

Community Center Survey Proposal for PARC 03-09-14

Larry Baron & Pradeep Parmar

Summary

Parks & Recreation Commission will support City Council's priority item to "Approve a Community Center redevelopment plan" by surveying other Community Centers in comparable cities. We will document their best practices and highly rated features from both a USER and a STAFF perspective. We plan to provide our findings to City Council in a brief report, and a presentation.

At the 03-12-14 meeting, PARC formed a subcommittee consisting of commissioners Larry Baron and Pradeep Parmar to develop this goal.

Description

One of City Council's top priorities for 2014 is to develop a plan for the Community Center by November 2014. There are a number of public information gathering meetings targeted at Los Altos and Los Altos Hills residents. Most comparable cities to Los Altos have community centers with programming. The proposal is to survey (benchmark) other community centers and programs and document their best practices and highly rated features. These findings can add data to City Council's decision-making process by making them aware of what other communities are finding valuable in their community centers.

We will work with Staff to get introductions to the appropriate authorities at the proposed locations for the USER survey. Recreation Department Staff will survey other Community Center STAFFs.

Criteria for site selection

- City size
- Comparable demographics

Proposed Survey locations:

Campbell	Similar city size/demographics
Los Gatos	Similar city size/demographics
Menlo Park	Similar city size/demographics
Jewish Community Center	Similar demographic
Saratoga	Similar city size/demographics
Morgan Hill	Similar city size

NOTE: not chosen for USER survey due to non-comparable city size, tax base and city subsidies.

- Palo Alto
- Sunnyvale
- Cupertino
- Mountain View

Methodology

Draft survey questions will be reviewed and approved by PARC. Resulting survey will possibly be reviewed with Council Member Carpenter and changes will be made appropriately.

PARC commissioners, other Los Altos commission members and Recreation staff will conduct surveys. Survey information will be entered by survey takers and processed in SurveyMonkey online tool utilizing the City's license. PARC Survey subcommittee will perform the analysis and produce a report on findings.

Survey subcommittee will train PARC and other Survey Takers to enter their survey results SurveyMonkey.

Additionally, similar cities in terms of size and demographics – as chosen from <http://www.city-data.com> -- may have telephone survey of STAFF survey

Proposed USER Survey

1. Location of Community Center
 - a. Campbell
 - b. Los Gatos
 - c. Menlo Park
 - d. Jewish Community Center
 - e. Saratoga
 - f. Morgan Hill

2. Address of respondent
 - a. Campbell
 - b. Los Gatos
 - c. Menlo Park
 - d. Jewish Community Center
 - e. Saratoga
 - f. Morgan Hill
 - g. Other_____

2. How many children live in your household?
 - a. None
 - b. Under 5 years
 - c. 5-12 years
 - d. 13-18 years
 - e. 19-39 years

- f. Over 40 years
- 3. Your top 3 Facility features
 - a.
 - b.
 - c.
- 4. Your top 3 Program features
 - a.
 - b.
 - c.
- 5. Most desired Facility feature not currently provided
 - a.
 - b.
 - c.
- 6. Most desired program not provided
 - a.
 - b.
 - c.
- 7. Respondent Information
 - a. Male/Female
 - b. Married/Single
- 8. Your age
 - a. Under 18 years
 - b. 18-35 years
 - c. 35-60 years
 - d. over 60 years
- 9. Would you and/or your family use a full service community center?
 - a. Yes
 - b. No

Proposed STAFF survey

Survey Questions for Department Heads at selected Cities regarding Community Center:

- 1. Mission Statement
- 2. Physical Outline
 - a. Year built or year opened if City did not build
 - b. Square footage of facility
 - c. Acres of site which houses facility
 - d. Attach facility layout/schematic

3. Financials
 - a. Annual budget (revenue/expense by program)
 - b. Annual repair program
 - c. Maintenance schedule

4. Programming
 - a. Top three fee-based programs by participation
 - b. Top three free or subsidized programs
 - i. if subsidized, at what %?
 - c. Which services/program offerings are outsourced?
 - d. Which partner agencies are housed in facility?
 - e. Total annual participation?
 - f. Total number of programs offered annually?
 - g. List of program areas
 - i. i.e. health/wellness
 - ii. life long learning
 - iii. other
 - h. Fitness Center on-site?
 - i. If so, what is membership protocol?

5. Facility Rental Program

6. Org chart for facility rentals with position counts (coordinators, attendants etc.)

7. Facility reservation software used

8. Annual number of facility reservations

9. Formal facility marketing program used? If yes, attach samples

10. Demographics of Participants
 - a. age
 - i. Under 5 years
 - ii. 5-12 years
 - iii. 13-18 years
 - iv. 19-39 years
 - v. Over 40 -59 years
 - vi. 60+ years

 - b. Gender
 - i. Male
 - ii. Female

 - c. resident
 - i. Yes
 - ii. No

11. If could change three aspects of facility, what would they be? (i.e. Layout, room type etc.)
 - a.
 - b.
 - c.

12. If facility built in last five years: were any key features/functions eliminated from facility prior to construction due to cost?
 - a. If so, what?
 - b. And what has been the impact?

13. What areas of center receive most positive feedback from participants?

14. Which areas of center receive most negative feedback from participants?

15. How long has the community center been open?

16. How was the design and construction of community center funded?
 - a. Bond
 - b. City reserve funds
 - c. One time parcel tax approved through
 - d. Other

Appendix

Santa Clara County Cities by Size (2010 Census)

SANTA CLARA COUNTY 1,781,642

* Campbell	39,349
* Cupertino	58,302
* Gilroy city	48,821
* Los Altos city	28,976
* Los Altos Hills	7,922
* Los Gatos	29,413
* Milpitas	66,790
* Monte Sereno	3,341
* Morgan Hill	37,882
* Mountain View	74,066
* Palo Alto	64,403
* San Jose	945,942
* Santa Clara	116,468
* Saratoga	29,926
* Sunnyvale	140,081
* Rest of the County	89,960