



2015 Resident Survey Findings Report



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Executive Summary

Introduction

Public Research Group conducted a Community Services Resident Survey during the summer of 2015. The purpose of the survey was to gather resident opinions to help set priorities for the future development of parks, facilities, programs and services. The survey was designed to obtain statistically valid results from households throughout the City of La Quinta. The consultant worked comprehensively with City staff in the development of the survey questionnaire.

The survey data was collected from three primary sources: mail, telephone and email surveys. The goal was to obtain a total of at least 500 survey responses. This goal was met with a total of 558 responses received, combining the data gathering methodologies into one data set. Statistically, a sample of 558 households provides a margin of error of plus or minus 4.2% at a 95% confidence level that findings are representative of the sentiments of the residents of La Quinta.

Major Survey Findings

The survey contained a series of questions that were designed to measure behavior as well as perceptions by residents surrounding community service regarding Parks, Recreation, Trails and Open Space within the community. Furthermore, there were several opportunities for participants to provide specific comments from “open end” questions.

- Overall satisfaction with the parks and recreation value your household receives from the City of La Quinta Community Services Department?

90% respondents said they were satisfied and only 10% said they were not, suggesting that respondents were overall overwhelmingly satisfied with the parks and recreation value that they receive.

- Ways respondents learn about City of La Quinta programs and activities.

The GEM was by far the most popular means at 79%, followed by technology/electronic outlets & social media applications with a combined percentage of 62%, the Desert Sun Newspaper at 46% and word of mouth at 39%.

- Participation in Programs (Benchmark Data Comparison)

Only 47% of the survey respondents have participated in any programs offered by the City of La Quinta during the past 12 months. In review of the 2006 survey findings, only 19% had participated in a program which is a significant improvement.

- Quality of Programs (Benchmark Data Comparison)

Of the residents that have used a program in the past 12 months, 95% respondents said the programs were either excellent or good with 4% as fair and only 1% said the program quality was poor. The excellent category is at 44% which has a direct correlation with the very satisfied category which was at 23% in the 2006 resident survey. This represents almost a double fold improvement in the past nine years.

- Participation in Program Categories (Benchmark Data Comparison)

The most highly participated programs that were used and met the needs of the community were special events at 61%, followed by outdoor fitness at 54% and then performing arts and indoor fitness tied at 24%. In review of the 2006 survey findings, the top three programs that met the needs of the community were youth sports at 28%, community special events, performing arts and before and after school programs all tied at 27%.

- Other Recreation Providers

The top three responses were private clubs (golf and tennis) at 28%, none at 24% and private health clubs (health and fitness) at 23%. The fact that none was so high shows that there is potentially a small, untapped parks and recreation market available within the community.

- Most Important Programs

The top five ranked activities in terms of importance were all are equally important at 34%, none at 22%, outdoor fitness at 12%, special events at 10% and indoor fitness at 7%.

- Visitation of Parks and Facilities in the Last 12 Months

The top five places visited were the La Quinta Library at 50%, Civic Center Campus at 33%, Cove Oasis at 32%, Bear Creek Trail at 30% and La Quinta Park at 26%. The Wellness Center had a lower visitation rate than what was probably expected but the facility went through a renovation and had only been open a short time when the survey was administered.

- Condition of the Parks

93% respondents said the programs were either excellent or good with 6% as fair and only 1% said the parks and facilities condition was poor. These responses are very similar to the 2006 survey findings.

- Potential Park Improvements (Benchmark Data Comparison)

The top three improvements were shade (trees/structures) at 59%, trails at 38% and restrooms at 35%. In review of the 2006 survey the top three improvements were shade (trees/structures) at 41%, restrooms at 39% and drinking fountains at 30%.

- Most Valuable Improvements to Park Spaces

The top three ranked improvements in terms of being most valuable consolidated in a first through third choice were shade (trees/structures) at 41%, trails at 26% and none at 25%.

- Most Important actions and programs the City of La Quinta could take to improve and expand parks and recreation

The survey data shows the top three were special events at 66%, walking trails and fitness & wellness tied at 65% and improve/renovate existing parks and facilities at 63%. The top three items most willing to fund were walking and biking trails at 40%, fitness and wellness programs at 32% and none and new outdoor aquatic facilities at 31%. The majority of respondents were willing to fund at least \$1-\$5 per month at 62%.

- Level of Support for a Partnership with Palm Desert for the Aquatic Center

The survey data shows only 24% of La Quinta residents use the Palm Desert Aquatic Center but of those that do use the facility, 57% of the survey respondents were in favor of a partnership to allow La Quinta resident access to the facility at Palm Desert rates.

- On-line Methods of Communication

The most effective method was social media at 55% followed by text messages at 53%.

- Importance of Partnerships

The various organizations that the City of La Quinta partners with for parks and recreation programs and activities were of importance in the survey respondents to maintain.

Survey Conclusions

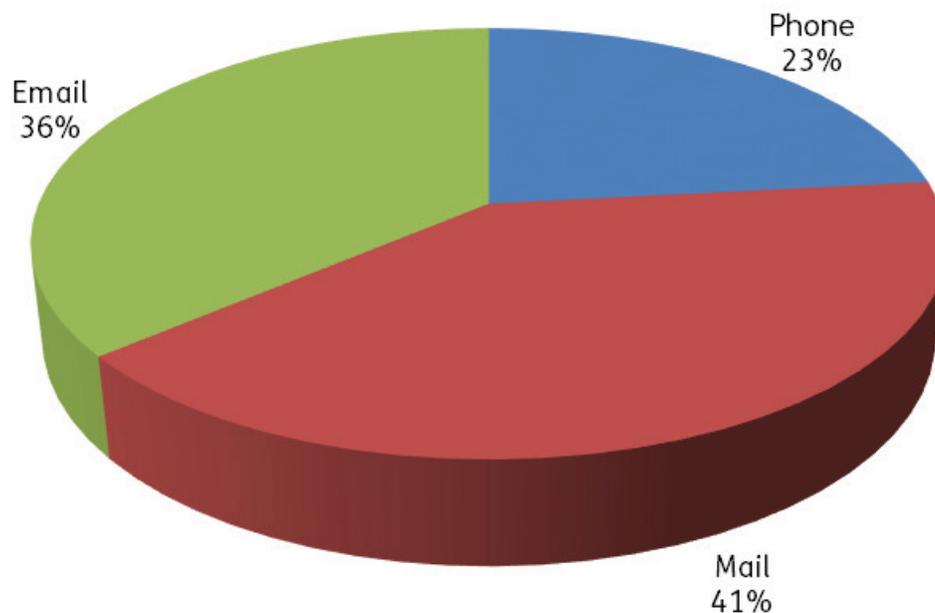
- Overall satisfaction is high
- Nearly half of the survey respondents participate in programs
- Too busy or not interested was the main reason for not participating in parks, facilities and programs
- The City helps maintain a healthy lifestyle
- The GEM is by far how many of City residents hear about parks and recreation within the City as well as word of mouth scored very high
- Program quality scored very high among users
- Community special events, fitness related programs and performing areas are used and in demand
- Performing arts had the highest use with needs not being met
- Parks and facilities are generally visited and used
- The Wellness Center was only visited 20% within the past year by survey respondents as compared to the Library at 50%. This low visitation is most likely a result of the renovated center being open for a short time when the survey was administered to the community
- Passive park improvements such as shade, trails, drinking fountains and picnic tables/benches are the most important to the community
- Areas of importance of improvements and expansion that are important to the community include special events, walking trails and fitness & wellness tied and improve/renovate existing parks and facilities
- The top three items most willing to fund were walking and biking trails at 40%, fitness and wellness programs at 32% and none and new outdoor aquatic facilities at 31%. The majority of respondents were willing to fund at least \$1-\$5 per month.

Methodology

Public Research Group (PRG) provides a variety of data gathering techniques and types of analysis to help governmental agencies identify the park and recreational needs of their residents. The data gathering techniques used for this study included a random mail, telephone and email survey, a staff focus group meeting and a general on-line survey open to the entire community. This study reviews this data using both with quantitative and qualitative analysis techniques.

The goal was to obtain at least 500 survey responses. This goal was met with a total of 558 responses received, combining the data gathering methodologies into one data set. Statistically, a sample of 558 households provides a margin of error of plus or minus 4.4% at a 95% confidence level that findings are representative of the sentiments of the residents of La Quinta. The following pie chart illustrates the breakdown of survey type for this study.

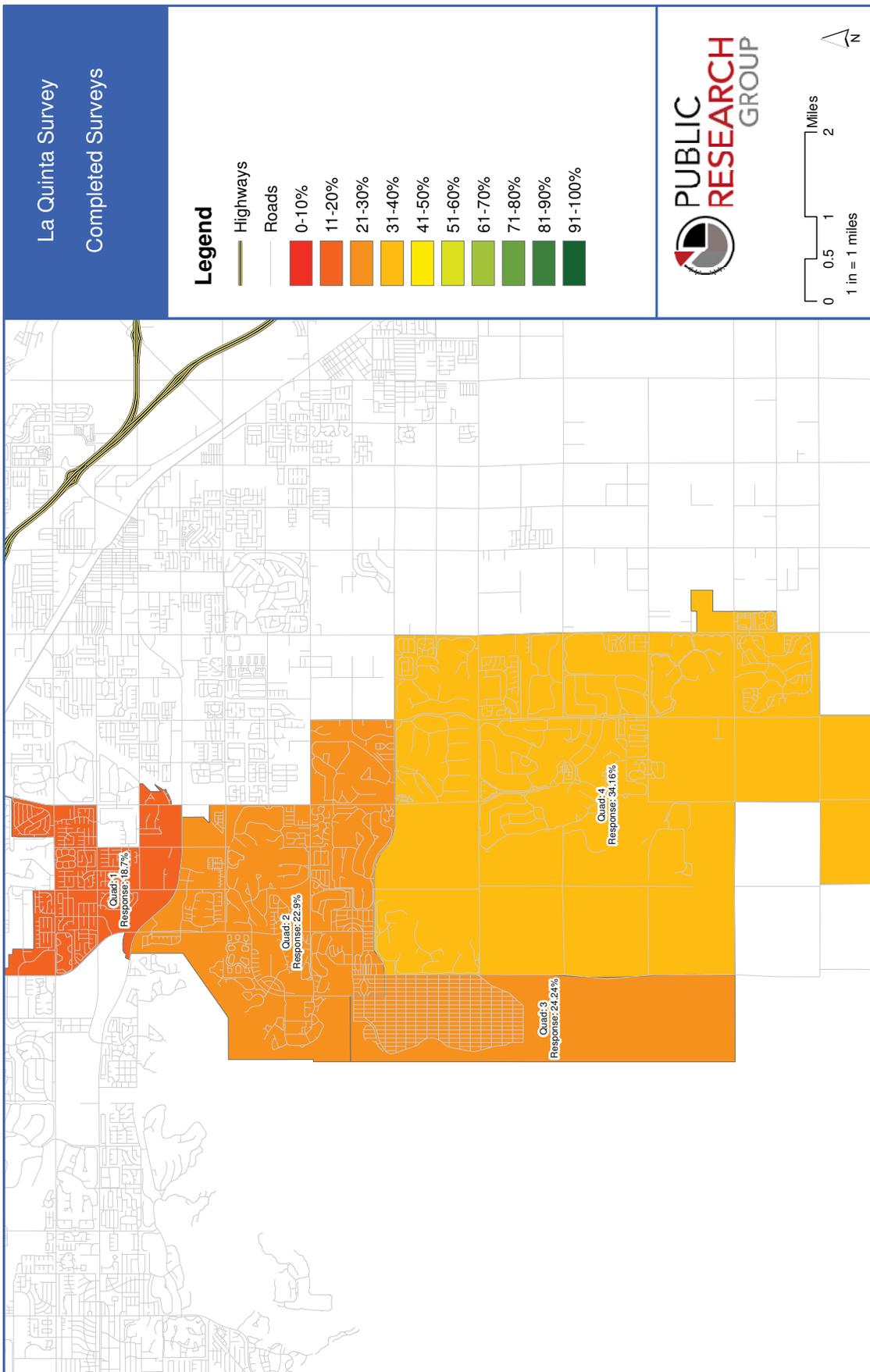
Survey Respondent Type



The mail sample had an 18.8% completion rate, considered above average in social science research. The email completion rate was 12%, considered average in social science research. The telephone surveys represented the largest survey respondent type with 226 completed to create a representative sample of the La Quinta community.

In addition to the random sample survey, the City of La Quinta also used the same questions to launch an online survey after the random sample was completed. In this report, references to online data is pertaining to this non-random survey opportunity. An additional 98 surveys were completed and those completed findings can be found in the Appendix.

The map that follows was generated using Geographic Information Systems (GIS) software showing the percentage of surveys broken down into four primary planning quadrants completed within the City of La Quinta municipal boundary. The largest quadrant of completed surveys was Quadrant 4 at 34% while the lowest quadrant was Quadrant 1 with 19%. Overall, the completed surveys were geographically balanced with the City of La Quinta with not one of the Quadrant areas being oversampled.

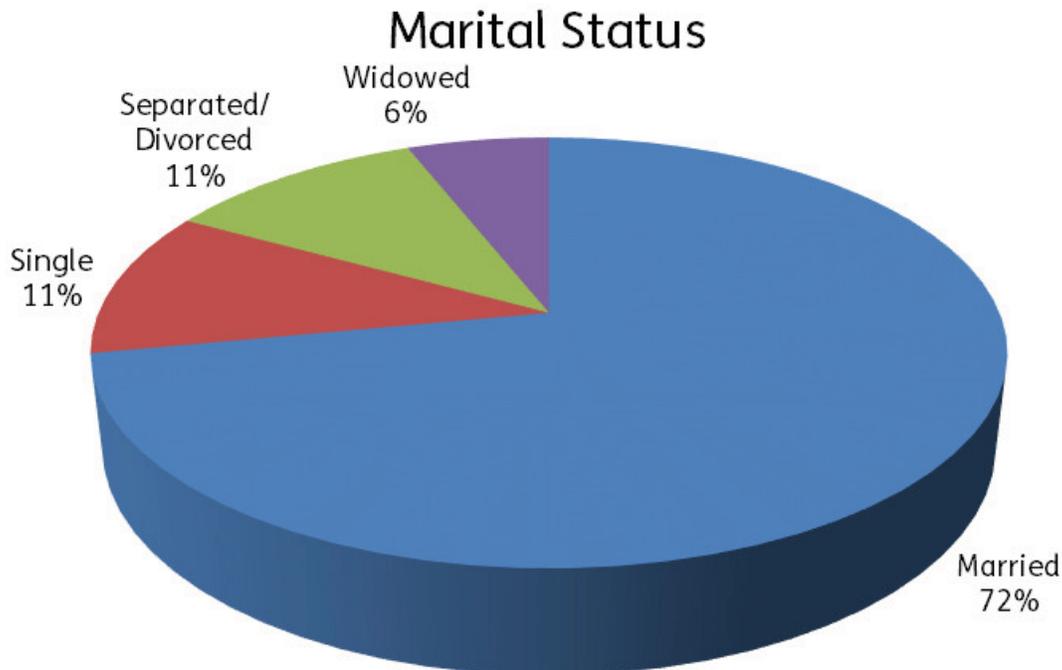


In this study, respondents were asked to complete a five page questionnaire with 24 questions. Within those 24 questions, there were approximately 520 variables, most of which were statistically quantifiable and some of which were open-ended questions which could only be presented as narrative responses. The open ended comments are summarized in the body of this report and a complete version of the text comments for each question that allowed responses can be found in the Appendix of this report. The survey took an average of 17 minutes to complete. A copy of the mail survey instrument is presented in the Appendix of this report. While email and telephone survey instruments had their own scripts, questions were asked in identical order and using identical wording.

This report begins with the demographic data. Questions relating to satisfaction with Community Service Department services will be the first area of focus. Use of those parks, facilities and services follows with questions relating to the importance or unimportance of those parks, facilities and services immediately after. The report will conclude with questions about future priorities. Please note that the analysis of questions will not be presented in the same order that they were asked.

Demographic Data

Question 19 asked the marital status of the survey respondents. The vast majority of the respondents were married at 72%. The following pie chart illustrates the survey results.



Question 19 asked the age of respondents. Census estimates show that the median age of La Quinta residents is 46 years. The average age for the survey respondent was 62. However, since no one under the age of 18 completed the survey, the age is 44 when adjusted and is close to the census median age.

Census data shows that 72% of households had families and 24% had children under 18 years of age. Sample data from the mail, telephone and email data showed that a lower percentage of respondents had children under 18 within their households at 16%.

According to 2012 Census estimates, the residents of the City of La Quinta are 52% female and 48% male. Question 21 asked the gender of the survey respondent. It is not unusual in leisure services research survey respondents tend to be more female than male since females tend to be spokespersons of their households. Such is the case for this study, where approximately 55% were female and 45% male.

Question 22 asked how long respondents lived in La Quinta. The average length of time the respondents have resided in the City of La Quinta is 12 years.

The data from the combined mail, telephone and email surveys shows that 18% were relative newcomers, living in the City for five years or less, that 33% said they lived in La Quinta between six and 10 years and that 49% lived in La Quinta for more than ten years, not taking those who didn't answer into consideration. This finding suggests that the survey captured a wide range of citizens living in La Quinta and did not just focus on longtime residents which is very common in social science research.

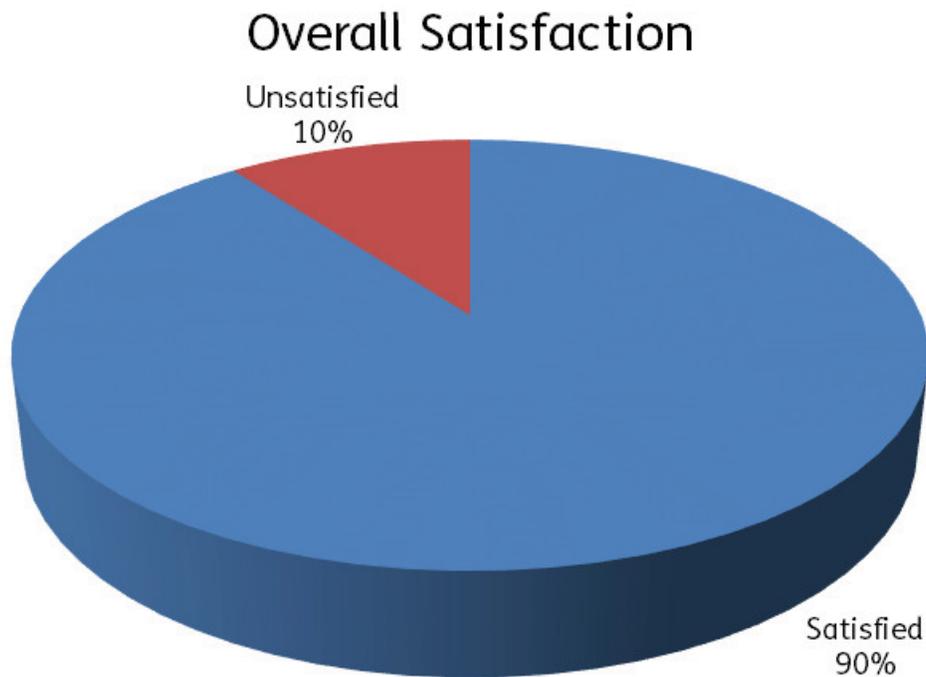
In social science research, random sampling attempts to eliminate biases towards one group or another. PRG finds that survey respondents are self-selecting, volunteering to complete the surveys or not. In this study for the City of La Quinta, the sample returned a 95% level of confidence with a +/- 4.4% confidence interval. This level of confidence exceeds the social science standard of 95% with a +/- 5% level of confidence. It would be difficult to argue the survey data is not generally representative of the community. The demographic data more or less bears that hypothesis out.

Administration

Satisfaction

Question 1 asked respondents to characterize the overall satisfaction with the parks and recreation value your household receives from the City of La Quinta Community Services Department.

A total of 24 respondents failed to answer the question. Of those that answered it, 90% said they were satisfied and 10% said they were not, suggesting that respondents were overwhelmingly satisfied. In review of previous research in the field, the national level of satisfaction is +/-65%. The following pie chart highlights the survey data.

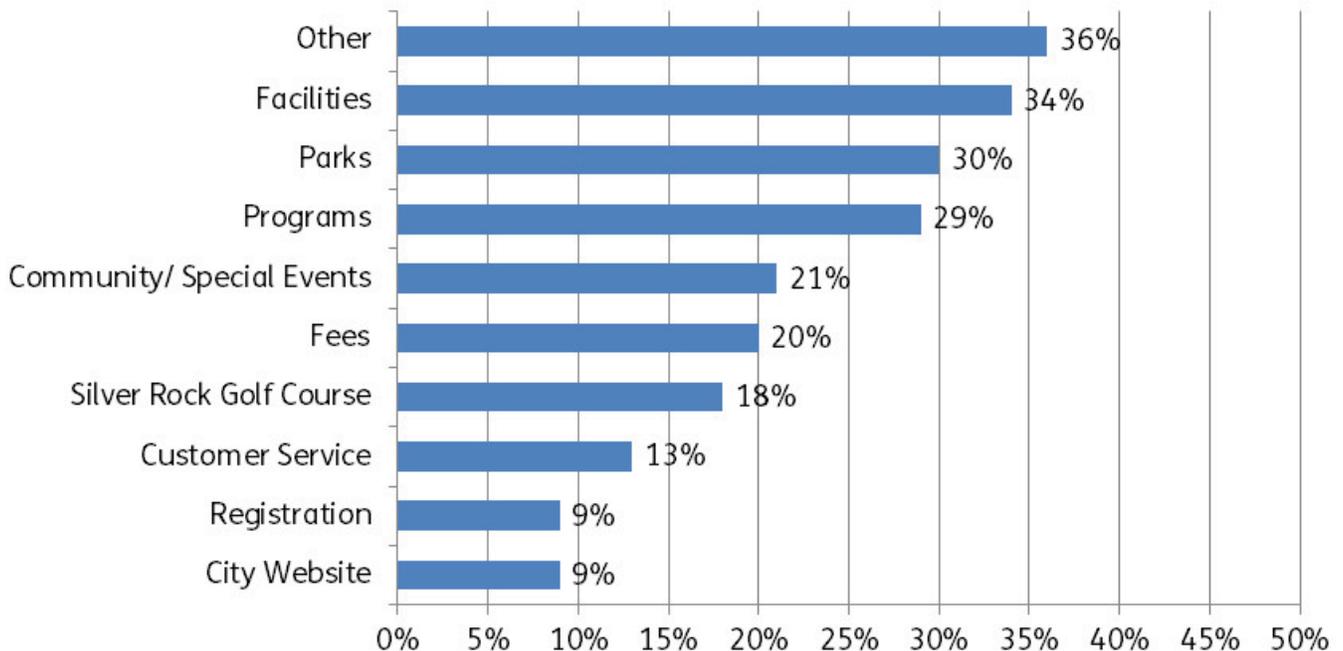


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Question 1a provided those not satisfied with the opportunity to explain the reasons why. Respondents were provided a variety of choices. Respondents were offered the opportunity to select more than one choice or provide an answer of their own.

A small total of only 10% had said they were not satisfied with the City of La Quinta in Question 1. The bar chart below illustrates the survey data.

Reasons for Unsatisfaction



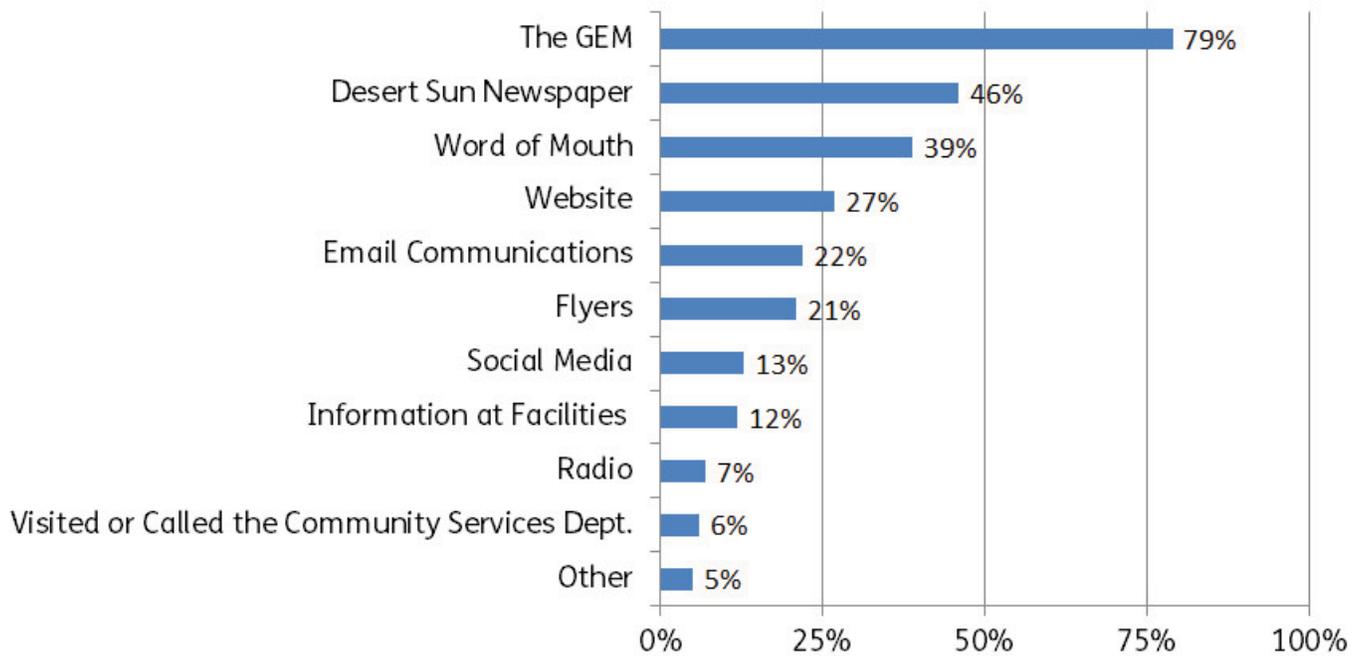
The data shows that the top three reasons selected were “other” at 36%, facilities at 34%, and parks at 30%. Fees, the Silver Rock Golf Course, and many of the administration functions of the Community Services Department were not the reason for dissatisfaction which shows the City’s commitment to high service standards to the residents of La Quinta.

There were open-ended responses that are presented in the Appendix of this report. PRG presents them in their unedited versions unless they reflect poor taste or target a specific individual. A summary of the “other” responses include issues surrounding dogs, Fritz Burns pool, the need for more programs, the general spending of city money on parks and recreation and finally that the City has focused too much on seniors.

Media & Communications

Question 2 explored the ways residents learn about City of La Quinta programs and activities. The top three were the GEM which was by far the most popular means at 79%, followed by the Desert Sun Newspaper at 46% and word of mouth at 39%. The bar chart below illustrates the survey data.

Hearing about City of La Quinta

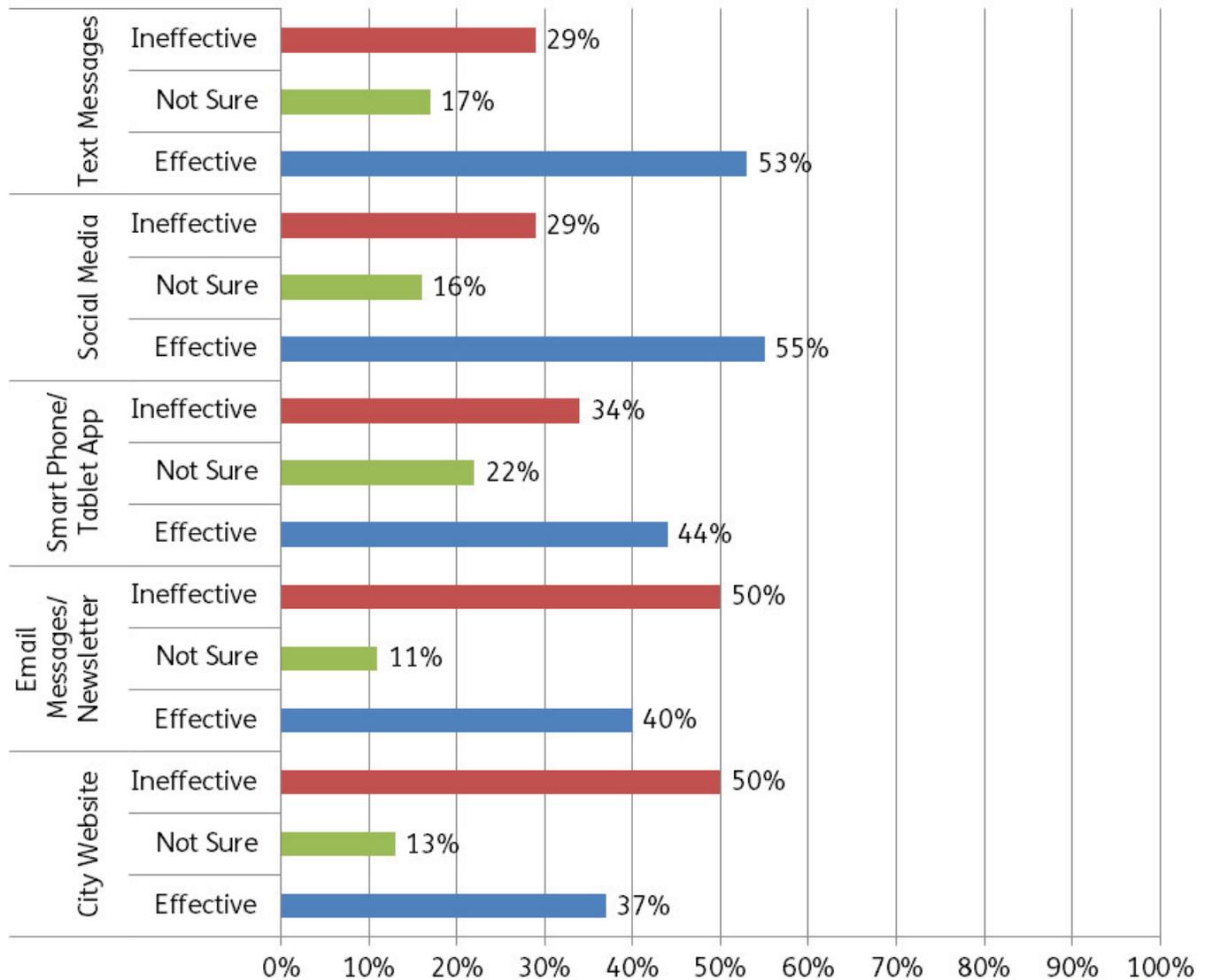


In review of previous research in the field, the program guide, which is the case for the City of La Quinta, is typically the primary way of learning about programs and activities. The website, at 27%, is about average from our past survey research. The highest PRG has seen in the past was slightly over 50%, with those agencies placing a significant investment into website development and maintenance. All in all, 62% of the survey respondents learned about the programs and activities through a touch of technology. This an emerging trend in the park and recreation field. It shows the importance of the initial investment into those digital resources in terms of time and cost and the on-going effort to maintain these digital communication outlets as residents as well as users do seek out those channels on a regular basis for learning about programs and activities.

In comparison of the online survey data, the responses were a combined percentage of 34% for the technology related outlets, the GEM at 24% and the Desert Sun Newspaper at 14%.

Question 17 gauged how effective the following online methods of communication would be for keeping you informed about City of La Quinta parks and recreation activities. Social media was the highest rated in terms of online effectiveness at 55%. The bar chart below illustrates the survey data.

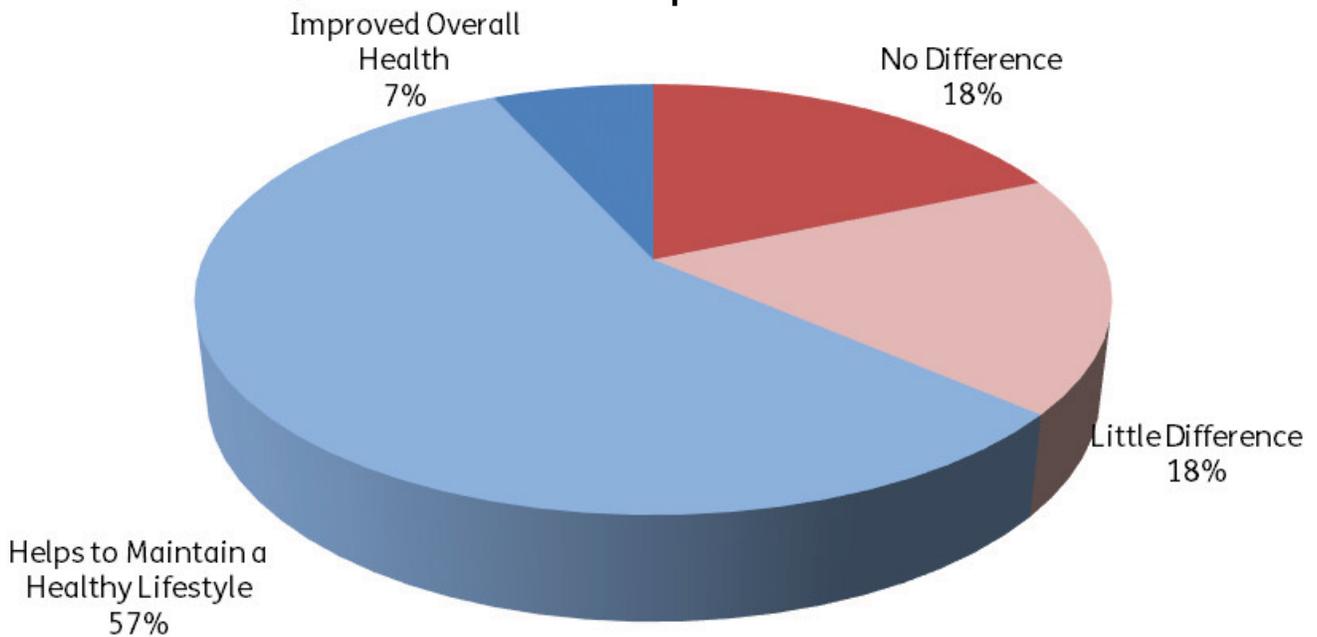
Effectiveness of Communication



Quality of Life

Question 11 asked respondents to what extent does the City of La Quinta make a difference in your health or the health of members of your household. The majority at 64% felt that the City does make a positive impact as illustrated the pie chart below.

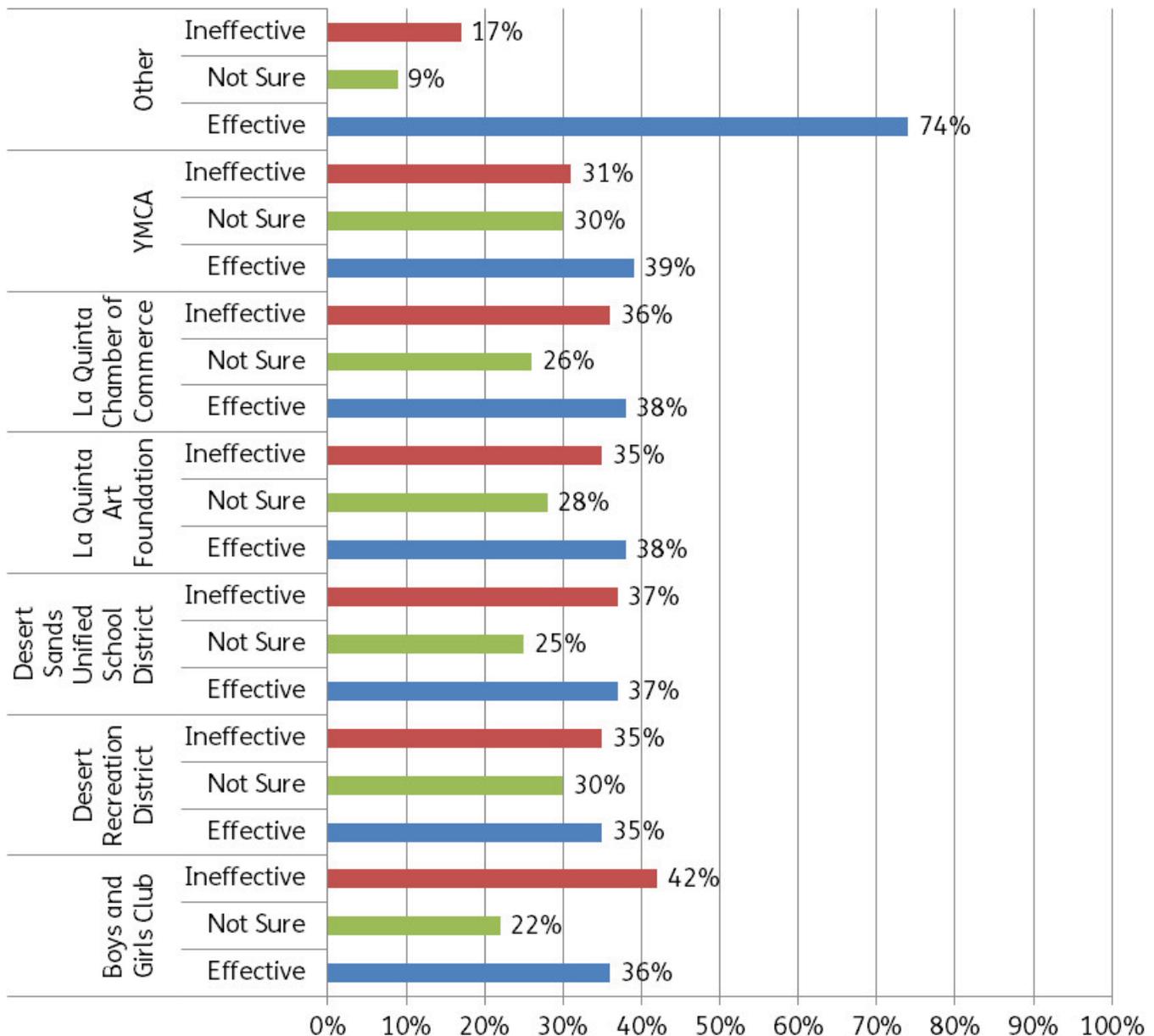
La Quinta Health Impact of Individuals



Partnerships

Question 18 asked respondents how important you think it is for the City of La Quinta to develop and maintain partnerships with the following agencies. The various organizations that the City of La Quinta partners with for parks and recreation programs and activities were of importance in the survey respondents to maintain. The bar chart below illustrates the survey data.

Importance of Partnerships



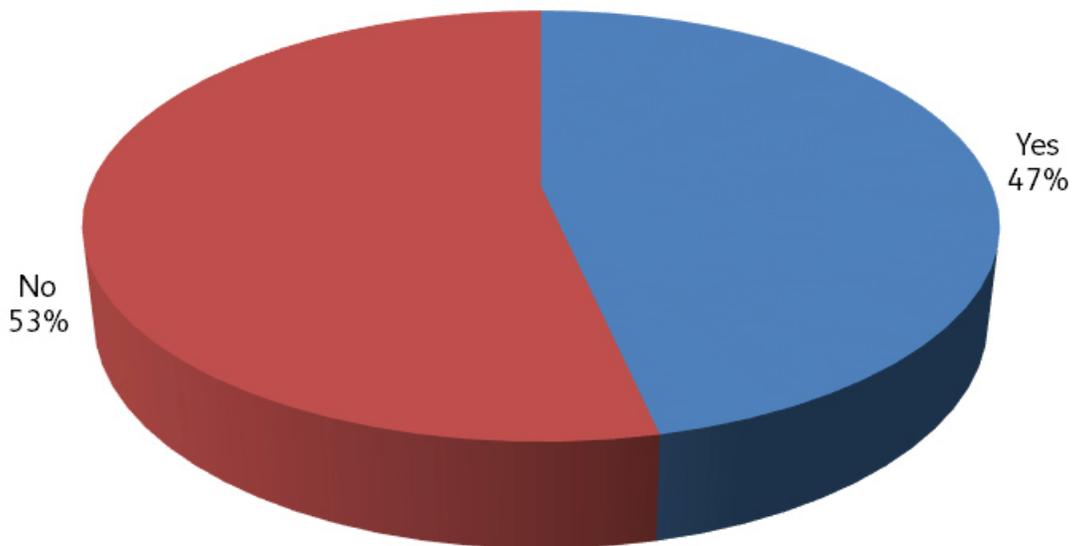
A summary of the “other” responses include environmental agencies, senior centers and the Palm Desert Aquatic Center.

Recreation

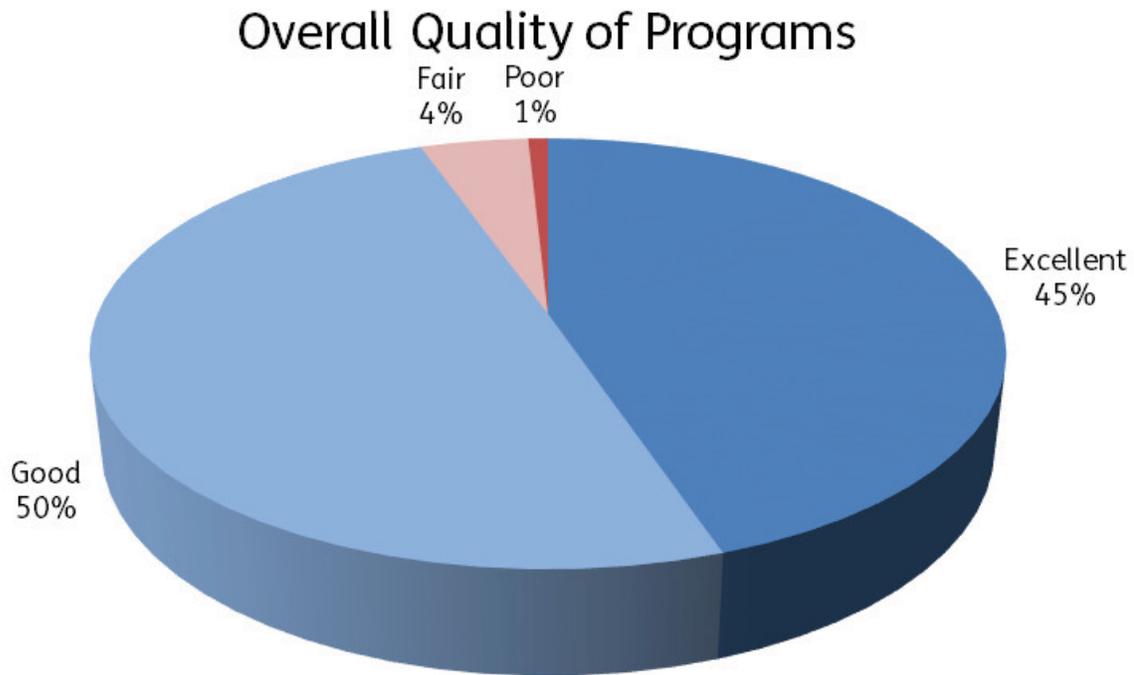
Program Participation

Question 3 sought to gather data about participation in any programs offered by the City of La Quinta during the past 12 months? Only 47% of the survey respondents have participated in any programs offered by the City of La Quinta during the past 12 months. In review of the 2006 survey findings, only 19% had participated in a program which is a significant improvement. In review of previous research in the field, the national level of participation is +/-30%. The pie chart below illustrates the survey data.

Program Participation



Question 3a provided those that did participate an opportunity to rate the overall quality of the programs you and members of your household participated in. The pie chart below illustrates the survey data.

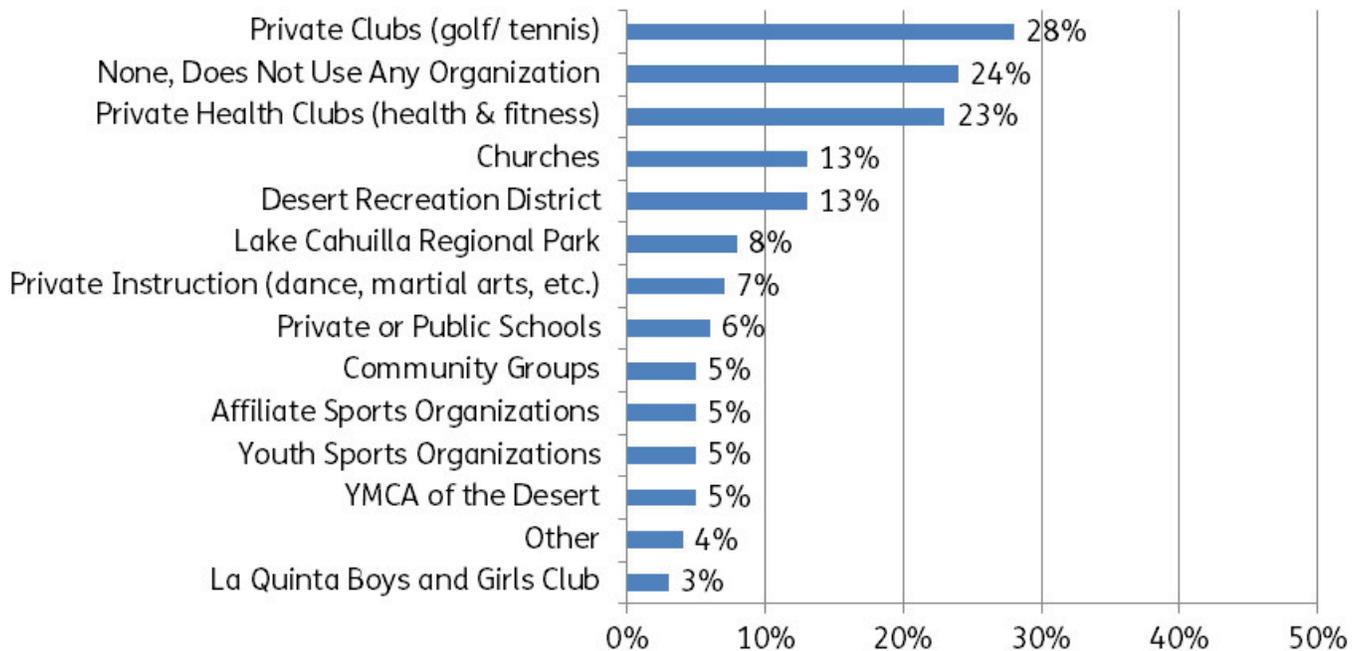


Of the residents that have used a program in the past 12 months, 95% respondents said the programs were either excellent or good with 4% as fair and only 1% said the program quality was poor. The excellent category is at 44% which has a direct correlation with the very satisfied category which was at 23% in the 2006 resident survey. This represents almost a double fold improvement in the past nine years. In review of previous research in the field, the national level of excellent is +/-37%.

Park & Recreation Providers

Question 4 asked what other parks and recreation providers, if any, do you or your family use for programs and services. The top three responses were private clubs (golf and tennis) at 28%, none at 24% and private health clubs (health and fitness) at 23%. The fact that none was so high shows that there is potentially a small, untapped parks and recreation market available within the community. The bar chart below illustrates the survey data.

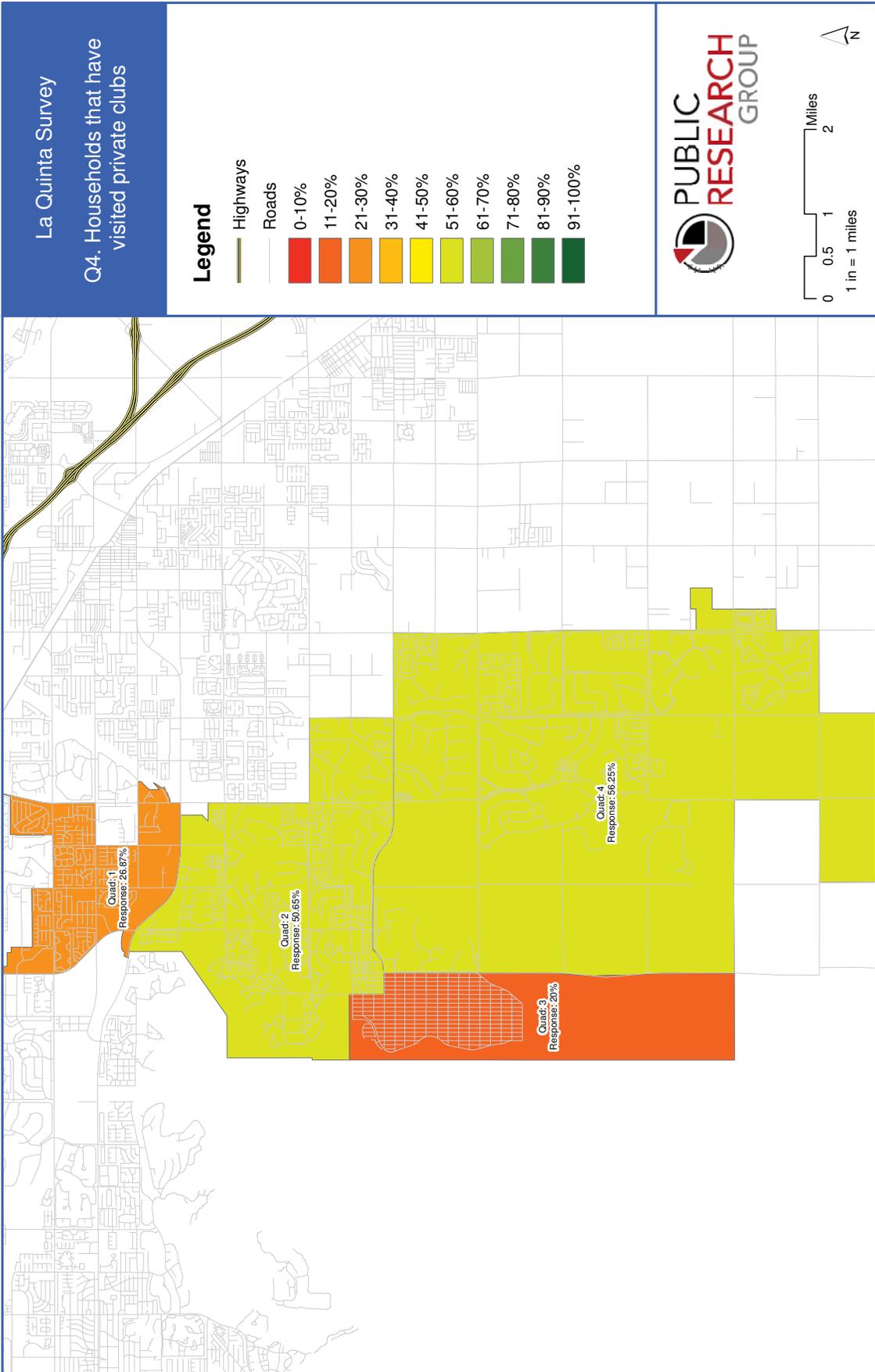
Other Parks and Rec Providers



The following GIS heat maps shows the effects of private clubs (both golf/tennis and health/fitness) to illustrate if the private clubs influence park and recreation use outside of the gated communities of La Quinta. The last map shows the effect of the community not using any organization for park and recreation use.

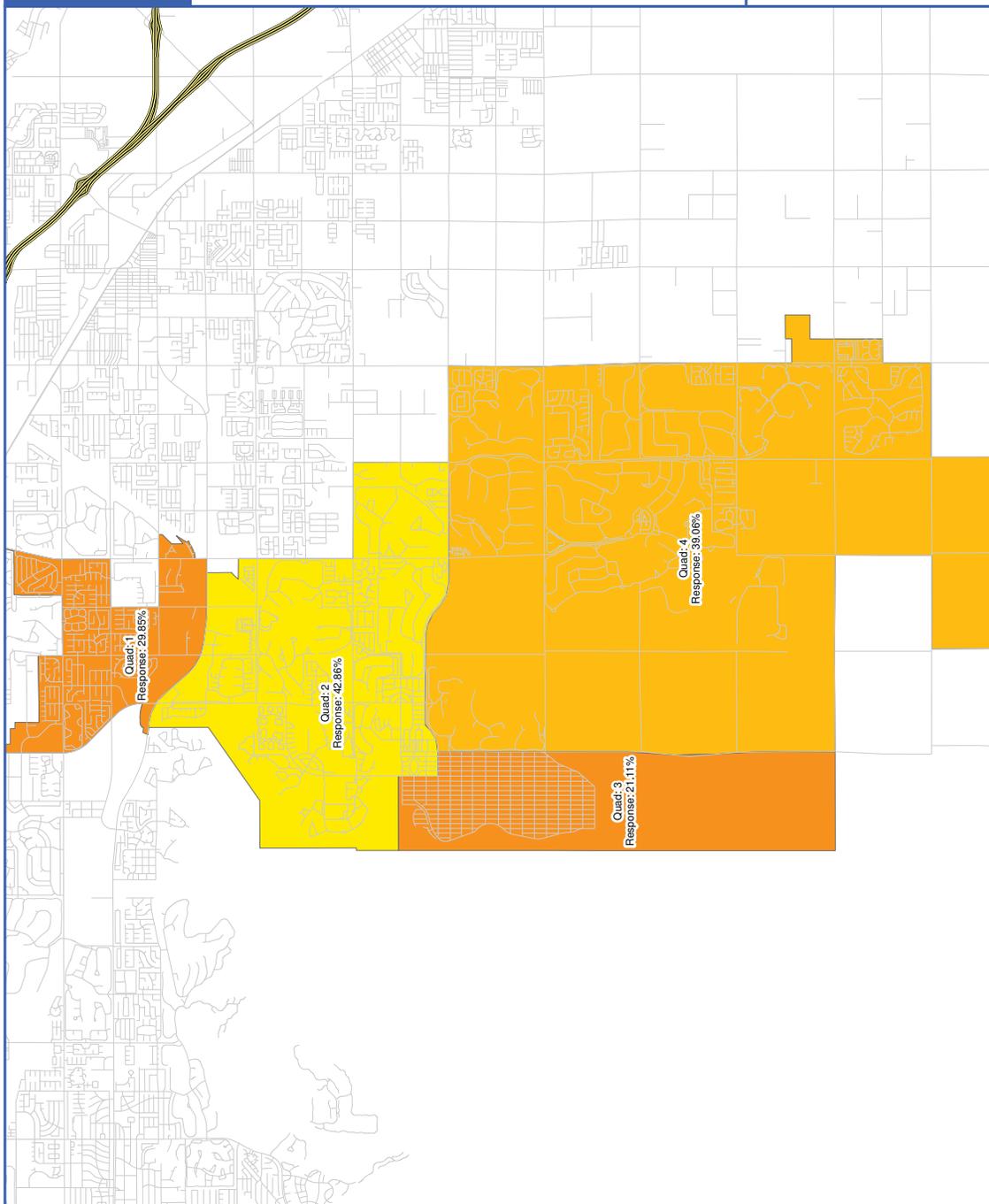
The purpose of exploring the data in the form of GIS heat maps is to seek potential market share opportunities for City leisure services. It is clear the private clubs as well as private health clubs do not draw a significant resident population outside of Quadrant 2 & 4 of the community that have the majority of private facilities located within gated communities.

It is also evident in review of the mapping of the 24% that answered none to the question that Quadrant 1 & 3 are the 2 areas that show the majority of non-use, while Quadrants 2 & 4 are more active using private clubs within their gated communities. The areas depicted in Quadrants 1 & 3 would be portions of the community that could be marketing for city parks and leisure services.



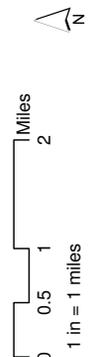
La Quinta Survey

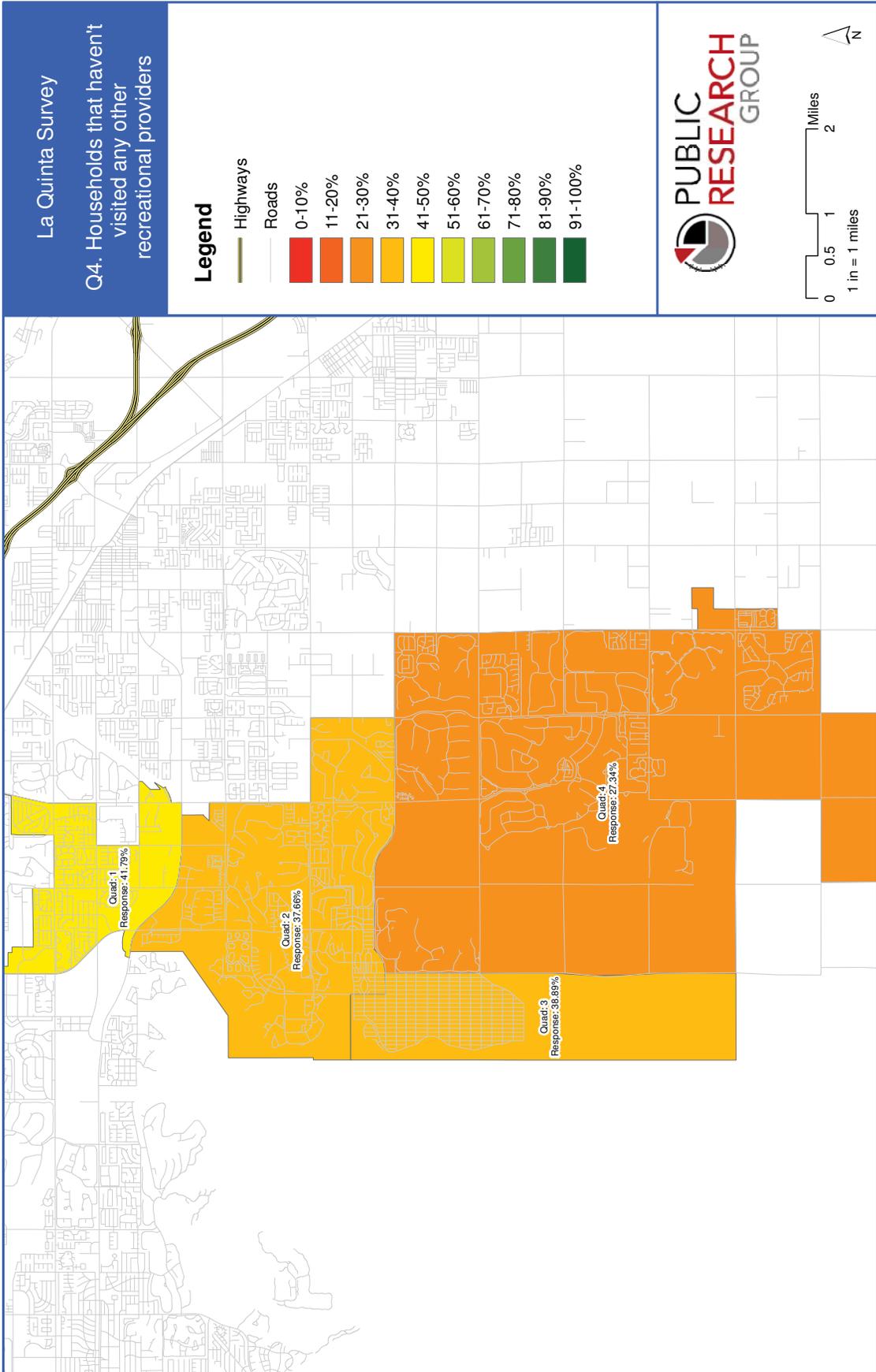
Q4. Households that have visited private health clubs



Legend

- Highways
- Roads
- 0-10%
- 11-20%
- 21-30%
- 31-40%
- 41-50%
- 51-60%
- 61-70%
- 71-80%
- 81-90%
- 91-100%



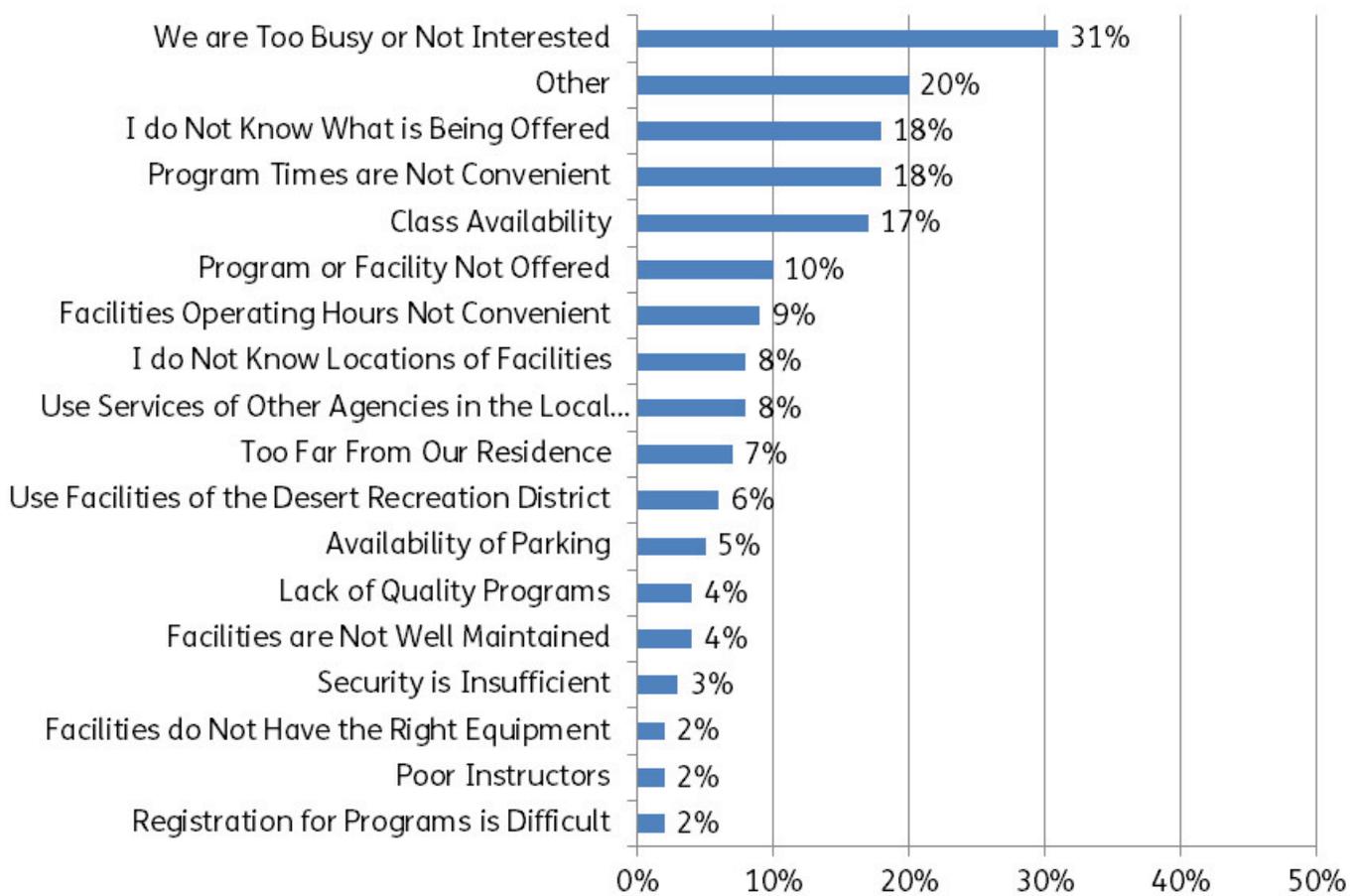


Barriers to Park & Recreation Use

Question 5 focused on the reasons that prevented households from using parks, facilities, and recreation programs in the City of La Quinta more often.

The data shows that the top three reasons selected were we are too busy or not interested at 31%, “other” at 20%, and finally I do not know what is being offered and program times are not convenient tied at 18%. The bar chart below illustrates the survey data.

Reasons for Not Using La Quinta Programs, Parks, and Facilities



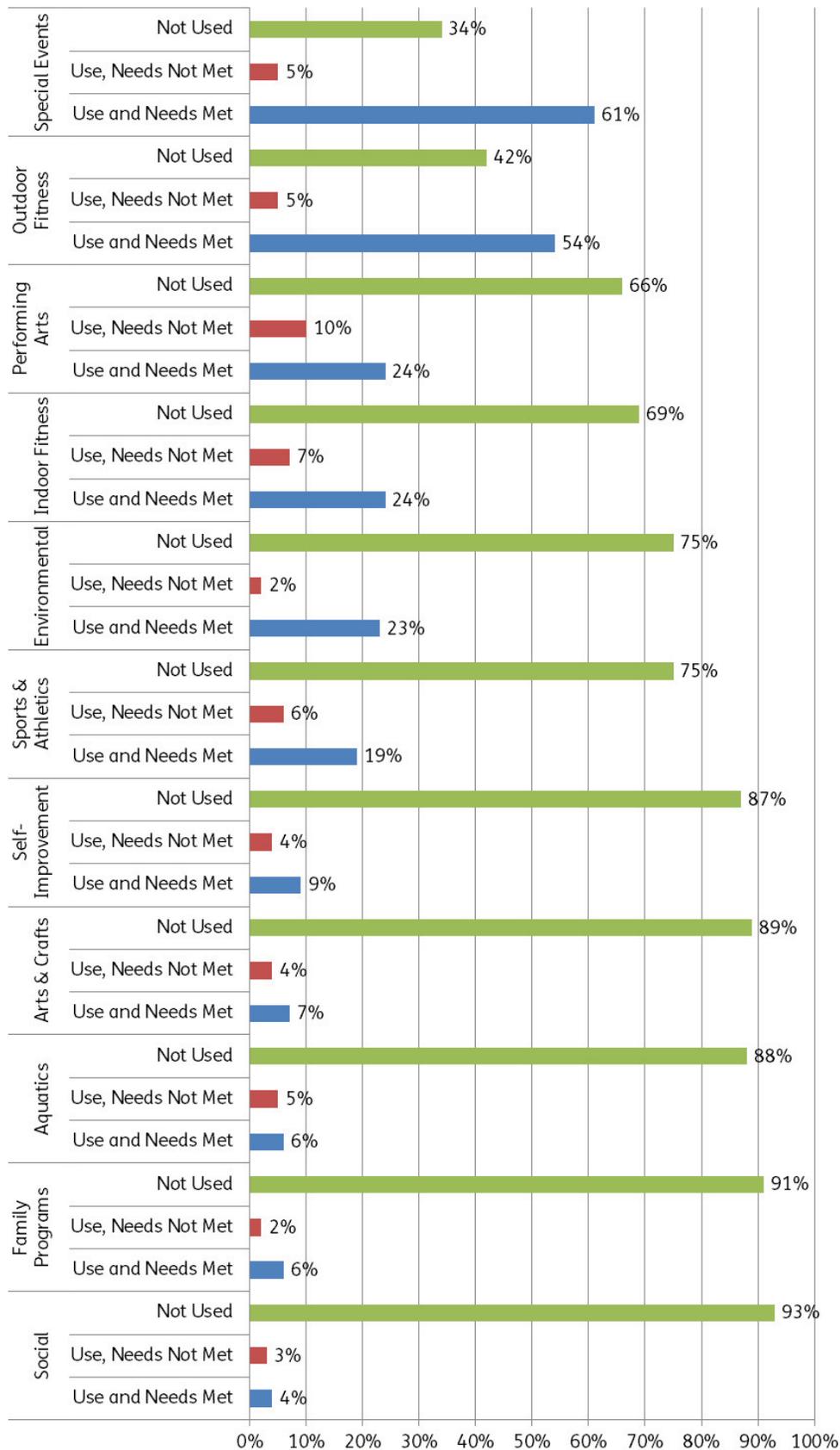
There were open-ended responses that are presented in the Appendix of this report. A summary of the “other” responses included can’t drive, use of gated community facilities, the need for more programs, poor health and the spending of city money.

Categories of Program Participation

Question 6 tracked use of program categories and whether or not the City of La Quinta met the needs associated with those categories. The most highly participated programs that were used and met the needs of the community were special events at 61%, followed by outdoor fitness at 54% and then performing arts and indoor fitness tied at 24%. In examination of the online survey data, the environmental category had a higher use at 39%. In review of the 2006 survey findings, the top three programs that met the needs of the community were youth sports at 28%, community special events, performing arts and before and after school programs all tied at 27%.

The bar chart on the following page illustrates the survey data.

Program Use and Needs

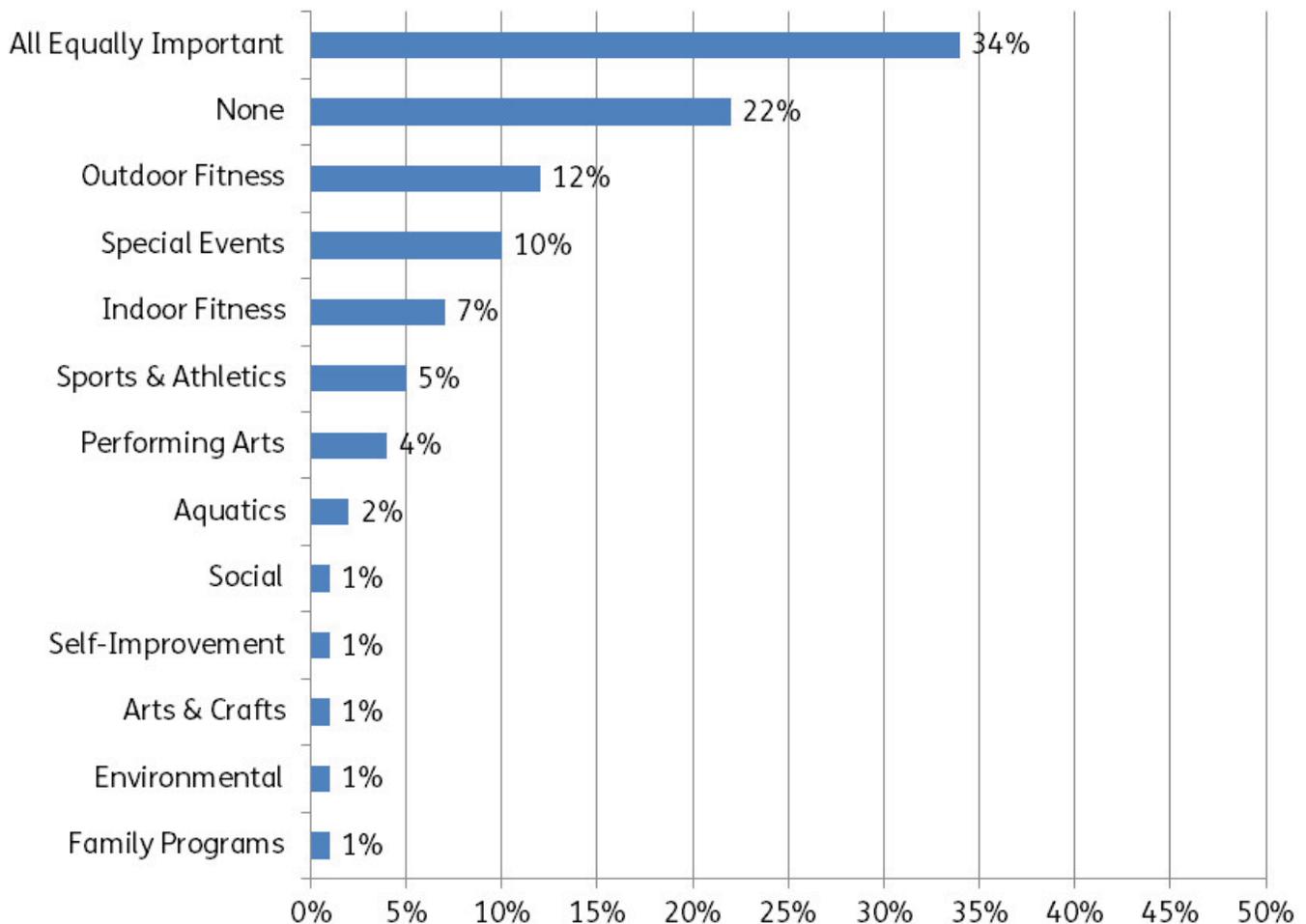


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The top three categories of use and needs not being met were performing arts and indoor fitness tied at 7%, then followed by sports & athletics at 6%. These categories are very small percentages as compared to program categories that are not used in the community. The top three areas not used in the community include social programs at 93%, family programs at 91% and finally arts and crafts at 89%.

Question 6a provided any opportunity for the survey respondent to rate the most important program category. The top five ranked activities in terms of importance were all are equally important at 34%, none at 22%, outdoor fitness at 12%, special events at 10% and indoor fitness at 7%. There was a very interesting bipolar correlation between the top 2 with a slight majority placing all program categories as most important while then next selection was none. The City of La Quinta and park and recreation partners provide a wide range of programs and services while the influence of private clubs in the areas probably led survey respondents to select none due to the fact that they do not use city recreation programs. The bar chart below illustrates the survey data.

Most Important Program Category

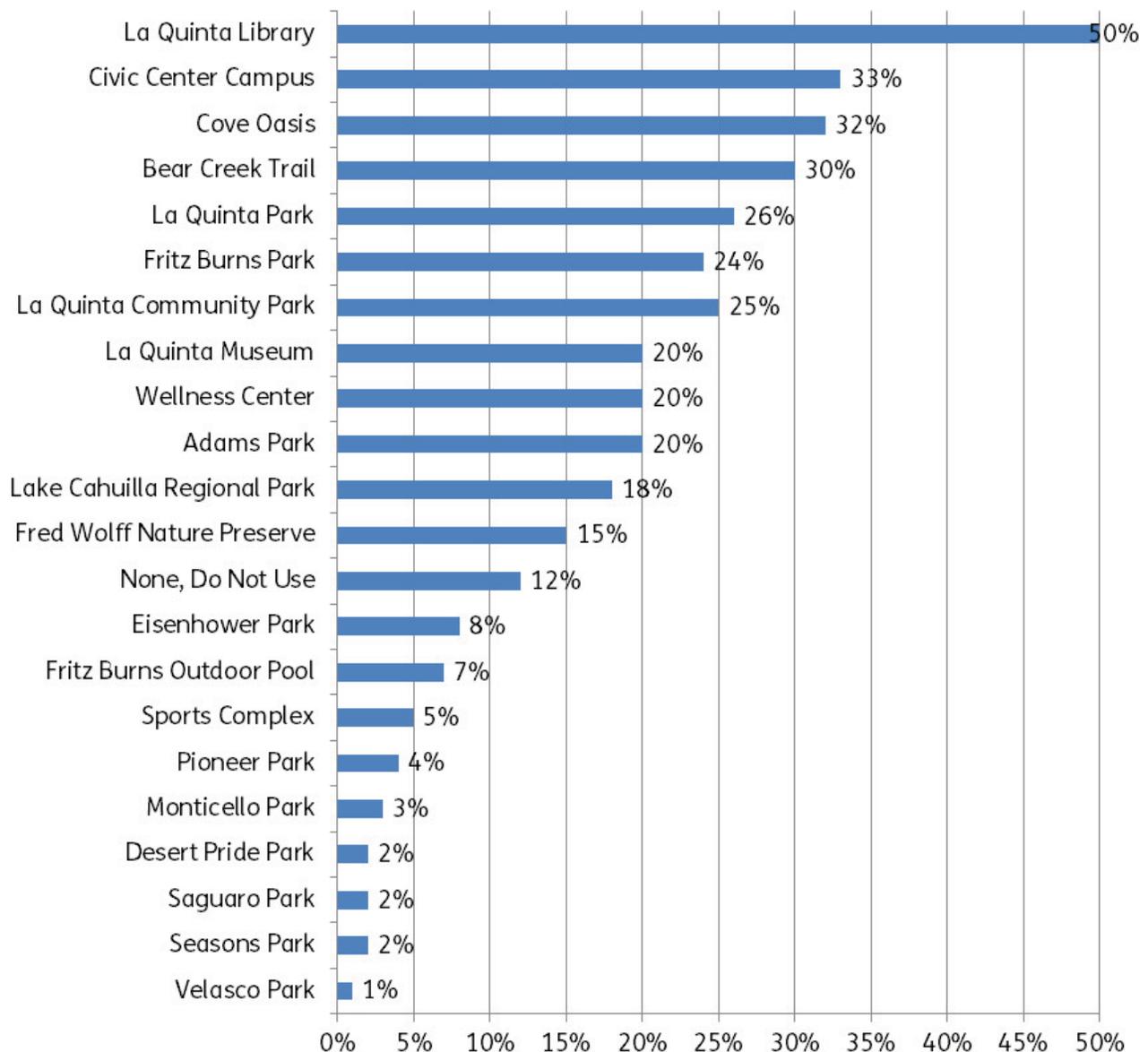


Parks & Facilities

Parks & Facilities Visitation

Question 7 tracked the visitation over a 12 month period for parks and facilities. The top five places visited were the La Quinta Library at 50%, Civic Center Campus at 33%, Cove Oasis at 32%, Bear Creek Trail at 30% and La Quinta Park at 26%. The major parks and facilities score high in terms of use. One item to note is the Wellness Center had a lower visitation rate than expected but the facility went through a major renovation and has only been open for approximately 3 months when the survey was administered. However, the online survey data shows the Wellness Center within the top five choices. The visitation rate should continue to increase in the future. The bar chart below illustrates the survey data.

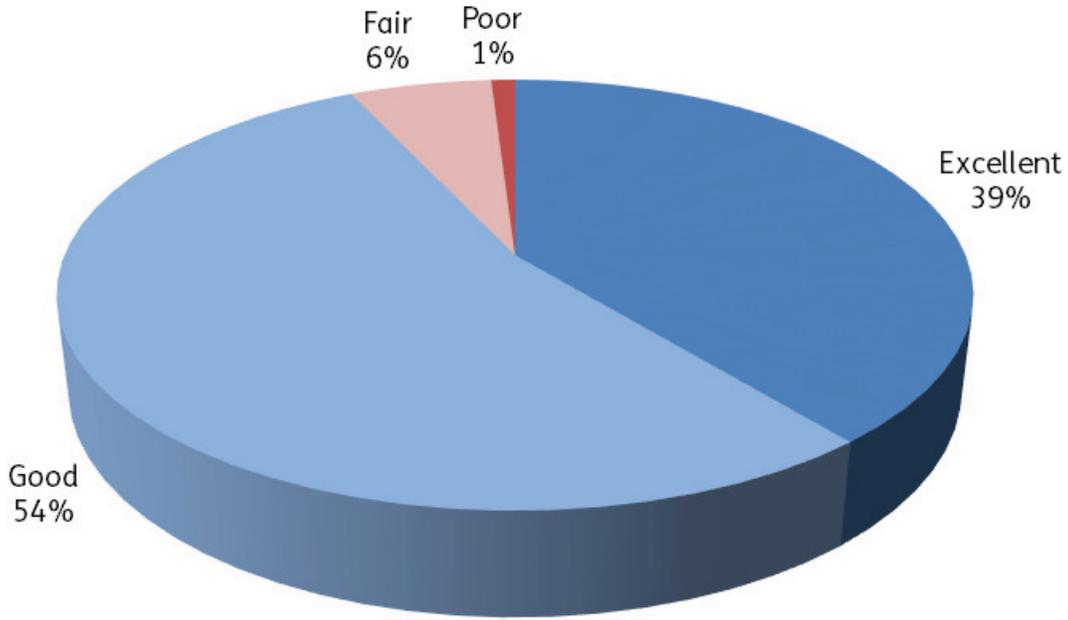
Parks and Facilities Visited in Past 12 Months



Rating of the Parks & Facilities Physical Condition

Question 8 asked survey respondents to rate the physical condition of all the City of La Quinta parks and facilities that were visited. 93% respondents said the programs were either excellent or good with 6% as fair and only 1% said the parks and facilities condition was poor. The excellent category at 39% is slightly higher than the national average of +/- 35%. These responses are very similar to the 2006 survey findings. The pie chart below illustrates the survey data.

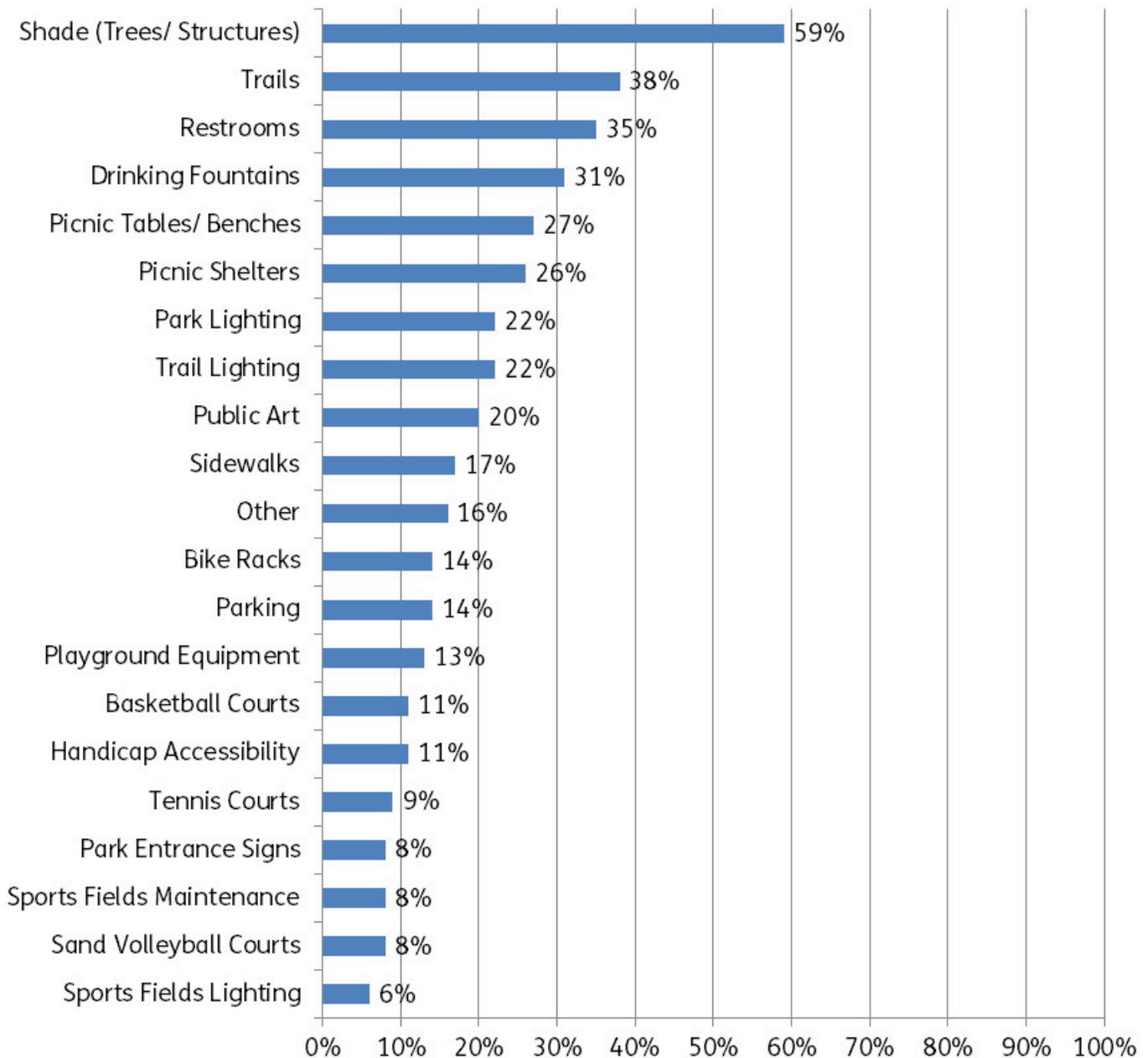
Overall Condition of Parks and Facilities



Potential Parks & Facilities Improvements

Question 9 focused on potential improvements that could be made to City of La Quinta parks. The top three improvements were shade (trees/structures) at 59%, trails at 38% and restrooms at 35%. In review of the 2006 survey the top three improvements were shade (trees/structures) at 41%, restrooms at 39% and drinking fountains at 30%. In review of the online survey data, the top three improvements included shade (trees/structures) at 13%, drinking fountains at 10% and restrooms and trails tied at 9%. The bar chart below illustrates the survey data.

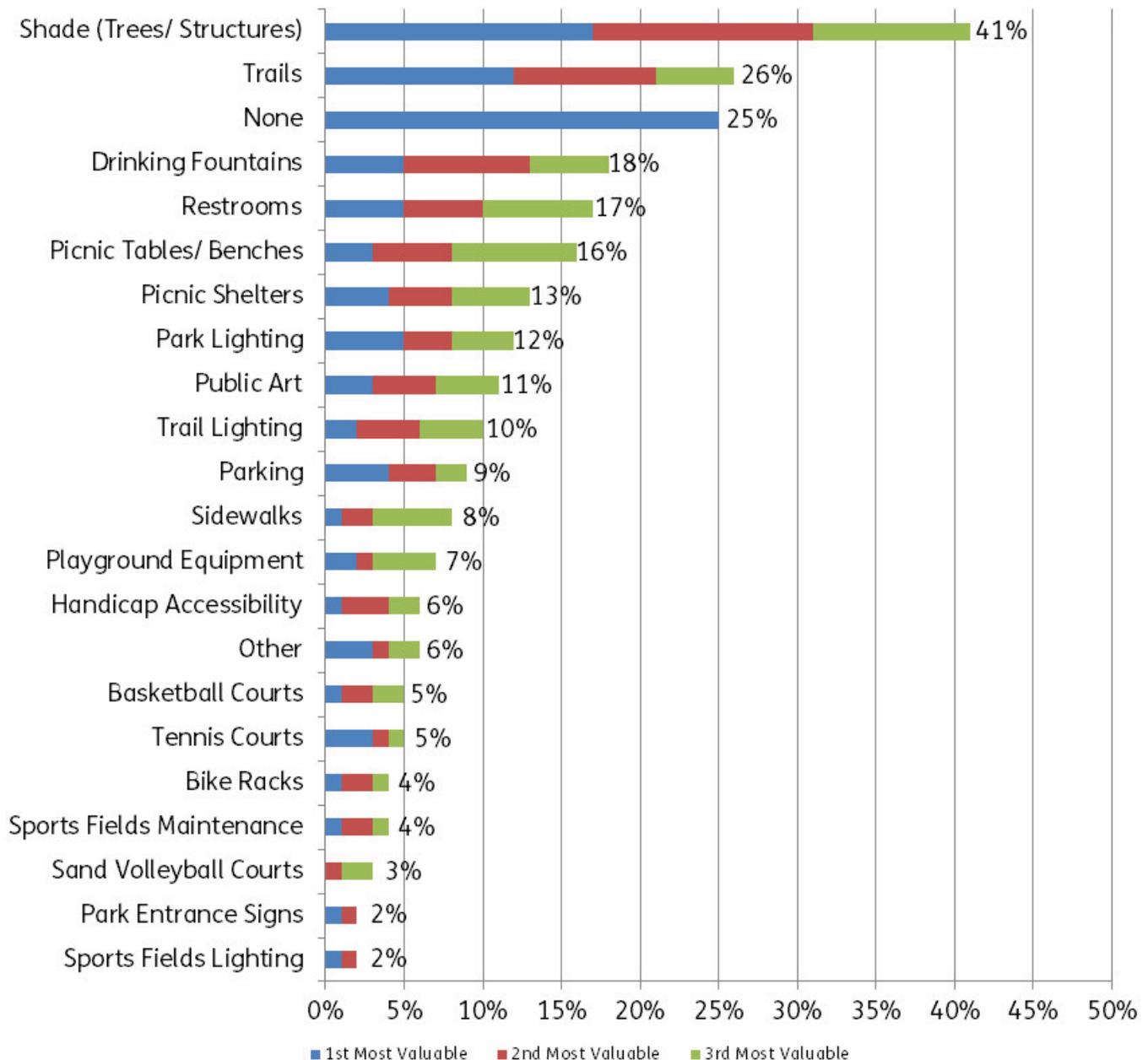
La Quinta Parks Improvements



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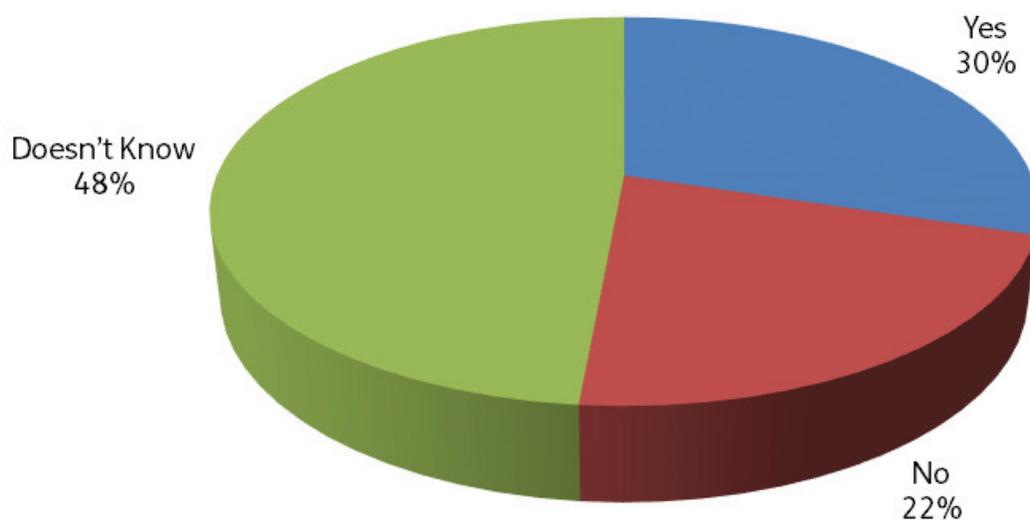
Question 10 is a follow up to Question 9 to select the top three improvements from Question 9 that would add the most value to the parks. The top three ranked improvements in terms of being most valuable consolidated in a first through third choice were shade (trees/structures) at 41%, trails at 26% and none at 25%. The bar chart below illustrates the survey data.

Most Valuable to Parks



Question 14 explored the idea that the outdoor pool at Fritz Burns Park be expanded to provide new outdoor aquatic elements. As the outdoor pool at Fritz Burns Park is small and very basic in terms of swimming features, the data collected from the survey shows that almost half of the survey respondents did not know if the outdoor pool should be expanded. The City of La Quinta would need to showcase ideas to the public as to what the expansion might include before the undecideds can provide a strong opinion on this topic. The pie chart below illustrates the survey data.

Expand Fritz Burns Park Pool for New Outdoor Aquatic Elements



Priorities & Opportunities

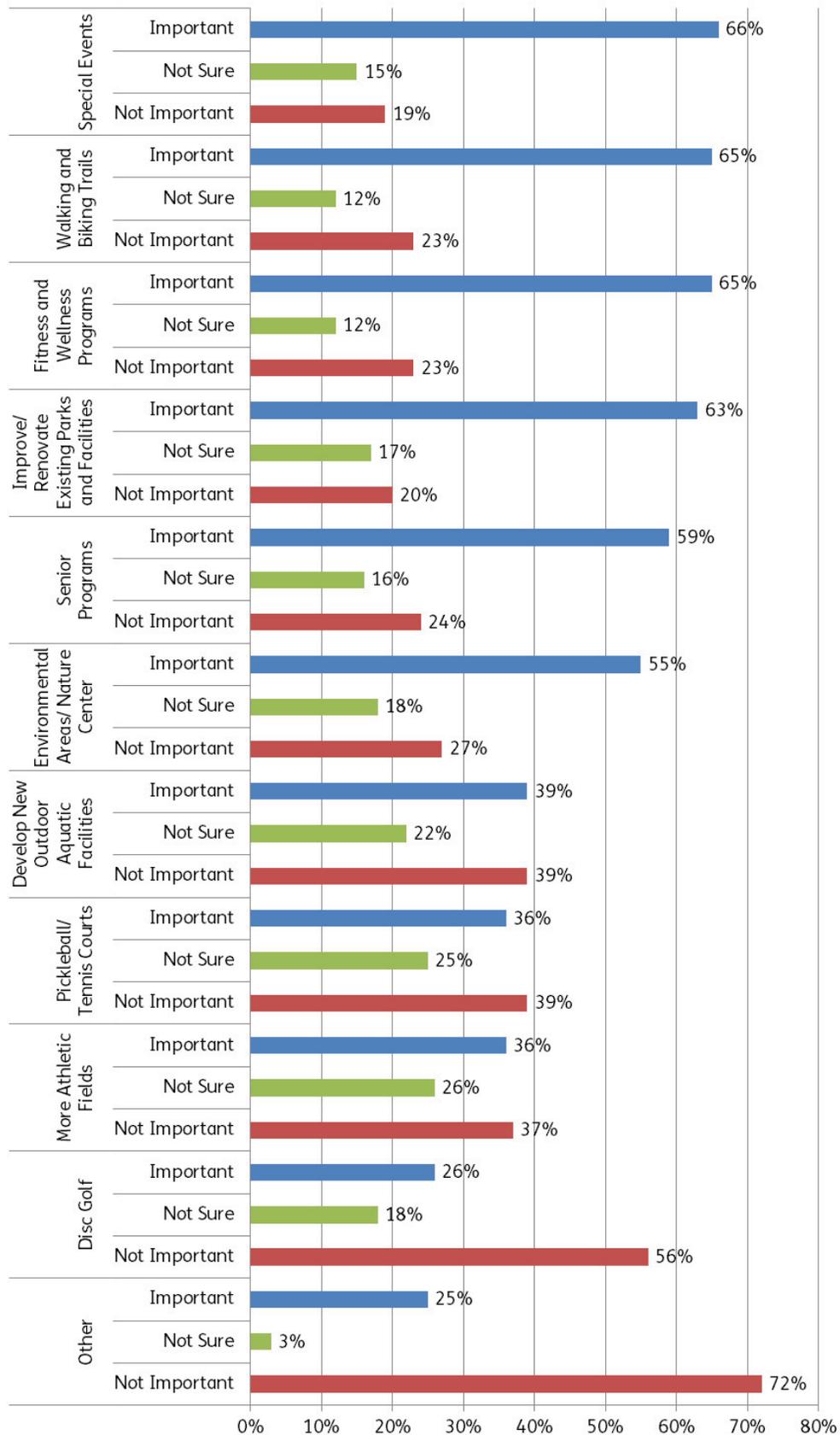
The following set of questions focused on select initiatives that the City of La Quinta wished to gather community input for possible future direction.

Actions & Programs to Improve & Expand Parks & Recreation

Question 12 listed a series of actions and programs that the City could take to improve and expand parks and recreation. The survey data shows the top three were special events at 66%, walking trails and fitness & wellness tied at 65% and improve/renovate existing parks and facilities at 63%.

The bar chart on the following page illustrates the survey data.

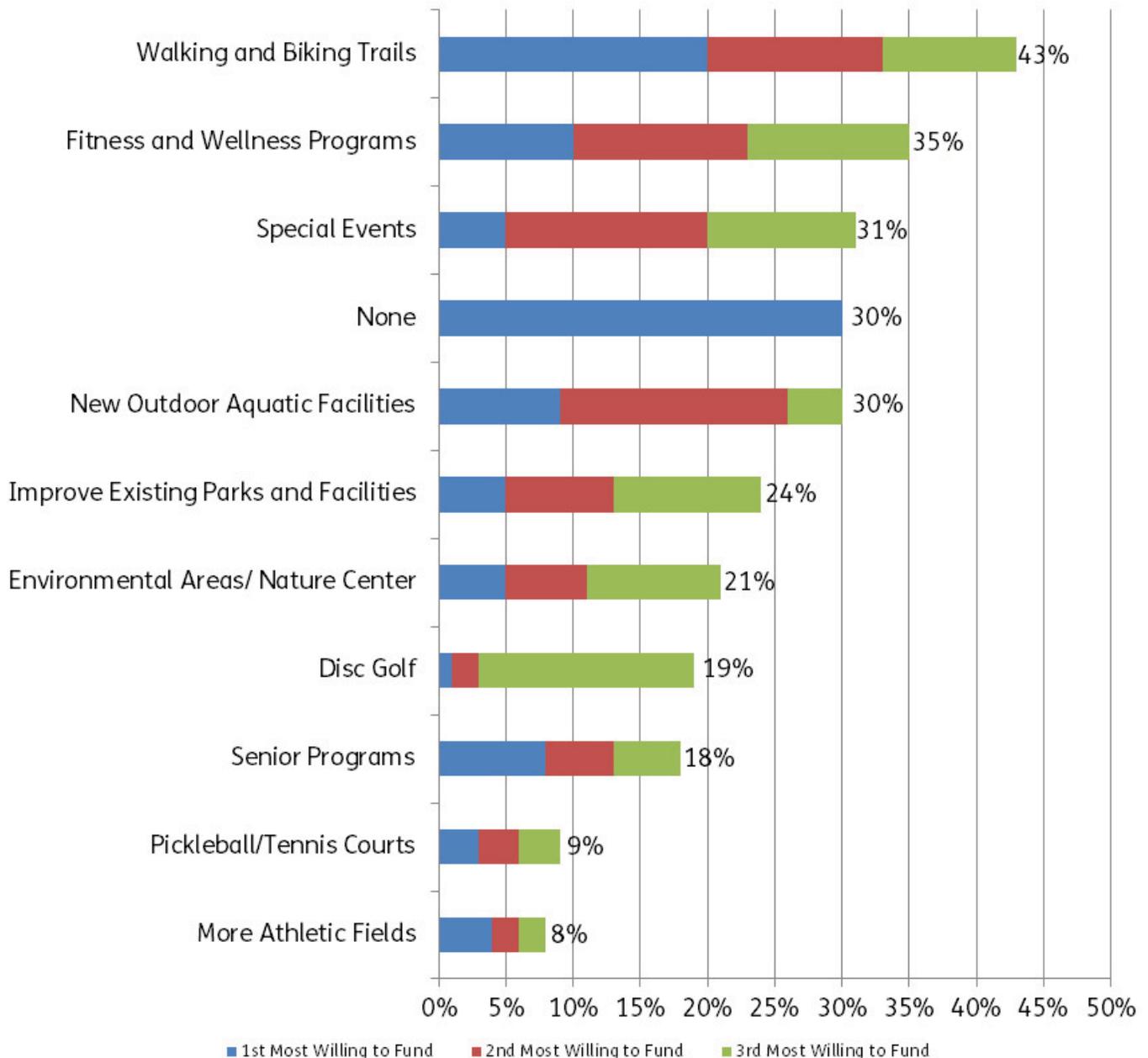
Importance of Improvements and Expansion



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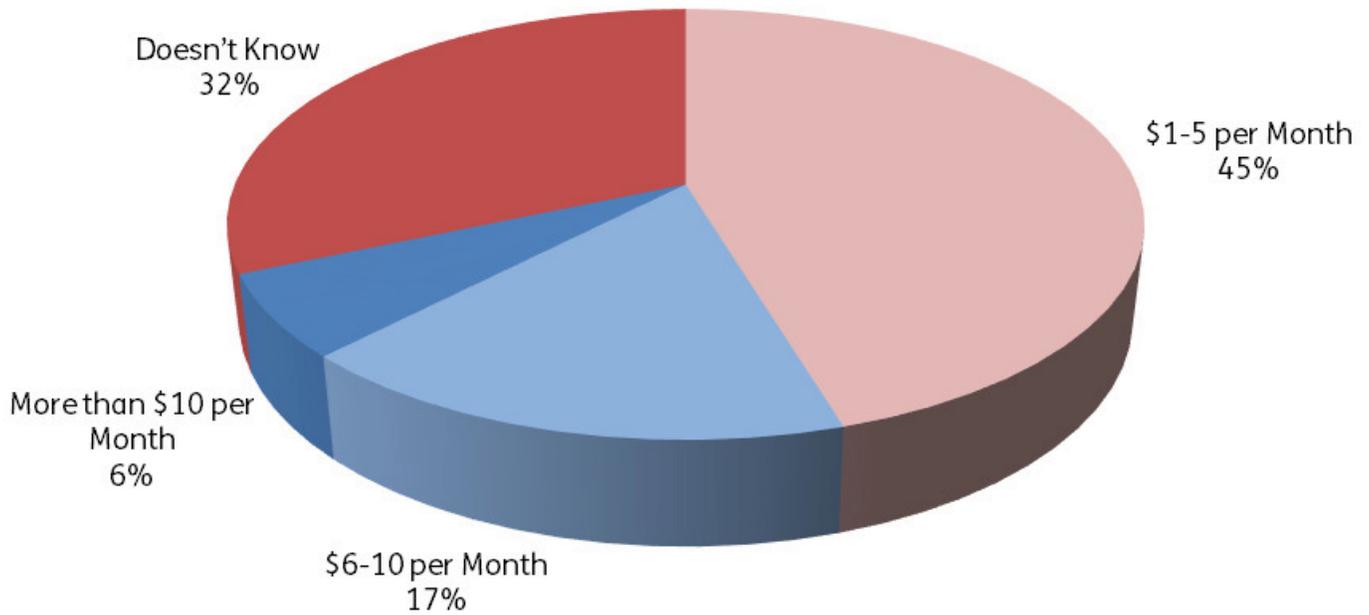
Question 13 focused on the top three items most willing to fund were walking and biking trails at 40%, fitness and wellness programs at 32% and none and new outdoor aquatic facilities at 31%. The charts below illustrates the survey data.

Most Willing to Fund



In response to Question 13a, over 60% of the survey respondents were willing to pay to fund the costs to purchase, improve or develop the choices selected in Question 13. The majority of respondents were willing to fund at least \$1-\$5 per month at 62%. The online survey data was more positive in that 71% were willing to fund at least \$1-\$5 per month.

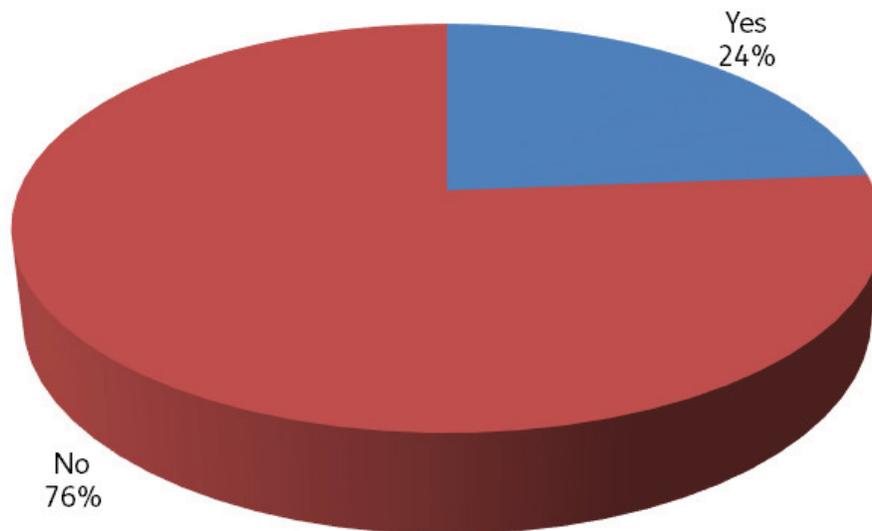
Willingness to Pay



Palm Desert Aquatic Center Use

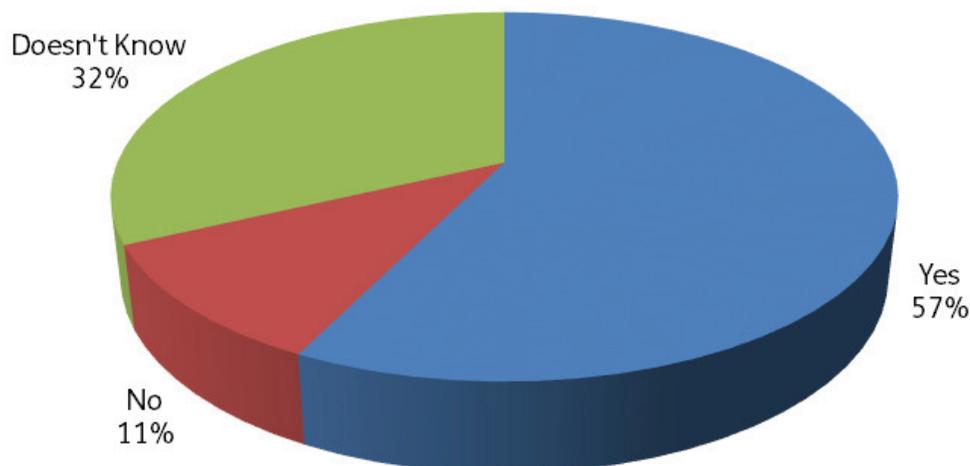
Question 15 was a question regarding City of La Quinta residents' use of the neighboring Palm Desert Aquatic Center. The data found that a small percentage of the survey respondents use the facility. The pie chart below illustrates the survey data.

Use of Palm Desert Aquatic Center



Question 15a was a follow up question for the 24% of the survey respondents that answered yes on Question 15 in terms of having an intergovernmental agreement to allow City of La Quinta residents to pay Palm Desert rates to use the Palm Desert Aquatic Center. The pie chart below illustrates the survey data.

Palm Desert Aquatic Center Partnership with the City of La Quinta



Question 16 & the follow up Question 16a of the survey centered on the topic of building a new recreation center with possible partnerships in the Northern part of the City. Since the time of survey completion, the City is investigating a regional park (XPARK) in this area of town.

Open Ended Responses

Ideas Beneficial for the City of La Quinta to Implement

Question 24 provided an opportunity for survey respondents to provide ideas that would be beneficial for the City of La Quinta to implement in the next 5 years. The complete data set of comments can be found in the Appendix. The following is a summary of the major themes:

- Importance of aquatics- a desire to expand offerings & partner with other cities/ agencies
- Residents would like additional walking, hiking and biking trails
- Additional programming- specifically for seniors and children
- Desire to develop/ build up the Old Town area of the City, as well as SilverRock Resort
- Overall park and facility maintenance should be a priority

Any Additional Comments

Question 25 provided an opportunity for survey respondents to provide any other additional comments at the conclusion of the survey. The complete data set of comments can be found in the Appendix. The following is a summary of the major themes:

- Attention should be given to the Downtown and Old Town areas of La Quinta
- La Quinta is well maintained and a very nice place to live
- Residents would like additional programming offered by the City

Staff Focus Group Workshop

The staff of Public Research Group facilitated a small staff focus group workshop on July 1, 2015 in conjunction with finalizing the roll out the resident survey as well as seeking additional input into this study regarding parks and leisure services within the City of La Quinta. The table of the workshop questionnaire responses can be found in the Appendix.

A series of highlights from the workshop are included below but it entailed mostly positive exchanges in the discussion of the parks and recreation with the City from topics captured on the workshop questionnaire. The assessment of the quality of programs, parks and maintenance by staff all are within reason as compared to the survey results. The staff seemed to have a good understanding on the general parks and recreation needs of the community. The following were the major discussion points;

- The quality of programming as well as parks and facilities is good to very good
- Marketing leisure services to the community is important
- It is a challenge to find high quality instructors
- To increase the amount of programs, additional space would be needed
- Water management and turf reduction was a suggested improvement to the parks
- Improved parks and facilities to include more amenities was also important
- Better partnerships with both the Desert Sands School District and the Desert Recreation District were noted

Survey Conclusions

The resident survey yielded many data touch points that provided over 13,000 pieces of collected information. All of this data was inputted and analyzed throughout this research process. It is clear that the City of La Quinta has greatly improved in the areas of parks, trails and recreation since 2006 when the last survey was completed. The City of La Quinta has many private clubs that are used by a portion of the community, but provides quality leisure spaces and services for the entire community to use and enjoy. However, there is always opportunities to improve and potential grow leisure services for the community. The following bullet points highlight the major findings of the 2015 Resident Survey. They are:

- Overall satisfaction is high
- Nearly half of the survey respondents participate in programs
- Too busy or not interested was the main reason for not participating in parks, facilities and programs
- The City helps maintain a healthy lifestyle
- The GEM is by far how many of City residents hear about parks and recreation within the City as well as word of mouth scored very high
- Program quality scored very high among users
- Community special events, fitness related programs and performing areas are used and in demand
- Performing arts had the highest use with needs not being met
- Parks and facilities are generally visited and used
- The Wellness Center was only visited 20% within the past year by survey respondents as compared to the Library at 50%. This low visitation is most likely a result of the renovated center being open for a short time when the survey was administered to the community
- Passive park improvements such as shade, trails, drinking fountains and picnic tables/benches are the most important to the community
- Areas of importance of improvements and expansion that are important to the community include special events, walking trails and fitness & wellness tied and improve/renovate existing parks and facilities
- The top three items most willing to fund were walking and biking trails at 40%, fitness and wellness programs at 32% and none and new outdoor aquatic facilities at 31%. The majority of respondents were willing to fund at least \$1-\$5 per month.

Appendix



July 24, 2015

Dear La Quinta Resident,

The La Quinta Community Services Department is requesting your help and a few minutes out of your day to complete a survey regarding Parks, Recreation, Trails and Open Space within our community. You have been chosen to participate in a survey designed to gather resident opinions to help set priorities for the future development of parks, facilities, programs and services. Since a limited number of households in La Quinta were randomly selected to receive the survey, we hope you will take the time to participate.

We realize this survey takes some time to complete, but every question is important. The time you invest in this survey will help the City take a resident driven approach to make decisions that will positively enrich the quality of life and vitality of our community.

The City has partnered with the Public Research Group, an independent public research company hired to administer this survey. They will compile the data collected and will present the results to the City. **All responses are confidential.**

Please return this survey in the enclosed self-addressed, stamped envelope by August 24, 2015. If you should have any questions or concerns, please contact the La Quinta Community Services Department at (760) 777-7090.

Thank you very much for completing this survey and letting your voice be heard.

The survey starts on the back of this cover letter.

Sincerely,



Edie Hylton
Deputy City Manager



City of La Quinta Community Services Resident Survey

The City of La Quinta Community Services Department would like your input to help determine park and recreation priorities for our community. Your “household” refers to you and those residing in your home. This survey will take up to 15 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid envelope. **All responses to this survey are confidential.**

1. How would you characterize your overall satisfaction with the parks and recreation value your household receives from the City of La Quinta Community Services Department?

Satisfied (Skip to #2) Not Satisfied (Answer #1a)

1a. If you answered “Not Satisfied”, please tell us which area(s) you are not satisfied with?
(Check all that apply)

- | | |
|--|--|
| <input type="checkbox"/> City Website | <input type="checkbox"/> Registration |
| <input type="checkbox"/> Community/Special Events | <input type="checkbox"/> Silver Rock Golf Course |
| <input type="checkbox"/> Customer Service | <input type="checkbox"/> Parks |
| <input type="checkbox"/> Facilities | <input type="checkbox"/> Programs |
| <input type="checkbox"/> Fees | |
| <input type="checkbox"/> Other: (Please specify) _____ | |

2. Please check **ALL** the ways you learn about City of La Quinta programs and activities.

- | | |
|--|---|
| <input type="checkbox"/> Desert Sun Newspaper | <input type="checkbox"/> Social Media (Facebook, NextDoor, etc.) |
| <input type="checkbox"/> E-mail communications | <input type="checkbox"/> The GEM (The Chamber of Commerce Newsletter) |
| <input type="checkbox"/> Flyers | <input type="checkbox"/> Visited or called the Community Services Dept. |
| <input type="checkbox"/> Information at Facilities | <input type="checkbox"/> Website |
| Which Facility _____ | <input type="checkbox"/> Word of Mouth |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Other: _____ |

3. Have you or members of your household participated in any programs offered by the City of La Quinta during the past 12 months?

Yes (Answer #3a) No (Skip to #4)

3a. How would you rate the overall quality of the programs you and members of your household participated in?

- | | |
|------------------------------------|---|
| <input type="checkbox"/> Excellent | <input type="checkbox"/> Fair (needs some improvements) |
| <input type="checkbox"/> Good | <input type="checkbox"/> Poor (needs many improvements) |

4. What other parks and recreation providers, if any, do you or your family use for programs and services? **(Check all that apply)**

- | | |
|--|--|
| <input type="checkbox"/> Affiliate Sports Organizations | <input type="checkbox"/> Private Clubs (golf/tennis) |
| <input type="checkbox"/> Churches | <input type="checkbox"/> Private health clubs (health & fitness) |
| <input type="checkbox"/> Community Groups | <input type="checkbox"/> Private instruction (dance, martial arts, etc.) |
| <input type="checkbox"/> Desert Recreation District | <input type="checkbox"/> Private or public schools |
| <input type="checkbox"/> Lake Cahuilla Regional Park | <input type="checkbox"/> YMCA of the Desert |
| <input type="checkbox"/> La Quinta Boys and Girls Club | <input type="checkbox"/> Youth Sports Organizations |
| <input type="checkbox"/> None, does not use any organization | <input type="checkbox"/> Other: _____ |

2015 Resident Survey Findings Report

5. Please check **ALL** the reasons that prevent you or other members of your household from using parks, facilities, and recreation programs in the City of La Quinta more often.
- | | |
|---|---|
| <input type="checkbox"/> Availability of parking | <input type="checkbox"/> Program or facility not offered |
| <input type="checkbox"/> Class availability | <input type="checkbox"/> Program times are not convenient |
| <input type="checkbox"/> Facilities are not well maintained | <input type="checkbox"/> Registration for programs is difficult |
| <input type="checkbox"/> Facilities do not have the right equipment | <input type="checkbox"/> Security is insufficient |
| <input type="checkbox"/> Facilities operating hours not convenient | <input type="checkbox"/> Too far from our residence |
| <input type="checkbox"/> I do not know locations of facilities | <input type="checkbox"/> Use facilities of the Desert Recreation District |
| <input type="checkbox"/> I do not know what is being offered | <input type="checkbox"/> Use services of other agencies in the local area |
| <input type="checkbox"/> Lack of quality programs | <input type="checkbox"/> We are too busy or not interested |
| <input type="checkbox"/> Poor Instructors | <input type="checkbox"/> Other: _____ |
6. Please indicate if **YOU or ANY MEMBER of your HOUSEHOLD** uses the following program categories. If YES, indicate whether the City of La Quinta meets your needs by circling YES or NO below.

Category		Program Examples	USE this TYPE of program?		If YES, Does the City meet your needs?	
A	Arts & Crafts	Ceramics, photography, drawing, painting, textiles, etc.	Yes	No	Yes	No
B	Performing Arts	Theater, concerts, ballet, music, plays, etc.	Yes	No	Yes	No
C	Sports & Athletics	Baseball, soccer, basketball, football, volleyball, tennis, etc.	Yes	No	Yes	No
D	Environmental	Gardening, natural landscaping, nature study, nature walks, etc.	Yes	No	Yes	No
E	Self-Improvement	Self-defense, home improvement, computer, health, etc.	Yes	No	Yes	No
F	Social	Dancing, teen clubs, senior club, cards, single adults, single parents, etc.	Yes	No	Yes	No
G	Special Events	One or two day events, festivals, shows, etc.	Yes	No	Yes	No
H	Outdoor Fitness	Hiking, running, walking, biking, etc.	Yes	No	Yes	No
I	Aquatics	Lap swim, swim lessons, open swim, etc.	Yes	No	Yes	No
J	Indoor Fitness	Exercise equipment, free weights, jogging track, aerobics, etc.	Yes	No	Yes	No
K	Family Programs	Pool parties, and parent/child activities, family nights, etc.	Yes	No	Yes	No

6a. Which program that you use from the list above is the **MOST IMPORTANT** to your household? (Please write in the **LETTER** corresponding to your choice below, check 'All Equally Important' if no one program is most important, or check 'NONE' if you do not use any of the listed programs or they are not important to you)

Most important All are equally important NONE (Skip to #7)

6b. If you indicated that your needs are not being met in any areas above, what specific programs are you looking for? _____

Please answer the questions on the reverse side of this page.

7. From the following list, please check **ALL** the City of La Quinta parks and facilities you or members of your household have visited over the past 12 months.

- Adams Park (Adams Street & La Palma Drive)
- Bear Creek Trail (Along Avenida Montezuma)
- Civic Center Campus (78495 Calle Tampico)
- Cove Oasis (Top of the Cove La Quinta)
- Desert Pride Park (Birchcrest Circle)
- Eisenhower Park (Eisenhower Drive & Calle Sinaloa)
- Fred Wolff Nature Preserve (52599 Avenida Madero)
- Fritz Burns Park (Avenue 52 & Avenida Bermudas)
- Fritz Burns Outdoor Pool (Avenue 52 & Avenida Bermudas)
- Lake Cahuilla Regional Park (58075 Jefferson Street)
- La Quinta Community Park (77885 Avenida Montezuma)
- La Quinta Library (78275 Calle Tampico)
- La Quinta Museum (77885 Avenida Montezuma)
- La Quinta Park (Blackhawk Way & Adams Street)
- Monticello Park (Monticello Avenue & Fred Waring Drive)
- Pioneer Park (Miles Avenue & Seeley Drive)
- Saguaro Park (Saguaro Road & Washington Street)
- Seasons Park (Desert Club Drive & Cloud View Way)
- Sports Complex (78-900 Avenue 50 - Park Avenue)
- Velasco Park (Avenida Velasco & Calle Temecula)
- Wellness Center (78450 Avenida La Fonda)
- None, we do not use the parks (Skip to question #9)

8. Overall how would you rate the physical condition of **ALL** the City of La Quinta parks and facilities that you have visited?

- Excellent Fair (needs some improvements)
- Good Poor (needs many improvements)

9. Listed below are potential improvements that could be made to City of La Quinta parks. Please check **ALL** the improvements you would like to have made to the City parks.

- a. Basketball courts h. Picnic shelters o. Sidewalks
- b. Bike racks i. Picnic tables/benches p. Sports fields lighting
- c. Drinking fountains j. Playground equipment q. Sports fields maintenance
- d. Handicap accessibility k. Public art r. Trail lighting
- e. Park entrance signs l. Restrooms s. Trails
- f. Park lighting m. Sand volleyball courts t. Tennis courts
- g. Parking n. Shade (trees/structures) u. Other: _____

10. Which **THREE** of the improvements from the list in Question #9 do you feel add the most value to parks? (Using the **LETTERS** in question #9 above, please write in the LETTER below for your 1st, 2nd, and 3rd choices, or check 'NONE')

- _____1st _____2nd _____3rd _____NONE

11. To what extent does the City of La Quinta make a difference in your health or the health of members of your household? (**Please check ONLY one**)

- The City makes no difference
- The City makes very little difference
- The City helps to maintain a healthy lifestyle
- The City has actually improved my health or the health of someone in my household

17. Please indicate how effective the following online methods of communication would be for keeping you informed about City of La Quinta parks and recreation activities.

	Very Effective	Effective	Not Sure	Ineffective	Very Ineffective
City Website	5	4	3	2	1
E-mail Messages/Email Newsletter	5	4	3	2	1
Smart Phone/Tablet Apps	5	4	3	2	1
Social Media (Facebook, Twitter)	5	4	3	2	1
Text Messages	5	4	3	2	1

18. Please indicate how important you think it is for the City of La Quinta to develop and maintain partnerships with the following agencies.

	Very Important	Somewhat Important	Not Sure	Not Important
Boys and Girls Club	4	3	2	1
Desert Recreation District	4	3	2	1
Desert Sands Unified School District	4	3	2	1
La Quinta Arts Foundation	4	3	2	1
La Quinta Chamber of Commerce	4	3	2	1
YMCA	4	3	2	1
Other: _____	4	3	2	1

19. Are you currently:

Married Single Separated/Divorced Widowed

20. Beginning with yourself, what are the ages of those in your household?

21. What is your gender? Male Female

22. How many years have you lived in the City of La Quinta? _____ years

23. How would you describe your race/ethnicity? **(Check all that apply)**

American Indian Hispanic/ Latino
 Asian/ Pacific Islander White/ Caucasian
 African American Other: _____

24. What is the one idea that you feel would be beneficial for the City of La Quinta to implement in the next 5 years?

25. Please share any additional comments.

Thank you for your time and effort. Please return your completed survey in the enclosed stamped envelope by August 24th.

Question 1a- “Other” Responses

- 4th of July event
- Bike lanes are frequently w/ glass, leaf litter, parked vehicles, joggers, skater, walkers- please clean up bike lanes.
- Classes.
- Doesn't respect the city
- La Quinta senior center has been taken away
- LQ community services care more about seniors than youth activities.
- Need more programs
- Need pool and slides etc.
- No control of wildfowl and feeding at park by city offices
- Not satisfied with how La Quinta uses money
- Poor airway communication
- Silly money spent on the road runner @ the round-about
- Tennis court reservation by old people unfair.
- Too many dog parks
- You spray the parks with poisons. Please stop it.

Question 2- “Other” Responses

- Brochure mailed to the home
- Cahuilla Water District
- City council meetings
- Community Library
- Council members
- Desert Rec District
- Doesn't live in a self contained community
- Farmers market
- Fritz Burns Pool
- Library
- Library
- Library/ City Hall
- Local news channel
- News
- Old town stores
- Senior Center
- Senior center gym
- Speaking with members of chamber of commerce itself
- T.V.
- T.V.
- T.V.
- T.V.
- T.V.
- T.V.

- T.V.
- T.V.
- T.V. news
- Wellness Center
- Wellness Center/ Use Wellness Center Daily

Question 4- "Other" Responses

- Activities provided by self contained community
- Angel Light Academy
- Art festival and art under umbrella
- Dog Park
- Dog park
- Facilities and programs provided by own HOA
- Golf courses
- Horse/ Polo Club
- Library
- Lives in a gated community which has their own recreational services
- None, older 80's
- Our community events/ activities.
- Palm Desert YMCA
- Private community fitness center
- Senior Center
- Special events other desert communities
- Tennis
- Wellness Center

Question 5- “Other” Responses

- Adequate Private Clubs
- Avoid park by city offices/ because of bird droppings
- Can't drive
- Caregiving to mother- not able to get out much
- Doesn't like the way the city spends money
- Doesn't need city services
- Elderly
- Fitness facilities in gated community
- Handicapped
- Health and Age
- Health and breathing problems not allowing resident to participate in activities
- I'm old and Lazy
- Lives in a gated community.
- Lives in gated community
- Lives in gated community which offers Vast number of recreational programs, activities, fitness center, golf, etc.
- Need more shade
- Need more space in parks for fitness equipment
- Not enough classes for seniors
- Not enough fitness equipment, too crowded
- Now have to pay for senior club
- Older
- Older
- Older and doesn't get out for activities
- Only in town on weekends.
- Other programs are better
- Senior disabled person
- Skate park problems
- Too many separate cards/ fees
- Too old
- Unfair court reservation policy
- Use fitness Center/ pool and other rec services provided by gated community
- Use fitness services and other activities in gated community
- Use of private club facilities
- Very active senior, but doesn't use many parks and rec facilities like used to
- We are in Trilogy @ 60th and Madison. There is nothing out here. Could use some bus service.
- We only play golf now

Question 9- “Other” Responses

- BBQ Ramada
- Better general maintenance
- Better landscaping in all parks and better landscaping on trails as well
- Better maintenance of parks- some are unkept
- Better park maintenance
- Better water fixture at Fritz Burns Park and more bleachers at sports complex
- Bike lanes
- Bike lanes
- Bike paths. Electric vehicles.
- Dog Park
- Fowl control
- Holes in Seasons Dog Park
- Increase in car and outdoor movie shows in the parks
- Intersection lighting
- Maintaining golf
- More seating
- More Treadmills
- Outdoor Fitness Equipment
- Paint utility boxes
- Park Benches
- Park Benches
- Park benches - more seating
- Pickleball Courts
- Security Patrols
- Signage for plants and safety for parks and trails
- Skateboard Area
- Water feature
- Water play times

Question 12- “Other” Responses

- Build more tennis courts or be able to use high school courts
- Dedicated bike trails CV link
- Dog Park
- Dog Parks
- Fishing Ponds
- Larger dog parks
- More movies in park and concerts. Swap meet night
- Natural preservation (Silver Rock)
- Outdoor walking track
- Revenue boosting events
- Roadside Landscaping
- Street Bike Lanes
- Theatre- Performing arts

Question 16a- “Other” Responses

- Card room for Bridge etc.
- Chess
- In north LQ (ie. SAM’s bldg.)
- Indoor basketball, Pickleball, climbing wall, ping pong, pool, billiards, boccie
- Indoor basketball, starbucks inside facility
- Indoor dog play area
- Indoor Football Camp, Children’s discovery museum
- Indoor movie room, arts and crafts room
- Indoor soccer, Outdoor soccer
- Indoor Swimming
- Indoor walking for dogs in summer.
- Lap pool
- Lap pool, regular hours
- Movies
- Pickleball courts
- Pickleball Courts
- Racket/ Handball courts
- Racquetball/ Indoor
- Regular movies or documentaries
- Theater place and programs

Question 18- “Other” Responses

- 55 and older facilities
- Angel Light Academy
- Environmental agencies
- Environmental agencies
- Federal Grants
- Palm Desert Aquatic Center
- Senior center
- YMCA

Question 23- “Other” Responses

- European American
- Human

Question 24- Open Ended Comments

- # 16 is a good idea, we think you should concentrate more on North La Quinta. Rethink plans for Silver Rock - The White Elephant.
- A facility to have free outdoor evening concerts twice a month, must have seating and restrooms.
- A handicap accessible playground and a waterpark. Indoor farmers market in the summer time.
- A more active senior center. Van to drive seniors to parks and stores at low cost outfitted for walkers and wheel chairs.
- A new grand baseball/ softball facility with at least 6 fields not affiliated with anyone else.
- A nice aquatic facility like Palm Desert. Lap Pool
- A Sr. Ctr
- Adams park needs some extensive playground fill.
- Add more policemen, bring the population of La Quinta together.
- Address environmental issues
- Agreement of other facilities. Large multipurpose gym.
- An aquatic center like Palm Desert. Bike path linking Valley cities.
- An exceptional performing arts theatre for professional performances.
- Animal and pet awareness fostering and adoptions. Develop, emphasize and maintain a no-kill attitude in line with Coachella Valley.
- Another golf course, roundabouts
- Another shopping center built where Ralph's was located. Not having one is a huge inconvenience to La Quinta residents.
- Anything that is going to improve the health and well being of the general public. Obesity is rampant and is costing our city, state and country millions in healthcare costs. We need to do what we can to inform
- Aquatic Center
- Aquatic center in north L.Q.
- Aquatic center, Ice Rink.
- Aquatic classes all year or 9 months
- Art show in empty buildings
- Arts- music, fine arts- not La Quinta arts foundation art festival - Art shows.
- As you may assume, I'd love a chess club. Also I'd love some advanced yoga.
- Assess community needs on on-going basis before making major changes.
- Assess community needs regularly and don't spend money on improvements unnecessarily.
- Attend a night life for people to enjoy after 9:00 pm
- Be continually responsive to residents' needs.
- Better bike paths
- Better communication of activities and events. What happened to the "Activities Guide?"
- Better communication with residents.
- Better drainage
- Better flood control and road maintenance
- Better general maintenance and upkeep of parks, rec, trails, facilities and develop Old Town area- offer special events etc.

- Better security and safety in the Cove and all trails.
- Better street drainage
- Better, safer, bike trails
- Bike paths down the wash
- Bike paths should be expanded
- Boys and Girls club
- Bring back the feel of a senior center. “Wellness Center” implies a “World Gym” atmosphere. Perhaps “Senior and Wellness Center”
- Build a joint use recreation center in the Northern part of the city partnering with surrounding desert communities
- Build another golf course at Silver Rock
- Build another golf course at Silver Rock
- Build second golf course at Silver Rock.
- Build up old town and Silver Rock.
- Burn existing power lines in La Quinta.
- Change Landscaping, replace plants that require everyday water with ones that don’t.
- Change the color of the blue direction and information signs. Blue is not a natural or pleasing desert color.
- Change the location of the Silver Rock hotel in the master plan.
- City transportation to and from events downtown and at the parks.
- Clean fountain area in old town of all homeless
- Collaboration with areas for rec and events.
- Community Art Center
- Community Festival
- Community gardens - similar to Palm Desert
- Continual community needs assessed on all levels. Parks, rec, city, and explore partnerships with nearby communities.
- Continually assess community needs.
- Continue the great maintenance of the parks
- Continue to Improve and Promote old town La Quinta
- Continue to upgrade bike paths especially along Ave. 60
- Control and patrol city with more police
- Cultural events/ tennis courts
- CV Link
- Develop indoor recreation center in northern portion of city
- Develop Old Town area of City- with establishments and parks and rec. services
- Develop resort at Silver Rock
- Develop Silver Rock area to generate revenue. Very informed up to speed resident.
- Develop the Old Town area of La Quinta
- Develop/ implement special events to generate income.
- Development of Old Town/ Cove area and North La Quinta rec center
- Do not change 55 and older community areas
- Dog Park
- Don’t implement things that people don’t use
- Don’t Know

- Don't know
- Don't touch anything or make any enhancements
- Encourage the viability and sustainability of old town La Quinta's singularly unique feature within the C.V.
- Enforcement of aggressive dogs at parks also owners not keeping dogs from digging.
- Expand and enlarge fitness center.
- Expand aquatic opportunities
- Expand use of Fritz Burns Pool
- Expand Wellness center
- Expansion/ connectivity with trails
- Feels city should look harder at how tax is spent
- Festivals, entertainment, community gatherings. I understand they already exist, but feel could be more events and the existing could be enhanced. More revenue then brought into community.
- Fireworks
- Fix the drainage problems.
- Fix your roads. They are in terrible condition except for the "signature" roads (Madison, 54th, Jefferson) Add and maintain more bike lanes.
- Flood control. Don't raise taxes.
- Focus on community needs before new projects
- Fowl control
- Generate better publicity on programs, activities, events. Keep community informed and engaged in La Quinta community events and offers in all areas.
- Get stricter with dog owners.
- Golf center for youth. Need grocery store where old Ralph's was. Expand outdoor mall or shopping areas.
- Have discounts to locals
- Higher sales tax for revenue
- How about a theater for live plays?
- I am very impressed with facilities and services offered. Will let someone know if I think of any other enhancements
- I believe it would benefit the city to install hidden cameras in areas that have been repeatedly vandalized by graffiti.
- I love my city, I think everything's pretty good already.
- I think we should have a street fair under the stars, music, local artist, food. We used to have one years ago.
- Identify the community needs
- If you build hotels at Silver Rock and don't build the second golf course then residents will get crowded off the current course by hotel guests.
- Improve city streets
- Improve Downtown
- Improve roads
- Improve water drainage system for 100 year storms.
- Increased senior activities
- Indoor activities in summer for seniors

- Indoor activities, Batting cages, fitness center. To keep up with good health in summer months.
- Indoor basketball court, batting ranges and additional baseball fields for adults to get active and play softball.
- Indoor Recreational Space
- Information Resource Center- “Not the Library or the Chambers” just a resource where questions can be dropped off any answers sent to them via text and appointment set for extra help. Please need help.
- Inter connecting bike trails with other communities
- Keep the attitude your city employees have of trying to be helpful and friendly and not arrogant and impatient
- Keep up maintenance
- Keep up with maintenance of all parks and facilities.
- Love the art class, trail, parks. Keep them clean and maintained.
- Lower fees for annual golf pass. Cost is currently too expensive.
- Maintain Facilities that exist. Smelly garbage is not attractive.
- Maintain operations and better police facilities
- Maintain the facilities and parks, but remember most residents belong to private clubs, so be cognizant of programs that are already provided by the private clubs- don’t waste money on ridiculous roadrunner sculptures.
- Maintaining landscape of our streets. Indio needs more parks for all their kids, not us.
- Make a new full service aquatic center
- Make improvements in areas of need
- Master plan that has input from the residents of L.Q.
- More activities for Seniors
- More activities for young adults without children included.
- More basketball courts
- More city golf courses
- More dog parks, and better maintenance of the “seasons” dog park. Better enforcement of licensing/ more cultural activities.
- More effective public transportation for seniors.
- More exercise classes/ walking trails/ biking trails. Truly I don’t use the facilities enough but would like to do more. I love our parks and the LQ art festival. Perfect spot for it. I hope to take more classes this year- schedule doesn’t always work. Last I checked you didn’t have Apple/ Mac classes. Would definitely be interested in that.
- More family programs
- More hiking trails
- More nature, walking, biking trails
- More police
- More police on roads to slow traffic.
- More police patrols.
- More pools, better hours. Indoor batting cages. A place for kids to play, like a “Boomers”
- Language classes (Spanish/ English), so we can all understand each other.
- More public tennis courts. Shade over all swing sets for kids.
- More shade on the walking trails in the cove.

- More shade trees and cooler indoor activities
- More special events
- More tennis facilities- night classes for people that work during the day. Ex. Yoga or pilates.
- Biking trails
- More trees and benches in the shade
- More youth sports groups
- Nature center, indoor tennis, racquetball etc.
- Need better programs for children
- New swimming pool; better parks with better up-keep.
- Nothing at this time.
- Parks and Recreation
- Performing arts center. Wine tasting.
- Pickleball Courts, Indoor walking track
- Plant more shade trees
- Preservation of outdoor natural space. Not every square foot of developable land needs to be developed (Silver Rock). These areas should be preserved for natural trails, geological history and remaining wildlife
- Provide more family oriented special events
- Provide shade in the dog park - Shade structures, trees, etc.
- Put all electric lines underground, improve traffic flow
- Rec programs and activities, services for children in the community
- Reduce Taxes
- Reduce Traffic
- Respond to residents needs, not perceived needs
- Rethink ways to most effectively use the land at silver rock
- Revitalization of Old Town La Quinta
- Safety and maintenance
- Save money reduce taxes
- Simply more social events
- Since many year round residents work weekends, more evening opportunities/ classes.
- Solar initiative and shade structures in parks
- Spend money only on areas of need, not extra unnecessary enhancements.
- Start/ Finish Silver Rock Hotel/ Condos Etc.
- Street Lights
- Street lights, residential and business, should be increased in numbers and kept in better repair.
- Support new bike path in wash
- Use tax to improve city landscaping and maintenance.
- Valley to valley bike path from East to West (use the wash or water channel to add bike ways)
- Walking trails- further development with connectivity
- Walking trails with shade
- We have tremendous but under utilized facilities.
- Work on the outdoor fields.
- Would like to see City of La Quinta reintroduce weekly outdoor concerts or concerts offered on a regular basis. Special events offered regularly positive for community. Special

events desirable and wanted. Would like city to provide info on toxic waste material removal dates and additional shredding dates and locations and public shredding sites and dates and times.

- Would like to see super market in the cove

Question 25- Open Ended Comments

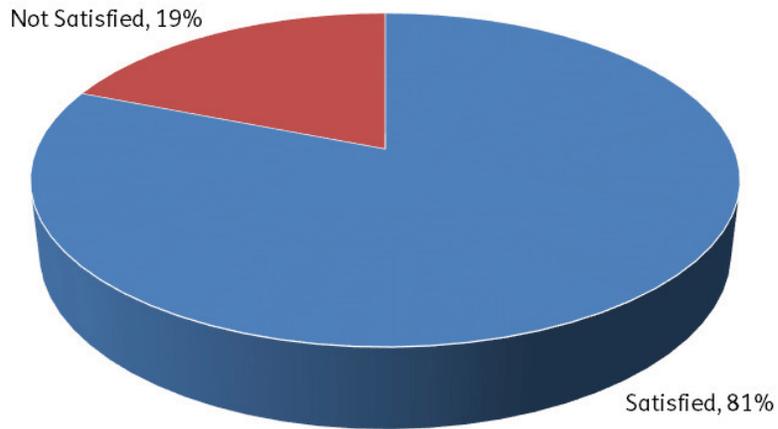
- A great location for that facility would be behind the auto center on Adams the entire location off till next to best buy or South of the Catholic Church.
- Beautiful city
- Better drainage, better police patrolling
- Better drainage, more lighting on the trails.
- Better information needed about classes sponsored and location. Also more variety of classes.
- Better maintenance and landscaping of some parks. Eisenhower Park and some other parks need help
- Better museum publicity
- Better proof or residency and free special events.
- Better sports field maintenance and greater variety of activities for young girls
- Bring high end stores into this community.
- Bring some life to old town. Make it more of a destination experience.
- Build second golf course as planned at Silver Rock
- Build second golf course at Silver Rock
- Can we afford all these questions and Silver Rock?
- City does good with parks and rec.
- City needs to add more bike lanes on many city streets
- City needs to purchase and utilize empty buildings to promote/ expand programs.
- City needs to spend more on street maintenance
- City needs to watch how they use water resources
- City too geared to tourists. Need discounts for locals.
- Coordination with neighboring communities
- Does not like the idea of the 30 miles of desert trails the city is planning on building with all the weather problems
- Feels the GEM and Desert Sun newspaper are effective
- Feels there is no need for outdoor pool at Fritz Burns Park to be developed into aquatic center.
- Fitness instructor is young and knowledgeable.
- Glad you're asking for feedback. Thank you.
- Good job La Quinta
- Great place to live
- Happy to help.
- Has seen an increase in motorists not obeying the laws.
- Historic downtown is looking unkept and needs more
- How do we have money for all the above and no money to beautify City-wide Landscaping (Like Adams street).
-

- I am impressed with how hard you work at establishing and promote your programs and evaluate them
- I have belonged to fitness centers all my adult life and have used many hotel fitness centers all over the country and the wellness center is the best
- I love the Cove. We have a great library, we have art in public. We have many places to just take a walk. It's beautiful here.
- I love to walk the trail for my own exercise and that of my dogs but too hot in summer months.
- I walk in the evenings at La Quinta Park and many times the lights are not on. Very Dangerous. It seems they are on only if the fields are being used for games.
- Improve customer service. Better park maintenance.
- Importance of Old Town, which distinguishes LQ from the other III-centric communities.
- It was a great move getting the movie theater built.
- It would be beneficial for an aquatic center.
- Keep community informed
- Keep the Cove as is - no lighting- Thank you for the dog bags along the trail and the containers. Wish more people would use them.
- Keep up the good work
- Keep up the good work.
- La Quinta arts festival brings the most attention and respectability to our city. Keep it here.
- La Quinta has been lovely, However at this time we do not use any of the services- no children living here.
- La Quinta is very beautiful- I appreciate whoever is responsible for the aesthetics of the town.
- La Quinta parks- the bathrooms are awful.
- Lights need to be installed at Monticello park. City's very dark at night causing kids to hang out in one park. There are times where they meet up in groups until 1am very loud.
- Love the city and cove.
- LQ does a very good job at keeping streets clean and fixed
- LQ is a great place to live.
- Make old town more attractive to retailers so there would be a bustling economy.
- Many residents live here year round. Don't just pitch to PT residents and those activities.
- Maybe a smaller version of the Ontario or Cabazon Maus, possibly where the new theatre is being built.
- Most large events/ activities are done when the weather is at its prime. It would be beneficial to have more available year round.
- Not a parks and rec oriented idea. However, resident would like to see a major grocery store in La Quinta.
- Outdoor movies, arts and crafts, more golf courses, and paddle boating on the lake.
- pay attention to infrastructure needs
- Please add more pickleball courts
- Please improve Oasis (Cove area) with bee removal and cleanliness. It's obvious that people are destroying picnic tables and doing drugs and alcohol there.
- Provide basic services at low fees only
- Restrooms facility somewhere on the Bear Trail would be a big plus.
- Senior programs and special events are high priorities

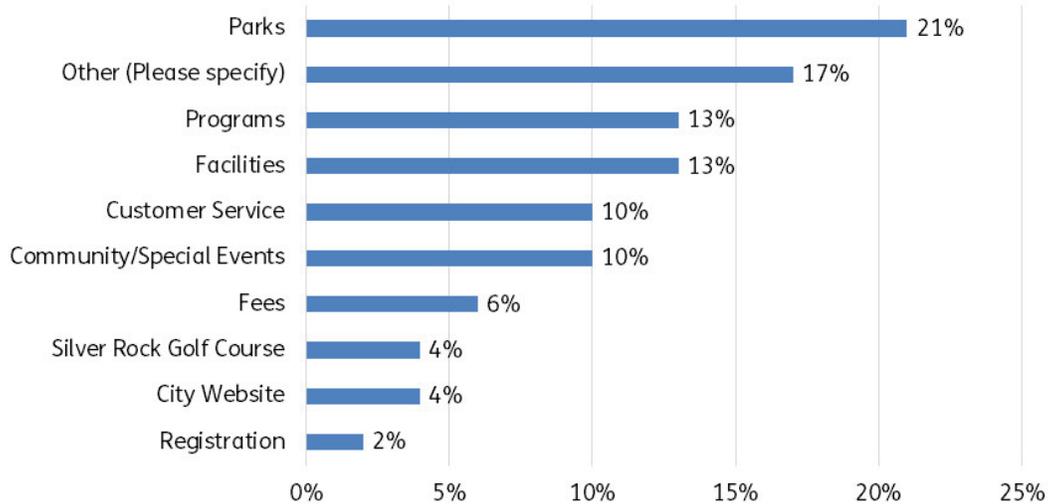
- Several locations are now going to the Indio Senior Center because the feel is more senior friendly. Also, some cannot afford the cost of the classes
- Silver Rock Hotel Expansion is a bad idea.
- So far, so good
- Surprised there was no 4th of July event. I think getting the community out for various events other than the generic typical listed in your survey is good socializing with community
- Survey was much too ambitious. Surprised you got me to finish survey. Good job.
- Tennis courts in North La Quinta area or use agreement with High School to open courts to the public
- Thank you for asking.
- Thanks for the dog parks. Desert park rec district is great.
- The city tries to repair the holes that dogs dig - I fear someone may break a leg. The signs help somewhat. Thank you.
- To be more timely in announcing city events (not the day of or the day before the event). Make programs/ events/ restaurants geared towards younger residents
- Until parents can understand how they can assimilate all of the activities you offer into their lives to help them, a lot of the facilities get limited use.
- Upset about discontinuance of senior club
- We all can enjoy of what ever is decided to improve.
- We are retired and a member of a private country club that serves our needs. We use the park only when our grandchildren come.
- We don't use City facilities other than hiking trails. Own HOA provides fitness and other activities that are more convenient for us. We would maybe utilize an aquatic center
- We enjoy the art fair and art under the umbrellas and the farmers market. Also enjoyed the outdoor music events. I approve of all efforts to improve facilities for schools and child care etc.
- We have used all of the activities in La Quinta over the years while my children were growing up, but now the young adults are leaving the desert because no age appropriate activities.
- We just quit PGA West, so I intend to use the Wellness Center to continue my fitness programs
- We like our 55 and older community trouble free
- We live at Trilogy La Quinta it provides entertainment, exercise, craft and classes, game clubs
- We love the city of La Quinta and are impressed with what is provided to its community members.
- Would like to see a starbucks in each indoor rec facility in La Quinta. Need more youth programs and additional parks
- Would like to see City of La Quinta either build an aquatic facility of their own or partner with Palm Desert.
- Would like to see concerts in the parks, youth sports enhancements
- Would like to see the City of La Quinta rec dept offer a beginners bridge class.
- Would like to see the street sweepers out more frequently to keep the dust down since it seldom rains here.

The graphs on the following pages are from the non-random online sample administered for the City of La Quinta.

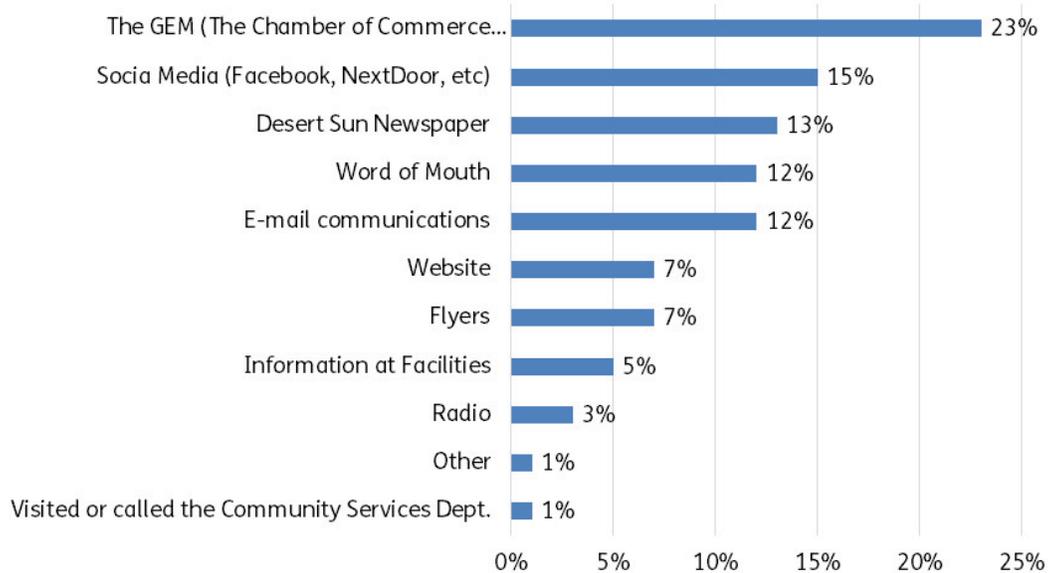
Overall Satisfaction



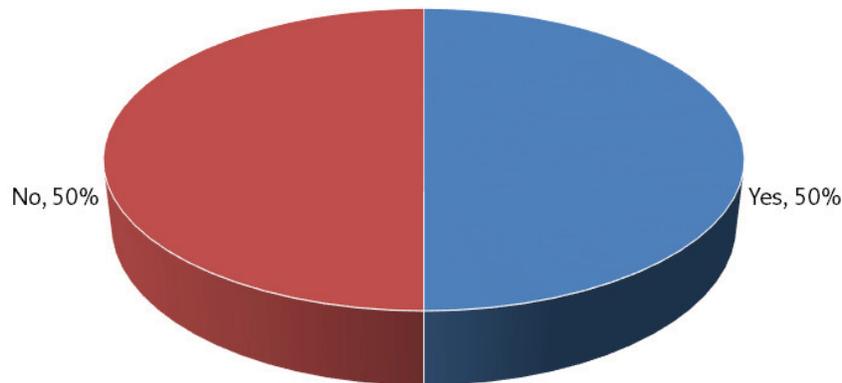
Areas Unsatisfied With



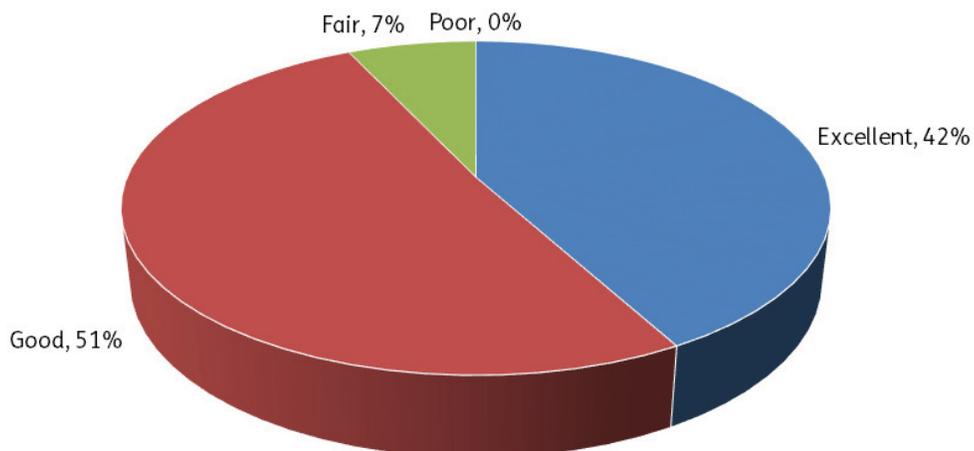
Learn about the City of La Quinta Programs and Activities



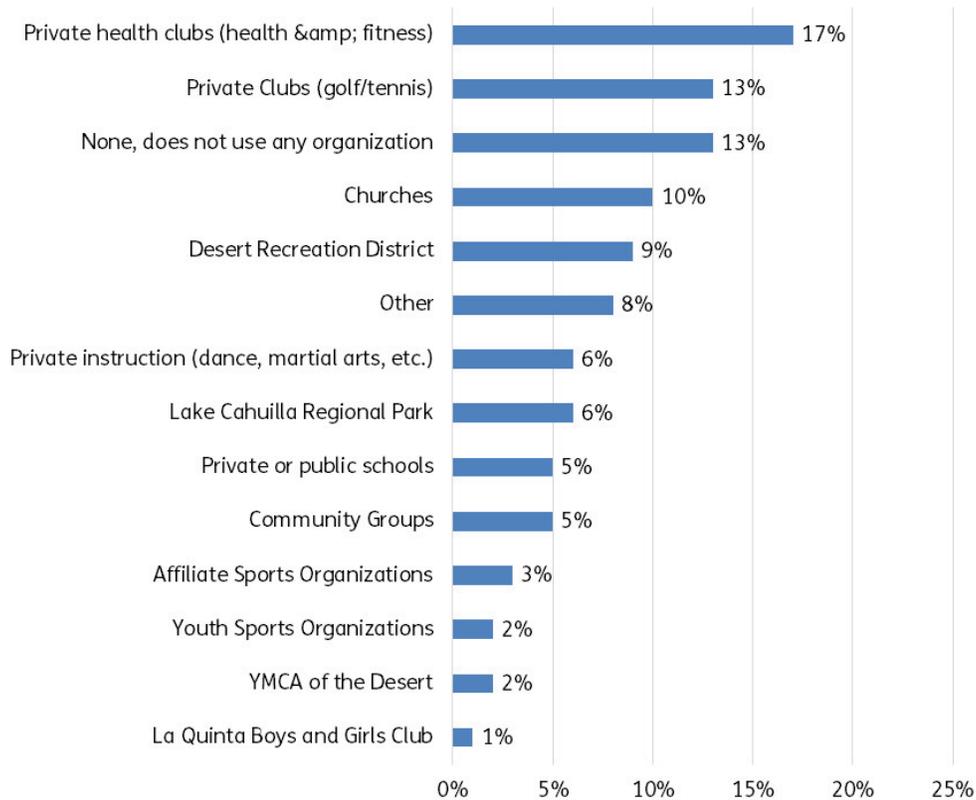
Participated in Programs offered by the City of La Quinta



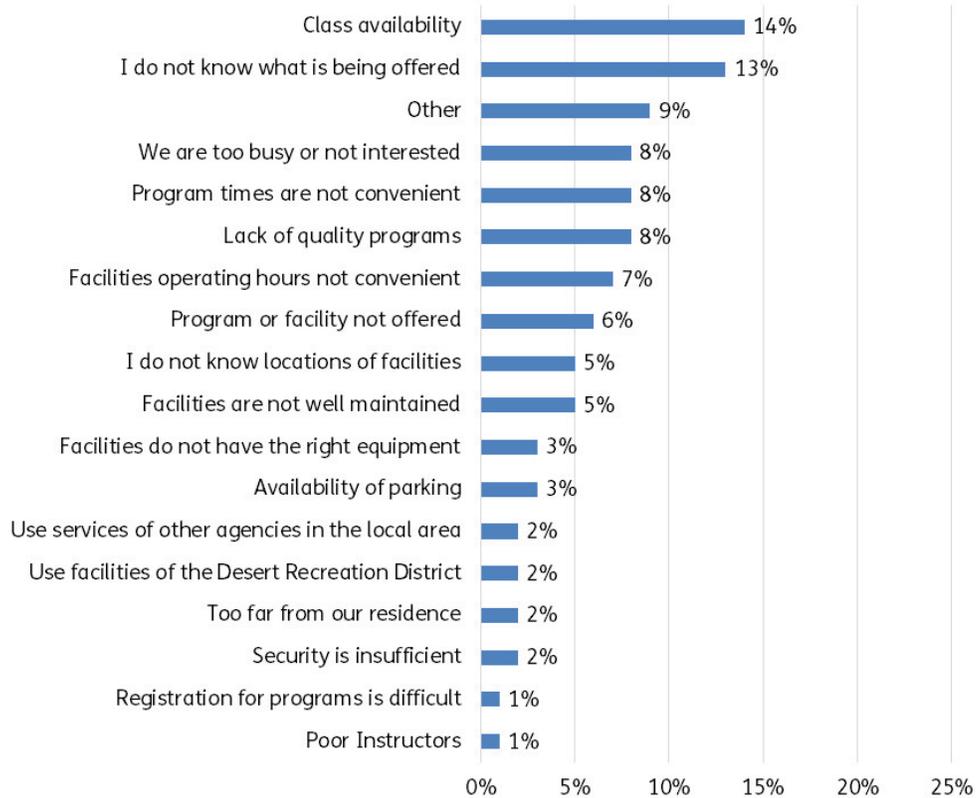
Overall Quality of Programs



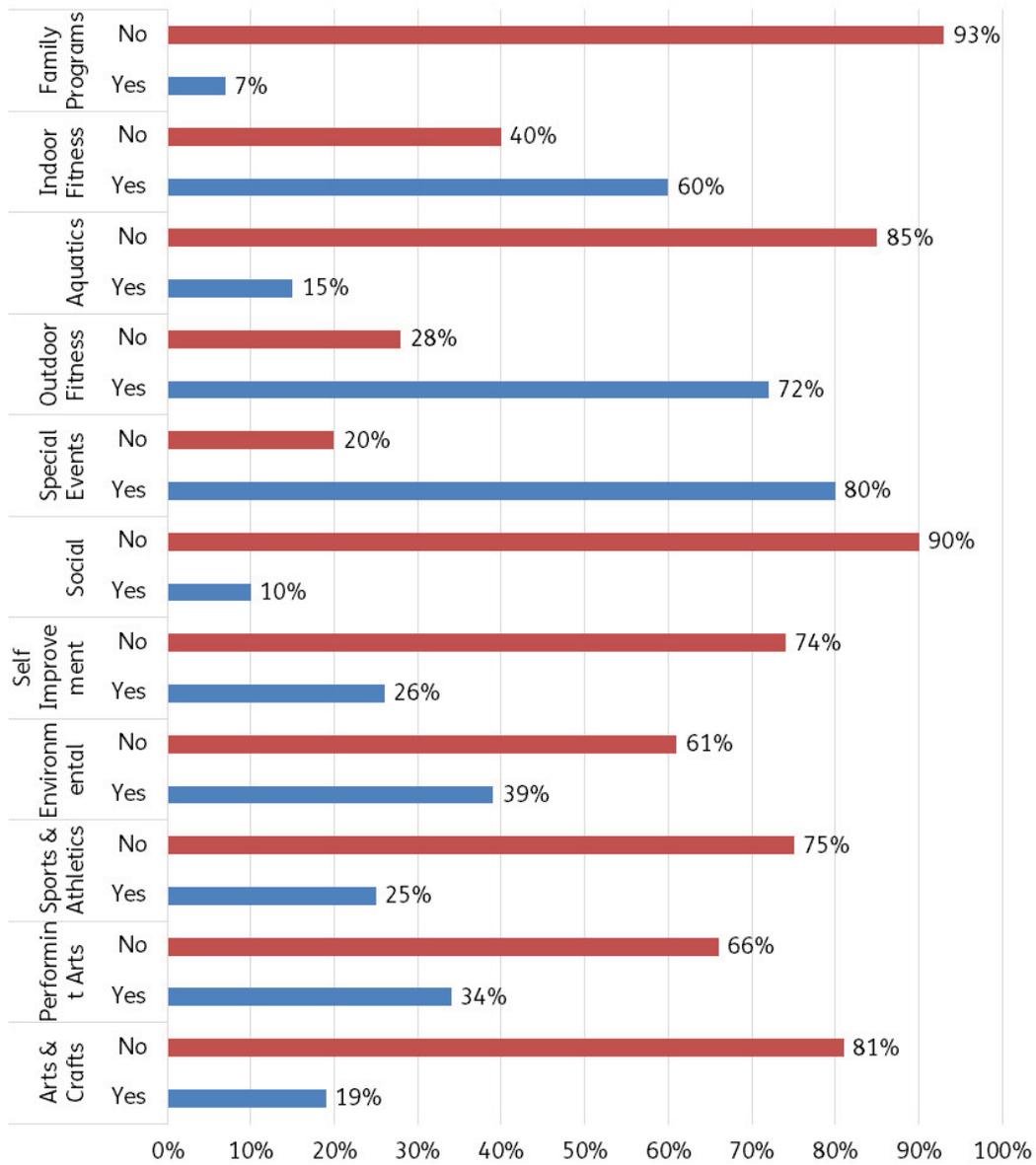
Other Park and Recreation Providers



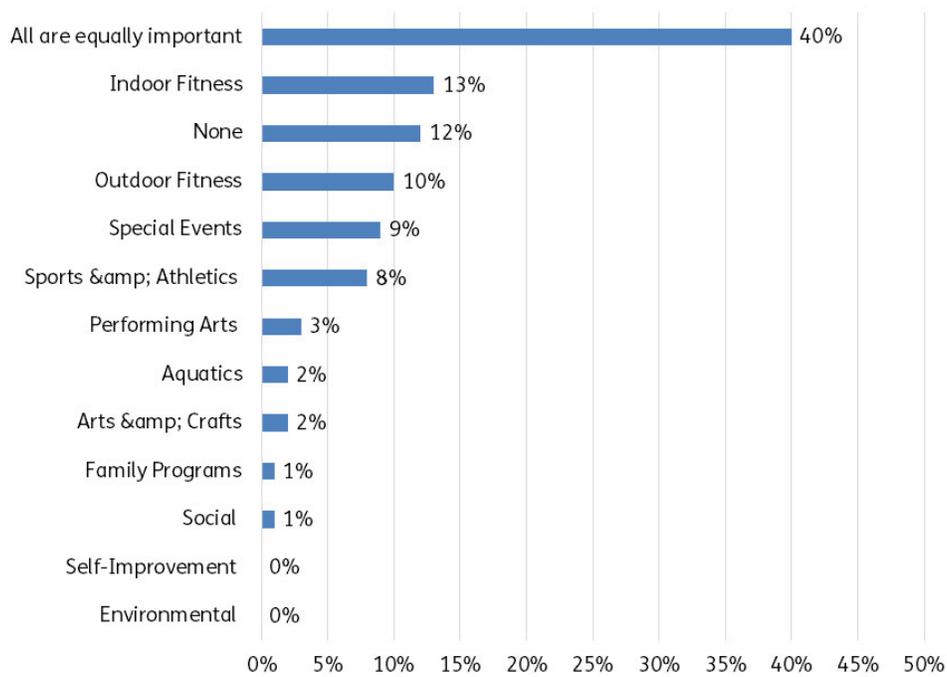
Reasons Preventing Use



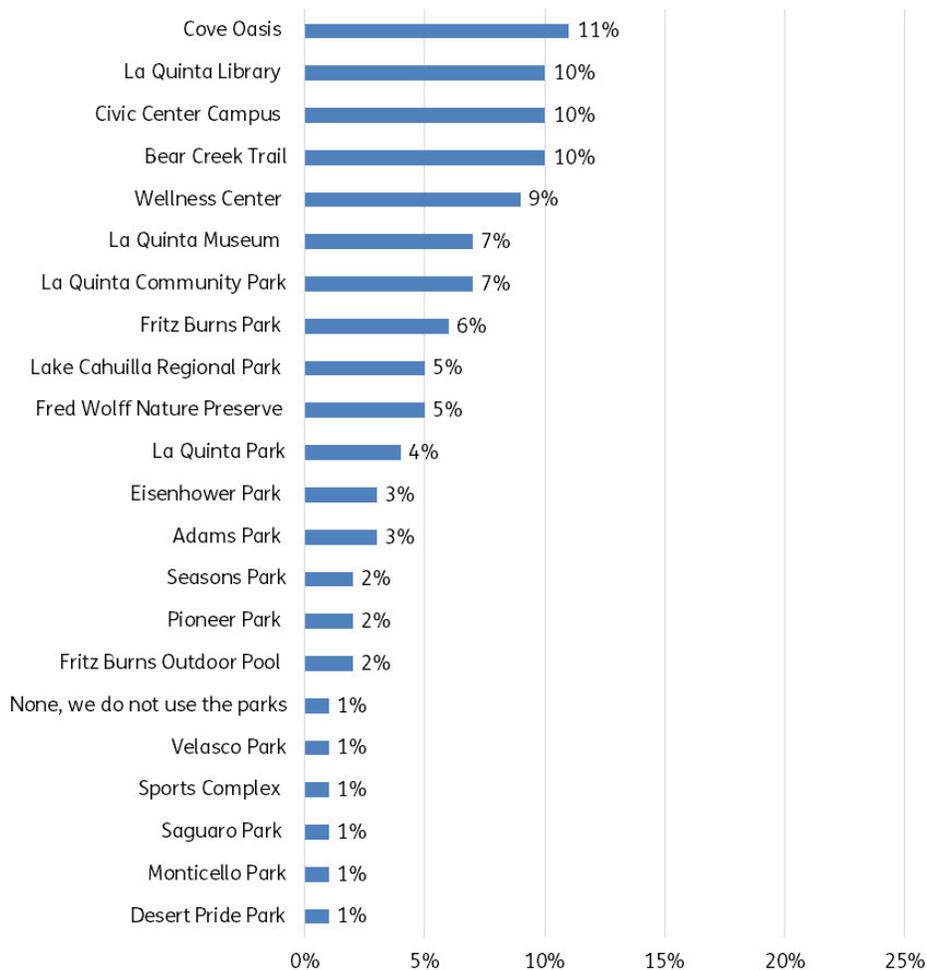
Program Use by Type



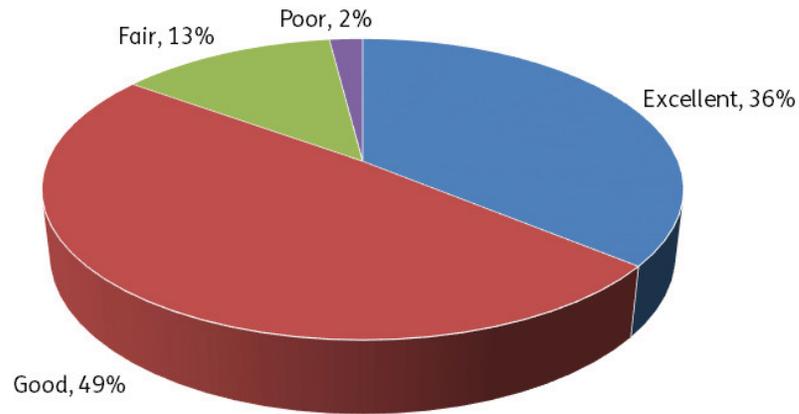
Most Important Program



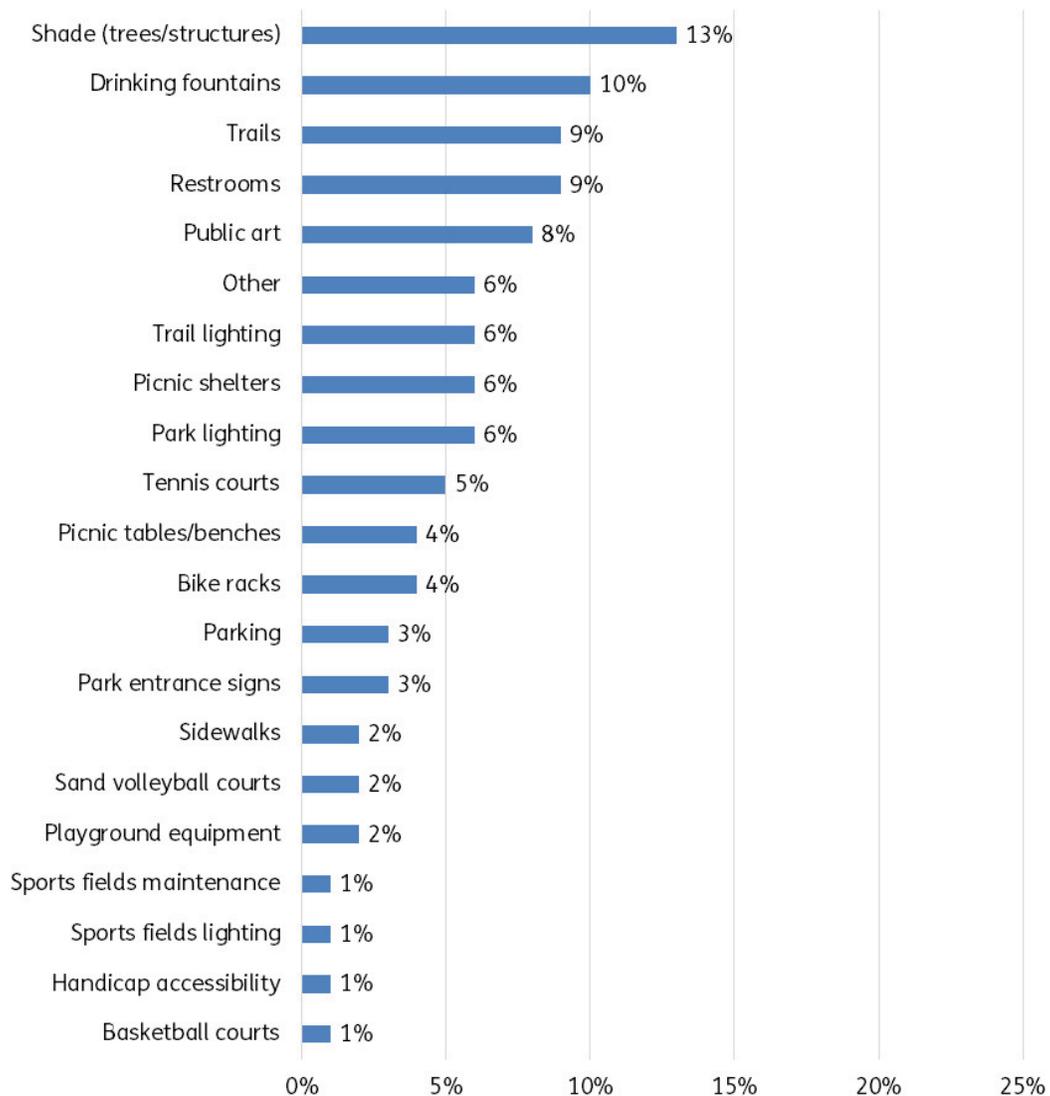
Parks & Facilities Visited



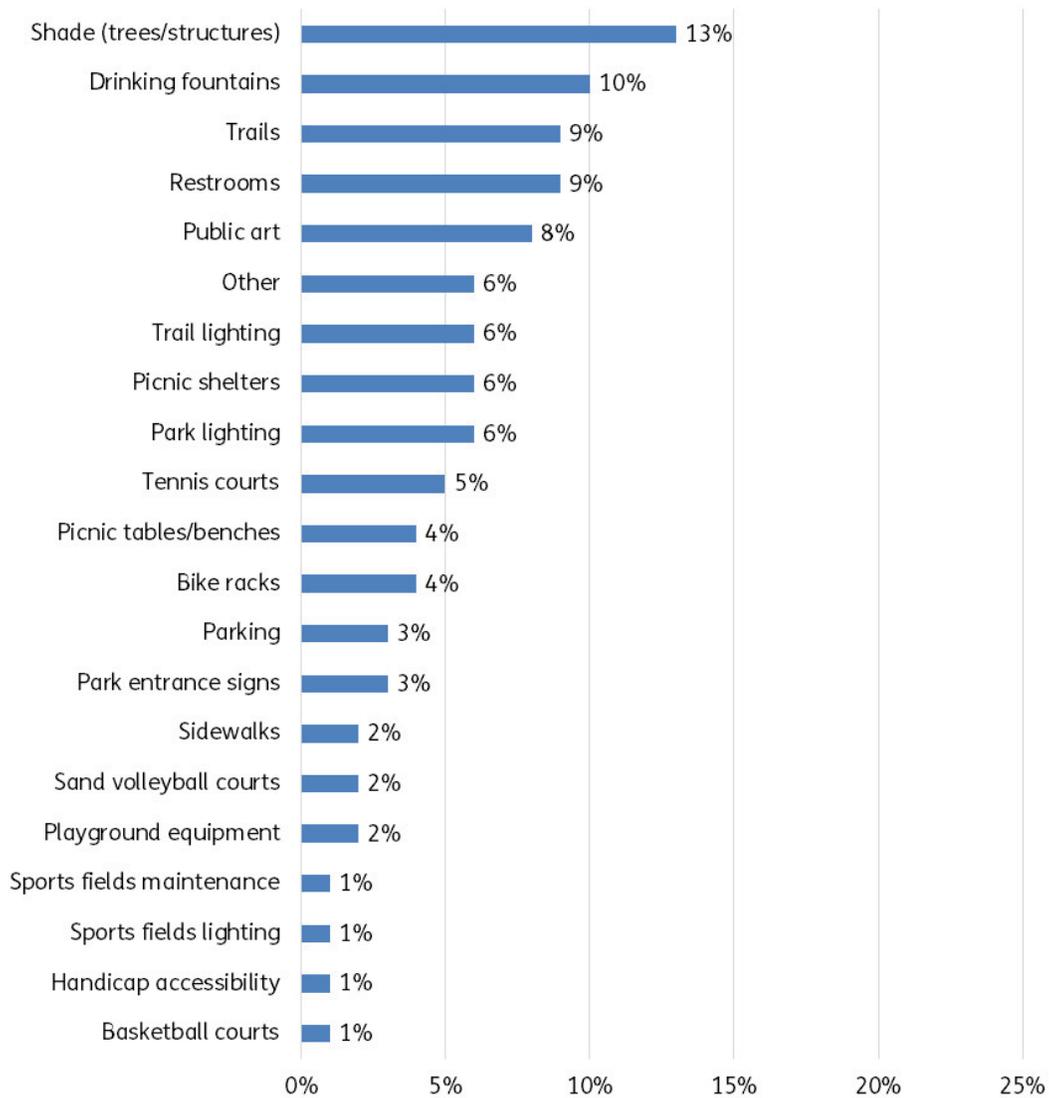
Physical Condition of La Quinta Parks & Facilities



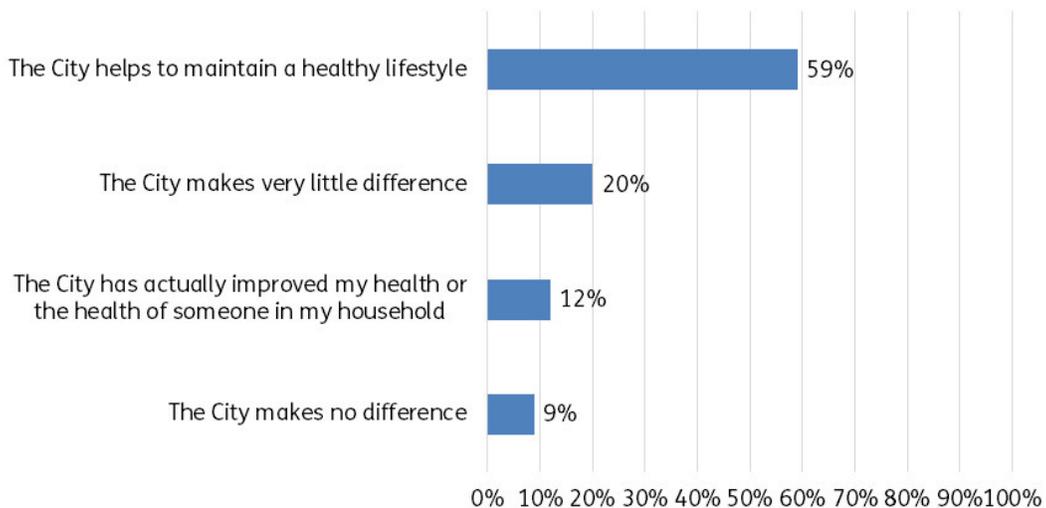
Potential Park Improvements



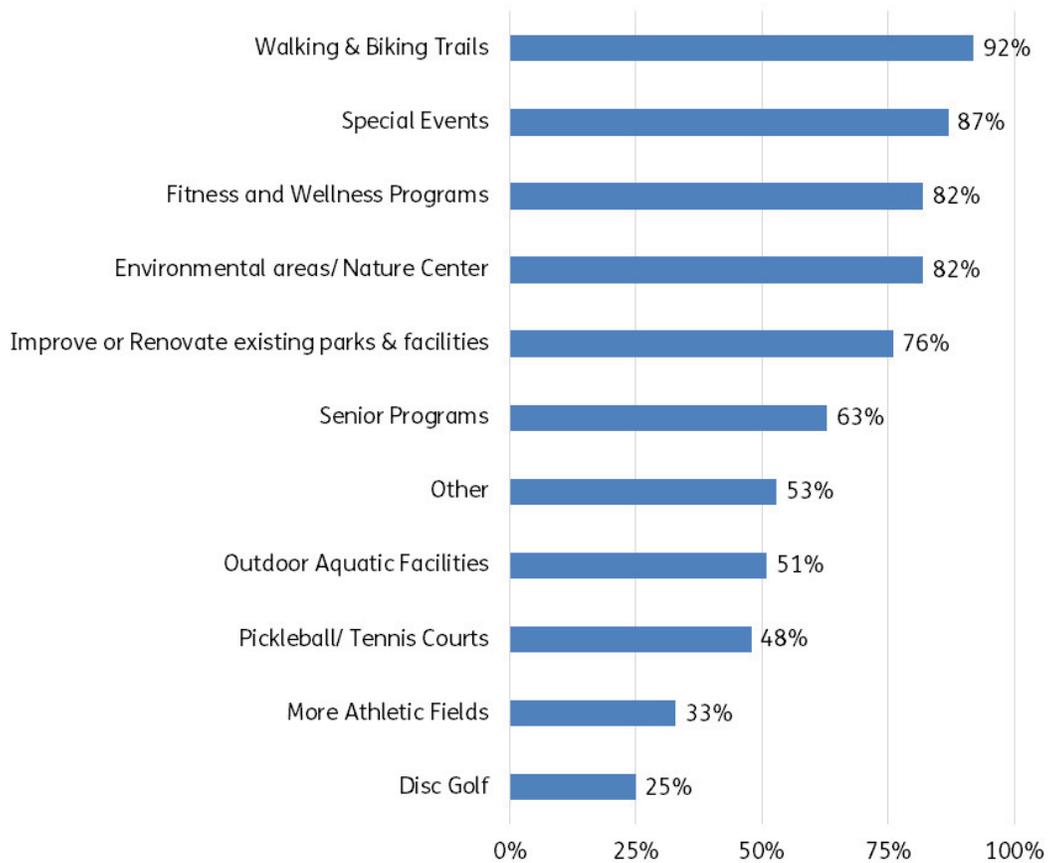
Potential Park Improvements



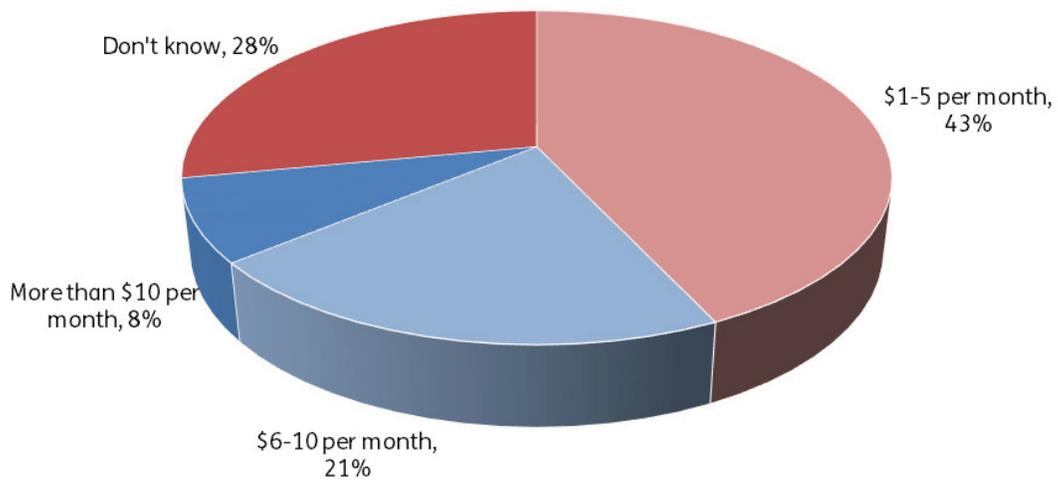
City of La Quinta Makes a Difference in Health



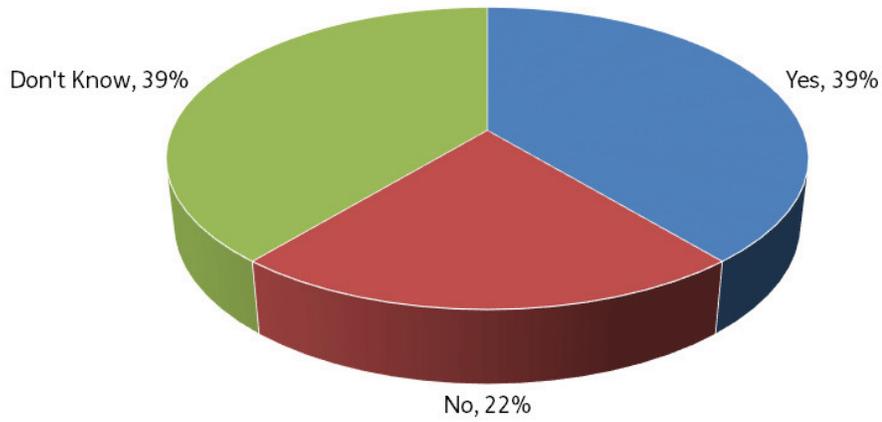
Park, Facility & Recreation Improvements



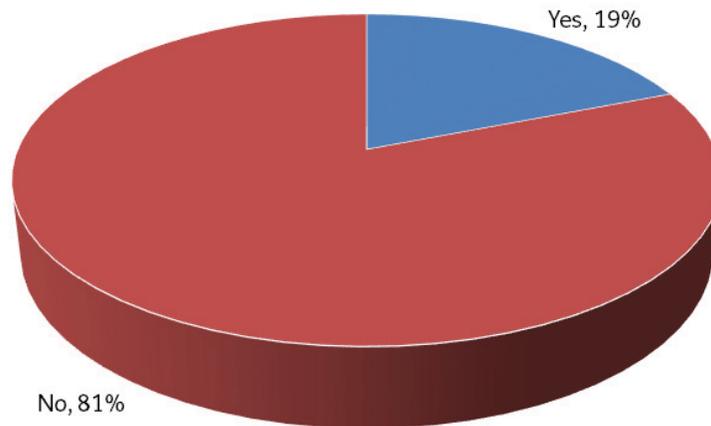
Tax Increase Supported



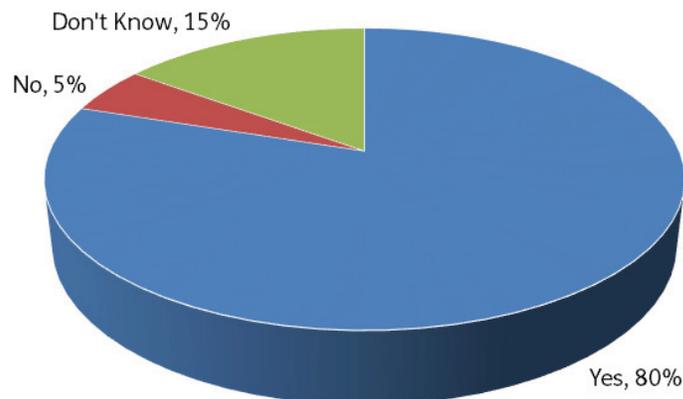
Should the Outdoor Pool at Fritz Burn Park be Expanded



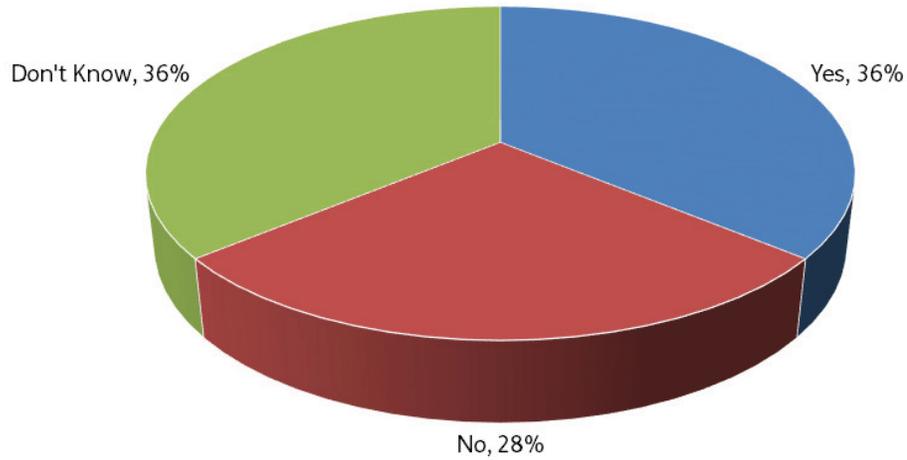
Use City of Palm Desert Aquatic Center



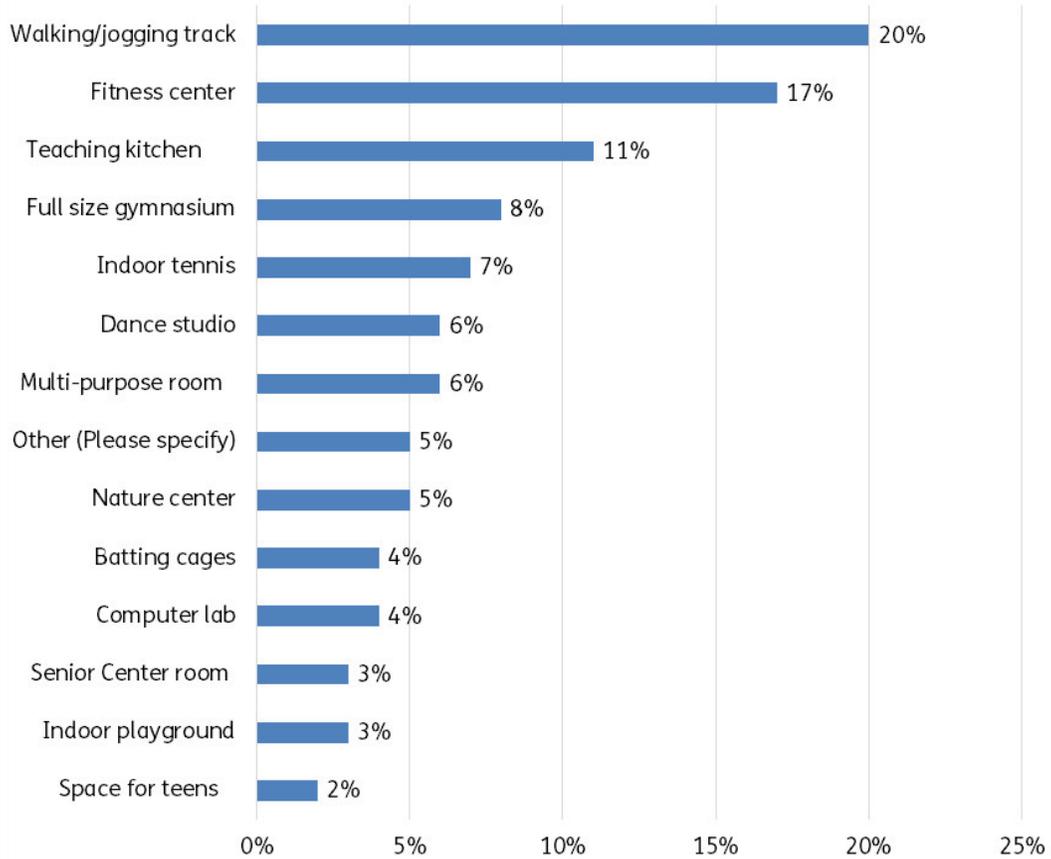
Palm Desert Aquatic Center Partnership with the City of La Quinta



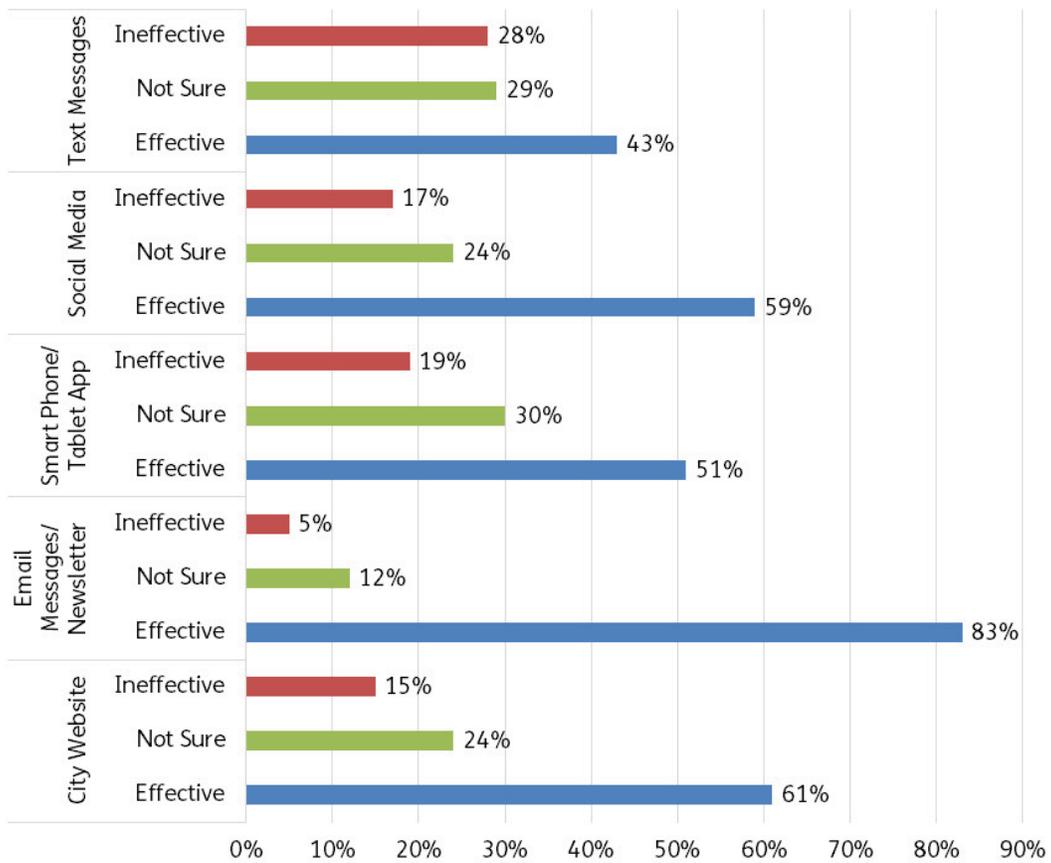
Partnership with Surrounding Communities



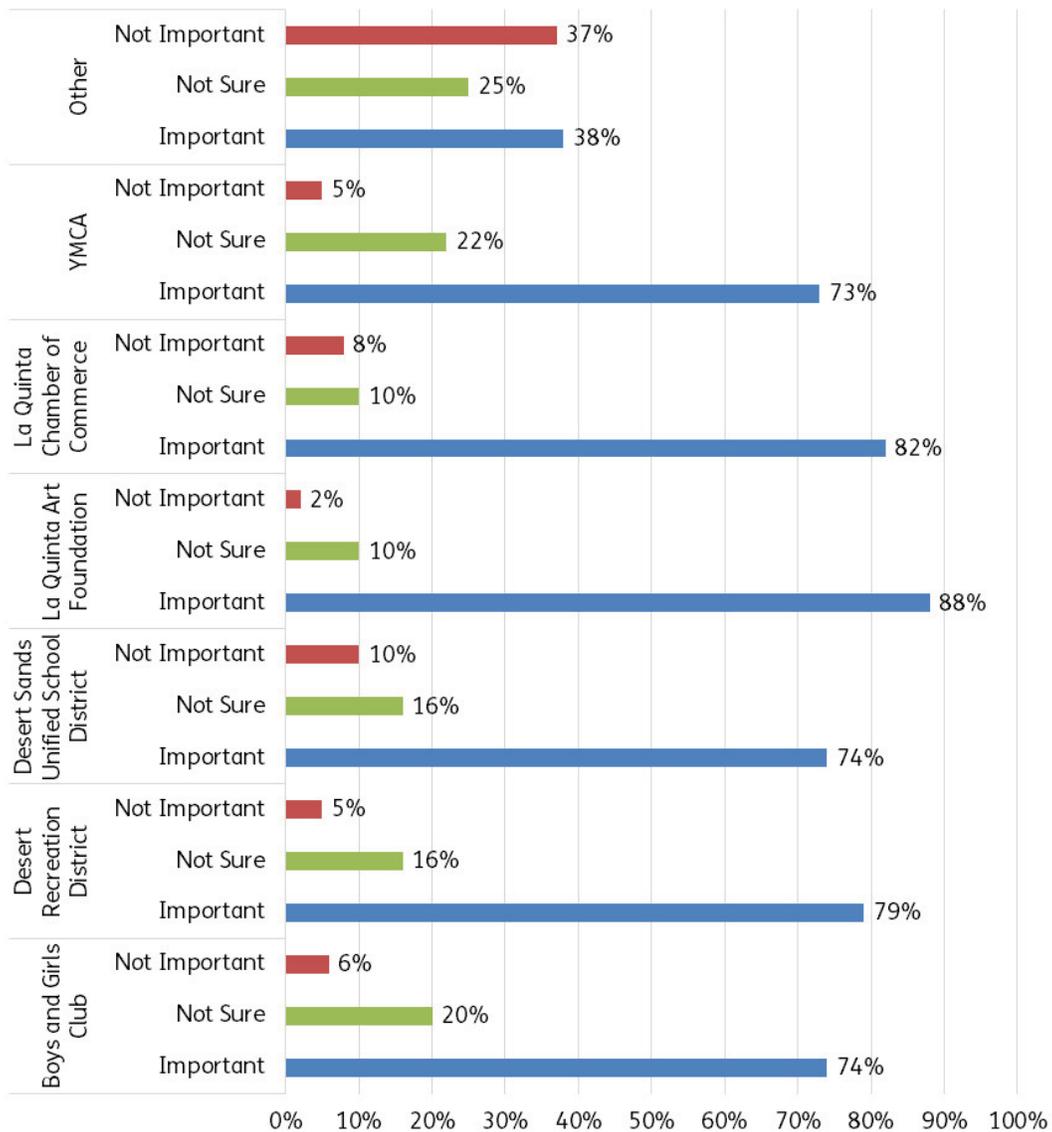
Indoor Recreation Spaces



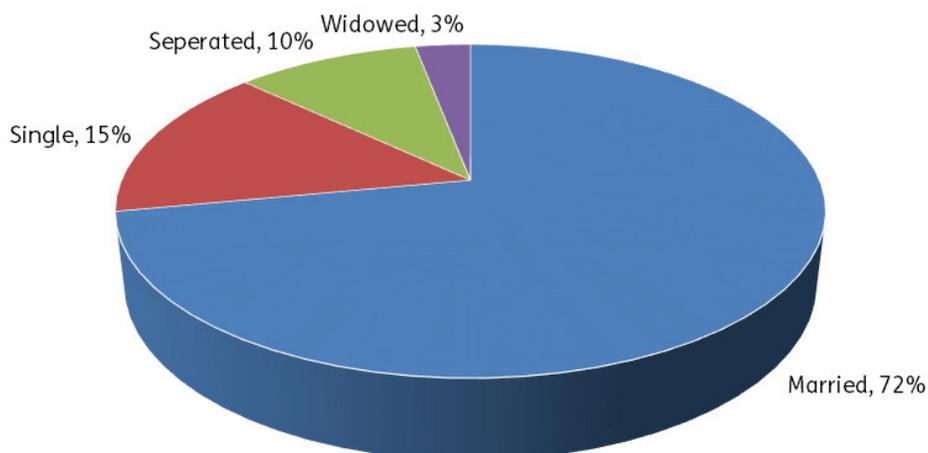
Effectiveness of Communication

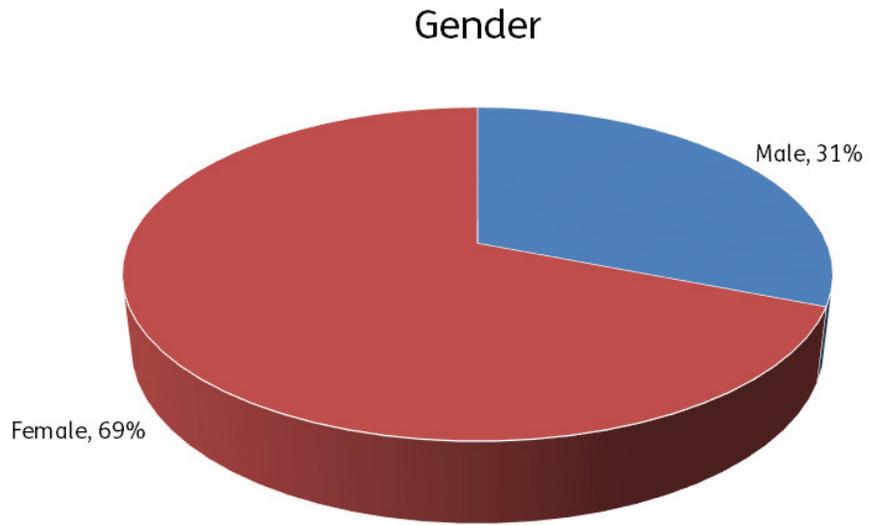


Importance of Partnerships



Marital Status





Focus Group Table

	Excellent	Very Good	Good	Fair	Poor	Yes	No	
Q1	0	4	1	0	0	-	-	How would you rate the overall quality of the recreation programs?
Q2	0	2	2	0	0	-	-	How would you rate the overall level of instruction of programs offered?
Q3	1	3	1	0	0	-	-	How do you rate the overall level of customer service provided by the city staff?
Q4	0	3	2	0	0	-	-	How would you rate the overall quality of the city parks & recreational facilities?
Q5	0	1	4	0	0	-	-	How would you rate the overall level of maintenance?
Q6	-	-	-	-	-	2	3	Do you think the city has money to spend on parks and recreation in the next few years?

Please identify the specifics of any of your concerns

- Need more programs and space to hold them in
- Challenge to find “high” quality instructors
- Residents are somewhat resistant to pay for services
- Informing the public on available events and programs

What improvements are needed in the existing parks?

- More sports fields
- More amenities
- Update restrooms
- Update parking
- Irrigation improvements: More water
- Water management
- Turf reduction
- Increased oversight of contracted maintenance
- Renovation of fields and facilities

What additional partnerships are needed in the future?

- Better partnership with Desert Recreation District
- Better partnership with School District
- Extend MOU with School District
- Not sure but seek more partnerships for more events. Goldenvoice, tennis, etc.
- Getting the School District to open more of their facilities for opportunities

Other comments you would like to share?

- Marketing and program development