

## COMMUNITY SURVEYING SUMMARY

### COMMUNITY SURVEYING

To assess community needs and interests in San Rafael's recreation services, a statistically valid survey was conducted from March 7<sup>th</sup> through March 10<sup>th</sup>, and an online questionnaire was initiated for the *San Rafael Citywide Parks and Recreation Master Plan* on March 30<sup>th</sup>, 2022.

The Statistically Valid survey, conducted by Godbe Research, collected 575 responses from City residents and registered voters reflecting the City's demographic profile. The Statistically Valid Survey was conducted in English (559 respondents) and Spanish (16 respondents).

The Parks and Recreation Questionnaire, conducted by RHAA through Survey Monkey, collected 1,131 between March 30<sup>th</sup> and May 31<sup>st</sup>. The questionnaire was provided in English (1,046 respondents), Spanish (84 respondents), and Vietnamese (1 respondent). Paper copies of the questionnaire were also provided and manually transferred to Survey Monkey by City staff.

### EMERGING THEMES

The following are emerging themes from the community surveying process of the *San Rafael Citywide Parks and Recreation Master Plan*.

- Overall, the community is satisfied with the City's existing supply of, and access to, parks and recreation facilities and programs, however many community members are unaware of the City's programmatic offerings.
- There is a strong desire to update and improve the City's existing park amenities, particularly in modernizing playgrounds and recreation amenities such as benches, picnic tables, etc. as well as repairing failing infrastructure.
- There is a strong desire for improved maintenance and cleanliness of the City's parks.
- The community is interested in pedestrian access throughout the City's recreation network – walking is a priority.
- The community is interested in supporting self-directed recreation activities.

### EXECUTIVE SUMMARY

The San Rafael community is **generally satisfied with the City's parks and recreation facilities.**

- Godbe Research respondents reported slightly higher satisfaction – 73% Satisfied (Very Satisfied and Somewhat Satisfied)
- Questionnaire respondents reported slightly lower satisfaction – 56% Satisfied (Very Satisfied and Satisfied)

The San Rafael community is **generally satisfied with the City's recreation programs**, however there is a substantial portion of the community that is **unaware of the City's recreation program offerings.**

- Godbe respondents reported slightly higher satisfaction – 56% (Very satisfied and somewhat satisfied)
- Questionnaire respondents reported slightly lower satisfaction – 46% (Very satisfied and satisfied)
- Roughly 30% of respondents to both surveys were unfamiliar with the City's recreation programs

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Respondents generally reported that the City's **parks and recreation facilities are of good quality**.

- Godbe Research respondents reported slightly lower quality – 8% Excellent, 40% Good
- Questionnaire respondents reported higher quality – 5% Excellent, 61% Good

The most frequented parks include the following, in order of popularity:

- Gerstle Park
- Sun Valley Park
- Terra Linda Park
- Peacock Gap Park
- Albert Park

The most frequented recreation facilities include the following, in order of popularity:

- Terra Linda Community Center and Pool House
- San Rafael Community Center
- None
- Albert J. Boro Community Center
- Falkirk Cultural Center

Respondents are typically traveling to parks and recreation facilities by **driving, walking, or cycling**, with **driving** being the most common travel method.

According to surveyed respondents, the most important park improvements to achieve in San Rafael include **improved cleanliness and maintenance, addressing and/or replacing outdated recreation equipment, and making infrastructure improvements**. The least important park improvements include incorporating technology into City parks.

Surveyed respondents reported that the **most important recreation amenities** include the following, in order of popularity:

- Trails and pathways (walking, biking, hiking)
- Playgrounds
- Restrooms
- Swimming Pools
- Sport Courts (tennis, basketball, pickleball, volleyball, bocce ball)
- Picnic Areas

The least important recreation amenities reported are adult baseball/softball fields and synthetic sport fields.

Regarding sports or athletic activities, respondents reported a high priority of independent and self-lead activities. The most important activity reported is **walking, hiking, and jogging**. The second more important activities reported include **swimming, fitness** (yoga, weightlifting, cardio, dance etc.), and **cycling**. These activities were all reported to be high interest and high frequency of participation. The third most important activities reported are **water sports** (canoeing, kayaking, paddle boarding) and **soccer**. Interestingly, water sports were reported as high interest but lower in frequency of participation. The least important sports or athletic activities reported are lacrosse, futsal, and football.

Regarding recreation programs and services, surveyed respondents find **community events, youth sports, nature and environmental programming, self-directed activities** (i.e. outdoor fitness courses, active

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play areas, and pathways with distance markers) and **childcare services** to be the most important. Games, in person or online, are reported to be the least important recreation activity.

Survey respondents find value in improving existing facilities over adding new ones. Survey results show that the community is most interested in addressing the needs of existing amenities to support continued use.

Understanding the impact of COVID on parks and recreation usage in San Rafael is complicated. The Statistically Valid Survey queried whether respondents *will* use the City’s parks and recreation facilities more frequently, about the same, or less frequently once the COVID crisis ends with 54% reporting they would use them more frequently. The Parks and Recreation Questionnaire queried whether respondents are using the City’s parks and recreation facilities more frequently, about the same, or less frequently *currently* with 44% reporting they are using them about the same as before the COVID crisis.

### SURVEY RESULTS

A comparison of survey results from the Statistically Valid Survey and the Parks and Recreation Questionnaire follows.

#### AGE

Statistically Valid Survey	Parks and Recreation Questionnaire
Age 65 and Older: 31%	Age 35-54: 47%
Age 50-64: 26%	Age 65 and Older: 23%
Age 18-29: 16%	Age 55-64: 16%
Age 30-39: 13%	Age 25-34: 7%
Age 40-49: 14%	Age 17 and Younger: 5%
	Age 18-24: 2%

#### GENDER

Statistically Valid Survey	Parks and Recreation Questionnaire
52% Female 48% Male	67% Female 32% Male 1% Non-Binary or Self Describe

#### RESIDENCE OF RESPONDENT

Statistically Valid Survey - Council District	Parks and Recreation Questionnaire – Neighborhood
District 1: 11%	District 1: 10%
District 2: 31%	District 2: 33%
District 3: 28%	District 3: 25%
District 4: 30%	District 4: 24%
	Non-residents: 8%

#### SATISFACTION WITH CITY OF SAN RAFAEL’S PARKS AND RECREATION FACILITIES

Statistically Valid Survey	Parks and Recreation Questionnaire
Total Satisfied: 73%	Total Satisfied: 55%
Total Dissatisfied: 17%	Total Dissatisfied: 39%
DK/NA: 10%	Unfamiliar: 6%

#### SATISFACTION WITH CITY OF SAN RAFAEL’S RECREATION PROGRAMS

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Statistically Valid Survey	Parks and Recreation Questionnaire
Total Satisfied: 56%	Total Satisfied: 45%
Total Dissatisfied: 16%	Total Dissatisfied: 28%
DK/NA: 28%	Unfamiliar: 27%

**QUALITY OF SAN RAFAEL PARKS AND RECREATION FACILITIES**

Statistically Valid Survey	Parks and Recreation Questionnaire
Excellent: 8%	Excellent: 5%
Good: 40%	Good: 61%
Fair: 26%	Poor: 30%
Poor: 4%	Very Poor: 4%
Very Poor: 2%	
Haven't used parks and/or recreation facilities: 18%	
DK/NA: 2%	

**PARKS AND RECREATION FACILITIES VISITED**

**Statistically Valid Survey**

*Which two San Rafael parks or recreation facilities have you and the members of your household used for these activities the most? – 1<sup>st</sup> choice*

Park or Recreation Facility	Frequency of use of 1 <sup>st</sup> choice
DK/NA – 14%	Once a week or more – 34%
Peacock Gap Park – 10%	A few times a month - 36%
Albert Park - 8%	A few times a year – 26%
Gerstle Park - 8%	Not at all – 3%
Terra Linda Community Center/Pool - 7%	DK/NA – 1%
Albert J. Boro Community Center - 6%	
Sun Valley Park - 6%	

*Which two San Rafael parks or recreation facilities have you and the members of your household used for these activities the most? – 2<sup>nd</sup> choice*

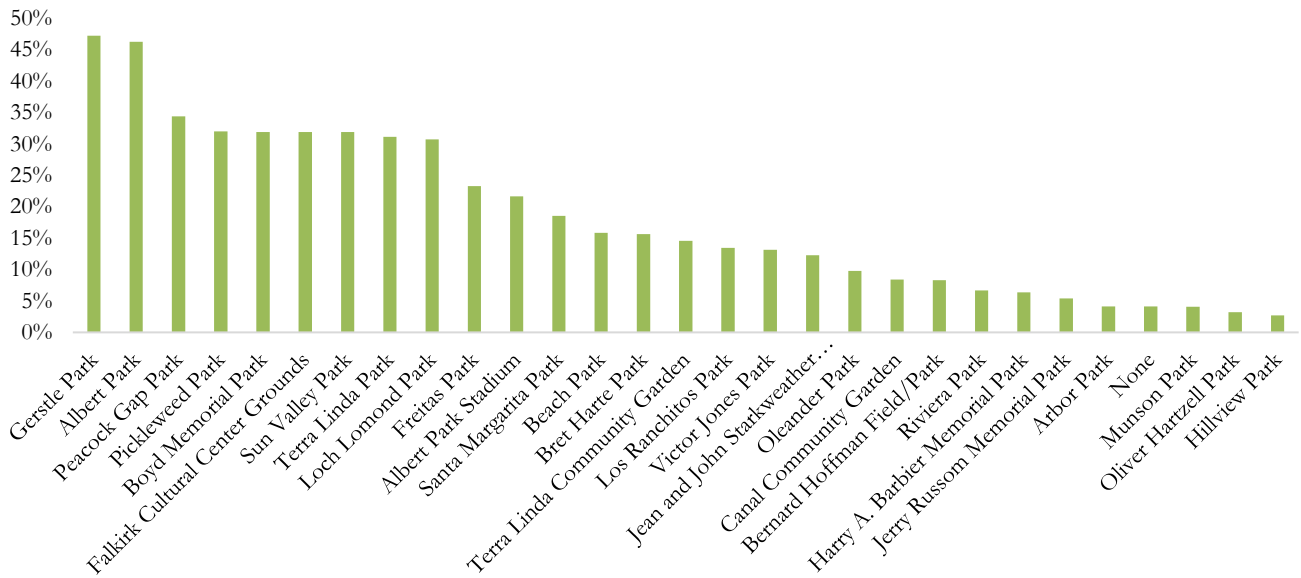
Park or Recreation Facility	Frequency of use of 2 <sup>nd</sup> choice
DK/NA – 12%	Once a week or more – 36%
Pickleweed Park – 12%	A few times a month - 32%
Gerstle Park – 9%	A few times a year – 30%
Terra Linda Community Center/Pool House – 8%	Not at all – 1%
Peacock Gap Park – 6%	DK/NA – 0%
Albert Park – 5%	

**Parks and Recreation Questionnaire**

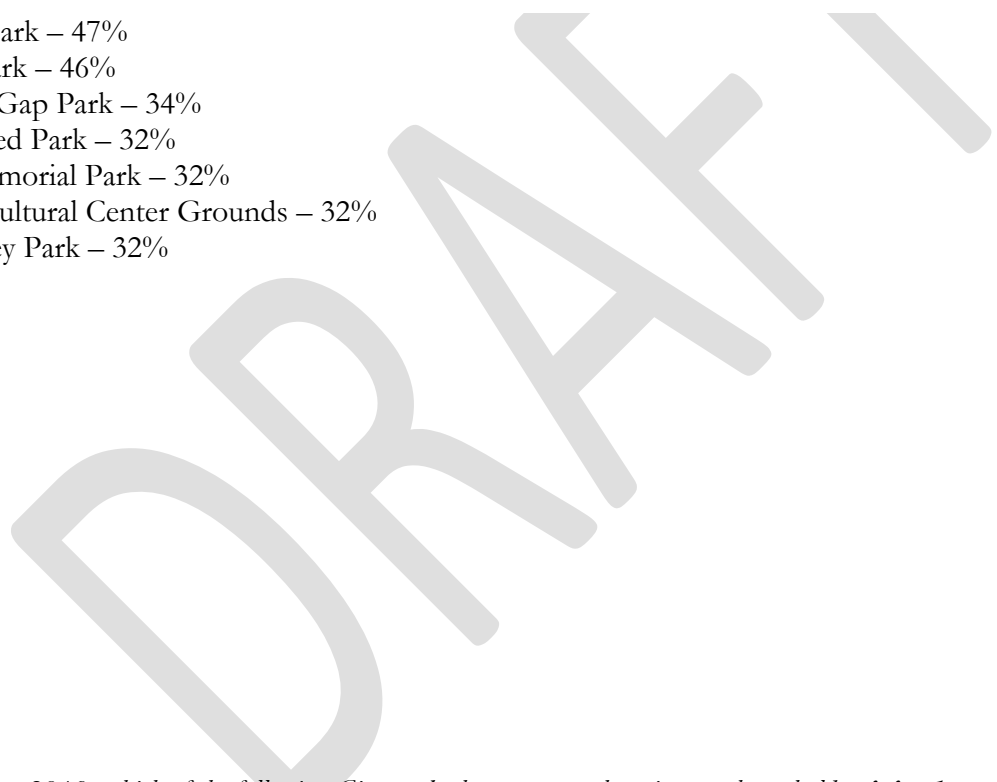
*(Q7) - Since 2019, which of the following City parks have you, or those in your household, **visited**? Select all that apply.*



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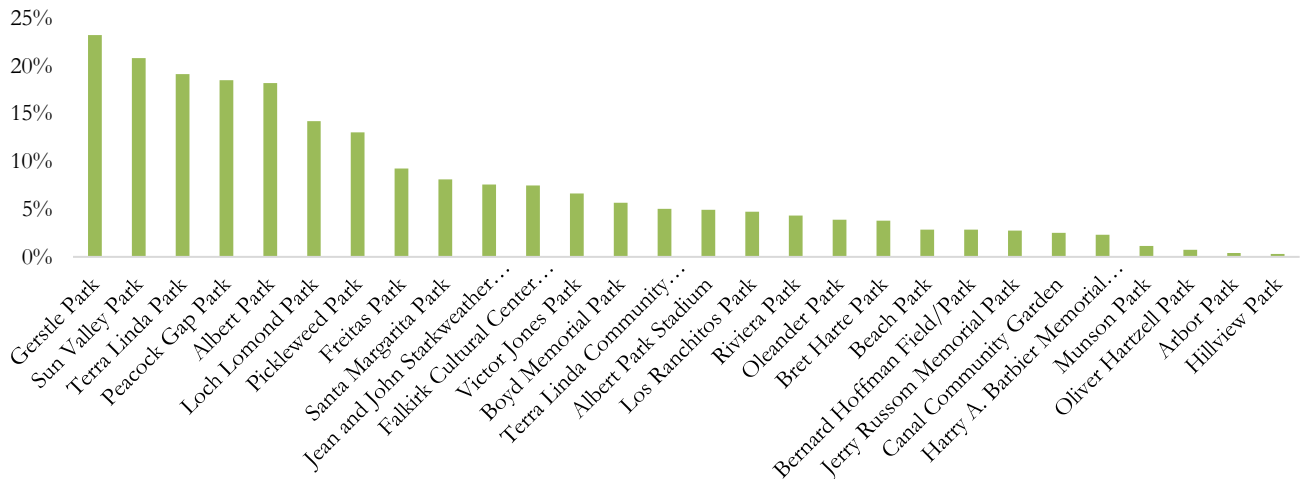


Gerstle Park – 47%  
 Albert Park – 46%  
 Peacock Gap Park – 34%  
 Pickleweed Park – 32%  
 Boyd Memorial Park – 32%  
 Falkirk Cultural Center Grounds – 32%  
 Sun Valley Park – 32%



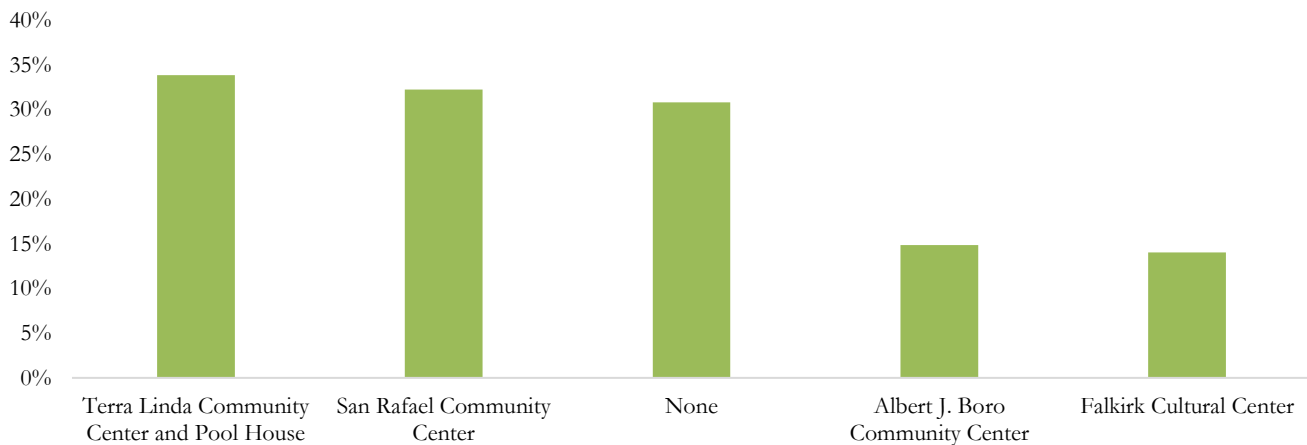
(Q8) - Since 2019, which of the following City parks have you, or those in your household, **visited most frequently?**  
 Select up to 3.

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Gerstle Park – 23%  
 Sun Valley Park – 21%  
 Terra Linda Park – 19%  
 Peacock Gap Park – 19%  
 Albert Park – 18%

*(Q9) - Since 2019, which of the following City recreation facilities have you, or those in your household, visited most frequently. Select up to 2.*

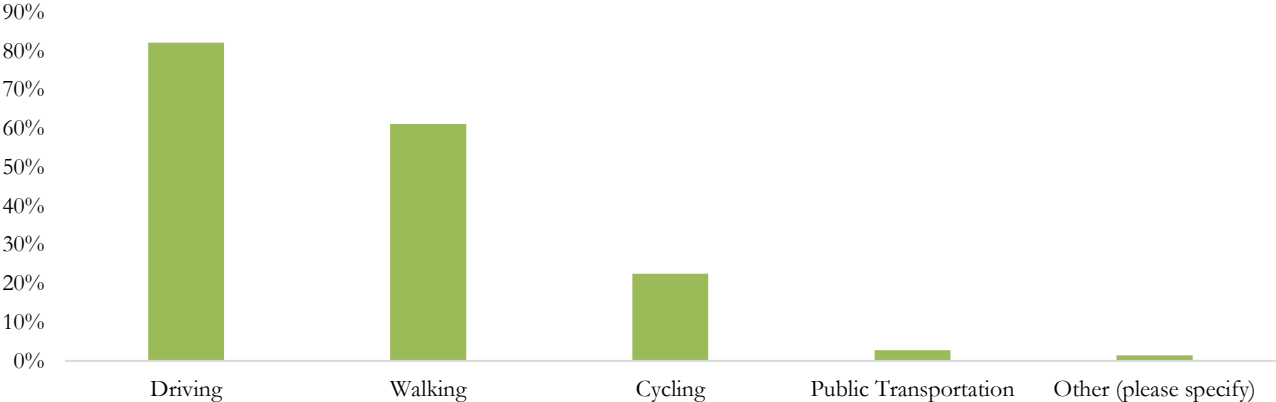


Terra Linda Community Center and Pool House – 34%  
 San Rafael Community Center – 32%  
 None – 31%  
 Albert J. Boro Community Center – 15%  
 Falkirk Cultural Center – 14%

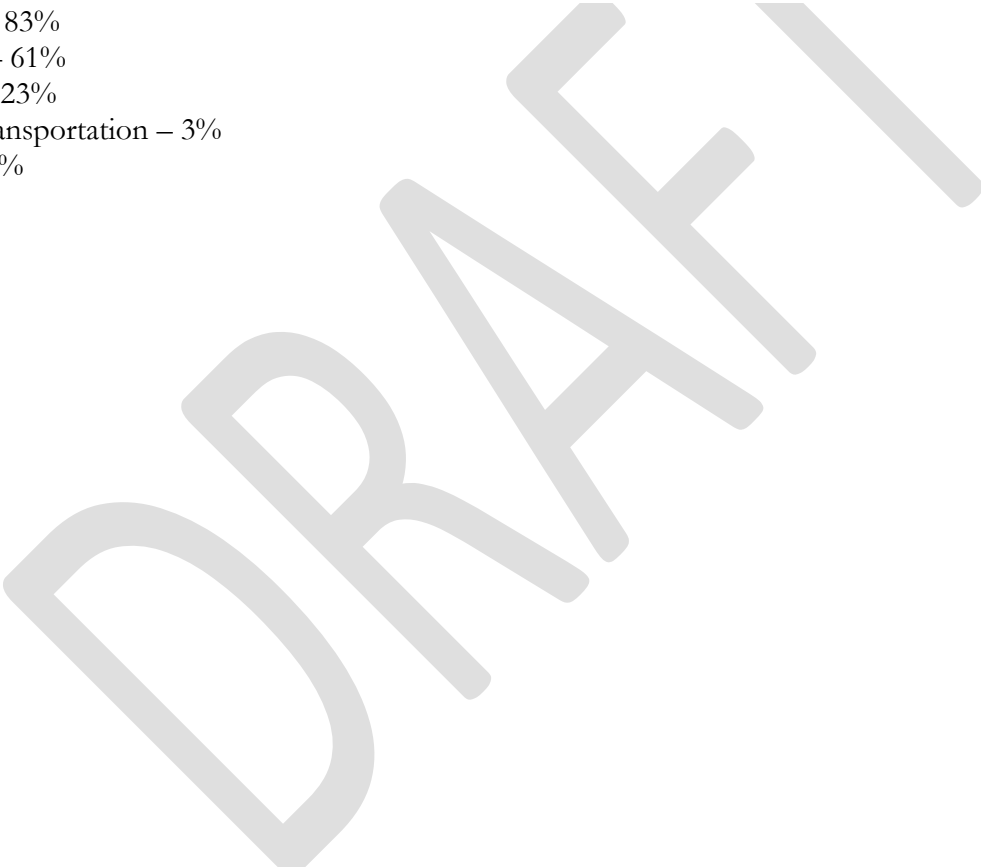
## TRAVEL METHOD(S) TO PARKS AND RECREATION FACILITIES VISITED

**Parks and Recreation Questionnaire**

*(Q10) - How are you traveling to the City’s parks and/or recreation facilities? Select all that apply.*



Driving – 83%  
Walking – 61%  
Cycling – 23%  
Public Transportation – 3%  
Other – 2%

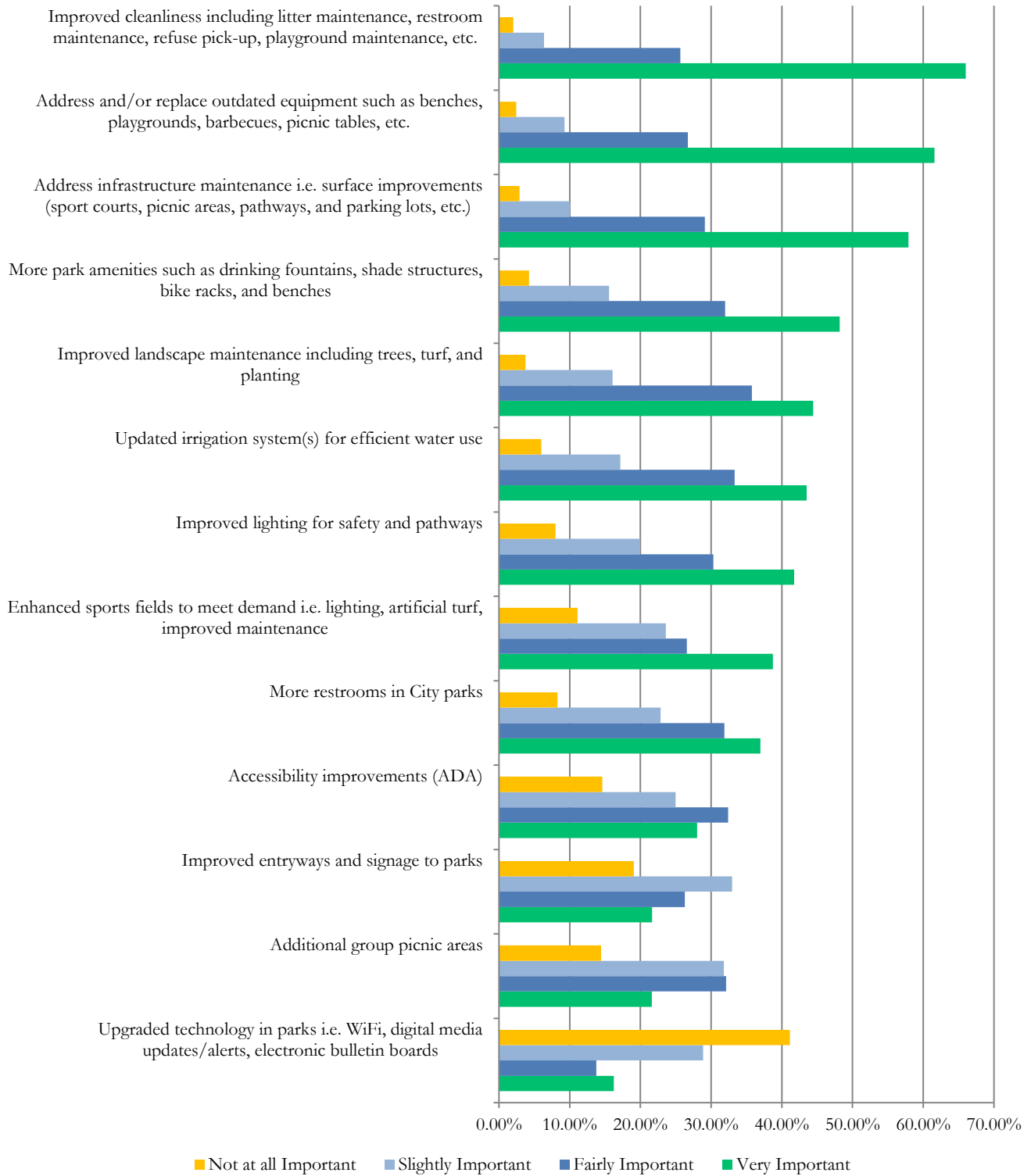


**IMPORTANCE OF PARK IMPROVEMENTS**

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## Parks and Recreation Questionnaire

*(Q11) - How important are the following park improvements in the City?*



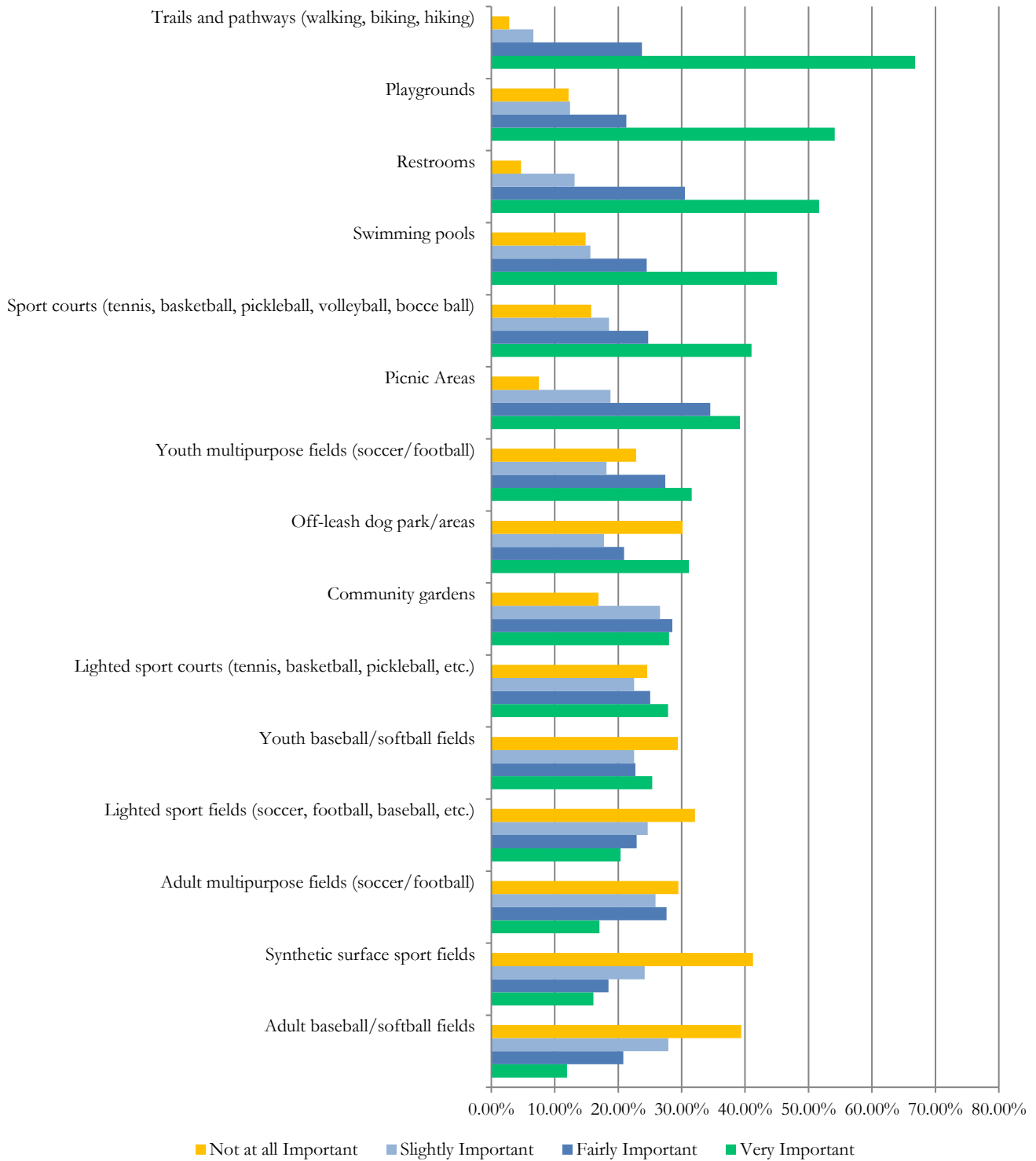
### IMPORTANCE OF RECREATION AMENITIES



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**Parks and Recreation Questionnaire**

*(Q12) - How important are the following recreation amenities to you, or your household?*



**IMPORTANCE OF, AND FREQUENCY IN, SPORT OR ATHLETIC ACTIVITIES**



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Statistically Valid Survey

**IMPORTANCE OF SPORTS OR ATHLETIC ACTIVITIES – BY INTENSITY**

	Adults 18+		
	Column N %	Count	Mean
5J. Walking, hiking, jogging			3.28
5K. Fitness (yoga, weightlifting, cardio, dance, etc.)			2.61
5I. Swimming			2.58
5O. Cycling			2.25
5L. Canoeing, kayaking, paddle boarding			1.96
5F. Soccer			1.92
5B. Basketball			1.89
5A. Tennis			1.78
5N. Mountain or BMX biking			1.75
5D. Baseball			1.73
5C. Softball			1.59
5H. Fishing			1.58
5T. Martial Arts			1.53
5V. Gymnastics			1.52
5E. Volleyball			1.43
5U. Golf			1.42
5S. Bocce			1.42
5Q. Skateboarding			1.37
5G. Football/flag football			1.36
5P. Pickleball			1.32
5M. Lacrosse			1.07
5R. Futsal			1.04

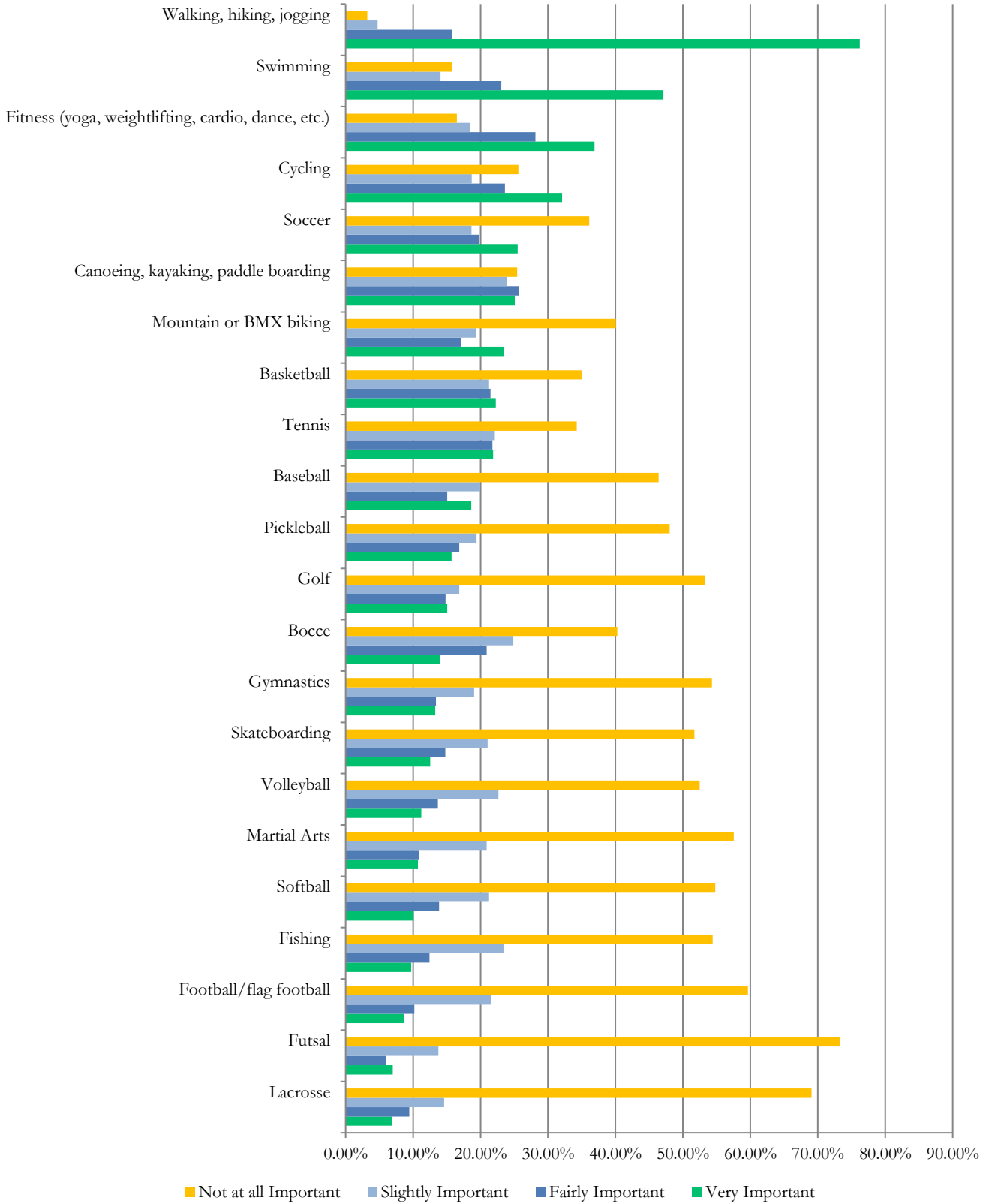
**FREQUENCY OF PARTICIPATION IN SPORTS / ATHLETIC BY INTENSITY**

	Adults 18+		
	Column N %	Count	Mean
7J. Walking, hiking, jogging			2.78
7K. Fitness (yoga, weightlifting, cardio, dance, etc.)			2.48
7O. Cycling			2.06
7I. Swimming			1.87
7F. Soccer			1.78
7N. Mountain or BMX biking			1.76
7U. Golf			1.53
7B. Basketball			1.53
7T. Martial Arts			1.40
7E. Volleyball			1.37
7R. Futsal			1.34
7A. Tennis			1.32
7L. Canoeing, kayaking, paddle boarding			1.31
7V. Gymnastics			1.29
7P. Pickleball			1.27
7Q. Skateboarding			1.27
7D. Baseball			1.26
7G. Football/flag football			1.20
7H. Fishing			1.15
7C. Softball			1.02
7S. Bocce			0.99
7M. Lacrosse			0.88

Parks and Recreation Questionnaire

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(Q13) - How important are the following sport or athletic activities to you, or your household?



IMPORTANCE OF RECREATION PROGRAMS AND SERVICES

Statistically Valid Survey

**IMPORTANCE OF LEISURE OR CULTURAL ACTIVITIES – BY INTENSITY**

	Adults 18+		
	Column N %	Count	Mean
6F. Going to a local park/enjoying nature			3.35
6J. Reading			2.98
6D. Attending cultural activities, such as museums, theater programs, musical performances, or art exhibits			2.97
6L. Picnics			2.69
6O. Self-help/wellness			2.64
6P. Volunteering/community service			2.61
6N. Walking or exercising a dog at a dog park area			2.47
6E. Gardening			2.45
6B. Attending community events			2.44
6G. Home projects/DIY			2.43
6C. Cooking/baking			2.43
6A. Arts and Crafts			2.37
6M. Camping			2.21
6K. Playing an instrument/singing			2.16
6H. Games (in-person/social), such as cards or bingo			1.76
6I. Online gaming			0.81

**FREQUENCY OF PARTICIPATION, LEISURE / CULTURAL BY INTENSITY**

	Adults 18+		
	Column N %	Count	Mean
8J. Reading			2.79
8F. Going to a local park/enjoying nature			2.51
8C. Cooking/baking			2.44
8E. Gardening			2.35
8N. Walking or exercising a dog at a dog park area			2.30
8O. Self-help/wellness			2.01
8I. Online gaming			2.01
8G. Home projects/DIY			1.97
8K. Playing an instrument/singing			1.86
8A. Arts and Crafts			1.78
8L. Picnics			1.58
8P. Volunteering/community service			1.55
8D. Attending cultural activities, such as museums, theater programs, musical performances, or art exhibits			1.53
8B. Attending community events			1.50
8H. Games (in-person/social), such as cards or bingo			1.43
8M. Camping			0.99

Parks and Recreation Questionnaire



## SAN RAFAEL CITYWIDE PARKS AND RECREATION MASTER PLAN

*(Q14) - How important is it for you, or members of your household, to be able to participate in the following recreation programs or services?*



### IMPACT OF COVID ON USE OF PARKS, RECREATION FACILITIES AND PROGRAMS



**Statistically Valid Survey**

*When the COVID crisis ends **will you use** San Rafael parks and recreation facilities more frequently, about the same, or less frequently?*

- More Frequently: 54%
- About the Same: 38%
- Less Frequently: 5%
- DK/NA: 4%

**Parks and Recreation Questionnaire**

*(Q15) **Are you using** San Rafael parks, recreation programs, and recreation facilities more frequently, about the same, or less frequently than before the COVID crisis?*

- More Frequently: 33%
- About the Same: 44%
- Less Frequently: 23%

**RENOVATE EXISTING VS. ADDING NEW**

Statistically Valid Survey	Parks and Recreation Questionnaire
Renovate existing parks to keep current: 60%	Renovate existing parks to keep current: 75%
Add new facilities: 13%	Add new facilities: 25%
Mixed opinions: 22%	
DK/NA: 5%	

Both the Statistically Valid Survey and the Parks and Recreation Questionnaire provided opportunities for respondents to give open-ended answers. The following are recreation programming and facility requests from those responses, to be noted:

- Infrastructure repairs
- Educational classes
- Concerts/music events
- Additional walking and jogging paths
- Community events
- Activities for children and/or enhanced playgrounds
- Aquatic/pool programming
- Art programs/art in parks
- Pickleball
- Community gardens
- Skate Park
- Improvements to and more programming at Terra Linda Park and Community Center
- Spaces for dogs