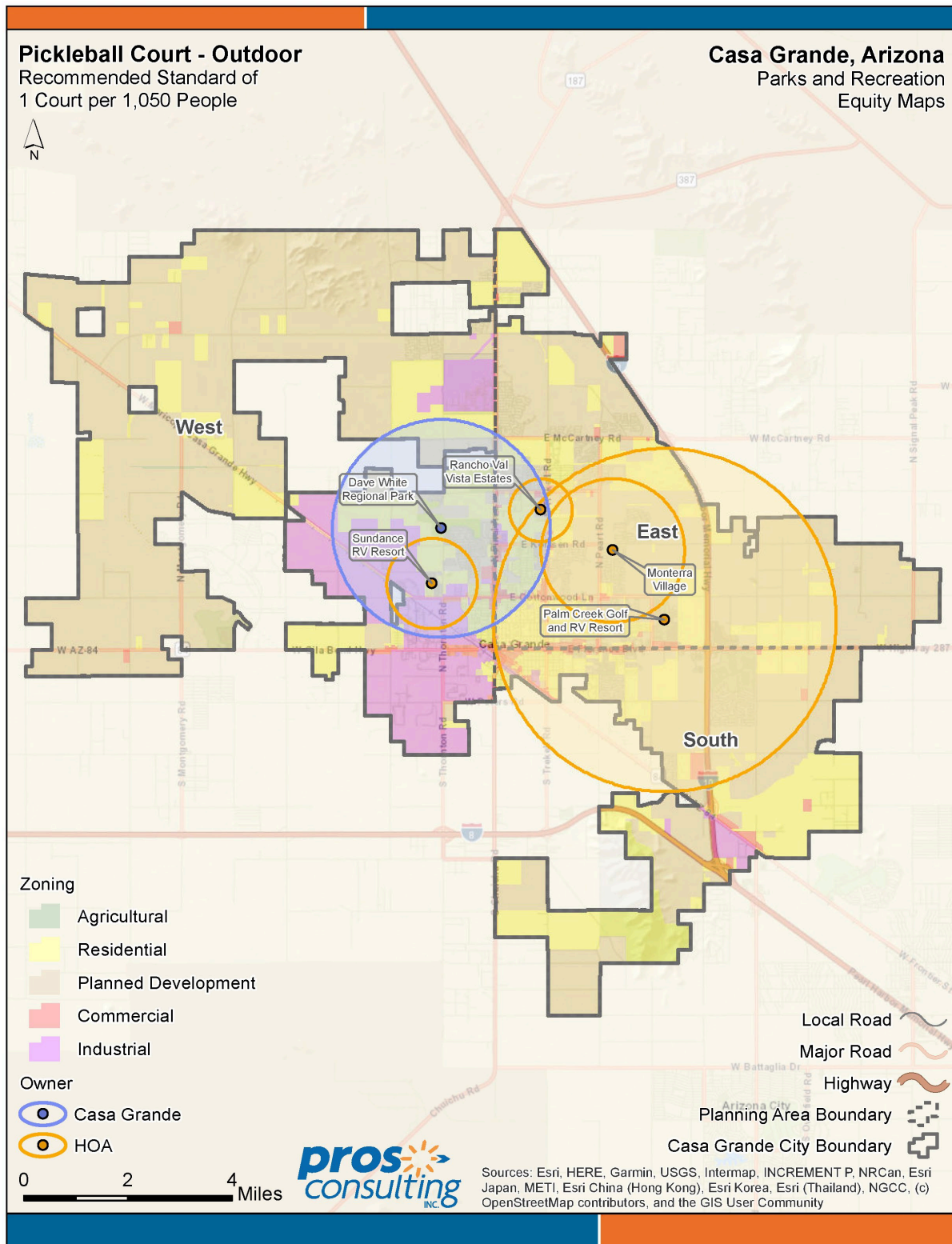




Ramadas - Existing ramadas provided by the city and HOAs provide for significant equity throughout the city.

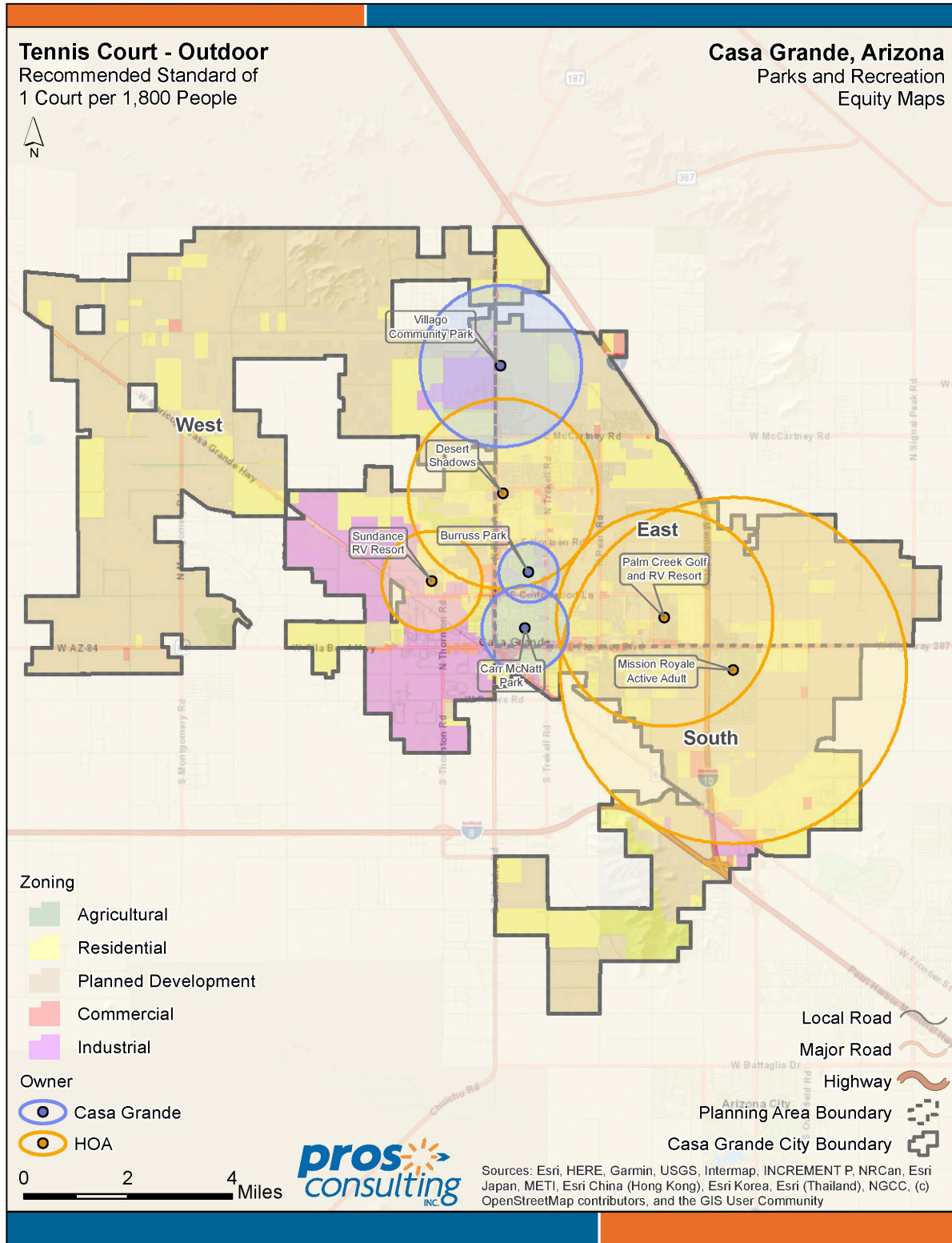


Pickleball Courts - Outdoor Adequate equity exists; however, the opportunity exists to consider adding pickleball courts in the community if the sport continues to grow in popularity in the city.

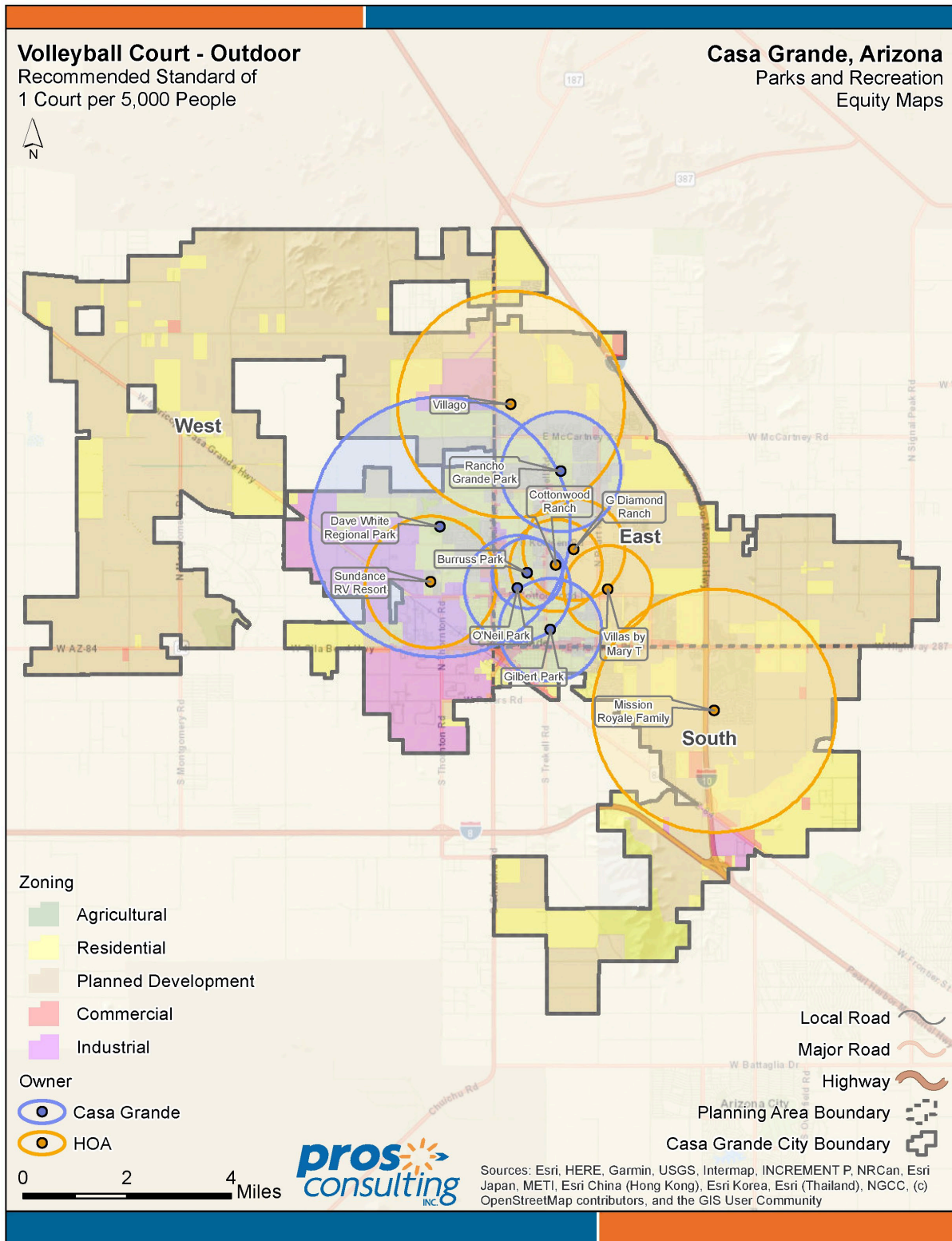




Tennis Courts - Significant equity is provided to the community by existing city and HOA tennis courts.



Outdoor Volleyball Courts - Significant equity is provided to the community by existing city and HOA outdoor volleyball courts.





CHAPTER SIX – CONCEPT PLAN DEVELOPMENT

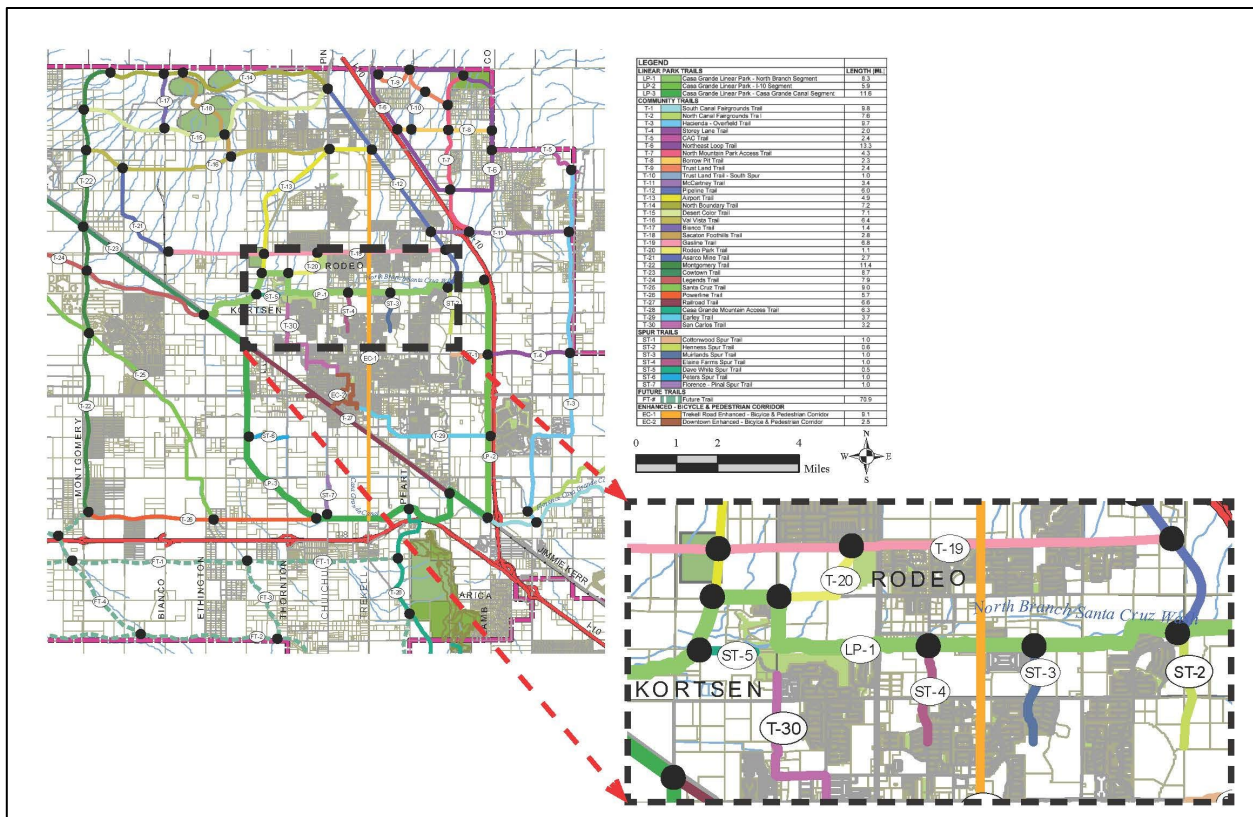
Based on the outcomes of the park and facility assessments as well as the community needs and level of service analyses, the consulting team, working in coordination with the city developed conceptual site plans for planned but not yet developed parks as follows:

1. Santa Cruz Wash Linear Park - New
2. Community Recreation Center Park - Expansion
3. Paul Mason Regional Park - Expansion
4. Natural Area Park - New (in conjunction with Public Works Recharge Basin Project)

PLEASE NOTE: Site specific concept plans are not intended to fully reflect what will happen as parks and facilities are developed or re-developed. Rather, concept plans create a visual of what is realistically possible within any given location.

6.1 SANTA CRUZ WASH LINEAR PARK

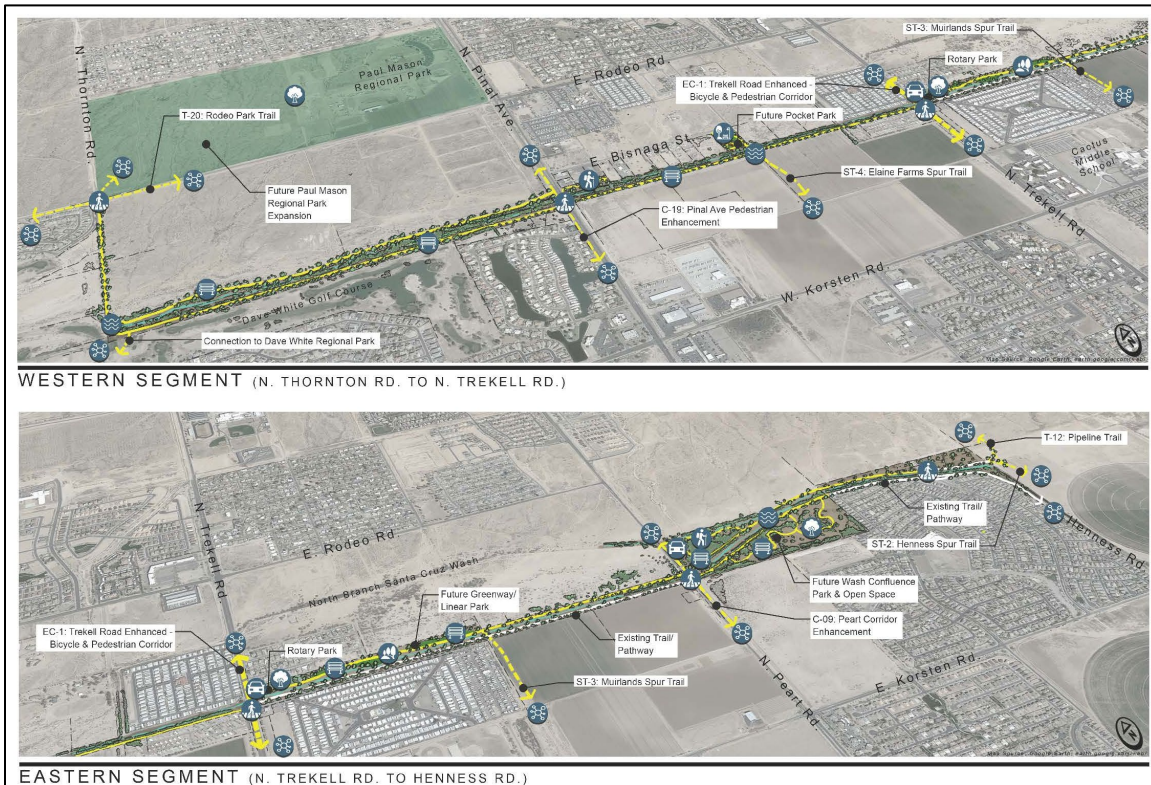
6.1.1 AREA MAP



6.1.2 EXISTING CONDITIONS



6.1.3 EASTERN AND WESTERN SEGMENTS

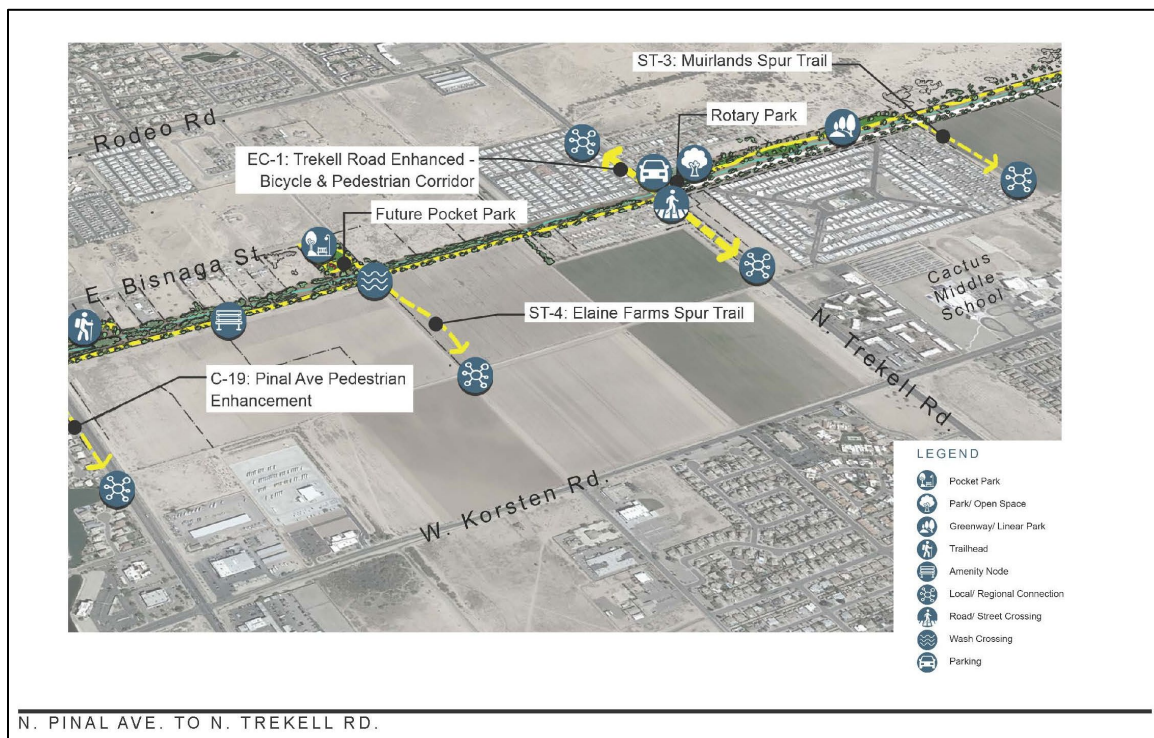




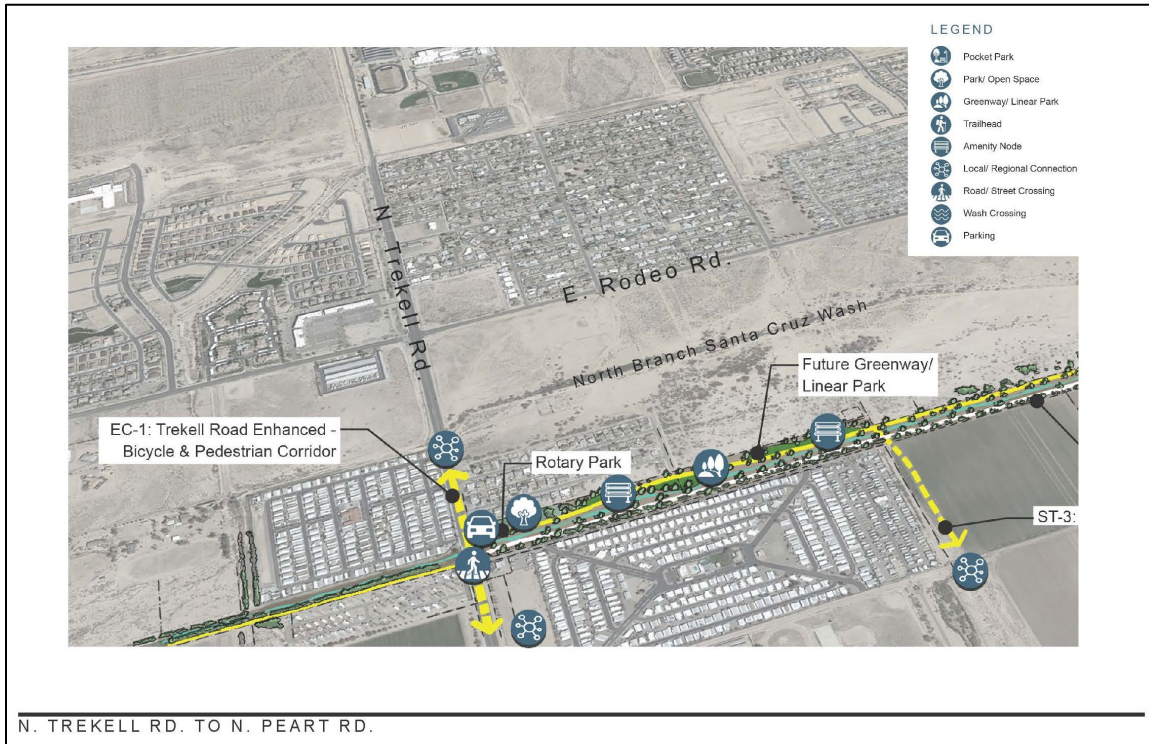
6.1.4 NORTH THORNTON ROAD TO NORTH PINAL AVENUE SEGMENT



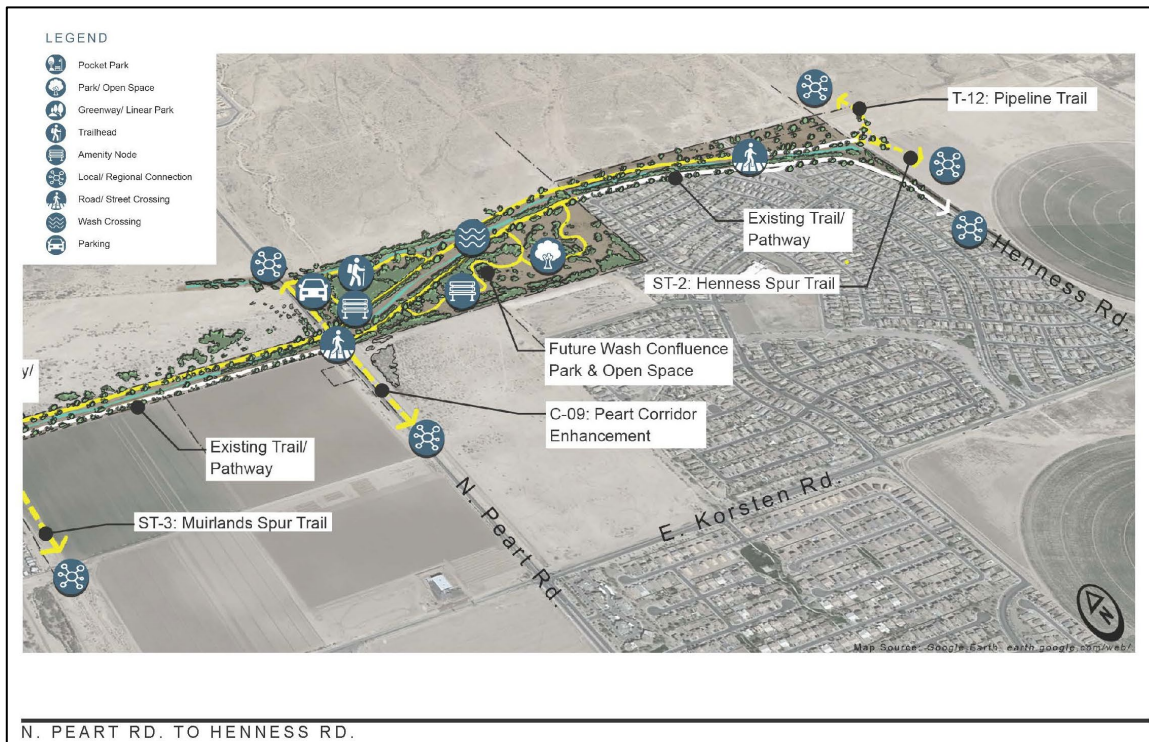
6.1.5 NORTH PINAL AVENUE TO NORTH TREKELL ROAD SEGMENT



6.1.6 NORTH TREKELL ROAD TO NORTH PEART ROAD SEGMENT



6.1.7 NORTH PEART ROAD TO HENNESS ROAD SEGMENT





6.1.8 SANTA CRUZ WASH LINEAR PARK RENDERING EXAMPLE



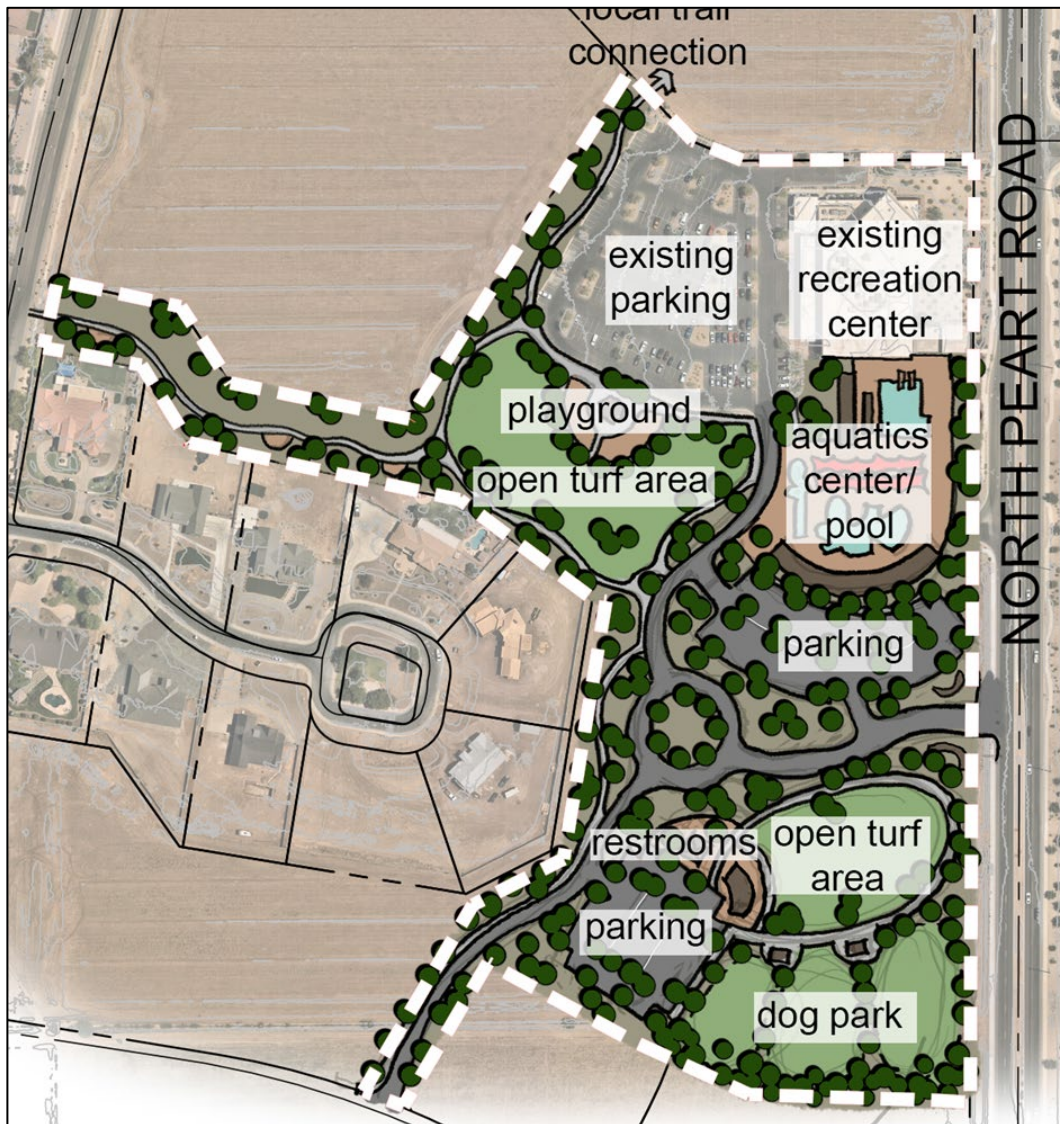
TYPICAL TRAIL ENLARGEMENT

6.1.9 LINEAR PARK IMAGERY



CHARACTER/ INSPIRATIONAL IMAGERY

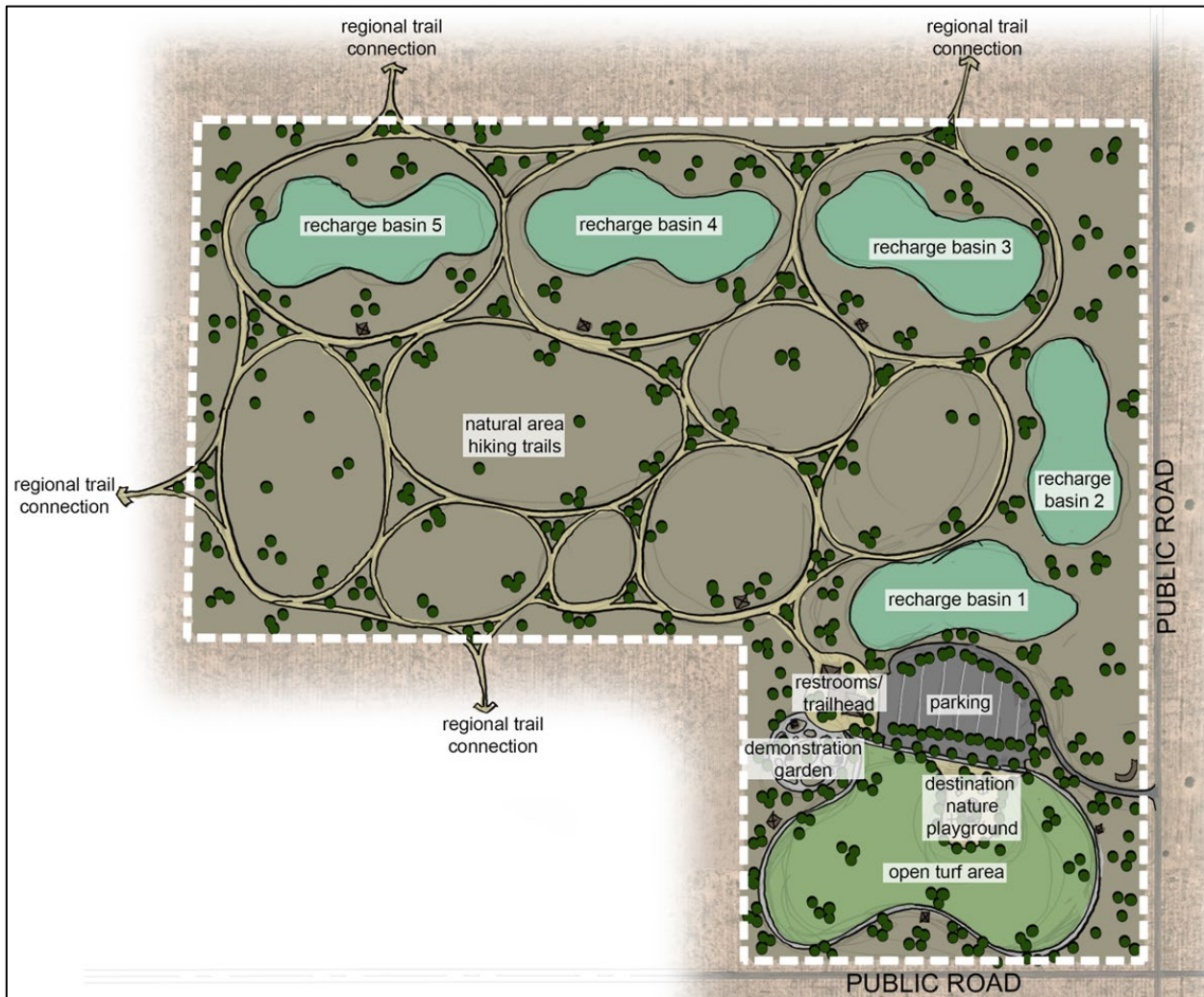
6.2 COMMUNITY RECREATION CENTER PARK CONCEPT PLAN



Highlights include:

- Construction of new outdoor aquatic center
- Relocation of entry road from North Peart Road
- Landscape buffer between park and residential homes
- Trail connections to/from park.
- Dog park development
- Creation of outdoor play area

6.4 NATURAL AREA PARK (NOT SITE SPECIFIC)



Highlights include:

- Soft surface walking trails
- Nature playground
- Demonstration garden
- Recharge basins.

PLEASE NOTE: The location of this future park is dependent upon the location of the Public Works Recharge Basin Project.

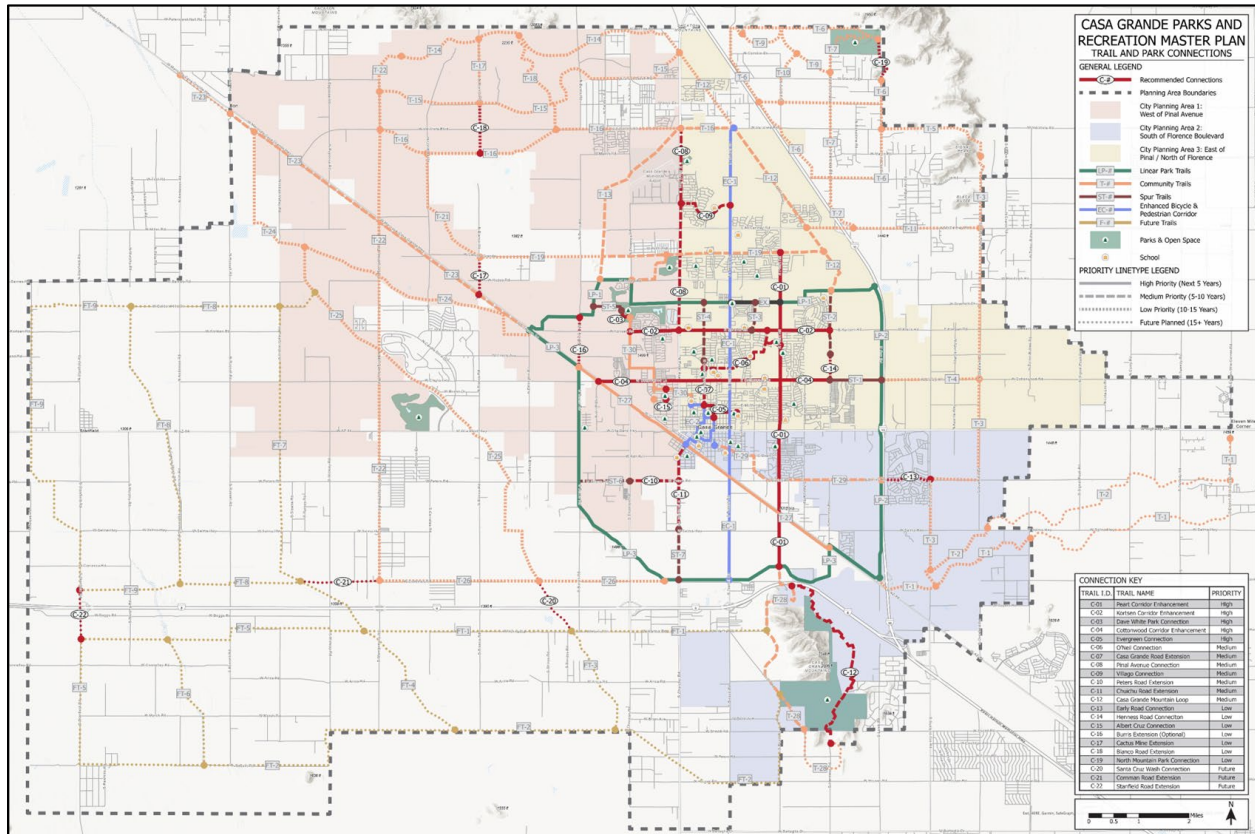


CHAPTER SEVEN - CONNECTIVITY ANALYSIS

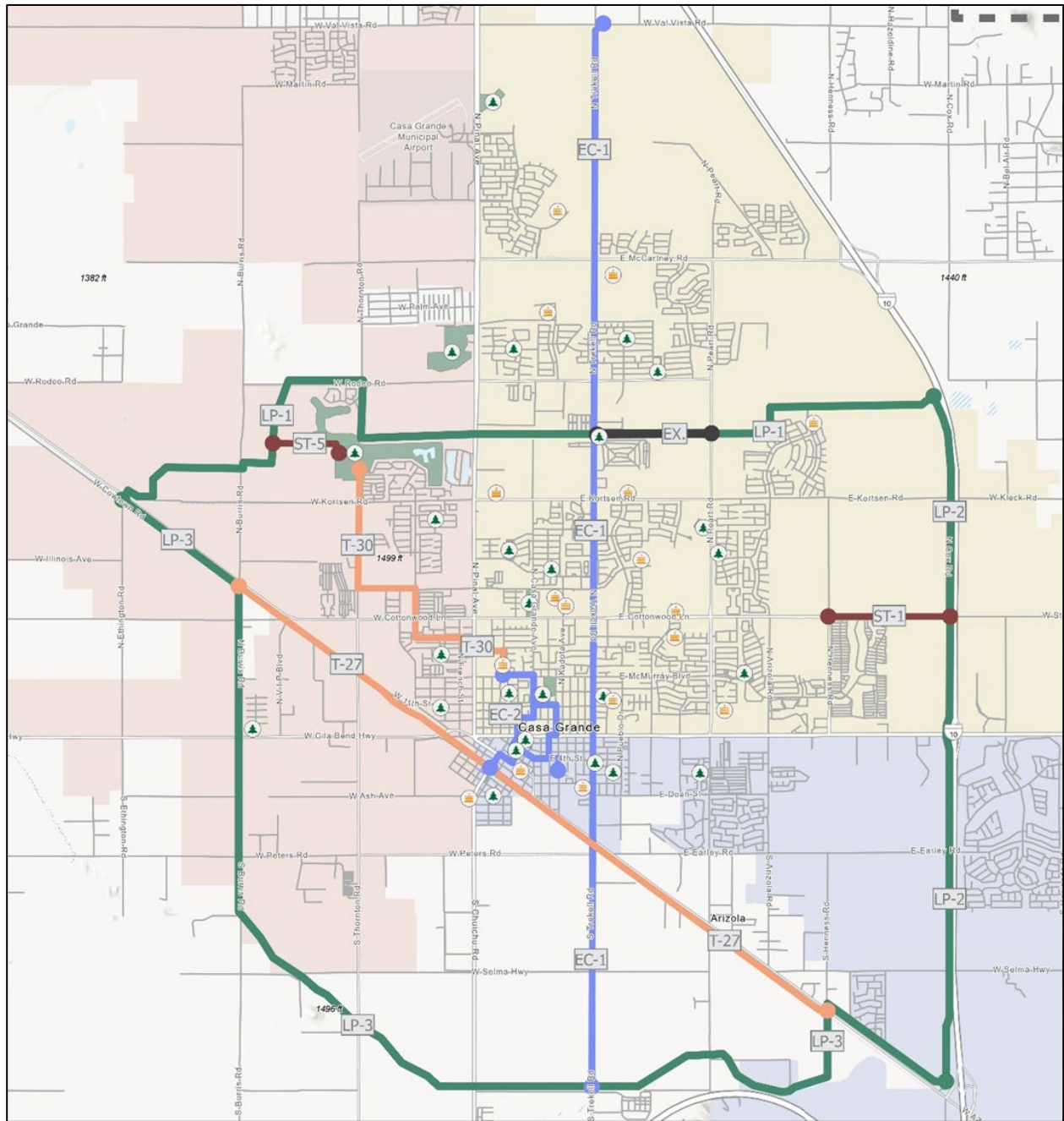
As part of the master plan, a high-level connectivity analysis was performed to prioritize the opportunities to create a more connected trail network in Casa Grande with the following goals:

1. Identify missing shared use path segments.
2. Identify possible opportunities to generally expand the trail system.
3. Prioritize the opportunities to better connect and expand the trail system.
 - Develop connections in the core of the community - where people currently live.
 - Likely to be implemented within the next 10-15 years.

7.1 FUTURE TRAILS MAP - OVERALL

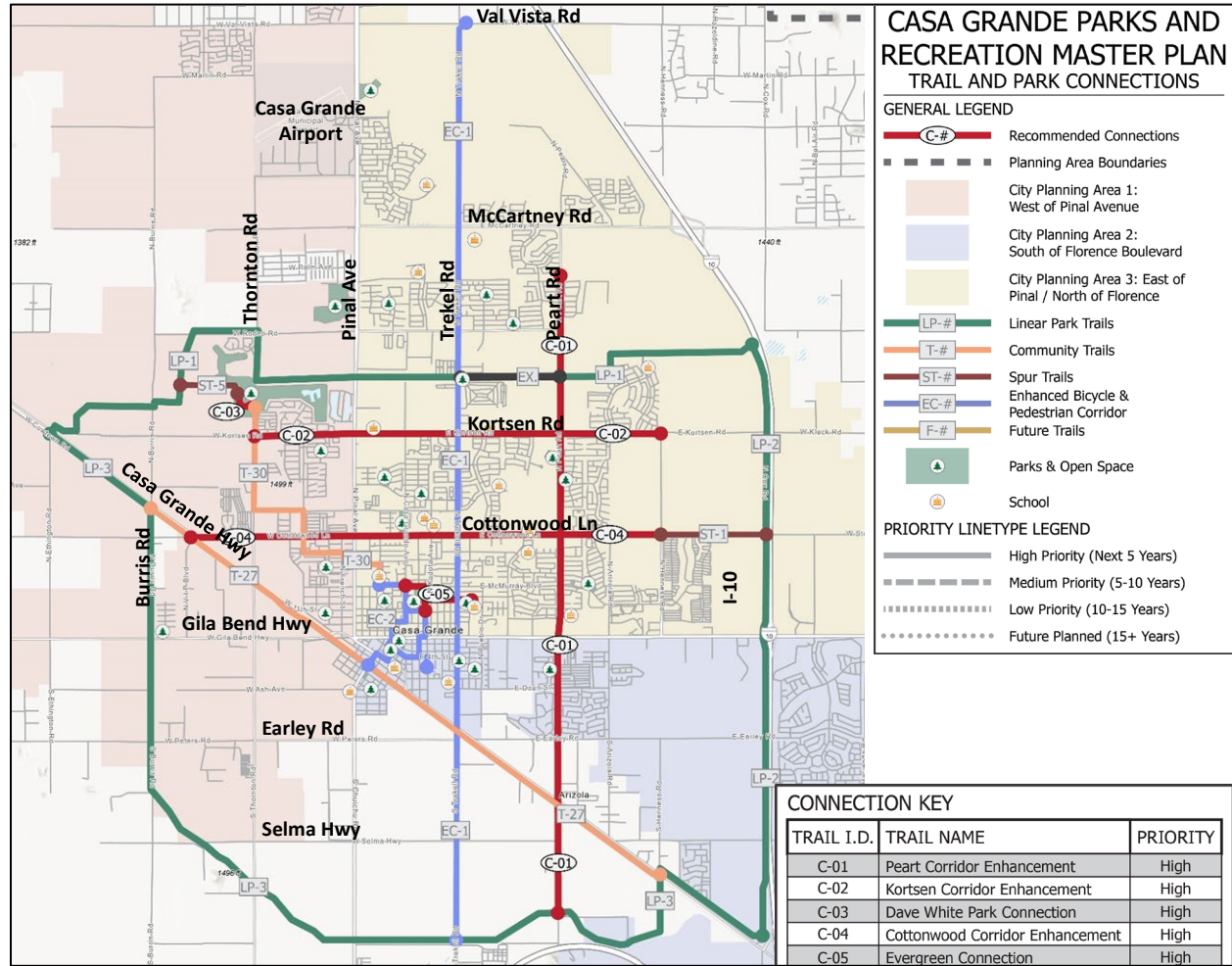


7.2 PRIORITY TRAILS FROM EXISTING TRAILS PLAN





7.3 RECOMMENDED PRIORITY CONNECTIONS

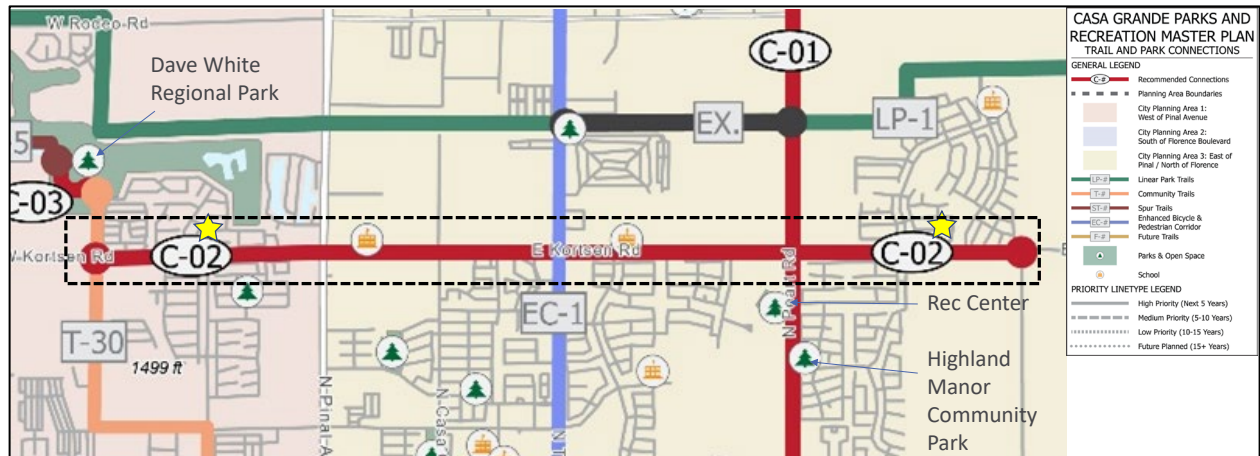


7.3.1 PEART CORRIDOR ENHANCEMENT

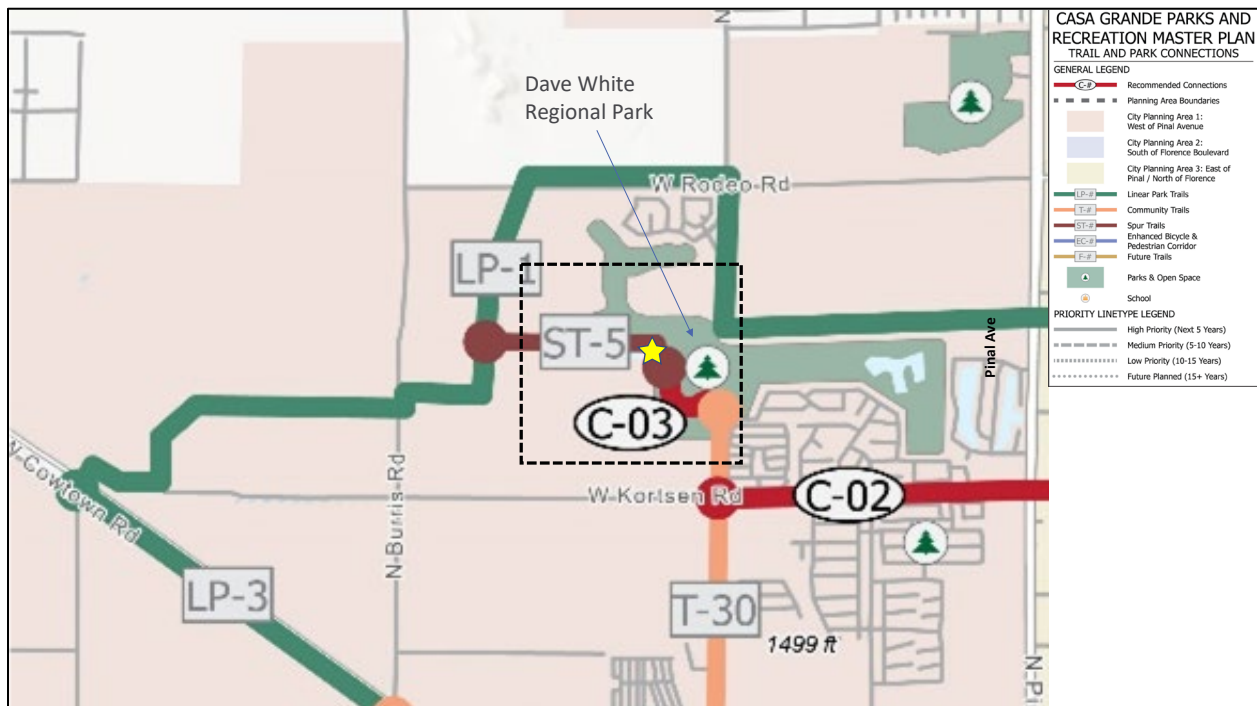




7.3.2 KORSTEN CORRIDOR ENHANCEMENT



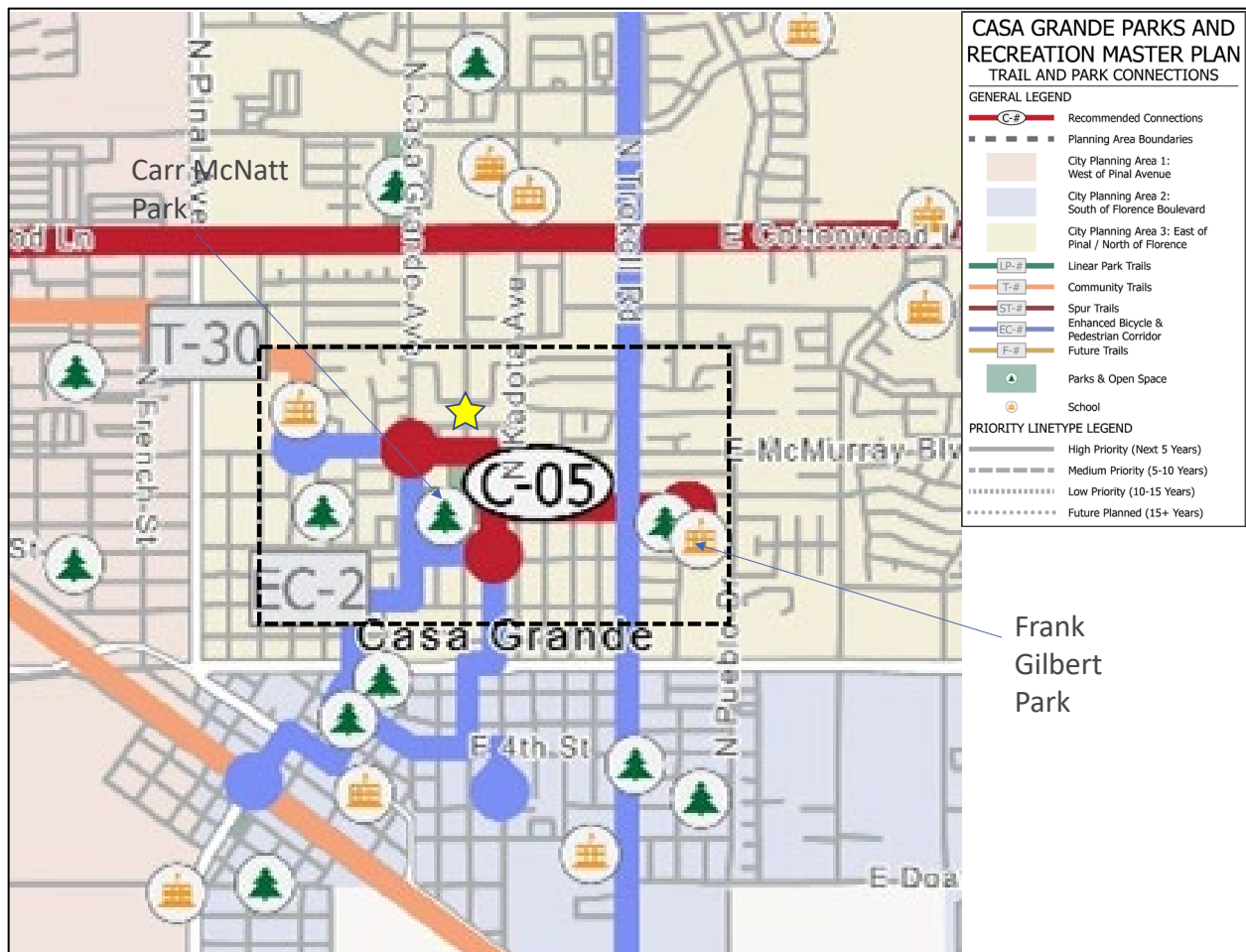
7.3.3 DAVE WHITE REGIONAL PARK CONNECTION



7.3.4 COTTONWOOD CORRIDOR ENHANCEMENT



7.3.5 EVERGREEN CONNECTION





CHAPTER EIGHT – CAPITAL IMPROVEMENT COST ESTIMATING

To plan and prioritize capital improvement projects, recommendations include balancing the maintenance of current assets with the development of new facilities. A key priority is focused on maintaining the integrity of the current infrastructure and facilities before expanding and/or enhancing programs and facilities. Maintaining current infrastructure with limited funding will inhibit the City's ability to take care of all existing assets and build new facilities.

A three-tier plan is recommended to help guide the decision-making process for CIP investments. The three-tiered plan acknowledges a fiscal reality, leading to the continuous rebalancing of priorities and their associated expenditures. Each tier reflects different assumptions about available resources. A complete list of the projects in each is identified in this chapter. The three tiers include:

- **Sustainable** - Critical maintenance projects, including lifecycle replacement, repair of existing equipment, safety and ADA improvements and existing debt service obligations. Many of these types of improvements typically require one-time funding and are not likely to increase annual operations and maintenance costs. In many cases, these types of projects may reduce annual operations and maintenance costs. A lifecycle replacement schedule has been provided in the Appendix of this document.
- **Visionary** -
 - Projects that include strategic changes to the existing parks system to better meet the unmet needs of the community, including adding features to extend recreation opportunities, such as dog parks, splash pads and trail loops in existing parks. These types of improvements typically require one-time funding and may trigger slight increases in annual operations and maintenance costs, depending on the nature of the improvements.
 - Complete Park renovation, land acquisition and new park/trail development, including but not limited to, the construction of a new aquatic center and park by the Community Recreation Center and the Santa Cruz Wash Trail. These improvements will likely increase annual operations and maintenance costs. Visionary projects also include planning efforts to support new/future development.

8.1 CAPITAL IMPROVEMENT PLAN DEVELOPMENT – GENERAL ASSUMPTIONS

The following are the general assumptions utilized in the development of the recommended 15-year capital improvement plan:

- All projects must be financially viable.
- Only projects likely to be implemented within a 15-year plan period are included in the plan.
- Projects must be consistent with other planning efforts, where applicable.
- Costs shown are intended to be in a rough order of magnitude and based on park and recreation related amenities only.
- The values shown within this document are based on 2023 dollars with cost escalators added.
 - Years 6-10 (35%)
 - Years 11+ (55%).

8.2 CAPITAL IMPROVEMENT COST ESTIMATING PLAN SUMMARY – 15 YEARS

As shown in the table below, the estimated capital improvements to be made to the community services system over the next 15 years is \$302.8MM, of which \$124.7MM (or 41%) is for the lifecycle replacement of assets in the existing system. A detailed cost estimating plan has been provided as a stand-alone document.

Project Type	Sustainable	Visionary	TOTAL
Parks	\$79,374,442	\$123,339,938	\$202,714,380
Facilities	\$24,995,263	\$0	\$24,995,263
Trails	\$4,091,760	\$24,258,925	\$28,350,685
Planning	\$0	\$801,000	\$801,000
Soft Costs	\$16,269,220	\$29,679,973	\$45,949,192
SUB TOTAL	\$124,730,684	\$178,079,836	\$302,810,520
PERCENTAGE	41%	59%	100%

PLEASE NOTE: Paul Mason Regional Park Expansion and the development of a nature park are considered Aspirational projects and not included in the cost estimating plan for capital improvements.

8.3 CAPITAL IMPROVEMENT COST ESTIMATING PLAN – BY PROJECT TYPE

As shown in the table below, \$202.7MM (or 66.9%) of the capital improvement cost estimating plan is projected to be the reinvestment and new investment in parks.

Project Type	Sustainable	Visionary	TOTAL	Percentage
Parks	\$79,374,442	\$123,339,938	\$202,714,380	66.9%
Facilities	\$24,995,263	\$0	\$24,995,263	8.3%
Trails	\$4,091,760	\$24,258,925	\$28,350,685	9.4%
Planning	\$0	\$801,000	\$801,000	0.3%
Soft Costs	\$16,269,220	\$29,679,973	\$45,949,192	15.2%
SUB TOTAL	\$124,730,684	\$178,079,836	\$302,810,520	100%

Please Note: \$105.2MM (or 35%) of the capital cost estimating plan is for development of the Santa Cruz Wash Linear Park.



8.4 CAPITAL IMPROVEMENT COST ESTIMATING PLAN – BY TIMELINE

As shown in the table below, it is recommended that only \$27.4MM (or 9%) of the capital improvement cost estimating plan be funded in the next five years. This strategic recommendation is mindful of the city's need to develop a sustainable funding source for the investment in the community services system.

Project Type	Estimated Total Project Cost Years 1-5	Estimated Total Project Cost Years 6-10	Estimated Total Project Cost Years 11+	TOTAL
Parks	\$ 8,091,210	\$ 90,630,136	\$ 103,993,034	\$202,714,380
Facilities	\$ 600,000	\$ 22,300,515	\$ 2,094,748	\$24,995,263
Trails	\$ 14,083,360	\$ 9,323,910	\$ 4,943,415	\$28,350,685
Planning	\$ 384,000	\$ 324,000	\$ 93,000	\$801,000
Soft Costs	\$ 4,242,605	\$ 21,024,620	\$ 20,681,967	\$45,949,192
TOTAL	\$ 27,401,175	\$ 143,603,182	\$ 131,806,163	\$302,810,520
PERCENTAGE	9%	47%	44%	100%

8.5 CAPITAL IMPROVEMENT COST ESTIMATING PLAN – YEARS 1-5

As shown in the table below, it is recommended that \$14.08MM (or 51%) of the capital improvement cost estimating plan for the next five years be for trail projects. This strategic recommendation is aligned with the fact that walking and biking trails are the highest expressed need of city residents.

Project Type	Estimated Total Project Cost Years 1-5	PERCENTAGE
Parks	\$ 8,091,210	30%
Facilities	\$ 600,000	2%
Trails	\$ 14,083,360	51%
Planning	\$ 384,000	1%
Soft Costs	\$ 4,242,605	15%
TOTAL	\$ 27,401,175	100%

8.6 PROJECT PRIORITIZATION CRITERIA

To help prioritize projects based on limited funding sources, staff developed draft criteria for evaluating a project's ability to meet a variety of park and recreation needs and provide additional benefits. The criteria are shown in the table on the following page and focus on the following:

- **Financial Viability** - All projects must demonstrate that funding is available for both capital and long-term operations and maintenance costs. The city should not take on a project that it cannot afford to maintain.
- **Immediate Projects** - Projects needed due to health, safety, legal and/or ADA issues, as well as to protect the City's current investment in facilities.
- **Benefit-Driven Projects** - Projects that meet the park land and amenity needs of the community, complete a partially developed project and/or serve as a potential catalyst for economic development.
- **Opportunity-Driven Projects** - Projects that leverage resources and offer partnership opportunities, are located on a significant site and/or promote economic development opportunities.

City of Casa Grande Parks and Recreation Master Plan Update Project Prioritization Criteria			
	Category	Description	Project Examples
For All Projects	1. Financial Viability	All projects must demonstrate that funding is available for capital AND long-term operation/maintenance costs.	<ul style="list-style-type: none"> • Installation/eventual replacement of park furniture, fixtures and equipment (i.e. play structures, shade structures, benches, etc.)
Immediate	2. Health/Safety/Legal/ADA	Immediate health & safety risk, ADA improvements, settlement requirements.	<ul style="list-style-type: none"> • ADA • Safety improvements
	3. Taking Care of Existing Investments	Lifecycle replacement and enhancement of existing parks, trails and building facilities.	<ul style="list-style-type: none"> • Equipment replacement/repairs at existing parks and facilities • Trail lighting, signage
Benefit-Driven	4. High Unmet Need	Development of amenities based on unmet needs identified in the Level of Service (LOS) analysis.	<ul style="list-style-type: none"> • Completion renovation of existing parks.
	5. Completeness	Site or trail is partially improved. Benefits are limited until site is fully developed.	<ul style="list-style-type: none"> • Expansion of Trails system
	6. Economic Revitalization	Potential for project to serve as a catalyst for other investment.	<ul style="list-style-type: none"> • Expansion of Trails system
Opportunity-Driven	7. Ability to Leverage Resources	Are other projects occurring on or near the site or are there other funding sources available?	<ul style="list-style-type: none"> • Trail improvements • ADA upgrade projects



CHAPTER NINE - CAPITAL IMPROVEMENT PLAN FUNDING

To continue to build and maintain the parks and recreation system, funding should be pursued for operations and capital improvement projects, such as those presented in this plan.

New, sustainable funding sources are essential to implementing a capital improvement plan. There is substantial potential for increasing revenues for the parks and recreation system while still providing affordable recreation opportunities. The following are high level funding options that should be vetted with City Administration and City Council as the department refines its capital improvement program in the future.

9.1 PRIMARY FUNDING SOURCES

9.1.1 SALES TAX

One funding source for the parks, recreation, open space, and trails system is the dedicated two tenths sales tax that is committed to maintaining park sites, infrastructure, recreational fields, and trails. The advantage of this sales tax is that it collects revenues from both residents and non-residents who shop, eat, recreate, and conduct business in Casa Grande.

9.1.2 GRANTS

The grant market continues to grow annually. Grant writers and researchers are essential if the department is to pursue grants. Matching dollars are required for most federal grants and many state grants.

9.1.3 CAPITAL IMPROVEMENT FEES

Many park and recreation systems add a capital improvement fee onto an existing user fee when they develop or enhance major recreation facilities. This is usually applied to golf courses, aquatic facilities, recreation centers, ice rinks, amphitheaters, and special-use facilities like sports complexes. The dollars gained either offset the cost of the capital improvement or the revenue bond that was used to develop or enhance the special-use facility. Once the capital improvement is paid off, the fee typically expires and is discontinued.

9.1.4 PARK DEVELOPMENT FEES (IMPACT FEES)

Many municipalities seek developer contributions for parklands and for the development of trails that run through the property being developed. The developer perceives the enhanced value such improvements mean for her or his development. Park or trail dedication as a requirement of subdivision development is a reliable means for maintaining equity of access to parks and trails.

9.1.5 PARK, OPEN SPACE, AND TRAIL BOND ISSUES

Agencies typically seek park bonds to meet park related needs. The key is to use debt financing through bonds to address needs that are both unmet and clearly a community priority. It is best to propose a capital-bond project that serves a variety of users and needs. Even in the worst economic downturn, most bond issues have been passing because communities are the direct recipient of the money, and the funding directly benefits residents.

9.1.6 PARTNERSHIPS

Partnerships are joint-development funding sources or operational funding sources formed between separate agencies, such as two government entities, a non-profit and a public agency, or a private business and a public agency. Partners jointly develop revenue-producing park and recreation facilities and share risk, operational costs, responsibilities, and asset management based on the strengths of each partner.

9.2 OTHER FUNDING SOURCE OPTIONS

9.2.1 FRIENDS' ASSOCIATION

Friends' associations are typically formed to raise money for a single purpose, such as a specific park facility or program that will better the community.

9.2.2 CORPORATE AND PERSONAL LEAD GIVING

Corporate and personal giving involves the Department seeking corporate funds or personal gifts via a foundation partner or through personal contacts that are used to catalyze wider giving in support of a specific project or operation. The lead donations set the precedent for additional giving over a period of one year up to five years.

9.2.3 DONATIONS

Private donations are a popular form of fundraising by public agencies, particularly for facilities and services that are highly visible and valued by the public. Donations can be channeled through a foundation or friends group aligned with the parks and recreation system's priorities. Donations can be made through one or more of the following methods:

- Donations of cash to a specific park or trail segment by community members and businesses
- Donations of services by large corporations to reduce the cost of park or trail implementation, including equipment and labor to construct and install elements of a specific park or trail.
- Reductions in the cost of materials purchased from local businesses that support parks and trails implementation and can supply essential products for facilities.

9.2.4 USER FEES

User fees are fees paid by a user of recreational facilities or programs to offset the costs of services in operating a park or a recreation facility, or in delivering programs. A perception of "value" needs to be instilled in the community for the benefits the agency is providing to the user for exclusive use. Future fees could be charged by the agency based on cost-recovery goals for the parks and core recreation services, based on the level of exclusivity the user receives compared to the general taxpayer.

9.2.5 RECREATION SERVICE FEES

This is a dedicated user fee for the purpose of constructing and maintaining recreation facilities. The fee can apply to all activities that require a reservation. Examples of such activities include adult basketball, volleyball, tennis, and softball leagues, youth baseball, soccer, football and softball leagues, and special-interest classes. The fee allows participants an opportunity to contribute toward the upkeep of the facilities being used.



9.2.6 PARK REVOLVING FUND

This is a dedicated fund replenished on an ongoing basis from various funding sources such as grants, sponsorships, advertising, program-user fees, and rental fees within one or more parks. The agency could establish a revolving fund to support maintenance at multiple parks.

9.2.7 ADVERTISING SALES

Advertising can occur with trash cans, playgrounds, dog parks, trails, flowerpots, and as part of special events to pay for operational costs.

9.2.8 MAINTENANCE ENDOWMENT FUND

This is a fund dedicated exclusively for a park's maintenance and is funded by a percentage of user fees from programs, events, and rentals. The fee is paid by users and is added to a dedicated fund for facility and equipment replacement, such as fitness equipment, water slides, lights, artificial turf, and park-maintenance equipment.

9.2.9 LEASE BACKS

This is another source of capital funding wherein banks or private placement-fund companies develop a park or recreation attraction or complex by purchasing the land, developing a recreational attraction, and then leasing it back to the agency to pay off the land or capital costs over a 30 to 40-year period. Agencies may find this source attractive because typically they can increase operational budgets more easily than finding capital dollars to pay off the lease over a set number of years.

9.2.10 FRANCHISE FEE FOR UTILITY RIGHT-OF-WAYS

Many agencies have sold the development rights below the ground to utility companies for fiber optic lines, water, sewer, electricity lines, and cable conduits on a linear foot basis.

9.2.11 CATERING PERMITS AND SERVICES

This allows caterers to work in the park-and-recreation system on a permit basis with a set fee or a percentage of food sales returning to the department. Many departments have their own catering-service contracts and receive a percentage (10-15%) from the sale of food and drinks. This may be most suitable for large or special events occurring on publicly owned properties. Another form of fee income is the temporary business license.

9.2.12 PRIVATE CONCESSIONAIRES OPERATING WITHIN A LAND LEASE

Contracts with private businesses to provide and operate desirable recreational activities provide compensation to the agency through a land lease. Contractors may include coffee shops, grill and food concessions, small restaurants, ice cream shops, bicycle shops, farmers markets, and small businesses. Land leases are usually based on 15% of the value of the land plus a percentage of gross revenues from the contractor on an annual basis.

9.3 GRANTS THROUGH PRIVATE FOUNDATIONS AND CORPORATIONS

Many communities have solicited greenway funding from a variety of private foundations and other conservation-minded benefactors. Some of these grants include:

- **Coors Pure Water 2000 Grants:** Coors Brewing Company and its affiliated distributors provide funding and in-kind services to grassroots organizations that are working to solve local, regional, and national water-related problems. Coors provides grants, ranging from a few hundred dollars to \$50,000, for projects such as river cleanups, aquatic habitat improvements, water quality monitoring, wetlands protection, pollution prevention, water education efforts, groundwater protection, water conservation and fisheries.
- **World Wildlife Fund Innovative Grants Program:** This organization awards small grants to local, regional, and statewide nonprofit organizations to help implement innovative strategies for the conservation of natural resources. Grants are offered to support projects that accomplish one or more of the following: (1) conserve wetlands; (2) protect endangered species; (3) preserve migratory birds; (4) conserve coastal resources; and (5) establish and sustain protected natural areas, such as greenways.
- **Innovative Grants:** This funding can help pay for the administrative costs for projects including planning, technical assistance, legal and other costs to facilitate the acquisition of critical lands; retaining consultants and other experts; and preparing visual presentations and brochures or other conservation activities. The maximum award for a single grant is typically \$10,000.
- **Bikes Belong:** Bikes Belong coalition is sponsored by members of the American Bicycle Industry. The grant program is a national discretionary program with a small budget, to help communities build trail projects. They like to fund high-profile projects and like regional coalitions. An application must be supported by the local bicycle dealers (letters of support should be attached). Bikes Belong also offers advice and information on how to get more people on bikes. Government and nonprofit agencies are eligible, and no match is required. The maximum amount for a grant proposal is \$10,000. Applications may be submitted at any time and are reviewed as they are received.
- **Partnership Development Agreement:** Each partner would develop their respective facilities based on set design guidelines with the city managing all the site elements. Partners would work collectively to promote the site versus individual amenities. This process was successful for Papago Park, located in the City of Phoenix, Arizona. The site included a major league spring training facility and minor league baseball complex, zoo, botanical gardens, history museum, and other attractions on site.
- **Community Forest and Open Space Program:** Federal Grant with Estimated Total Program Funding of \$3,150,000. Individual grant applications may not exceed \$400,000. The program pays up to 50% of the project costs and requires a 50% non-federal match. Eligible lands for grants funded under this program are private forests that are at least five acres in size, suitable to sustain natural vegetation, and at least 75% forested.
- **Congestion Mitigation and Air Quality Program-fund:** This source is for transportation projects that improve air quality and reduce traffic congestion. Projects can include bicycle and pedestrian projects, trails, links to communities, bike rack facilities. Average grant size \$50,000-\$100,000.



- **Community Facilities Grant and Loan Program-Grant Program:** This source is established to assist communities with grant and loan funding for the expansion, renovation and or remodeling of former school facilities and or existing surplus government facilities that have an existing or future community use. Facilities may be space for community gatherings and functions, recreational athletic facilities for community members, particularly youth. These include space for non-for-profit offices, childcare, community education, theater, senior centers, youth centers, and after school programs. CFP match requirements for requests up to \$250,000 are 10-% eligible project costs. For requests over \$250,000 to \$1 million, the match is 15%.
- **American Hiking Society:** Fund on a national basis for promoting and protecting foot trails and the hiking experience.
- **The Helen R. Buck Foundation:** This foundation provides funding for playground equipment and recreational activities.
- **Deupree Family Foundation:** The Deupree Family Foundation provides grants for Recreation, parks/playgrounds, and children/youth, on a national basis. This foundation supports building/renovation, equipment, general/operating support, program development, and seed money.
- **The John P. Ellbogen Foundation:** Children/youth services grants as well as support for capital campaigns, general/operating support, and program development.
- **Economic Development Grants for Public Works and Development of Facilities:** The U. S. Department of Commerce, Economic Development Administration (EDA), provides grants to states, counties, and cities designated as redevelopment areas by EDA for public works projects that can include developing trails and greenway facilities. There is a 30% local match required, except in severely distressed areas where the federal contribution can reach 80%.

CHAPTER TEN - PARK MAINTENANCE ASSESSMENT

Parks and amenities that are clean and functioning efficiently are a critical element to delivering high quality programs and services. The Casa Grande Parks Division maintains 692 acres of developed park acreage (not including Right of Way and Median landscape acreage) and 1,395 acres of mountain parks.

10.1 KEY FINDINGS

10.1.1 MAINTENANCE STANDARDS AND DEVELOPMENT OF WORK PLANS

- **Parks:** Through the review of data and workshops with staff, it has been determined that the Parks Division has maintenance standards with task, frequency, and season of year in which work is performed in parks.
- **Recreation Corridors (Trails):** The Parks Division has formal maintenance standards in place to manage and maintain recreation corridors.
- **Urban Forestry:** The Parks Division does not have an Urban Forest Maintenance Management Plan in place to manage the city's urban forest. Additional funding may be needed to assist the City in providing routine tree pruning and maintenance services.

10.1.2 WORK ORDER MANAGEMENT SYSTEM

The Parks Division does not utilize a work order management system that identifies maintenance work orders, cost of service and asset replacement schedules. The City is currently in the early stages of implementing a work order management system.

10.1.3 EQUIPMENT AND RESOURCES

Staff currently have the necessary equipment and/or resources to perform tasks at a high level, however, there is an opportunity to create more efficiencies and more consistent application of maintenance standards when managing the park system. New equipment will be needed in the future to replace aging equipment.

10.1.4 THIRD PARTY PARTNERSHIPS/CONTRACTING OF SERVICES

Given the fluctuations that can occur in the local economy, it is imperative that the Division continually evaluates the capacity and cost of service in the private sector as well as partnership and volunteer opportunities with the community and athletic leagues. Currently, the Parks Division does contract approximately \$200,000 of landscape, mowing and facility grounds maintenance to a third-party vendor. The city, however, does not track unit activity costs and therefore cannot analyze the unit cost to perform work internally against the unit cost to perform work by a third-party vendor or volunteer group.



10.2 PARKS MAINTENANCE KEY RECOMMENDATIONS

10.2.1 IMPLEMENT A WORK ORDER MANAGEMENT SYSTEM

A work order system should be used to track lifecycle maintenance requirements that are tied to weekly and monthly work orders. This will help the staff to stay ahead of preventative maintenance and limit breakdowns. Further, utilizing the system will provide staff with the necessary “actual cost” data for work being performed. The typical components of a work order management system are as follows:

- Schedule Work Activities
 - Detailed framework for asset management by incorporating GIS into the asset repository. Allows for grouping of assets by location, type, age, or other key parameters. These groupings can then be used to create maintenance activities such as preventive work, reactive work, tests, or inspections.
- Mapping Tools
 - ArcGIS maps are an integral part of the work management process. This allows for the creation of map visualizations of database queries including open work orders, service requests, or work orders of a specific type and assignment. These tools empower both management and staff to interact with asset data.
- Data Mobility
 - A variety of tools to help maintenance staff access and update valuable information while in the field.
- Asset Management
 - Track work performed on any asset at any given time throughout its lifecycle. Users can easily search for active work orders and view them dynamically on the GIS map. Track overdue work orders and monitor work associated with a specific task, contractor, or project.

10.2.2 COST OF SERVICE/SYSTEMATIC APPROACH TO CONTRACTING SERVICES

Through the development of management processes, the Parks Division must begin to track unit activity costs through the implementation of a work order management system and in turn, would internally analyze the unit cost to perform work internally against the unit cost to perform work by a third-party vendor.

10.2.3 UPDATE WORK PLANS BASED ON MAINTENANCE STANDARDS

Maintenance standards are based on Level (1), (2) and (3) modes (tasks and frequencies of each task) and follow best practices as established by the National Recreation and Park Association.

10.2.4 ANNUAL PARK OPERATION AND MAINTENANCE FUNDING

It is critically important to view the financial sustainability of the Parks and Recreation System through the concept of “Total Cost of Ownership” as shown in the graphic below.



The Parks Division will need to closely monitor resources to ensure that the assets of the park system reach the anticipated lifecycles. It is recommended that the Parks Division maintenance funding grow to accommodate new park development in the future.

As the system grows, the following guidelines should be utilized to identify annual operational funding required to maintain additional park acreage:

- Athletic Field Parks:
 - \$15,000 - \$20,000 per natural turf rectangular field.
 - \$20,000 - \$25,000 per diamond field.
 - \$5,000 general acreage
- Community Parks: \$5,000 - \$7,500 per acre
- Neighborhood Parks: \$7,500 - \$10,000 per acre
- Open Space: \$300 - \$500 per actively managed acre
- Pocket Parks: \$15,000 - \$20,000 per acre
- Special Use Parks: Costs varies dependent upon amenities.
- Recreation Corridors/Trails: \$1,000-\$2,000 per mile

*Please note, maintenance costs typically increase 2-3% annually.

10.2.5 LABOR HOUR STANDARDS

These work standards identify the average number of labor hours required to manage and maintain the parks system by park classification:

- | | |
|------------------------------------|----------------------------------|
| ○ Neighborhood Parks: | 250 annual labor hours per acre |
| ○ Community Parks: | 200 annual labor hours per acre |
| ○ Developed Regional Parks: | 220 annual labor hours per acre. |
| ○ Special Use Parks: | 205 annual labor hours per acre |



10.3 OTHER RECOMMENDATIONS

10.3.1 COST AVOIDANCE

Maintenance operations are typically spent in divisions that do not have direct revenue sources that can offset expenditures. There are opportunities, however, to reduce expenditure through the following strategies.

- **Adopt-a-Trail Programs:** These are typically small-grant programs that fund new construction, repair or renovation, maps, trail brochures, and facilities (bike racks, picnic areas, birding equipment, etc.), as well as providing maintenance support. These programs are like the popular “adopt-a-mile” highway programs most states utilize. Adopt-a-trail programs can also take the form of cash contributions in the range of \$12,000 to \$16,000 per mile to cover operational costs.
- **Adopt-a-Park Programs:** These are small-grant programs that fund new construction and provide maintenance support. Adopt-A-Park programs can also take the form of cash contributions in the range of \$1,000 to \$5,000 per acre to cover operational costs.
- **Operational Partnerships:** Partnerships are operational funding sources formed from two separate agencies, such as two government entities, a non-profit and a public agency, or a private business and a public agency. Two partners jointly share risk, operational costs, responsibilities, and asset management based on the strengths of each partner.



CHAPTER ELEVEN – STRATEGIC IMPLEMENTATION

The consultant synthesized its findings to develop a framework of strategic recommendations for the City of Casa Grande Community Services Department. It is recommended that the strategies align with six major categories of best practices:

1. Level of Service Provision
2. Trails and Connectivity
3. Park Land Improvements
4. Recreation Programming
5. Operations and Staffing
6. Financing the Park System

The implementation matrix should be evaluated and refined as development, economic and political circumstances shift and be used to validate the City's vision and mission. A complete implementation plan matrix, including tactics, accountability, timelines, and performance measures, will be provided as a separate document.

Park and Recreation Master Plan Goal #1: Level of Service Provision	
Maintain the proportion of park acres per population through a variety of park type amenities, and open space options.	
Strategy 1.1	Collaborate with local partners, in particular the Casa Grande Elementary School District 4, to develop innovative parks, athletic fields, and spaces to maintain the levels of service targeted in this plan.
Strategy 1.2	Utilize the current Trails Master Plan and the Connectivity Analysis found in this master plan as guides to strive for parks and green spaces to be within a 10-minute walk/bike ride for every household in Casa Grande.
Strategy 1.3	Develop a network of parks, trails and open spaces that protect the natural areas in public spaces in Casa Grande and connect to population centers that will support the needs of all residents through well designed parks and recreation amenities.
Strategy 1.4	Utilize the design principles in this plan for each type of park (pocket, community, regional, special use, sports complex, etc.) to guide landscape architects when designing parks and operational staff to follow for maintaining the park or amenity after it is developed.
Strategy 1.5	Determine if Paul Mason is to be defined as a destination location sports complex that frames the highest quality of land management maintenance and park related services.
Strategy 1.6	Continually update the lifecycle asset management plan for the Department.



Community Services Master Plan Goal #2. Trails and Connectivity	
Establish connectivity between parks and greenways that is accessible by pedestrians, bikes and parks and open space in Casa Grande.	
Strategy 2.1	Work with other city departments to prioritize the development of 16 miles of trails along the Santa Cruz Wash. connect sidewalk and bike lanes to trails to improve access to desirable destinations.
Strategy 2.2	Work with other city departments to connect sidewalk and bike lanes to trails to improve access to desirable destinations.
Strategy 2.3	Prioritize existing City-owned land and potential future land acquisition decisions to focus investments on a bike pedestrian trail system that achieves active transportation strategies and the development of a contiguous network.
Strategy 2.4	Continually update the lifecycle asset management plan for the ongoing maintenance of the trail system.
Strategy 2.5	Continually encourage and seek funding for the development of trails and trail amenities, and construct in appropriate areas of the City; Consider partnerships for the maintenance of the trails.

Community Services Master Plan Goal #3. Park Land Improvements	
Provide a park and recreation system offering the community a variety of parks and services that integrate environmental design, safety, community needs and emerging trends.	
Strategy 3.1	Utilizing the Master Plan as a guide, implement improvements that are mindful of environmental stewardship to aid in the protection of park resources and ensure that they will be protected for future generations.
Strategy 3.2	Update Public Art Policy and consider art in parks to encourage interest and appreciation.
Strategy 3.3	Make all parks and services welcome and accessible to all level of users, i.e., adults, children, seniors, and all-abilities through clean restrooms when feasible, seating or benches, running water fountains or water stations, and park features usable for all abilities in parks (ADA).
Strategy 3.4	Consider the incorporation of technology into the design of parks and programming through partnerships to produce a state-of-the-art park system (systems such as cameras, irrigation, Wi-Fi, pedestrian counters, automated restrooms, solar, Sybertech trash receptables, etc.).

Park and Recreation Master Plan Goal #4. Recreation Programming	
Increase community participation in programs to 40% to align with national standards.	
Strategy 4.1	Refine core program services that align with community need.
Strategy 4.2	Track lifecycles of programs and drop programs in their down cycle by adding new programs to take their place.
Strategy 4.3	Create additional target marketing strategies to inform residents of the services being provided.
Strategy 4.4	Develop a yearly program plan specifically for the core program areas.
Strategy 4.5	Update the special event policy to ensure equitable utilization of City resources when supporting external events.
Strategy 4.6	Create equitable partnerships across the system with sports and not-for-profit groups.
Strategy 4.7	Engage volunteers in the delivery of programs and services to build advocacy and support for the park and recreation system.

Community Services Master Plan Goal #5. Operations and Staffing	
Empower and train current department employees while growing staff to meet the emerging needs of the community.	
Strategy 5.1	Ensure job descriptions are reviewed and updated and salary assessments is completed to meet pay levels that keep salaries competitive.
Strategy 5.2	Seek to add staff commensurate with the growth of the community services system.
Strategy 5.3	Continually encourage and seek funding to meet the emerging functions of the Department, including, but not limited to, trail maintenance, work order management, urban forest management, sports complex management, etc.



Community Services Master Plan Goal #6. Financing the Parks System	
Pursue adequate funding to support existing parks, new parks, and other park types.	
Strategy 6.1	Ensure a fiscally sustainable parks system by leveraging financially driven decisions.
Strategy 6.2	Ensure funding sources, including grants, are pursued to maintain the current level of service for parks and recreation within the community.
Strategy 6.3	Seek additional funding opportunities to support capital and operational needs as identified in the Plan.
Strategy 6.4	Establish a performance measure for the Community Services Department to become 50% self-supporting from user fees, permits, reservations, earned income and effective partnerships.



CHAPTER TWELVE – CONCLUSION

The City of Casa Grande Community Services Master Plan was developed to provide the organization a roadmap for the future using knowledge gained from community input, park and program inventory review, comparison to national standards and trends and an assessment of the current economic and political climate. The planning process incorporated a comprehensive series of discovery and analysis strategies to understand the workings of the organization and included a strong community engagement process. Several strategic recommendations resulted from this effort and were aligned into the eight major categories of implementation actions found in Chapter 10.

Overall, the park system is highly valued by community residents and leaders. It serves multiple purposes including recreational, environmental, educational, social, economic development and higher quality of life. Adequate funding for the upkeep of existing parks is a priority for residents as well as developing new amenities in parks. Improved communication between the community and the Department is another opportunity for enhancing programs, services, and project activities. In short, investment in the city's park and recreation system should be a priority.

Programmatically, the Casa Grande Community Services Department is meeting the major needs of the community, but a regular review of offerings will ensure successful outcomes.

Operationally, the department is meeting expectations. The continued development of processes that will allow for improved maintenance decision-making is recommended as staffing and funding levels are below needs.

To ensure that the city has a plan for capital projects, a three-tier approach was developed that organizes projects into the following categories: Sustainable projects, Expanded Services projects, and Visionary projects. Each of these approaches provides a way to categorize and prioritize projects which ultimately furnished a comprehensive capital improvement plan totaling \$198 to be accomplished over the next 10 years.

The Community Services Master Plan includes a system-wide approach for accomplishing short and long-term goals, initiatives, tactics, and measurements to ensure that as the city manages forward over the next decade, the Department does so as well - effectively, efficiently, and sustainably - while providing top-tier programs, services, parks, and facilities to the community for many years to come.





APPENDIX A – RECREATION PROGRAM STANDARDS

Recreation program standards are developed to support core recreation services. The standards focus on delivering a consistent high-quality experience while achieving operational and cost recovery goals as well as marketing and communication standards that are needed to create awareness and customer loyalty.

To assist staff in its continual pursuit of delivering high quality consistent programs to the community and in achieving the cost recovery goals, the following standards may be considered for implementation.

HIGH-QUALITY EXPERIENCE STANDARDS

For core services, the following standards must be in place to promote a high-quality experience:

- Instructor or program coordinators' qualifications are consistent with in-the-field experience in the program specialty for which they are responsible.
- The instructor-to-participant ratios are appropriate for the participant to feel safe and attended to.
- The program is provided in the appropriate safe and clean recreation space, either indoor or outdoor, designed for that program.
- Minimum and maximum numbers of participants are set for the program or class that will allow for a high-quality experience.
- Recreation equipment or supplies that are used by the participant are high quality, safe, and appropriate for the participants to use or consume.
- The length of the program is commensurate with the attention capability of the participants to respond effectively and enjoy themselves in the activity.
- Appropriate support staff or volunteers are in place to help guide participants and support teachers or program supervisors.
- Staff are trained in first aid and CPR. Volunteers are trained in first aid and CPR when appropriate.
- A first aid kit is readily available and accessible in less than a minute.
- Staff and volunteers are trained in customer service and diversity training to make all participants feel welcome and appreciated.
- Customer feedback methods are in place to seek input from participants on their expectations of the program and the results of their experience. This should include pre- and/or post-evaluation focus groups or trailer calls.
- Pricing of services is explained to participants and/or parents on the level of investment they are making in the program and the level that Casa Grande Community Services Department is investing in their experience.
- Each instructor or program supervisor will be provided a toolbox that includes their class or program roster, with phone numbers or email addresses, name tags for participants, customer evaluations for users, registration forms, a program guide, pertinent recreation information and emergency phone numbers, thank you cards for participants at the end of the class, and an

introduction sheet of what will occur in the program or class, how it will be conducted, and what outcomes we hope to achieve.

- All class or program policies are available to the instructor or program supervisor to adequately explain policies to the user.
- Appropriate recognition and awards are given at the end of the program to participants based on outcomes achieved or skills learned.
- New staff, volunteers, and contract employees working with children will have background checks.
- Any disciplinary actions taken by an instructor or program supervisor with a program participant will be written and documented.
- Class, program curriculum, or work plans will be prepared by the instructor and program supervisor before the class or program begins and is signed off by the appropriate program staff within the Community Services Department.
- Staff will be dressed in the appropriate Casa Grande recreation uniform that includes a nametag.
- Drivers that transport participants must have the appropriate license, certifications, and authorization.
- Equipment or program space will be inspected prior to the class or program; noted by the instructor or program supervisor; and recorded daily, weekly, and monthly.
- Performance measures tracked will be shared with instructors or program staff at the end of each session.
- Exit interviews will be conducted with part-time staff before they leave each season and noted in their file as to re-hire or not.
- A class or program budget will be prepared for each activity and shared with the instructor or supervisor on how class monies are spent. Final budget results will be documented at the end of the program area and shared with the supervisor or manager.
- Appropriate required licenses and certifications set by law will be reviewed and filed before programs begin.

OPERATIONAL AND PRICING STANDARDS FOR PROGRAMS

- Pricing of services will be established based on cost-of-services and overlaid into programs or classes based on primetime and non-primetime rates, location, time, age segment, group, and level of exclusivity that users receive over and above use by general taxpayers. Staff will be trained in setting prices.
- Scholarship programs will be in place for those that require financial assistance to participate in Casa Grande Community Services Department recreation facilities and programs.
- Results of cost of service for programs will be posted and shared with staff on all services regardless of whether they are underperforming, meeting, or exceeding the recovery goals.
- On a regular basis, other service providers will be benchmarked and evaluated for changes they are making and how they compare with division efforts in their core services provided.



- Partnerships with core program services will be updated yearly, their level of contribution will be documented, and tracking performance measures will be shared with each partner.
- Non-core services will be evaluated yearly and reduced, eliminated, or transferred to other service providers, reducing the impact on staff time.
- Maintenance and recreation staff will discuss standards for programs taking place in recreation amenities in Casa Grande Community Services Department annually.

APPENDIX B – LIFECYCLE REPLACEMENT SCHEDULE

Amenities	Unit	Suggested Lifecycle (in years) - LOW	Suggested Lifecycle (in years) - HIGH	Average Replacement Cost (per Unit) - LOW	Average Replacement Cost (per Unit) - HIGH	Notes
Aquatic Center	SF	25	35	\$500	\$750	Dependent upon type of pool
Recreation Building	SF	40	50	\$500	\$600	
Athletic Field Lighting for Baseball/Softball Field	EA	20	30	\$500,000	\$750,000	To retrofit to LED, cost is \$500 more per bulb
Athletic Field Lighting for Multi-Purpose (Soccer) Field	EA	20	30	\$500,000	\$1,000,000	To retrofit to LED, cost is \$500 more per bulb
Basketball - Outdoor Court - surface	EA	20	30	\$60,000	\$75,000	
Basketball - Outdoor Court - surface and lighting	EA	20	30	\$100,000	\$150,000	
BBQ Grill	EA	10	15	\$500	\$1,500	
Bench	EA	10	15	\$2,500	\$3,000	Metal with Powder Coating
Bike Rack	EA	10	15	\$500	\$1,500	Metal with Powder Coating
Bocce Ball Court	EA	10	15	\$30,000	\$60,000	12' x 60' court
Concession Stand	SF	20	30	\$400	\$600	
Disc Golf Course (Tee pads and baskets)	EA	10	20	\$1,000	\$2,000	Cost is per hole
Dog Park Lighting	AC	20	30	\$70,000	\$150,000	Lighting is for security lighting (low level); does not include furniture
Drinking Fountain	EA	10	15	\$12,000	\$15,000	
Emergency Phone	EA	10	15	\$1,800	\$3,500	Assumes replacement of public phone with emergency phone
Fencing	LF	20	30	\$25	\$40	Installed Assumes vinyl coated
Fit Course	Course	10	15	\$1,500	\$2,500	Assumes cost of single piece of equipment
Fire Pit	EA	10	15	\$250	\$2,000	
Flag Pole	EA	25	35	\$3,500	\$5,000	
Fountain (decorative)	EA	20	30	\$2,500	\$25,000	Highly dependent upon complexity and size of fountain
Gate (Park Entrance)	EA	20	30	\$3,500	\$5,000	Assume double swing gates used to close parks
Horseshoe Pit	EA	20	30	\$10,000	\$16,000	Rebuild New
In-Line Hockey - Surface	EA	20	30	\$20,000	\$40,000	
In-Line Hockey - Surface and Lighting	EA	20	30	\$100,000	\$150,000	
Lake Renovation	AC	25	50	\$500,000	\$1,000,000	Assume renovation
Parking Lot	EA Space	15	25	\$10,000	\$15,000	Cost per parking space
Pedestrian Bridge	LF	30	50	\$1,000	\$2,500	Highly dependent upon complexity of the crossing - LINEAR FT
Pickleball Court - Surface	EA	20	30	\$100,000	\$150,000	Assume 4 courts (equivalent of one tennis court)
Pickleball Court - Surface and Lighting	EA	20	30	\$100,000	\$200,000	Assume 4 courts (equivalent of one tennis court)
Picnic Table	EA	10	15	\$3,000	\$5,000	
Playground (Shaded)	EA	15	20	\$300,000	\$1,000,000	2-5 year old and 5-12 year old components
Ramada/Shelter 10 x 10	EA	25	35	\$100,000	\$200,000	
Ramada/Shelter 20 x 20	EA	25	35	\$250,000	\$500,000	
Restroom	EA	20	30	\$350,000	\$500,000	
Scoreboard	EA	10	15	\$55,000	\$75,000	Digital on pedestal
Shade Canopys (separate from Playgrounds)	EA	10	15	\$30,000	\$100,000	Fabric shade sail
Shuffleboard Court	EA	20	30	\$12,000	\$18,000	
Signage (Monument-Park Name)	EA	20	30	\$10,000	\$20,000	Low End - Neighborhood Park; High End - Community Park
Signage (Rules & Reg)	EA	10	15	\$500	\$1,500	
Skate Park above ground	SF	10	15	\$40	\$75	
Skate Park in-ground	SF	20	30	\$300	\$700	
Synthetic Turf - Rectangular Field	EA	7	10	\$1,000,000	\$1,500,000	
Tennis Court - Surface	EA	20	30	\$100,000	\$150,000	
Tennis Court - Surface and Lighting	EA	20	30	\$100,000	\$200,000	
Trail (Decomposed Granite)	LF	20	30	\$7	\$15	
Trail (Paved)	LF	20	30	\$25	\$40	Assume concrete surface
Trail (Unpaved)	LF	25	25	\$3	\$5	
Trash (Receptacle)	EA	10	15	\$1,000	\$2,500	
Volleyball Court (Sand Replacement)	EA	20	30	\$15,000	\$25,000	
Volleyball Court (Sand and Lighting Replacement)	EA	20	30	\$50,000	\$75,000	
Walkway	LF	20	30	\$15	\$35	Assume concrete
<p>Assumptions</p> <ol style="list-style-type: none"> 1. Cost estimates do not include demolition of existing infrastructure 2. Cost estimates do not include design or other "soft" costs 3. Cost estimates are in 2022 dollars. A 3-5% annual escalator should be applied to the pricing schedule. 						



APPENDIX C - STATISTICALLY VALID SURVEY



2022

City of Casa Grande, Arizona

Parks and Recreation Needs Assessment

Findings Report



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Executive Summary

2022 City of Casa Grande Parks and Recreation Needs Assessment Survey Executive Summary

Overview

ETC Institute administered a Parks and Recreation Needs Survey for the City of Casa Grande during the months of spring 2022. The survey will help the Casa Grande Parks and Recreation Department plan for future recreation programs and facilities that meet the community's needs and preferences.

Methodology

ETC Institute mailed a survey packet to a random sample of households in the City of Casa Grande. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online at *CasaGrandeSurvey.org*.

Ten days after the surveys were mailed, ETC Institute sent emails, text messages, and placed phone calls to the households that received the survey to encourage participation. The emails and text messages contained a link to the online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of the City of Casa Grande from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not included in the final database for this report.

The goal was to complete a minimum of 300 completed surveys from City residents. The goal was exceeded with 390 completed surveys collected. The overall results for the sample of 390 households have a precision of at least +/-5.6 at the 95% level of confidence.

This report contains the following:

- Charts showing the overall results of the survey (Section 2)
- Priority Investment Rating (PIR) that identifies priorities for facilities and programs (Section 3)
- Tabular data showing the overall results for all questions on the survey (Section 4)
- Responses to open-ended questions (Section 5)
- A copy of the survey instrument (Section 6)

The major findings of the survey are summarized on the following pages.

Facilities Use

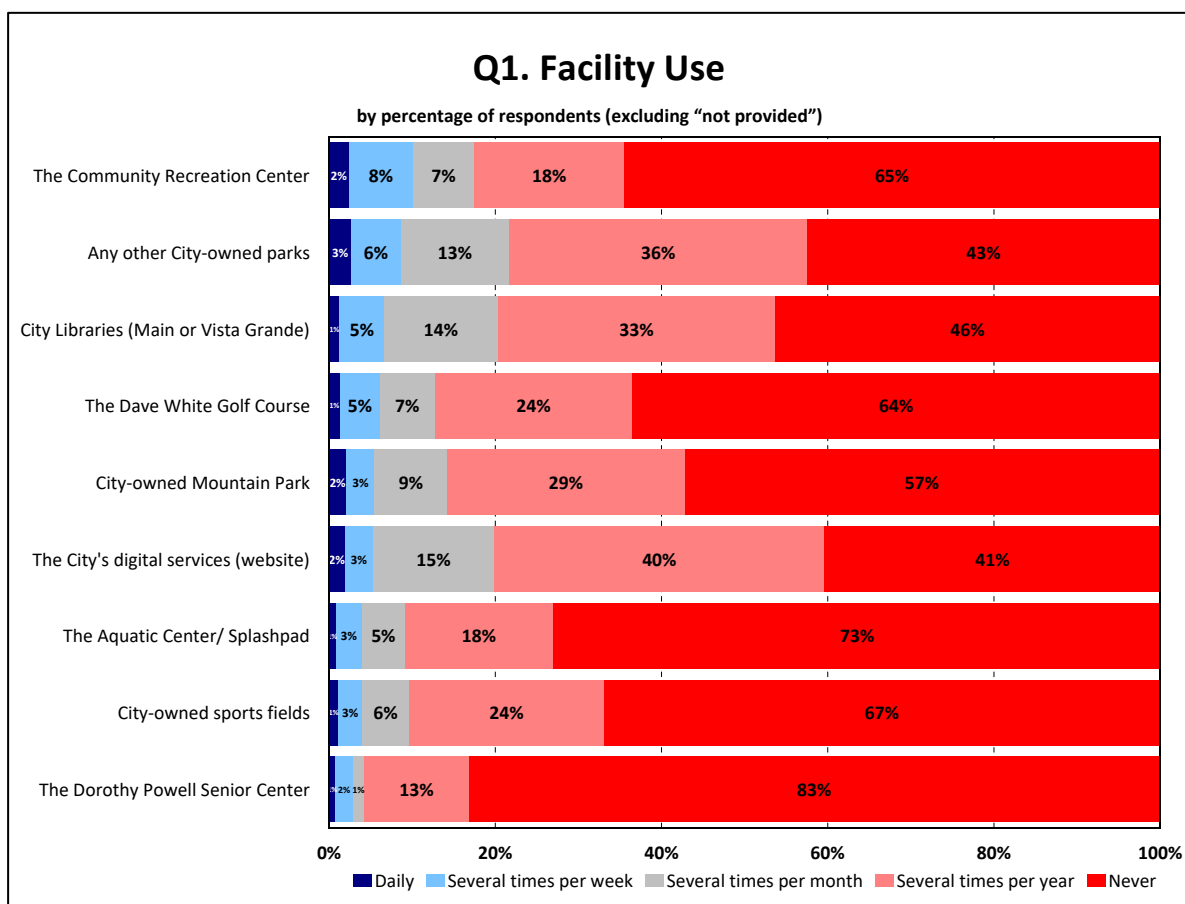
Frequency of use. Respondents were asked to indicate how often they use 9 Casa Grande facilities. Most respondents never use the facilities, but city libraries, other city-owned parks, and the city website were used the most. The graph below shows the frequency of use for each of the facilities.

Barriers to Use. Respondents were asked to indicate the reasons why they didn't use facilities or didn't use them more often, multiple selections could be made.

Library Use: Respondents most often said they did not need library services (39%) and they were not aware of what was offered (20%) as their largest barriers to use.

Parks, Fields, and Amenity Use: Lack of interest in what was offered (33%) and lack of interest in park amenities (19%) were selected most often as barriers to use.

Community Center Use: Not old enough to use Senior Center (47%) and not being aware of what is offered (27%) were selected most often as barriers to use.



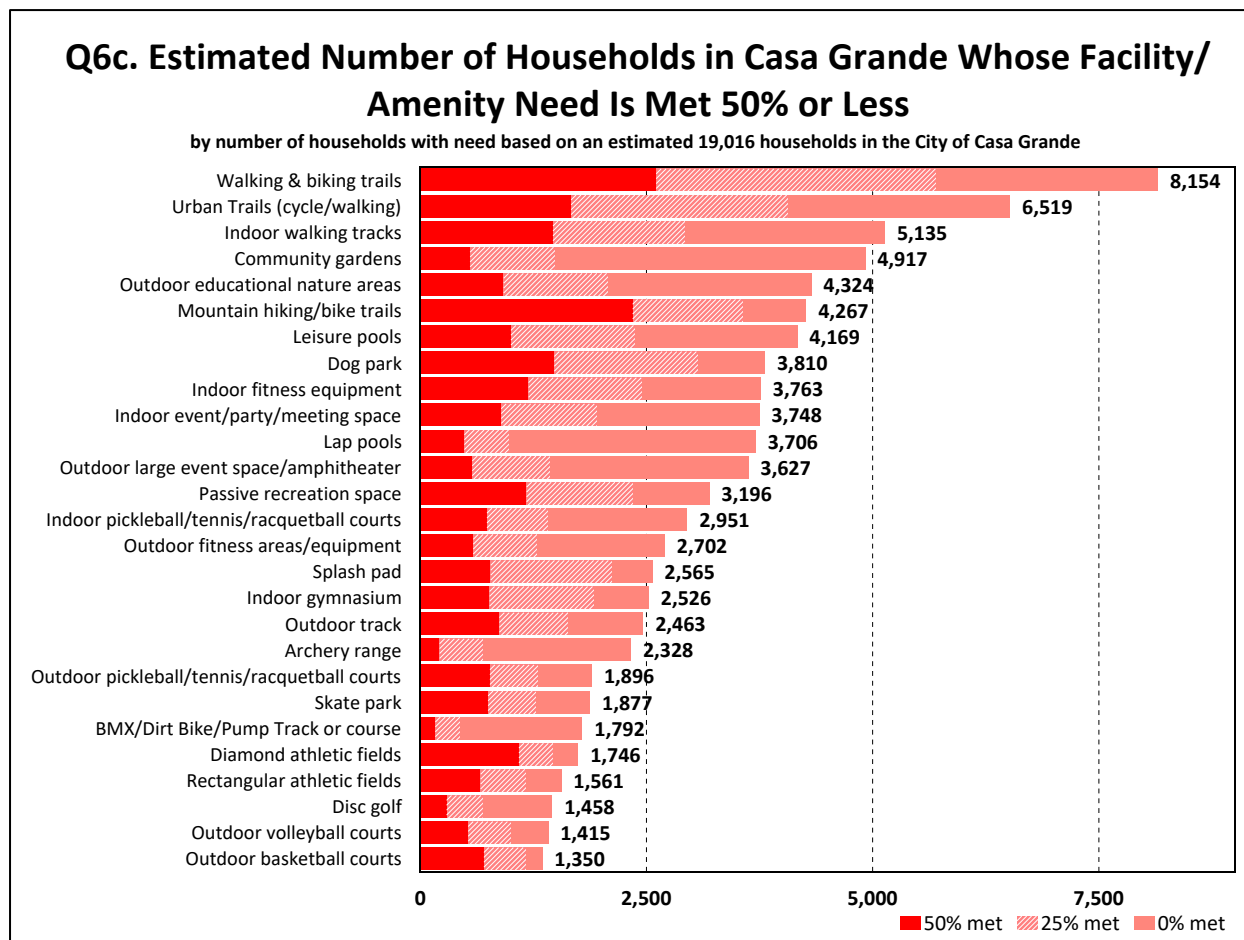
Facilities and Amenities Needs and Priorities

Facility/Amenity Needs: Respondents were asked to identify if their household had a need for 27 facilities/amenities and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities/amenities.

The three facilities/amenities with the highest percentage of households that have an unmet need:

1. Walking & biking trails – 8,154 households (43%),
2. Urban Trails – 6,519 households (34%), and
3. Indoor Walking Tracks – 5,135 households (27%).

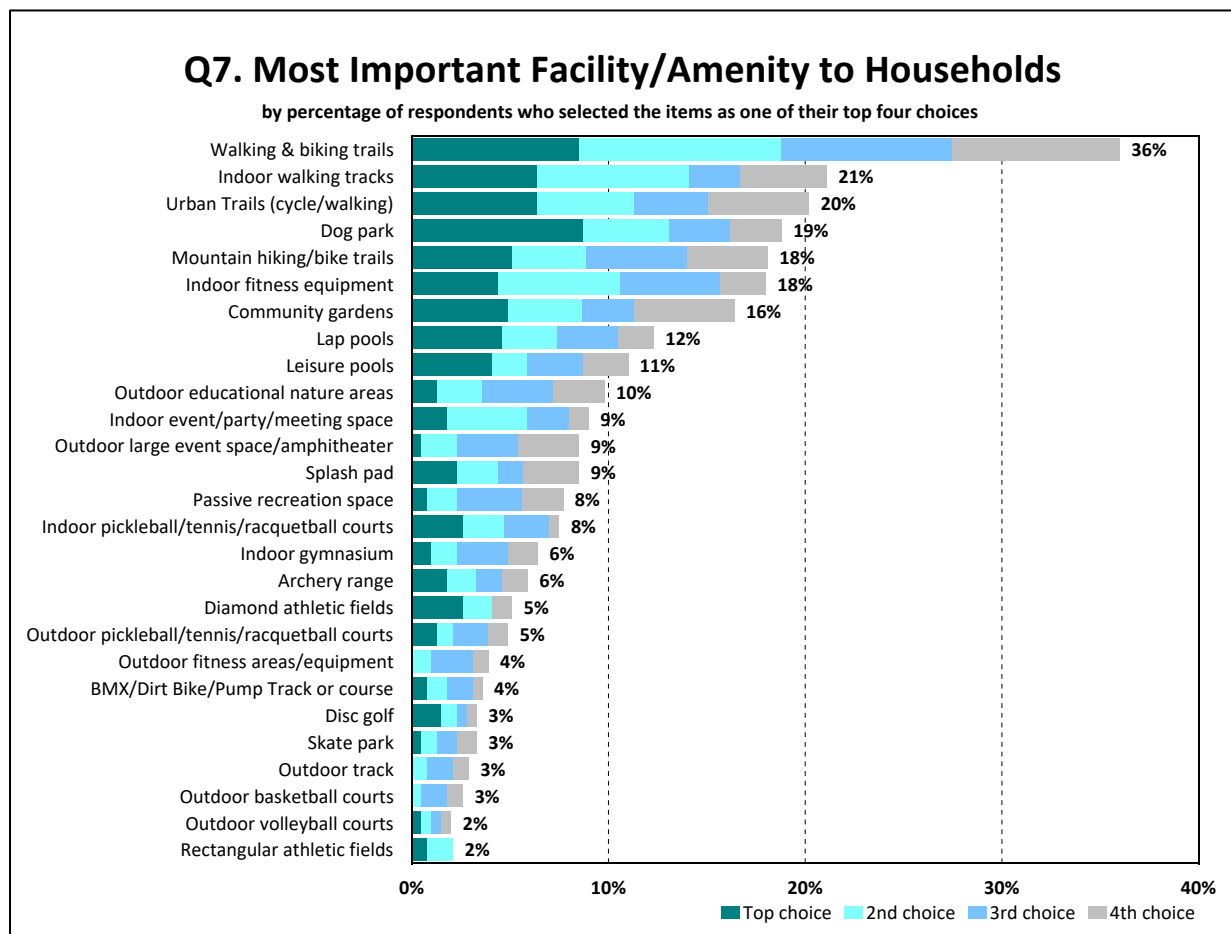
The estimated number of households that have unmet needs for each of the 27 facilities/amenities assessed is shown in the chart below.



Facilities and Amenities Importance: In addition to assessing the needs for each facility/amenity, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents' top four choices, these were the four most important amenities to residents:

1. Walking & Biking Trails (36%),
2. Indoor Walking Tracks (21%), and
3. Urban Trails (20%)
4. Dog Parks (19%)

The percentage of residents who selected each facility/amenity as one of their top four choices is shown in the chart below.

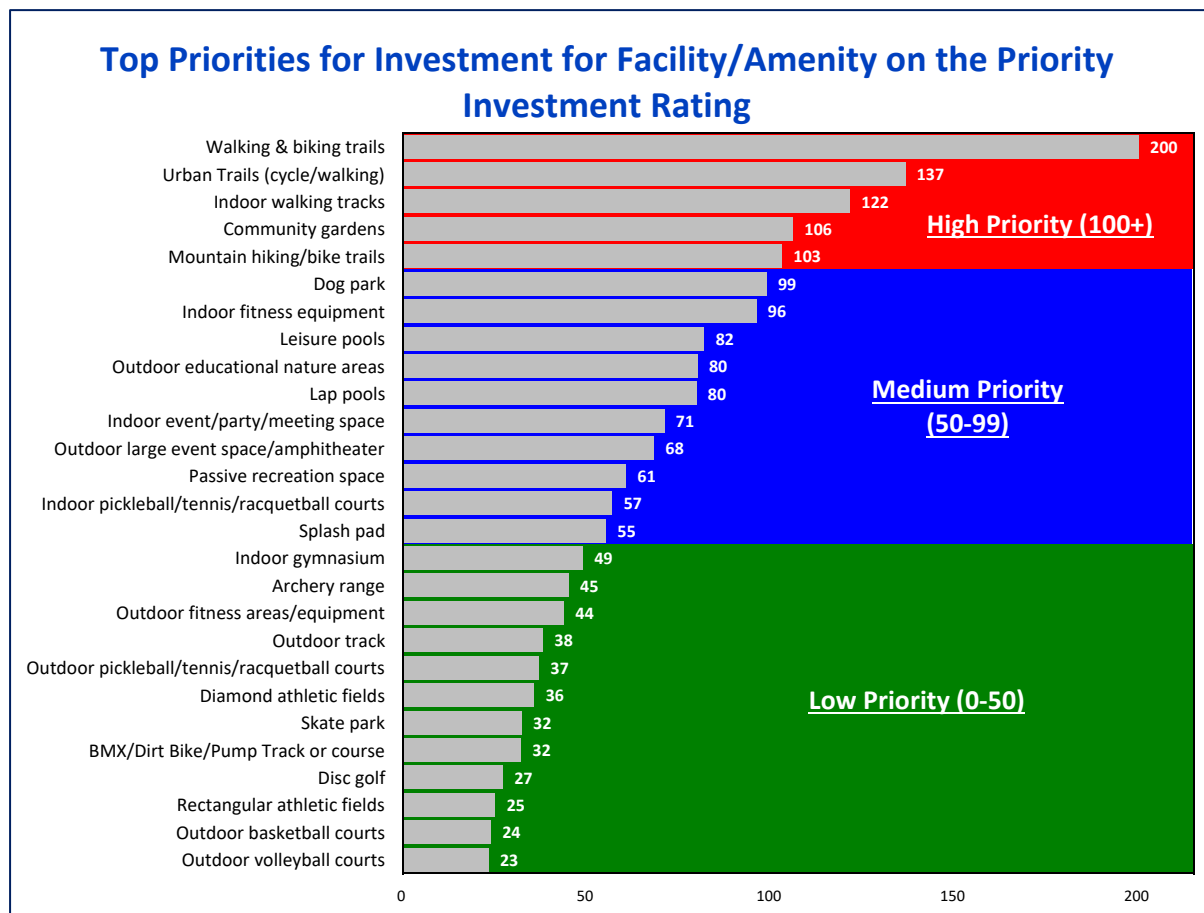


Priorities for Facility Investments: The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weights (1) the importance that residents place on amenities/facilities and (2) how many residents have unmet needs for the facility/amenity. [Details regarding the methodology for this analysis are provided in Section 3 of this report.]

Based the Priority Investment Rating (PIR), the following parks and recreation facilities/amenities were rated as high priorities for investment:

- Walking & biking trails (PIR=200)
- Urban Trails (PIR=137)
- Indoor walking tracks (PIR=122)
- Community Gardens (PIR=106)
- Mountain hiking/bike trails (PIR=103)

The chart below shows the Priority Investment Rating for each of the 37 facilities/amenities assessed on the survey.



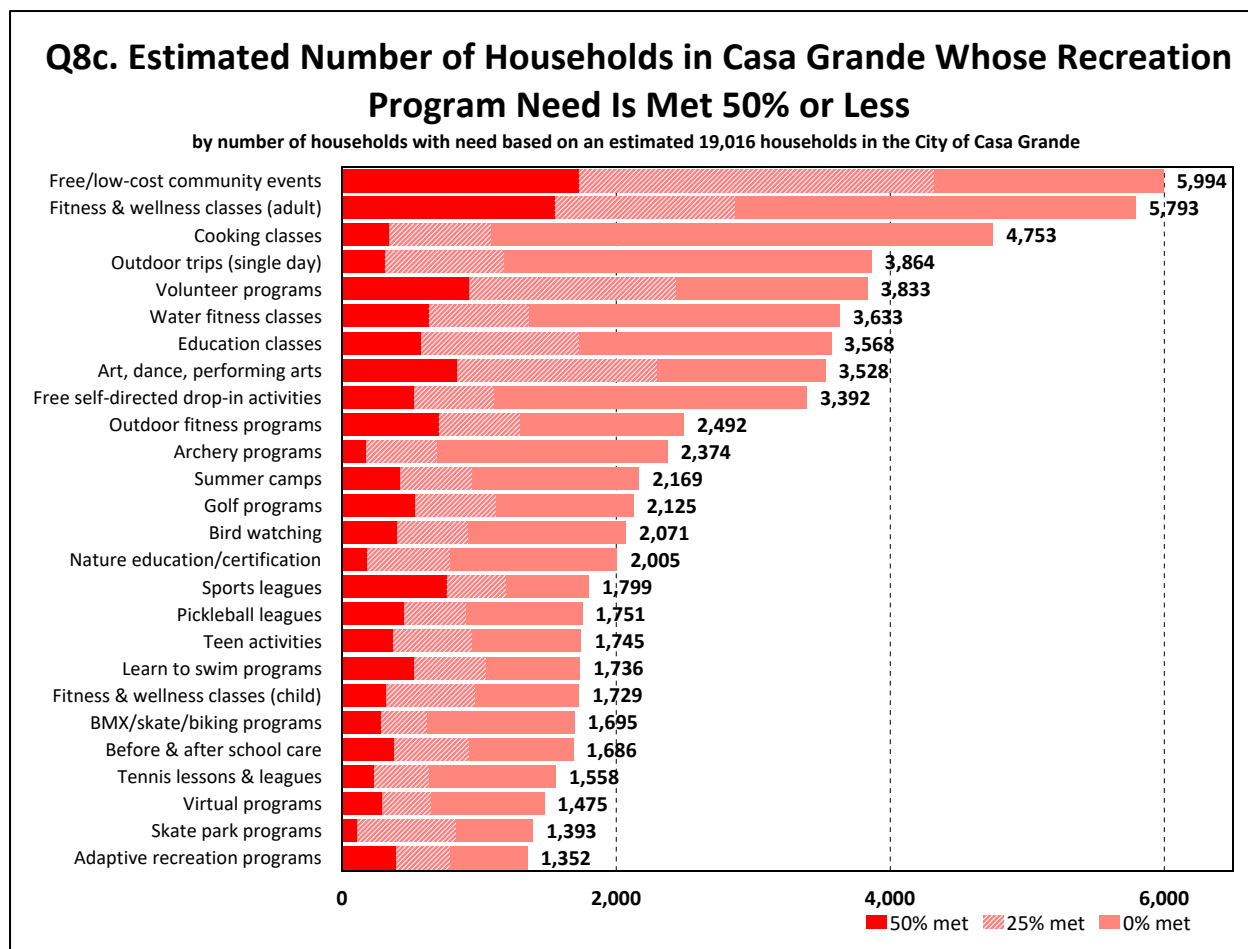
Casa Grande Recreation Program Needs and Priorities

Program Needs: Respondents were asked to identify if their household had a need for 26 programs and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities/amenities.

The three programs with the highest percentage of households that have an unmet need:

1. Free/low-cost community events – 5,994 households (32%),
2. Fitness & wellness classes (adult) – 5,793 households (30%), and
3. Cooking classes– 13,541 households (25%).

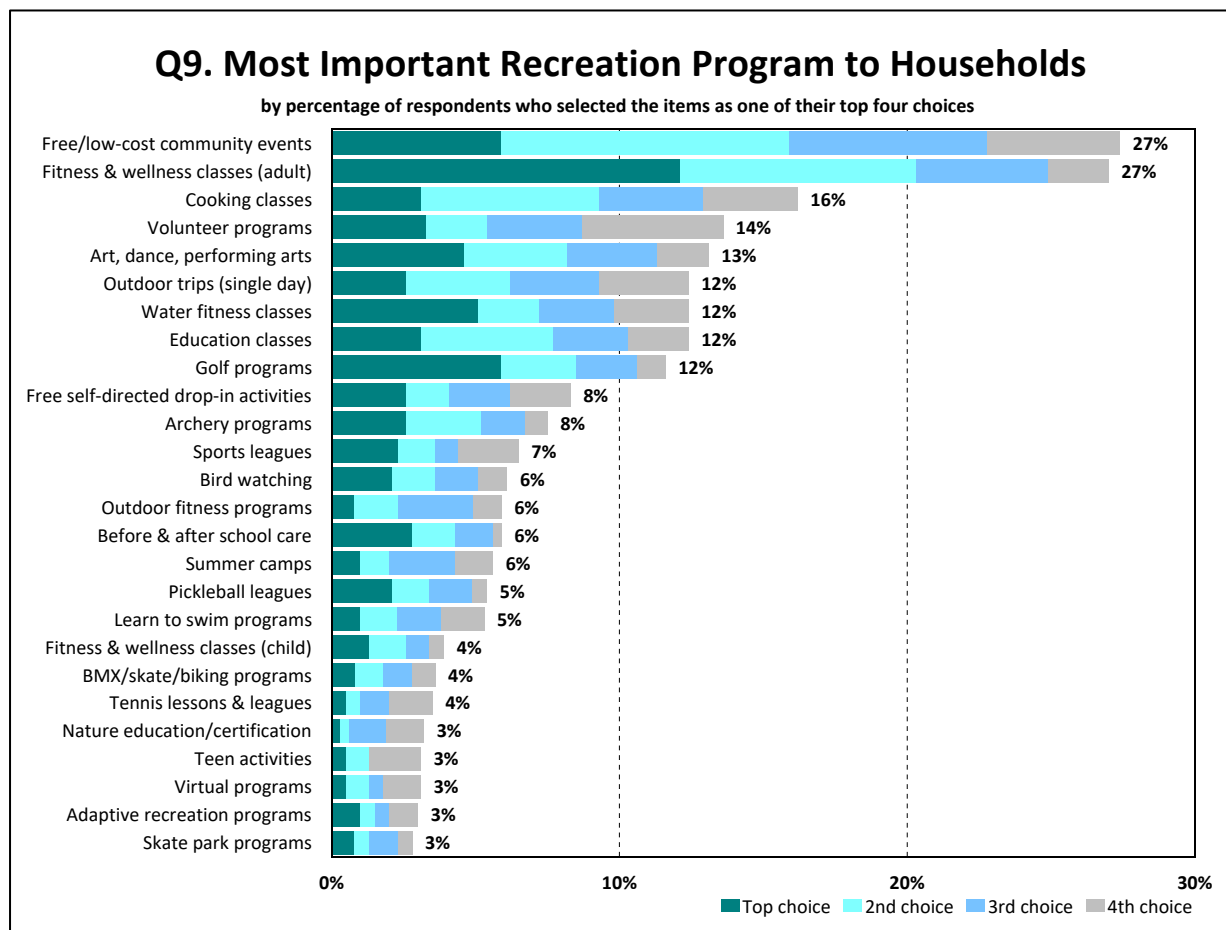
The estimated number of households that have unmet needs for each of the 26 recreation programs assessed is shown in the chart below.



Programs Importance: In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents' top four choices, these are the four most important programs to residents:

1. Free/low-cost community events (27%),
2. Fitness & wellness classes (adult) (27%), and
3. Cooking classes (16%)
4. Volunteer programs (14%)

The percentage of residents who selected each program as one of their top four choices is shown in the chart below.



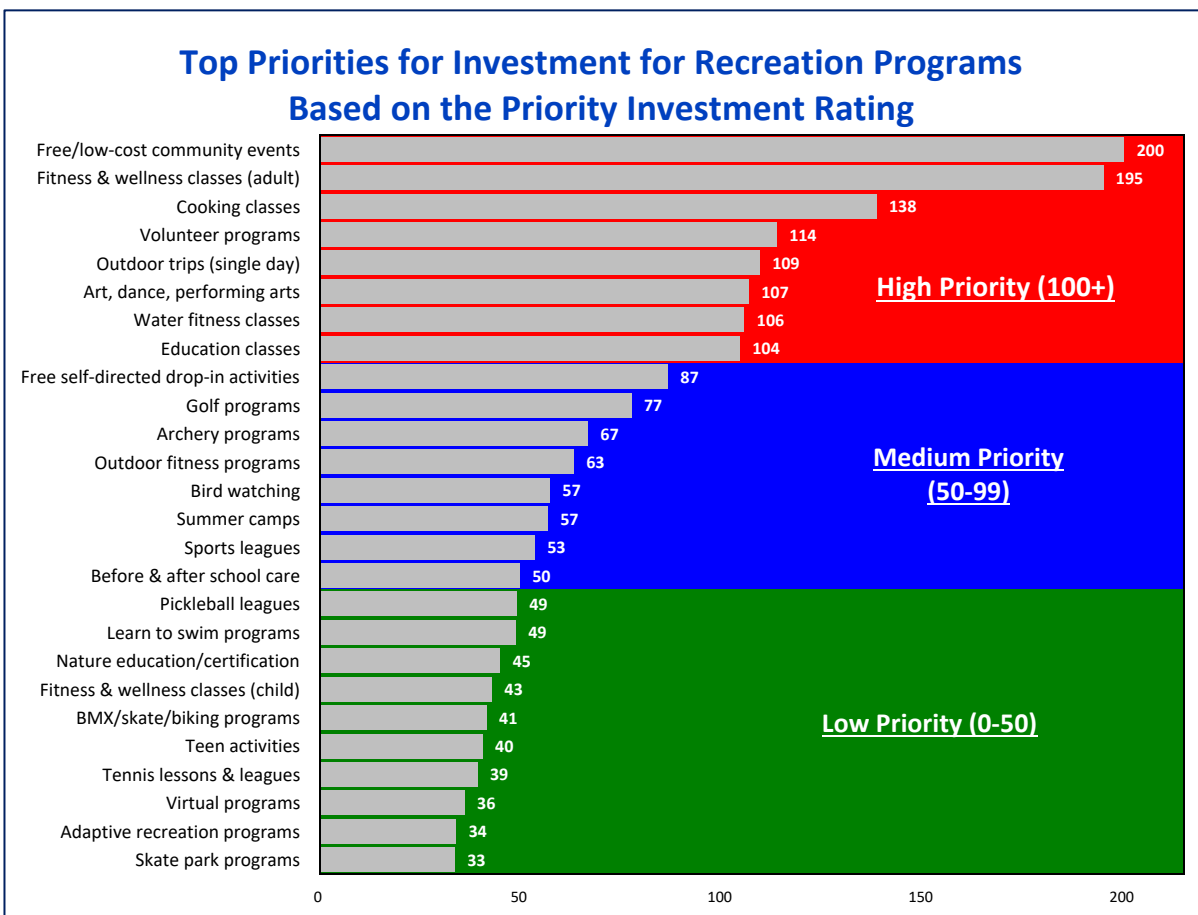
Special Event Concepts. Respondents were asked to select which special event concepts their households would be most interested in. Food and beverage (farmers market, tastings, etc.) was selected most often (70%), followed by cultural celebrations/festivals (49%), and entertainment such as music/movies/performers (45%).

Priorities for Program Investments: The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weights (1) the importance that residents place on each program and (2) how many residents have unmet needs for the program. [Details regarding the methodology for this analysis are provided in Section 3 of this report.]

Based the Priority Investment Rating (PIR), the following Casa Grande programs were rated as high priorities for investment:

- Free/low-cost community events (PIR=200)
- Fitness & wellness classes (adult) (PIR=195)
- Cooking classes (PIR=138)
- Volunteer programs (PIR=114)
- Outdoor trips (single day) (PIR=109)
- Art, dance, performing arts (PIR=107)
- Water fitness classes (PIR=106)
- Education classes (PIR=104)

The chart below shows the Priority Investment Rating for each of the 26 programs assessed.



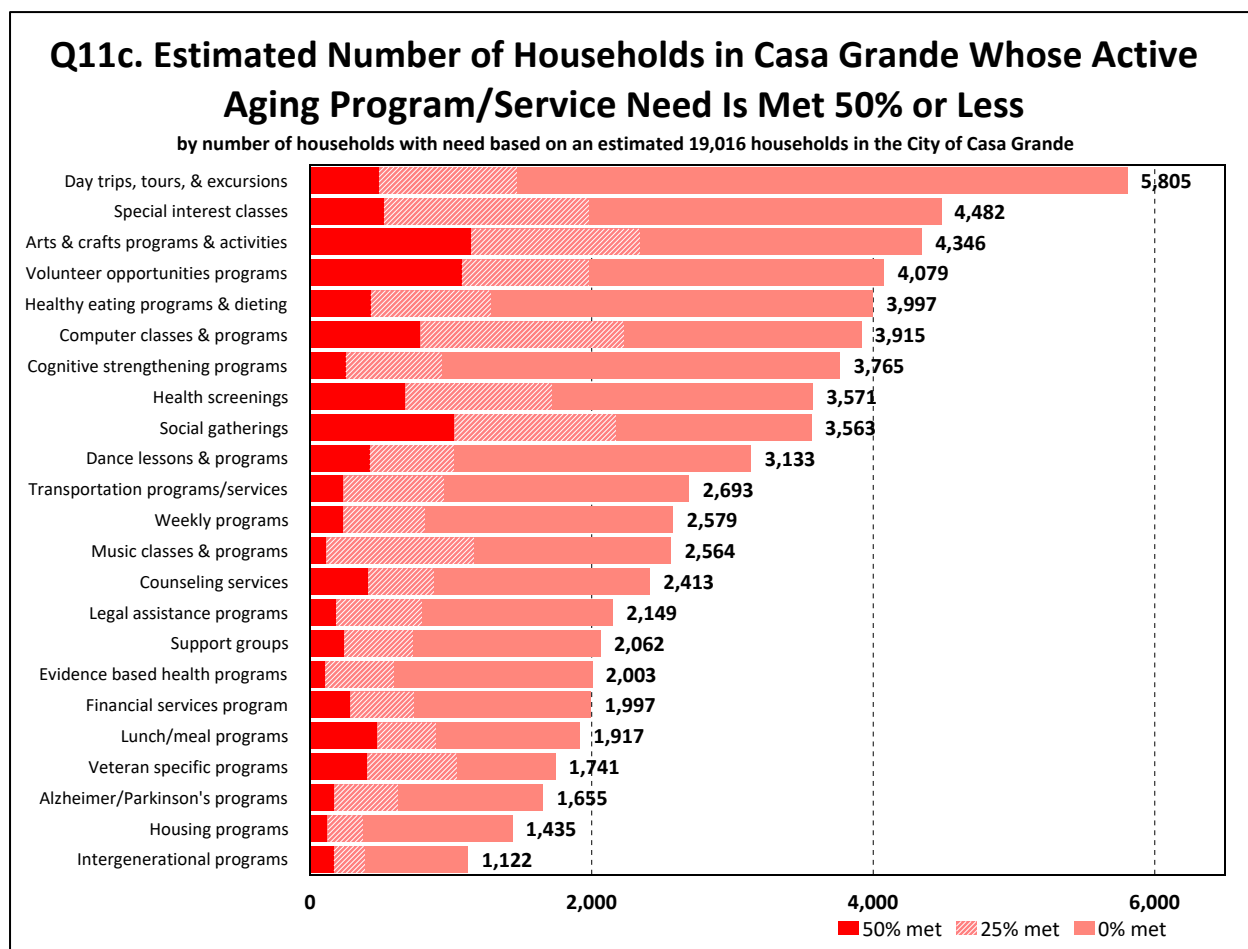
Active Aging Programs/Services Needs and Priorities

Program/Service Needs: Respondents were asked to identify if their household had a need for 23 active aging programs/services and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for programs/services

The three programs/services with the highest percentage of households that have an unmet need:

1. Day trips, tours, and excursions to popular tourist attractions – 5,805 households (31%),
2. Special interest classes – 5,793 households (24%), and
3. Arts & crafts programs and activities– 4,346 households (23%).

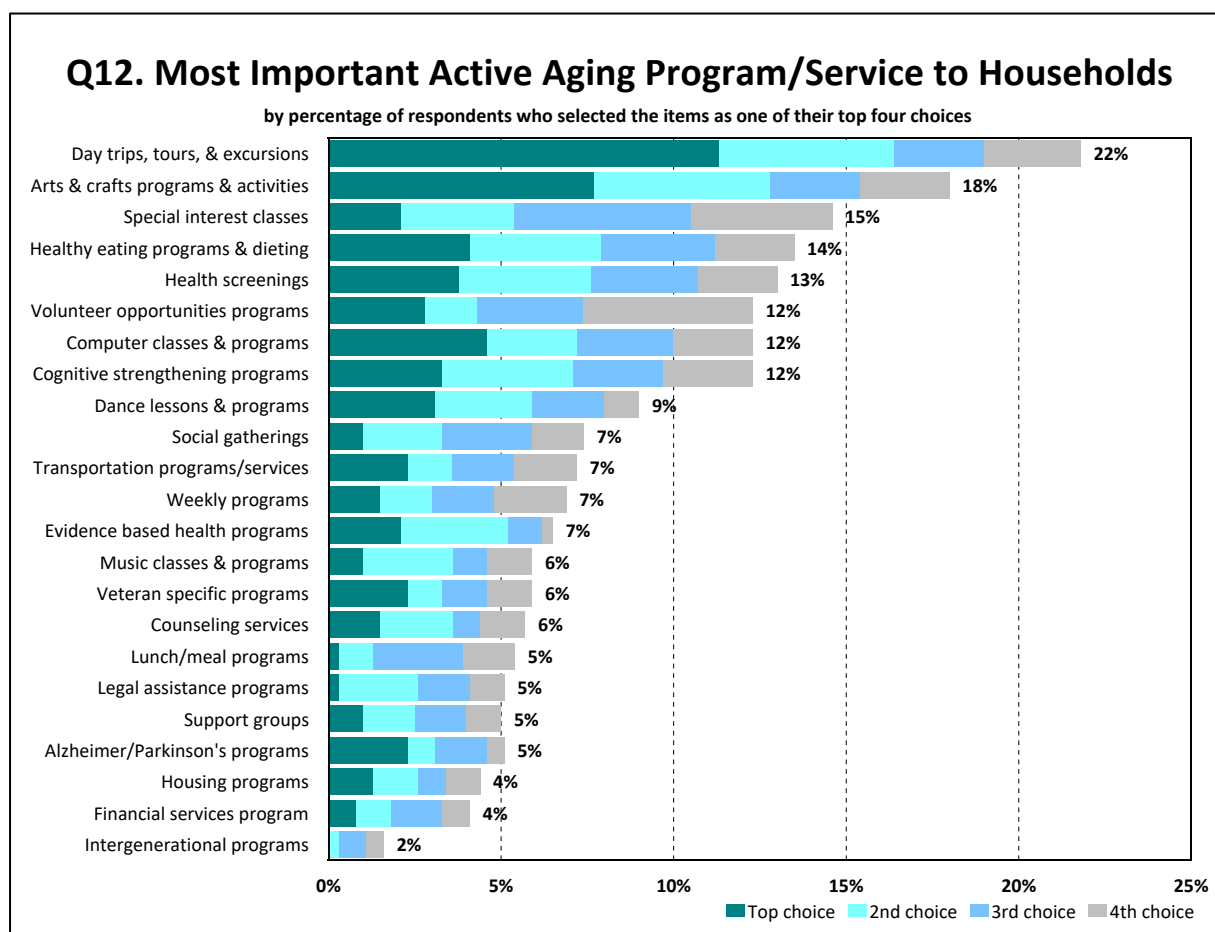
The estimated number of households that have unmet needs for each of the 23 programs/services assessed is shown in the chart below.



Active Aging Program/Services Importance: In addition to assessing the needs for each program/service, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents' top four choices, these are the four most important programs/services to residents:

1. Day trips, tours, and excursions (22%),
2. Arts & crafts programs and activities (18%), and
3. Special interest classes (15%)
4. Healthy eating programs and dieting (14%)

The percentage of residents who selected each program/service as one of their top four choices is shown in the chart below.

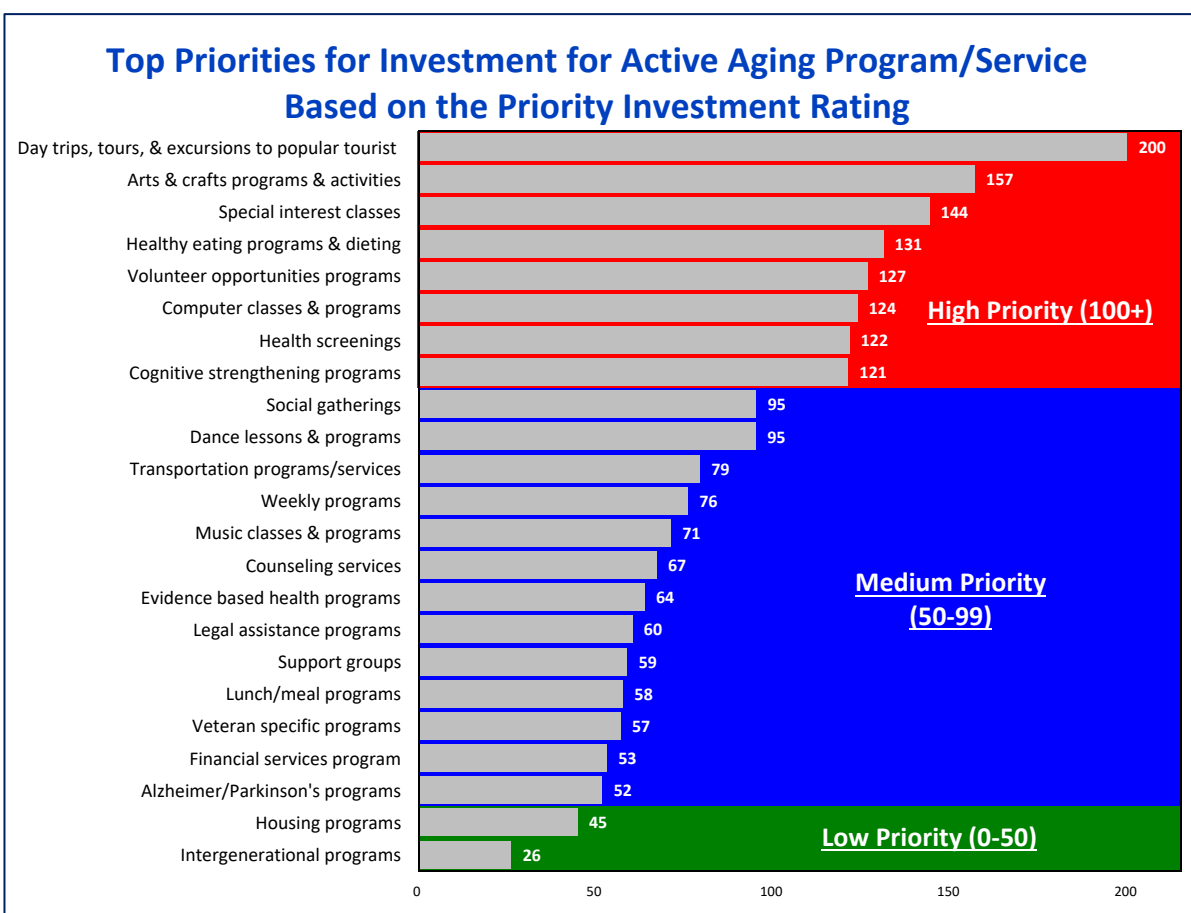


Priorities for Program Investments: The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weights (1) the importance that residents place on each program/service and (2) how many residents have unmet needs for the program/service. [Details regarding the methodology for this analysis are provided in Section 3 of this report.]

Based the Priority Investment Rating (PIR), the following Casa Grande active aging programs/services were rated as high priorities for investment:

- Day trips, tours, & excursions to popular tourist attractions (PIR=200)
- Arts & crafts programs & activities (PIR=157)
- Special interest classes (PIR=144)
- Healthy eating programs & dieting (PIR=131)
- Volunteer opportunities programs (PIR=127)
- Computer classes & programs (PIR=124)
- Health screenings (PIR=122)
- Cognitive strengthening programs (PIR=121)

The chart below shows the Priority Investment Rating for each of the 23 programs assessed.



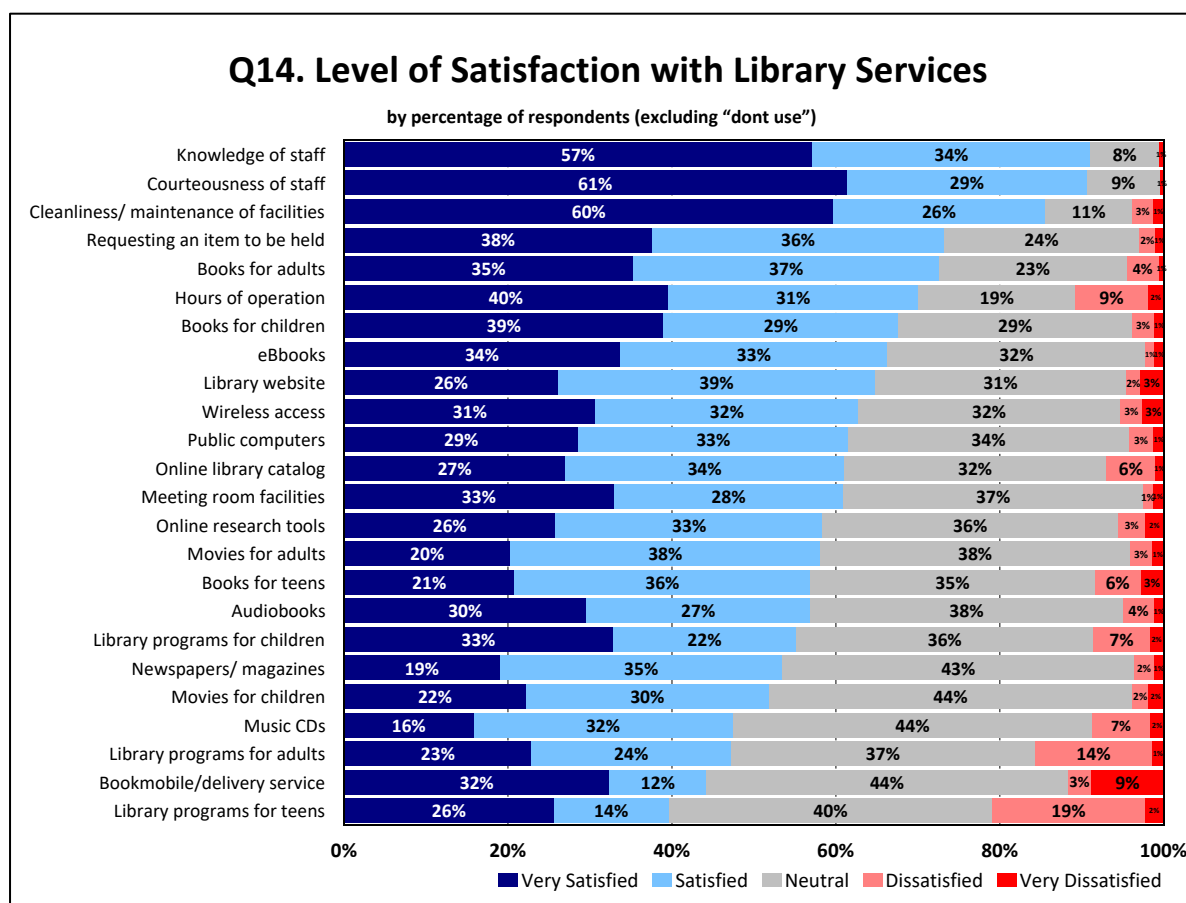
Library Services

Use of Library. Respondents were asked to indicate if their household has or has not used the library or library services within the past two years. Forty-seven percent (47%) of respondents had used the library or library services. Of those who had participated, 70% said they checked out a book or audiobook, 50% asked a librarian a question, and 27% downloaded an eBook or eAudiobook.

Quality of Services. Respondents who had used the library/library services were asked to rate the quality of services. Knowledge of staff (91%), courteousness of staff (90%), and cleanliness/maintenance of facilities (86%) received the highest levels of satisfaction (either satisfied or very satisfied). The chart below shows the level of satisfaction for each of the services provided.

Most Important Services. Respondents were also asked to rank the four most important library services to their household. Based on the sum of respondents' top four choices, these are the four most important library services to residents:

1. Books for adults (41%)
2. Books for children (24%)
3. Courteousness of staff (17%)
4. eBooks (17%)



Other Findings

Overall Views of Community Services. Respondents were asked to rate their level of agreement with 12 statements regarding the benefits of Casa Grande community services. Respondents most often agreed (either agreed or strongly agreed) that the community services are physically accessible to all people (61%), community services make Casa Grande a more desirable place to live (60%), and are age-friendly (53%).

Support for Improvements: Respondents were asked to rate their level of support for 20 improvements that could be made to existing facilities or in development to new facilities. General repair and maintenance to existing facilities (84%), improving existing restroom facilities in parks (82%), and improving existing trail systems (80%) received the highest level of support.

Communication Methods. Respondents were asked to select all the ways their household currently learns about recreation programs and activities. Friends and neighbors (51%), city website (49%), and Facebook (36%) were selected most often. Respondents were also asked to select their three most preferred methods of communication. These were the top three most preferred methods of communication:

1. City website (38%)
2. Facebook (27%)
3. Emails/eBlast (24%)

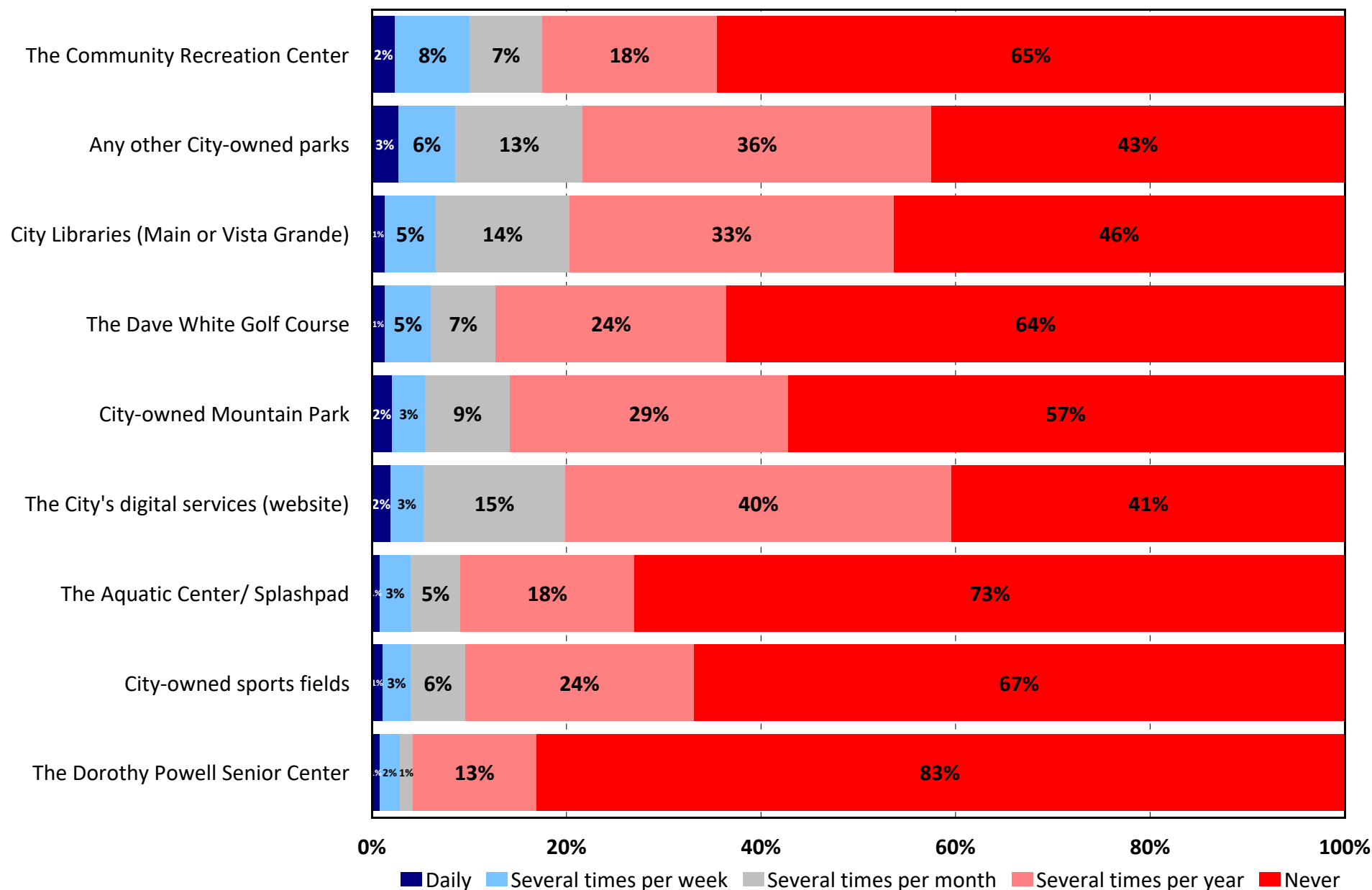
General Obligation Bond. Respondents were asked to indicate how they would be likely to vote on a General Obligation Bond. The highest number of respondents said they would vote in favor (36%), followed by might vote in favor (24%), not sure (23%), and vote against (17%). Of those who said they weren't sure or would likely vote against the bond, the highest number (37%) said it was because they do not support any increase in taxes and 36% said they needed more information before they could respond.



Charts and Graphs

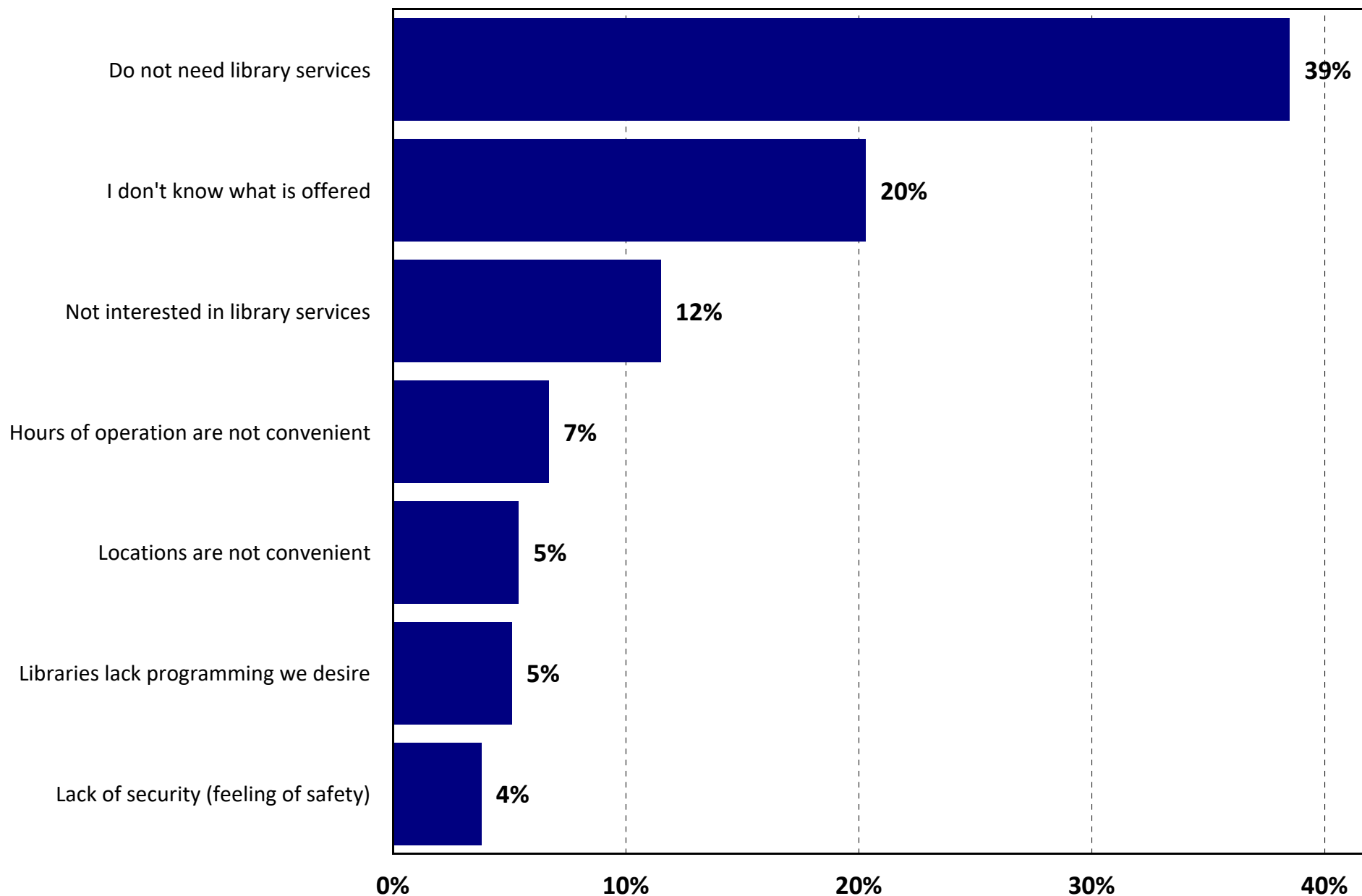
Q1. Facility Use

by percentage of respondents (excluding "not provided")



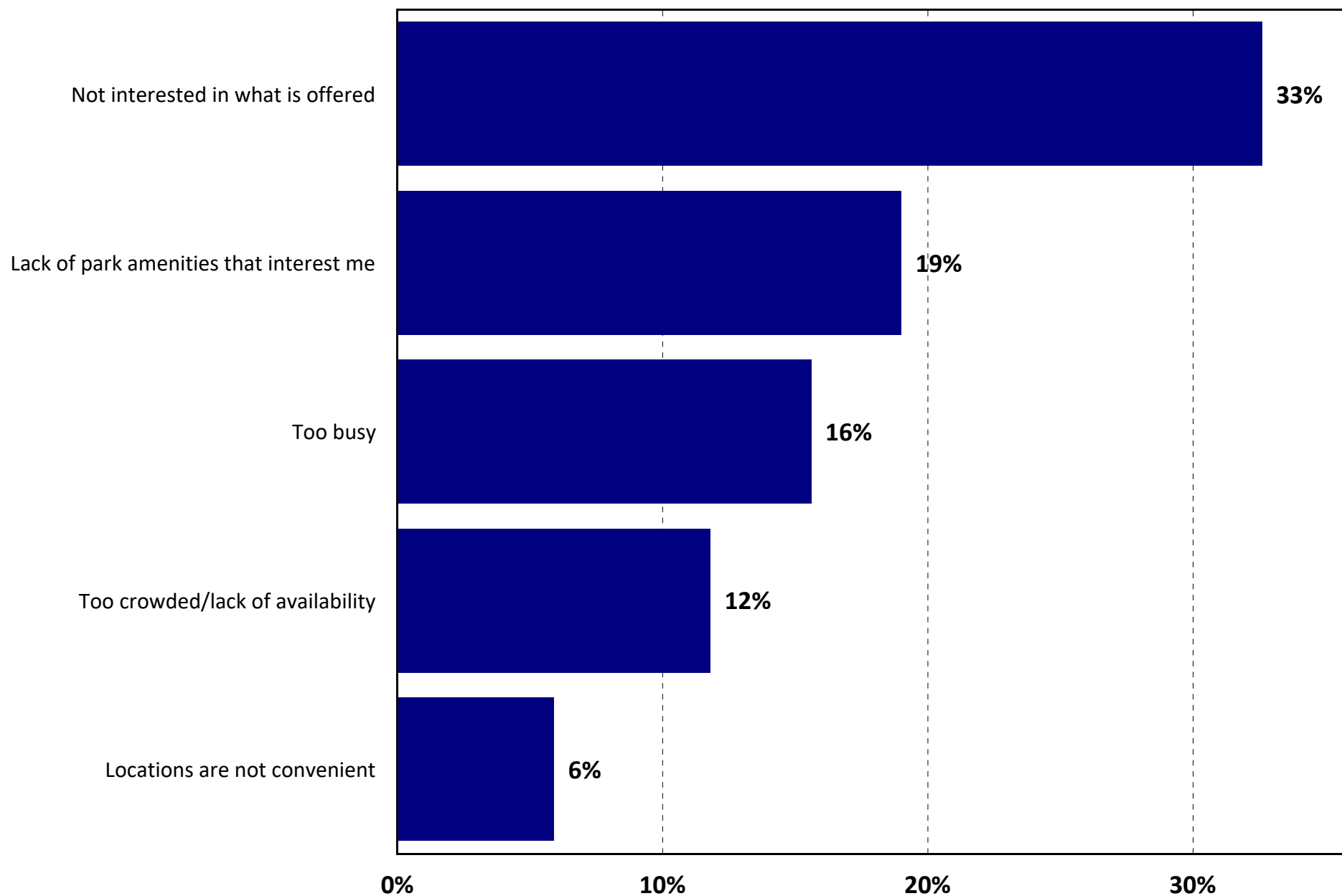
Q2. Barriers to Library Use

by percentage of respondents (multiple selections could be made)



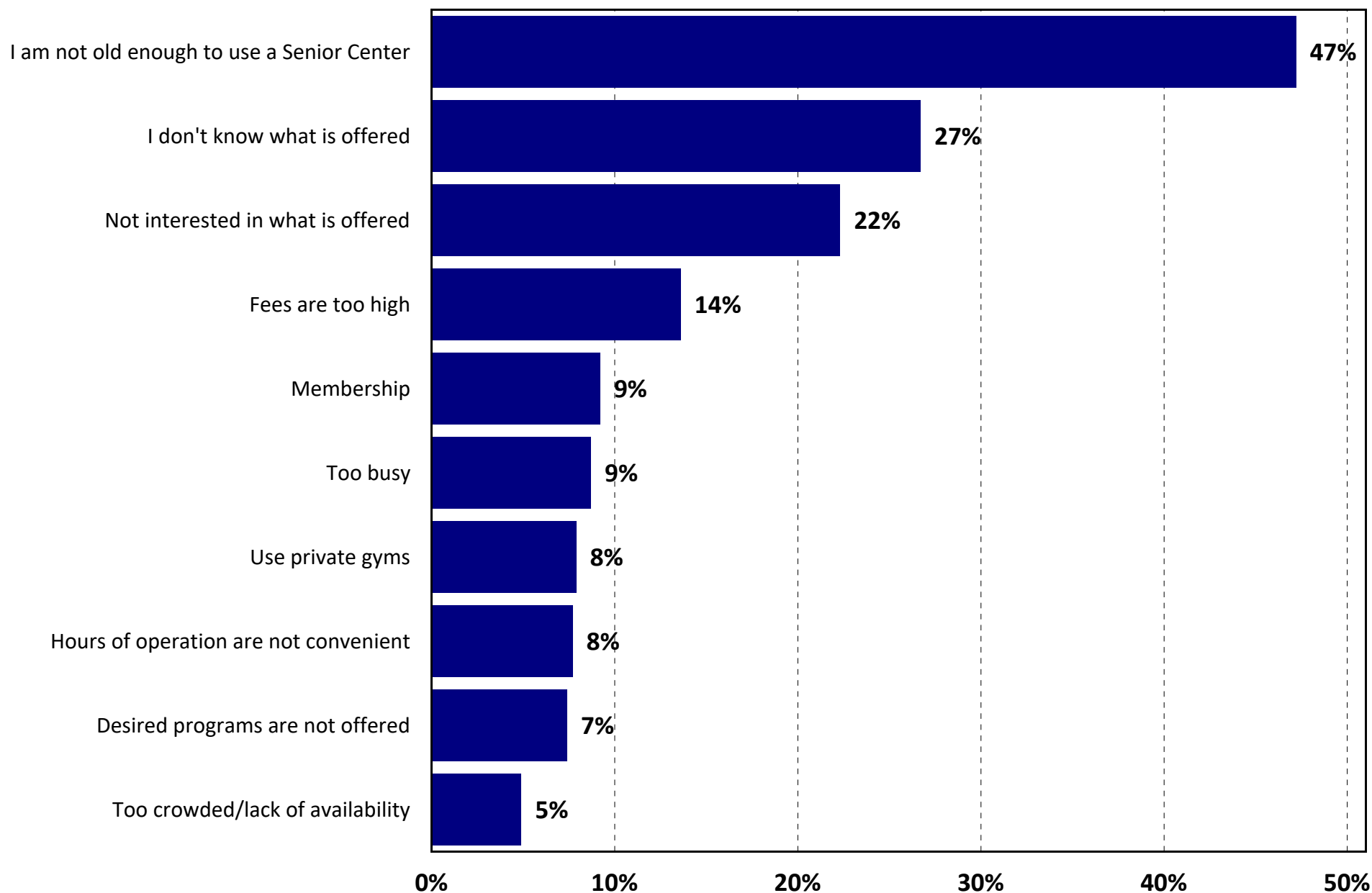
Q3. Barriers to Park, Field, or Amenity Usage

by percentage of respondents (multiple selections could be made)



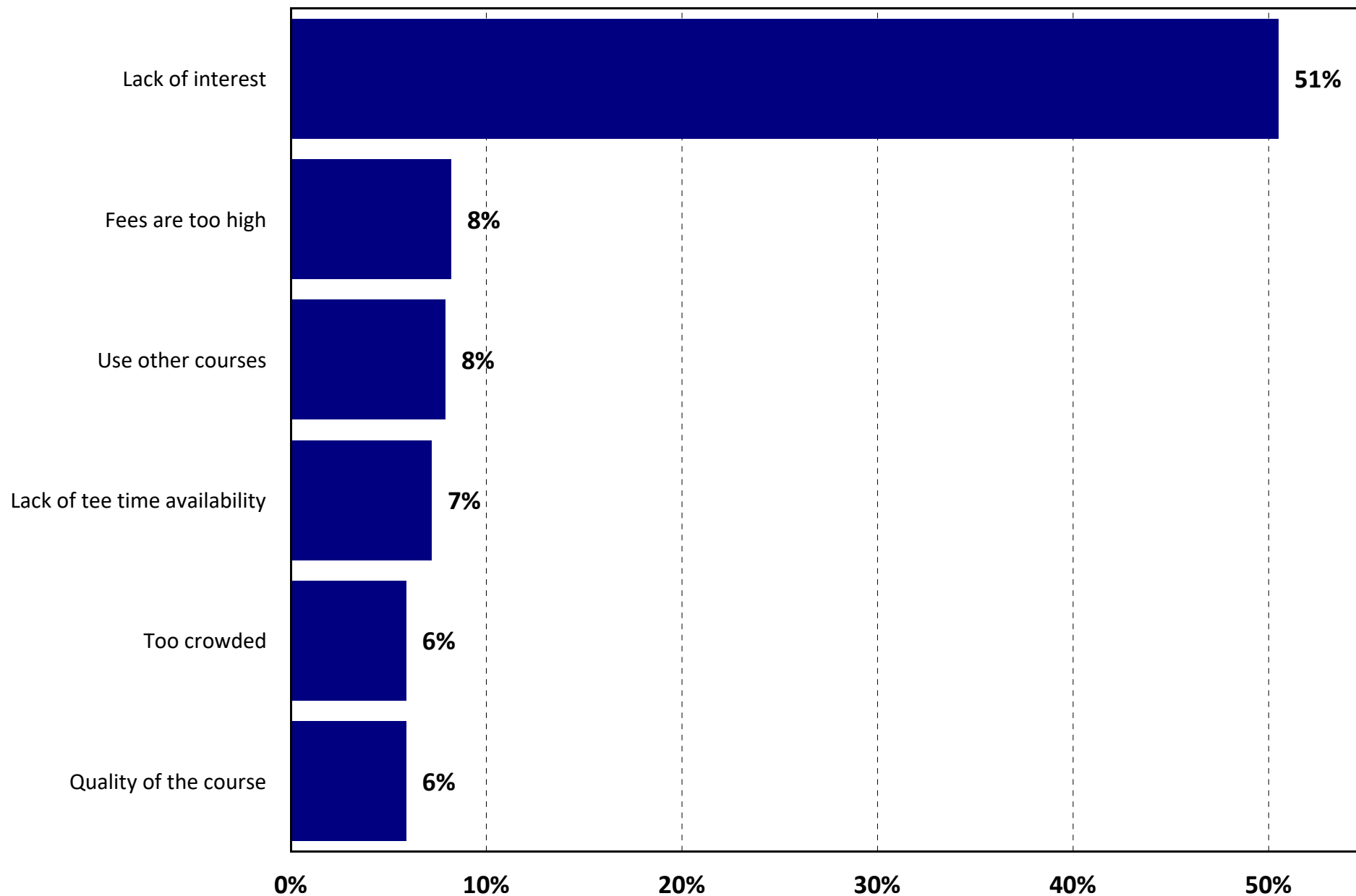
Q4. Barriers to Community Center Usage

by percentage of respondents (multiple selections could be made)



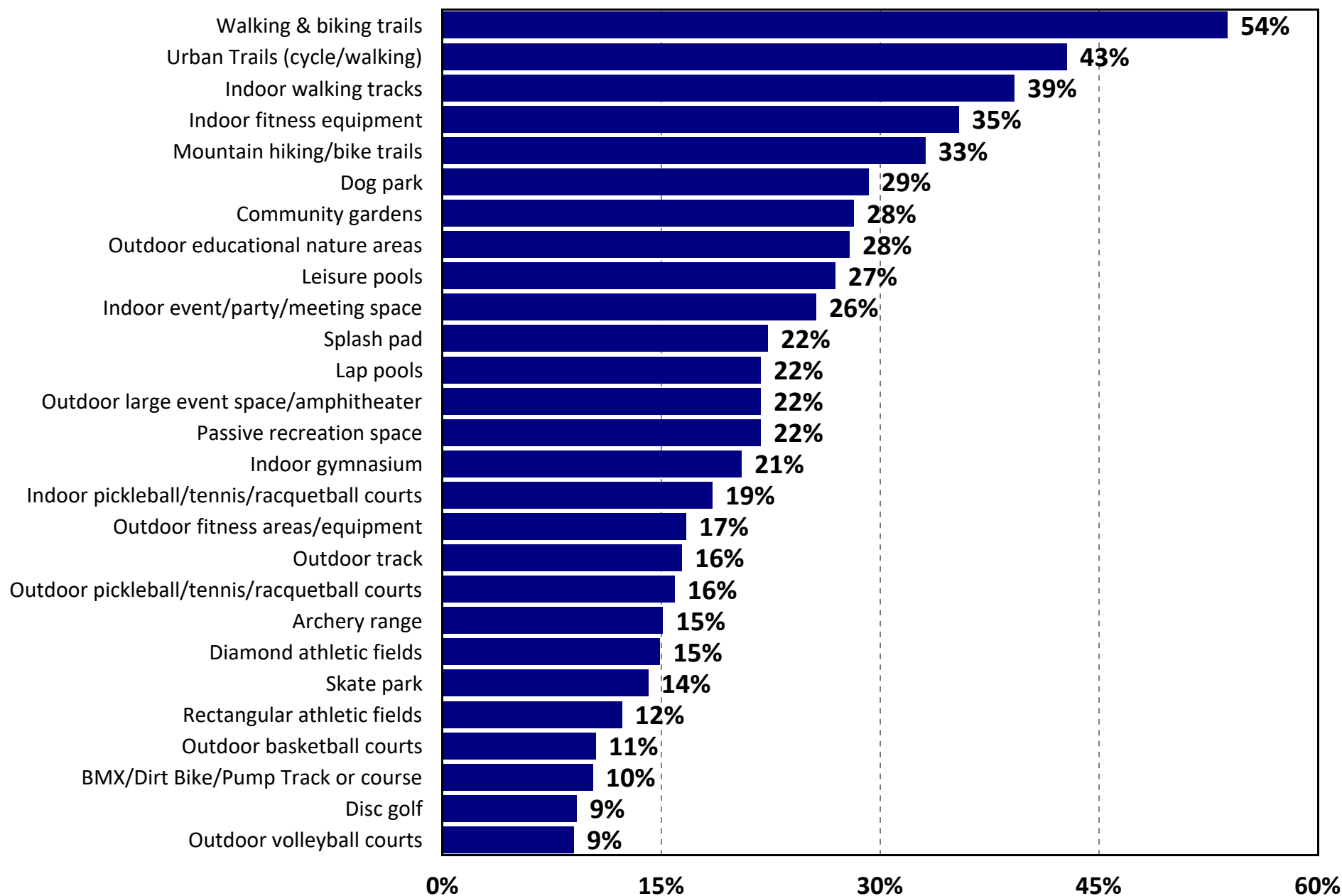
Q5. Barriers to Golf Course Usage

by percentage of respondents (multiple selections could be made)



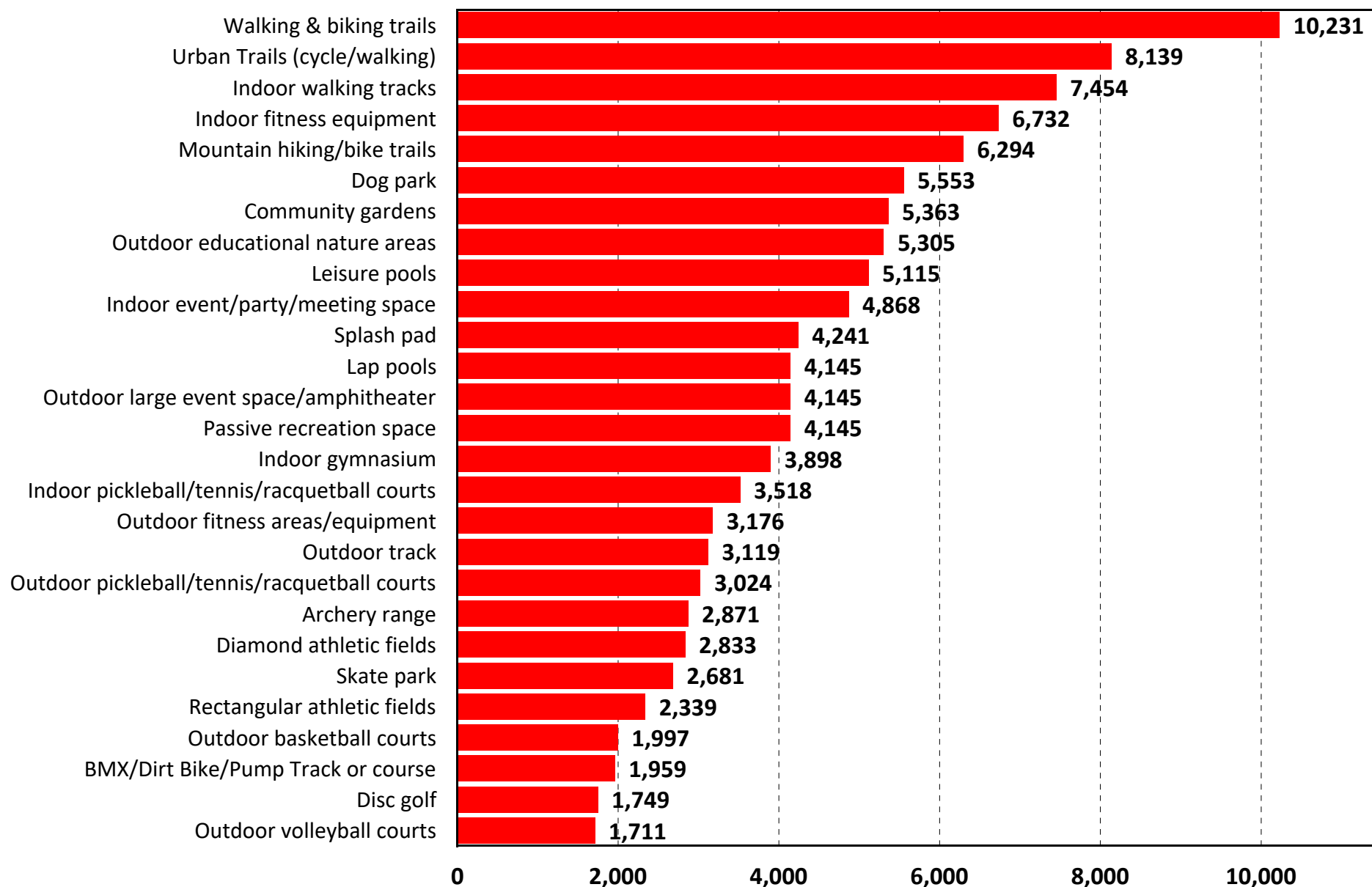
Q6. Respondents With Need for Facility or Amenity

by percentage of respondents



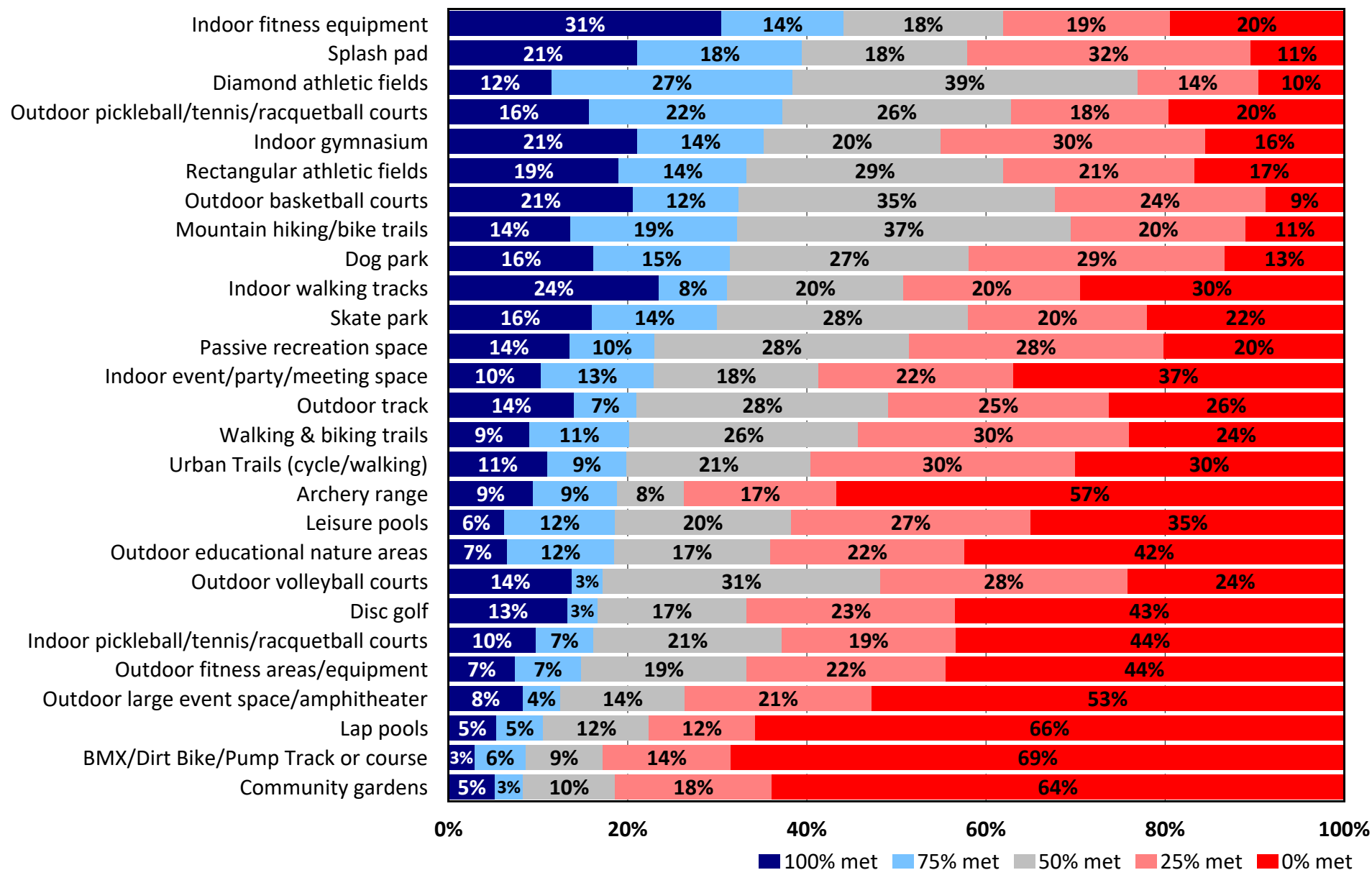
Q6. Estimated Number of Households in Casa Grande Who Have a Need for Facility/ Amenity

by number of households based on an estimated 19,016 households in the City of Casa Grande



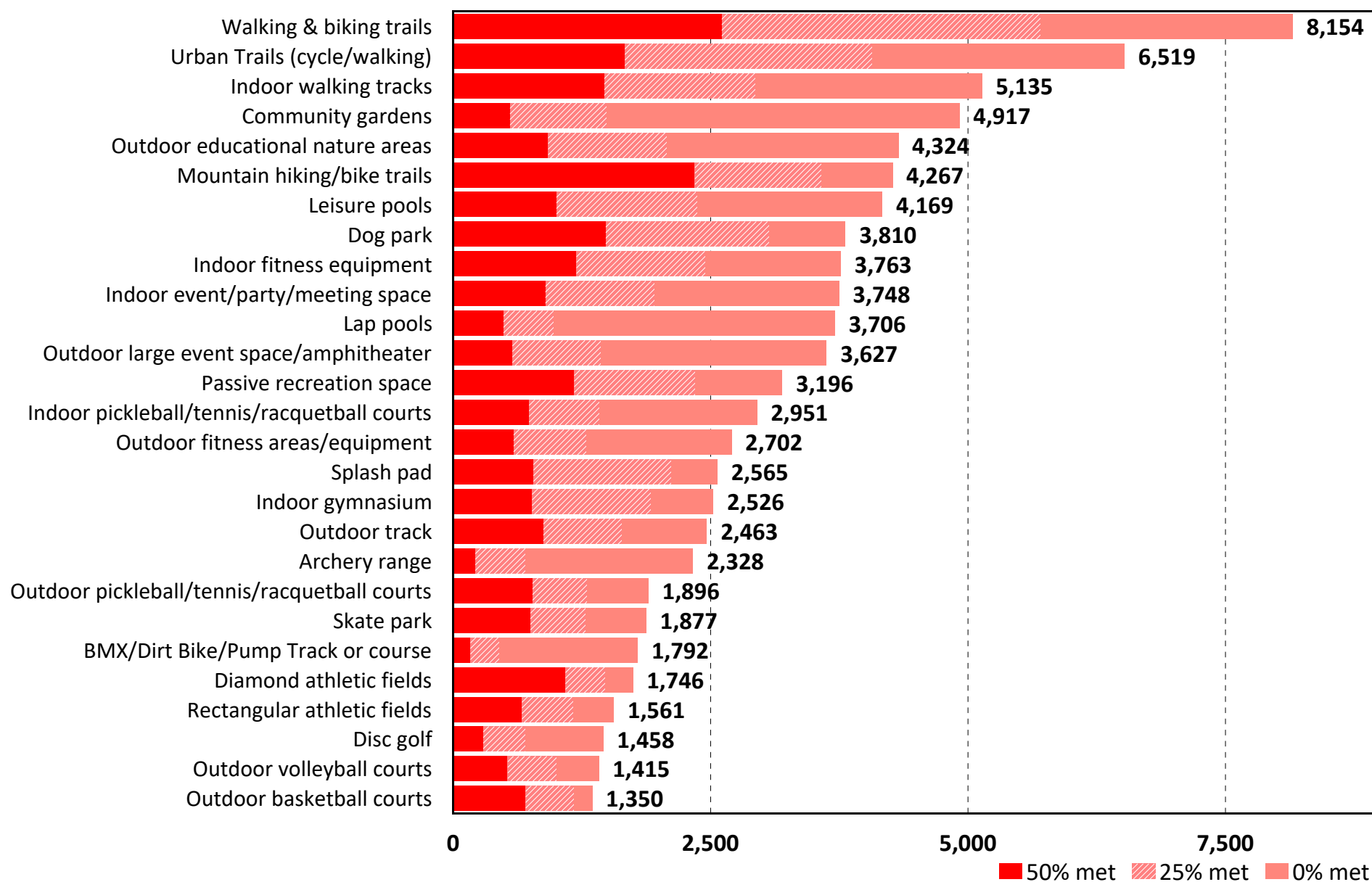
Q6b. How Well Households' Need For Facility / Amenity Is Currently Being Met

by percentage of respondents who answered "Yes" to Q6



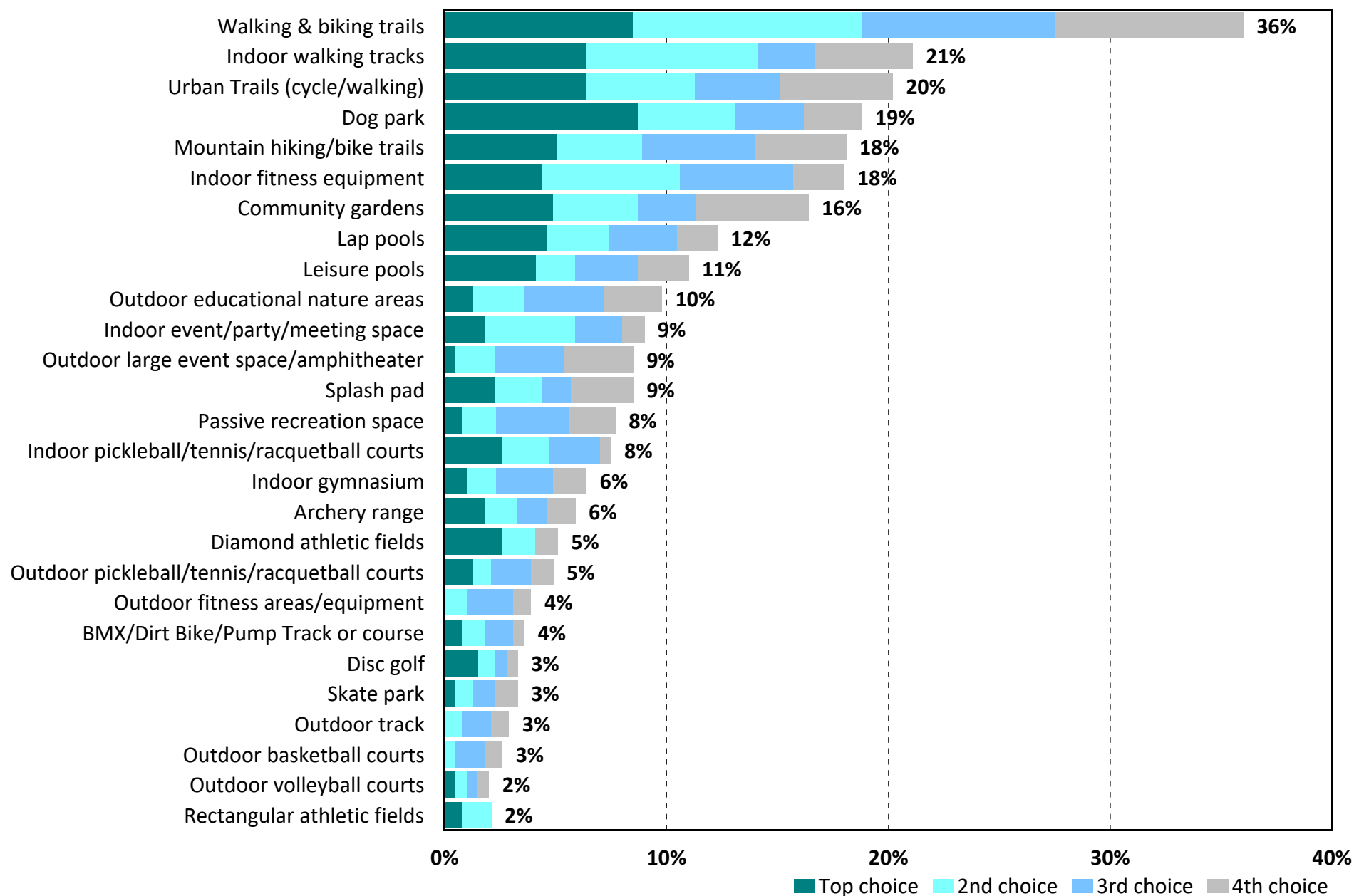
Q6c. Estimated Number of Households in Casa Grande Whose Facility/ Amenity Need Is Met 50% or Less

by number of households with need based on an estimated 19,016 households in the City of Casa Grande



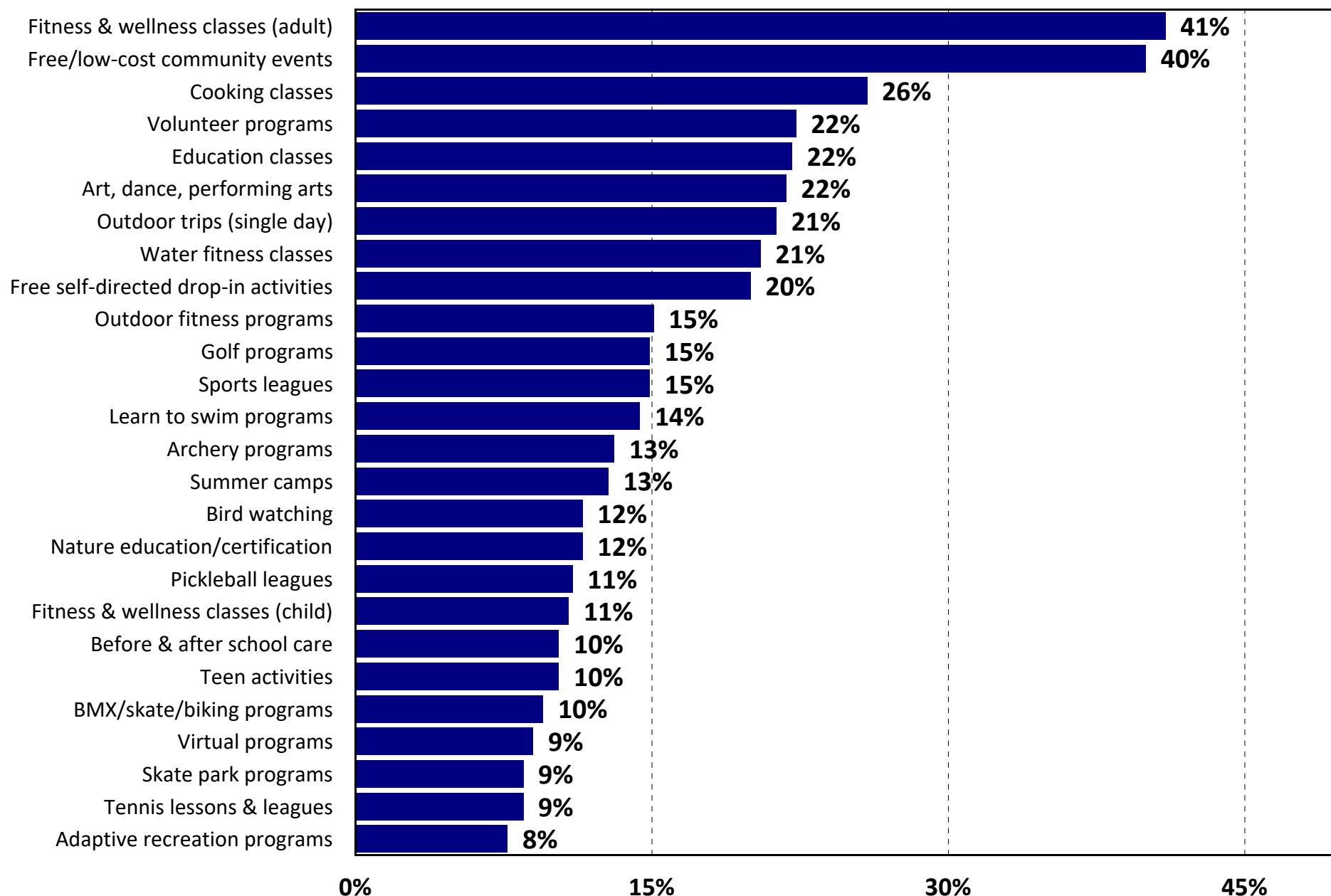
Q7. Most Important Facility/Amenity to Households

by percentage of respondents who selected the items as one of their top four choices



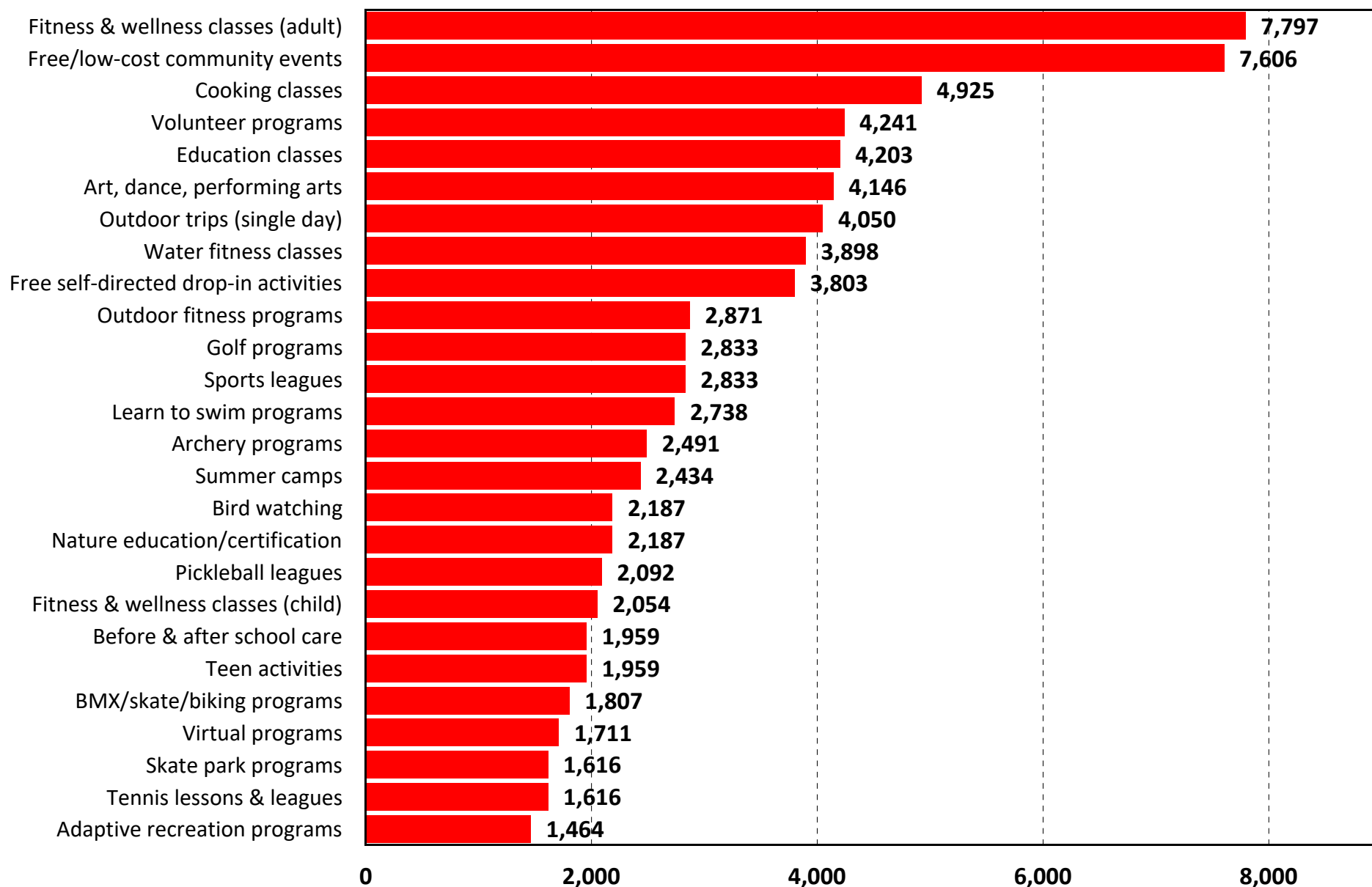
Q8. Respondents With Need for Recreation Program

by percentage of respondents



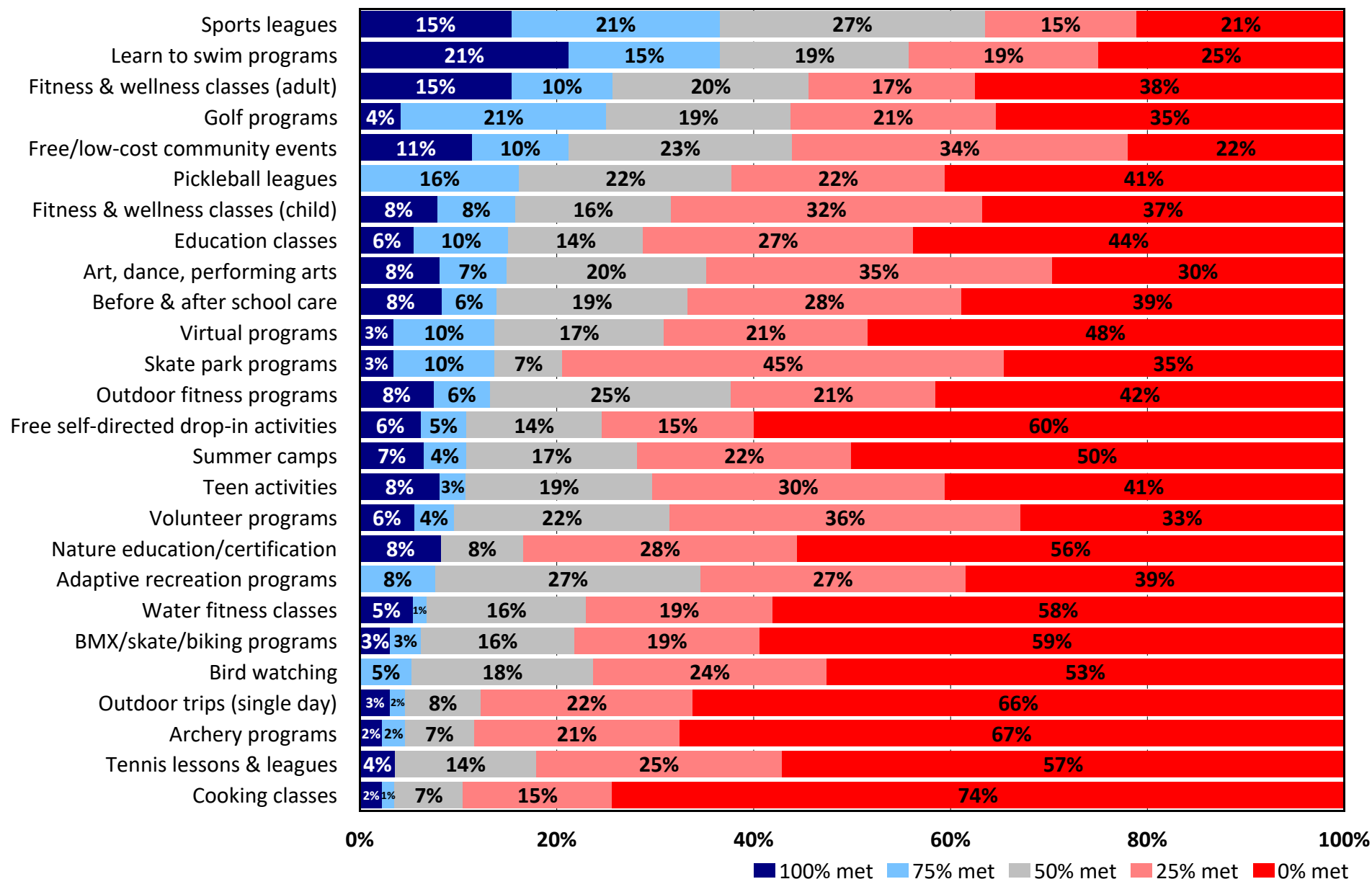
Q8. Estimated Number of Households in Casa Grande Who Have a Need for Recreation Program

by number of households based on an estimated 19,016 households in the City of Casa Grande



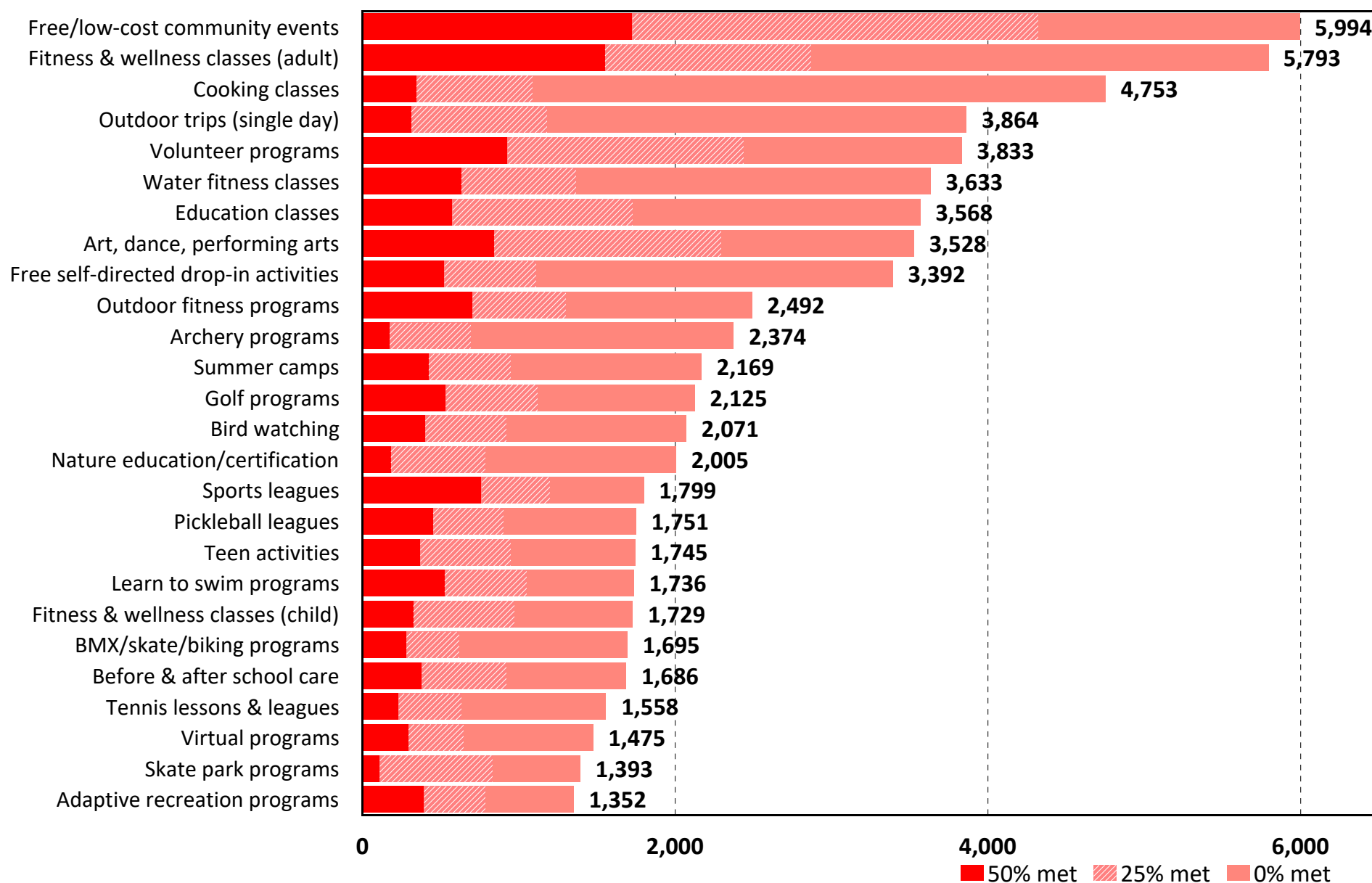
Q8b. How Well Households' Need For Recreation Program Is Currently Being Met

by percentage of respondents who answered "Yes" to Q8



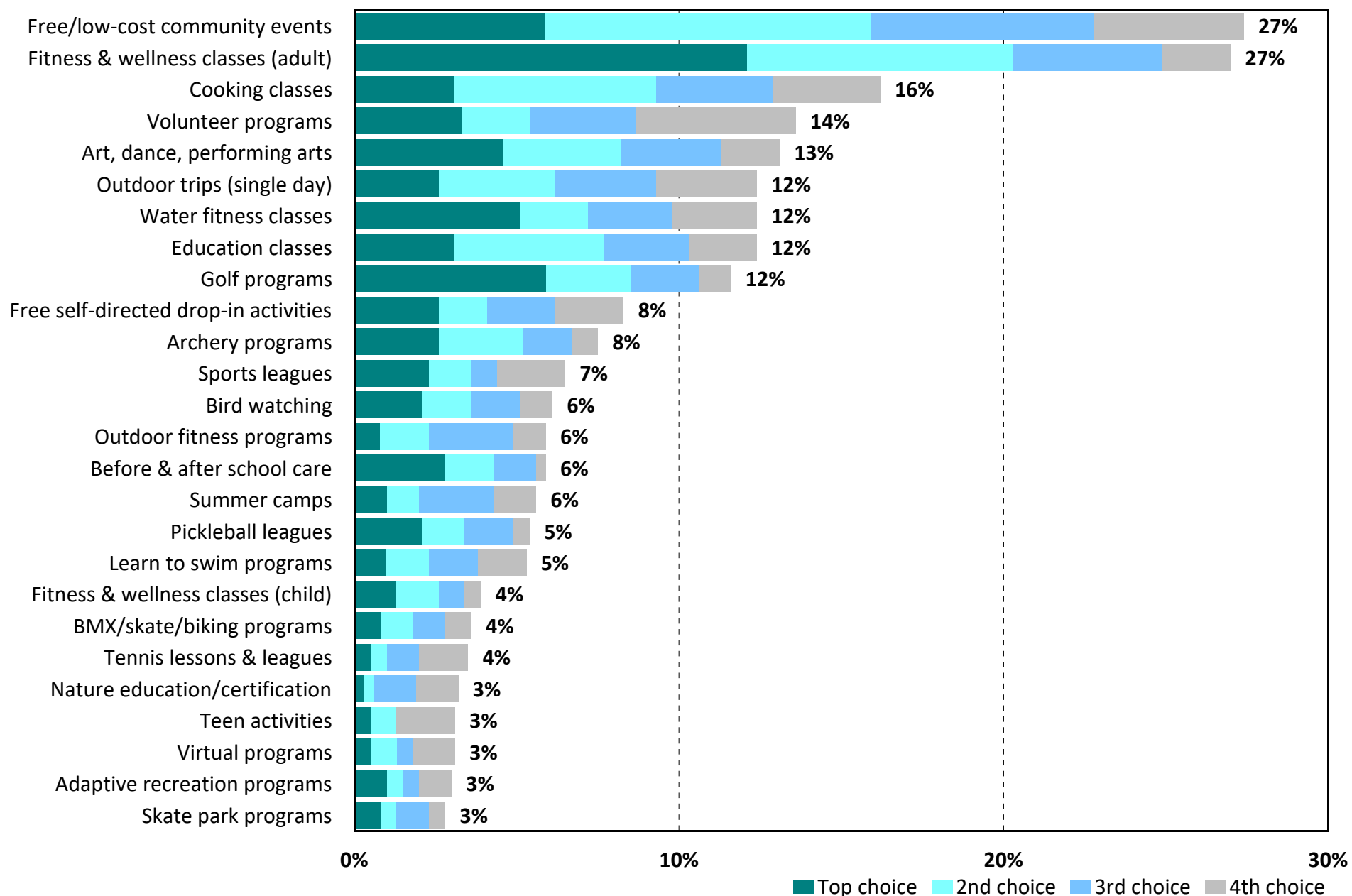
Q8c. Estimated Number of Households in Casa Grande Whose Recreation Program Need Is Met 50% or Less

by number of households with need based on an estimated 19,016 households in the City of Casa Grande



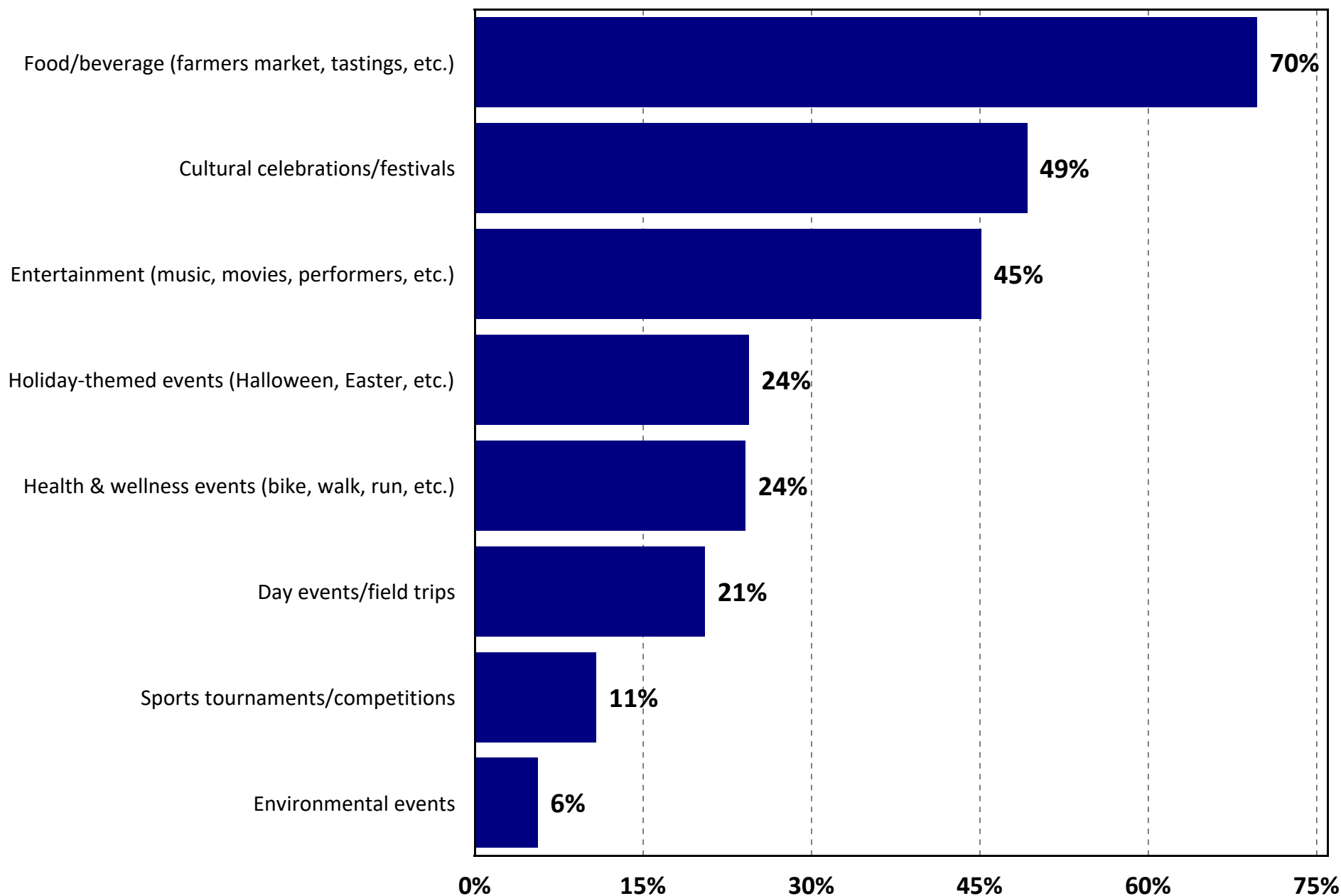
Q9. Most Important Recreation Program to Households

by percentage of respondents who selected the items as one of their top four choices



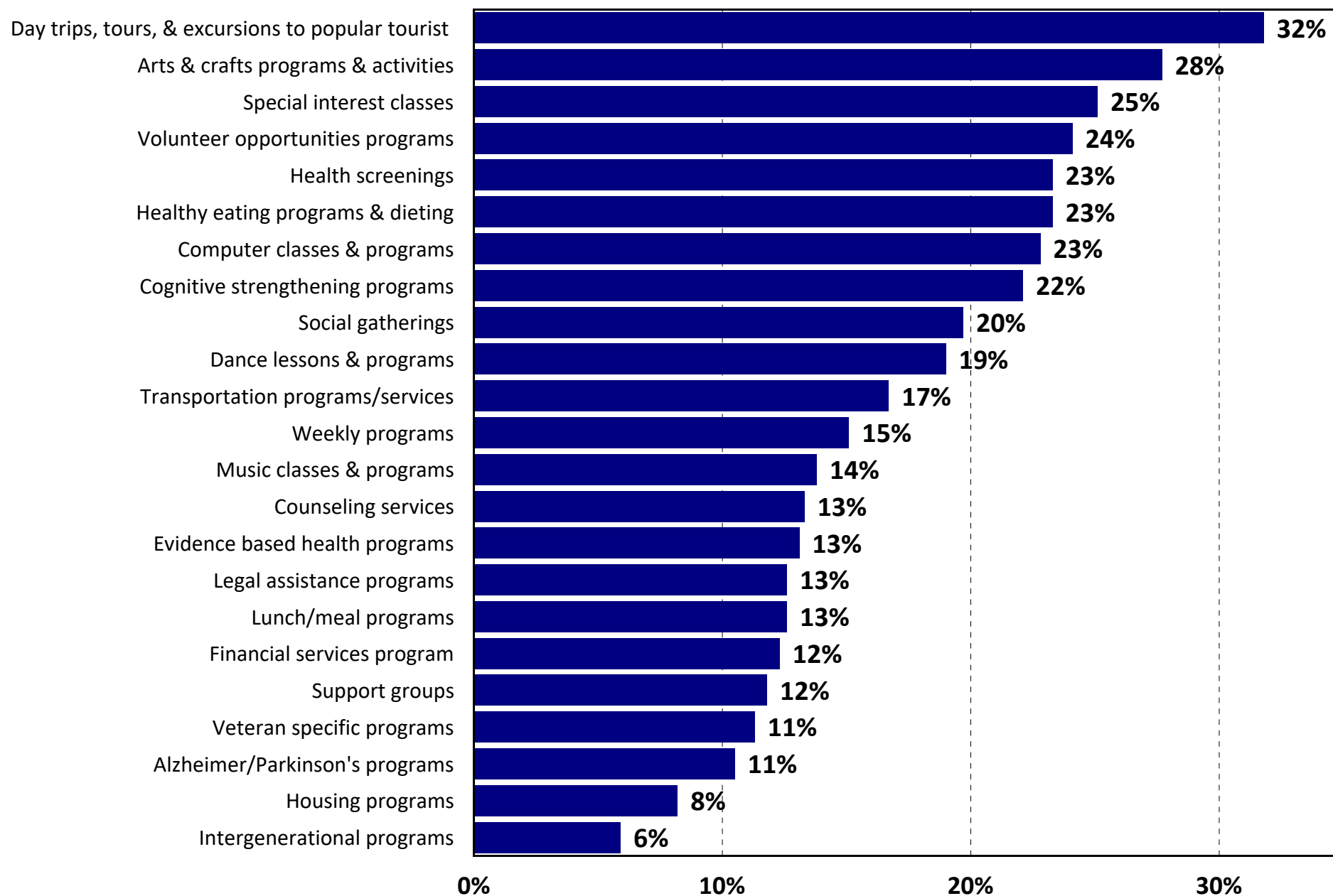
Q10. Special Event Concepts Households Are Most Interested In

by percentage of respondents



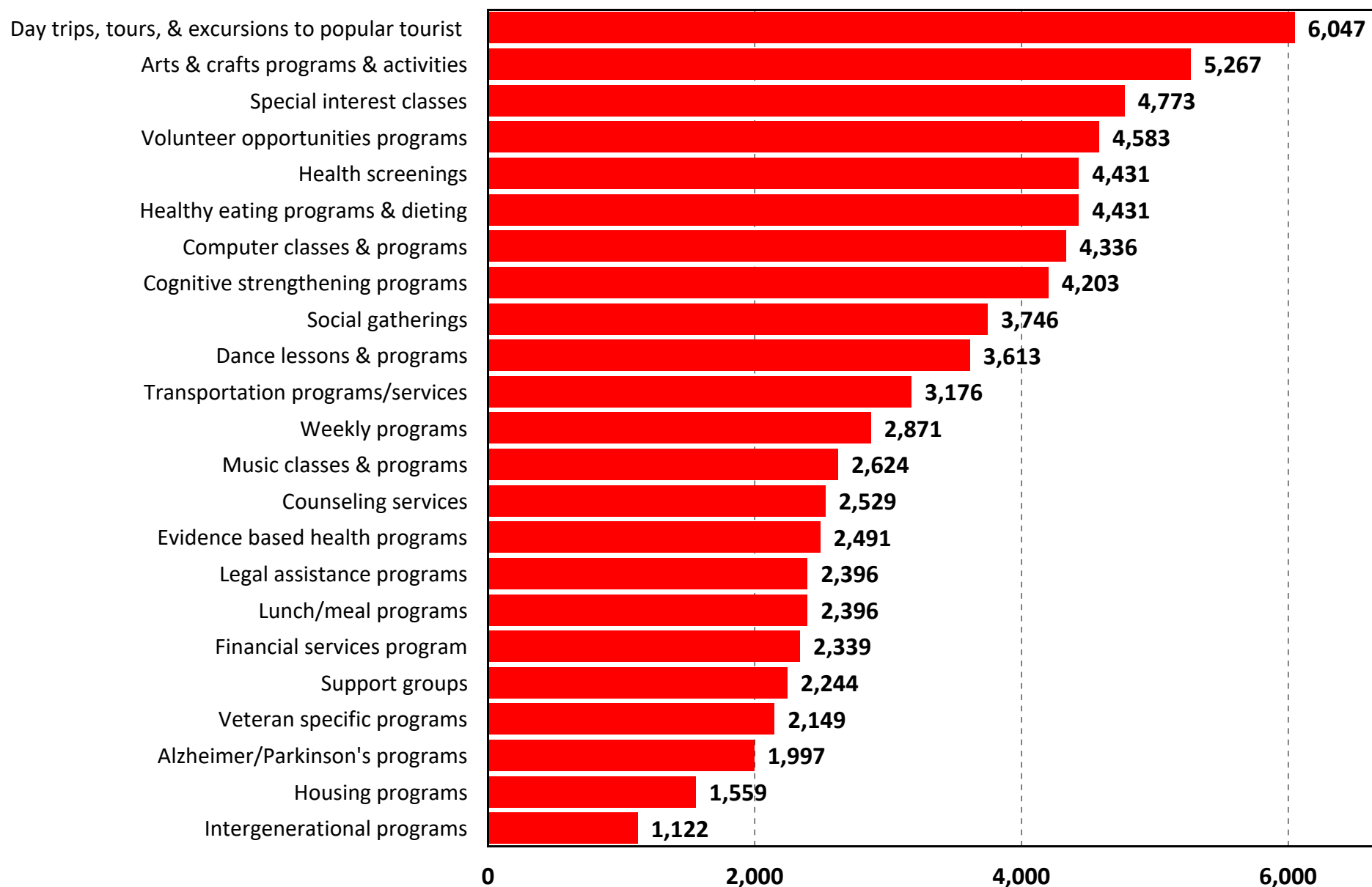
Q11. Respondents With Need for Active Aging Program/Service

by percentage of respondents



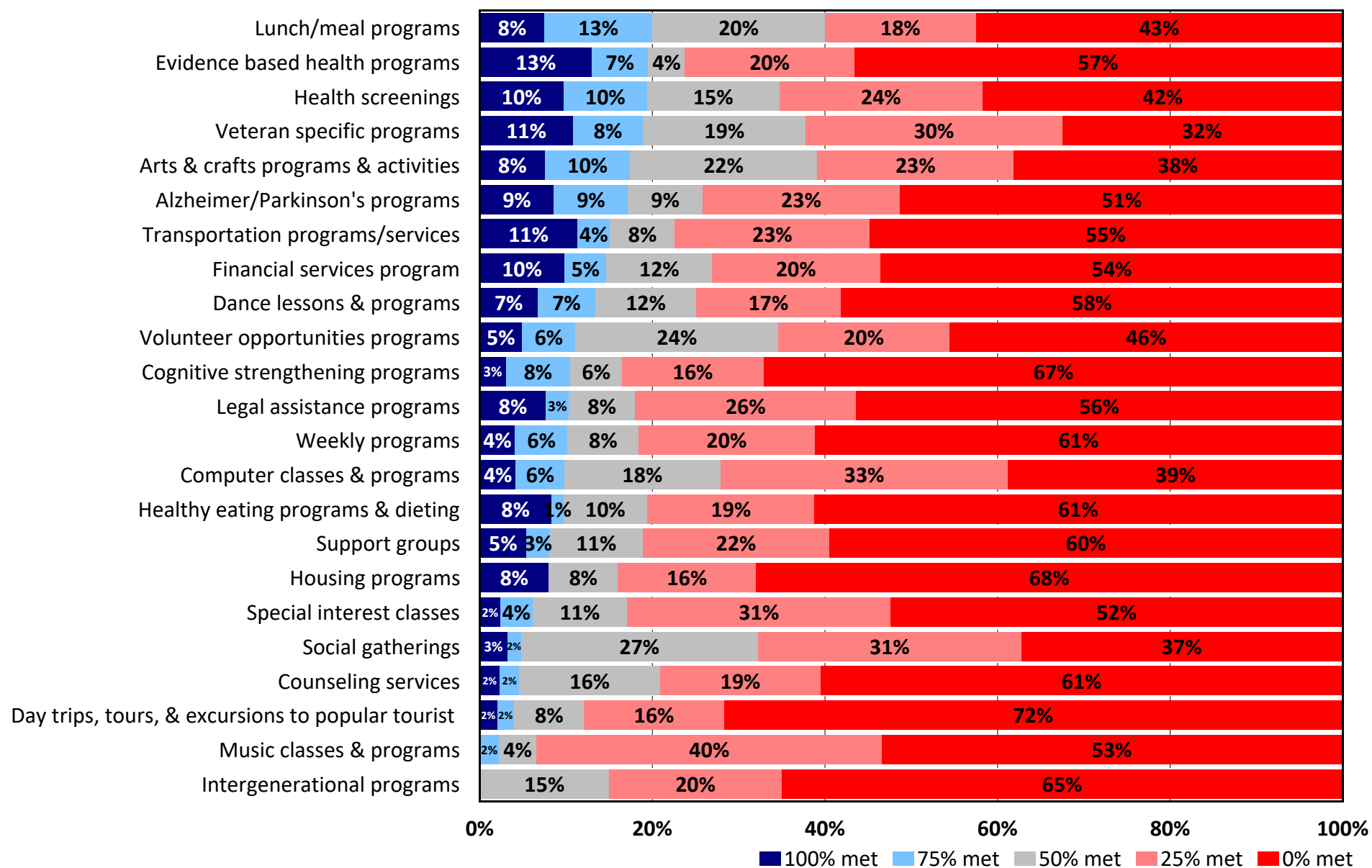
Q11. Estimated Number of Households in Casa Grande Who Have a Need for Active Aging Program/Service

by number of households based on an estimated 19,016 households in the City of Casa Grande



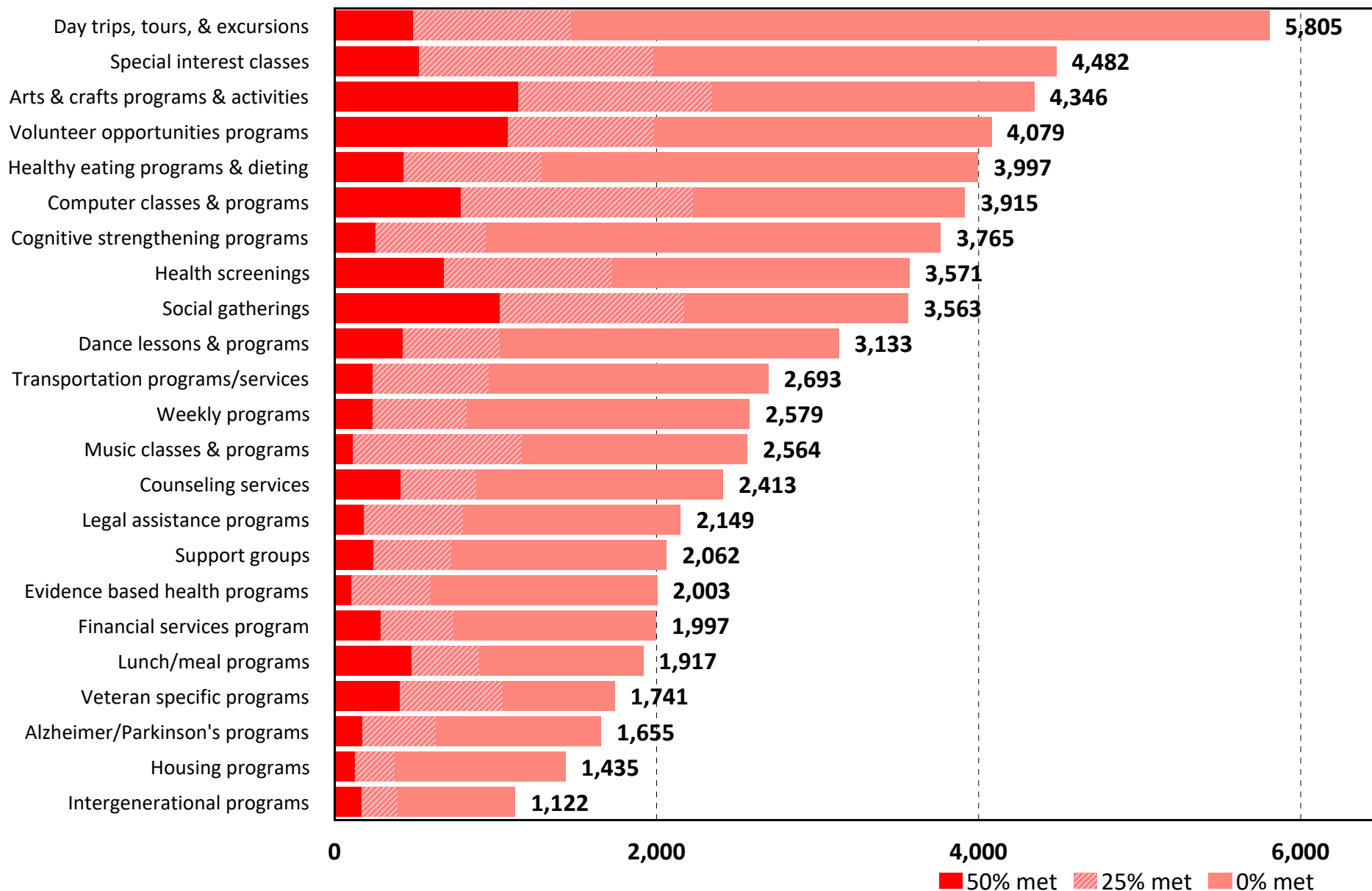
Q11b. How Well Households' Need For Active Aging Program/Service Is Currently Being Met

by percentage of respondents who answered "Yes" to Q11



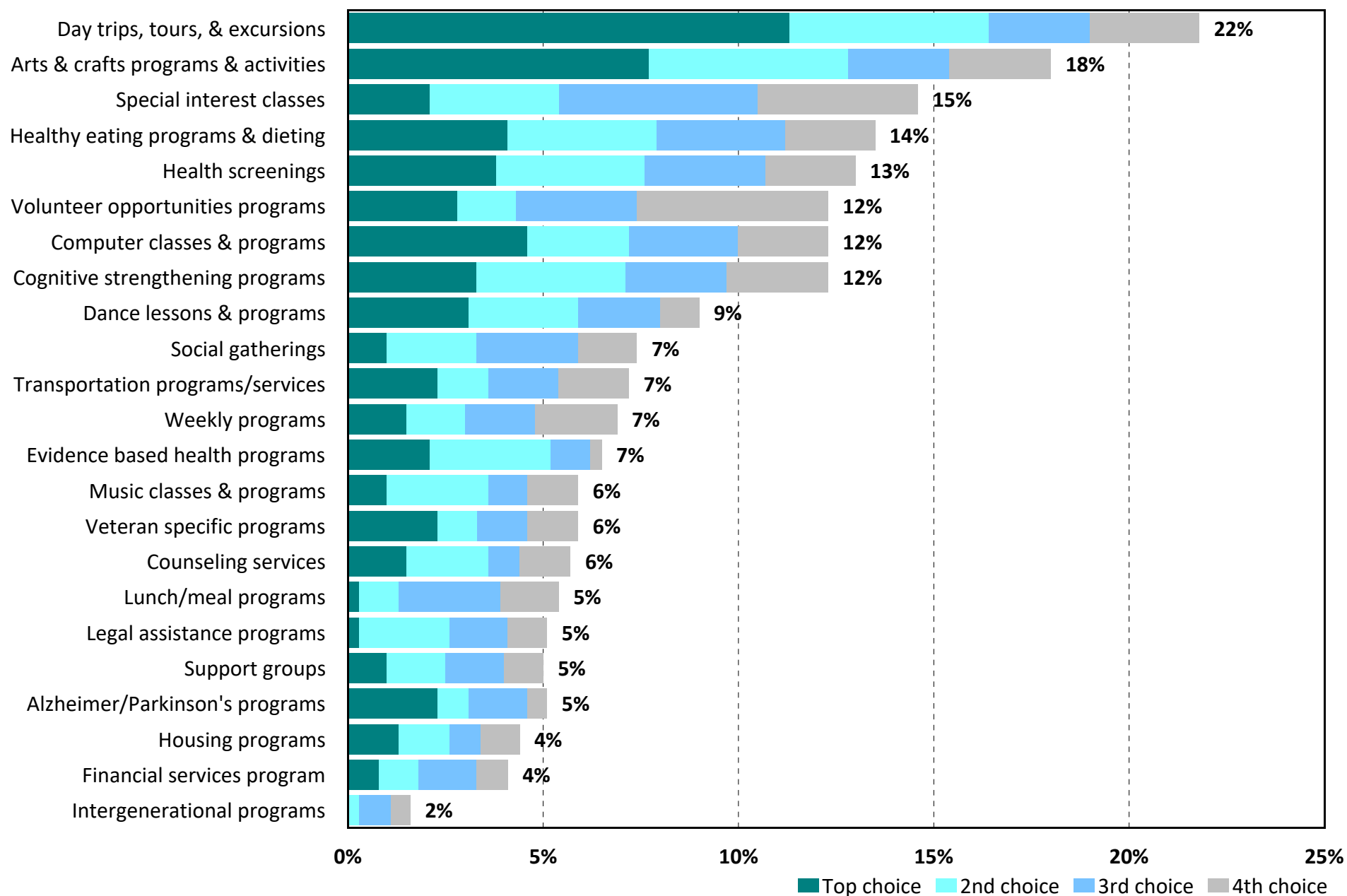
Q11c. Estimated Number of Households in Casa Grande Whose Active Aging Program/Service Need Is Met 50% or Less

by number of households with need based on an estimated 19,016 households in the City of Casa Grande



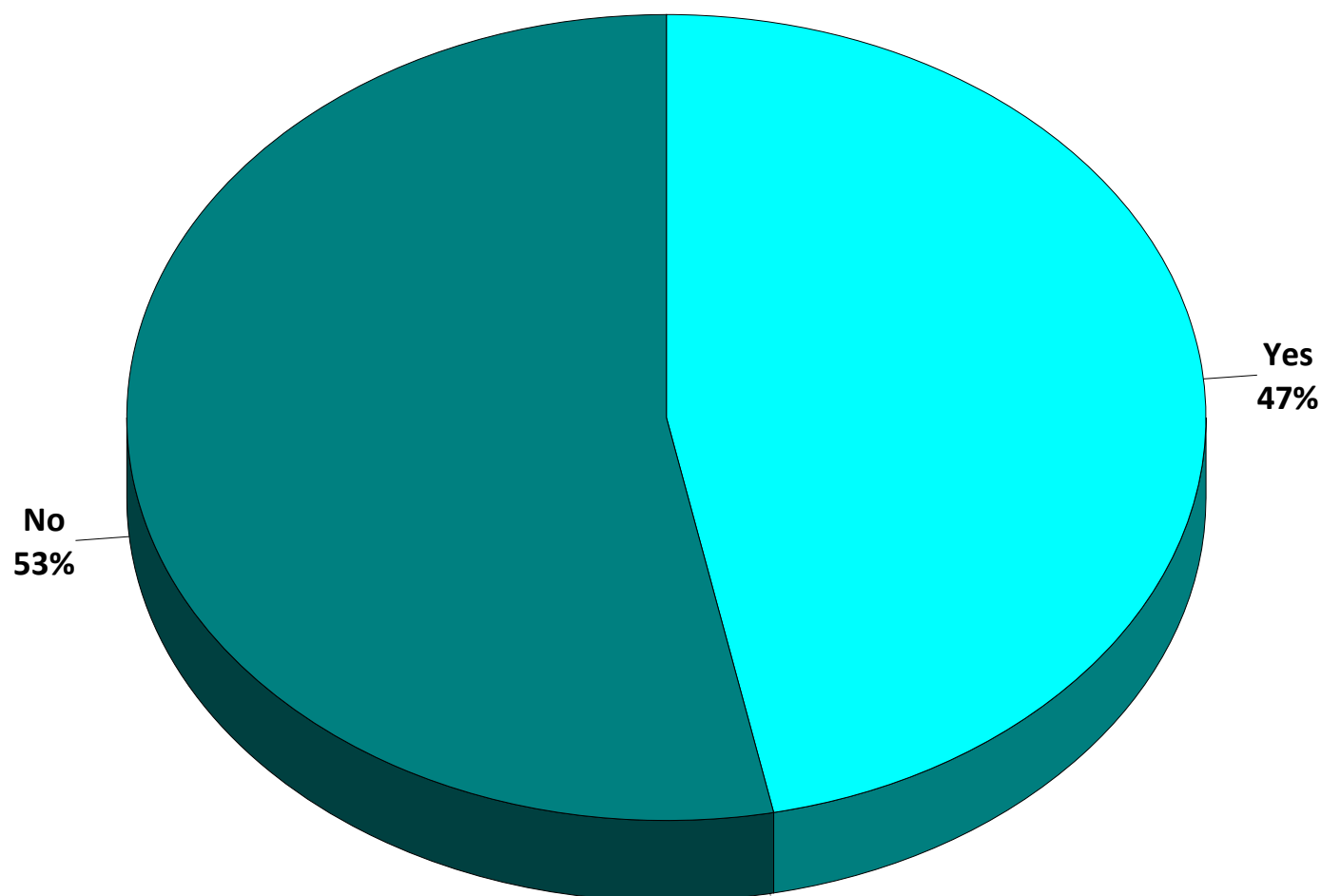
Q12. Most Important Active Aging Program/Service to Households

by percentage of respondents who selected the items as one of their top four choices



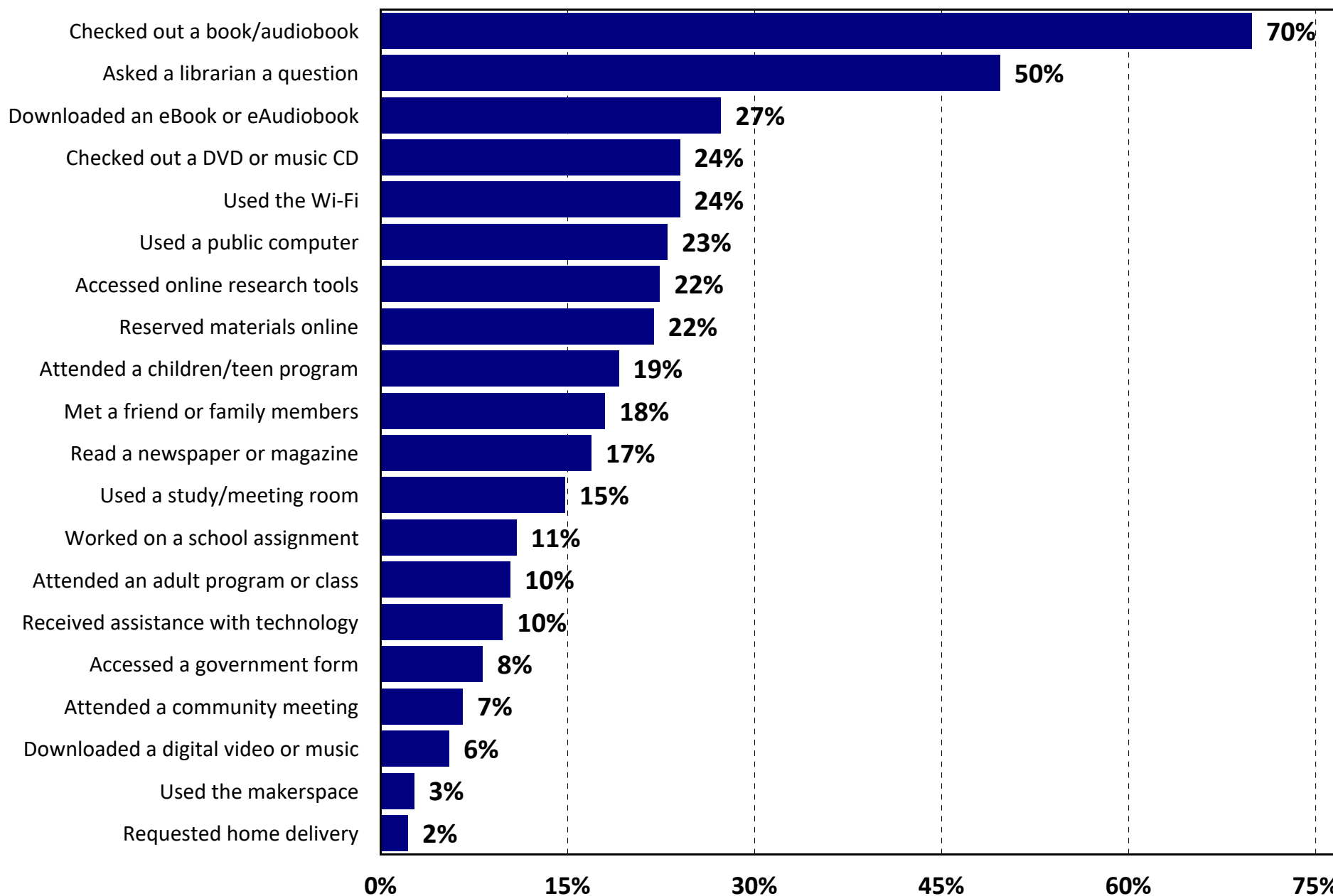
Q13. Have You Or Members Of Your Household Used The Library Or Any Services Provided By The Library Within The Last 2 Years?

by percentage of respondents (excluding “not provided”)



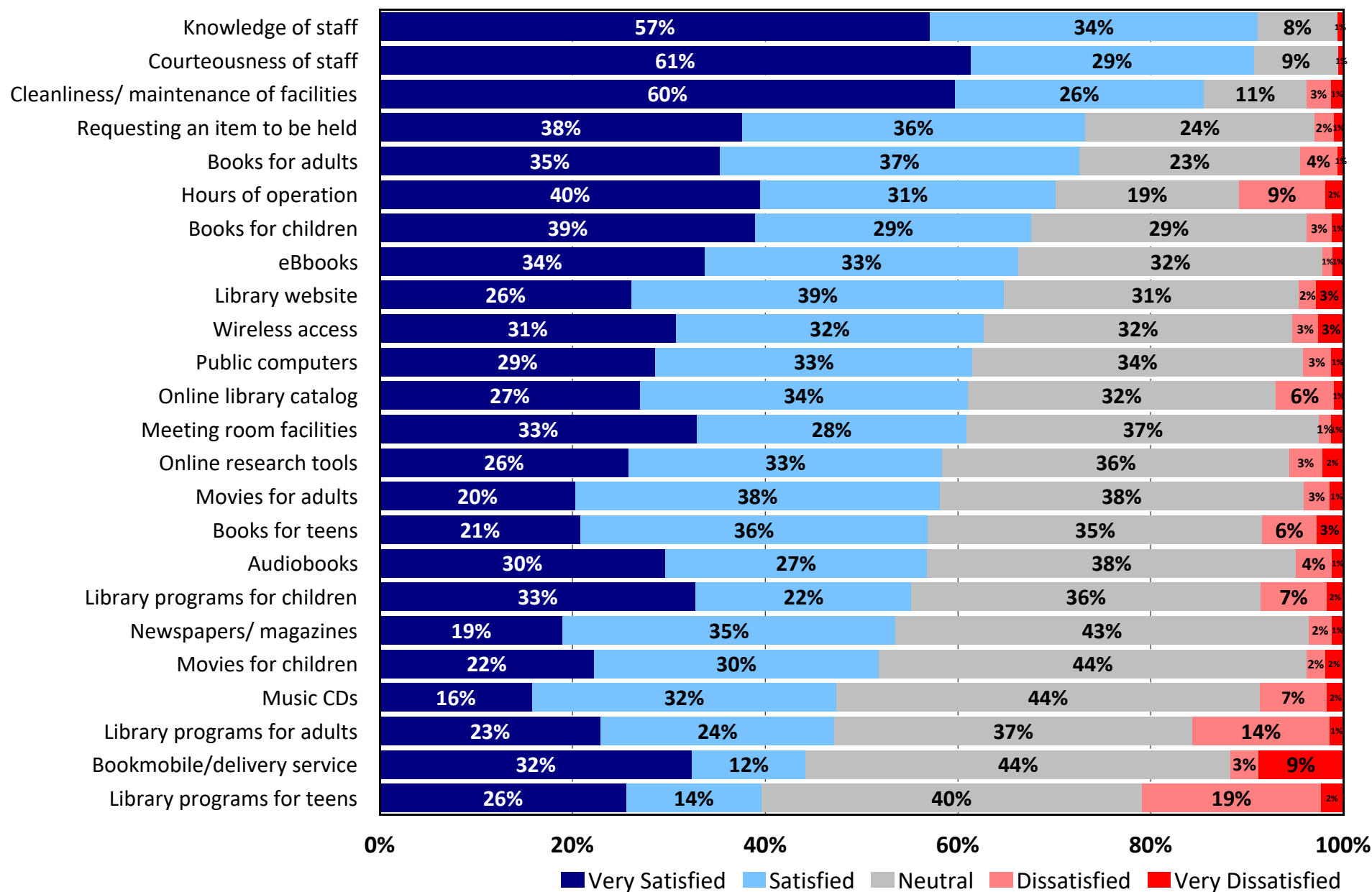
Q13. Library Activity Participation

by percentage of respondents who answered "Yes" to Q13



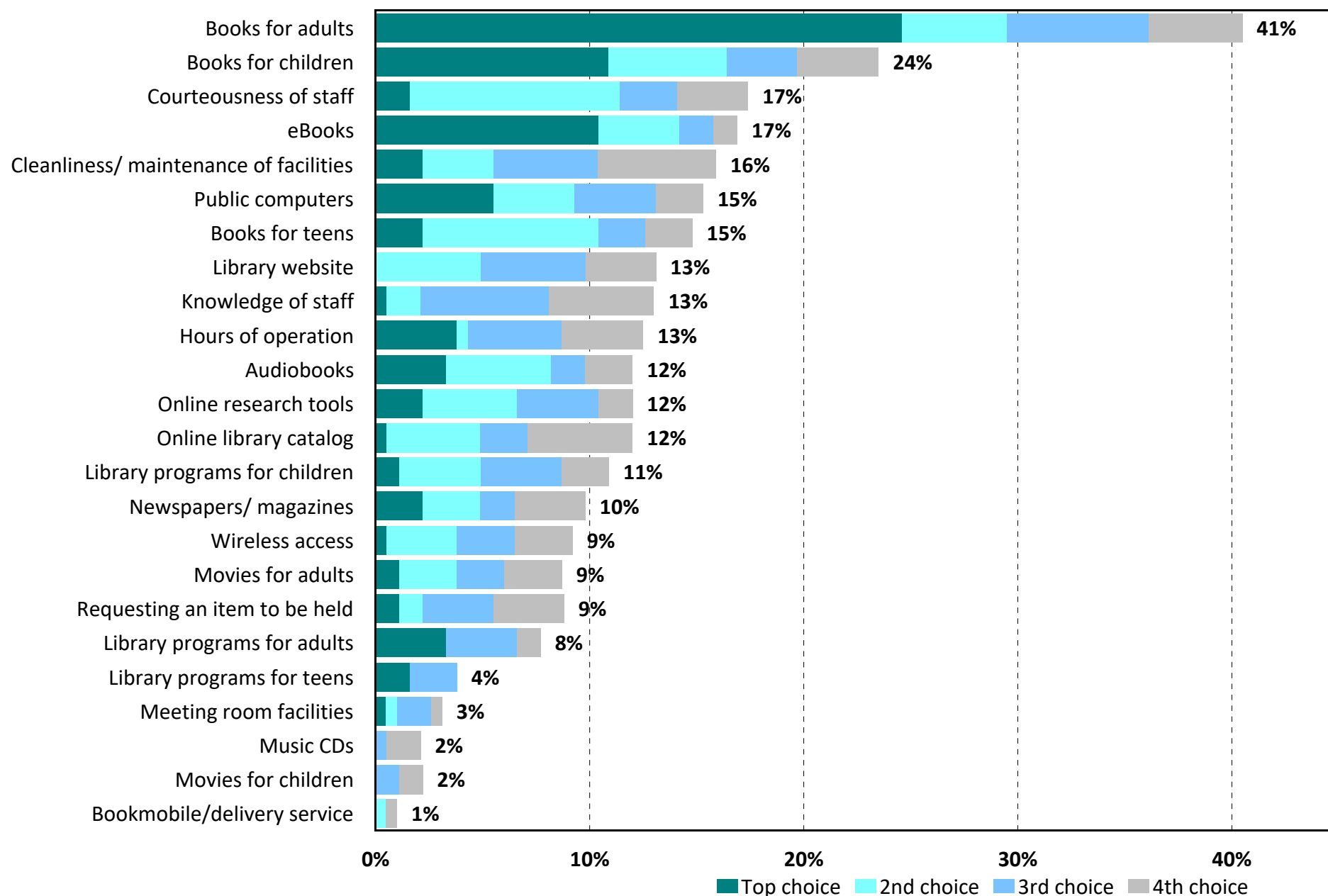
Q14. Level of Satisfaction with Library Services

by percentage of respondents (excluding "dont use")



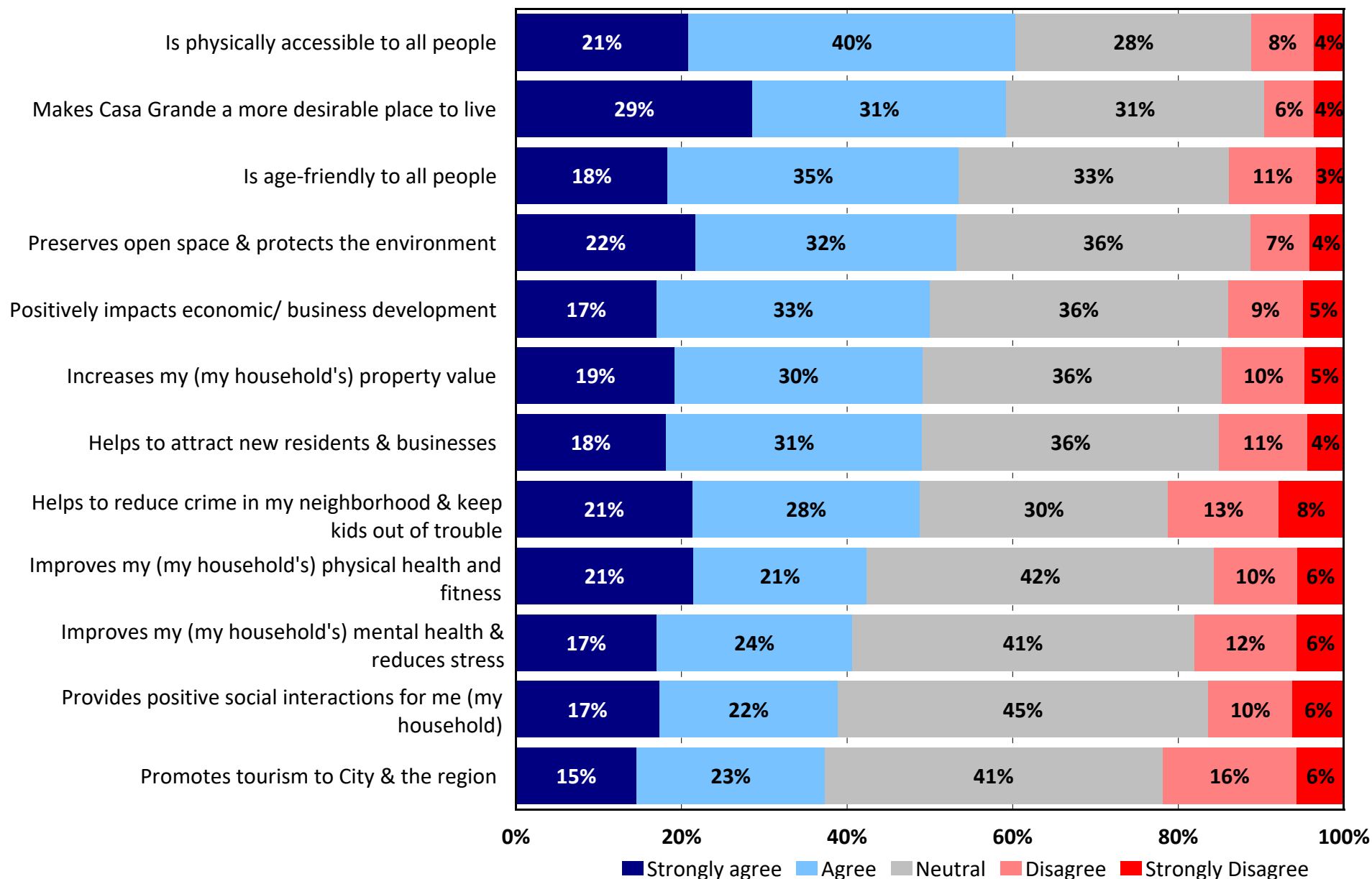
Q15. Most Important Library Services to Households

by percentage of respondents who selected the items as one of their top four choices



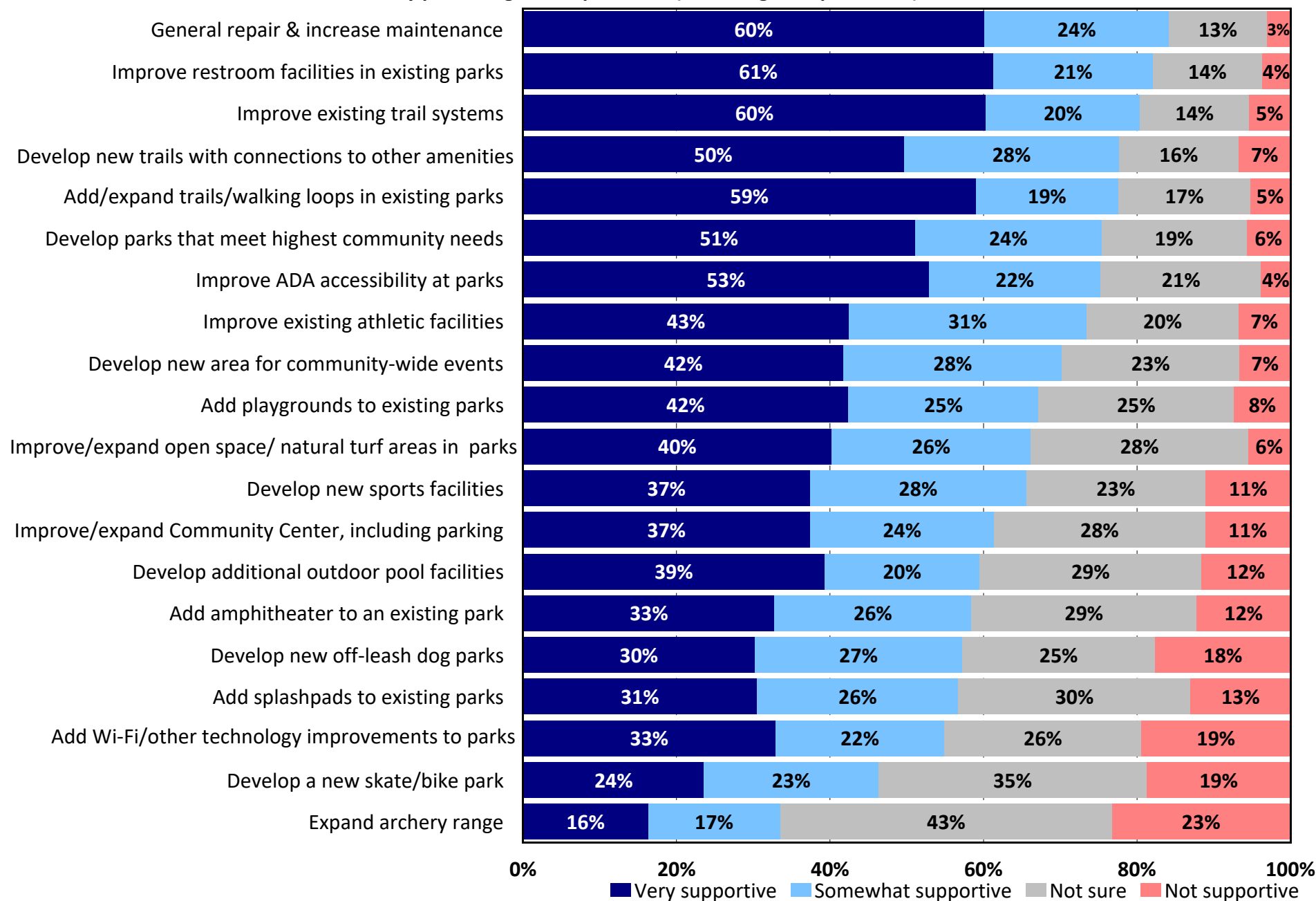
Q16. Level of Agreement with Casa Grande Community Services Department Statements

by percentage of respondents (excluding "don't know")



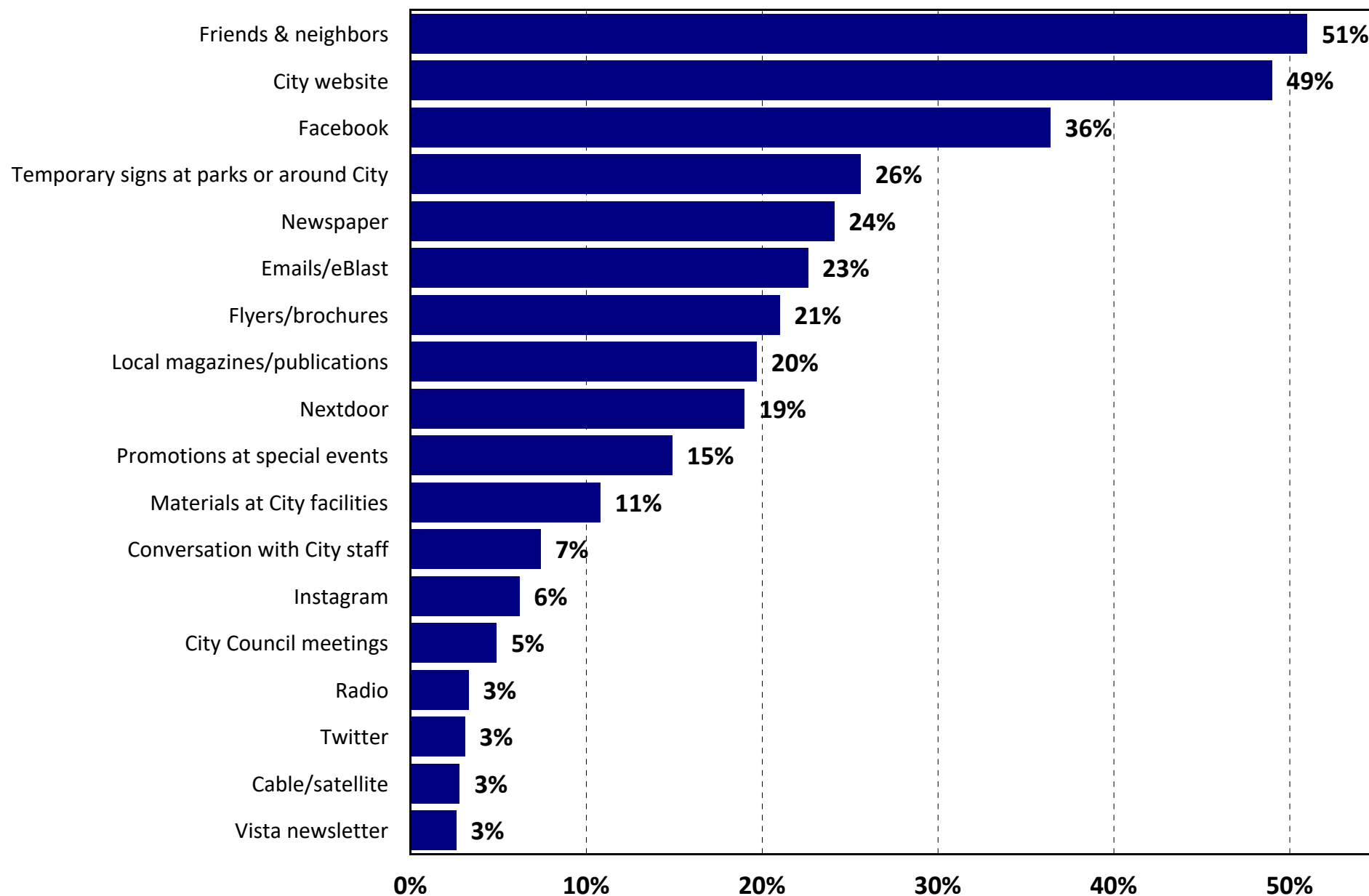
Q17. Level of Support for Potential Improvement Actions

by percentage of respondents (excluding “not provided”)



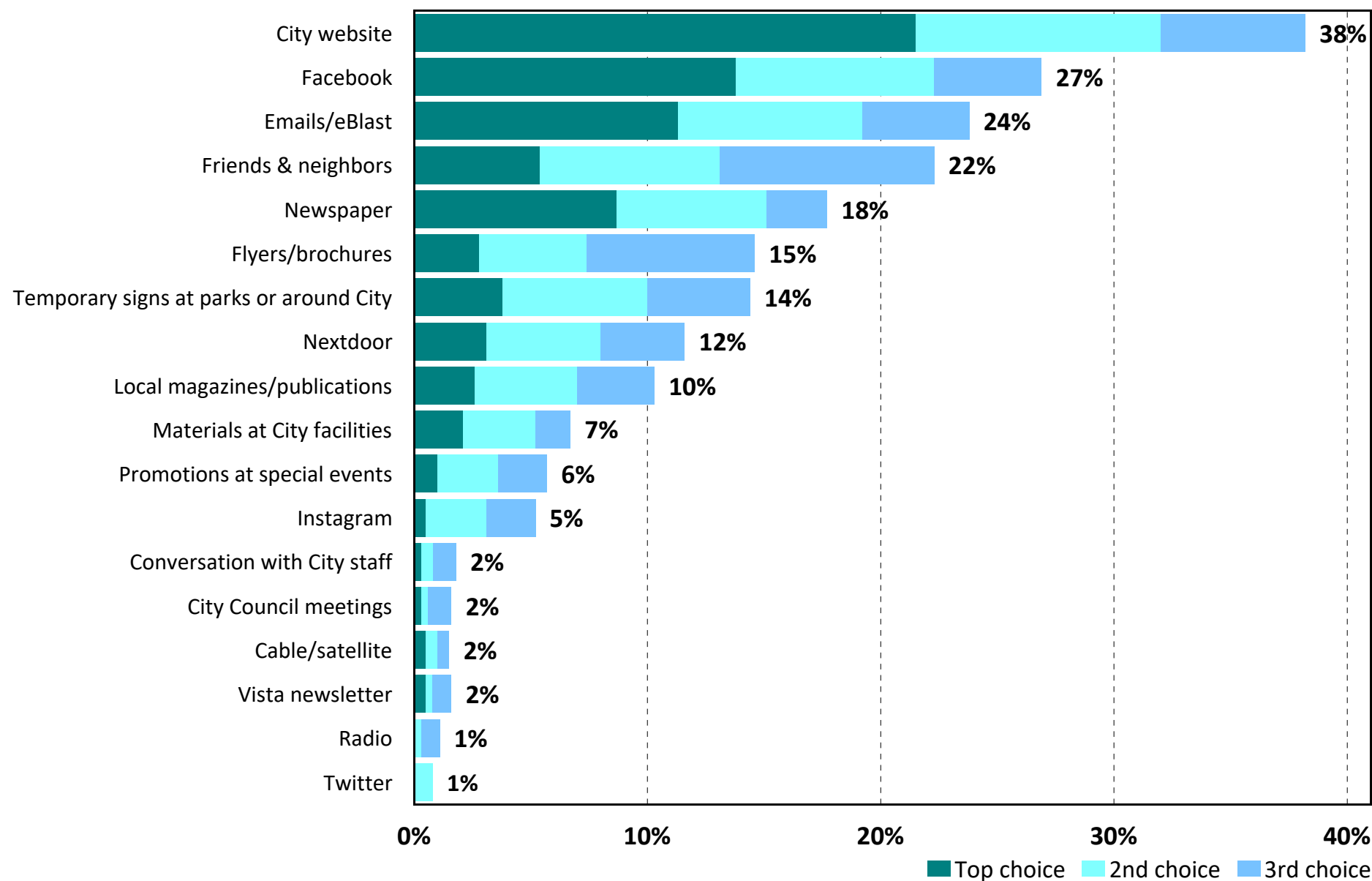
Q18. Ways Households Currently Learn About Recreation Programs and Activities

by percentage of respondents (multiple selections could be made)



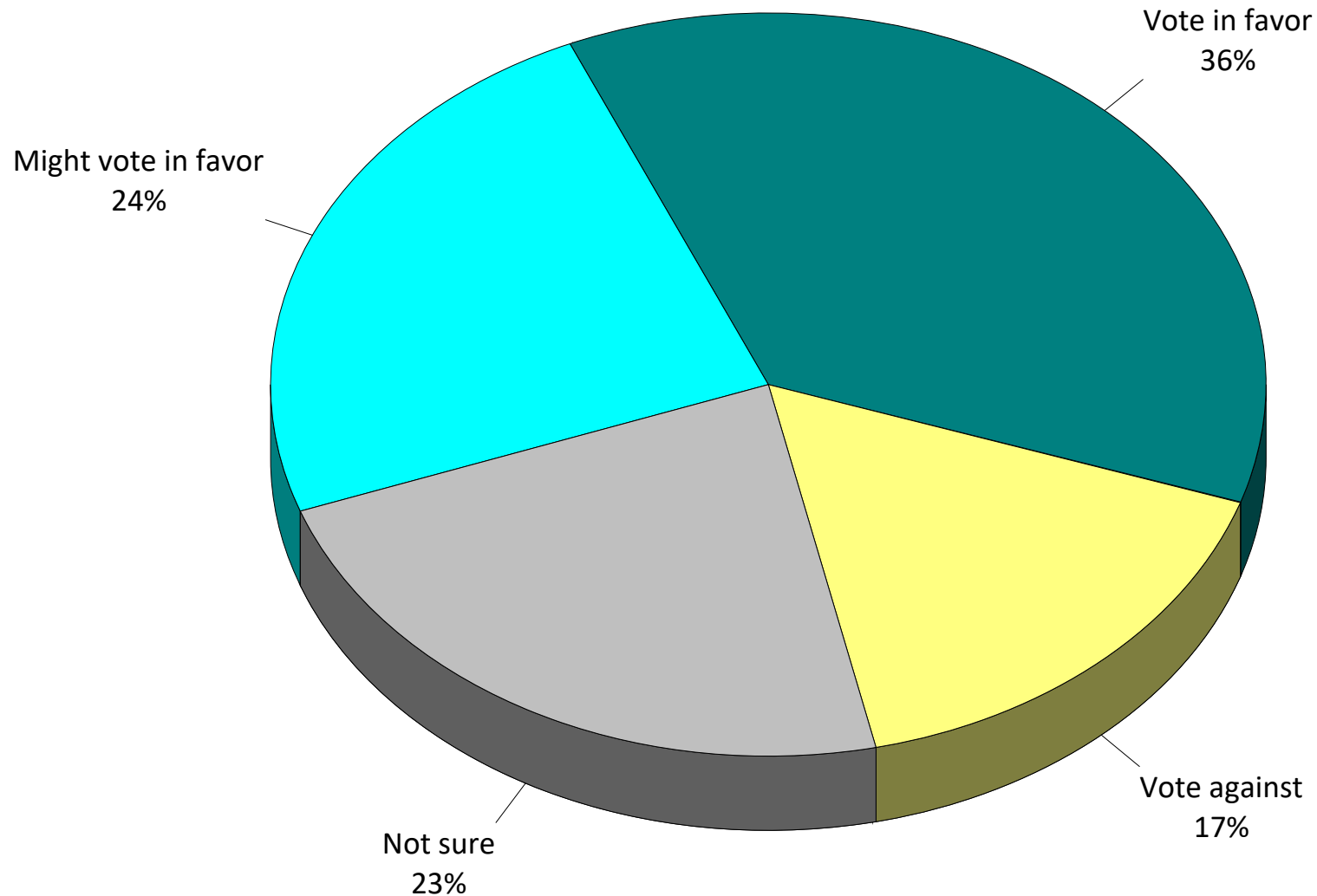
Q19. Most Preferred Sources for Learning About Recreation Programs and Activities

by percentage of respondents who selected the items as one of their top three choices



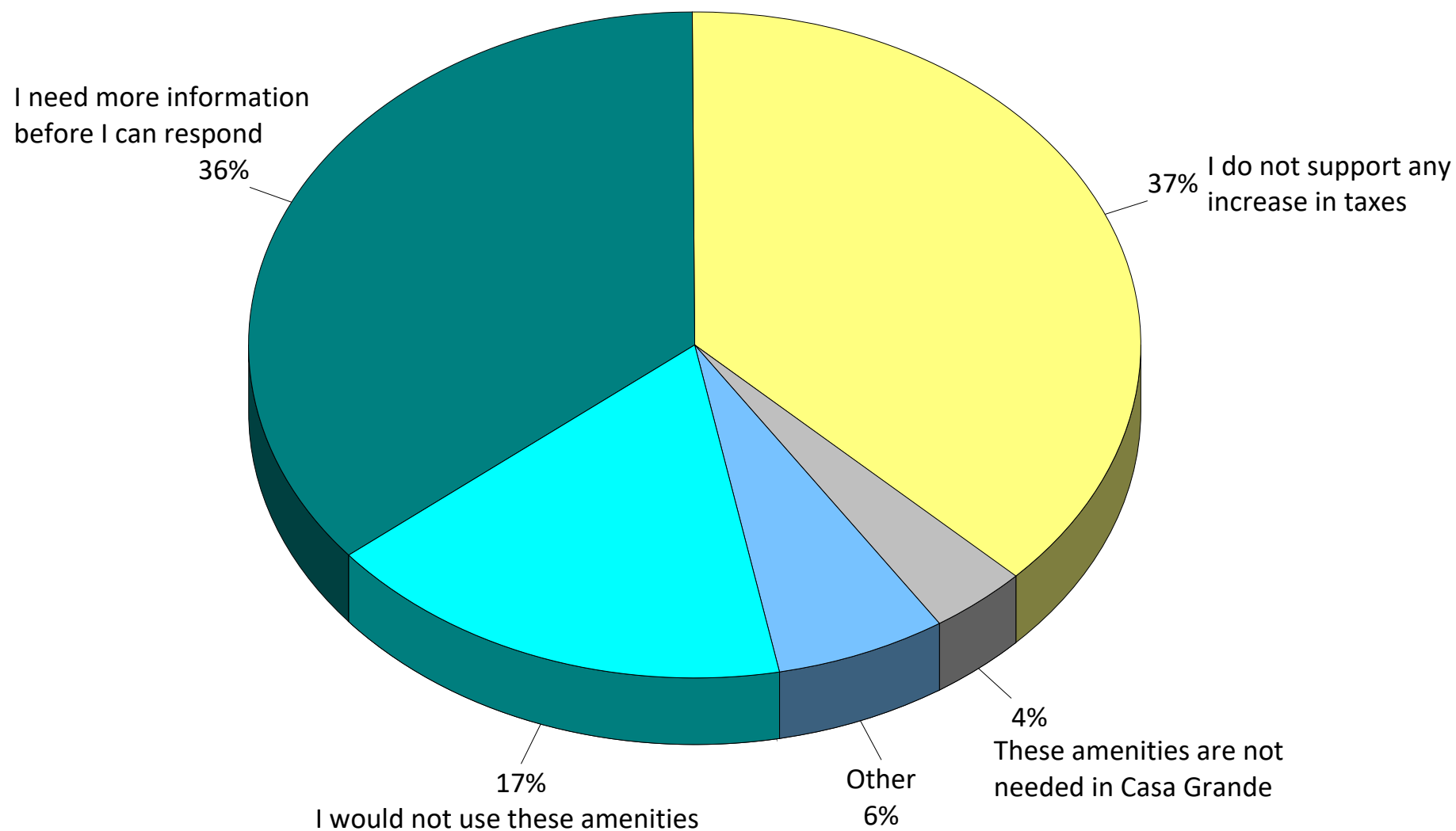
Q20. How Would You Vote on a General Obligation Bond?

by percentage of respondents (excluding “not provided”)



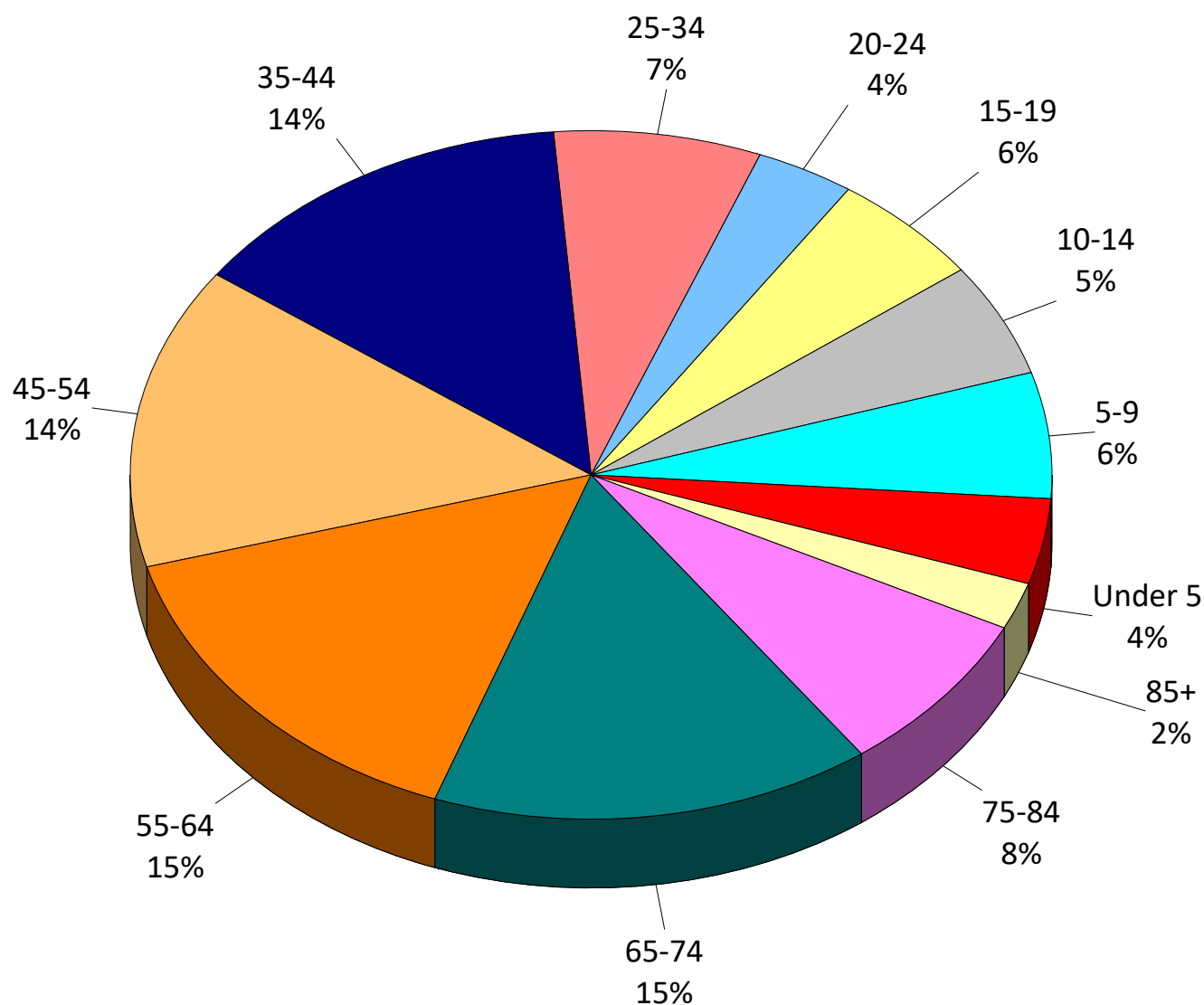
Q20a. Reasons Respondents Were Not In Favor of Bond

by percentage of respondents who answered "Not Sure" or "Vote Against" to Question 20



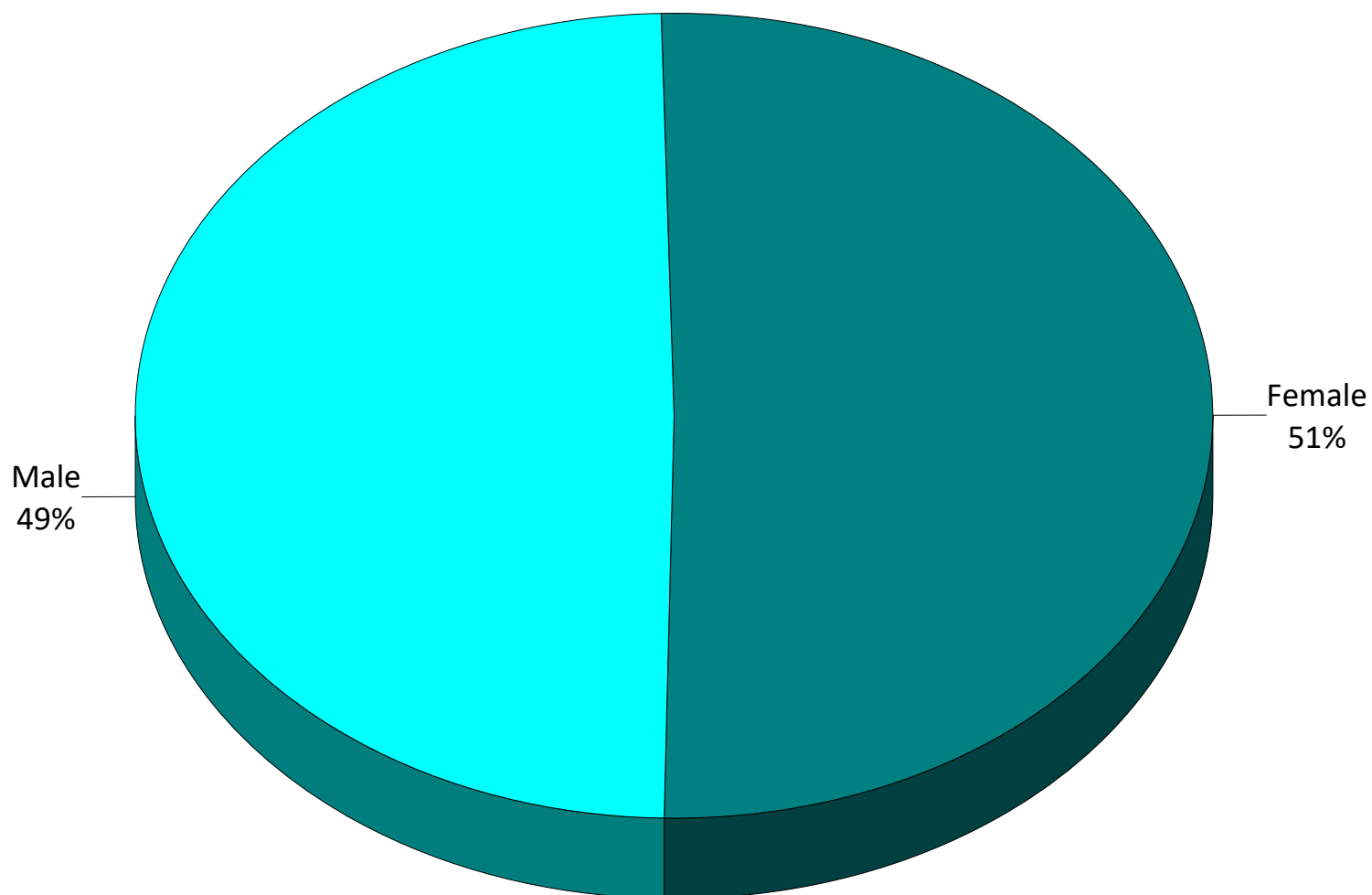
Q21. Counting yourself, how many people in your household are in the following age groups?

by percentage of persons in household



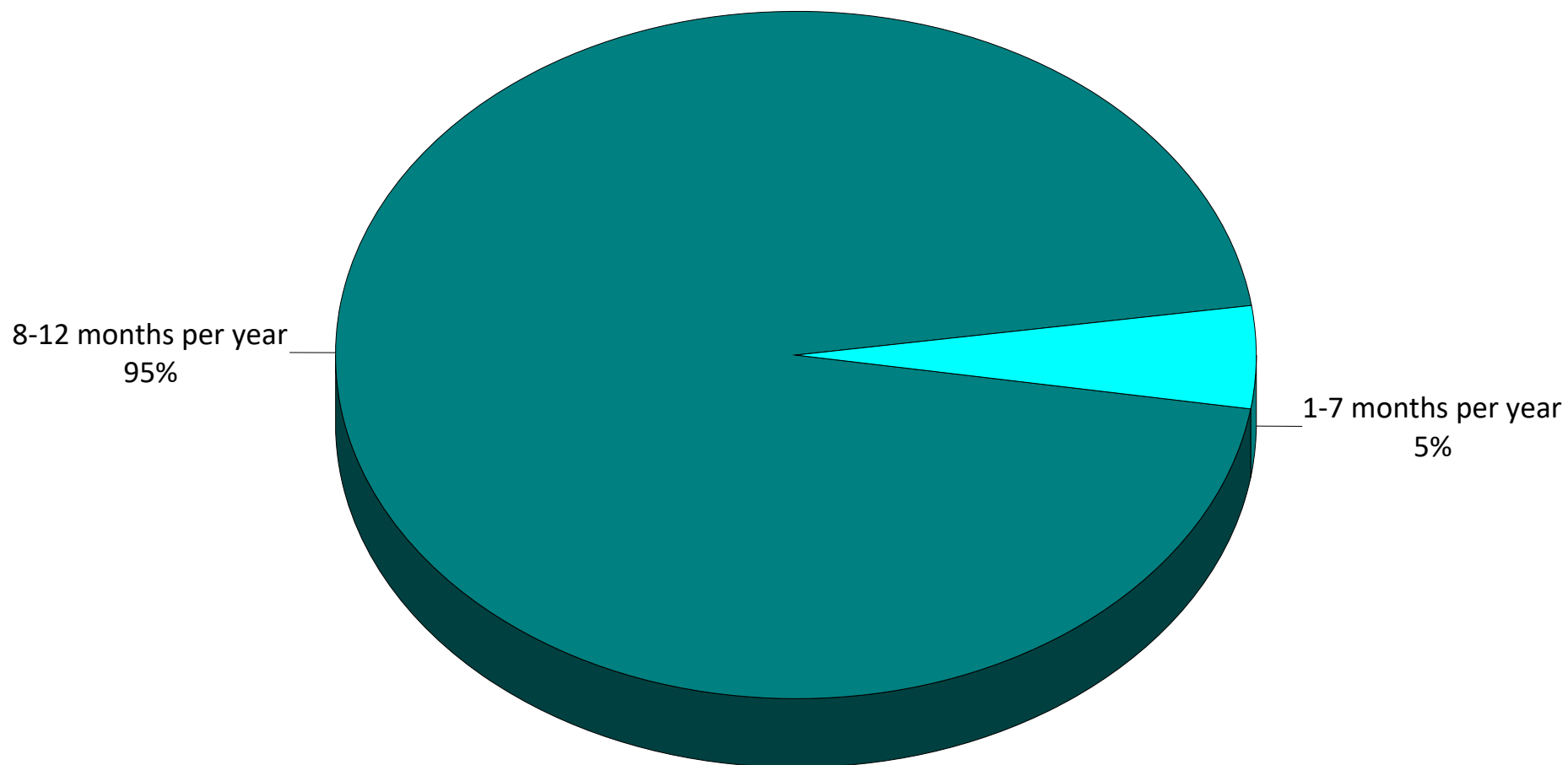
Q23. Your gender:

by percentage of respondents (excluding “not provided”)



Q24. Do You Reside in Casa Grande?

by percentage of respondents (excluding “not provided”)



3

**Priority Investment
Rating**

Priority Investment Rating

Casa Grande, Arizona

The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities and programs residents think should receive the highest priority for investment. The priority investment rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are met 50% or less) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

$$\text{PIR} = \text{UNR} + \text{IR}$$

For example, suppose the Unmet Needs Rating for dog parks is 46.7 (out of 100) and the Importance Rating for playgrounds is 52.1 (out of 100), the Priority Investment Rating for playgrounds would be 98.8 (out of 200).

How to Analyze the Charts:

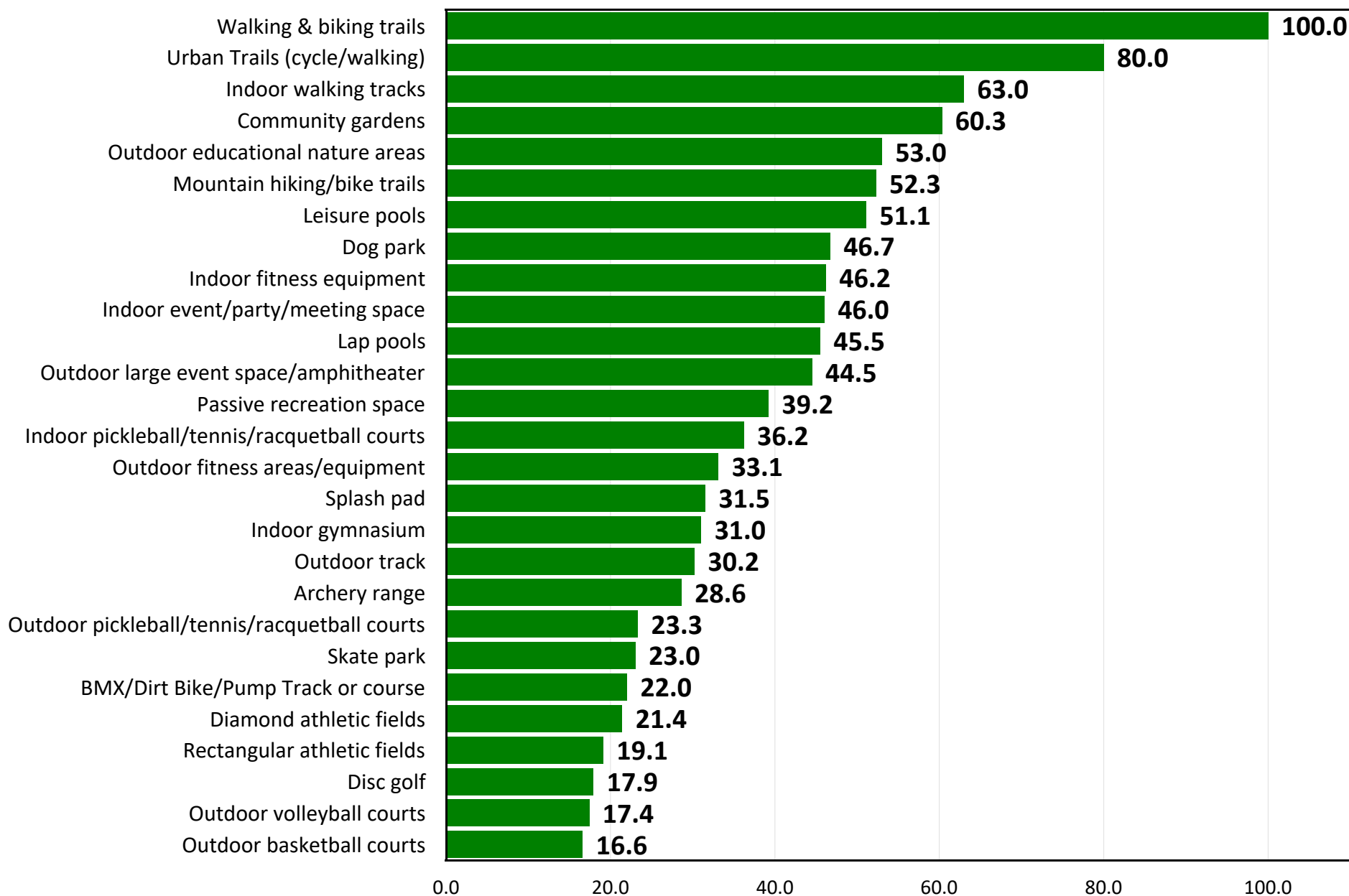
- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- **Medium Priority Areas** are those with a PIR of 50-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.
- **Low Priority Areas** are those with a PIR below 50. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating for facilities and programs.

Unmet Needs Rating for Facility/Amenity

the rating for the item with the most unmet need=100

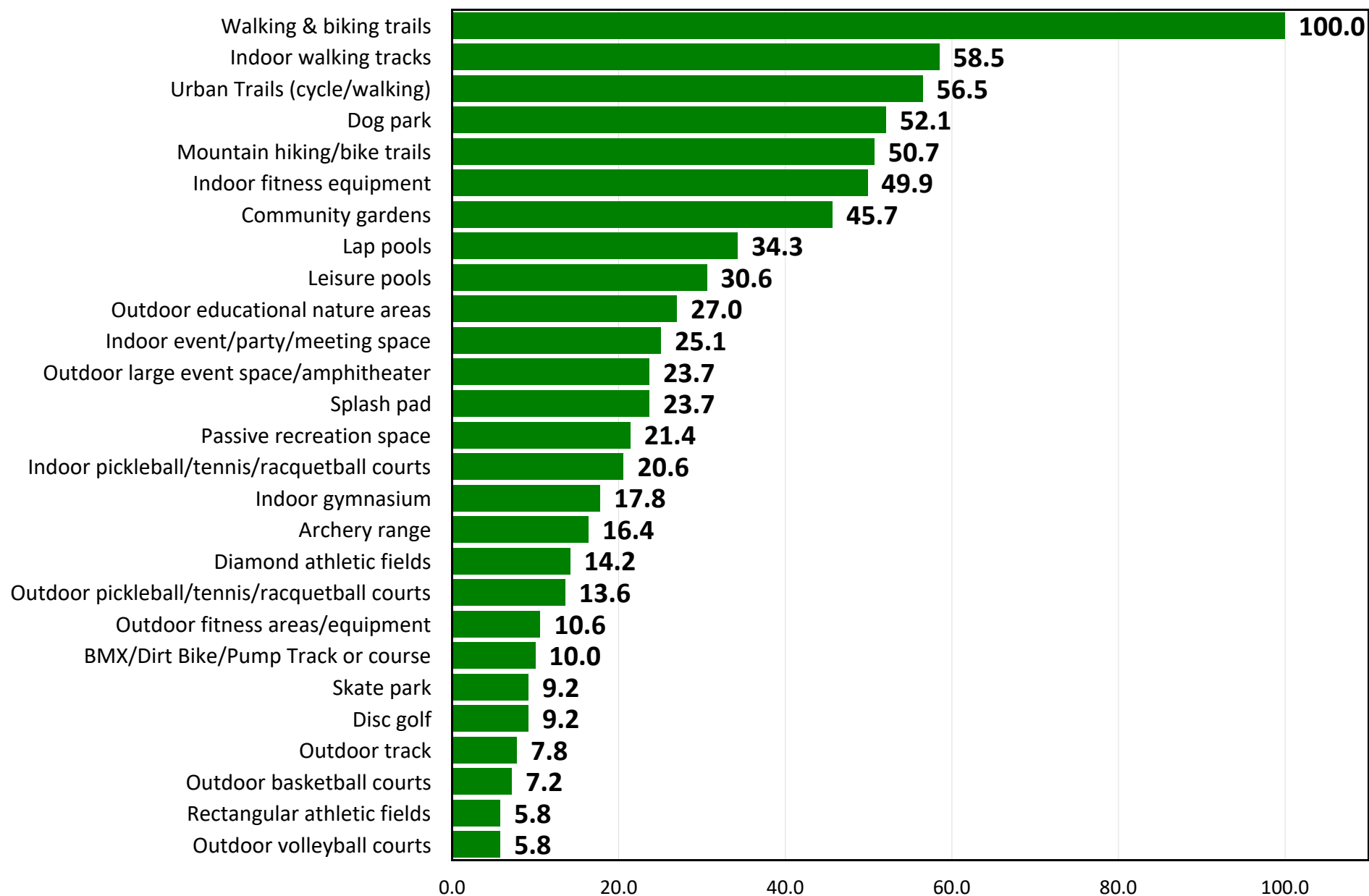
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



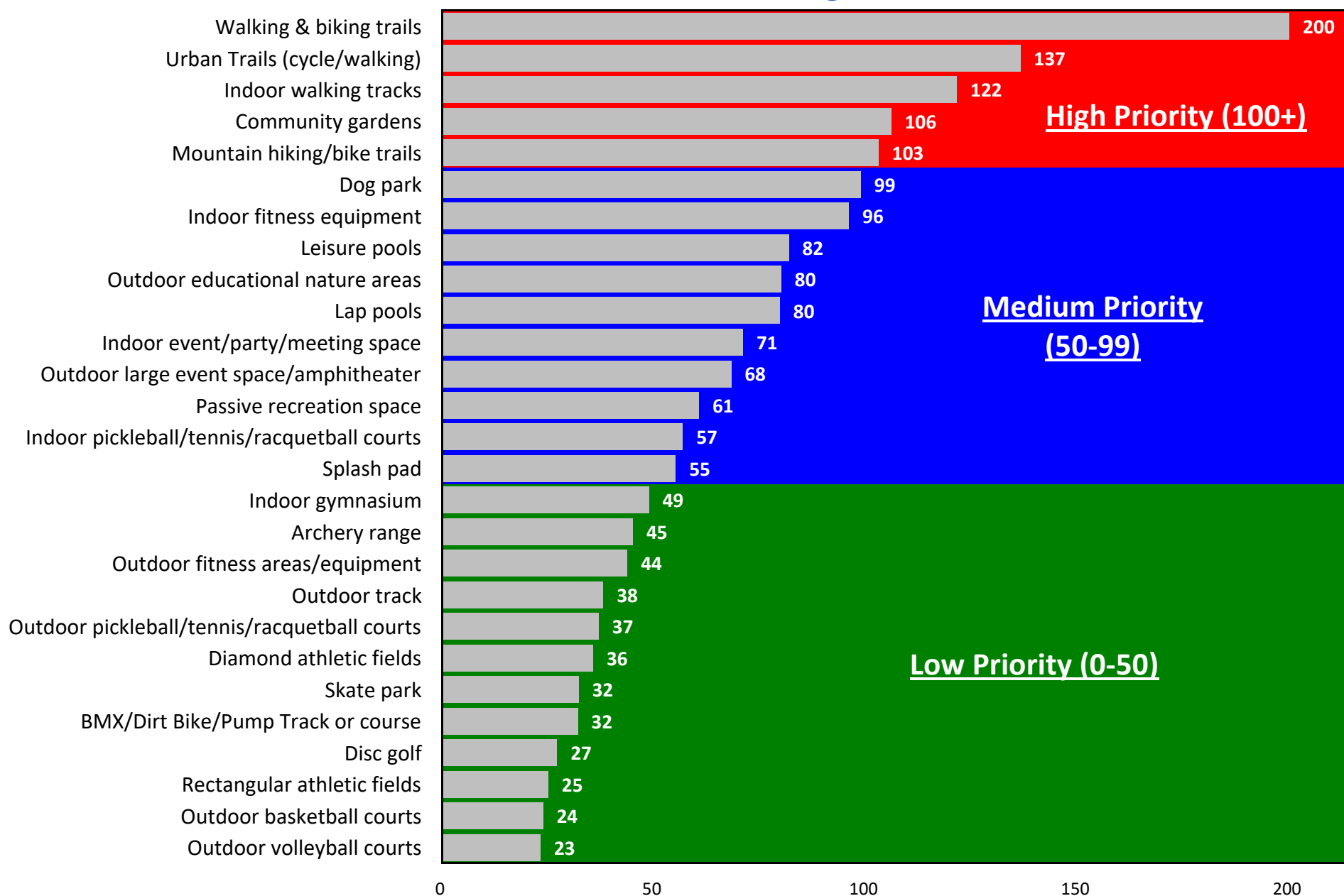
Importance Rating for Facility/Amenity

the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



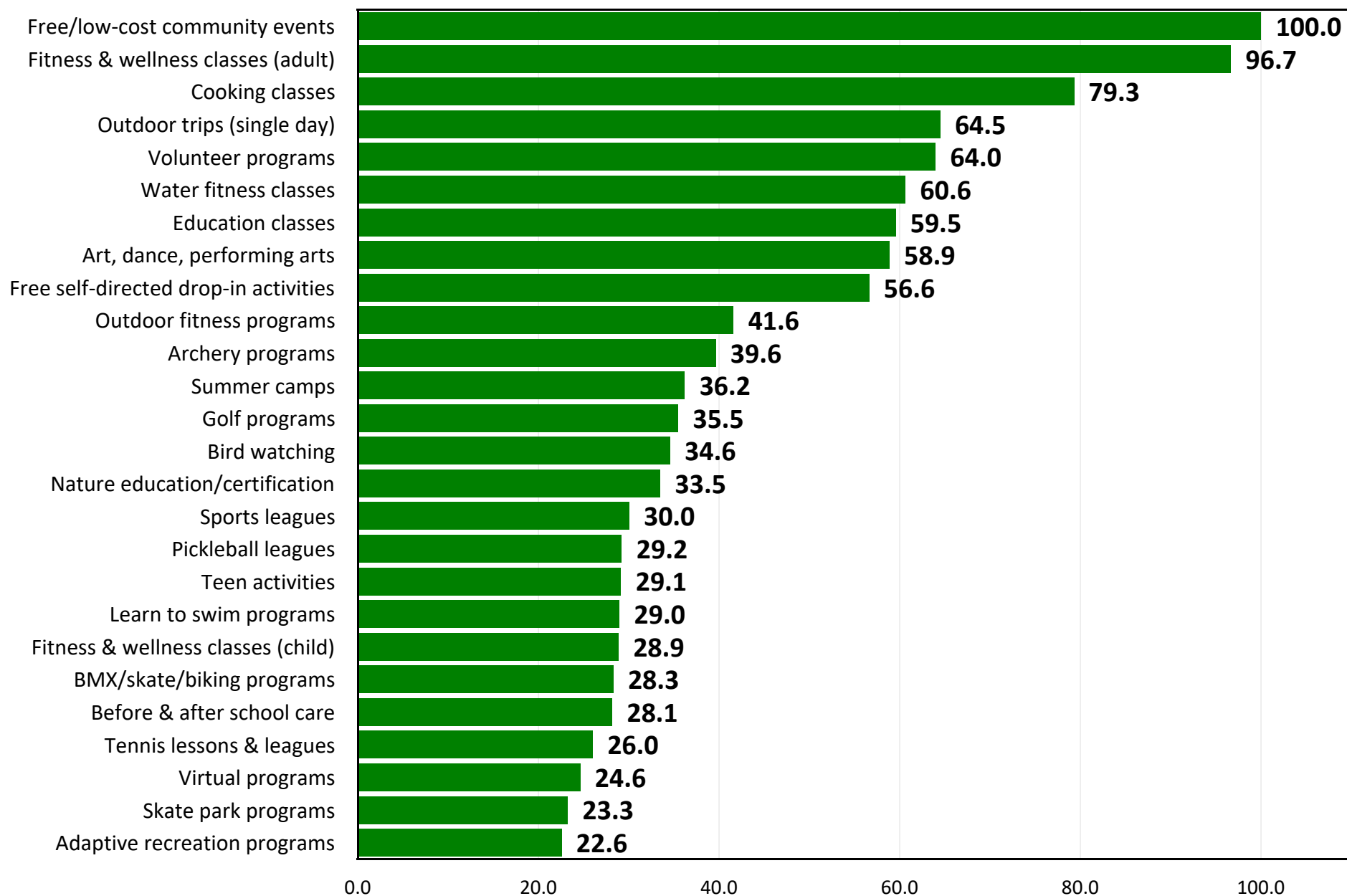
Top Priorities for Investment for Facility/Amenity on the Priority Investment Rating



Unmet Needs Rating for Recreation Programs

the rating for the item with the most unmet need=100

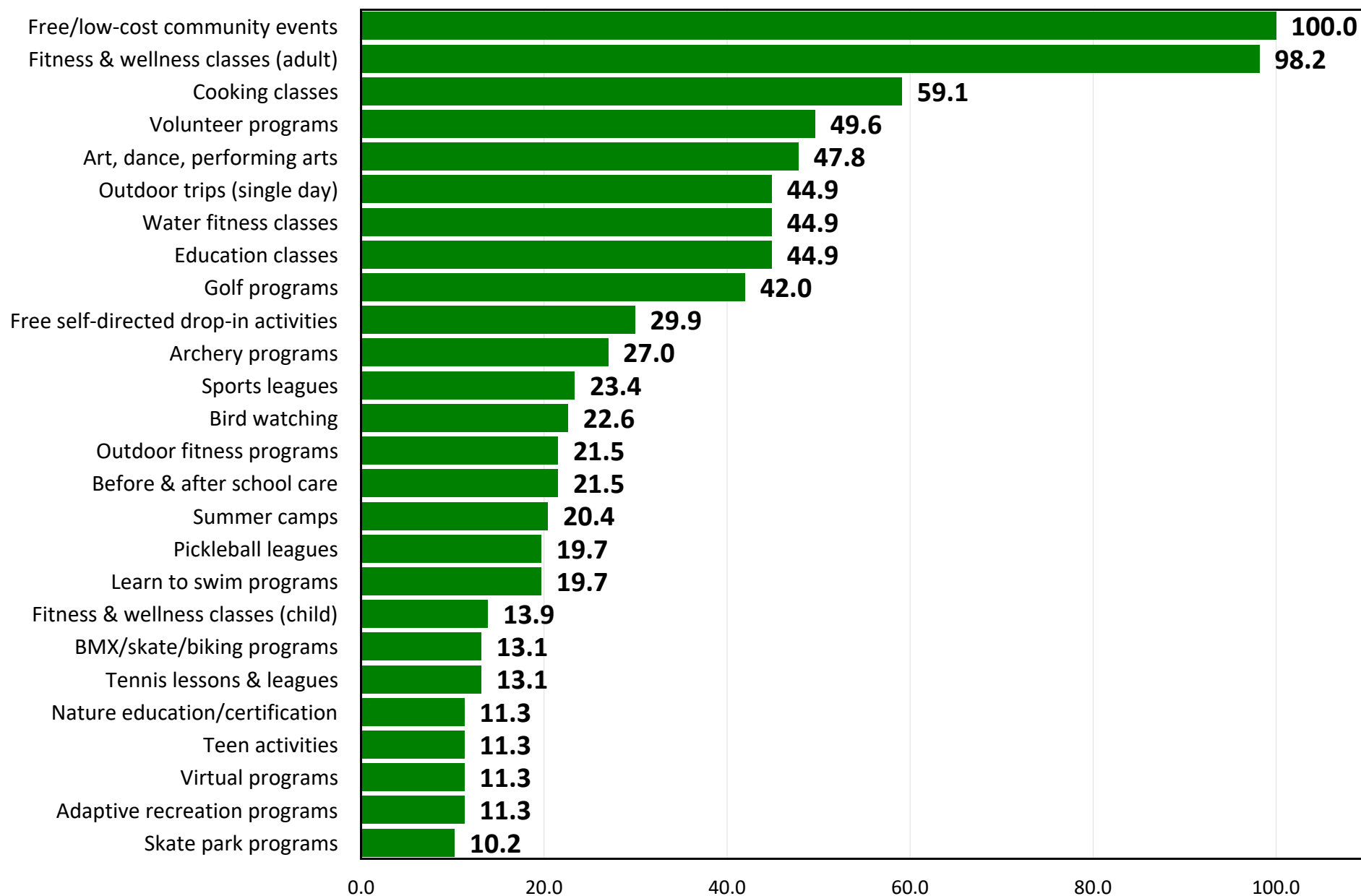
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



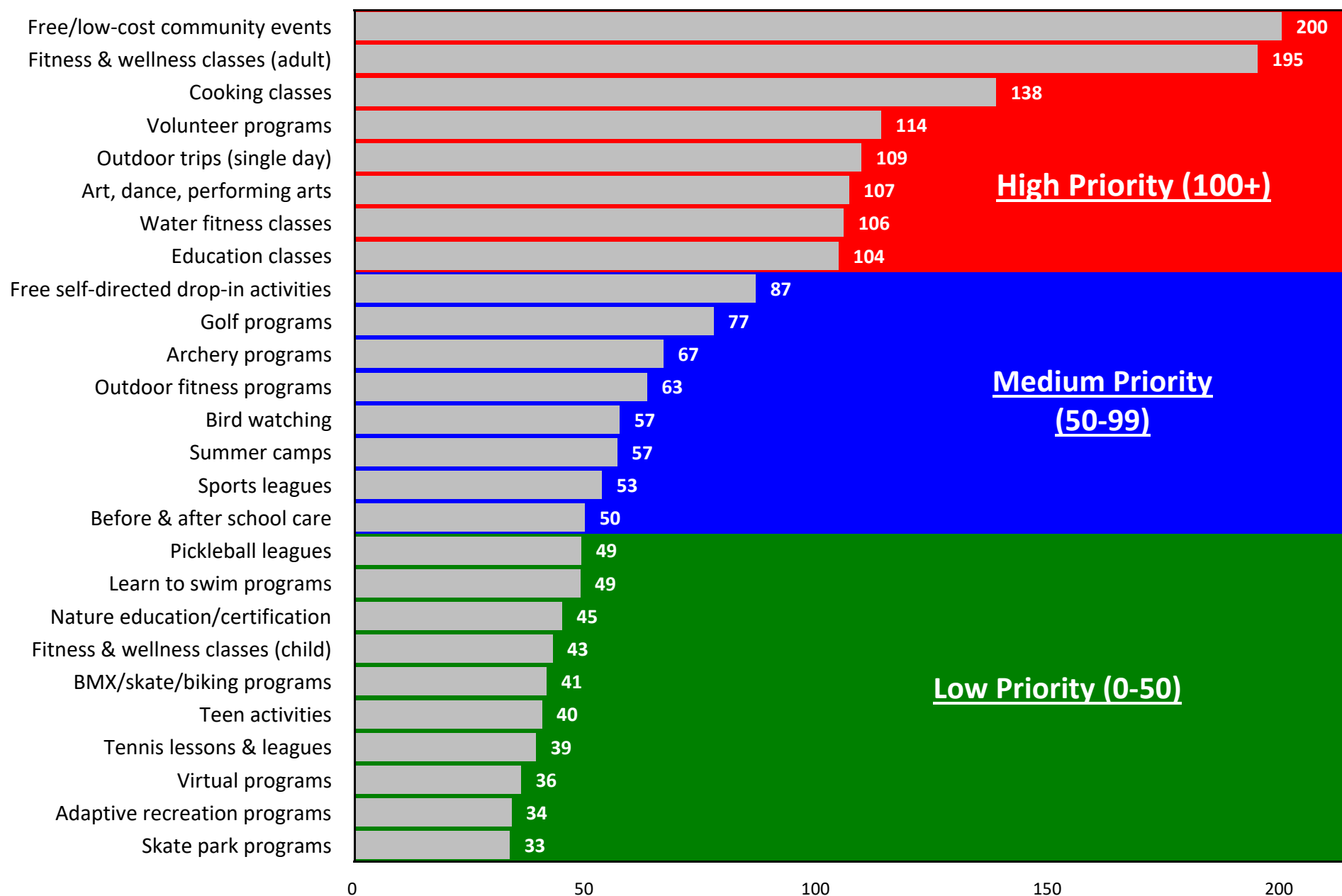
Importance Rating for Recreation Programs

the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



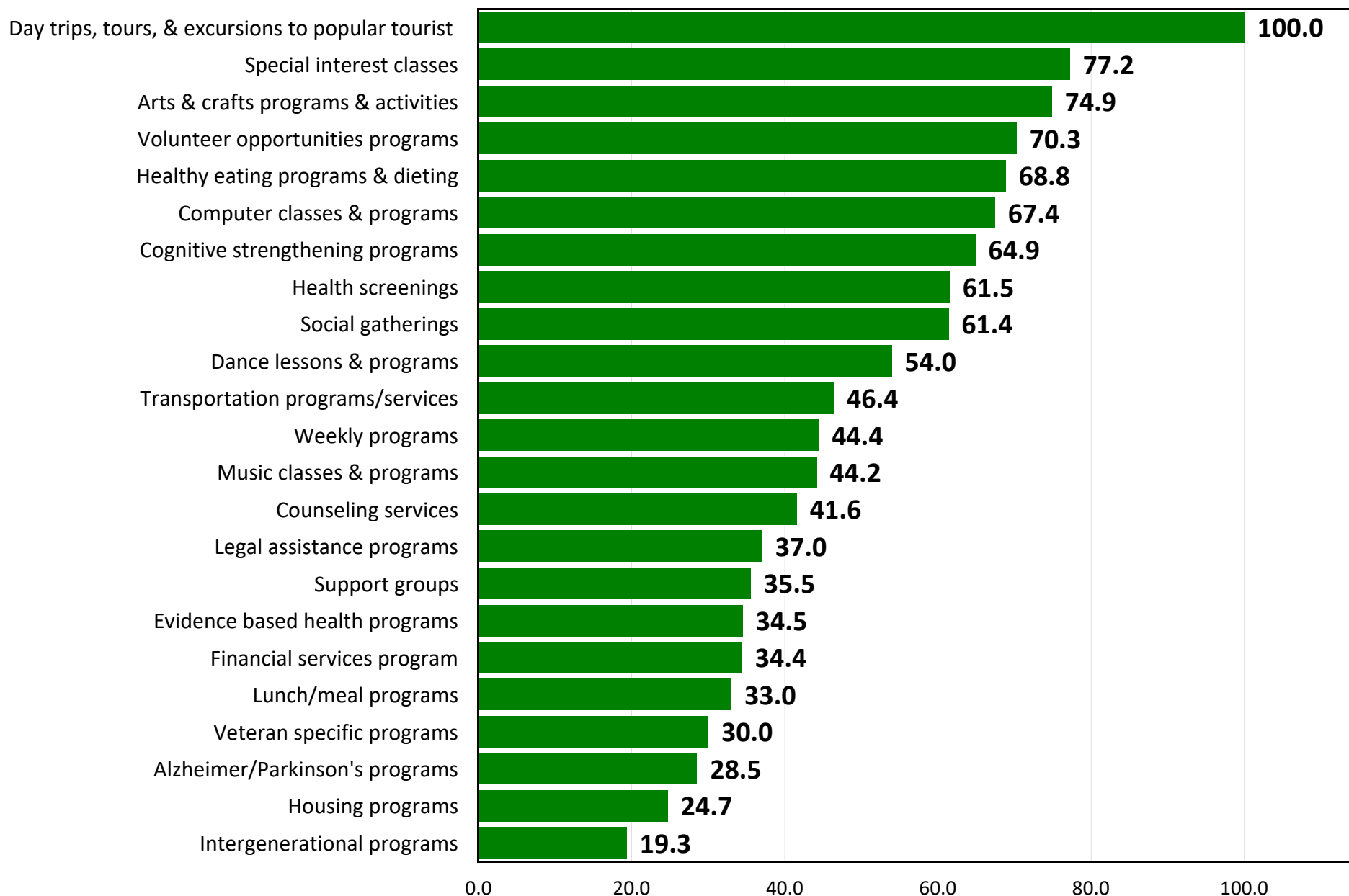
Top Priorities for Investment for Recreation Programs Based on the Priority Investment Rating



Unmet Needs Rating for Active Aging Program/Service

the rating for the item with the most unmet need=100

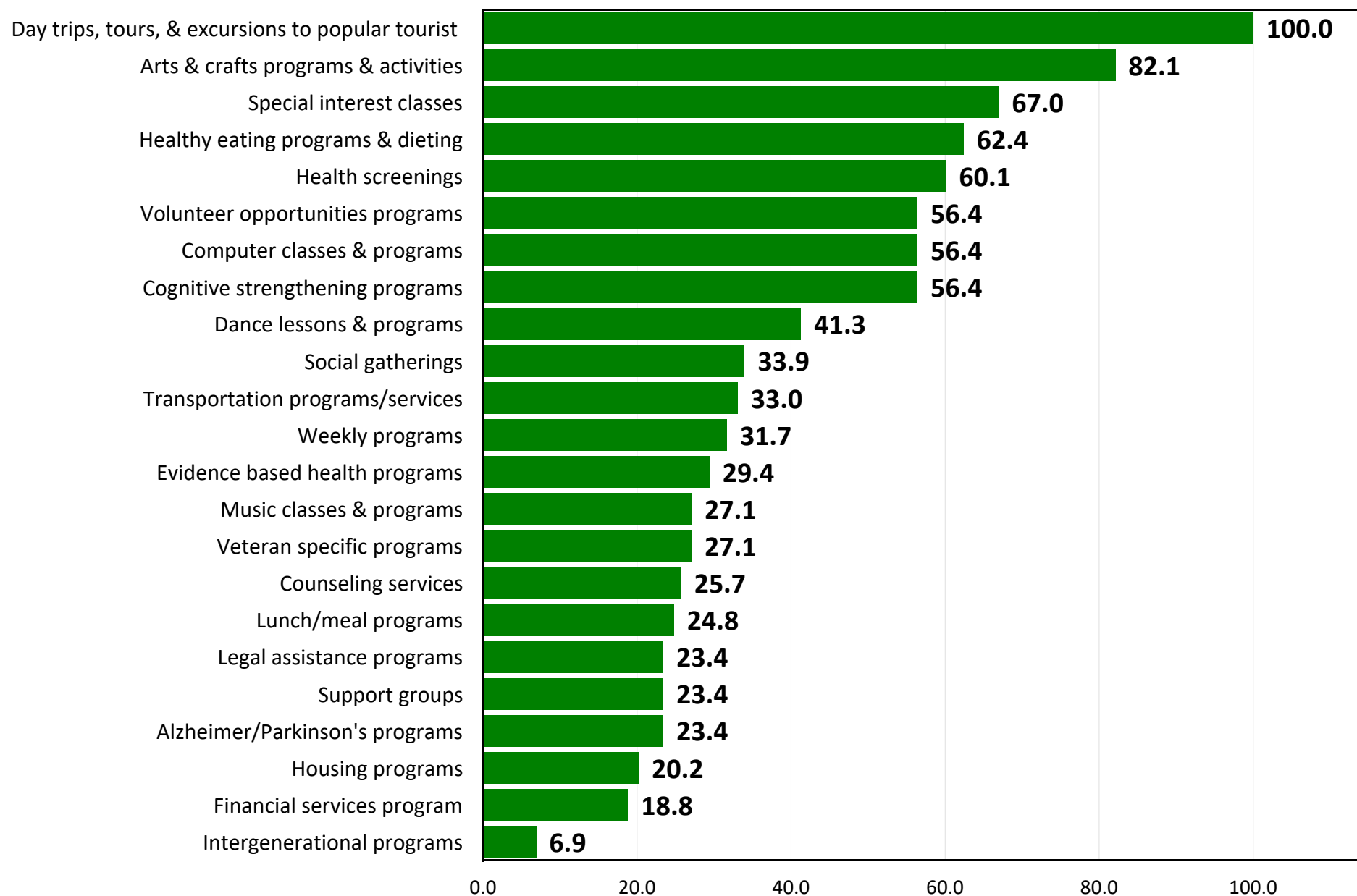
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



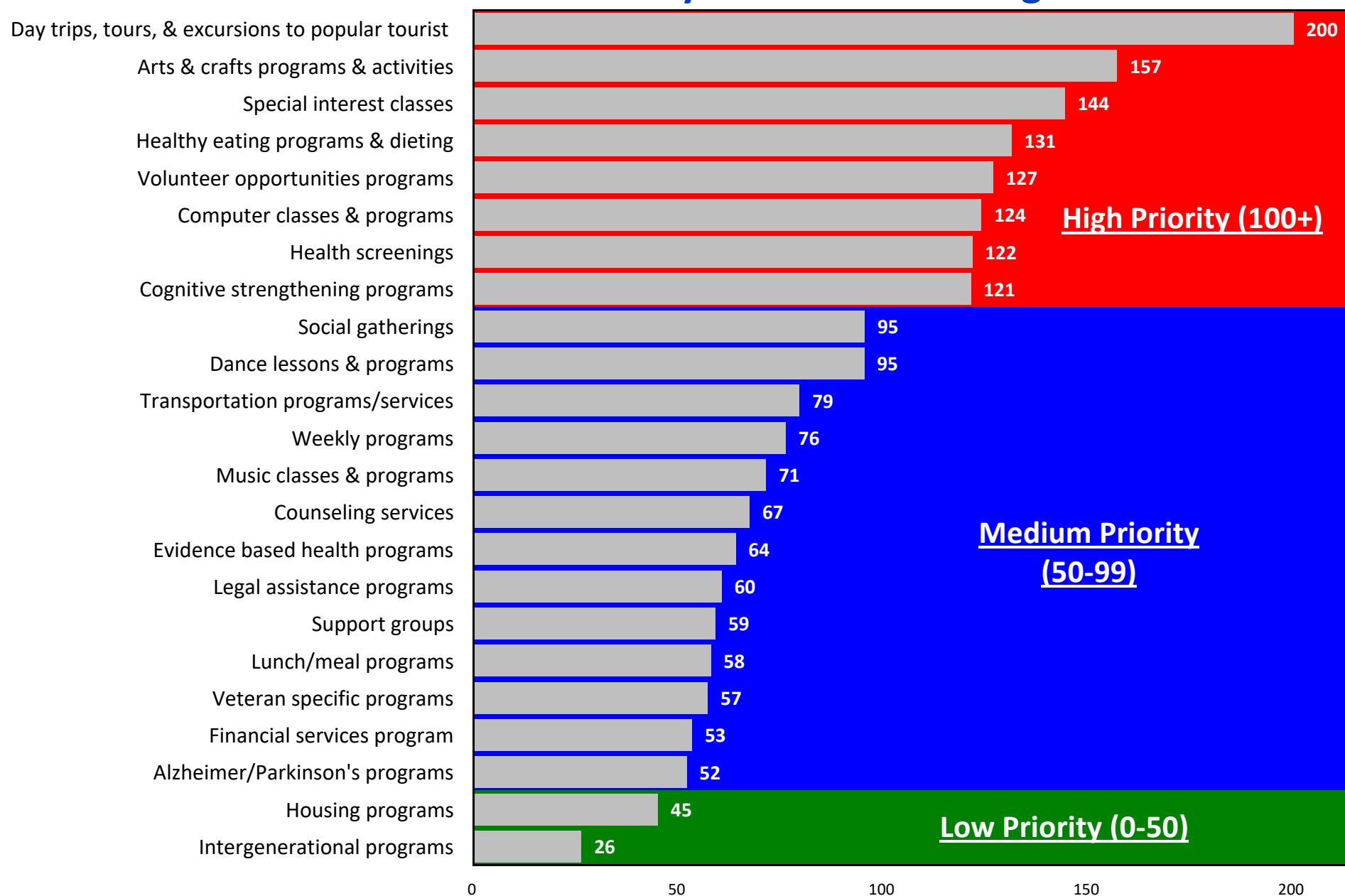
Importance Rating for Active Aging Program/Service

the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Top Priorities for Investment for Active Aging Program/Service Based on the Priority Investment Rating



4

Tabular Data

Q1. Facility Use. For each of the following, please indicate how often you or the members of your household use or visit each of the facilities listed below using a scale of 5 to 1, where 5 means "Daily," and 1 means "Never."

(N=390)

	Daily	Several times per week	Several times per month	Several times per year	Never	Not provided
Q1-1. City Libraries (Main or Vista Grande)	1.3%	5.1%	13.3%	32.6%	45.1%	2.6%
Q1-2. The Community Recreation Center	2.3%	7.4%	7.2%	17.4%	62.3%	3.3%
Q1-3. The Aquatic Center/Splashpad	0.8%	3.1%	4.9%	17.2%	70.3%	3.8%
Q1-4. The Dorothy Powell Senior Center	0.8%	2.1%	1.3%	12.3%	80.3%	3.3%
Q1-5. The Dave White Golf Course	1.3%	4.6%	6.4%	23.1%	61.5%	3.1%
Q1-6. City-owned sports fields	1.0%	2.8%	5.4%	22.8%	64.9%	3.1%
Q1-7. City-owned Mountain Park	2.1%	3.3%	8.5%	27.7%	55.4%	3.1%
Q1-8. Any other City-owned parks	2.6%	5.6%	12.6%	34.4%	40.8%	4.1%
Q1-9. The City's digital services (website)	1.8%	3.3%	14.1%	38.5%	39.2%	3.1%

(WITHOUT "NOT PROVIDED")

Q1. Facility Use. For each of the following, please indicate how often you or the members of your household use or visit each of the facilities listed below using a scale of 5 to 1, where 5 means "Daily," and 1 means "Never." (without "not provided")

(N=390)

	Daily	Several times per week	Several times per month	Several times per year	Never
Q1-1. City Libraries (Main or Vista Grande)	1.3%	5.3%	13.7%	33.4%	46.3%
Q1-2. The Community Recreation Center	2.4%	7.7%	7.4%	18.0%	64.5%
Q1-3. The Aquatic Center/ Splashpad	0.8%	3.2%	5.1%	17.9%	73.1%
Q1-4. The Dorothy Powell Senior Center	0.8%	2.1%	1.3%	12.7%	83.0%
Q1-5. The Dave White Golf Course	1.3%	4.8%	6.6%	23.8%	63.5%
Q1-6. City-owned sports fields	1.1%	2.9%	5.6%	23.5%	66.9%
Q1-7. City-owned Mountain Park	2.1%	3.4%	8.7%	28.6%	57.1%
Q1-8. Any other City-owned parks	2.7%	5.9%	13.1%	35.8%	42.5%
Q1-9. The City's digital services (website)	1.9%	3.4%	14.6%	39.7%	40.5%

Q2. Barriers to Library Usage. Please indicate which of the following are the biggest barriers to you or anyone in your household using the City's libraries. If you currently use the City's libraries, please indicate what keeps you from using them MORE OFTEN.

Q2. Which following are the biggest barriers to your household using City's libraries	Number	Percent
Do not need library services	150	38.5 %
Not interested in library services	45	11.5 %
Libraries lack programming we desire	20	5.1 %
I don't know what is offered	79	20.3 %
Hours of operation are not convenient	26	6.7 %
Locations are not convenient	21	5.4 %
Lack of security (feeling of safety)	15	3.8 %
Other	44	11.3 %
Total	400	

Q3. Barriers to Park, Field, or Amenity Usage. Please indicate which of the following are the biggest barriers to you or anyone in your household using the City's parks, fields, or amenities. If you currently use the City's parks, fields, or amenities, please indicate what keeps you from using them MORE OFTEN.

Q3. Which following are the biggest barriers to your household using City's parks, fields, or amenities	Number	Percent
Locations are not convenient	23	5.9 %
Too busy	61	15.6 %
Too crowded/lack of availability	46	11.8 %
Lack of park amenities that interest me	74	19.0 %
Not interested in what is offered	127	32.6 %
Other	53	13.6 %
Total	384	

Q4. Barriers to Community Center Usage. Please indicate which of the following are the biggest barriers to you or anyone in your household using the Community Recreation Center or Dorothy Powell Senior Center. If you currently use the Community Recreation Center or Dorothy Powell Senior Center, please indicate what keeps you from using them MORE OFTEN.

Q4. Which following are the biggest barriers to your household using Community Recreation Center or Dorothy Powell Senior Center	Number	Percent
Too crowded/lack of availability	19	4.9 %
Fees are too high	53	13.6 %
I don't know what is offered	104	26.7 %
Too busy	34	8.7 %
Use private gyms	31	7.9 %
Desired programs are not offered	29	7.4 %
Membership	36	9.2 %
Not interested in what is offered	87	22.3 %
Hours of operation are not convenient	30	7.7 %
Other	46	11.8 %
I am not old enough to use a Senior Center	184	47.2 %
Total	653	

Q5. Barriers to Golf Course Usage. Please indicate which of the following are the biggest barriers to you or anyone in your household using the Dave White Golf Course. If you currently use the Dave White Golf Course, please indicate what keeps you from using them MORE OFTEN.

Q5. Which following are the biggest barriers to your household using Dave White Golf Course

	Number	Percent
Lack of interest	197	50.5 %
Too crowded	23	5.9 %
Lack of tee time availability	28	7.2 %
Quality of the course	23	5.9 %
Fees are too high	32	8.2 %
Use other courses	31	7.9 %
Other	60	15.4 %
Total	394	

Q6. Please indicate if you or any member of your household has a need for each type of facility or amenity listed below.

(N=390)

	Yes	No
Q6-1. Archery range	15.1%	84.9%
Q6-2. BMX/Dirt Bike/Pump Track or course	10.3%	89.7%
Q6-3. Community gardens	28.2%	71.8%
Q6-4. Diamond athletic fields (baseball, softball, etc.)	14.9%	85.1%
Q6-5. Disc golf	9.2%	90.8%
Q6-6. Dog park	29.2%	70.8%
Q6-7. Indoor event/party/meeting space	25.6%	74.4%
Q6-8. Indoor fitness equipment	35.4%	64.6%
Q6-9. Indoor gymnasium (e.g., basketball, volleyball)	20.5%	79.5%
Q6-10. Indoor pickleball/tennis/racquetball courts	18.5%	81.5%
Q6-11. Indoor walking tracks	39.2%	60.8%
Q6-12. Lap pools	21.8%	78.2%
Q6-13. Leisure pools	26.9%	73.1%
Q6-14. Mountain hiking/bike trails	33.1%	66.9%
Q6-15. Outdoor basketball courts	10.5%	89.5%
Q6-16. Outdoor educational nature areas	27.9%	72.1%
Q6-17. Outdoor fitness areas/equipment	16.7%	83.3%
Q6-18. Outdoor large event space/amphitheater	21.8%	78.2%
Q6-19. Outdoor pickleball/tennis/racquetball courts	15.9%	84.1%

Q6. Please indicate if you or any member of your household has a need for each type of facility or amenity listed below.

	Yes	No
Q6-20. Outdoor track	16.4%	83.6%
Q6-21. Outdoor volleyball courts	9.0%	91.0%
Q6-22. Passive recreation space	21.8%	78.2%
Q6-23. Rectangular athletic fields (soccer, football, etc.)	12.3%	87.7%
Q6-24. Skate park	14.1%	85.9%
Q6-25. Splash pad	22.3%	77.7%
Q6-26. Urban Trails (cycle/walking)	42.8%	57.2%
Q6-27. Walking & biking trails	53.8%	46.2%
Q6-28. Other	7.4%	92.6%

Q6. If "Yes," please rate how well your needs for facilities/amenities of this type are being met by the City of Casa Grande and/or other private sector agencies.

(N=331)

	100% met	75% met	50% met	25% met	0% met
Q6-1. Archery range	9.4%	9.4%	7.5%	17.0%	56.6%
Q6-2. BMX/Dirt Bike/Pump Track or course	2.9%	5.7%	8.6%	14.3%	68.6%
Q6-3. Community gardens	5.2%	3.1%	10.3%	17.5%	63.9%
Q6-4. Diamond athletic fields (baseball, softball, etc.)	11.5%	26.9%	38.5%	13.5%	9.6%
Q6-5. Disc golf	13.3%	3.3%	16.7%	23.3%	43.3%
Q6-6. Dog park	16.2%	15.2%	26.7%	28.6%	13.3%
Q6-7. Indoor event/party/meeting space	10.3%	12.6%	18.4%	21.8%	36.8%
Q6-8. Indoor fitness equipment	30.5%	13.6%	17.8%	18.6%	19.5%
Q6-9. Indoor gymnasium (e.g., basketball, volleyball)	21.1%	14.1%	19.7%	29.6%	15.5%
Q6-10. Indoor pickleball/tennis/racquetball courts	9.7%	6.5%	21.0%	19.4%	43.5%
Q6-11. Indoor walking tracks	23.5%	7.6%	19.7%	19.7%	29.5%
Q6-12. Lap pools	5.3%	5.3%	11.8%	11.8%	65.8%
Q6-13. Leisure pools	6.2%	12.4%	19.6%	26.8%	35.1%
Q6-14. Mountain hiking/bike trails	13.6%	18.6%	37.3%	19.5%	11.0%
Q6-15. Outdoor basketball courts	20.6%	11.8%	35.3%	23.5%	8.8%
Q6-16. Outdoor educational nature areas	6.5%	12.0%	17.4%	21.7%	42.4%
Q6-17. Outdoor fitness areas/equipment	7.4%	7.4%	18.5%	22.2%	44.4%
Q6-18. Outdoor large event space/amphitheater	8.3%	4.2%	13.9%	20.8%	52.8%

Q6. If "Yes," please rate how well your needs for facilities/amenities of this type are being met by the City of Casa Grande and/or other private sector agencies.

	100% met	75% met	50% met	25% met	0% met
Q6-19. Outdoor pickleball/tennis/ racquetball courts	15.7%	21.6%	25.5%	17.6%	19.6%
Q6-20. Outdoor track	14.0%	7.0%	28.1%	24.6%	26.3%
Q6-21. Outdoor volleyball courts	13.8%	3.4%	31.0%	27.6%	24.1%
Q6-22. Passive recreation space	13.5%	9.5%	28.4%	28.4%	20.3%
Q6-23. Rectangular athletic fields (soccer, football, etc.)	19.0%	14.3%	28.6%	21.4%	16.7%
Q6-24. Skate park	16.0%	14.0%	28.0%	20.0%	22.0%
Q6-25. Splash pad	21.1%	18.4%	18.4%	31.6%	10.5%
Q6-26. Urban Trails (cycle/walking)	11.0%	8.9%	20.5%	29.5%	30.1%
Q6-27. Walking & biking trails	9.0%	11.2%	25.5%	30.3%	23.9%
Q6-28. Other	4.0%	12.0%	8.0%	16.0%	60.0%

Q7. Which FOUR facilities/amenities from the list in Question 6 are MOST IMPORTANT to your household?

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Archery range	7	1.8 %
BMX/Dirt Bike/Pump Track or course	3	0.8 %
Community gardens	19	4.9 %
Diamond athletic fields (baseball, softball, etc.)	10	2.6 %
Disc golf	6	1.5 %
Dog park	34	8.7 %
Indoor event/party/meeting space	7	1.8 %
Indoor fitness equipment	17	4.4 %
Indoor gymnasium (e.g., basketball, volleyball)	4	1.0 %
Indoor pickleball/tennis/racquetball courts	10	2.6 %
Indoor walking tracks	25	6.4 %
Lap pools	18	4.6 %
Leisure pools	16	4.1 %
Mountain hiking/bike trails	20	5.1 %
Outdoor basketball courts	1	0.3 %
Outdoor educational nature areas	5	1.3 %
Outdoor large event space/amphitheater	2	0.5 %
Outdoor pickleball/tennis/racquetball courts	5	1.3 %
Outdoor track	1	0.3 %
Outdoor volleyball courts	2	0.5 %
Passive recreation space	3	0.8 %
Rectangular athletic fields (soccer, football, etc.)	3	0.8 %
Skate park	2	0.5 %
Splash pad	9	2.3 %
Urban Trails (cycle/walking)	25	6.4 %
Walking & biking trails	33	8.5 %
Other	13	3.3 %
<u>None chosen</u>	<u>90</u>	<u>23.1 %</u>
Total	390	100.0 %

Q7. Which FOUR facilities/amenities from the list in Question 6 are MOST IMPORTANT to your household?

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Archery range	6	1.5 %
BMX/Dirt Bike/Pump Track or course	4	1.0 %
Community gardens	15	3.8 %
Diamond athletic fields (baseball, softball, etc.)	6	1.5 %
Disc golf	3	0.8 %
Dog park	17	4.4 %
Indoor event/party/meeting space	16	4.1 %
Indoor fitness equipment	24	6.2 %
Indoor gymnasium (e.g., basketball, volleyball)	5	1.3 %
Indoor pickleball/tennis/racquetball courts	8	2.1 %
Indoor walking tracks	30	7.7 %
Lap pools	11	2.8 %
Leisure pools	7	1.8 %
Mountain hiking/bike trails	15	3.8 %
Outdoor basketball courts	2	0.5 %
Outdoor educational nature areas	9	2.3 %
Outdoor fitness areas/equipment	4	1.0 %
Outdoor large event space/amphitheater	7	1.8 %
Outdoor pickleball/tennis/racquetball courts	3	0.8 %
Outdoor track	3	0.8 %
Outdoor volleyball courts	2	0.5 %
Passive recreation space	6	1.5 %
Rectangular athletic fields (soccer, football, etc.)	4	1.0 %
Skate park	3	0.8 %
Splash pad	8	2.1 %
Urban Trails (cycle/walking)	19	4.9 %
Walking & biking trails	40	10.3 %
Other	10	2.6 %
<u>None chosen</u>	<u>103</u>	<u>26.4 %</u>
Total	390	100.0 %

Q7. Which FOUR facilities/amenities from the list in Question 6 are MOST IMPORTANT to your household?

Q7. 3rd choice	Number	Percent
Archery range	5	1.3 %
BMX/Dirt Bike/Pump Track or course	5	1.3 %
Community gardens	10	2.6 %
Disc golf	2	0.5 %
Dog park	12	3.1 %
Indoor event/party/meeting space	8	2.1 %
Indoor fitness equipment	20	5.1 %
Indoor gymnasium (e.g., basketball, volleyball)	10	2.6 %
Indoor pickleball/tennis/racquetball courts	9	2.3 %
Indoor walking tracks	10	2.6 %
Lap pools	12	3.1 %
Leisure pools	11	2.8 %
Mountain hiking/bike trails	20	5.1 %
Outdoor basketball courts	4	1.0 %
Outdoor educational nature areas	14	3.6 %
Outdoor fitness areas/equipment	8	2.1 %
Outdoor large event space/amphitheater	12	3.1 %
Outdoor pickleball/tennis/racquetball courts	7	1.8 %
Outdoor track	4	1.0 %
Outdoor volleyball courts	2	0.5 %
Passive recreation space	13	3.3 %
Rectangular athletic fields (soccer, football, etc.)	1	0.3 %
Skate park	4	1.0 %
Splash pad	5	1.3 %
Urban Trails (cycle/walking)	15	3.8 %
Walking & biking trails	34	8.7 %
Other	6	1.5 %
None chosen	127	32.6 %
Total	390	100.0 %

Q7. Which FOUR facilities/amenities from the list in Question 6 are MOST IMPORTANT to your household?

Q7. 4th choice	Number	Percent
Archery range	5	1.3 %
BMX/Dirt Bike/Pump Track or course	2	0.5 %
Community gardens	20	5.1 %
Diamond athletic fields (baseball, softball, etc.)	4	1.0 %
Disc golf	2	0.5 %
Dog park	10	2.6 %
Indoor event/party/meeting space	4	1.0 %
Indoor fitness equipment	9	2.3 %
Indoor gymnasium (e.g., basketball, volleyball)	6	1.5 %
Indoor pickleball/tennis/racquetball courts	2	0.5 %
Indoor walking tracks	17	4.4 %
Lap pools	7	1.8 %
Leisure pools	9	2.3 %
Mountain hiking/bike trails	16	4.1 %
Outdoor basketball courts	3	0.8 %
Outdoor educational nature areas	10	2.6 %
Outdoor fitness areas/equipment	3	0.8 %
Outdoor large event space/amphitheater	12	3.1 %
Outdoor pickleball/tennis/racquetball courts	4	1.0 %
Outdoor track	3	0.8 %
Outdoor volleyball courts	2	0.5 %
Passive recreation space	8	2.1 %
Skate park	4	1.0 %
Splash pad	11	2.8 %
Urban Trails (cycle/walking)	20	5.1 %
Walking & biking trails	33	8.5 %
Other	4	1.0 %
None chosen	160	41.0 %
Total	390	100.0 %

SUM OF TOP 4**Q7. Which FOUR facilities/amenities from the list in Question 6 are MOST IMPORTANT to your household? (top 4)**

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Archery range	23	5.9 %
BMX/Dirt Bike/Pump Track or course	14	3.6 %
Community gardens	64	16.4 %
Diamond athletic fields (baseball, softball, etc.)	20	5.1 %
Disc golf	13	3.3 %
Dog park	73	18.7 %
Indoor event/party/meeting space	35	9.0 %
Indoor fitness equipment	70	17.9 %
Indoor gymnasium (e.g., basketball, volleyball)	25	6.4 %
Indoor pickleball/tennis/racquetball courts	29	7.4 %
Indoor walking tracks	82	21.0 %
Lap pools	48	12.3 %
Leisure pools	43	11.0 %
Mountain hiking/bike trails	71	18.2 %
Outdoor basketball courts	10	2.6 %
Outdoor educational nature areas	38	9.7 %
Outdoor fitness areas/equipment	15	3.8 %
Outdoor large event space/amphitheater	33	8.5 %
Outdoor pickleball/tennis/racquetball courts	19	4.9 %
Outdoor track	11	2.8 %
Outdoor volleyball courts	8	2.1 %
Passive recreation space	30	7.7 %
Rectangular athletic fields (soccer, football, etc.)	8	2.1 %
Skate park	13	3.3 %
Splash pad	33	8.5 %
Urban Trails (cycle/walking)	79	20.3 %
Walking & biking trails	140	35.9 %
Other	33	8.5 %
None chosen	90	23.1 %
Total	1170	

Q8. Please indicate if you or any member of your household has a need for each type of recreation program listed below.

(N=390)

	Yes	No
Q8-1. Adaptive recreation programs	7.7%	92.3%
Q8-2. Archery programs	13.1%	86.9%
Q8-3. Art, dance, performing arts	21.8%	78.2%
Q8-4. Before & after school care	10.3%	89.7%
Q8-5. Bird watching	11.5%	88.5%
Q8-6. BMX/skate/biking programs	9.5%	90.5%
Q8-7. Cooking classes	25.9%	74.1%
Q8-8. Education classes	22.1%	77.9%
Q8-9. Fitness & wellness classes (adult)	41.0%	59.0%
Q8-10. Fitness & wellness classes (child)	10.8%	89.2%
Q8-11. Free self-directed drop-in activities (cards, dominos, board games, etc.)	20.0%	80.0%
Q8-12. Free/low-cost community events	40.0%	60.0%
Q8-13. Golf programs	14.9%	85.1%
Q8-14. Learn to swim programs	14.4%	85.6%
Q8-15. Nature education/certification	11.5%	88.5%
Q8-16. Outdoor fitness programs	15.1%	84.9%
Q8-17. Outdoor trips (single day)	21.3%	78.7%
Q8-18. Pickleball leagues	11.0%	89.0%
Q8-19. Skate park programs	8.5%	91.5%
Q8-20. Sports leagues	14.9%	85.1%
Q8-21. Summer camps	12.8%	87.2%

Q8. Please indicate if you or any member of your household has a need for each type of recreation program listed below.

	Yes	No
Q8-22. Teen activities (eSports/gaming programs)	10.3%	89.7%
Q8-23. Tennis lessons & leagues	8.5%	91.5%
Q8-24. Virtual programs	9.0%	91.0%
Q8-25. Volunteer programs	22.3%	77.7%
Q8-26. Water fitness classes	20.5%	79.5%
Q8-27. Other	5.4%	94.6%

Q8. If "Yes," please rate how well your needs for programs of this type are being met by the City of Casa Grande and/or other private sector agencies.

(N=304)

	100% met	75% met	50% met	25% met	0% met
Q8-1. Adaptive recreation programs	0.0%	7.7%	26.9%	26.9%	38.5%
Q8-2. Archery programs	2.3%	2.3%	7.0%	20.9%	67.4%
Q8-3. Art, dance, performing arts	8.1%	6.8%	20.3%	35.1%	29.7%
Q8-4. Before & after school care	8.3%	5.6%	19.4%	27.8%	38.9%
Q8-5. Bird watching	0.0%	5.3%	18.4%	23.7%	52.6%
Q8-6. BMX/skate/biking programs	3.1%	3.1%	15.6%	18.8%	59.4%
Q8-7. Cooking classes	2.3%	1.2%	7.0%	15.1%	74.4%
Q8-8. Education classes	5.5%	9.6%	13.7%	27.4%	43.8%
Q8-9. Fitness & wellness classes (adult)	15.4%	10.3%	19.9%	16.9%	37.5%
Q8-10. Fitness & wellness classes (child)	7.9%	7.9%	15.8%	31.6%	36.8%
Q8-11. Free self-directed drop-in activities (cards, dominos, board games, etc.)	6.2%	4.6%	13.8%	15.4%	60.0%
Q8-12. Free/low-cost community events	11.4%	9.8%	22.7%	34.1%	22.0%
Q8-13. Golf programs	4.2%	20.8%	18.8%	20.8%	35.4%
Q8-14. Learn to swim programs	21.2%	15.4%	19.2%	19.2%	25.0%
Q8-15. Nature education/certification	8.3%	0.0%	8.3%	27.8%	55.6%
Q8-16. Outdoor fitness programs	7.5%	5.7%	24.5%	20.8%	41.5%
Q8-17. Outdoor trips (single day)	3.1%	1.5%	7.7%	21.5%	66.2%
Q8-18. Pickleball leagues	0.0%	16.2%	21.6%	21.6%	40.5%
Q8-19. Skate park programs	3.4%	10.3%	6.9%	44.8%	34.5%
Q8-20. Sports leagues	15.4%	21.2%	26.9%	15.4%	21.2%

Q8. If "Yes," please rate how well your needs for programs of this type are being met by the City of Casa Grande and/or other private sector agencies.

	100% met	75% met	50% met	25% met	0% met
Q8-21. Summer camps	6.5%	4.3%	17.4%	21.7%	50.0%
Q8-22. Teen activities (eSports/ gaming programs)	8.1%	2.7%	18.9%	29.7%	40.5%
Q8-23. Tennis lessons & leagues	3.6%	0.0%	14.3%	25.0%	57.1%
Q8-24. Virtual programs	3.4%	10.3%	17.2%	20.7%	48.3%
Q8-25. Volunteer programs	5.5%	4.1%	21.9%	35.6%	32.9%
Q8-26. Water fitness classes	5.4%	1.4%	16.2%	18.9%	58.1%
Q8-27. Other	6.7%	6.7%	6.7%	20.0%	60.0%

Q9. Which FOUR programs from the list in Question 8 are MOST IMPORTANT to your household?

Q9. Top choice	Number	Percent
Adaptive recreation programs	4	1.0 %
Archery programs	10	2.6 %
Art, dance, performing arts	18	4.6 %
Before & after school care	11	2.8 %
Bird watching	8	2.1 %
BMX/skate/biking programs	3	0.8 %
Cooking classes	12	3.1 %
Education classes	12	3.1 %
Fitness & wellness classes (adult)	47	12.1 %
Fitness & wellness classes (child)	5	1.3 %
Free self-directed drop-in activities (cards, dominos, board games, etc.)	10	2.6 %
Free/low-cost community events	23	5.9 %
Golf programs	23	5.9 %
Learn to swim programs	4	1.0 %
Nature education/certification	1	0.3 %
Outdoor fitness programs	3	0.8 %
Outdoor trips (single day)	10	2.6 %
Pickleball leagues	8	2.1 %
Skate park programs	3	0.8 %
Sports leagues	9	2.3 %
Summer camps	4	1.0 %
Teen activities (eSports/gaming programs)	2	0.5 %
Tennis lessons & leagues	2	0.5 %
Virtual programs	2	0.5 %
Volunteer programs	13	3.3 %
Water fitness classes	20	5.1 %
Other	5	1.3 %
None chosen	118	30.3 %
Total	390	100.0 %

Q9. Which FOUR programs from the list in Question 8 are MOST IMPORTANT to your household?

Q9. 2nd choice	Number	Percent
Adaptive recreation programs	2	0.5 %
Archery programs	10	2.6 %
Art, dance, performing arts	14	3.6 %
Before & after school care	6	1.5 %
Bird watching	6	1.5 %
BMX/skate/biking programs	4	1.0 %
Cooking classes	24	6.2 %
Education classes	18	4.6 %
Fitness & wellness classes (adult)	32	8.2 %
Fitness & wellness classes (child)	5	1.3 %
Free self-directed drop-in activities (cards, dominos, board games, etc.)	6	1.5 %
Free/low-cost community events	39	10.0 %
Golf programs	10	2.6 %
Learn to swim programs	5	1.3 %
Nature education/certification	1	0.3 %
Outdoor fitness programs	6	1.5 %
Outdoor trips (single day)	14	3.6 %
Pickleball leagues	5	1.3 %
Skate park programs	2	0.5 %
Sports leagues	5	1.3 %
Summer camps	4	1.0 %
Teen activities (eSports/gaming programs)	3	0.8 %
Tennis lessons & leagues	2	0.5 %
Virtual programs	3	0.8 %
Volunteer programs	8	2.1 %
Water fitness classes	8	2.1 %
Other	1	0.3 %
None chosen	147	37.7 %
Total	390	100.0 %

Q9. Which FOUR programs from the list in Question 8 are MOST IMPORTANT to your household?

Q9. 3rd choice	Number	Percent
Adaptive recreation programs	2	0.5 %
Archery programs	6	1.5 %
Art, dance, performing arts	12	3.1 %
Before & after school care	5	1.3 %
Bird watching	6	1.5 %
BMX/skate/biking programs	4	1.0 %
Cooking classes	14	3.6 %
Education classes	10	2.6 %
Fitness & wellness classes (adult)	18	4.6 %
Fitness & wellness classes (child)	3	0.8 %
Free self-directed drop-in activities (cards, dominos, board games, etc.)	8	2.1 %
Free/low-cost community events	27	6.9 %
Golf programs	8	2.1 %
Learn to swim programs	6	1.5 %
Nature education/certification	5	1.3 %
Outdoor fitness programs	10	2.6 %
Outdoor trips (single day)	12	3.1 %
Pickleball leagues	6	1.5 %
Skate park programs	4	1.0 %
Sports leagues	3	0.8 %
Summer camps	9	2.3 %
Tennis lessons & leagues	4	1.0 %
Virtual programs	2	0.5 %
Volunteer programs	13	3.3 %
Water fitness classes	10	2.6 %
Other	5	1.3 %
None chosen	178	45.6 %
Total	390	100.0 %

Q9. Which FOUR programs from the list in Question 8 are MOST IMPORTANT to your household?

Q9. 4th choice	Number	Percent
Adaptive recreation programs	4	1.0 %
Archery programs	3	0.8 %
Art, dance, performing arts	7	1.8 %
Before & after school care	1	0.3 %
Bird watching	4	1.0 %
BMX/skate/biking programs	3	0.8 %
Cooking classes	13	3.3 %
Education classes	8	2.1 %
Fitness & wellness classes (adult)	8	2.1 %
Fitness & wellness classes (child)	2	0.5 %
Free self-directed drop-in activities (cards, dominos, board games, etc.)	8	2.1 %
Free/low-cost community events	18	4.6 %
Golf programs	4	1.0 %
Learn to swim programs	6	1.5 %
Nature education/certification	5	1.3 %
Outdoor fitness programs	4	1.0 %
Outdoor trips (single day)	12	3.1 %
Pickleball leagues	2	0.5 %
Skate park programs	2	0.5 %
Sports leagues	8	2.1 %
Summer camps	5	1.3 %
Teen activities (eSports/gaming programs)	7	1.8 %
Tennis lessons & leagues	6	1.5 %
Virtual programs	5	1.3 %
Volunteer programs	19	4.9 %
Water fitness classes	10	2.6 %
Other	4	1.0 %
None chosen	212	54.4 %
Total	390	100.0 %

SUM OF TOP 4**Q9. Which FOUR programs from the list in Question 8 are MOST IMPORTANT to your household?**
(top 4)

Q9. Top choice	Number	Percent
Adaptive recreation programs	12	3.1 %
Archery programs	29	7.4 %
Art, dance, performing arts	51	13.1 %
Before & after school care	23	5.9 %
Bird watching	24	6.2 %
BMX/skate/biking programs	14	3.6 %
Cooking classes	63	16.2 %
Education classes	48	12.3 %
Fitness & wellness classes (adult)	105	26.9 %
Fitness & wellness classes (child)	15	3.8 %
Free self-directed drop-in activities (cards, dominos, board games, etc.)	32	8.2 %
Free/low-cost community events	107	27.4 %
Golf programs	45	11.5 %
Learn to swim programs	21	5.4 %
Nature education/certification	12	3.1 %
Outdoor fitness programs	23	5.9 %
Outdoor trips (single day)	48	12.3 %
Pickleball leagues	21	5.4 %
Skate park programs	11	2.8 %
Sports leagues	25	6.4 %
Summer camps	22	5.6 %
Teen activities (eSports/gaming programs)	12	3.1 %
Tennis lessons & leagues	14	3.6 %
Virtual programs	12	3.1 %
Volunteer programs	53	13.6 %
Water fitness classes	48	12.3 %
Other	15	3.8 %
None chosen	118	30.3 %
Total	1023	

Q10. Special Events. From the following list, please check the THREE SPECIAL EVENT concepts you and the members of your household would be MOST INTERESTED in.

Q10. Special event concepts your household would be most interested in	Number	Percent
Food/beverage (farmers market, tastings, etc.)	272	69.7 %
Cultural celebrations/festivals (food, performances, arts, etc.)	192	49.2 %
Entertainment (music, movies, performers, etc.)	176	45.1 %
Holiday-themed events (Halloween, Easter, etc.)	95	24.4 %
Health & wellness events (bike, walk, run, etc.)	94	24.1 %
Day events/field trips	80	20.5 %
Sports tournaments/competitions (basketball, football, soccer, etc.)	42	10.8 %
Environmental events (Earth Day, Arbor Day, volunteer, etc.)	22	5.6 %
Total	973	

Q11. Please indicate if you or any member of your household has a need for each of the following programs/services that promote ACTIVE AGING.

(N=390)

	Yes	No
Q11-1. Alzheimer/Parkinson's programs	10.5%	89.5%
Q11-2. Arts & crafts programs & activities	27.7%	72.3%
Q11-3. Cognitive strengthening programs (memory exercises)	22.1%	77.9%
Q11-4. Computer classes & programs	22.8%	77.2%
Q11-5. Counseling services	13.3%	86.7%
Q11-6. Dance lessons & programs	19.0%	81.0%
Q11-7. Day trips, tours, & excursions to popular tourist attractions	31.8%	68.2%
Q11-8. Evidence based health programs	13.1%	86.9%
Q11-9. Financial services program (tax filing)	12.3%	87.7%
Q11-10. Health screenings (blood pressure, cancer, vision, etc.)	23.3%	76.7%
Q11-11. Healthy eating programs & dieting programs	23.3%	76.7%
Q11-12. Housing programs	8.2%	91.8%
Q11-13. Intergenerational programs	5.9%	94.1%
Q11-14. Legal assistance programs	12.6%	87.4%
Q11-15. Lunch/meal programs	12.6%	87.4%
Q11-16. Music classes & programs	13.8%	86.2%
Q11-17. Social gatherings	19.7%	80.3%
Q11-18. Special interest classes (gardening, writing, book clubs)	25.1%	74.9%

Q11. Please indicate if you or any member of your household has a need for each of the following programs/services that promote ACTIVE AGING.

	Yes	No
Q11-19. Support groups (bereavement, Alzheimer's, Parkinson's)	11.8%	88.2%
Q11-20. Transportation programs/ services	16.7%	83.3%
Q11-21. Veteran specific programs	11.3%	88.7%
Q11-22. Volunteer opportunities programs	24.1%	75.9%
Q11-23. Weekly programs (cards, billiards, mahjong)	15.1%	84.9%
Q11-24. Other	0.3%	99.7%

Q11. If "Yes," please rate how well your needs for program/service of this type are being met by the City of Casa Grande and/or other private sector agencies.

(N=280)

	100% met	75% met	50% met	25% met	0% met
Q11-1. Alzheimer/Parkinson's programs	8.6%	8.6%	8.6%	22.9%	51.4%
Q11-2. Arts & crafts programs & activities	7.6%	9.8%	21.7%	22.8%	38.0%
Q11-3. Cognitive strengthening programs (memory exercises)	3.0%	7.5%	6.0%	16.4%	67.2%
Q11-4. Computer classes & programs	4.2%	5.6%	18.1%	33.3%	38.9%
Q11-5. Counseling services	2.3%	2.3%	16.3%	18.6%	60.5%
Q11-6. Dance lessons & programs	6.7%	6.7%	11.7%	16.7%	58.3%
Q11-7. Day trips, tours, & excursions to popular tourist attractions	2.0%	2.0%	8.1%	16.2%	71.7%
Q11-8. Evidence based health programs	13.0%	6.5%	4.3%	19.6%	56.5%
Q11-9. Financial services program (tax filing)	9.8%	4.9%	12.2%	19.5%	53.7%
Q11-10. Health screenings (blood pressure, cancer, vision, etc.)	9.7%	9.7%	15.3%	23.6%	41.7%
Q11-11. Healthy eating programs & dieting programs	8.3%	1.4%	9.7%	19.4%	61.1%
Q11-12. Housing programs	8.0%	0.0%	8.0%	16.0%	68.0%
Q11-13. Intergenerational programs	0.0%	0.0%	15.0%	20.0%	65.0%
Q11-14. Legal assistance programs	7.7%	2.6%	7.7%	25.6%	56.4%
Q11-15. Lunch/meal programs	7.5%	12.5%	20.0%	17.5%	42.5%
Q11-16. Music classes & programs	0.0%	2.2%	4.4%	40.0%	53.3%
Q11-17. Social gatherings	3.2%	1.6%	27.4%	30.6%	37.1%

Q11. If "Yes," please rate how well your needs for program/service of this type are being met by the City of Casa Grande and/or other private sector agencies.

	100% met	75% met	50% met	25% met	0% met
Q11-18. Special interest classes (gardening, writing, book clubs)	2.4%	3.7%	11.0%	30.5%	52.4%
Q11-19. Support groups (bereavement, Alzheimer's, Parkinson's)	5.4%	2.7%	10.8%	21.6%	59.5%
Q11-20. Transportation programs/ services	11.3%	3.8%	7.5%	22.6%	54.7%
Q11-21. Veteran specific programs	10.8%	8.1%	18.9%	29.7%	32.4%
Q11-22. Volunteer opportunities programs	4.9%	6.2%	23.5%	19.8%	45.7%
Q11-23. Weekly programs (cards, billiards, mahjong)	4.1%	6.1%	8.2%	20.4%	61.2%
Q11-24. Other	0.0%	0.0%	0.0%	0.0%	100.0%

Q11-24. Other

Q11-24. Other	Number	Percent
2-day trip	1	100.0 %
Total	1	100.0 %

Q12. Which FOUR programs/services from the list in Question 11 are MOST IMPORTANT to your household?

Q12. Top choice	Number	Percent
Alzheimer/Parkinson's programs	9	2.3 %
Arts & crafts programs & activities	30	7.7 %
Cognitive strengthening programs (memory exercises)	13	3.3 %
Computer classes & programs	18	4.6 %
Counseling services	6	1.5 %
Dance lessons & programs	12	3.1 %
Day trips, tours, & excursions to popular tourist attractions	44	11.3 %
Evidence based health programs	8	2.1 %
Financial services program (tax filing)	3	0.8 %
Health screenings (blood pressure, cancer, vision, etc.)	15	3.8 %
Healthy eating programs & dieting programs	16	4.1 %
Housing programs	5	1.3 %
Legal assistance programs	1	0.3 %
Lunch/meal programs	1	0.3 %
Music classes & programs	4	1.0 %
Social gatherings	4	1.0 %
Special interest classes (gardening, writing, book clubs)	8	2.1 %
Support groups (bereavement, Alzheimer's, Parkinson's)	4	1.0 %
Transportation programs/services	9	2.3 %
Veteran specific programs	9	2.3 %
Volunteer opportunities programs	11	2.8 %
Weekly programs (cards, billiards, mahjong)	6	1.5 %
Other	1	0.3 %
None chosen	153	39.2 %
Total	390	100.0 %

Q12. Which FOUR programs/services from the list in Question 11 are MOST IMPORTANT to your household?

Q12. 2nd choice	Number	Percent
Alzheimer/Parkinson's programs	3	0.8 %
Arts & crafts programs & activities	20	5.1 %
Cognitive strengthening programs (memory exercises)	15	3.8 %
Computer classes & programs	10	2.6 %
Counseling services	8	2.1 %
Dance lessons & programs	11	2.8 %
Day trips, tours, & excursions to popular tourist attractions	20	5.1 %
Evidence based health programs	12	3.1 %
Financial services program (tax filing)	4	1.0 %
Health screenings (blood pressure, cancer, vision, etc.)	15	3.8 %
Healthy eating programs & dieting programs	15	3.8 %
Housing programs	5	1.3 %
Intergenerational programs	1	0.3 %
Legal assistance programs	9	2.3 %
Lunch/meal programs	4	1.0 %
Music classes & programs	10	2.6 %
Social gatherings	9	2.3 %
Special interest classes (gardening, writing, book clubs)	13	3.3 %
Support groups (bereavement, Alzheimer's, Parkinson's)	6	1.5 %
Transportation programs/services	5	1.3 %
Veteran specific programs	4	1.0 %
Volunteer opportunities programs	6	1.5 %
Weekly programs (cards, billiards, mahjong)	6	1.5 %
Other	1	0.3 %
None chosen	178	45.6 %
Total	390	100.0 %

Q12. Which FOUR programs/services from the list in Question 11 are MOST IMPORTANT to your household?

Q12. 3rd choice	Number	Percent
Alzheimer/Parkinson's programs	6	1.5 %
Arts & crafts programs & activities	10	2.6 %
Cognitive strengthening programs (memory exercises)	10	2.6 %
Computer classes & programs	11	2.8 %
Counseling services	3	0.8 %
Dance lessons & programs	8	2.1 %
Day trips, tours, & excursions to popular tourist attractions	10	2.6 %
Evidence based health programs	4	1.0 %
Financial services program (tax filing)	6	1.5 %
Health screenings (blood pressure, cancer, vision, etc.)	12	3.1 %
Healthy eating programs & dieting programs	13	3.3 %
Housing programs	3	0.8 %
Intergenerational programs	3	0.8 %
Legal assistance programs	6	1.5 %
Lunch/meal programs	10	2.6 %
Music classes & programs	4	1.0 %
Social gatherings	10	2.6 %
Special interest classes (gardening, writing, book clubs)	20	5.1 %
Support groups (bereavement, Alzheimer's, Parkinson's)	6	1.5 %
Transportation programs/services	7	1.8 %
Veteran specific programs	5	1.3 %
Volunteer opportunities programs	12	3.1 %
Weekly programs (cards, billiards, mahjong)	7	1.8 %
None chosen	204	52.3 %
Total	390	100.0 %

Q12. Which FOUR programs/services from the list in Question 11 are MOST IMPORTANT to your household?

Q12. 4th choice	Number	Percent
Alzheimer/Parkinson's programs	2	0.5 %
Arts & crafts programs & activities	10	2.6 %
Cognitive strengthening programs (memory exercises)	10	2.6 %
Computer classes & programs	9	2.3 %
Counseling services	5	1.3 %
Dance lessons & programs	4	1.0 %
Day trips, tours, & excursions to popular tourist attractions	11	2.8 %
Evidence based health programs	1	0.3 %
Financial services program (tax filing)	3	0.8 %
Health screenings (blood pressure, cancer, vision, etc.)	9	2.3 %
Healthy eating programs & dieting programs	9	2.3 %
Housing programs	4	1.0 %
Intergenerational programs	2	0.5 %
Legal assistance programs	4	1.0 %
Lunch/meal programs	6	1.5 %
Music classes & programs	5	1.3 %
Social gatherings	6	1.5 %
Special interest classes (gardening, writing, book clubs)	16	4.1 %
Support groups (bereavement, Alzheimer's, Parkinson's)	4	1.0 %
Transportation programs/services	7	1.8 %
Veteran specific programs	5	1.3 %
Volunteer opportunities programs	19	4.9 %
Weekly programs (cards, billiards, mahjong)	8	2.1 %
None chosen	231	59.2 %
Total	390	100.0 %

SUM OF TOP 4**Q12. Which FOUR programs/services from the list in Question 11 are MOST IMPORTANT to your household? (top 4)**

Q12. Top choice	Number	Percent
Alzheimer/Parkinson's programs	20	5.1 %
Arts & crafts programs & activities	70	17.9 %
Cognitive strengthening programs (memory exercises)	48	12.3 %
Computer classes & programs	48	12.3 %
Counseling services	22	5.6 %
Dance lessons & programs	35	9.0 %
Day trips, tours, & excursions to popular tourist attractions	85	21.8 %
Evidence based health programs	25	6.4 %
Financial services program (tax filing)	16	4.1 %
Health screenings (blood pressure, cancer, vision, etc.)	51	13.1 %
Healthy eating programs & dieting programs	53	13.6 %
Housing programs	17	4.4 %
Intergenerational programs	6	1.5 %
Legal assistance programs	20	5.1 %
Lunch/meal programs	21	5.4 %
Music classes & programs	23	5.9 %
Social gatherings	29	7.4 %
Special interest classes (gardening, writing, book clubs)	57	14.6 %
Support groups (bereavement, Alzheimer's, Parkinson's)	20	5.1 %
Transportation programs/services	28	7.2 %
Veteran specific programs	23	5.9 %
Volunteer opportunities programs	48	12.3 %
Weekly programs (cards, billiards, mahjong)	27	6.9 %
Other	2	0.5 %
<u>None chosen</u>	<u>153</u>	<u>39.2 %</u>
Total	947	

Q13. Have you or members of your household used the library or any services provided by the library within the last 2 years?

Q13. Has your household used library or any services provided by the library within last 2 years	Number	Percent
Yes	183	46.9 %
No	207	53.1 %
Total	390	100.0 %

Q13a. If "YES," please check ALL of the following activities you or the members of your household participated in at the library.

Q13a. All the following activities your household participated in at the library	Number	Percent
Accessed a government form	15	8.2 %
Accessed online research tools	41	22.4 %
Asked a librarian a question	91	49.7 %
Attended a children/teen program	35	19.1 %
Attended a community meeting	12	6.6 %
Attended an adult program or class	19	10.4 %
Checked out a book/audiobook	128	69.9 %
Checked out a DVD or music CD	44	24.0 %
Downloaded a digital video or music	10	5.5 %
Downloaded an eBook or eAudiobook	50	27.3 %
Met a friend or family members	33	18.0 %
Read a newspaper or magazine	31	16.9 %
Received assistance with technology	18	9.8 %
Requested home delivery	4	2.2 %
Reserved materials online	40	21.9 %
Used a public computer	42	23.0 %
Used a study/meeting room	27	14.8 %
Used the makerspace	5	2.7 %
Used the Wi-Fi	44	24.0 %
Worked on a school assignment	20	10.9 %
Total	709	

Q14. Rating Library Services. Please rate each of the following library services using a scale of 5 to 1, where 5 means "Very Satisfied," and 1 means "Very Dissatisfied." If you have not utilized any of the following items please select 9 for "Don't Use."

(N=183)

	Very satisfied	Satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied	Don't use
Q14-1. Books for adults	29.5%	31.1%	19.1%	3.3%	0.5%	16.4%
Q14-2. Books for teens	8.2%	14.2%	13.7%	2.2%	1.1%	60.7%
Q14-3. Books for children	16.4%	12.0%	12.0%	1.1%	0.5%	57.9%
Q14-4. Newspapers/ magazines	8.7%	15.8%	19.7%	1.1%	0.5%	54.1%
Q14-5. Audiobooks	13.1%	12.0%	16.9%	1.6%	0.5%	55.7%
Q14-6. eBooks	16.4%	15.8%	15.3%	0.5%	0.5%	51.4%
Q14-7. Music CDs	4.9%	9.8%	13.7%	2.2%	0.5%	68.9%
Q14-8. Movies (DVDs) for adults	8.2%	15.3%	15.3%	1.1%	0.5%	59.6%
Q14-9. Movies (DVDs) for children	6.6%	8.7%	13.1%	0.5%	0.5%	70.5%
Q14-10. Library website	15.8%	23.5%	18.6%	1.1%	1.6%	39.3%
Q14-11. Online research tools	12.6%	15.8%	17.5%	1.6%	1.1%	51.4%
Q14-12. Online library catalog	14.8%	18.6%	17.5%	3.3%	0.5%	45.4%
Q14-13. Public computers	10.9%	12.6%	13.1%	1.1%	0.5%	61.7%
Q14-14. Wireless access	12.6%	13.1%	13.1%	1.1%	1.1%	59.0%
Q14-15. Requesting an item to be held	20.8%	19.7%	13.1%	1.1%	0.5%	44.8%

Q14. Rating Library Services. Please rate each of the following library services using a scale of 5 to 1, where 5 means "Very Satisfied," and 1 means "Very Dissatisfied." If you have not utilized any of the following items please select 9 for "Don't Use."

	Very satisfied	Satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied	Don't use
Q14-16. Courteousness of staff	53.6%	25.7%	7.7%	0.0%	0.5%	12.6%
Q14-17. Knowledge of staff	48.6%	29.0%	7.1%	0.0%	0.5%	14.8%
Q14-18. Cleanliness/ maintenance of facilities	51.9%	22.4%	9.3%	2.2%	1.1%	13.1%
Q14-19. Hours of operation	33.9%	26.2%	16.4%	7.7%	1.6%	14.2%
Q14-20. Meeting room facilities	14.8%	12.6%	16.4%	0.5%	0.5%	55.2%
Q14-21. Library programs for adults	8.7%	9.3%	14.2%	5.5%	0.5%	61.7%
Q14-22. Library programs for teens	6.0%	3.3%	9.3%	4.4%	0.5%	76.5%
Q14-23. Library programs for children	10.4%	7.1%	11.5%	2.2%	0.5%	68.3%
Q14-24. Bookmobile/ delivery service	6.0%	2.2%	8.2%	0.5%	1.6%	81.4%

(WITHOUT "DON'T USE")

Q14. Rating Library Services. Please rate each of the following library services using a scale of 5 to 1, where 5 means "Very Satisfied," and 1 means "Very Dissatisfied." (without "don't use")

(N=183)

	Very satisfied	Satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied
Q14-1. Books for adults	35.3%	37.3%	22.9%	3.9%	0.7%
Q14-2. Books for teens	20.8%	36.1%	34.7%	5.6%	2.8%
Q14-3. Books for children	39.0%	28.6%	28.6%	2.6%	1.3%
Q14-4. Newspapers/ magazines	19.0%	34.5%	42.9%	2.4%	1.2%
Q14-5. Audiobooks	29.6%	27.2%	38.3%	3.7%	1.2%
Q14-6. eBooks	33.7%	32.6%	31.5%	1.1%	1.1%
Q14-7. Music CDs	15.8%	31.6%	43.9%	7.0%	1.8%
Q14-8. Movies (DVDs) for adults	20.3%	37.8%	37.8%	2.7%	1.4%
Q14-9. Movies (DVDs) for children	22.2%	29.6%	44.4%	1.9%	1.9%
Q14-10. Library website	26.1%	38.7%	30.6%	1.8%	2.7%
Q14-11. Online research tools	25.8%	32.6%	36.0%	3.4%	2.2%
Q14-12. Online library catalog	27.0%	34.0%	32.0%	6.0%	1.0%
Q14-13. Public computers	28.6%	32.9%	34.3%	2.9%	1.4%
Q14-14. Wireless access	30.7%	32.0%	32.0%	2.7%	2.7%
Q14-15. Requesting an item to be held	37.6%	35.6%	23.8%	2.0%	1.0%

(WITHOUT "DON'T USE")

Q14. Rating Library Services. Please rate each of the following library services using a scale of 5 to 1, where 5 means "Very Satisfied," and 1 means "Very Dissatisfied." (without "don't use")

	Very satisfied	Satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied
Q14-16. Courteousness of staff	61.3%	29.4%	8.8%	0.0%	0.6%
Q14-17. Knowledge of staff	57.1%	34.0%	8.3%	0.0%	0.6%
Q14-18. Cleanliness/ maintenance of facilities	59.7%	25.8%	10.7%	2.5%	1.3%
Q14-19. Hours of operation	39.5%	30.6%	19.1%	8.9%	1.9%
Q14-20. Meeting room facilities	32.9%	28.0%	36.6%	1.2%	1.2%
Q14-21. Library programs for adults	22.9%	24.3%	37.1%	14.3%	1.4%
Q14-22. Library programs for teens	25.6%	14.0%	39.5%	18.6%	2.3%
Q14-23. Library programs for children	32.8%	22.4%	36.2%	6.9%	1.7%
Q14-24. Bookmobile/ delivery service	32.4%	11.8%	44.1%	2.9%	8.8%

Q15. Which FOUR services from the list in Question 14 are MOST IMPORTANT for the Library to provide?

Q15. Top choice	Number	Percent
Books for adults	45	24.6 %
Books for teens	4	2.2 %
Books for children	20	10.9 %
Newspapers/magazines	4	2.2 %
Audiobooks	6	3.3 %
eBbooks	19	10.4 %
Movies (DVDs) for adults	2	1.1 %
Online research tools	4	2.2 %
Online library catalog	1	0.5 %
Public computers	10	5.5 %
Wireless access	1	0.5 %
Requesting an item to be held	2	1.1 %
Courteousness of staff	3	1.6 %
Knowledge of staff	1	0.5 %
Cleanliness/maintenance of facilities	4	2.2 %
Hours of operation	7	3.8 %
Meeting room facilities	1	0.5 %
Library programs for adults	6	3.3 %
Library programs for teens	3	1.6 %
Library programs for children	2	1.1 %
None chosen	38	20.8 %
Total	183	100.0 %

Q15. Which FOUR services from the list in Question 14 are MOST IMPORTANT for the Library to provide?

Q15. 2nd choice	Number	Percent
Books for adults	9	4.9 %
Books for teens	15	8.2 %
Books for children	10	5.5 %
Newspapers/magazines	5	2.7 %
Audiobooks	9	4.9 %
eBooks	7	3.8 %
Movies (DVDs) for adults	5	2.7 %
Library website	9	4.9 %
Online research tools	8	4.4 %
Online library catalog	8	4.4 %
Public computers	7	3.8 %
Wireless access	6	3.3 %
Requesting an item to be held	2	1.1 %
Courteousness of staff	18	9.8 %
Knowledge of staff	3	1.6 %
Cleanliness/maintenance of facilities	6	3.3 %
Hours of operation	1	0.5 %
Meeting room facilities	1	0.5 %
Library programs for children	7	3.8 %
Bookmobile/delivery service	1	0.5 %
None chosen	46	25.1 %
Total	183	100.0 %

Q15. Which FOUR services from the list in Question 14 are MOST IMPORTANT for the Library to provide?

Q15. 3rd choice	Number	Percent
Books for adults	12	6.6 %
Books for teens	4	2.2 %
Books for children	6	3.3 %
Newspapers/magazines	3	1.6 %
Audiobooks	3	1.6 %
eBooks	3	1.6 %
Music CDs	1	0.5 %
Movies (DVDs) for adults	4	2.2 %
Movies (DVDs) for children	2	1.1 %
Library website	9	4.9 %
Online research tools	7	3.8 %
Online library catalog	4	2.2 %
Public computers	7	3.8 %
Wireless access	5	2.7 %
Requesting an item to be held	6	3.3 %
Courteousness of staff	5	2.7 %
Knowledge of staff	11	6.0 %
Cleanliness/maintenance of facilities	9	4.9 %
Hours of operation	8	4.4 %
Meeting room facilities	3	1.6 %
Library programs for adults	6	3.3 %
Library programs for teens	4	2.2 %
Library programs for children	7	3.8 %
None chosen	54	29.5 %
Total	183	100.0 %

Q15. Which FOUR services from the list in Question 14 are MOST IMPORTANT for the Library to provide?

Q15. 4th choice	Number	Percent
Books for adults	8	4.4 %
Books for teens	4	2.2 %
Books for children	7	3.8 %
Newspapers/magazines	6	3.3 %
Audiobooks	4	2.2 %
eBooks	2	1.1 %
Music CDs	3	1.6 %
Movies (DVDs) for adults	5	2.7 %
Movies (DVDs) for children	2	1.1 %
Library website	6	3.3 %
Online research tools	3	1.6 %
Online library catalog	9	4.9 %
Public computers	4	2.2 %
Wireless access	5	2.7 %
Requesting an item to be held	6	3.3 %
Courteousness of staff	6	3.3 %
Knowledge of staff	9	4.9 %
Cleanliness/maintenance of facilities	10	5.5 %
Hours of operation	7	3.8 %
Meeting room facilities	1	0.5 %
Library programs for adults	2	1.1 %
Library programs for children	4	2.2 %
Bookmobile/delivery service	1	0.5 %
None chosen	69	37.7 %
Total	183	100.0 %

SUM OF TOP 4**Q15. Which FOUR services from the list in Question 14 are MOST IMPORTANT for the Library to provide? (top 4)**

<u>Q15. Top choice</u>	<u>Number</u>	<u>Percent</u>
Books for adults	74	40.4 %
Books for teens	27	14.8 %
Books for children	43	23.5 %
Newspapers/magazines	18	9.8 %
Audiobooks	22	12.0 %
eBbooks	31	16.9 %
Music CDs	4	2.2 %
Movies (DVDs) for adults	16	8.7 %
Movies (DVDs) for children	4	2.2 %
Library website	24	13.1 %
Online research tools	22	12.0 %
Online library catalog	22	12.0 %
Public computers	28	15.3 %
Wireless access	17	9.3 %
Requesting an item to be held	16	8.7 %
Courteousness of staff	32	17.5 %
Knowledge of staff	24	13.1 %
Cleanliness/maintenance of facilities	29	15.8 %
Hours of operation	23	12.6 %
Meeting room facilities	6	3.3 %
Library programs for adults	14	7.7 %
Library programs for teens	7	3.8 %
Library programs for children	20	10.9 %
Bookmobile/delivery service	2	1.1 %
<u>None chosen</u>	<u>38</u>	<u>20.8 %</u>
Total	563	

Q16. Please indicate your level of agreement with the following statements about Casa Grande Community Services Department using a scale of 5 to 1, where 5 means "strongly agree," and 1 means "strongly disagree."

(N=390)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q16-1. Improves my (my household's) physical health & fitness	13.6%	13.3%	26.7%	6.4%	3.6%	36.4%
Q16-2. Helps to reduce crime in my neighborhood & keep kids out of trouble	13.1%	16.9%	18.5%	8.2%	4.9%	38.5%
Q16-3. Makes Casa Grande a more desirable place to live	22.1%	23.6%	24.1%	4.6%	2.8%	22.8%
Q16-4. Preserves open space & protects the environment	15.4%	22.3%	25.1%	5.1%	2.8%	29.2%
Q16-5. Increases my (my household's) property value	13.3%	20.8%	25.1%	6.9%	3.3%	30.5%
Q16-6. Improves my (my household's) mental health & reduces stress	11.3%	15.6%	27.4%	8.2%	3.8%	33.6%
Q16-7. Provides positive social interactions for me (my household)	11.3%	14.1%	29.2%	6.7%	4.1%	34.6%
Q16-8. Is physically accessible to all people	13.3%	25.4%	18.2%	4.9%	2.3%	35.9%
Q16-9. Helps to attract new residents & businesses	12.6%	21.5%	24.9%	7.4%	3.1%	30.5%
Q16-10. Promotes tourism to City & the region	9.7%	15.1%	27.2%	10.8%	3.8%	33.3%
Q16-11. Positively impacts economic/business development	11.5%	22.3%	24.4%	6.2%	3.3%	32.3%
Q16-12. Is age-friendly to all people	12.8%	24.6%	22.8%	7.4%	2.3%	30.0%

(WITHOUT "DON'T KNOW")

Q16. Please indicate your level of agreement with the following statements about Casa Grande Community Services Department using a scale of 5 to 1, where 5 means "strongly agree," and 1 means "strongly disagree." (without "don't know")

(N=390)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q16-1. Improves my (my household's) physical health & fitness	21.4%	21.0%	41.9%	10.1%	5.6%
Q16-2. Helps to reduce crime in my neighborhood & keep kids out of trouble	21.3%	27.5%	30.0%	13.3%	7.9%
Q16-3. Makes Casa Grande a more desirable place to live	28.6%	30.6%	31.2%	6.0%	3.7%
Q16-4. Preserves open space & protects the environment	21.7%	31.5%	35.5%	7.2%	4.0%
Q16-5. Increases my (my household's) property value	19.2%	29.9%	36.2%	10.0%	4.8%
Q16-6. Improves my (my household's) mental health & reduces stress	17.0%	23.6%	41.3%	12.4%	5.8%
Q16-7. Provides positive social interactions for me (my household)	17.3%	21.6%	44.7%	10.2%	6.3%
Q16-8. Is physically accessible to all people	20.8%	39.6%	28.4%	7.6%	3.6%
Q16-9. Helps to attract new residents & businesses	18.1%	31.0%	35.8%	10.7%	4.4%
Q16-10. Promotes tourism to City & the region	14.6%	22.7%	40.8%	16.2%	5.8%
Q16-11. Positively impacts economic/business development	17.0%	33.0%	36.0%	9.1%	4.9%
Q16-12. Is age-friendly to all people	18.3%	35.2%	32.6%	10.6%	3.3%

Q17(1-13). Improvements to Existing Facilities: The following is a list of actions the City of Casa Grande could take to improve the parks, trails, and recreation system. Please indicate YOUR SUPPORT FOR each potential action.

(N=390)

	Very supportive	Somewhat supportive	Not sure	Not supportive	Not provided
Q17-1. General repair & increase maintenance (parks, golf courses, community center)	54.4%	21.8%	11.5%	2.8%	9.5%
Q17-2. Improve existing athletic facilities (synthetic turf, lighting, courts, etc.)	37.7%	27.4%	17.7%	5.9%	11.3%
Q17-3. Improve existing trail systems (paved trails, mountain biking trails, unpaved walking trails, etc.)	54.6%	18.2%	12.8%	4.9%	9.5%
Q17-4. Add/expand trails/walking loops in existing parks	53.6%	16.9%	15.6%	4.6%	9.2%
Q17-5. Improve ADA/disabled persons accessibility at parks	46.7%	19.7%	18.5%	3.3%	11.8%
Q17-6. Improve/expand open space/natural turf areas in existing parks	35.6%	23.1%	25.1%	4.9%	11.3%
Q17-7. Improve restroom facilities in existing parks	55.1%	18.7%	12.8%	3.3%	10.0%
Q17-8. Add playgrounds to existing parks	37.7%	22.1%	22.6%	6.7%	11.0%
Q17-9. Expand archery range	14.1%	14.9%	37.4%	20.0%	13.6%
Q17-10. Improve/expand Community Center (including parking)	32.8%	21.0%	24.1%	9.7%	12.3%
Q17-11. Add splashpads to existing parks	27.2%	23.3%	26.9%	11.5%	11.0%
Q17-12. Add amphitheater to an existing park	29.0%	22.6%	25.9%	10.8%	11.8%
Q17-13. Add Wi-Fi/other technology improvements to existing parks	29.2%	19.5%	22.8%	17.2%	11.3%

(WITHOUT "NOT PROVIDED")

Q17(1-13). Improvements to Existing Facilities: The following is a list of actions the City of Casa Grande could take to improve the parks, trails, and recreation system. Please indicate YOUR SUPPORT FOR each potential action. (without "not provided")

(N=390)

	Very supportive	Somewhat supportive	Not sure	Not supportive
Q17-1. General repair & increase maintenance (parks, golf courses, community center)	60.1%	24.1%	12.7%	3.1%
Q17-2. Improve existing athletic facilities (synthetic turf, lighting, courts, etc.)	42.5%	30.9%	19.9%	6.6%
Q17-3. Improve existing trail systems (paved trails, mountain biking trails, unpaved walking trails, etc.)	60.3%	20.1%	14.2%	5.4%
Q17-4. Add/expand trails/walking loops in existing parks	59.0%	18.6%	17.2%	5.1%
Q17-5. Improve ADA/disabled persons accessibility at parks	52.9%	22.4%	20.9%	3.8%
Q17-6. Improve/expand open space/natural turf areas in existing parks	40.2%	26.0%	28.3%	5.5%
Q17-7. Improve restroom facilities in existing parks	61.3%	20.8%	14.2%	3.7%
Q17-8. Add playgrounds to existing parks	42.4%	24.8%	25.4%	7.5%
Q17-9. Expand archery range	16.3%	17.2%	43.3%	23.1%
Q17-10. Improve/expand Community Center (including parking)	37.4%	24.0%	27.5%	11.1%
Q17-11. Add splashpads to existing parks	30.5%	26.2%	30.3%	13.0%
Q17-12. Add amphitheater to an existing park	32.8%	25.6%	29.4%	12.2%
Q17-13. Add Wi-Fi/other technology improvements to existing parks	32.9%	22.0%	25.7%	19.4%

Q17(14-20). Developing New Facilities: The following is a list of actions the City of Casa Grande could take to improve the parks, trails, and recreation system. Please indicate YOUR SUPPORT FOR each potential action.

(N=390)

	Very supportive	Somewhat supportive	Not sure	Not supportive	Not provided
Q17-14. Develop new parks that meet highest needs of the community	45.9%	21.8%	16.9%	5.1%	10.3%
Q17-15. Develop new sports facilities (athletic fields, disc golf, basketball, pickleball, etc.)	33.3%	25.1%	20.8%	10.0%	10.8%
Q17-16. Develop new off-leash dog parks	26.4%	23.6%	22.1%	15.4%	12.6%
Q17-17. Develop new walking, biking, equestrian trails with connections to other amenities	44.4%	25.1%	13.8%	6.2%	10.5%
Q17-18. Develop new area for community-wide events	37.4%	25.4%	20.8%	5.9%	10.5%
Q17-19. Develop additional outdoor pool facilities	34.9%	17.9%	25.6%	10.3%	11.3%
Q17-20. Develop a new skate/bike park (skateboards, BMX, pump tracks, etc.)	20.8%	20.0%	30.8%	16.4%	12.1%

(WITHOUT "NOT PROVIDED")

Q17(14-20). Developing New Facilities: The following is a list of actions the City of Casa Grande could take to improve the parks, trails, and recreation system. Please indicate YOUR SUPPORT FOR each potential action. (without "not provided")

(N=390)

	Very supportive	Somewhat supportive	Not sure	Not supportive
Q17-14. Develop new parks that meet highest needs of the community	51.1%	24.3%	18.9%	5.7%
Q17-15. Develop new sports facilities (athletic fields, disc golf, basketball, pickleball, etc.)	37.4%	28.2%	23.3%	11.2%
Q17-16. Develop new off-leash dog parks	30.2%	27.0%	25.2%	17.6%
Q17-17. Develop new walking, biking, equestrian trails with connections to other amenities	49.6%	28.1%	15.5%	6.9%
Q17-18. Develop new area for community-wide events	41.8%	28.4%	23.2%	6.6%
Q17-19. Develop additional outdoor pool facilities	39.3%	20.2%	28.9%	11.6%
Q17-20. Develop a new skate/bike park (skateboards, BMX, pump tracks, etc.)	23.6%	22.7%	35.0%	18.7%

Q18. From the following list, please CHECK ALL of the following ways YOU CURRENTLY LEARN about recreation programs and activities.

Q18. All the ways you currently learn about recreation programs & activities

	Number	Percent
City website	191	49.0 %
Materials at City facilities	42	10.8 %
Conversation with City staff	29	7.4 %
Newspaper	94	24.1 %
Friends & neighbors	199	51.0 %
Promotions at special events	58	14.9 %
Temporary signs at parks or around City	100	25.6 %
Emails/eBlast	88	22.6 %
Nextdoor	74	19.0 %
Facebook	142	36.4 %
Twitter	12	3.1 %
Instagram	24	6.2 %
Flyers/brochures	82	21.0 %
City Council meetings	19	4.9 %
Radio	13	3.3 %
Cable/satellite	11	2.8 %
Local magazines/publications	77	19.7 %
Vista newsletter	10	2.6 %
Other	7	1.8 %
Total	1272	

Q18-19. Other

Q18-19. Other	Number	Percent
Driving	1	14.3 %
Wherever	1	14.3 %
Drive around, word of mouth	1	14.3 %
GETTR	1	14.3 %
Pinal Now	1	14.3 %
Chamber of Commerce	1	14.3 %
Driving around	1	14.3 %
Total	7	100.0 %

Q19. Which THREE sources from the list in Question 18 are YOUR MOST PREFERRED SOURCES for learning about recreation programs and activities?

Q19. Top choice	Number	Percent
City website	84	21.5 %
Materials at City facilities	8	2.1 %
Conversation with City staff	1	0.3 %
Newspaper	34	8.7 %
Friends & neighbors	21	5.4 %
Promotions at special events	4	1.0 %
Temporary signs at parks or around City	15	3.8 %
Emails/eBlast	44	11.3 %
Nextdoor	12	3.1 %
Facebook	54	13.8 %
Instagram	2	0.5 %
Flyers/brochures	11	2.8 %
City Council meetings	1	0.3 %
Cable/satellite	2	0.5 %
Local magazines/publications	10	2.6 %
Vista newsletter	2	0.5 %
Other	3	0.8 %
None chosen	82	21.0 %
Total	390	100.0 %

Q19. Which THREE sources from the list in Question 18 are YOUR MOST PREFERRED SOURCES for learning about recreation programs and activities?

Q19. 2nd choice	Number	Percent
City website	41	10.5 %
Materials at City facilities	12	3.1 %
Conversation with City staff	2	0.5 %
Newspaper	25	6.4 %
Friends & neighbors	30	7.7 %
Promotions at special events	10	2.6 %
Temporary signs at parks or around City	24	6.2 %
Emails/eBlast	31	7.9 %
Nextdoor	19	4.9 %
Facebook	33	8.5 %
Twitter	3	0.8 %
Instagram	10	2.6 %
Flyers/brochures	18	4.6 %
City Council meetings	1	0.3 %
Radio	1	0.3 %
Cable/satellite	2	0.5 %
Local magazines/publications	17	4.4 %
Vista newsletter	1	0.3 %
Other	1	0.3 %
None chosen	109	27.9 %
Total	390	100.0 %

Q19. Which THREE sources from the list in Question 18 are YOUR MOST PREFERRED SOURCES for learning about recreation programs and activities?

Q19. 3rd choice	Number	Percent
City website	24	6.2 %
Materials at City facilities	6	1.5 %
Conversation with City staff	4	1.0 %
Newspaper	10	2.6 %
Friends & neighbors	36	9.2 %
Promotions at special events	8	2.1 %
Temporary signs at parks or around City	17	4.4 %
Emails/eBlast	18	4.6 %
Nextdoor	14	3.6 %
Facebook	18	4.6 %
Instagram	8	2.1 %
Flyers/brochures	28	7.2 %
City Council meetings	4	1.0 %
Radio	3	0.8 %
Cable/satellite	2	0.5 %
Local magazines/publications	13	3.3 %
Vista newsletter	3	0.8 %
Other	1	0.3 %
<u>None chosen</u>	<u>173</u>	<u>44.4 %</u>
Total	390	100.0 %

SUM OF TOP 3

Q19. Which THREE sources from the list in Question 18 are YOUR MOST PREFERRED SOURCES for learning about recreation programs and activities? (top 3)

Q19. Top choice	Number	Percent
City website	149	38.2 %
Materials at City facilities	26	6.7 %
Conversation with City staff	7	1.8 %
Newspaper	69	17.7 %
Friends & neighbors	87	22.3 %
Promotions at special events	22	5.6 %
Temporary signs at parks or around City	56	14.4 %
Emails/eBlast	93	23.8 %
Nextdoor	45	11.5 %
Facebook	105	26.9 %
Twitter	3	0.8 %
Instagram	20	5.1 %
Flyers/brochures	57	14.6 %
City Council meetings	6	1.5 %
Radio	4	1.0 %
Cable/satellite	6	1.5 %
Local magazines/publications	40	10.3 %
Vista newsletter	6	1.5 %
Other	5	1.3 %
<u>None chosen</u>	<u>82</u>	<u>21.0 %</u>
Total	888	

Q20. Knowing that a "YES" vote would result in additional increases to your annual City property tax, how would you vote on a potential \$35 million General Obligation Bond in the fall of 2022 to fund additional Parks and Recreation improvements to trails, aquatics, and parks throughout the City?

Q20. How would you vote on a potential \$35 million General Obligation Bond in the fall of 2022	Number	Percent
Vote in favor	138	35.4 %
Might vote in favor	91	23.3 %
Not sure	87	22.3 %
Vote against	63	16.2 %
Not provided	11	2.8 %
Total	390	100.0 %

(WITHOUT "NOT PROVIDED")

Q20. Knowing that a "YES" vote would result in additional increases to your annual City property tax, how would you vote on a potential \$35 million General Obligation Bond in the fall of 2022 to fund additional Parks and Recreation improvements to trails, aquatics, and parks throughout the City? (without "not provided")

Q20. How would you vote on a potential \$35 million General Obligation Bond in the fall of 2022	Number	Percent
Vote in favor	138	36.4 %
Might vote in favor	91	24.0 %
Not sure	87	23.0 %
Vote against	63	16.6 %
Total	379	100.0 %

Q20a. If you answered "Not Sure" or "Vote Against" to Question 20, please indicate the reason for your answer.

Q20a. Why did you answer not sure or vote

<u>against" to Question 20</u>	<u>Number</u>	<u>Percent</u>
I need more information before I can respond	69	46.0 %
I would not use these amenities	33	22.0 %
These amenities are not needed in Casa Grande	7	4.7 %
I do not support any increase in taxes	72	48.0 %
<u>Other</u>	<u>12</u>	<u>8.0 %</u>
Total	193	

Q20a-5. Other

<u>Q20a-5. Other</u>	<u>Number</u>	<u>Percent</u>
I am on a fixed income	1	8.3 %
With the rise in all other costs, now is NOT THE TIME to raise taxes	1	8.3 %
This would probably cause landlords to raise rent	1	8.3 %
Cannot afford more taxes	1	8.3 %
Do street repairs	1	8.3 %
Money would not go to improve gun range	1	8.3 %
How I vote is my business	1	8.3 %
No taxes	1	8.3 %
What parks are you improving? You are letting Ward Park die	1	8.3 %
Need to be easily accesible	1	8.3 %
Depends on how much it increases taxes	1	8.3 %
<u>Bond is just another TAX</u>	<u>1</u>	<u>8.3 %</u>
Total	12	100.0 %

Q21. Including yourself, how many people in your household are...

	<u>Mean</u>	<u>Sum</u>
number	2.5	941
Under age 5	0.1	37
Ages 5-9	0.1	54
Ages 10-14	0.1	51
Ages 15-19	0.1	52
Ages 20-24	0.1	33
Ages 25-34	0.2	67
Ages 35-44	0.3	131
Ages 45-54	0.3	132
Ages 55-64	0.4	145
Ages 65-74	0.4	144
Ages 75-84	0.2	74
Ages 85+	0.1	21

Q22. Which of the following best describes your race/ethnicity?

Q22. Which following best describes your race/
ethnicity

	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	6	1.5 %
Black or African American	13	3.3 %
American Indian or Alaska Native	18	4.6 %
White	283	72.6 %
Hispanic, Spanish, or Latino/a/x	167	42.8 %
Other	5	1.3 %
Total	492	

Q22-6. Self-describe your race/ethnicity:

<u>Q22-6. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
More than one	1	20.0 %
Pacific Islander	1	20.0 %
Multi-racial	1	20.0 %
Mixed	1	20.0 %
Hispanic White mix	1	20.0 %
Total	5	100.0 %

Q23. With what gender do you identify?

Q23. What gender do you identify with	Number	Percent
Male	189	48.5 %
Female	194	49.7 %
Prefer not to say	7	1.8 %
Total	390	100.0 %

(WITHOUT "PREFER NOT TO SAY")**Q23. With what gender do you identify? (without "prefer not to say")**

Q23. What gender do you identify with	Number	Percent
Male	189	49.3 %
Female	194	50.7 %
Total	383	100.0 %

Q24. Do you reside in Casa Grande...

Q24. How long do you reside in Casa Grande	Number	Percent
1-7 months per year	18	4.6 %
8-12 months per year	370	94.9 %
Not provided	2	0.5 %
Total	390	100.0 %

(WITHOUT "NOT PROVIDED")**Q24. Do you reside in Casa Grande... (without "not provided")**

Q24. How long do you reside in Casa Grande	Number	Percent
1-7 months per year	18	4.6 %
8-12 months per year	370	95.4 %
Total	388	100.0 %

Q1. Facility Use. For each of the following, please indicate how often you or the members of your household use or visit each of the facilities listed below using a scale of 5 to 1, where 5 means "Daily," and 1 means "Never."

(N=390)

	Daily	Several times per week	Several times per month	Several times per year	Never	Not provided
Q1-1. City Libraries (Main or Vista Grande)	1.3%	5.1%	13.3%	32.6%	45.1%	2.6%
Q1-2. The Community Recreation Center	2.3%	7.4%	7.2%	17.4%	62.3%	3.3%
Q1-3. The Aquatic Center/Splashpad	0.8%	3.1%	4.9%	17.2%	70.3%	3.8%
Q1-4. The Dorothy Powell Senior Center	0.8%	2.1%	1.3%	12.3%	80.3%	3.3%
Q1-5. The Dave White Golf Course	1.3%	4.6%	6.4%	23.1%	61.5%	3.1%
Q1-6. City-owned sports fields	1.0%	2.8%	5.4%	22.8%	64.9%	3.1%
Q1-7. City-owned Mountain Park	2.1%	3.3%	8.5%	27.7%	55.4%	3.1%
Q1-8. Any other City-owned parks	2.6%	5.6%	12.6%	34.4%	40.8%	4.1%
Q1-9. The City's digital services (website)	1.8%	3.3%	14.1%	38.5%	39.2%	3.1%

(WITHOUT "NOT PROVIDED")

Q1. Facility Use. For each of the following, please indicate how often you or the members of your household use or visit each of the facilities listed below using a scale of 5 to 1, where 5 means "Daily," and 1 means "Never." (without "not provided")

(N=390)

	Daily	Several times per week	Several times per month	Several times per year	Never
Q1-1. City Libraries (Main or Vista Grande)	1.3%	5.3%	13.7%	33.4%	46.3%
Q1-2. The Community Recreation Center	2.4%	7.7%	7.4%	18.0%	64.5%
Q1-3. The Aquatic Center/ Splashpad	0.8%	3.2%	5.1%	17.9%	73.1%
Q1-4. The Dorothy Powell Senior Center	0.8%	2.1%	1.3%	12.7%	83.0%
Q1-5. The Dave White Golf Course	1.3%	4.8%	6.6%	23.8%	63.5%
Q1-6. City-owned sports fields	1.1%	2.9%	5.6%	23.5%	66.9%
Q1-7. City-owned Mountain Park	2.1%	3.4%	8.7%	28.6%	57.1%
Q1-8. Any other City-owned parks	2.7%	5.9%	13.1%	35.8%	42.5%
Q1-9. The City's digital services (website)	1.9%	3.4%	14.6%	39.7%	40.5%

Q2. Barriers to Library Usage. Please indicate which of the following are the biggest barriers to you or anyone in your household using the City's libraries. If you currently use the City's libraries, please indicate what keeps you from using them MORE OFTEN.

Q2. Which following are the biggest barriers to your household using City's libraries	Number	Percent
Do not need library services	150	38.5 %
Not interested in library services	45	11.5 %
Libraries lack programming we desire	20	5.1 %
I don't know what is offered	79	20.3 %
Hours of operation are not convenient	26	6.7 %
Locations are not convenient	21	5.4 %
Lack of security (feeling of safety)	15	3.8 %
Other	44	11.3 %
Total	400	

Q3. Barriers to Park, Field, or Amenity Usage. Please indicate which of the following are the biggest barriers to you or anyone in your household using the City's parks, fields, or amenities. If you currently use the City's parks, fields, or amenities, please indicate what keeps you from using them MORE OFTEN.

Q3. Which following are the biggest barriers to your household using City's parks, fields, or amenities	Number	Percent
Locations are not convenient	23	5.9 %
Too busy	61	15.6 %
Too crowded/lack of availability	46	11.8 %
Lack of park amenities that interest me	74	19.0 %
Not interested in what is offered	127	32.6 %
Other	53	13.6 %
Total	384	

Q4. Barriers to Community Center Usage. Please indicate which of the following are the biggest barriers to you or anyone in your household using the Community Recreation Center or Dorothy Powell Senior Center. If you currently use the Community Recreation Center or Dorothy Powell Senior Center, please indicate what keeps you from using them MORE OFTEN.

Q4. Which following are the biggest barriers to your household using Community Recreation Center or Dorothy Powell Senior Center	Number	Percent
Too crowded/lack of availability	19	4.9 %
Fees are too high	53	13.6 %
I don't know what is offered	104	26.7 %
Too busy	34	8.7 %
Use private gyms	31	7.9 %
Desired programs are not offered	29	7.4 %
Membership	36	9.2 %
Not interested in what is offered	87	22.3 %
Hours of operation are not convenient	30	7.7 %
Other	46	11.8 %
I am not old enough to use a Senior Center	184	47.2 %
Total	653	

Q5. Barriers to Golf Course Usage. Please indicate which of the following are the biggest barriers to you or anyone in your household using the Dave White Golf Course. If you currently use the Dave White Golf Course, please indicate what keeps you from using them MORE OFTEN.

Q5. Which following are the biggest barriers to
your household using Dave White Golf Course

	Number	Percent
Lack of interest	197	50.5 %
Too crowded	23	5.9 %
Lack of tee time availability	28	7.2 %
Quality of the course	23	5.9 %
Fees are too high	32	8.2 %
Use other courses	31	7.9 %
Other	60	15.4 %
Total	394	

Q6. Please indicate if you or any member of your household has a need for each type of facility or amenity listed below.

(N=390)

	Yes	No
Q6-1. Archery range	15.1%	84.9%
Q6-2. BMX/Dirt Bike/Pump Track or course	10.3%	89.7%
Q6-3. Community gardens	28.2%	71.8%
Q6-4. Diamond athletic fields (baseball, softball, etc.)	14.9%	85.1%
Q6-5. Disc golf	9.2%	90.8%
Q6-6. Dog park	29.2%	70.8%
Q6-7. Indoor event/party/meeting space	25.6%	74.4%
Q6-8. Indoor fitness equipment	35.4%	64.6%
Q6-9. Indoor gymnasium (e.g., basketball, volleyball)	20.5%	79.5%
Q6-10. Indoor pickleball/tennis/racquetball courts	18.5%	81.5%
Q6-11. Indoor walking tracks	39.2%	60.8%
Q6-12. Lap pools	21.8%	78.2%
Q6-13. Leisure pools	26.9%	73.1%
Q6-14. Mountain hiking/bike trails	33.1%	66.9%
Q6-15. Outdoor basketball courts	10.5%	89.5%
Q6-16. Outdoor educational nature areas	27.9%	72.1%
Q6-17. Outdoor fitness areas/equipment	16.7%	83.3%
Q6-18. Outdoor large event space/amphitheater	21.8%	78.2%
Q6-19. Outdoor pickleball/tennis/racquetball courts	15.9%	84.1%

Q6. Please indicate if you or any member of your household has a need for each type of facility or amenity listed below.

	Yes	No
Q6-20. Outdoor track	16.4%	83.6%
Q6-21. Outdoor volleyball courts	9.0%	91.0%
Q6-22. Passive recreation space	21.8%	78.2%
Q6-23. Rectangular athletic fields (soccer, football, etc.)	12.3%	87.7%
Q6-24. Skate park	14.1%	85.9%
Q6-25. Splash pad	22.3%	77.7%
Q6-26. Urban Trails (cycle/walking)	42.8%	57.2%
Q6-27. Walking & biking trails	53.8%	46.2%
Q6-28. Other	7.4%	92.6%

Q6. If "Yes," please rate how well your needs for facilities/amenities of this type are being met by the City of Casa Grande and/or other private sector agencies.

(N=331)

	100% met	75% met	50% met	25% met	0% met
Q6-1. Archery range	9.4%	9.4%	7.5%	17.0%	56.6%
Q6-2. BMX/Dirt Bike/Pump Track or course	2.9%	5.7%	8.6%	14.3%	68.6%
Q6-3. Community gardens	5.2%	3.1%	10.3%	17.5%	63.9%
Q6-4. Diamond athletic fields (baseball, softball, etc.)	11.5%	26.9%	38.5%	13.5%	9.6%
Q6-5. Disc golf	13.3%	3.3%	16.7%	23.3%	43.3%
Q6-6. Dog park	16.2%	15.2%	26.7%	28.6%	13.3%
Q6-7. Indoor event/party/meeting space	10.3%	12.6%	18.4%	21.8%	36.8%
Q6-8. Indoor fitness equipment	30.5%	13.6%	17.8%	18.6%	19.5%
Q6-9. Indoor gymnasium (e.g., basketball, volleyball)	21.1%	14.1%	19.7%	29.6%	15.5%
Q6-10. Indoor pickleball/tennis/racquetball courts	9.7%	6.5%	21.0%	19.4%	43.5%
Q6-11. Indoor walking tracks	23.5%	7.6%	19.7%	19.7%	29.5%
Q6-12. Lap pools	5.3%	5.3%	11.8%	11.8%	65.8%
Q6-13. Leisure pools	6.2%	12.4%	19.6%	26.8%	35.1%
Q6-14. Mountain hiking/bike trails	13.6%	18.6%	37.3%	19.5%	11.0%
Q6-15. Outdoor basketball courts	20.6%	11.8%	35.3%	23.5%	8.8%
Q6-16. Outdoor educational nature areas	6.5%	12.0%	17.4%	21.7%	42.4%
Q6-17. Outdoor fitness areas/equipment	7.4%	7.4%	18.5%	22.2%	44.4%
Q6-18. Outdoor large event space/amphitheater	8.3%	4.2%	13.9%	20.8%	52.8%

Q6. If "Yes," please rate how well your needs for facilities/amenities of this type are being met by the City of Casa Grande and/or other private sector agencies.

	100% met	75% met	50% met	25% met	0% met
Q6-19. Outdoor pickleball/tennis/ racquetball courts	15.7%	21.6%	25.5%	17.6%	19.6%
Q6-20. Outdoor track	14.0%	7.0%	28.1%	24.6%	26.3%
Q6-21. Outdoor volleyball courts	13.8%	3.4%	31.0%	27.6%	24.1%
Q6-22. Passive recreation space	13.5%	9.5%	28.4%	28.4%	20.3%
Q6-23. Rectangular athletic fields (soccer, football, etc.)	19.0%	14.3%	28.6%	21.4%	16.7%
Q6-24. Skate park	16.0%	14.0%	28.0%	20.0%	22.0%
Q6-25. Splash pad	21.1%	18.4%	18.4%	31.6%	10.5%
Q6-26. Urban Trails (cycle/walking)	11.0%	8.9%	20.5%	29.5%	30.1%
Q6-27. Walking & biking trails	9.0%	11.2%	25.5%	30.3%	23.9%
Q6-28. Other	4.0%	12.0%	8.0%	16.0%	60.0%

Q7. Which FOUR facilities/amenities from the list in Question 6 are MOST IMPORTANT to your household?

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Archery range	7	1.8 %
BMX/Dirt Bike/Pump Track or course	3	0.8 %
Community gardens	19	4.9 %
Diamond athletic fields (baseball, softball, etc.)	10	2.6 %
Disc golf	6	1.5 %
Dog park	34	8.7 %
Indoor event/party/meeting space	7	1.8 %
Indoor fitness equipment	17	4.4 %
Indoor gymnasium (e.g., basketball, volleyball)	4	1.0 %
Indoor pickleball/tennis/racquetball courts	10	2.6 %
Indoor walking tracks	25	6.4 %
Lap pools	18	4.6 %
Leisure pools	16	4.1 %
Mountain hiking/bike trails	20	5.1 %
Outdoor basketball courts	1	0.3 %
Outdoor educational nature areas	5	1.3 %
Outdoor large event space/amphitheater	2	0.5 %
Outdoor pickleball/tennis/racquetball courts	5	1.3 %
Outdoor track	1	0.3 %
Outdoor volleyball courts	2	0.5 %
Passive recreation space	3	0.8 %
Rectangular athletic fields (soccer, football, etc.)	3	0.8 %
Skate park	2	0.5 %
Splash pad	9	2.3 %
Urban Trails (cycle/walking)	25	6.4 %
Walking & biking trails	33	8.5 %
Other	13	3.3 %
<u>None chosen</u>	<u>90</u>	<u>23.1 %</u>
Total	390	100.0 %

Q7. Which FOUR facilities/amenities from the list in Question 6 are MOST IMPORTANT to your household?

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Archery range	6	1.5 %
BMX/Dirt Bike/Pump Track or course	4	1.0 %
Community gardens	15	3.8 %
Diamond athletic fields (baseball, softball, etc.)	6	1.5 %
Disc golf	3	0.8 %
Dog park	17	4.4 %
Indoor event/party/meeting space	16	4.1 %
Indoor fitness equipment	24	6.2 %
Indoor gymnasium (e.g., basketball, volleyball)	5	1.3 %
Indoor pickleball/tennis/racquetball courts	8	2.1 %
Indoor walking tracks	30	7.7 %
Lap pools	11	2.8 %
Leisure pools	7	1.8 %
Mountain hiking/bike trails	15	3.8 %
Outdoor basketball courts	2	0.5 %
Outdoor educational nature areas	9	2.3 %
Outdoor fitness areas/equipment	4	1.0 %
Outdoor large event space/amphitheater	7	1.8 %
Outdoor pickleball/tennis/racquetball courts	3	0.8 %
Outdoor track	3	0.8 %
Outdoor volleyball courts	2	0.5 %
Passive recreation space	6	1.5 %
Rectangular athletic fields (soccer, football, etc.)	4	1.0 %
Skate park	3	0.8 %
Splash pad	8	2.1 %
Urban Trails (cycle/walking)	19	4.9 %
Walking & biking trails	40	10.3 %
Other	10	2.6 %
<u>None chosen</u>	<u>103</u>	<u>26.4 %</u>
Total	390	100.0 %

Q7. Which FOUR facilities/amenities from the list in Question 6 are MOST IMPORTANT to your household?

Q7. 3rd choice	Number	Percent
Archery range	5	1.3 %
BMX/Dirt Bike/Pump Track or course	5	1.3 %
Community gardens	10	2.6 %
Disc golf	2	0.5 %
Dog park	12	3.1 %
Indoor event/party/meeting space	8	2.1 %
Indoor fitness equipment	20	5.1 %
Indoor gymnasium (e.g., basketball, volleyball)	10	2.6 %
Indoor pickleball/tennis/racquetball courts	9	2.3 %
Indoor walking tracks	10	2.6 %
Lap pools	12	3.1 %
Leisure pools	11	2.8 %
Mountain hiking/bike trails	20	5.1 %
Outdoor basketball courts	4	1.0 %
Outdoor educational nature areas	14	3.6 %
Outdoor fitness areas/equipment	8	2.1 %
Outdoor large event space/amphitheater	12	3.1 %
Outdoor pickleball/tennis/racquetball courts	7	1.8 %
Outdoor track	4	1.0 %
Outdoor volleyball courts	2	0.5 %
Passive recreation space	13	3.3 %
Rectangular athletic fields (soccer, football, etc.)	1	0.3 %
Skate park	4	1.0 %
Splash pad	5	1.3 %
Urban Trails (cycle/walking)	15	3.8 %
Walking & biking trails	34	8.7 %
Other	6	1.5 %
None chosen	127	32.6 %
Total	390	100.0 %

Q7. Which FOUR facilities/amenities from the list in Question 6 are MOST IMPORTANT to your household?

Q7. 4th choice	Number	Percent
Archery range	5	1.3 %
BMX/Dirt Bike/Pump Track or course	2	0.5 %
Community gardens	20	5.1 %
Diamond athletic fields (baseball, softball, etc.)	4	1.0 %
Disc golf	2	0.5 %
Dog park	10	2.6 %
Indoor event/party/meeting space	4	1.0 %
Indoor fitness equipment	9	2.3 %
Indoor gymnasium (e.g., basketball, volleyball)	6	1.5 %
Indoor pickleball/tennis/racquetball courts	2	0.5 %
Indoor walking tracks	17	4.4 %
Lap pools	7	1.8 %
Leisure pools	9	2.3 %
Mountain hiking/bike trails	16	4.1 %
Outdoor basketball courts	3	0.8 %
Outdoor educational nature areas	10	2.6 %
Outdoor fitness areas/equipment	3	0.8 %
Outdoor large event space/amphitheater	12	3.1 %
Outdoor pickleball/tennis/racquetball courts	4	1.0 %
Outdoor track	3	0.8 %
Outdoor volleyball courts	2	0.5 %
Passive recreation space	8	2.1 %
Skate park	4	1.0 %
Splash pad	11	2.8 %
Urban Trails (cycle/walking)	20	5.1 %
Walking & biking trails	33	8.5 %
Other	4	1.0 %
None chosen	160	41.0 %
Total	390	100.0 %

SUM OF TOP 4**Q7. Which FOUR facilities/amenities from the list in Question 6 are MOST IMPORTANT to your household? (top 4)**

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Archery range	23	5.9 %
BMX/Dirt Bike/Pump Track or course	14	3.6 %
Community gardens	64	16.4 %
Diamond athletic fields (baseball, softball, etc.)	20	5.1 %
Disc golf	13	3.3 %
Dog park	73	18.7 %
Indoor event/party/meeting space	35	9.0 %
Indoor fitness equipment	70	17.9 %
Indoor gymnasium (e.g., basketball, volleyball)	25	6.4 %
Indoor pickleball/tennis/racquetball courts	29	7.4 %
Indoor walking tracks	82	21.0 %
Lap pools	48	12.3 %
Leisure pools	43	11.0 %
Mountain hiking/bike trails	71	18.2 %
Outdoor basketball courts	10	2.6 %
Outdoor educational nature areas	38	9.7 %
Outdoor fitness areas/equipment	15	3.8 %
Outdoor large event space/amphitheater	33	8.5 %
Outdoor pickleball/tennis/racquetball courts	19	4.9 %
Outdoor track	11	2.8 %
Outdoor volleyball courts	8	2.1 %
Passive recreation space	30	7.7 %
Rectangular athletic fields (soccer, football, etc.)	8	2.1 %
Skate park	13	3.3 %
Splash pad	33	8.5 %
Urban Trails (cycle/walking)	79	20.3 %
Walking & biking trails	140	35.9 %
Other	33	8.5 %
None chosen	90	23.1 %
Total	1170	

Q8. Please indicate if you or any member of your household has a need for each type of recreation program listed below.

(N=390)

	Yes	No
Q8-1. Adaptive recreation programs	7.7%	92.3%
Q8-2. Archery programs	13.1%	86.9%
Q8-3. Art, dance, performing arts	21.8%	78.2%
Q8-4. Before & after school care	10.3%	89.7%
Q8-5. Bird watching	11.5%	88.5%
Q8-6. BMX/skate/biking programs	9.5%	90.5%
Q8-7. Cooking classes	25.9%	74.1%
Q8-8. Education classes	22.1%	77.9%
Q8-9. Fitness & wellness classes (adult)	41.0%	59.0%
Q8-10. Fitness & wellness classes (child)	10.8%	89.2%
Q8-11. Free self-directed drop-in activities (cards, dominos, board games, etc.)	20.0%	80.0%
Q8-12. Free/low-cost community events	40.0%	60.0%
Q8-13. Golf programs	14.9%	85.1%
Q8-14. Learn to swim programs	14.4%	85.6%
Q8-15. Nature education/certification	11.5%	88.5%
Q8-16. Outdoor fitness programs	15.1%	84.9%
Q8-17. Outdoor trips (single day)	21.3%	78.7%
Q8-18. Pickleball leagues	11.0%	89.0%
Q8-19. Skate park programs	8.5%	91.5%
Q8-20. Sports leagues	14.9%	85.1%
Q8-21. Summer camps	12.8%	87.2%

Q8. Please indicate if you or any member of your household has a need for each type of recreation program listed below.

	Yes	No
Q8-22. Teen activities (eSports/gaming programs)	10.3%	89.7%
Q8-23. Tennis lessons & leagues	8.5%	91.5%
Q8-24. Virtual programs	9.0%	91.0%
Q8-25. Volunteer programs	22.3%	77.7%
Q8-26. Water fitness classes	20.5%	79.5%
Q8-27. Other	5.4%	94.6%

Q8. If "Yes," please rate how well your needs for programs of this type are being met by the City of Casa Grande and/or other private sector agencies.

(N=304)

	100% met	75% met	50% met	25% met	0% met
Q8-1. Adaptive recreation programs	0.0%	7.7%	26.9%	26.9%	38.5%
Q8-2. Archery programs	2.3%	2.3%	7.0%	20.9%	67.4%
Q8-3. Art, dance, performing arts	8.1%	6.8%	20.3%	35.1%	29.7%
Q8-4. Before & after school care	8.3%	5.6%	19.4%	27.8%	38.9%
Q8-5. Bird watching	0.0%	5.3%	18.4%	23.7%	52.6%
Q8-6. BMX/skate/biking programs	3.1%	3.1%	15.6%	18.8%	59.4%
Q8-7. Cooking classes	2.3%	1.2%	7.0%	15.1%	74.4%
Q8-8. Education classes	5.5%	9.6%	13.7%	27.4%	43.8%
Q8-9. Fitness & wellness classes (adult)	15.4%	10.3%	19.9%	16.9%	37.5%
Q8-10. Fitness & wellness classes (child)	7.9%	7.9%	15.8%	31.6%	36.8%
Q8-11. Free self-directed drop-in activities (cards, dominos, board games, etc.)	6.2%	4.6%	13.8%	15.4%	60.0%
Q8-12. Free/low-cost community events	11.4%	9.8%	22.7%	34.1%	22.0%
Q8-13. Golf programs	4.2%	20.8%	18.8%	20.8%	35.4%
Q8-14. Learn to swim programs	21.2%	15.4%	19.2%	19.2%	25.0%
Q8-15. Nature education/certification	8.3%	0.0%	8.3%	27.8%	55.6%
Q8-16. Outdoor fitness programs	7.5%	5.7%	24.5%	20.8%	41.5%
Q8-17. Outdoor trips (single day)	3.1%	1.5%	7.7%	21.5%	66.2%
Q8-18. Pickleball leagues	0.0%	16.2%	21.6%	21.6%	40.5%
Q8-19. Skate park programs	3.4%	10.3%	6.9%	44.8%	34.5%
Q8-20. Sports leagues	15.4%	21.2%	26.9%	15.4%	21.2%

Q8. If "Yes," please rate how well your needs for programs of this type are being met by the City of Casa Grande and/or other private sector agencies.

	100% met	75% met	50% met	25% met	0% met
Q8-21. Summer camps	6.5%	4.3%	17.4%	21.7%	50.0%
Q8-22. Teen activities (eSports/ gaming programs)	8.1%	2.7%	18.9%	29.7%	40.5%
Q8-23. Tennis lessons & leagues	3.6%	0.0%	14.3%	25.0%	57.1%
Q8-24. Virtual programs	3.4%	10.3%	17.2%	20.7%	48.3%
Q8-25. Volunteer programs	5.5%	4.1%	21.9%	35.6%	32.9%
Q8-26. Water fitness classes	5.4%	1.4%	16.2%	18.9%	58.1%
Q8-27. Other	6.7%	6.7%	6.7%	20.0%	60.0%

Q9. Which FOUR programs from the list in Question 8 are MOST IMPORTANT to your household?

Q9. Top choice	Number	Percent
Adaptive recreation programs	4	1.0 %
Archery programs	10	2.6 %
Art, dance, performing arts	18	4.6 %
Before & after school care	11	2.8 %
Bird watching	8	2.1 %
BMX/skate/biking programs	3	0.8 %
Cooking classes	12	3.1 %
Education classes	12	3.1 %
Fitness & wellness classes (adult)	47	12.1 %
Fitness & wellness classes (child)	5	1.3 %
Free self-directed drop-in activities (cards, dominos, board games, etc.)	10	2.6 %
Free/low-cost community events	23	5.9 %
Golf programs	23	5.9 %
Learn to swim programs	4	1.0 %
Nature education/certification	1	0.3 %
Outdoor fitness programs	3	0.8 %
Outdoor trips (single day)	10	2.6 %
Pickleball leagues	8	2.1 %
Skate park programs	3	0.8 %
Sports leagues	9	2.3 %
Summer camps	4	1.0 %
Teen activities (eSports/gaming programs)	2	0.5 %
Tennis lessons & leagues	2	0.5 %
Virtual programs	2	0.5 %
Volunteer programs	13	3.3 %
Water fitness classes	20	5.1 %
Other	5	1.3 %
None chosen	118	30.3 %
Total	390	100.0 %

Q9. Which FOUR programs from the list in Question 8 are MOST IMPORTANT to your household?

Q9. 2nd choice	Number	Percent
Adaptive recreation programs	2	0.5 %
Archery programs	10	2.6 %
Art, dance, performing arts	14	3.6 %
Before & after school care	6	1.5 %
Bird watching	6	1.5 %
BMX/skate/biking programs	4	1.0 %
Cooking classes	24	6.2 %
Education classes	18	4.6 %
Fitness & wellness classes (adult)	32	8.2 %
Fitness & wellness classes (child)	5	1.3 %
Free self-directed drop-in activities (cards, dominos, board games, etc.)	6	1.5 %
Free/low-cost community events	39	10.0 %
Golf programs	10	2.6 %
Learn to swim programs	5	1.3 %
Nature education/certification	1	0.3 %
Outdoor fitness programs	6	1.5 %
Outdoor trips (single day)	14	3.6 %
Pickleball leagues	5	1.3 %
Skate park programs	2	0.5 %
Sports leagues	5	1.3 %
Summer camps	4	1.0 %
Teen activities (eSports/gaming programs)	3	0.8 %
Tennis lessons & leagues	2	0.5 %
Virtual programs	3	0.8 %
Volunteer programs	8	2.1 %
Water fitness classes	8	2.1 %
Other	1	0.3 %
None chosen	147	37.7 %
Total	390	100.0 %

Q9. Which FOUR programs from the list in Question 8 are MOST IMPORTANT to your household?

Q9. 3rd choice	Number	Percent
Adaptive recreation programs	2	0.5 %
Archery programs	6	1.5 %
Art, dance, performing arts	12	3.1 %
Before & after school care	5	1.3 %
Bird watching	6	1.5 %
BMX/skate/biking programs	4	1.0 %
Cooking classes	14	3.6 %
Education classes	10	2.6 %
Fitness & wellness classes (adult)	18	4.6 %
Fitness & wellness classes (child)	3	0.8 %
Free self-directed drop-in activities (cards, dominos, board games, etc.)	8	2.1 %
Free/low-cost community events	27	6.9 %
Golf programs	8	2.1 %
Learn to swim programs	6	1.5 %
Nature education/certification	5	1.3 %
Outdoor fitness programs	10	2.6 %
Outdoor trips (single day)	12	3.1 %
Pickleball leagues	6	1.5 %
Skate park programs	4	1.0 %
Sports leagues	3	0.8 %
Summer camps	9	2.3 %
Tennis lessons & leagues	4	1.0 %
Virtual programs	2	0.5 %
Volunteer programs	13	3.3 %
Water fitness classes	10	2.6 %
Other	5	1.3 %
None chosen	178	45.6 %
Total	390	100.0 %

Q9. Which FOUR programs from the list in Question 8 are MOST IMPORTANT to your household?

Q9. 4th choice	Number	Percent
Adaptive recreation programs	4	1.0 %
Archery programs	3	0.8 %
Art, dance, performing arts	7	1.8 %
Before & after school care	1	0.3 %
Bird watching	4	1.0 %
BMX/skate/biking programs	3	0.8 %
Cooking classes	13	3.3 %
Education classes	8	2.1 %
Fitness & wellness classes (adult)	8	2.1 %
Fitness & wellness classes (child)	2	0.5 %
Free self-directed drop-in activities (cards, dominos, board games, etc.)	8	2.1 %
Free/low-cost community events	18	4.6 %
Golf programs	4	1.0 %
Learn to swim programs	6	1.5 %
Nature education/certification	5	1.3 %
Outdoor fitness programs	4	1.0 %
Outdoor trips (single day)	12	3.1 %
Pickleball leagues	2	0.5 %
Skate park programs	2	0.5 %
Sports leagues	8	2.1 %
Summer camps	5	1.3 %
Teen activities (eSports/gaming programs)	7	1.8 %
Tennis lessons & leagues	6	1.5 %
Virtual programs	5	1.3 %
Volunteer programs	19	4.9 %
Water fitness classes	10	2.6 %
Other	4	1.0 %
None chosen	212	54.4 %
Total	390	100.0 %

SUM OF TOP 4**Q9. Which FOUR programs from the list in Question 8 are MOST IMPORTANT to your household?**
(top 4)

Q9. Top choice	Number	Percent
Adaptive recreation programs	12	3.1 %
Archery programs	29	7.4 %
Art, dance, performing arts	51	13.1 %
Before & after school care	23	5.9 %
Bird watching	24	6.2 %
BMX/skate/biking programs	14	3.6 %
Cooking classes	63	16.2 %
Education classes	48	12.3 %
Fitness & wellness classes (adult)	105	26.9 %
Fitness & wellness classes (child)	15	3.8 %
Free self-directed drop-in activities (cards, dominos, board games, etc.)	32	8.2 %
Free/low-cost community events	107	27.4 %
Golf programs	45	11.5 %
Learn to swim programs	21	5.4 %
Nature education/certification	12	3.1 %
Outdoor fitness programs	23	5.9 %
Outdoor trips (single day)	48	12.3 %
Pickleball leagues	21	5.4 %
Skate park programs	11	2.8 %
Sports leagues	25	6.4 %
Summer camps	22	5.6 %
Teen activities (eSports/gaming programs)	12	3.1 %
Tennis lessons & leagues	14	3.6 %
Virtual programs	12	3.1 %
Volunteer programs	53	13.6 %
Water fitness classes	48	12.3 %
Other	15	3.8 %
None chosen	118	30.3 %
Total	1023	

Q10. Special Events. From the following list, please check the THREE SPECIAL EVENT concepts you and the members of your household would be MOST INTERESTED in.

Q10. Special event concepts your household would be most interested in	Number	Percent
Food/beverage (farmers market, tastings, etc.)	272	69.7 %
Cultural celebrations/festivals (food, performances, arts, etc.)	192	49.2 %
Entertainment (music, movies, performers, etc.)	176	45.1 %
Holiday-themed events (Halloween, Easter, etc.)	95	24.4 %
Health & wellness events (bike, walk, run, etc.)	94	24.1 %
Day events/field trips	80	20.5 %
Sports tournaments/competitions (basketball, football, soccer, etc.)	42	10.8 %
Environmental events (Earth Day, Arbor Day, volunteer, etc.)	22	5.6 %
Total	973	

Q11. Please indicate if you or any member of your household has a need for each of the following programs/services that promote ACTIVE AGING.

(N=390)

	Yes	No
Q11-1. Alzheimer/Parkinson's programs	10.5%	89.5%
Q11-2. Arts & crafts programs & activities	27.7%	72.3%
Q11-3. Cognitive strengthening programs (memory exercises)	22.1%	77.9%
Q11-4. Computer classes & programs	22.8%	77.2%
Q11-5. Counseling services	13.3%	86.7%
Q11-6. Dance lessons & programs	19.0%	81.0%
Q11-7. Day trips, tours, & excursions to popular tourist attractions	31.8%	68.2%
Q11-8. Evidence based health programs	13.1%	86.9%
Q11-9. Financial services program (tax filing)	12.3%	87.7%
Q11-10. Health screenings (blood pressure, cancer, vision, etc.)	23.3%	76.7%
Q11-11. Healthy eating programs & dieting programs	23.3%	76.7%
Q11-12. Housing programs	8.2%	91.8%
Q11-13. Intergenerational programs	5.9%	94.1%
Q11-14. Legal assistance programs	12.6%	87.4%
Q11-15. Lunch/meal programs	12.6%	87.4%
Q11-16. Music classes & programs	13.8%	86.2%
Q11-17. Social gatherings	19.7%	80.3%
Q11-18. Special interest classes (gardening, writing, book clubs)	25.1%	74.9%

Q11. Please indicate if you or any member of your household has a need for each of the following programs/services that promote ACTIVE AGING.

	Yes	No
Q11-19. Support groups (bereavement, Alzheimer's, Parkinson's)	11.8%	88.2%
Q11-20. Transportation programs/ services	16.7%	83.3%
Q11-21. Veteran specific programs	11.3%	88.7%
Q11-22. Volunteer opportunities programs	24.1%	75.9%
Q11-23. Weekly programs (cards, billiards, mahjong)	15.1%	84.9%
Q11-24. Other	0.3%	99.7%

Q11. If "Yes," please rate how well your needs for program/service of this type are being met by the City of Casa Grande and/or other private sector agencies.

(N=280)

	100% met	75% met	50% met	25% met	0% met
Q11-1. Alzheimer/Parkinson's programs	8.6%	8.6%	8.6%	22.9%	51.4%
Q11-2. Arts & crafts programs & activities	7.6%	9.8%	21.7%	22.8%	38.0%
Q11-3. Cognitive strengthening programs (memory exercises)	3.0%	7.5%	6.0%	16.4%	67.2%
Q11-4. Computer classes & programs	4.2%	5.6%	18.1%	33.3%	38.9%
Q11-5. Counseling services	2.3%	2.3%	16.3%	18.6%	60.5%
Q11-6. Dance lessons & programs	6.7%	6.7%	11.7%	16.7%	58.3%
Q11-7. Day trips, tours, & excursions to popular tourist attractions	2.0%	2.0%	8.1%	16.2%	71.7%
Q11-8. Evidence based health programs	13.0%	6.5%	4.3%	19.6%	56.5%
Q11-9. Financial services program (tax filing)	9.8%	4.9%	12.2%	19.5%	53.7%
Q11-10. Health screenings (blood pressure, cancer, vision, etc.)	9.7%	9.7%	15.3%	23.6%	41.7%
Q11-11. Healthy eating programs & dieting programs	8.3%	1.4%	9.7%	19.4%	61.1%
Q11-12. Housing programs	8.0%	0.0%	8.0%	16.0%	68.0%
Q11-13. Intergenerational programs	0.0%	0.0%	15.0%	20.0%	65.0%
Q11-14. Legal assistance programs	7.7%	2.6%	7.7%	25.6%	56.4%
Q11-15. Lunch/meal programs	7.5%	12.5%	20.0%	17.5%	42.5%
Q11-16. Music classes & programs	0.0%	2.2%	4.4%	40.0%	53.3%
Q11-17. Social gatherings	3.2%	1.6%	27.4%	30.6%	37.1%

Q11. If "Yes," please rate how well your needs for program/service of this type are being met by the City of Casa Grande and/or other private sector agencies.

	100% met	75% met	50% met	25% met	0% met
Q11-18. Special interest classes (gardening, writing, book clubs)	2.4%	3.7%	11.0%	30.5%	52.4%
Q11-19. Support groups (bereavement, Alzheimer's, Parkinson's)	5.4%	2.7%	10.8%	21.6%	59.5%
Q11-20. Transportation programs/ services	11.3%	3.8%	7.5%	22.6%	54.7%
Q11-21. Veteran specific programs	10.8%	8.1%	18.9%	29.7%	32.4%
Q11-22. Volunteer opportunities programs	4.9%	6.2%	23.5%	19.8%	45.7%
Q11-23. Weekly programs (cards, billiards, mahjong)	4.1%	6.1%	8.2%	20.4%	61.2%
Q11-24. Other	0.0%	0.0%	0.0%	0.0%	100.0%

Q11-24. Other

Q11-24. Other	Number	Percent
2-day trip	1	100.0 %
Total	1	100.0 %

Q12. Which FOUR programs/services from the list in Question 11 are MOST IMPORTANT to your household?

Q12. Top choice	Number	Percent
Alzheimer/Parkinson's programs	9	2.3 %
Arts & crafts programs & activities	30	7.7 %
Cognitive strengthening programs (memory exercises)	13	3.3 %
Computer classes & programs	18	4.6 %
Counseling services	6	1.5 %
Dance lessons & programs	12	3.1 %
Day trips, tours, & excursions to popular tourist attractions	44	11.3 %
Evidence based health programs	8	2.1 %
Financial services program (tax filing)	3	0.8 %
Health screenings (blood pressure, cancer, vision, etc.)	15	3.8 %
Healthy eating programs & dieting programs	16	4.1 %
Housing programs	5	1.3 %
Legal assistance programs	1	0.3 %
Lunch/meal programs	1	0.3 %
Music classes & programs	4	1.0 %
Social gatherings	4	1.0 %
Special interest classes (gardening, writing, book clubs)	8	2.1 %
Support groups (bereavement, Alzheimer's, Parkinson's)	4	1.0 %
Transportation programs/services	9	2.3 %
Veteran specific programs	9	2.3 %
Volunteer opportunities programs	11	2.8 %
Weekly programs (cards, billiards, mahjong)	6	1.5 %
Other	1	0.3 %
None chosen	153	39.2 %
Total	390	100.0 %

Q12. Which FOUR programs/services from the list in Question 11 are MOST IMPORTANT to your household?

Q12. 2nd choice	Number	Percent
Alzheimer/Parkinson's programs	3	0.8 %
Arts & crafts programs & activities	20	5.1 %
Cognitive strengthening programs (memory exercises)	15	3.8 %
Computer classes & programs	10	2.6 %
Counseling services	8	2.1 %
Dance lessons & programs	11	2.8 %
Day trips, tours, & excursions to popular tourist attractions	20	5.1 %
Evidence based health programs	12	3.1 %
Financial services program (tax filing)	4	1.0 %
Health screenings (blood pressure, cancer, vision, etc.)	15	3.8 %
Healthy eating programs & dieting programs	15	3.8 %
Housing programs	5	1.3 %
Intergenerational programs	1	0.3 %
Legal assistance programs	9	2.3 %
Lunch/meal programs	4	1.0 %
Music classes & programs	10	2.6 %
Social gatherings	9	2.3 %
Special interest classes (gardening, writing, book clubs)	13	3.3 %
Support groups (bereavement, Alzheimer's, Parkinson's)	6	1.5 %
Transportation programs/services	5	1.3 %
Veteran specific programs	4	1.0 %
Volunteer opportunities programs	6	1.5 %
Weekly programs (cards, billiards, mahjong)	6	1.5 %
Other	1	0.3 %
<u>None chosen</u>	<u>178</u>	<u>45.6 %</u>
Total	390	100.0 %

Q12. Which FOUR programs/services from the list in Question 11 are MOST IMPORTANT to your household?

Q12. 3rd choice	Number	Percent
Alzheimer/Parkinson's programs	6	1.5 %
Arts & crafts programs & activities	10	2.6 %
Cognitive strengthening programs (memory exercises)	10	2.6 %
Computer classes & programs	11	2.8 %
Counseling services	3	0.8 %
Dance lessons & programs	8	2.1 %
Day trips, tours, & excursions to popular tourist attractions	10	2.6 %
Evidence based health programs	4	1.0 %
Financial services program (tax filing)	6	1.5 %
Health screenings (blood pressure, cancer, vision, etc.)	12	3.1 %
Healthy eating programs & dieting programs	13	3.3 %
Housing programs	3	0.8 %
Intergenerational programs	3	0.8 %
Legal assistance programs	6	1.5 %
Lunch/meal programs	10	2.6 %
Music classes & programs	4	1.0 %
Social gatherings	10	2.6 %
Special interest classes (gardening, writing, book clubs)	20	5.1 %
Support groups (bereavement, Alzheimer's, Parkinson's)	6	1.5 %
Transportation programs/services	7	1.8 %
Veteran specific programs	5	1.3 %
Volunteer opportunities programs	12	3.1 %
Weekly programs (cards, billiards, mahjong)	7	1.8 %
None chosen	204	52.3 %
Total	390	100.0 %

Q12. Which FOUR programs/services from the list in Question 11 are MOST IMPORTANT to your household?

Q12. 4th choice	Number	Percent
Alzheimer/Parkinson's programs	2	0.5 %
Arts & crafts programs & activities	10	2.6 %
Cognitive strengthening programs (memory exercises)	10	2.6 %
Computer classes & programs	9	2.3 %
Counseling services	5	1.3 %
Dance lessons & programs	4	1.0 %
Day trips, tours, & excursions to popular tourist attractions	11	2.8 %
Evidence based health programs	1	0.3 %
Financial services program (tax filing)	3	0.8 %
Health screenings (blood pressure, cancer, vision, etc.)	9	2.3 %
Healthy eating programs & dieting programs	9	2.3 %
Housing programs	4	1.0 %
Intergenerational programs	2	0.5 %
Legal assistance programs	4	1.0 %
Lunch/meal programs	6	1.5 %
Music classes & programs	5	1.3 %
Social gatherings	6	1.5 %
Special interest classes (gardening, writing, book clubs)	16	4.1 %
Support groups (bereavement, Alzheimer's, Parkinson's)	4	1.0 %
Transportation programs/services	7	1.8 %
Veteran specific programs	5	1.3 %
Volunteer opportunities programs	19	4.9 %
Weekly programs (cards, billiards, mahjong)	8	2.1 %
None chosen	231	59.2 %
Total	390	100.0 %

SUM OF TOP 4**Q12. Which FOUR programs/services from the list in Question 11 are MOST IMPORTANT to your household? (top 4)**

Q12. Top choice	Number	Percent
Alzheimer/Parkinson's programs	20	5.1 %
Arts & crafts programs & activities	70	17.9 %
Cognitive strengthening programs (memory exercises)	48	12.3 %
Computer classes & programs	48	12.3 %
Counseling services	22	5.6 %
Dance lessons & programs	35	9.0 %
Day trips, tours, & excursions to popular tourist attractions	85	21.8 %
Evidence based health programs	25	6.4 %
Financial services program (tax filing)	16	4.1 %
Health screenings (blood pressure, cancer, vision, etc.)	51	13.1 %
Healthy eating programs & dieting programs	53	13.6 %
Housing programs	17	4.4 %
Intergenerational programs	6	1.5 %
Legal assistance programs	20	5.1 %
Lunch/meal programs	21	5.4 %
Music classes & programs	23	5.9 %
Social gatherings	29	7.4 %
Special interest classes (gardening, writing, book clubs)	57	14.6 %
Support groups (bereavement, Alzheimer's, Parkinson's)	20	5.1 %
Transportation programs/services	28	7.2 %
Veteran specific programs	23	5.9 %
Volunteer opportunities programs	48	12.3 %
Weekly programs (cards, billiards, mahjong)	27	6.9 %
Other	2	0.5 %
<u>None chosen</u>	<u>153</u>	<u>39.2 %</u>
Total	947	

Q13. Have you or members of your household used the library or any services provided by the library within the last 2 years?

Q13. Has your household used library or any services provided by the library within last 2 years	Number	Percent
Yes	183	46.9 %
No	207	53.1 %
Total	390	100.0 %

Q13a. If "YES," please check ALL of the following activities you or the members of your household participated in at the library.

Q13a. All the following activities your household participated in at the library	Number	Percent
Accessed a government form	15	8.2 %
Accessed online research tools	41	22.4 %
Asked a librarian a question	91	49.7 %
Attended a children/teen program	35	19.1 %
Attended a community meeting	12	6.6 %
Attended an adult program or class	19	10.4 %
Checked out a book/audiobook	128	69.9 %
Checked out a DVD or music CD	44	24.0 %
Downloaded a digital video or music	10	5.5 %
Downloaded an eBook or eAudiobook	50	27.3 %
Met a friend or family members	33	18.0 %
Read a newspaper or magazine	31	16.9 %
Received assistance with technology	18	9.8 %
Requested home delivery	4	2.2 %
Reserved materials online	40	21.9 %
Used a public computer	42	23.0 %
Used a study/meeting room	27	14.8 %
Used the makerspace	5	2.7 %
Used the Wi-Fi	44	24.0 %
Worked on a school assignment	20	10.9 %
Total	709	

Q14. Rating Library Services. Please rate each of the following library services using a scale of 5 to 1, where 5 means "Very Satisfied," and 1 means "Very Dissatisfied." If you have not utilized any of the following items please select 9 for "Don't Use."

(N=183)

	Very satisfied	Satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied	Don't use
Q14-1. Books for adults	29.5%	31.1%	19.1%	3.3%	0.5%	16.4%
Q14-2. Books for teens	8.2%	14.2%	13.7%	2.2%	1.1%	60.7%
Q14-3. Books for children	16.4%	12.0%	12.0%	1.1%	0.5%	57.9%
Q14-4. Newspapers/ magazines	8.7%	15.8%	19.7%	1.1%	0.5%	54.1%
Q14-5. Audiobooks	13.1%	12.0%	16.9%	1.6%	0.5%	55.7%
Q14-6. eBooks	16.4%	15.8%	15.3%	0.5%	0.5%	51.4%
Q14-7. Music CDs	4.9%	9.8%	13.7%	2.2%	0.5%	68.9%
Q14-8. Movies (DVDs) for adults	8.2%	15.3%	15.3%	1.1%	0.5%	59.6%
Q14-9. Movies (DVDs) for children	6.6%	8.7%	13.1%	0.5%	0.5%	70.5%
Q14-10. Library website	15.8%	23.5%	18.6%	1.1%	1.6%	39.3%
Q14-11. Online research tools	12.6%	15.8%	17.5%	1.6%	1.1%	51.4%
Q14-12. Online library catalog	14.8%	18.6%	17.5%	3.3%	0.5%	45.4%
Q14-13. Public computers	10.9%	12.6%	13.1%	1.1%	0.5%	61.7%
Q14-14. Wireless access	12.6%	13.1%	13.1%	1.1%	1.1%	59.0%
Q14-15. Requesting an item to be held	20.8%	19.7%	13.1%	1.1%	0.5%	44.8%

Q14. Rating Library Services. Please rate each of the following library services using a scale of 5 to 1, where 5 means "Very Satisfied," and 1 means "Very Dissatisfied." If you have not utilized any of the following items please select 9 for "Don't Use."

	Very satisfied	Satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied	Don't use
Q14-16. Courteousness of staff	53.6%	25.7%	7.7%	0.0%	0.5%	12.6%
Q14-17. Knowledge of staff	48.6%	29.0%	7.1%	0.0%	0.5%	14.8%
Q14-18. Cleanliness/ maintenance of facilities	51.9%	22.4%	9.3%	2.2%	1.1%	13.1%
Q14-19. Hours of operation	33.9%	26.2%	16.4%	7.7%	1.6%	14.2%
Q14-20. Meeting room facilities	14.8%	12.6%	16.4%	0.5%	0.5%	55.2%
Q14-21. Library programs for adults	8.7%	9.3%	14.2%	5.5%	0.5%	61.7%
Q14-22. Library programs for teens	6.0%	3.3%	9.3%	4.4%	0.5%	76.5%
Q14-23. Library programs for children	10.4%	7.1%	11.5%	2.2%	0.5%	68.3%
Q14-24. Bookmobile/ delivery service	6.0%	2.2%	8.2%	0.5%	1.6%	81.4%

(WITHOUT "DON'T USE")

Q14. Rating Library Services. Please rate each of the following library services using a scale of 5 to 1, where 5 means "Very Satisfied," and 1 means "Very Dissatisfied." (without "don't use")

(N=183)

	Very satisfied	Satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied
Q14-1. Books for adults	35.3%	37.3%	22.9%	3.9%	0.7%
Q14-2. Books for teens	20.8%	36.1%	34.7%	5.6%	2.8%
Q14-3. Books for children	39.0%	28.6%	28.6%	2.6%	1.3%
Q14-4. Newspapers/ magazines	19.0%	34.5%	42.9%	2.4%	1.2%
Q14-5. Audiobooks	29.6%	27.2%	38.3%	3.7%	1.2%
Q14-6. eBooks	33.7%	32.6%	31.5%	1.1%	1.1%
Q14-7. Music CDs	15.8%	31.6%	43.9%	7.0%	1.8%
Q14-8. Movies (DVDs) for adults	20.3%	37.8%	37.8%	2.7%	1.4%
Q14-9. Movies (DVDs) for children	22.2%	29.6%	44.4%	1.9%	1.9%
Q14-10. Library website	26.1%	38.7%	30.6%	1.8%	2.7%
Q14-11. Online research tools	25.8%	32.6%	36.0%	3.4%	2.2%
Q14-12. Online library catalog	27.0%	34.0%	32.0%	6.0%	1.0%
Q14-13. Public computers	28.6%	32.9%	34.3%	2.9%	1.4%
Q14-14. Wireless access	30.7%	32.0%	32.0%	2.7%	2.7%
Q14-15. Requesting an item to be held	37.6%	35.6%	23.8%	2.0%	1.0%

(WITHOUT "DON'T USE")

Q14. Rating Library Services. Please rate each of the following library services using a scale of 5 to 1, where 5 means "Very Satisfied," and 1 means "Very Dissatisfied." (without "don't use")

	Very satisfied	Satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied
Q14-16. Courteousness of staff	61.3%	29.4%	8.8%	0.0%	0.6%
Q14-17. Knowledge of staff	57.1%	34.0%	8.3%	0.0%	0.6%
Q14-18. Cleanliness/ maintenance of facilities	59.7%	25.8%	10.7%	2.5%	1.3%
Q14-19. Hours of operation	39.5%	30.6%	19.1%	8.9%	1.9%
Q14-20. Meeting room facilities	32.9%	28.0%	36.6%	1.2%	1.2%
Q14-21. Library programs for adults	22.9%	24.3%	37.1%	14.3%	1.4%
Q14-22. Library programs for teens	25.6%	14.0%	39.5%	18.6%	2.3%
Q14-23. Library programs for children	32.8%	22.4%	36.2%	6.9%	1.7%
Q14-24. Bookmobile/ delivery service	32.4%	11.8%	44.1%	2.9%	8.8%

Q15. Which FOUR services from the list in Question 14 are MOST IMPORTANT for the Library to provide?

Q15. Top choice	Number	Percent
Books for adults	45	24.6 %
Books for teens	4	2.2 %
Books for children	20	10.9 %
Newspapers/magazines	4	2.2 %
Audiobooks	6	3.3 %
eBbooks	19	10.4 %
Movies (DVDs) for adults	2	1.1 %
Online research tools	4	2.2 %
Online library catalog	1	0.5 %
Public computers	10	5.5 %
Wireless access	1	0.5 %
Requesting an item to be held	2	1.1 %
Courteousness of staff	3	1.6 %
Knowledge of staff	1	0.5 %
Cleanliness/maintenance of facilities	4	2.2 %
Hours of operation	7	3.8 %
Meeting room facilities	1	0.5 %
Library programs for adults	6	3.3 %
Library programs for teens	3	1.6 %
Library programs for children	2	1.1 %
None chosen	38	20.8 %
Total	183	100.0 %

Q15. Which FOUR services from the list in Question 14 are MOST IMPORTANT for the Library to provide?

Q15. 2nd choice	Number	Percent
Books for adults	9	4.9 %
Books for teens	15	8.2 %
Books for children	10	5.5 %
Newspapers/magazines	5	2.7 %
Audiobooks	9	4.9 %
eBooks	7	3.8 %
Movies (DVDs) for adults	5	2.7 %
Library website	9	4.9 %
Online research tools	8	4.4 %
Online library catalog	8	4.4 %
Public computers	7	3.8 %
Wireless access	6	3.3 %
Requesting an item to be held	2	1.1 %
Courteousness of staff	18	9.8 %
Knowledge of staff	3	1.6 %
Cleanliness/maintenance of facilities	6	3.3 %
Hours of operation	1	0.5 %
Meeting room facilities	1	0.5 %
Library programs for children	7	3.8 %
Bookmobile/delivery service	1	0.5 %
None chosen	46	25.1 %
Total	183	100.0 %

Q15. Which FOUR services from the list in Question 14 are MOST IMPORTANT for the Library to provide?

Q15. 3rd choice	Number	Percent
Books for adults	12	6.6 %
Books for teens	4	2.2 %
Books for children	6	3.3 %
Newspapers/magazines	3	1.6 %
Audiobooks	3	1.6 %
eBooks	3	1.6 %
Music CDs	1	0.5 %
Movies (DVDs) for adults	4	2.2 %
Movies (DVDs) for children	2	1.1 %
Library website	9	4.9 %
Online research tools	7	3.8 %
Online library catalog	4	2.2 %
Public computers	7	3.8 %
Wireless access	5	2.7 %
Requesting an item to be held	6	3.3 %
Courteousness of staff	5	2.7 %
Knowledge of staff	11	6.0 %
Cleanliness/maintenance of facilities	9	4.9 %
Hours of operation	8	4.4 %
Meeting room facilities	3	1.6 %
Library programs for adults	6	3.3 %
Library programs for teens	4	2.2 %
Library programs for children	7	3.8 %
None chosen	54	29.5 %
Total	183	100.0 %

Q15. Which FOUR services from the list in Question 14 are MOST IMPORTANT for the Library to provide?

Q15. 4th choice	Number	Percent
Books for adults	8	4.4 %
Books for teens	4	2.2 %
Books for children	7	3.8 %
Newspapers/magazines	6	3.3 %
Audiobooks	4	2.2 %
eBooks	2	1.1 %
Music CDs	3	1.6 %
Movies (DVDs) for adults	5	2.7 %
Movies (DVDs) for children	2	1.1 %
Library website	6	3.3 %
Online research tools	3	1.6 %
Online library catalog	9	4.9 %
Public computers	4	2.2 %
Wireless access	5	2.7 %
Requesting an item to be held	6	3.3 %
Courteousness of staff	6	3.3 %
Knowledge of staff	9	4.9 %
Cleanliness/maintenance of facilities	10	5.5 %
Hours of operation	7	3.8 %
Meeting room facilities	1	0.5 %
Library programs for adults	2	1.1 %
Library programs for children	4	2.2 %
Bookmobile/delivery service	1	0.5 %
None chosen	69	37.7 %
Total	183	100.0 %

SUM OF TOP 4**Q15. Which FOUR services from the list in Question 14 are MOST IMPORTANT for the Library to provide? (top 4)**

<u>Q15. Top choice</u>	<u>Number</u>	<u>Percent</u>
Books for adults	74	40.4 %
Books for teens	27	14.8 %
Books for children	43	23.5 %
Newspapers/magazines	18	9.8 %
Audiobooks	22	12.0 %
eBbooks	31	16.9 %
Music CDs	4	2.2 %
Movies (DVDs) for adults	16	8.7 %
Movies (DVDs) for children	4	2.2 %
Library website	24	13.1 %
Online research tools	22	12.0 %
Online library catalog	22	12.0 %
Public computers	28	15.3 %
Wireless access	17	9.3 %
Requesting an item to be held	16	8.7 %
Courteousness of staff	32	17.5 %
Knowledge of staff	24	13.1 %
Cleanliness/maintenance of facilities	29	15.8 %
Hours of operation	23	12.6 %
Meeting room facilities	6	3.3 %
Library programs for adults	14	7.7 %
Library programs for teens	7	3.8 %
Library programs for children	20	10.9 %
Bookmobile/delivery service	2	1.1 %
<u>None chosen</u>	<u>38</u>	<u>20.8 %</u>
Total	563	

Q16. Please indicate your level of agreement with the following statements about Casa Grande Community Services Department using a scale of 5 to 1, where 5 means "strongly agree," and 1 means "strongly disagree."

(N=390)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q16-1. Improves my (my household's) physical health & fitness	13.6%	13.3%	26.7%	6.4%	3.6%	36.4%
Q16-2. Helps to reduce crime in my neighborhood & keep kids out of trouble	13.1%	16.9%	18.5%	8.2%	4.9%	38.5%
Q16-3. Makes Casa Grande a more desirable place to live	22.1%	23.6%	24.1%	4.6%	2.8%	22.8%
Q16-4. Preserves open space & protects the environment	15.4%	22.3%	25.1%	5.1%	2.8%	29.2%
Q16-5. Increases my (my household's) property value	13.3%	20.8%	25.1%	6.9%	3.3%	30.5%
Q16-6. Improves my (my household's) mental health & reduces stress	11.3%	15.6%	27.4%	8.2%	3.8%	33.6%
Q16-7. Provides positive social interactions for me (my household)	11.3%	14.1%	29.2%	6.7%	4.1%	34.6%
Q16-8. Is physically accessible to all people	13.3%	25.4%	18.2%	4.9%	2.3%	35.9%
Q16-9. Helps to attract new residents & businesses	12.6%	21.5%	24.9%	7.4%	3.1%	30.5%
Q16-10. Promotes tourism to City & the region	9.7%	15.1%	27.2%	10.8%	3.8%	33.3%
Q16-11. Positively impacts economic/business development	11.5%	22.3%	24.4%	6.2%	3.3%	32.3%
Q16-12. Is age-friendly to all people	12.8%	24.6%	22.8%	7.4%	2.3%	30.0%

(WITHOUT "DON'T KNOW")

Q16. Please indicate your level of agreement with the following statements about Casa Grande Community Services Department using a scale of 5 to 1, where 5 means "strongly agree," and 1 means "strongly disagree." (without "don't know")

(N=390)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q16-1. Improves my (my household's) physical health & fitness	21.4%	21.0%	41.9%	10.1%	5.6%
Q16-2. Helps to reduce crime in my neighborhood & keep kids out of trouble	21.3%	27.5%	30.0%	13.3%	7.9%
Q16-3. Makes Casa Grande a more desirable place to live	28.6%	30.6%	31.2%	6.0%	3.7%
Q16-4. Preserves open space & protects the environment	21.7%	31.5%	35.5%	7.2%	4.0%
Q16-5. Increases my (my household's) property value	19.2%	29.9%	36.2%	10.0%	4.8%
Q16-6. Improves my (my household's) mental health & reduces stress	17.0%	23.6%	41.3%	12.4%	5.8%
Q16-7. Provides positive social interactions for me (my household)	17.3%	21.6%	44.7%	10.2%	6.3%
Q16-8. Is physically accessible to all people	20.8%	39.6%	28.4%	7.6%	3.6%
Q16-9. Helps to attract new residents & businesses	18.1%	31.0%	35.8%	10.7%	4.4%
Q16-10. Promotes tourism to City & the region	14.6%	22.7%	40.8%	16.2%	5.8%
Q16-11. Positively impacts economic/business development	17.0%	33.0%	36.0%	9.1%	4.9%
Q16-12. Is age-friendly to all people	18.3%	35.2%	32.6%	10.6%	3.3%

Q17(1-13). Improvements to Existing Facilities: The following is a list of actions the City of Casa Grande could take to improve the parks, trails, and recreation system. Please indicate YOUR SUPPORT FOR each potential action.

(N=390)

	Very supportive	Somewhat supportive	Not sure	Not supportive	Not provided
Q17-1. General repair & increase maintenance (parks, golf courses, community center)	54.4%	21.8%	11.5%	2.8%	9.5%
Q17-2. Improve existing athletic facilities (synthetic turf, lighting, courts, etc.)	37.7%	27.4%	17.7%	5.9%	11.3%
Q17-3. Improve existing trail systems (paved trails, mountain biking trails, unpaved walking trails, etc.)	54.6%	18.2%	12.8%	4.9%	9.5%
Q17-4. Add/expand trails/walking loops in existing parks	53.6%	16.9%	15.6%	4.6%	9.2%
Q17-5. Improve ADA/disabled persons accessibility at parks	46.7%	19.7%	18.5%	3.3%	11.8%
Q17-6. Improve/expand open space/natural turf areas in existing parks	35.6%	23.1%	25.1%	4.9%	11.3%
Q17-7. Improve restroom facilities in existing parks	55.1%	18.7%	12.8%	3.3%	10.0%
Q17-8. Add playgrounds to existing parks	37.7%	22.1%	22.6%	6.7%	11.0%
Q17-9. Expand archery range	14.1%	14.9%	37.4%	20.0%	13.6%
Q17-10. Improve/expand Community Center (including parking)	32.8%	21.0%	24.1%	9.7%	12.3%
Q17-11. Add splashpads to existing parks	27.2%	23.3%	26.9%	11.5%	11.0%
Q17-12. Add amphitheater to an existing park	29.0%	22.6%	25.9%	10.8%	11.8%
Q17-13. Add Wi-Fi/other technology improvements to existing parks	29.2%	19.5%	22.8%	17.2%	11.3%

(WITHOUT "NOT PROVIDED")

Q17(1-13). Improvements to Existing Facilities: The following is a list of actions the City of Casa Grande could take to improve the parks, trails, and recreation system. Please indicate YOUR SUPPORT FOR each potential action. (without "not provided")

(N=390)

	Very supportive	Somewhat supportive	Not sure	Not supportive
Q17-1. General repair & increase maintenance (parks, golf courses, community center)	60.1%	24.1%	12.7%	3.1%
Q17-2. Improve existing athletic facilities (synthetic turf, lighting, courts, etc.)	42.5%	30.9%	19.9%	6.6%
Q17-3. Improve existing trail systems (paved trails, mountain biking trails, unpaved walking trails, etc.)	60.3%	20.1%	14.2%	5.4%
Q17-4. Add/expand trails/walking loops in existing parks	59.0%	18.6%	17.2%	5.1%
Q17-5. Improve ADA/disabled persons accessibility at parks	52.9%	22.4%	20.9%	3.8%
Q17-6. Improve/expand open space/natural turf areas in existing parks	40.2%	26.0%	28.3%	5.5%
Q17-7. Improve restroom facilities in existing parks	61.3%	20.8%	14.2%	3.7%
Q17-8. Add playgrounds to existing parks	42.4%	24.8%	25.4%	7.5%
Q17-9. Expand archery range	16.3%	17.2%	43.3%	23.1%
Q17-10. Improve/expand Community Center (including parking)	37.4%	24.0%	27.5%	11.1%
Q17-11. Add splashpads to existing parks	30.5%	26.2%	30.3%	13.0%
Q17-12. Add amphitheater to an existing park	32.8%	25.6%	29.4%	12.2%
Q17-13. Add Wi-Fi/other technology improvements to existing parks	32.9%	22.0%	25.7%	19.4%

Q17(14-20). Developing New Facilities: The following is a list of actions the City of Casa Grande could take to improve the parks, trails, and recreation system. Please indicate YOUR SUPPORT FOR each potential action.

(N=390)

	Very supportive	Somewhat supportive	Not sure	Not supportive	Not provided
Q17-14. Develop new parks that meet highest needs of the community	45.9%	21.8%	16.9%	5.1%	10.3%
Q17-15. Develop new sports facilities (athletic fields, disc golf, basketball, pickleball, etc.)	33.3%	25.1%	20.8%	10.0%	10.8%
Q17-16. Develop new off-leash dog parks	26.4%	23.6%	22.1%	15.4%	12.6%
Q17-17. Develop new walking, biking, equestrian trails with connections to other amenities	44.4%	25.1%	13.8%	6.2%	10.5%
Q17-18. Develop new area for community-wide events	37.4%	25.4%	20.8%	5.9%	10.5%
Q17-19. Develop additional outdoor pool facilities	34.9%	17.9%	25.6%	10.3%	11.3%
Q17-20. Develop a new skate/bike park (skateboards, BMX, pump tracks, etc.)	20.8%	20.0%	30.8%	16.4%	12.1%

(WITHOUT "NOT PROVIDED")

Q17(14-20). Developing New Facilities: The following is a list of actions the City of Casa Grande could take to improve the parks, trails, and recreation system. Please indicate YOUR SUPPORT FOR each potential action. (without "not provided")

(N=390)

	Very supportive	Somewhat supportive	Not sure	Not supportive
Q17-14. Develop new parks that meet highest needs of the community	51.1%	24.3%	18.9%	5.7%
Q17-15. Develop new sports facilities (athletic fields, disc golf, basketball, pickleball, etc.)	37.4%	28.2%	23.3%	11.2%
Q17-16. Develop new off-leash dog parks	30.2%	27.0%	25.2%	17.6%
Q17-17. Develop new walking, biking, equestrian trails with connections to other amenities	49.6%	28.1%	15.5%	6.9%
Q17-18. Develop new area for community-wide events	41.8%	28.4%	23.2%	6.6%
Q17-19. Develop additional outdoor pool facilities	39.3%	20.2%	28.9%	11.6%
Q17-20. Develop a new skate/bike park (skateboards, BMX, pump tracks, etc.)	23.6%	22.7%	35.0%	18.7%

Q18. From the following list, please CHECK ALL of the following ways YOU CURRENTLY LEARN about recreation programs and activities.

Q18. All the ways you currently learn about

<u>recreation programs & activities</u>	<u>Number</u>	<u>Percent</u>
City website	191	49.0 %
Materials at City facilities	42	10.8 %
Conversation with City staff	29	7.4 %
Newspaper	94	24.1 %
Friends & neighbors	199	51.0 %
Promotions at special events	58	14.9 %
Temporary signs at parks or around City	100	25.6 %
Emails/eBlast	88	22.6 %
Nextdoor	74	19.0 %
Facebook	142	36.4 %
Twitter	12	3.1 %
Instagram	24	6.2 %
Flyers/brochures	82	21.0 %
City Council meetings	19	4.9 %
Radio	13	3.3 %
Cable/satellite	11	2.8 %
Local magazines/publications	77	19.7 %
Vista newsletter	10	2.6 %
Other	7	1.8 %
Total	1272	

Q18-19. Other

<u>Q18-19. Other</u>	<u>Number</u>	<u>Percent</u>
Driving	1	14.3 %
Wherever	1	14.3 %
Drive around, word of mouth	1	14.3 %
GETTR	1	14.3 %
Pinal Now	1	14.3 %
Chamber of Commerce	1	14.3 %
<u>Driving around</u>	1	14.3 %
Total	7	100.0 %

Q19. Which THREE sources from the list in Question 18 are YOUR MOST PREFERRED SOURCES for learning about recreation programs and activities?

Q19. Top choice	Number	Percent
City website	84	21.5 %
Materials at City facilities	8	2.1 %
Conversation with City staff	1	0.3 %
Newspaper	34	8.7 %
Friends & neighbors	21	5.4 %
Promotions at special events	4	1.0 %
Temporary signs at parks or around City	15	3.8 %
Emails/eBlast	44	11.3 %
Nextdoor	12	3.1 %
Facebook	54	13.8 %
Instagram	2	0.5 %
Flyers/brochures	11	2.8 %
City Council meetings	1	0.3 %
Cable/satellite	2	0.5 %
Local magazines/publications	10	2.6 %
Vista newsletter	2	0.5 %
Other	3	0.8 %
None chosen	82	21.0 %
Total	390	100.0 %

Q19. Which THREE sources from the list in Question 18 are YOUR MOST PREFERRED SOURCES for learning about recreation programs and activities?

Q19. 2nd choice	Number	Percent
City website	41	10.5 %
Materials at City facilities	12	3.1 %
Conversation with City staff	2	0.5 %
Newspaper	25	6.4 %
Friends & neighbors	30	7.7 %
Promotions at special events	10	2.6 %
Temporary signs at parks or around City	24	6.2 %
Emails/eBlast	31	7.9 %
Nextdoor	19	4.9 %
Facebook	33	8.5 %
Twitter	3	0.8 %
Instagram	10	2.6 %
Flyers/brochures	18	4.6 %
City Council meetings	1	0.3 %
Radio	1	0.3 %
Cable/satellite	2	0.5 %
Local magazines/publications	17	4.4 %
Vista newsletter	1	0.3 %
Other	1	0.3 %
None chosen	109	27.9 %
Total	390	100.0 %

Q19. Which THREE sources from the list in Question 18 are YOUR MOST PREFERRED SOURCES for learning about recreation programs and activities?

Q19. 3rd choice	Number	Percent
City website	24	6.2 %
Materials at City facilities	6	1.5 %
Conversation with City staff	4	1.0 %
Newspaper	10	2.6 %
Friends & neighbors	36	9.2 %
Promotions at special events	8	2.1 %
Temporary signs at parks or around City	17	4.4 %
Emails/eBlast	18	4.6 %
Nextdoor	14	3.6 %
Facebook	18	4.6 %
Instagram	8	2.1 %
Flyers/brochures	28	7.2 %
City Council meetings	4	1.0 %
Radio	3	0.8 %
Cable/satellite	2	0.5 %
Local magazines/publications	13	3.3 %
Vista newsletter	3	0.8 %
Other	1	0.3 %
<u>None chosen</u>	<u>173</u>	<u>44.4 %</u>
Total	390	100.0 %

SUM OF TOP 3

Q19. Which THREE sources from the list in Question 18 are YOUR MOST PREFERRED SOURCES for learning about recreation programs and activities? (top 3)

Q19. Top choice	Number	Percent
City website	149	38.2 %
Materials at City facilities	26	6.7 %
Conversation with City staff	7	1.8 %
Newspaper	69	17.7 %
Friends & neighbors	87	22.3 %
Promotions at special events	22	5.6 %
Temporary signs at parks or around City	56	14.4 %
Emails/eBlast	93	23.8 %
Nextdoor	45	11.5 %
Facebook	105	26.9 %
Twitter	3	0.8 %
Instagram	20	5.1 %
Flyers/brochures	57	14.6 %
City Council meetings	6	1.5 %
Radio	4	1.0 %
Cable/satellite	6	1.5 %
Local magazines/publications	40	10.3 %
Vista newsletter	6	1.5 %
Other	5	1.3 %
<u>None chosen</u>	<u>82</u>	<u>21.0 %</u>
Total	888	

Q20. Knowing that a "YES" vote would result in additional increases to your annual City property tax, how would you vote on a potential \$35 million General Obligation Bond in the fall of 2022 to fund additional Parks and Recreation improvements to trails, aquatics, and parks throughout the City?

Q20. How would you vote on a potential \$35 million General Obligation Bond in the fall of 2022	Number	Percent
Vote in favor	138	35.4 %
Might vote in favor	91	23.3 %
Not sure	87	22.3 %
Vote against	63	16.2 %
Not provided	11	2.8 %
Total	390	100.0 %

(WITHOUT "NOT PROVIDED")

Q20. Knowing that a "YES" vote would result in additional increases to your annual City property tax, how would you vote on a potential \$35 million General Obligation Bond in the fall of 2022 to fund additional Parks and Recreation improvements to trails, aquatics, and parks throughout the City? (without "not provided")

Q20. How would you vote on a potential \$35 million General Obligation Bond in the fall of 2022	Number	Percent
Vote in favor	138	36.4 %
Might vote in favor	91	24.0 %
Not sure	87	23.0 %
Vote against	63	16.6 %
Total	379	100.0 %

Q20a. If you answered "Not Sure" or "Vote Against" to Question 20, please indicate the reason for your answer.

Q20a. Why did you answer not sure or vote

<u>against" to Question 20</u>	<u>Number</u>	<u>Percent</u>
I need more information before I can respond	69	46.0 %
I would not use these amenities	33	22.0 %
These amenities are not needed in Casa Grande	7	4.7 %
I do not support any increase in taxes	72	48.0 %
<u>Other</u>	<u>12</u>	<u>8.0 %</u>
Total	193	

Q20a-5. Other

<u>Q20a-5. Other</u>	<u>Number</u>	<u>Percent</u>
I am on a fixed income	1	8.3 %
With the rise in all other costs, now is NOT THE TIME to raise taxes	1	8.3 %
This would probably cause landlords to raise rent	1	8.3 %
Cannot afford more taxes	1	8.3 %
Do street repairs	1	8.3 %
Money would not go to improve gun range	1	8.3 %
How I vote is my business	1	8.3 %
No taxes	1	8.3 %
What parks are you improving? You are letting Ward Park die	1	8.3 %
Need to be easily accesible	1	8.3 %
Depends on how much it increases taxes	1	8.3 %
<u>Bond is just another TAX</u>	<u>1</u>	<u>8.3 %</u>
Total	12	100.0 %

Q21. Including yourself, how many people in your household are...

	<u>Mean</u>	<u>Sum</u>
number	2.5	941
Under age 5	0.1	37
Ages 5-9	0.1	54
Ages 10-14	0.1	51
Ages 15-19	0.1	52
Ages 20-24	0.1	33
Ages 25-34	0.2	67
Ages 35-44	0.3	131
Ages 45-54	0.3	132
Ages 55-64	0.4	145
Ages 65-74	0.4	144
Ages 75-84	0.2	74
Ages 85+	0.1	21

Q22. Which of the following best describes your race/ethnicity?

Q22. Which following best describes your race/
ethnicity

	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	6	1.5 %
Black or African American	13	3.3 %
American Indian or Alaska Native	18	4.6 %
White	283	72.6 %
Hispanic, Spanish, or Latino/a/x	167	42.8 %
Other	5	1.3 %
Total	492	

Q22-6. Self-describe your race/ethnicity:

<u>Q22-6. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
More than one	1	20.0 %
Pacific Islander	1	20.0 %
Multi-racial	1	20.0 %
Mixed	1	20.0 %
Hispanic White mix	1	20.0 %
Total	5	100.0 %

Q23. With what gender do you identify?

Q23. What gender do you identify with	Number	Percent
Male	189	48.5 %
Female	194	49.7 %
Prefer not to say	7	1.8 %
Total	390	100.0 %

(WITHOUT "PREFER NOT TO SAY")**Q23. With what gender do you identify? (without "prefer not to say")**

Q23. What gender do you identify with	Number	Percent
Male	189	49.3 %
Female	194	50.7 %
Total	383	100.0 %

Q24. Do you reside in Casa Grande...

Q24. How long do you reside in Casa Grande	Number	Percent
1-7 months per year	18	4.6 %
8-12 months per year	370	94.9 %
Not provided	2	0.5 %
Total	390	100.0 %

(WITHOUT "NOT PROVIDED")**Q24. Do you reside in Casa Grande... (without "not provided")**

Q24. How long do you reside in Casa Grande	Number	Percent
1-7 months per year	18	4.6 %
8-12 months per year	370	95.4 %
Total	388	100.0 %

5

Open-Ended Responses

Open-Ended Responses

Q2 "Other"-- Barriers to Library Usage:

- Access online, in person is not needed.
- Covid
- Covid
- Covid
- crowded
- Easier to get/read online.
- everything is on line
- Exchange books with friends.
- Forgetting they are there.
- homeless, aggressive begging
- How fast we can read books! We love the library.
- I can never find the book I'm looking for. Last time there was an upgrade at the public library it was made more difficult to drop off books to be returned. Librarian safety was cited for the change, what about the safety of the patrons? Plus library operating hours are always during daylight hours. The library at home had a drive up drop off, the books would be inside the building. Don't get me started on the coffee bar. I've filled out customer comment cards and asked for a response and didn't get a response."
- I download ebooks regularly, so only go to the library if they are having a demo on something that I'm interested in or want a book, that I can't get via ebook.
- I have a computer at home.
- I use the digital libraries for books to read and will use the library for book review clubs now that Covid has allowed people to get together
- I use them often. The only reason I don't use them more is that I'm still reading the books I've requested.
- I utilize the services of the Phoenix library digital service weekly. It is made available by the Casa Grande Public library, but I visit online instead of in person. Valuable resource.
- I want to use the libraries more but just haven't found time. I appreciate that they are here as a resource for when I do need it. The Vista Grande library doesn't seem inviting since it's attached to a school with a tall perimeter gate (which is understandable for a school, but it poses as a formidable barrier from a public access library perspective).
- I would like more activities/challenges for adults
- I'm handicapped so I don't leave the house very often
- "I've been trying to call them for over a year to donate books and no one answers. "
- Main library neglected
- My needs are met by current usage
- My work schedule does not allow it.
- No kids and Covid-19.
- no need
- no time
- Not enough resources the library is too small.

- Nothing in the evenings.
- Often enough for our needs
- stairs
- Time limits on my part
- transportation
- Use online Library services.
- Use the library when needed which is not often.
- Utilize computer lab and printers as needed, probably equates to one time per month.
- vagrants, drug users, criminals outside
- We are regular library users. Wish Main were a bigger library.
- We moved here recently, aren't really sure of what's available, as Covid has kept us locked up.
- We use online book checkouts all the time now. Used to visit Vista Grande on about a once-a-month basis to check out books. That library has a comfortable atmosphere. We enjoyed spending time there browsing through books of interest.
- We use the library as a resource for answers that we don't have the answer for at our home. We utilize the kindle borrowing service. We may occasionally utilize the DVD service.
- Work too much to pay taxes.
- Working it's hard to get there I know it's a great service
- Would prefer more frequent used book sales.

Q3 “Other”-- Barriers to Park, Field, or Amenity Usage

- Bathrooms are not always open. Homeless people hang around peart park all day not comfortable being there
- Can be dangerous. Police need to be present to prevent thugs from taking over.
- Covid
- Covid
- Crime, homeless living in the bathrooms, not safe to use parks.
- Dirty. Garbage everywhere. Occupied parked cars in the lots late at night. Graffiti. The city spent \$8million dollars on a beautiful park and then they don't staff it to keep it clean and safe. It's sad because we enjoy the amenities such as the tennis courts, basketball courts and splash pads and pool. I think it would most important to have park employees who have a daily schedule to keep it clean. And I think the police department should have patrolmen to keep it safe. And I don't mean macho SWAT team cops, I mean constables who walk the park to aid people who need help or advice.
- Distance from my house. There are no city parks on the northern side of Casa Grande.
- Don't know what's available.
- Don't know what's offered.
- equipment is damaged
- full of homeless, aggressive begging
- Go to the park, if they have some kind of event, that interests us. (Example: music in the park, craft fair's or such)
- Have not lived here long enough.
- health
- HOA
- Homeless people and unsafe
- Homeless people in city parks
- I am a single Senior with no family living with me. I have not need to visit a City Park other than North Mountain Park, which I frequent several times each year.
- I am physically disabled so I am unable to walk for any amount of distance or stand for any length of time so parking can be an issue along what is available for seating so that I can take a rest if needed.
- I just started taking my dog to the park Other then that I have no children to take
- I would like to fish at the Dave White pond more often but it is often very dirty looking and often has trash floating in it.
- I'm not interested in using the parks, however, I believe the City does a nice job with providing parks and activities for the residents.
- Inseguridad
- Lack of parking.
- Lack of security, homeless encampments, open drug use.
- Lack of security/ safety
- No issues
- no ramps on sidewalks
- No Senior softball leagues offered

- No small children
- Kids are grown and gone, would be very interested in more safe, (off the roads) asphalt bicycle trails within the community, similar to bicycle trails up in other cities such as Chandler, Tempe, Glendale, Peoria, even Pinal County has 10+ miles of decomposed granite trails starting near Red Rock with connectivity to Marana and plans to extend to Florence and Apache Junction. We need to begin construction of safe bicycle trails for families and individuals who enjoy bicycling, but don't feel safe bicycling on roadways, and not mountain biking. This needs to become a priority in our community, and developers must do their part, like they are doing in other communities, not just 4' sidewalks, real 8-10' trails that offer safe, two way traffic for bicyclists, walkers, roller blazers, etc. and allow connectivity to a regional trail system.
- lack of shade, Would like to see more interesting set games for kids in other parks too because the park with the splash pads is amazing, dave white is pretty good, the rest of the parks are not equipped well for leisure
- need lighting to stay on until 10 pm
- no alcohol allowed in community centers available to rent
- No child but when I have child probably very often
- Large homeless problem at park near house casa grande Ave / Cotton wood
- Not much for adults or handicapped
- Our community has its own amenities.
- Parks are not well maintained. Offer very little for children. Seem to be target areas for vandals. Few have running water and restroom facilities.
- Safety
- Safety
- Safety
- Safety
- Safety
- Safety
- Safety is a huge concern.
- Safety, security, homeless, needles, etc. in the parks. I do use the doggy park frequently.
- Time
- Time
- transportation
- vagrants outside
- Walking area parks with lakes are great. Use them everyday to feed the ducks.
- We don't have a reason to use the parks anymore than we do.
- We would use the dog park more often but get discouraged by the aggressive dog owners. One even showed up with a weapon one time. Also would like to see more than one dog park in our city.

Q4 “Other” -- Barriers to Community Center Usage

- 4 days per week is great. Need one day home, for errands, etc.
- Both are a bit far away from my home.
- Covid
- Covid
- Covid
- Covid
- Cross walk light close to C.C.C.
- Don't feel safe
- Golf 5 days a week.
- Good classes.
- Government agencies should not compete with private businesses.
- Have not looked into using.
- Have Rec. Center in my Mission Royale community
- Have to reserve lunch week in advance.
- HOA offers these
- I did not know the city had one.
- I have a full gym available for free at my community (Sundance 2).
- I was a member there from almost the time the Center opened up to it closing down due to Covid. Even though it has reopened, I have not returned...in part because I learned to do different exercise routines outdoors/home when it closed down and am still comfortable doing that, but also because of time restraints I did not previously have. I would use the Community Center if it included year-round use of a pool for the purpose of lap swimming. This is something sorely lacking in Casa Grande, as opposed to what is provided in Maricopa at their Copper Sky Recreation facility. My only year-round option for swimming was through the local Esport Fitness, which is now permanently closed.
- It is more convenient to use my backyard.
- need a sauna
- no alcohol, even for wedding receptions/parties
- No daycare at community center.
- No pool.
- No year round pool at the recreation center.
- Not seeking out senior services
- Our family would love to use an indoor pool year round if one was offered at the rec center and had afternoon/evening hours for family swim
- people are not friendly
- Quite busy with projects and activities in my community.
- The DPSC is under construction
- The only time I go there are for some of the History Speaks presentations provided by Tog
- transportation
- We have a pool at home.
- We're involved in different groups, that keep us busy
- weight/gym area is small
- Working I don't etch out the time to use my membership as much as I should

Q5 “Other” -- Barriers to Golf Course Usage

- **(32 Responses with this answer)** do not golf
- Have a golf course in my community
- Haven't played golf in two years.
- Health issues
- I do use the Golf course and surrounding amenities at the park
- I have no issues with the Dave White Golf Course it works good for me.
- I never thought about it
- I used to golf but back issues prevent that now
- I was once told to get off the public road (Thornton) on an early morning jog since I was in an area with a multi million dollar golf course and other amenities (but no trail). I was offended that at 5:30 am I can't be on a public street, so it certainly doesn't seem inviting for a place to golf. (I wasn't going to run on the golf course just using the public road to turn around). I often play pickle ball and see youth sit and damage the nets and litter yet I'm told I can't run on a publicly dedicated road while miscreants are ruining thousands of dollars of netting by bouncing on them and littering without nary any enforcement)
- It's fine, no issues
- Keep own expenditures down.
- lack of someone to play with, would like to see the golf course offer men's league
- live across town
- Need new golf clubs
- Never heard of it. Where is it? What's the cost? etc. etc.
- No military or senior discounts.
- Not a golfer. Shoot trap & skeet
- Not interested.
- on the other side of town
- Only a very occasional golfer, and in the past, have found certain staff members to be not as welcoming, too clicky, etc.
- Physical disabilities make it impossible to golf
- "The course is not the same one hole to another.(greens)
- The pace of play in the winter is simply awful and there are no course rangers to keep things moving. It would be better to upset one group than 40 but no one seems to be willing to do that.
- The cost keeps going up but course improvements don't."
- Use the driving range.
- We don't know how to play golf
- Would like to see golf lessons for adults and children added as a class offering through parks and rec. The ones offered through golf course don't seem to be available? Or maybe just poorly promoted.

Q6 “Other”—Need for Facility/Amenity:

- "Better gun range I don't feel safe out there"
- "Bike lanes, Indoor city pool (seriously we would use it all year every year forever)"
- bird watching area
- Community garden.
- CRC classes
- Daycare for children at the fitness center.
- dispensaries
- Extended pool hours in the evening for working people.
- golf course
- gun range
- gun range
- gun range
- Indoor pool
- more ramadas with lights at parks
- need nothing
- Need to add more trees and benches to dog park. Add large, clear signage identifying large and small dog areas.
- Outdoor firing range.
- quiet place to relax
- shooting range
- shooting range
- Shooting range needs a major upgrade, expansion.
- sidewalks
- Speed bumps or reflectors highly needed in residential areas due to speeding
- Tetherball
- "Theater, art performances, play! singing classes"
- Use the gun range for target practice, occasionally, Help with the Taste of Casa Grande. Have participated in different Art projects and classes.
- walking with group
- Would love an indoor pool to use year round for water exercises/water aerobics.
- yard sale area

Q8 “Other”—Need for programs:

- Bridge players in Casa Grande find it difficult to meet in a room to play bridge.
- bicycle rides
- Competitive swim team.
- crafts
- Golf and Tennis lessons for adults.
- gun range
- Hiking Club, weekdays, for adults, carpool, etc.
- How to operate a smart phone.
- I don't go for any of these things
- I shoot trap & skeet & pistol
- I'm handicapped
- Indoor racquetball
- public transit
- Racquetball league
- Rifle range; remote control planes
- shooting
- Walking and hiking groups
- Year-round Adult swim program (i.e., United States Masters Swimming) for health, competition, and fitness

Q25-- Please share any additional comments that could assist the City of Casa Grande in improving parks, trails, open space, or recreational facilities and services:

- 26 years my wife and I have lived here in CG.
- "A heated pool for year round use would've been fantastic. Community center doesn't have locker rooms, what a waste of money. Such a beautiful facility and hardly any classes can be attended and no locker rooms for changing. Website is extremely confusing to use. "
- add bike trails throughout the city, including along canals. Safety bike trail concern: homeless people are under bridges. Add shaded areas to new parks.
- Add more dispensaries , and a place where friends can legally meet and smoke?
- Add off street parking.
- Add signs "Use trash cans" and "Pick up your dog poop".
- address vandalism in parks.
- All services should be self supported by those who use them. Fees not taxes!
- Although my use of available resources is sparse, I think city amenities should be geared towards helping the younger generation maintain a healthy relationship with the city. The younger generation should "identify" with Casa Grande and hopefully, by doing so, be proud of this town.
- An off leash dog park near the rec center would be wonderful for east siderers.
- Before Covid I played bridge 3x a week, with 3 different groups of adults. Now, rarely can I find a location with a room/rooms available to the public to gather and play bridge.
- Being able to walk around the lake during Covid really helped me survive. We need an indoor pool.
- Better manage and allocate the massive amount of taxes you already have.
- Build an indoor aquatic center. Buy the LA/ Esporta property and reopen as a community fitness center.
- Bus system and more stores in the Promenade Area.
- Carr McNatt Park needs more policing. It makes the park unusable to families.
- Casa Grande has a lot of positive ideas in making it stronger and better.
- Casa Grande is growing with new houses going up rapidly and I feel it's time for Casa Grand to upgrade and improve many areas for overall growth.
- Casa Grande needs more activities for families, teens and children, and activities to bring the community closer together. There is too much homeless taking over the parks and crime and misconduct happening more and more in the parks so parents are not willing to take their children there.
- Casa Grande South Mountain Park would be great if the trails were better marked and there was less access to 4-wheelers (anyplace vehicles can get to are party spots and covered in broken glass).
- CG mountain park could be great for mountain biking if the trails could be maintained and people on motorcycles and quads and trash dumpers could be kept out.
- Clean out the racquetball courts more often.
- Clean up trash along side of roads and businesses.
- Community centers should be more accessible to all people, prices are a bit high for some.
- connected bike trails off the main roads

- Cool off areas with water, shade, Snacks for sale, with Wifi.
- Creating events at the parks would draw more people to them , would be good for the community
- Current parks are dirty.
- Dave White golf course is in bad shape and needs a considerable amount of improvement. One would think that with the amount of play it gets and the fees it intakes that more funds could be allocated to improve the condition of the course. I believe that a good start to getting the course in good shape is to hire a head grounds keeper with experience and a record of having done a good job at previous jobs. If more seed was put down during overseeding in the fall the course could withstand the amount of play for the winter season.
- Definitely looking forward to trying some of this stuff. But outdoor activities are almost a loss for me, it's far too hot in Arizona for outside. Now that I know there is a city website where I may be able to find options, I will look up more things. My wife, mother in law and I are all looking for a Yoga class...
- Definitivamente me gustaria mas horas y mejores lugares para Parque acuatico especialmente Aqui que hace mucho calor
- Families would use more of these options than I am able to use. They would be better ones to survey.
- Fill up open areas in the city with many of these ideas listed in this survey instead of continuing to build new gas stations, carwashes, Dollar Generals, Pawn shops, check cashing places, etc... Add more trees and nature areas to balance all of the brick and mortar.
- Great city! Well managed, good planners and growing future!!!
- Gun range. Lake.
- Handicap parking is too far away from buildings.
- Have only lived in Casa Grande for 2 months, and have wonderful amenities where I live. Therefore, not likely to use public parks. But have enjoyed attending evening Farmers Markets that included local food vendors, beer and wine vendors, and live music. Also enjoy concerts in the park.
- Have volunteer days to help clean/repair work on existing facilities.
- Having only moved here in middle of 2021 we really have not explored many of the city current services at this point so it is hard to give an opinion
- "I am a full time resident
- You don't gave a space for the 1-7 8-12 No full time"
- I have many activities at our senior mobile park. If I received the local newspaper I might participate more.
- I hope the needs of those who reside here year-round are taken into higher consideration over those who are only here for part of the year.
- I love that your looking to expand our community with nicer, newer items that will only increase value to our homes, and look more attractive to new families and businesses!
- I moved to Casa Grande at the beginning of 2022, so my knowledge of what's available to me is still a bit limited.
- I need indoor walking . Indoor gym without membership fees for older adults.

- I have lived in Casa Grande in the Northeast corner of the Mission Valley community for five years. I love living here, but my main gripe is that we need consistent police patrol of the open desert areas located on three sides of Mission Valley between Friday afternoons and Sunday evening due to unauthorized motor vehicles accessing these areas. Off-roaders and other unauthorized motor vehicles are frequently using the paved portion of the Casa Grande Trail that originates at Kortsen Road follows the Santa Cruz wash located behind my home as if it were their personal roadway and frequently at high rates of speed. This trail is used by walkers, bicyclists, and most importantly, small children, and I fear for their safety most of all. In addition, unauthorized motor vehicles frequently use the Santa Cruz wash itself to access open desert city property to the east and north of Mission Valley, all of which has signage stating ""No Motor Vehicles."" The main issue I have with unauthorized motor vehicles is the noise produced from the OHVs, which is not limited to just their combustion engines, but also to the loud music they produce as they're passing by -- oftentimes at 2 and 3 am! The most frequent traffic occurs between early Friday evening and continues off and on over the weekend until late Sunday.
- I wish the city would have a youth golf league. Also golf camps in the evenings in the summer.
- I wish there was an outdoor pool and amenities for sunning, swimming and water fitness on the west side of town that catered to older adults. Like a pool with lounge chairs, changing rooms, small concessions stand and floatation devices just for us, with no children allowed.
- I wish there was help to get my kids into sports. I cannot afford it.
- If choice I would vote more monies for police dept. Than recreation.
- If there was public transportation it would be of great value.
- Improve gun range with targets, clean restrooms, yardage, markers, seats and benches.
- Improve sidewalks, add bike lanes, SLOW traffic down, enforce current posted limits and vehicle noise ordinances. All for safety of walkers & bikers
- Increased lighting in parks, CCTV in parks, paved trails for skating and street bicycles, finish the current trail to Dave White. Allow alcohol with mandated security/safety precautions at community rental facilities. Homeless shelter to keep them out of parks.
- Indoor pool for competitive swimming.
- Indoor year round pool would be great and used often, especially if there was an aquatics only pass that was a good price(maybe \$200 a year for a family and includes all indoor and outdoor pools. We love the current parks and visit them often. Hiking trails would also be great.
- Inexpensive local transportation for people to use for shopping/medical
- Install an emergency phone in case someone does not have a cell phone or bad reception and has to call 911.
- It would be nice for the City to do a better job taking care of the parks they have. North Mountain park is in need of paint and new roofs.
- It would be nice to have a big open park on the corner of cottonwood and next to vista Grande high school. Dave white park is quite far away from here and it would be nice to have one on this side of town.
- "It's not related to parks and recreation but freeway access needs improved, getting into downtown is only by three exits from phx. Pinal is terrible rough and long drive in, Florence Blvd is way congested. McCartney is terrible at school end times , Suggest cotttonwood exit added. My wife said she loved the greens at Dave white this last visit but it was really busy. Suggest maybe expanding the golf course or adding another."

- It is disappointing to continually see projects all focused on Florence Blvd. and the surrounding areas. It would be nice for these projects to take place near the north end of town off of Pinal Ave. This is a nice area of the city with way less homeless people and violence, therefore, it would be an excellent choice to draw in more families with higher income. No matter how much money is dumped into many of these existing parks due to the location they will only be utilized by unsupervised teens, homeless people and the low income population. The city seems to cater much more to low-income projects and not the middle class. This is drawing the wrong type of people to our city. Their voices are the loudest because all they do is go online and complain about not enough cheap housing and programs to help them. Whereas, the middle class is working and trying to move up in life. If there is anything I can urge the city of Casa Grande it is STOP CATERING TO THE LOW INCOME POPULATION. They will not improve the city, because they do not have the means to do so, and us middle class will continue to drive to the Valley and use their facilities and recreation locations.
- Keep diversity in mind. Dave White only has pickleball courts, no tennis courts, which is fine, but we need other options like racquetball and volleyball.
- Keep park lights on at park during spring and summer. Fix grass area at Dave White Park and add more lights. Build dog park on eastside of town.
- KEEP THEM CLEAN, clean the sides of the roads, have neighborhoods/ HOA clean around their areas (VILLAGO) the McCartney side. Litter is a huge problem In Casa Grande for no reason.
- Landscaping around the White golf course needs more attention. Trim trees, drip system may not be working.
- Limited at this present time because of Covid-19 and health issues of a family member.
- Love the archery range. Would love an expansion of it as well. I believe our city is growing and learning. I think we have huge potential.
- Love the Cg mt. Park trails, Love indoor track at rec center. Need an indoor pool
- Maintaining the palm trees, picking up garbage, tearing down unused and decaying buildings
- Make more similar to Village Park
- Make sure there is shade for some areas, like trails.
- Más seguridad y vigilancia en los parques .
- Maybe less or no increase in recreational budget. And increase CG Police budget. ??
- Military discounts, senior discounts.
- More community events or another recreation center.
- More diligent trash pick up and policing of area, dogs, bike and throwing balls outside of designated areas is dangerous.
- more indoor exercise
- More neighborhood Entertainment
- More park activities planned and additional splash pad near Pinal and McCartney area. The current splash pad is getting overcrowded.
- More people would utilize if there were less homeless.
- More playground equipment for young kids, not all city parks have playgrounds for kids.
- More playgrounds with splash pads. We would like offering catalogs sent to us. It is a great reminder of what is being offered.
- More walking trails, information on where all trails are.

- My sense is that existing facilities cater to both the family and senior demographic which is great, but there are missing amenities for young urban professional demographic (such as the thousands of new Lucid employees) who want to bike or run on a scenic trail more than they want to use a park or field. Gyms can operate privately (even golf, e.g. Top Golf) - trails aren't likely to be provided privately, so this should be focus while there is land available.
- Need a program to help the homeless. Parks are full of tents of homeless.
- Need better map of Casa Grande Trails. Need better city walking and bike trails in city.
- Need better public transportation .
- Need more cultural events in Old Town.
- Need parks, dog parks near East side . Need a larger aquatic center that is open year round.
- Need spaces/activities for kids with disabilities. Activities and programs geared towards kids with development disabilities that may not be at the same age level as their peers. SWINGS and more sensory activities at parks.
- New and more Baseball/Softball facility are of a great need for our community. I'd also put more youth recreation spaces like the box track as a very high priority for me to support a tax increase or bond usage as a voter.
- New dog park on the East side.
- New to area.
- No fees or small fees for services.
- Our City is growing quickly which I consider a plus. In addition, the 2030 General Plan coupled with its Save It! program show the City's commitment to conserving water. New businesses are either here, coming here in the near future and/or showing an interest in our City. All positives as far as I am concerned.
- Our family would like to see more programs available to working parents. It appears most activities are during the day or start around 3/4 but parent work until after 5. There seems to be more activities for girls (dancing/ cheerleading) than for boys. The city at one time provided a Jr. Golf program for kids. Would really like to see that program again.
- Please add a pool at the Rec Center
- Please add an INDOOR swimming facility to the rec center!! People need somewhere to go year round to do laps and swim exercise, etc.
- Racquetball, airport facilities, walking and biking paths.
- Rec center needs more rooms for classes. Youth need more group activities more often , volleyball more than 1 session.
- Rec center would be a better place if you would have shower facility, sauna and Jacuzzi.
- Recent federal bills passed for funds for parks
- Safety is a concern. Inappropriate behavior by unsupervised kids is rampant.
- Should ask all population of what is needed
- Should have put the pool in when the Rec Center was built.
- Spend money wisely on items that will last long term and low maintenance.
- Thank you!
- The City NEEDS to start recycling again. We would have signed up for the independent service if the City had reduced our trash bill. We do not need twice a week pickup with the big cans as it is and with recycling once a week pick up is fine.

- The homeless population, graffiti, and trash at parks make people very uncomfortable for people. ESPECIALLY the down town city park. The natives of CG call it "bum park". I am born raised and reside in CG and I never go there due to the homeless. Maybe create a homeless shelter. Also we need a new mayor. Fresh eyes never hurt. ALSO clean up Ally ways. People leave trash, and graffiti on ally walls.
- The online website is slow and confusing to use.
- The parks need to see that the homeless people do not sleep there. Not very safe in parks with the homeless always there.
- The skate park needs more rails and a stair well for the skaters who want more things to do.
- The streets are awful.
- There is a desperate need for walking/biking trails connecting subdivisions throughout the City. Nice that you got a small start but we need a lot more miles as Casa Grande is so far behind in this area. Also, it is nice to be a good community supporter of the Boys and Girls Club but giving them space at the Rec Center and now Len Colla Center sure impacts the classes and activities that could be offered to all the citizens.
- Trash in open spaces around the city is a huge problem. The city should be ashamed at their lack of effort to clean it up.
- Trekle and several others needs better parking facilities, without broken glass. Trails need better markings. We have great trails they just need improving.
- Use more of the profits from Dave White golf course back into the golf course. It's unfair to pay more all the time to play so we can watch pickleball players playing for free.
- Walk to work, and ride my bike to store to get groceries.
- We don't need a tax increase.
- We love living here. City council does a good job.
- We need more facilities on north side of town. Driving over 15 minutes is prohibitive.
- We need more pickle ball courts that are not just for leagues or special groups. Current ones are all blocked.
- We need more walking trails and to improve the quality of "outdoor life" here in CG. There isn't much for us to do around here and we feel sort of trapped at home. Hoping that will change.
- We need to have Costco here, also Asian Market
- We need to preserve trees and land.
- We often care for grandchildren, would love to have childcare at the fitness center.
- We pay enough taxes and raising more tax on retirement income is not acceptable
- "We really need more bike lanes. I am an avid biker and see many others biking around town. Bike lanes would help. We also desperately need a bike lane at the I-10 overpasses. It is so dangerous trying to ride over those bridges. "
- We support anything that has a positive future for todays' kids.
- We will be spending more time here as soon as our house is built.
- We would really like more spaces to practice roller skating, and spaces for our dog.
- "Would be nice to add some historical info boards or interactive signs (about CG, AZ in general, our local nature) like Did you know that... Would appreciate more info about possible actions I as a citizen can take to help the community (food bank donations, volunteer options) and the environment - recycling bins, some programs encouraging using bikes instead of car"

6 **Survey Instrument**



April 2022

Dear City of Casa Grande Resident,

Your response to the attached/linked survey is very important.

The City of Casa Grande Community Services Department is developing an update to the long range Strategic Master Plan. This letter is to inform you of our needs assessment survey to help study and plan the needs within our community. The results of this survey will be used to establish priorities for improvements to our parks, recreation, library, golf and senior services. The Community Services Department oversees over 20 parks with nearly 1800 acres, manages the Main and Vista Grande Library, the Community Recreation Center, the Dave White Golf Course, the Dorothy Powell Senior Center, and numerous programs and special events throughout the year.

Your household was one of a limited number selected at random to receive this survey. therefore, it is very important that you participate. We greatly value your time and feedback.

We have selected ETC Institute, an independent consulting company, as our partner to administer this survey. They will compile the data received and present the results to the City's Parks and Recreation Advisory Board, City Council, and staff. **Your responses will remain confidential and are treated anonymously.**

We expect this survey to take approximately 10-15 minutes to complete, however, each question is important. The time you invest in completing this survey will help us take a resident driven approach to making decisions about the future of our City's parks, recreation, libraries, golf, and senior services system.

Please return your completed survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061. If you would like to take the survey online, the website address is CasaGrandeSurvey.org.

If you have questions, please feel free to visit the project website at www.planyourparkscg.com.

You may also contact:

- Steve Hardesty, Director of Community Services at steve_hardesty@casagrandeaz.gov
520-421-8677 ext. 4511

Sincerely,

A handwritten signature in blue ink, appearing to read 'Larry Rains', is written over a faint, larger signature.

Larry Rains
City Manager

Si prefiere realizar esta encuesta en español, visite CasaGrandeSurvey.org. ¡Gracias!

Telephone: 520/421-8600 – Telefacsimile: 520/421-8604 – TDD: 520/421-2035
510 East Florence Boulevard - Casa Grande, Arizona 85122

City of Casa Grande Parks and Recreation Needs Assessment

This survey will take 10-15 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope. We greatly appreciate your time. If you prefer, you can complete the survey online at CasaGrandeSurvey.org.

1. **Facility Use.** For each of the following, please indicate how often you or the members of your household use or visit each of the facilities listed below using a scale of 5 to 1, where 5 means "Daily," and 1 means "Never."

How often do you use or visit...	Daily	Several Times Per Week	Several Times Per Month	Several Times Per Year	Never
1. City Libraries (Main or Vista Grande)	5	4	3	2	1
2. The Community Recreation Center	5	4	3	2	1
3. The Aquatic Center/Splashpad	5	4	3	2	1
4. The Dorothy Powell Senior Center	5	4	3	2	1
5. The Dave White Golf Course	5	4	3	2	1
6. City-owned sports fields	5	4	3	2	1
7. City-owned Mountain Park	5	4	3	2	1
8. Any other City-owned parks	5	4	3	2	1
9. The City's digital services (website)	5	4	3	2	1

2. **Barriers to Library Usage.** Please indicate which of the following are the biggest barriers to you or anyone in your household using the City's libraries. If you currently use the City's libraries, please indicate what keeps you from using them MORE OFTEN. *[Check all that apply.]*

☐ (1) Do not need library services
 ☐ (5) Hours of operation are not convenient
☐ (2) Not interested in library services
 ☐ (6) Locations are not convenient
☐ (3) Libraries lack the programming we desire
 ☐ (7) Lack of security (feeling of safety)
☐ (4) I don't know what is offered
 ☐ (8) Other: _____

3. **Barriers to Park, Field, or Amenity Usage.** Please indicate which of the following are the biggest barriers to you or anyone in your household using the City's parks, fields, or amenities. If you currently use the City's parks, fields, or amenities, please indicate what keeps you from using them MORE OFTEN. *[Check all that apply.]*

☐ (1) Locations are not convenient
 ☐ (4) Lack of park amenities that interest me
☐ (2) Too busy
 ☐ (5) Not interested in what is offered
☐ (3) Too crowded/lack of availability
 ☐ (6) Other: _____

4. **Barriers to Community Center Usage.** Please indicate which of the following are the biggest barriers to you or anyone in your household using the Community Recreation Center or Dorothy Powell Senior Center. If you currently use the Community Recreation Center or Dorothy Powell Senior Center, please indicate what keeps you from using them MORE OFTEN. *[Check all that apply.]*

☐ (01) Too crowded/lack of availability
 ☐ (07) Membership
☐ (02) Fees are too high
 ☐ (08) Not interested in what is offered
☐ (03) I don't know what is offered
 ☐ (09) Hours of operation are not convenient
☐ (04) Too busy
 ☐ (10) Other: _____
☐ (05) Use private gyms
 ☐ (11) I am not old enough to use a Senior Center
☐ (06) Desired programs are not offered

5. **Barriers to Golf Course Usage.** Please indicate which of the following are the biggest barriers to you or anyone in your household using the Dave White Golf Course. If you currently use the Dave White Golf Course, please indicate what keeps you from using them MORE OFTEN. [Check all that apply.]

☐ (1) Lack of interest
☐ (2) Too crowded
☐ (3) Lack of tee time availability
☐ (4) Quality of the course
☐ (5) Fees are too high
☐ (6) Use other courses
☐ (7) Other: _____

6. Please indicate if you or any member of your household has a need for each type of facility or amenity listed below by circling either "Yes" or "No." If "Yes," please rate how well your needs for facilities/amenities of this type are being met by the City of Casa Grande and/or other private sector agencies.

Type of Facility/Amenity	Do you have a need for this facility/amenity?		If "Yes," how well are your needs being met?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
01. Archery range	Yes	No	5	4	3	2	1
02. BMX/dirt bike/pump track or course	Yes	No	5	4	3	2	1
03. Community gardens	Yes	No	5	4	3	2	1
04. Diamond athletic fields (baseball, softball, etc.)	Yes	No	5	4	3	2	1
05. Disc golf	Yes	No	5	4	3	2	1
06. Dog park	Yes	No	5	4	3	2	1
07. Indoor event/party/meeting space	Yes	No	5	4	3	2	1
08. Indoor fitness equipment	Yes	No	5	4	3	2	1
09. Indoor gymnasium (e.g., basketball, volleyball)	Yes	No	5	4	3	2	1
10. Indoor pickleball/tennis/racquetball courts	Yes	No	5	4	3	2	1
11. Indoor walking tracks	Yes	No	5	4	3	2	1
12. Lap pools	Yes	No	5	4	3	2	1
13. Leisure pools	Yes	No	5	4	3	2	1
14. Mountain hiking/bike trails	Yes	No	5	4	3	2	1
15. Outdoor basketball courts	Yes	No	5	4	3	2	1
16. Outdoor educational nature areas	Yes	No	5	4	3	2	1
17. Outdoor fitness areas/equipment	Yes	No	5	4	3	2	1
18. Outdoor large event space/amphitheater	Yes	No	5	4	3	2	1
19. Outdoor pickleball/tennis/racquetball courts	Yes	No	5	4	3	2	1
20. Outdoor track	Yes	No	5	4	3	2	1
21. Outdoor volleyball courts	Yes	No	5	4	3	2	1
22. Passive recreation space	Yes	No	5	4	3	2	1
23. Rectangular athletic fields (soccer, football, etc.)	Yes	No	5	4	3	2	1
24. Skate park	Yes	No	5	4	3	2	1
25. Splash pad	Yes	No	5	4	3	2	1
26. Urban trails (cycle/walking)	Yes	No	5	4	3	2	1
27. Walking and biking trails	Yes	No	5	4	3	2	1
28. Other: _____	Yes	No	5	4	3	2	1

7. Which FOUR facilities/amenities from the list in Question 6 are MOST IMPORTANT to your household? [Write in your answers below using the numbers from the list in Question 6, or circle "NONE."]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

8. Please indicate if you or any member of your household has a need for each type of recreation program listed below by circling either "Yes" or "No." If "Yes," please rate how well your needs for programs of this type are being met by the City of Casa Grande and/or other private sector agencies.

Type of Program		Do you have a need for this Program?		If "Yes," how well are your needs being met?				
				100% Met	75% Met	50% Met	25% Met	0% Met
01.	Adaptive recreation programs	Yes	No	5	4	3	2	1
02.	Archery programs	Yes	No	5	4	3	2	1
03.	Art, dance, performing arts	Yes	No	5	4	3	2	1
04.	Before and after school care	Yes	No	5	4	3	2	1
05.	Bird Watching	Yes	No	5	4	3	2	1
06.	BMX/Skate/Biking programs	Yes	No	5	4	3	2	1
07.	Cooking classes	Yes	No	5	4	3	2	1
08.	Education classes	Yes	No	5	4	3	2	1
09.	Fitness and wellness classes (Adult)	Yes	No	5	4	3	2	1
10.	Fitness and wellness classes (Child)	Yes	No	5	4	3	2	1
11.	Free self-directed drop-in activities (cards, dominos, board games, etc.)	Yes	No	5	4	3	2	1
12.	Free/low-cost community events	Yes	No	5	4	3	2	1
13.	Golf programs	Yes	No	5	4	3	2	1
14.	Learn to swim programs	Yes	No	5	4	3	2	1
15.	Nature education/certification	Yes	No	5	4	3	2	1
16.	Outdoor fitness programs	Yes	No	5	4	3	2	1
17.	Outdoor trips (single day)	Yes	No	5	4	3	2	1
18.	Pickleball leagues	Yes	No	5	4	3	2	1
19.	Skate park programs	Yes	No	5	4	3	2	1
20.	Sports leagues	Yes	No	5	4	3	2	1
21.	Summer camps	Yes	No	5	4	3	2	1
22.	Teen activities (Esports/Gaming programs)	Yes	No	5	4	3	2	1
23.	Tennis lessons and leagues	Yes	No	5	4	3	2	1
24.	Virtual programs	Yes	No	5	4	3	2	1
25.	Volunteer programs	Yes	No	5	4	3	2	1
26.	Water fitness classes	Yes	No	5	4	3	2	1
27.	Other: _____	Yes	No	5	4	3	2	1

9. Which **FOUR** programs from the list in Question 8 are **MOST IMPORTANT** to your household?
[Write in your answers below using the numbers from the list in Question 8, or circle "NONE."]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

10. **Special Events.** From the following list, please check the **THREE SPECIAL EVENT** concepts you and the members of your household would be **MOST INTERESTED** in. [Check up to **THREE**.]

- ____ (1) Cultural Celebrations/Festivals (food, performances, arts, etc.)
 ____ (2) Food/beverage (farmers market, tastings, etc.)
 ____ (3) Entertainment (music, movies, performers, etc.)
 ____ (4) Health and wellness events (bike, walk, run, etc.)
 ____ (5) Environmental events (Earth Day, Arbor Day, volunteer, etc.)
 ____ (6) Holiday-themed events (Halloween, Easter, etc.)
 ____ (7) Sports tournaments/competitions (basketball, football, soccer, etc.)
 ____ (8) Day events/field trips

- 11. Please indicate if you or any member of your household has a need for each of the following programs/services that promote ACTIVE AGING by circling either "Yes" or "No." If "Yes," please rate how well your needs for program/service of this type are being met by the City of Casa Grande and/or other private sector agencies.**

Type of Active Aging Programs/Services	Do you have a need for this Program?		If "Yes," how well are your needs being met?				
			100% Met	75% Met	50% Met	25% Met	0% Met
01. Alzheimer/Parkinson's programs	Yes	No	5	4	3	2	1
02. Arts and Crafts programs and activities	Yes	No	5	4	3	2	1
03. Cognitive strengthening programs (memory exercises)	Yes	No	5	4	3	2	1
04. Computer classes and programs	Yes	No	5	4	3	2	1
05. Counseling services	Yes	No	5	4	3	2	1
06. Dance lessons and programs	Yes	No	5	4	3	2	1
07. Day trips, tours, and excursions to popular tourist attractions	Yes	No	5	4	3	2	1
08. Evidenced based health programs	Yes	No	5	4	3	2	1
09. Financial services program (tax filing)	Yes	No	5	4	3	2	1
10. Health screenings (blood pressure, cancer, vision, etc.)	Yes	No	5	4	3	2	1
11. Healthy eating programs and dieting programs	Yes	No	5	4	3	2	1
12. Housing programs	Yes	No	5	4	3	2	1
13. Intergenerational programs	Yes	No	5	4	3	2	1
14. Legal assistance programs	Yes	No	5	4	3	2	1
15. Lunch/meal programs	Yes	No	5	4	3	2	1
16. Music classes and programs	Yes	No	5	4	3	2	1
17. Social gatherings	Yes	No	5	4	3	2	1
18. Special interest classes (gardening, writing, book clubs)	Yes	No	5	4	3	2	1
19. Support groups (bereavement, Alzheimer's, Parkinson's)	Yes	No	5	4	3	2	1
20. Transportation programs/services	Yes	No	5	4	3	2	1
21. Veteran specific programs	Yes	No	5	4	3	2	1
22. Volunteer opportunities programs	Yes	No	5	4	3	2	1
23. Weekly programs (cards, billiards, mahjong)	Yes	No	5	4	3	2	1
24. Other: _____	Yes	No	5	4	3	2	1

- 12. Which FOUR programs/services from the list in Question 11 are MOST IMPORTANT to your household? [Write in your answers below using the numbers from the list in Question 11, or circle "NONE."]**

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

- 13. Have you or members of your household used the library or any services provided by the library within the last 2 years? ____ (1) Yes ____ (2) No [Skip to Q16.]**

- 13a. If "YES," please check ALL of the following activities you or the members of your household participated in at the library. [Check all that apply.]**

- | | |
|---|---|
| ____ (01) Accessed a government form | ____ (11) Met a friend or family members |
| ____ (02) Accessed online research tools | ____ (12) Read a newspaper or magazine |
| ____ (03) Asked a librarian a question | ____ (13) Received assistance with technology |
| ____ (04) Attended a children/teen program | ____ (14) Requested home delivery |
| ____ (05) Attended a community meeting | ____ (15) Reserved materials online |
| ____ (06) Attended an adult program or class | ____ (16) Used a public computer |
| ____ (07) Checked out a book/audiobook | ____ (17) Used a study/meeting room |
| ____ (08) Checked out a DVD or music CD | ____ (18) Used the makerspace |
| ____ (09) Downloaded a digital video or music | ____ (19) Used the Wi-Fi |
| ____ (10) Downloaded an eBook or eAudiobook | ____ (20) Worked on a school assignment |

- 14. Rating Library Services.** Please rate each of the following library services using a scale of 5 to 1, where 5 means "Very Satisfied," and 1 means "Very Dissatisfied." If you have not utilized any of the following items please select 9 for "Don't Use."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Don't Use
01. Books for adults	5	4	3	2	1	9
02. Books for teens	5	4	3	2	1	9
03. Books for children	5	4	3	2	1	9
04. Newspapers/magazines	5	4	3	2	1	9
05. Audiobooks	5	4	3	2	1	9
06. E-books	5	4	3	2	1	9
07. Music CDs	5	4	3	2	1	9
08. Movies (DVDs) for adults	5	4	3	2	1	9
09. Movies (DVDs) for children	5	4	3	2	1	9
10. Library website	5	4	3	2	1	9
11. Online research tools	5	4	3	2	1	9
12. Online library catalog	5	4	3	2	1	9
13. Public computers	5	4	3	2	1	9
14. Wireless access	5	4	3	2	1	9
15. Requesting an item to be held	5	4	3	2	1	9
16. Courteousness of staff	5	4	3	2	1	9
17. Knowledge of staff	5	4	3	2	1	9
18. Cleanliness/maintenance of facilities	5	4	3	2	1	9
19. Hours of operation	5	4	3	2	1	9
20. Meeting room facilities	5	4	3	2	1	9
21. Library programs for adults	5	4	3	2	1	9
22. Library programs for teens	5	4	3	2	1	9
23. Library programs for children	5	4	3	2	1	9
24. Bookmobile/delivery service	5	4	3	2	1	9

- 15. Which FOUR services from the list in Question 14 are MOST IMPORTANT for the Library to provide?** [Write in your answers below using the numbers from the list in Question 14, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

- 16. Please indicate your level of agreement with the following statements about Casa Grande Community Services Department using a scale of 5 to 1, where 5 means "strongly agree," and 1 means "strongly disagree."**

The Parks and Recreation system in Casa Grande...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01. Improves my (my household's) physical health and fitness	5	4	3	2	1	9
02. Helps to reduce crime in my neighborhood and keep kids out of trouble	5	4	3	2	1	9
03. Makes Casa Grande a more desirable place to live	5	4	3	2	1	9
04. Preserves open space and protects the environment	5	4	3	2	1	9
05. Increases my (my household's) property value	5	4	3	2	1	9
06. Improves my (my household's) mental health and reduces stress	5	4	3	2	1	9
07. Provides positive social interactions for me (my household)	5	4	3	2	1	9
08. Is physically accessible to all people	5	4	3	2	1	9
09. Helps to attract new residents and businesses	5	4	3	2	1	9
10. Promotes tourism to the City and the region	5	4	3	2	1	9
11. Positively impacts economic/business development	5	4	3	2	1	9
12. Is age-friendly to all people	5	4	3	2	1	9

17. The following is a list of actions the City of Casa Grande could take to improve the parks, trails, and recreation system. Please indicate **YOUR SUPPORT FOR** each potential action by circling the corresponding number to the right of the item.

Types of Improvements:		Very Supportive	Somewhat Supportive	Not Sure	Not Supportive
Improvements to <u>Existing</u> Facilities					
01.	General repair and increase maintenance (parks, golf courses, community center)	4	3	2	1
02.	Improve existing athletic facilities (synthetic turf, lighting, courts, etc.)	4	3	2	1
03.	Improve existing trail systems (paved trails, mountain biking trails, unpaved walking trails, etc.)	4	3	2	1
04.	Add/expand trails/walking loops in existing parks	4	3	2	1
05.	Improve ADA/disabled persons accessibility at parks	4	3	2	1
06.	Improve/expand open space/natural turf areas in existing parks	4	3	2	1
07.	Improve restroom facilities in existing parks	4	3	2	1
08.	Add playgrounds to existing parks	4	3	2	1
09.	Expand archery range	4	3	2	1
10.	Improve/expand Community Center (including parking)	4	3	2	1
11.	Add splashpads to existing parks	4	3	2	1
12.	Add amphitheater to an existing park	4	3	2	1
13.	Add Wi-Fi/other technology improvements to existing parks	4	3	2	1
Developing <u>New</u> Facilities					
14.	Develop new parks that meet the highest needs of the community	4	3	2	1
15.	Develop new sports facilities (athletic fields, disc golf, basketball, pickle ball, etc.)	4	3	2	1
16.	Develop new off-leash dog parks	4	3	2	1
17.	Develop new walking, biking, equestrian trails with connections to other amenities	4	3	2	1
18.	Develop new area for community-wide events	4	3	2	1
19.	Develop additional outdoor pool facilities	4	3	2	1
20.	Develop a new skate/bike park (skateboards, BMX, pump tracks, etc.)	4	3	2	1

18. From the following list, please **CHECK ALL** of the following ways **YOU CURRENTLY LEARN** about recreation programs and activities. *[Check all that apply.]*

- | | |
|---|--|
| <input type="checkbox"/> (01) City website | <input type="checkbox"/> (11) Twitter |
| <input type="checkbox"/> (02) Materials at City facilities | <input type="checkbox"/> (12) Instagram |
| <input type="checkbox"/> (03) Conversation with City staff | <input type="checkbox"/> (13) Flyers/brochures |
| <input type="checkbox"/> (04) Newspaper | <input type="checkbox"/> (14) City Council meetings |
| <input type="checkbox"/> (05) Friends and neighbors | <input type="checkbox"/> (15) Radio |
| <input type="checkbox"/> (06) Promotions at special events | <input type="checkbox"/> (16) Cable/Satellite |
| <input type="checkbox"/> (07) Temporary signs at parks or around City | <input type="checkbox"/> (17) Local magazines/publications |
| <input type="checkbox"/> (08) Emails/E-blast | <input type="checkbox"/> (18) Vista newsletter |
| <input type="checkbox"/> (09) Nextdoor | <input type="checkbox"/> (19) Other: _____ |
| <input type="checkbox"/> (10) Facebook | |

19. Which **THREE** sources from the list in Question 18 are **YOUR MOST PREFERRED SOURCES** for learning about recreation programs and activities? *[Write in your answers below using the numbers from the list in Question 18, or circle "NONE."]*

1st: _____ 2nd: _____ 3rd: _____ NONE

____(4) Vote Against

____(5) Other: _____

Ages 85+: _____

____(99) Other: _____

____(3) Prefer not to say

____(2) 8-12 months per year

Email Address:

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